

WNOE Sets New Programming Team

WNOE-AM & FM/New Orleans has split the programming duties for the Country combo, with consultant Grahame Richards named FM PD and AM afternoon talent Dan Diamond promoted to AM PD. Former AM & FM PD Ralph Cherry is now involved with the music for both stations while also pulling the 6-9pm airshift on the AM.

WNOE-AM & FM GM Eric Anderson told R&R, "The infusion of both these gentlemen's talent will be very salutary to this radio market. With about six rockers here, we decided it was about time to get

on our horse and flail away with what we had to offer. You'll see us getting much more aggressive."

Asked about entering the day-to-day programming wars after many years of operating his own consultancy, Richards laughed, "(Station owner) Jimmy Noe was a competitor of mine and I thought he was a mean guy - until I met him. He's a real sweetheart and the kind of person you want to work for. I love New Orleans and this is the first opportunity I've had to settle here. There's a great future for country music in this market with this facility."

Diamond, whose daughter is country singer Lisa Angelle, told R&R, "Programming is something I've done before and I'm happy to be back in the chair again. I'm really going to enjoy competing with my good friend Grahame. It'll make us both better."

The AM is positioned as Classic Country while the FM will skew more modern. Diamond added that Classic Country "doesn't mean oldies," but rather a classic, traditional sound.

Richards' career has covered all formats. He was National PD for Storz from 1959-65 and had his

WNOE/See Page 26



Carolyn Howe

Howe KWLT VP/GM

KDKB/Phoenix GSM Carolyn Howe has been promoted to VP/GM at sister AC outlet KWLT/San Diego effective March 21.

Sandusky Radio Division President Norman Rau told R&R, "Carolyn brings 13 years of media experience, including 11 years of management, to K-Lite. She's done an excellent job at KDKB and will fit in very well in San Diego."

Howe told R&R, "I'm looking forward to learning from all the people who have been at the station for a long time. There's lots of good experience amongst them."

While the station is currently AC, Rau hinted changes are forthcoming. "We have not been a big player in that market to this point, but we

HOWE/See Page 26

Moen Programs KEZR



John Moen

WLVE/Miami Exec. Director/Programming & Operations John Moen has been named VP/Programming & Operations for AC KEZR/San Jose. The station had been without a PD since Tom Watson exited last April.

GM John Levitt told R&R, "As we look to the 1990s, we felt we had to upgrade ourselves, and hired Mike McVay as our consultant. His first objective was to recruit one of the best AC PDs in the country. John's programmed different formats and has an understanding of the competitiveness of major markets these days. He not only has the programming skills, but the marketing skills."

Moen told R&R, "The immediate

MOEN/See Page 26

McCoy New KBUC PD

KHAK/Cedar Rapids PD Mike McCoy has been named PD at KBUC-AM & FM/San Antonio, effective March 7. He succeeds Don Moore, who exited a month ago and is now PD at KRYS/Corpus Cristi.

McCoy told R&R, "It's incredible to go into a market with five Country stations. Country music is the heart and soul of San Antonio, and we've been here doing it for 20 years. We have the tradition and will be attacking the market from that angle. We'll have a good selection of oldies from the '50s and '60s mixed with today's traditional country."

At KHAK the last three years, McCoy had spent the five years previous in Cincinnati, starting on-air at WUBE and then working on-air with its AM sister through a variety of call letters and formats.

RCA Celebrates Oslin Grammy



At RCA's post-Grammys bash in New York last week, executives gathered to salute K.T. Oslin, who won Best Country Vocal Performance, Female honors for "80s Ladies." Pictured (l-r) are RCA President Bob Buziak, BMG Co-Chairman Monti Lueftner, Michael Graeter of German magazine Bild, Oslin, and manager Stan Moress.

NATIONAL SINGLES WEST

Teifeld Joins Arista



Jan Teifeld

Jan Teifeld has been named National Singles Director/West Coast for Arista. She joins from Chrysalis, where she held a similar title.

Arista VP/Pop Promotion Rick Bisceglia stated, "Jan has earned a well-deserved reputation as an extremely dedicated and hard-working person, and I'm very excited that she is now a part of the A-team."

Teifeld told R&R, "I'm thrilled to be working with (Sr. VP) Donny Jenner, Rick Bisceglia, and the

best promotion staff in the business. I'm looking forward to breaking new and exciting Arista acts, such as the Church, at pop radio, as well as furthering the success of Arista's more established acts, including the label debut of Hall & Oates."

Scherner GM At KYTE-AM & FM

KKSN & KKLI/Portland GM Bob Scherner has moved cross-town for similar duties at KYTE-AM & FM. He replaces acting GM Greg Reed, who will continue as Exec. VP/Radio for parent Henry Broadcasting.

Commenting on his appointment, Scherner said, "Both the AM and the FM are solid and stable. It's now a matter of doing all we can to expand on the positive momentum that's been building for some time."

Previously, Scherner was GSM

SCHERNER/See Page 26

MARCH 11, 1988

35-50 DEMO DOMINATES NEAR FUTURE

A new demographic report says the 35-50 age group will head 45% of US households by the turn of the century, while sub-35 households will skid to 29%. See R&R's Lifestyles section for more details.

Page 24

FEATURES

WASHINGTON REPORT: Dennis Patrick interviewed	6
RADIO BUSINESS: Westwood One after radio stations	9
CONVENTION IN COLOR: Two pages of photos from Convention '88	13
OVERVIEW:	
● MANAGEMENT: How ill health hurts business	21
● MEDIA: Video rental upsurge	22
● LIFESTYLES: 35-50 demo on top in 2000 AD	24
NEWSBREAKERS	26
STREET TALK: CBS tackles Tisch	30
ON THE RECORDS: Fields of the seraphim:	
angel & devil songs	38
MUSIC: New charity LP for homeless	39
DATEBOOK	40
CALENDAR	42
NETWORK FEATURE FILE	56
MARKETPLACE	57
OPPORTUNITIES	60

FORMATS

CHR: Cars, cartoons, & celebrities	44
COUNTRY: People and promotions	48
URBAN CONTEMPORARY: Radio's community activists	50
AC: Promotions from the heart	52
AOR: Format photo avalanche	53

MUSIC INFORMATION

WORLD MUSIC OVERVIEW: Hot, current international, DMR dance charts	62
MUSIC VIDEO: MTV, VH-1 playlists	63
URBAN CONTEMPORARY	64
COUNTRY	67
MUSIC-INTENSIVE AC	70
FULL-SERVICE AC	72
GOLD-INTENSIVE AC	72
NAC	73
CONTEMPORARY JAZZ	73
MAINSTREAM JAZZ	73
AOR TRACKS	75
AOR ALBUMS	76
CHR	82
AC, AOR, CHR, URBAN CHARTS	96

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