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New WVUD-FM Program Director Named

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DAYTON, Ohio, September 21, 1982 — Michael Ames McMurray has been named program director of the University of Dayton's radio station WVUD-FM. The announcement was made by John Schaller, general manager of WVUD. McMurray will assume his new duties October 1, 1982.

McMurray is currently program director at WHIO Radio. He has been with the Cox Broadcasting station since February 1977. During that time he was responsible for the operation's air staff, programs, and promotion. Prior to joining WHIO, McMurray programmed WPPB/WPBF in Middletown and worked as a disc jockey, salesman, and newsman at WQXR in Oxford, Ohio.

Commenting on the selection of McMurray as program director, Schaller expressed his gratitude for McMurray's interest in helping WVUD attain a more prominent role in the Dayton broadcasting scene. According to Schaller, "Mike will definitely serve notice to the rest of the market that we intend to strive for all the potential possible from this 50,000 watt FM 'sleeping giant.'"

The station, dubbed "adult hit radio" by Schaller, changed format last year from album rock.

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