

## Elektra Rock Promo Taps Tavera, Brosio

Elektra Entertainment Group has elevated **Al Tavera** to Sr. Director/Rock Promotion and tapped **Hilaire Brosio** as West Coast National Director/Rock Promotion. Tavera



Tavera



Brosio

previously was National Director/Rock Promotion for Elektra; Brosio was West Coast Regional Promotion/Marketing Director for the Enclave.

VP/Promotion George Cappellini said, "Al has demonstrated his promotional skills to radio and has done a great job in leading our staff

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## LaMarca Now BP's Dir./Broadcast Div.

### Stephens also rises

Broadcast Programming has promoted Sr. VP/Sales **Jim**



LaMarca



Stephens

LaMarca to Director of BP's new Broadcast Division. At the same time, Regional Manager **Susan Stephens** has been elevated to BP Sales Manager/Group Account Manager.

"Both Jim and Susan are outstanding performers." BP President/

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## Gehman, Frazin Find Refuge With MCA



MCA Records has teamed with noted producer **Don Gehman** and artist manager **Larry Frazin** to form **Refuge Records**. MCA will provide marketing and promotion, while Gehman and Frazin will sign new talent; upcoming releases are slated from **Uma**, **Jonatha Brooke**, and **DollsHead**. Sealing the deal are (l-r) MCA Marketing Director **Paul Orescan**, Universal Music Group VP/Business & Legal Affairs **Sheryl Gold**, MCA Sr. VP/A&R **Gary Ashley**, **Frazin**, MCA President **Jay Boberg**, and **Gehman**.

## Simoné Set As First Geffen Head/A&R

Geffen Records has named music industry vet **David Simoné** to become the company's first head of A&R. Based in Los Angeles, he reports to President **Bill Bennett** and will lead the label's efforts to diversify its artist roster.

"Bringing David into the Geffen fold is a tremendous coup for us, because he's earned such respect from songwriters, producers, managers, and lawyers — the gatekeepers of talent," Bennett said. "His ear for a song, extensive international background, and far-reaching business acumen make him especially attractive to us."

Simoné had been President of PolyGram Music Publishing since February '94. A native Londoner, he's also been Chairman of MCA UK and Managing Director of Arista Records UK and Mercury Records' UK companies. He also worked as President of the Uni label and was a senior partner in the Atlanta law firm of Katz, Smith & Cohen.



Simoné

## WBEE/Rochester Powers Ford To PD Post

Former WTDR/Charlotte PD **Loyd Ford** has been named PD at Country **WBEE/Rochester**. The post has been vacant since **Ron Ellis** departed August 1. Ford starts at the end of October.

"It takes someone with special talents to move a No. 1 station like WBEE forward," VP/GM **Bill Cloutier** told R&R. "We think we've found a person with that level of talent in **Loyd Ford**."

Ford told R&R, "I can't wait to get to Rochester and work with **Bill** and all the great folks at WBEE. They've all done so much with the station. It's a great organization with a terrific track record, and I'm looking forward to being part of the team."

Ford joined SFX Broadcasting as PD of Country **WSSL-AM & FM/Greenville, SC** in November '92, was upped to OM of the combo and **AC WMYI** in May '93, and was transferred to Country **WTDR** as PD in July '95. He programmed Country **KRMD/Shreveport, LA** between 1990-92.



Ford

## EXECUTIVE ACTION

### O'Malley Stars As GSM At KYSR/Los Angeles

**Paul O'Malley** has joined Pop/Alternative Hot AC **KYSR (Star 98.7)/Los Angeles** as GSM. He most recently was VP/Southeast Division for **Katz Radio**.

O'Malley spent the last eight years with **Katz** in New York, St. Louis, and Atlanta. He began his broadcasting career at **WVOR-FM/Rochester, NY**.

VP/GM **Ken Christensen** stated, "I've known Paul since his start at **WVOR** and have always recognized him to be a very talented leader with a high customer-service orientation, which is ideal for both the short- and long-term growth of **Star 98.7**."



O'Malley

### Burch, Woodward, Callahan Appointed Metro GMS

**Metro Networks** made the following appointments last week:

• **Bob Burch** has been named GM/San Diego. The 26-year industry veteran most recently was VP/GM at **KFNS-AM & KEZK-FM/St. Louis**. He's also been National Programming Director for **Century Broadcasting**.

• **Woody Woodward** has been tapped as GM/Oklahoma City. Woodward spent 14 years as a GM for **Storz Broadcasting**-owned stations in **OKC**, then became VP/GM for the **Oklahoma City Traffic Network**. **OCTN** was acquired by **Metro** last year.

"Bob has made numerous contributions to the success of his stations over the past 26 years," said **Metro President Chuck Bortnick**. "And **Woody** brings the talent and experience necessary to maintain our high standards of excellence in the broadcasting field."

In **Virginia**, meanwhile, **Thom Callahan** has been elevated from Marketing Manager/Baltimore-Washington, DC to GM/Norfolk-Richmond. Additionally, **Jim Purther** has been promoted to Director/Operations, **Richmond**. Purther had worked as a producer and in operations at **Metro's Baltimore office** since 1994.

VP/Atlantic Region **Benson Riseman** said, "Thom and Jim have both displayed exceptional skills and leadership. Their commitment to quality and service make them both ideal candidates for their respective positions."

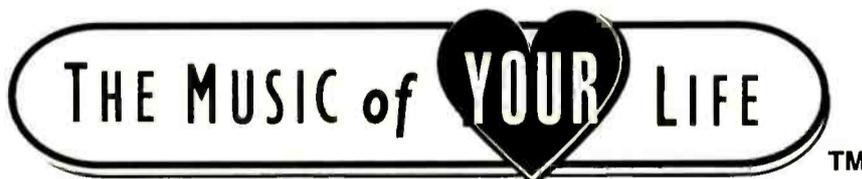
### Shane Media Names Rovell Programmer/Consultant

**Keith Rovell** has been appointed Programmer/Consultant for **Shane Media**. He moves to the **Houston-based consulting firm** from **News/Talk WASK-FM/Lafayette, IN**, where he was Programming Manager. He also has programmed music stations in **Albuquerque** and **Sarasota**.

"Keith's experience in radio is so diverse that he fits right in with the day-to-day challenges we face on behalf of our clients," said **Shane Media principals Ed and Pam Shane**. "During his 23-year career, Keith has built a radio station from scratch, conducted demographic research, trained and developed air talent, and developed sales strategies."

**Ed Shane** added that, when he heard **WASK**, he felt whomever was in charge had a good sense of stationality: "For that reason, Keith was a top candidate for a recent opening at one of our client stations. When that station went with a hometown candidate, I decided to pursue Keith for **Shane Media**. He thinks like we do."

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