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

VP/Promotion George Cappelli said, "Al has demonstrated his promotional skills in radio and has done a great job in leading our staff ELEKTRA/See Page 12"

LaMarca Now BP's Dir./Broadcast Div.

- Stephens also rises

Broadcast Programming has promoted Sr. VP/Sales Jim 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/VP/See Page 21

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.

WBEE/Rochester Powers Ford To PD Post

Former WTDU/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 GM of the combo and AC WMYI in May '93, and was transferred to Country sister WTDU as PD in July '95. He programmed Country KRMDS/Shreveport, LA between 1990-92.

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 WVQR-FM/Rochester, NY.

VP/GM Ken Christensen stated, "The known Paul since his start at WVQR 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."

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 Bickett. "And Woody brings the talent and experience necessary to maintain our high standards of excellence in the broadcasting field."

In Virginia, meanwhile, Thom Calahan has been elevated from Marketing Manager/Baltimore-Washington, DC to GM/Nortok-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 Rice 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/Layavette, IN, where he was Programming Manager. He also has programmed music stations in Albuquerque and Seattle.

"Keith's experience in radio is so diverse that we felt 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 whoever was in charge had a good sense of stationity. "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."