left last November to take Elektra's Dallas local promo job, has been named "RZK PD.

Ah, but ST hears Horn's noncompete with 'GLF still has six months to go, so don't be surprised if the legal sparks start flying over this one.

Regardless, look for former WLNI/Panama City, FL PD Steve Christian to handle mornings, Horn to police middays, and Summers to rock on in afternoon drive.

More Morning Mayhem

* 92Q/Baltimore temporary morning teammates Barry McKay, Howard C., and Wendy Corey will now host the show on a permanent basis. McKay's move leaves a midday vacancy (swinging jock Russ Allen is sitting in for now). In addition, 92Q hires Production Director Andrew Zinner from WGTZ/Dayton.

* KQRO/SF morning man Paul "Lobster" Wells exits after four years at the AOR. He will now host the show. He will now host the show. He will now host the show.

They Call The Win Mariah

Big-time congrats to Columbia and Mariah Carey, whose "Make It Happen" this week becomes her seventh consecutive No. 1 CHR hit. That tops previous record-holders Michael Jackson and Whitney Houston (although Michael sort of hit seven by duetting with Paul McCartney on "Say Say Say" before reeling off six solo chart-toppers). Mariah, it should be noted, pulled off the feat with her first-ever seven singles!

Michael, by the way, gives Epic the most-added CHR record two weeks in a row, not to mention half of a double Breaker with last week's most-added, Celine Dion.

Arista President/CEO Clive Davis will receive the NY Friars Club "Man of the Year" award June 6 in the Waldorf Astoria's Grand Ballroom. Davis is being honored for helping raise over $5 million to fight AIDS and millions more to fight cancer and millions more to fight cancer and millions more to fight cancer and millions more to fight cancer and millions more to fight cancer and millions more to fight cancer.

Dick Clark will host the RAB-sponsored "Mercury Awards" June 4 at the NY Hilton. A total of $200,000 is up for grabs for the

Records

* Mechanic Records has split with MCA. The parties disagree on which firm terminating the arrangement. Trieter, Bang Tango, and Voiced will remain with MCA under the same terms (a Mechanic logo remains on all releases), and the NYC-based indie is working on a new distribution arrangement.

year's best radio commercials, with the Mercury Gold Award itself worth a cool 100 grand.

The Day The Music Died

Full-Service AC KDKA/Pittsburgh completed its evolution to N/T at noon last Friday (4/10).

When midday host Larry Richert played Don McLean's "American Pie," he officially concluded a music tradition that began back in October 1919 with the broadcast of "Old Black Joe" by station founder Dr. Frank Conrad.

DIVER'S PROGRAMMING — Pictured while performing what was purportedly the world's first 24-hour underwater broadcast in WMFX (Fox 102)/Columbia, SC PD morning man Benji Norton. The triumph of brave over brain required having a microphone built into the diving mask, and not only garnered a mention in Ripley's Believe It Or Not, but also raised nearly $5000 to fight multiple sclerosis.