

## NEWSBREAKERS



Bill Jones

## Jones Nabs WGKX PD Position

WCRJ/Mobile PD Bill Jones has been named PD at Barnstable Country outlet WGKX/Memphis. He replaces VP/Programming & Marketing Dana Harmon, who has been upped by Barnstable to VP/GM duties at WMSP/Harrisburg, PA.

WGKX GM John Bibbs commented, "After Dana was promoted, we began a nationwide search for someone with the talent and expertise to continue our winning tradition in the Memphis market. We have found that person in Bill Jones."

"It's great to work for a company like KIX 106 and Barnstable, where the commitment is to their people and to winning" said Jones. "This is, and shall continue to be, one of the great radio stations in America."

Jones, a 13-year radio veteran, held the PD position at WCRJ from 1985-88. He was previously PD from 1984-85 at WKSJ/Mobile, where he worked since 1979.

## Idea Net For Easy Listening Stations

Thirty Easy Listening stations around the US and Canada have joined an "idea exchange" network formed by WJIB/Boston Promotion Manager Lou Bortone. The "Easy Listening Network" will act as a clearinghouse for ideas and success stories pertaining to the format.

Commented Bortone, "Easy Listening stations fight a particularly tough battle to win listeners and advertisers. Through this exchange of ideas, we can work together to create the future of Easy Listening marketing and help all our stations prosper."

In addition to WJIB, some of the stations participating are KJOI/Los Angeles, KMEZ/Dallas, KOSI/Denver, CHQM/Vancouver, WPCH/Atlanta, and WLIF/Baltimore.

Although most of the network's participants are promotion directors, Bortone said GMs, PDs, and GSMs are also welcome to join. He can be reached at (617) 523-6611.

## Business Week Fires Broadcaster Over Disclosure Violations

Rudy Ruderman, the radio voice of *Business Week* magazine, was fired last Friday (8/12) for failure to comply with a company policy that requires employees to disclose all personal stock holdings and trades. Ruderman is reportedly also under scrutiny by the New York Stock Exchange, which wants to know if the broadcaster violated insider trading rules by acquiring stocks based on his pre-publication access to the magazine's contents.

Ruderman's dismissal was prompted by a Thursday (8/11) call to *Business Week* by officials of the New York Stock Exchange surveillance unit. The exchange of-

officials told the magazine they had received a tip that Ruderman had traded in stocks that were later mentioned in *Business Week*'s "Inside Wall Street" column. According to *Business Week* spokesperson Mary McGeachy, the alleged wrongdoing involved "four or five trades" made by Ruderman earlier this year.

As the result of a Friday morning discussion with Ruderman, *Business Week* officials determined that the 62-year-old broadcaster was in violation of the magazine's disclosure policy and decided to fire him. Ruderman's dismissal comes in the midst of a still-unfolding stock trading scandal involving printers who allegedly sold advance copies of *Business Week* to stock brokers.

Ruderman, reached at his suburban New York home, referred all questions to attorney Alan Kaufman. The lawyer emphasized that his client has not been charged with any crime. Regarding the NYSE allegations, Kaufman said, "I think it's important to remember that the stock exchange either could not or would not identify the stocks involved (in Ruderman's allegedly improper trades)."

Kaufman said he "did not know" if Ruderman was the target of an active NYSE investigation. A spokesperson for the exchange refused to discuss the situation other than to say, "We do not comment on open investigations. However, you should not make any implications from that (statement)."

Ruderman, who joined *Business Week* in 1981, broadcast nine daily stock market reports that were heard on three Group W stations — WBZ/Boston, WINS/New York,

and KYW/Philadelphia — as well as Price Communications' WOWO/Fort Wayne.

*Business Week* has temporarily suspended distribution of the report, but hopes to have it back on the air by Monday (8/22). Group W will make a decision on whether to continue to carry the program after a meeting between *Business Week* officials and Group W VP Warren Maurer. However, a Westinghouse executive who asked not to be identified said such a quick comeback was unlikely since Maurer was scheduled to be out of town much of this week.

Price is also undecided about the program's fate. "We just haven't had a chance to talk about it," said Price VP Ellen Fader.

## Casey To BPI As Manager

Former KFKF/Kansas City OM Tom Casey has joined Seattle-based format syndicator Broadcast Programming International as Programming Manager. Earlier this year BPI acquired Peters Productions of San Diego and Radio Arts of Los Angeles.

BPI GM Edith Hilliard commented, "We're really excited to have Tom join us, because he brings a wide range of programming skills that meet the needs of our rapidly growing company."

Casey previously had been OM at KZLA/Los Angeles, and his background also includes posts at Transtar and KSCS/Dallas.

## Elektra Ups Berg To National NAC Post



Suzanne Berg

Elektra Records National Director/AC Promotion Suzanne Berg has been promoted to National Director, New Adult Contemporary/Jazz Promotion. She will continue to perform her AC duties.

Elektra Sr. VP/Promotion Brad Hunt noted, "Suzanne's promotion is in recognition of the tremendous job she has done with the AC format. We are increasing her responsibilities because we know she is the best person to increase our visibility, not only in the AC market but in the Jazz/New Age market."

Berg told R&R, "Most people don't like the term 'New Age,' and 'New AC' stands for everything. That's why we went with it. It's the natural progression for me to oversee this department. You have NAC stations playing Anita Baker, 10,000 Maniacs, and artists like that, so it's the natural thing to do. You can get things crossed over."

"It will be a lot more work, but a lot of fun, too, because I can talk to some of my old connections," she added. "I'll also deal with some new friends like (KKSF/San Francisco PD) Steve Feinstein, (WNUA/Chicago PD) Bob O'Connor, and (WQCD/New York PD) Wendy Leeds. I'm looking forward to it."

Before joining Elektra 16 months ago Berg worked for two years as National Director/Promotion for Gramavision Records and served as Technical Director of the United Stations "Country Music Countdown."

## KMYX PD Thomas Dies In Car Crash

KMYX/Ojai (Ventura), CA PD Howard Thomas was killed last Sunday (8/14) in Los Angeles when a car in which he was a passenger crashed. He was 26.

The driver of the car, super-welterweight boxing champion Lupe Aquino, was arrested on suspicion of felony drunk driving and vehicular manslaughter after veering off the San Diego Freeway and tumbling down an embankment. One other passenger was also killed, and a third was injured. Aquino suffered minor injuries.

Thomas had programmed KMYX since the Urban station debuted in 1984.

"Howard was a very supportive programmer and a very progressive thinker," said KMYX morning man and former KJLH/Los Angeles PD Doug Gilmore. "He was also a workhorse; it wasn't unusual to see him in here 14 or 16 hours a day. I really enjoyed working with him."

KMYX midday man Kimo Villarimo commented, "Howard was really bright. He carried a very positive aura, and maintaining that kind of work atmosphere was important to him. He had a lot of big



Howard Thomas

ideas, and his positive outlook motivated all of us here."

Epic Records Assoc. West Coast Director of E/P/A Black Music Maurice Warfield added, "Howard was one of the most innovative young programmers today in America. He truly believed in radio, the record business, and music people. This is a terrible blow for all of us, his friends and all people in the music business."

A trust fund is being started for Thomas's three-year-old daughter by family friends Marla and Howard Young, who can be reached at (805) 988-1077.



Andy Bloom

## Bloom Joins Media Strategies

Three-year WYSP/Philadelphia PD Andy Bloom will exit the station in September to join Media Strategies as a consultant. He will be active in all phases of the company's consulting and research activities.

Media Strategies President Fred Jacobs commented, "Andy is an exciting addition to the firm. He's grown a great deal and has developed into an incisive programmer and a quality research guy. We're thrilled to have him."

Bloom, who previously programmed WQFM/Milwaukee, said, "WYSP has been a tremendous experience. In the past three years we accomplished what few believed could be done. Leaving the Infinity nest is a difficult decision. However, the opportunity to join a company like Media Strategies represents the realization of a personal career goal I set when I first entered broadcasting."

In addition to being the developer of a pivotal Classic Rock format, Media Strategies consults AOR and AC stations throughout the US and Canada.

## Orcutt Now GSM At WEEI

WEEI/Boston LSM Greg Orcutt, who has been with the station eight months, has been promoted to GSM and will lead a nine-member staff. Prior to joining WEEI he spent 11 years at crosstown AC WROR as an AE, LSM, and National Sales Manager.

WEEI VP/GM Mike Wheeler said, "Since Greg joined the station, our radio sales team has grown into one of the leading sales organizations in the market."

Orcutt told R&R, "This is one of the best sales organizations I've ever been associated with. I'm thrilled to be part of it and to be working with a staff that will grow even further. This is one of the most amazing operations in terms of retail business and direct responses I've ever seen."

In the spring '88 Arbitron, News-formatted WEEI ranked tenth 12+ with a 4.2 and seventh 35-64. In the corresponding Birch, WEEI registered a 3.4 12+.