TOP FORTY

ROD STEWART
Some Guys Have All The Luck (Warner Brothers)

JOHN CAFFERTY
On The Dark Side (Scotti Brothers)

A/C

DONNA SUMMER
There Goes My Baby (Geffen)

RALPH MACDONALD
In The Name Of Love (Polydor)

COUNTRY

VERN GOSDIN
What Would Your Memories Do (Compleat)

WILLIE NELSON
City Of New Orleans (Columbia)

ALBUM

ALTERNATIVE ACTION

THE FIXX
Phantoms (MCA)

KING SUNNY ADE
Aura (Island)

THE BLACK PAGE

BILLY OCEAN
Caribbean Queen (Jive/Arista)

S.O.S. BAND
Just The Way You Like It (Tabu)

INSIDE

The Gavin Examines Heavy Metal

TOP 40...

When to take it off.
And The Rain Continues...

Purple Rain
Prince and the Revolution

Management: Cavallo, Ruffalo & Fargnoli

The Album. The Movie
THE GAVIN REPORT

TOP FORTY

EDITOR: DAVE SHOLIN

ROD STEWART
Some Guys Have All The Luck
(Warner Brothers)

JOHN CAFFERTY
On The Dark Side
(Scotti Brothers)

RECORD TO WATCH

ROMEO VOID
A Girl In Trouble
(Is A Temporary Thing)
(Columbia)

Filling in the airplay void in a big way over the past several weeks. Added by 291, WXXS, WBBQ, XMEL, KQXR, KGET, KFIM, KRPL, etc. On KIIS/FM, KHTT, KDFN/FM, etc. See Analysis for complete story.

LIONEL RICHIE
Stuck On You
(Motown)

HUEY LEWIS & NEWS
If This Is It
(Chrysalis)

JOHN WAITE
Missing You
(EMI)

2W LW TW

3. 2. 1. LIONEL RICHIE - Stuck On You (Motown)
3. 4. 2. TINA TURNER - What's Love Got To Do With It (Capitol)
7. 4. 3. JOHN WAITE - Missing You (EMI)
1. 1. 4. Ray Parker Jr. - Ghostbusters (Arista)
9. 5. HUEY LEWIS & THE NEWS - If This Is It (Chrysalis)
13. 8. 6. CYNDI LAUPER - She Bop (Portrait)
8. 7. 7. Corey Hart - Sunglasses At Night (EMI)
11. 18. 8. CARS - Drive (Elektra)
23. 17. 9. PRINCE - Let's Go Crazy (Warner Brothers)
12. 10. Peabo Bryson - If Ever You're In My Arms Again (Elektra)
15. 11. SCANDAL - The Warrior (Columbia)
19. 15. 12. PETER WOLF - Lights Out (EMI)
2. 6. 13. Prince - When Doves Cry (Warner Brothers)
26. 21. 15. BANANARAMA - Cruel Summer (London/PolyGram)
24. 18. 16. JERMAINE JACKSON - Dynamite (Arista)
30. 25. 17. CHICAGO - Hard Habit To Break (Full Moon/Warner Brothers)
5. 9. 18. Jacksons - State Of Shock (Epic)
27. 24. 19. SHEILA E. - The Glamorous Life (Warner Brothers)
37. 20. BRUCE SPRINGSTEEN - Cover Me (Columbia)
25. 23. 22. NIGHT RANGER - When You Close Your Eyes (Camel/MCA)
29. 23. 23. JACKSONS - Torture (Epic)
28. 27. 24. JULIO IGLESIAS & DIANA ROSS - All Of You (Columbia)
22. 20. 25. BILLY JOEL - Rock Me Tonite (Capitol)
20. 26. 27. Billy Squier - Rock Me Tonite (Capitol)
28. 27. 28. MADONNA - Lucky Star (Sire/Warner Brothers)
35. 29. 29. LAURA BRANIGAN - The Lucky One (Atlantic)
33. 32. 30. STEVIE WONDER - I Just Called To Say I Love You (Motown)
33. 32. 31. SPANDAU BALLET - Only When You Leave (Chrysalis)
33. 32. 32. DONNA SUMMER - There Goes My Baby (Geffen)
35. 34. 33. EURYTHMICS - Right By Your Side (RCA)
37. 34. 34. LINDSEY BUCKINGHAM - Co Insane (Elektra)
32. 30. 35. Sammy Hagar - Two Sides Of Love (Geffen)
36. 31. 36. ROD STEWART - Some Guys Have All The Luck (Warner Brothers)
39. 37. 37. THE FIXX - Are We Ourselves? (MCA)
6. 16. 38. Elton John - Sad Songs (Say So Much) (Geffen)
17. 22. 39. Glenn Frey - Sexy Girl (MCA)
38. 35. 40. RICK SPRINGFIELD - Bop 'Til You Drop (RCA)

CHARTBOUND

JOHN CAFFERTY & THE BEAVER BROWN BAND - On The Dark Side(Scotti Brothers)
BILLY IDOL - Flesh For Fantasy (Chrysalis)
STEPHEN STILLS - Stranger (Atlantic)

August 24, 1984
GET SWEPT AWAY WITH
RCA

DIANA ROSS SWEPT AWAY
her brand new single from her forthcoming album “SWEPT AWAY”
produced by Daryl Hall & Arthur Baker
RCA
R&R CHR 87/86
Billboard 62 Bullet
Gavin Top New Airplay Top 40

POINTER SISTERS
I’M SO EXCITED
from the now Certified Platinum Album “BREAKOUT”
produced by Richard Perry on Planet/RCA records
R&R 114/20
Billboard 41 Bullet
Gavin Up & Coming Top 40

JEFFERSON STARSHIP
LAYIN’ IT ON THE LINE
Sneak Preview Video now on MTV
R&R 24/9
Debut in Up & Coming Gavin Top 40

RICK SPRINGFIELD
BOP ’TIL YOU DROP

EURYTHMICS RIGHT BY YOUR SIDE
R&R 28 Bullet
Billboard 31 Bullet
39-33 Gavin Top 40
28-27 A.C.

The NEW Smash Single from Kenny Rogers “What About Me?”
featuring the performances of Kim Carnes and James Ingram
on your desk this week.
Artist & Title | Reports | Adds | On | Chart |
---|---|---|---|---|
Van Stephenson - What The Big Girls Do (MCA) | 113 | 15 | 86 | 12 |
Naked Eyes - (What) In The Name Of Love (EMI) | 112 | 25 | 80 | 7 |
Chris DeBurgh - High On Emotion (A&M) | 98 | 5 | 52 | 41 |
Billy Ocean - Caribbean Queen (Jive/Arista) | 89 | 36 | 36 | 17 |
Sheena Easton - Strut (EMI) | 89 | 54 | 32 | 3 |
Pointer Sisters - I'm So Excited (Planet) | 86 | 18 | 44 | 24 |
Flock Of Seagulls - The More You...Love (Jive/Arista) | 74 | 21 | 52 | 1 |
Thompson Twins - You Take Me Up (Arista) | 74 | 43 | 30 | 1 |
*Diana Ross - Swept Away (RCA) | 69 | 66 | 3 | -- |
*Barry Gibb - Shine Shine (MCA) | 67 | 3 | 28 | 36 |
Rick James - 17 (Gordy) | 66 | 18 | 47 | 1 |
Elvis Costello - The Only Flame In Town (Columbia) | 61 | 18 | 44 | 1 |
Night Crossing - Let Me Love You Tonight (Fastfire) | 50 | 18 | 31 | 1 |
Bonnie Tyler - Here She Comes (Columbia) | 44 | 18 | 29 | 4 |
*Everly Bros - On The Wings Of A Nightingale (Mercury/PolyGram) | 44 | 43 | 1 | -- |
Neil Diamond - Turn Around (Columbia) | 38 | 5 | 23 | 10 |
Coyote Sisters - Straight From The Heart (Morocco) | 37 | 4 | 20 | 13 |
*Joyce Kennedy & Jeffrey Osborne - The Last Time...Love (A&M) | 36 | 13 | 20 | 3 |
Juice Newton - Can't Wait All Night (RCA) | 34 | 1 | 29 | 4 |
*Jefferson Starship - Layin' It On The Line (Grunt/RCA) | 31 | 16 | 14 | 1 |
Quiet Riot - Mama Weer All Crazee New (Pasha/CBS) | 31 | 3 | 22 | 6 |
*Romeo Void - A Girl In Trouble Is A Temporary Thing (415/Col.) | 29 | 15 | 10 | 4 |
Billy Satellite - Satisfy Me (Capitol) | 29 | 7 | 22 | -- |
*Honeymoon Suite - New Airl Now (Warner Bros.) | 26 | 1 | 29 | 3 |

Dropped: #19 Van Halen, #38 Steve Perry, #40 Slade, Jeff Lynne, Ya Ya.

**ANALYSIS**

Lionel Richie surpasses expectations, taking his fourth single to number one. Can't seem to recall any week this year where so many potent releases were available to Top 40 radio. Huey Lewis and John Waite retain their number one and number two airplay rankings respectively. Only new top ten entry is Prince, with Scandal just barely edged out, but sure to get there next week. Some of the stronger moves on Prince include WBLI 24-16, WHYT 25-15, KAFM 8-3, WBCY 14-5, WBAM/FM 19-8, KYYY/FM 22-14, WZUU 21-13, etc. As mentioned last week, "Purple Rain", an eight minute track that requires editing is pulling number one phones at a growing number of stations. Mike Schaefer of KIIS/FM-Los Angeles, lists both Prince sides as the two most requested, with "Rain" in the lead. Summer may be coming to an end, but Bananarama isn't! Our July 13th "Record To Watch" now logs 215 reports, including a six point jump into the top ten for Sandy Stewart at KRIB-Mason City, David /Kraham moves it up 9 from 26-17 at KHOP/FM-Modesto/Stockton, and 14K/92K's Dave Michaels takes it 22-16. Easily the strongest week for Chicago, whose current stats indicate it will surpass the track record of their last single, Tim Stout at 99FM-Montgomery already has it top ten, going 15-7. Chart profile continues to be excellent for Julio/Diana, currently top 5 at CFTR-Toronto, B-97-New Orleans, 2-93-Atlanta, WHTX-Pittsburgh, KYVA-Billings, WFMF-Baton Rouge, etc. Madonna had to struggle with both "Holiday" and "Borderline", but not so with "Lucky Star". It's already gone far beyond the airplay stats of the last two, with 67 additions including WPRO/FM, 92X, KDWB/FM, KWSS, KPOP, KREO, WKAU, WZON, KRQ, etc. That backup below the top 30 continues from last week, due to the recent flood of releases. Expect more movement next week. "Record To Watch" Romeo Void, enters our "Up and Coming" page, with 29 reports currently charted #11 at WKSP, #26 at KQ92, #28 at WBNZ at KWES. Both Album and Alternative Radio confirm the song's wide appeal. Sarah Eberhard, M.D. at WRFC-Athens, reports unusually quick response to the Everly Brothers release.
THIS RATT'S HEADED FOR DOUBLE PLATINUM! 80143

Look out! Ratt is stirring the fur from coast to coast on tour with Billy Squire and on their infectious MTV videos ("ROUND AND ROUND" and "BACK FOR MORE"). All from Ratt's biting new LP "Out Of The Cellar"

Personal Management: Marshall Berle  •  Produced by Beau Hill, A Berle Company Production

<table>
<thead>
<tr>
<th>SINGLE CHARTS</th>
<th>ALBUM CHARTS</th>
</tr>
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<tbody>
<tr>
<td>GAVERN</td>
<td>14</td>
</tr>
<tr>
<td>RADIO &amp; RECORDS</td>
<td>12</td>
</tr>
<tr>
<td>BILLBOARD</td>
<td>12*</td>
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</tbody>
</table>

LAURA BRANIGAN WINS THE GOLD (ALBUM THAT IS) 80147

With the Top 5 success of "Self Control," Laura Branigan strikes gold and goes out of control towards platinum. Check out her new smash single "The Lucky One" 7 8966 and SRO national concert tour.

Management: Susan Joseph, Grand Trine Management
Produced by Jack White & Robbie Buchanan
Executive Producer: Jack White

<table>
<thead>
<tr>
<th>SINGLE CHARTS</th>
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<tbody>
<tr>
<td>GAVERN</td>
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<tr>
<td>RADIO &amp; RECORDS</td>
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<td>BILLBOARD</td>
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</table>

TWISTED SISTER "STAY HUNGRY" 80156

Twisted Sister hits like a twister and "We're Not Gonna Take It" 7 8964 is the single that lays down the law! From the gold LP "Stay Hungry," now twisting across America with the red hot MTV video and outrageous concert tour!

Produced by Tom Werman for Julias Music, Inc.

<table>
<thead>
<tr>
<th>SINGLE CHARTS</th>
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</tr>
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<tbody>
<tr>
<td>GAVERN</td>
<td>31–26*</td>
</tr>
<tr>
<td>RADIO &amp; RECORDS</td>
<td>25*</td>
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<tr>
<td>BILLBOARD</td>
<td>31*</td>
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</table>

STILLS MEETS THE STRANGER 80177

Get familiar with "STRANGER" the new single from Stephen Stills. From his star-studded "Right By You" 7 8965

Personal Manager: Jeff Wald & Associates
Produced by Ron Albert & Howard Albert for Fat Albert Productions, Inc. and Stephen Stills.

<table>
<thead>
<tr>
<th>SINGLE CHARTS</th>
<th>ALBUM CHARTS</th>
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<tbody>
<tr>
<td>GAVERN</td>
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<tr>
<td>RADIO &amp; RECORDS</td>
<td>80/18 &amp; New &amp; Active</td>
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<td>BILLBOARD</td>
<td>74*</td>
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ZEBA SAVES THE SUMMER BEFORE IT'S GONE. PR 828

Zebra heats the beat with a very special promo 12" of "WAIT UNTIL THE SUMMER'S GONE:" From their forthcoming LP, "No, Tellin' Lies." 80159

Produced by Jack Douglas for November Music Productions, Inc.

Heating Up The Summer On Atlantic Records & Cassettes
**Hit Factor**

Hit Factor is a percentage of stations playing a record which also have it Top 20.

ie: 100 stations playing the record — 60 stations have it in their Top 20 — Hit Factor = 60%.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Reports</th>
<th>Adds</th>
<th>STATIONS CHARTED</th>
<th>HIT FACTOR</th>
<th>Debut Date</th>
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<td></td>
<td>1-5</td>
<td>6-10</td>
<td>11-20</td>
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<tr>
<td>The Cars</td>
<td>Drive (Elektra)</td>
<td>244</td>
<td>6</td>
<td>11</td>
<td>67</td>
<td>112</td>
<td>43</td>
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<tr>
<td>Cyndi Lauper</td>
<td>She Bop (Portrait)</td>
<td>242</td>
<td>2</td>
<td>53</td>
<td>130</td>
<td>47</td>
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<tr>
<td>Prince</td>
<td>Let's Go Crazy (Warner Bros.)</td>
<td>230</td>
<td>4</td>
<td>17</td>
<td>29</td>
<td>133</td>
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<td>The Jacksons</td>
<td>Torture (Epic)</td>
<td>224</td>
<td>16</td>
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<td>Chicago</td>
<td>Hard Habit To Break (Full Moon/W.B.)</td>
<td>221</td>
<td>8</td>
<td>2</td>
<td>9</td>
<td>64</td>
<td>111</td>
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<td>Bruce Springsteen</td>
<td>Cover Me (Columbia)</td>
<td>221</td>
<td>12</td>
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<td>Bananarama</td>
<td>Cruel Summer (London/PolyGram)</td>
<td>215</td>
<td>10</td>
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<td>15</td>
<td>76</td>
<td>93</td>
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<tr>
<td>Peter Wolf</td>
<td>Lights Out (EMI)</td>
<td>211</td>
<td>5</td>
<td>4</td>
<td>45</td>
<td>120</td>
<td>28</td>
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<td>Madonna</td>
<td>Lucky Star (Sire/W.B.)</td>
<td>211</td>
<td>67</td>
<td>--</td>
<td>4</td>
<td>8</td>
<td>44</td>
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<td>Scandal</td>
<td>The Warrior (Columbia)</td>
<td>209</td>
<td>4</td>
<td>21</td>
<td>71</td>
<td>86</td>
<td>21</td>
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<td>Donna Summer</td>
<td>There Goes My Baby (Geffen)</td>
<td>208</td>
<td>13</td>
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<td>Jermaine Jackson</td>
<td>Dynamite (Arista)</td>
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<td>6</td>
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<tr>
<td>Laura Branigan</td>
<td>The Lucky One (Atlantic)</td>
<td>203</td>
<td>14</td>
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<td>--</td>
<td>24</td>
<td>57</td>
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<td>Stevie Wonder</td>
<td>I Just Called...I Love You (Mot.)</td>
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<td>Sheila E</td>
<td>The Glamorous Life (Warner Bros.)</td>
<td>187</td>
<td>9</td>
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<td>73</td>
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<td>Night Ranger</td>
<td>When You Close...Eyes (Camel/MCA)</td>
<td>186</td>
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<td>Lindsey Buckingham</td>
<td>Go Insane (Elektra)</td>
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<td>Rod Stewart</td>
<td>Some Guys Have All The Luck (W.B.)</td>
<td>181</td>
<td>75</td>
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<td>Spandau Ballet</td>
<td>Only When You Leave (Chrysalis)</td>
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<td>Twisted Sister</td>
<td>We're Not Gonna Take It (Atlantic)</td>
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<td>Eurythmics</td>
<td>Right By Your Side (RCA)</td>
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<td>Rick Springfield</td>
<td>Bop Til You Drop (RCA)</td>
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<td>Fixx</td>
<td>Are We Ourselves (MCA)</td>
<td>154</td>
<td>34</td>
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<td>Julio &amp; Diana</td>
<td>All Of You (Columbia)</td>
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<tr>
<td>John Cafferty</td>
<td>On The Dark Side (Scotti Bros.)</td>
<td>125</td>
<td>74</td>
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<td>--</td>
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<td>Van Stephenson</td>
<td>What The Big Girls Do (MCA)</td>
<td>113</td>
<td>15</td>
<td>--</td>
<td>--</td>
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<tr>
<td>Naked Eyes</td>
<td>(What) In The Name Of Love (EMI)</td>
<td>112</td>
<td>25</td>
<td>--</td>
<td>--</td>
<td>7</td>
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<tr>
<td>Stephen Stills</td>
<td>Stranger (Atlantic)</td>
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<td>Billy Ocean</td>
<td>Caribbean Queen (Arista)</td>
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<tr>
<td>Pointer Sisters</td>
<td>I'm So Excited (Planet)</td>
<td>86</td>
<td>18</td>
<td>--</td>
<td>--</td>
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</table>
MERCURY RECORDS
PROUDLY
WELCOMES BACK
THE
EVERLY BROTHERS

INTRODUCING THE NEW SINGLE
"ON THE WINGS OF A NIGHTINGALE"

Written by Paul McCartney & Produced by Dave Edmunds

The perfect multi formatted record for the fall with Mass Appeal

KIISFM, 93FM, WPHD, WRCK, WZLD, WJXQ, WRQN, WHOTFM, KDON, WERZ, KCDQ

The Everly Brothers are back with a 5 Star Review in Rolling Stone, a recent ELECTRIC HBO SPECIAL and Sold Out performances wherever they play.
HELLO!

This is the first issue of The NEW Gavin Report. We're proud of our new look and hope you find it easier to read, more informative and yet just as relevant, objective and worthwhile.

Most of the changes were made as a result of your comments and suggestions. We've made a conscious effort to retain everything we were doing before the new look.

All of the costs incurred with regard to printing, paper and postage will not be subsidized by subscription rate increases. The use of color and graphics, pictures and caricatures, all on better quality paper and with much of the text in typeset composition, are all made possible by our present and future advertisers.

And this is just the beginning. In the next few weeks we'll be debuting many more new features and departments. We'll continue to seek out your opinions and suggestions.

When we bought The Gavin Report last year it was with a dollar and a dream. The dream was to do more and be better than ever before, to be read more and quoted more while retaining your respect and patronage. What you're now reading, The New Gavin Report, is the first realization of that dream.

We welcome some new members to the Gavin staff. Our Art Director is Dodie Shoemaker. She's responsible for our new look. She's taken ideas from all of us and tied 'em all together in one book. She'll continue to work with us on refinement and expansion. Also joining The Gavin Report are The Galliani Brothers (Lou and Bob) to coordinate all marketing aspects. Bob and Lou have known The Gavin Report as long as any of us have and our mutual respect and patronage. What you're now reading, The New Gavin Report, is the first realization of that dream.

We hope you like The New Gavin Report. Your comments and suggestions, as always, will be appreciated.

The Gavin Staff

READING BETWEEN THE LINES
by Dave Sholin

What you now have in your hands is the culmination of many months of planning, assembling and disassembling of various elements that go into making up the Top Forty. I'd like to share with you and inside look at the compilation of the Top Forty Chart, and define how titles are selected for each heading. As explained before, the Top Forty is an averaging of a record's overall airplay and the chart stats that you provide us each week. If a title is moving up the page slowly or quickly, and you want to check it out, look to "Hit Factor" for a quick overview. Since "Hit Factor" is a percentage of the number of stations playing a record who have it in their Top Twenty, records just released tend to have low "Hit Factors", unless a great number of reports debut it Top 20, which is unlikely.

HEADLINES

Records rating special mentions are now placed in one of four categories. Top ranking goes to The Power Trio, which is not the top 3 on the weekly Top Forty. The three titles in The Gavin Power Trio are: 1) The top record in total chart points, 2) The top record in total airplay, and 3) The strongest runner-up in both chart and airplay strength. Another new category is called Certified: Records earn certification by being the two highest debuting entries in our internal top 50 chart point ranking. Record To Watch: Same as its always been and the only "subjective" choice of the editor. In most cases, it's an item that has a small amount of airplay, but its receiving noteworthy action, i.e., top ten numbers, big gains, strong request activity, etc. Most Added: The three new records that garner the most station adds. One record gets singled out as "Top New Airplay": signifying the most adds for a record released that week.

NORTHEAST

Hamilton, ON (Nevin Grant-CKOC) Ratt, Jacksons, Rod S., Bruce S.
Toronto, ON (Bob Saint-CFTR) Bruce S., Van S., Rod Stewart, Arrows.
Bancor, ME (Mike O'Hara-WZON) Cafferty, N.Eyes, Rod S., Flock, Madonna, Twins, Pointers.
Ellsworth, ME (Tim Moore-WKSO) Buckingham, Barnaroma, Jermaine, S.Easton, N.Crossing.
Rumford, ME (Michael Rivers-WMR) T.Twins, S.Easton, B.Satellite.
Boston, MA (Donaghay/White-WXKS/FM) R.Void, Evelyn Thomas, Flock, Mume, Fixx, B.Gibb, S.Easton.
Worcester, MA (Dick Smith-WORC) S.Easton, John Cafferty, B.Idol.
Hanover, NH (David Wachen-WDCR) Flock, B.Idol, Fixx, J.Cafferty.
Providence, RI (Tom Cuddy-WPRO/FM) Gibb, Madonna, Twins, Fixx, Satellite, Kennedy/Osborne.
Hartford, CT (Tom Barsanti-WTIC/FM) D.Oss, Rod Stewart, B.Ocean.
Norwalk, CT (Raub/Stephen-WLQV) Q.Riot, C.DeBurgh, D.Summer, B.Ocean, Madonna.
Schenectady, NY (Jim Walsh-SW) Eternal Brothers.
Poughkeepsie, NY (Bob Weil-WJJB) No adds.
New York, NY (Shannon/Ellis-Z100) B.Squier, Billy Ocean, Pointers, Barry Gibb.
New York, NY (Berger/Tonacci-WPLJ) P.Wolf, Jacksons, Cars, Evelyn Thomas.

MID-ATLANTIC

Williamsport, PA (Cruz/Williams-WQSV) J.Cafferty, L.Branigan, Madonna.
Hazleton, PA (Melanie Apple-WAZL) S.Wonder, Everly Bros., C.DeBurgh, S.Still.
Pittsburgh, PA (Guy Zapolone-B94) J.Cafferty, S.Eston, BananaRama, Fixx.
Pittsburgh, PA (Todd Chase-WHTX) S.Wonder, Night Ranger, Madonna, Chicago.
Erie, PA (Ken Tyler-WJET) Prince, Carson, Johnstown, PA (Rick Boyd-WCRO) Madonna, Rick, Summer.
 Altoona, PA (Tony Booth-WFBO) Rod S., Everly's, Naked Eyes, Ross, Alpert, Twins, M.Post, B.Gibb.
Ocean City, MD (Jack Gillen-WKHI) Rod S., B.Idol, S.Eston, J.Cafferty, T.Twins.
Baltimore, MD (Kingston/Kronthal-B104) S.Wonder, Rod Stewart, Chicago.
Washington, DC (Mary Taten-Q107) Rick S., S.Wonder, B.Squier, B.Ocean.
Washington, DC (Kerry-KWNTA) Rick S., Jermaine, Rod.
Lynchburg, VA (Wayne Fanning-WGMI) Rick S., Fixx, Madonna, S.Wonder, Jermaine & Pia.
Bristol, VA (Jeff White-Head-WRHR) Rod S., S.Wonder, J.Cafferty, Naked Eyes.
Salisbury, NC (Doug Rice-WSTP) D.Oss, R.Gibb, S.Still, Poco.
NEW FROM
the FIXX

The highly anticipated follow-up release to their platinum album, "REACH THE BEACH" (MCA-52444)

"PHANTOMS" (MCA-5507)
Featuring their first hit from the new album,

"ARE WE OURSELVES"

MCA RECORDS
Is proud to announce
the debut single from

BARRY GIBB

"SHINE SHINE" (MCA-52443)
From the soon to be released album, "NOW VOYAGER" (MCA-5506)
<table>
<thead>
<tr>
<th>Location</th>
<th>Radio Station(s)</th>
<th>Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanford, NC</td>
<td>(Brad McKee)</td>
<td>Fixx, SS Johnny, Naked Eyes, Cafferty, Revenge.</td>
</tr>
<tr>
<td>Tryon, NC</td>
<td>(Chris Smart)</td>
<td>B.Ocean, T.Twins, Madonna, Jacksons, Madonna, Bananarama.</td>
</tr>
<tr>
<td>Hendryville, NC</td>
<td>(Glenn Tillman)</td>
<td>J.Starship, H. Suite, Rod S., S.Easton, Flock, J. Cafferty.</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>(Bob Kaghan)</td>
<td>B.Ocean, Van S., Kennedy/Osborne, J.Cafferty, D.Ross, Rod S.</td>
</tr>
<tr>
<td>Spartanburg, SC</td>
<td>(J.Hemingway)</td>
<td>R.MacDonald, S.Mendes, Alpert, Revenge, Twins, J.Wagner, S.Easton.</td>
</tr>
<tr>
<td>Florence, SC</td>
<td>(Mike Stewart)</td>
<td>Ross, B.Gibb, T.Twins, Everly Bros.</td>
</tr>
<tr>
<td>Kingstree, SC</td>
<td>(John Derrek)</td>
<td>S.Easton, Rod S., Naked Eyes, B.Gibb, B.Idol, N.Crossing.</td>
</tr>
<tr>
<td>Athens, GA</td>
<td>(Sarah Eberhard)</td>
<td>S.Easton, B.Ocean, B.Gibb, Madonna.</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>(Chris Thomas)</td>
<td>Ross, Madonna, D.Ross, S.Easton.</td>
</tr>
<tr>
<td>Gainesville, SC</td>
<td>(Dennis Winslow)</td>
<td>D.Ross, B.Ocean, B.Gibb, B.Idol, T.Twins, Everly Bros.</td>
</tr>
<tr>
<td>Hinesville, GA</td>
<td>(West/Jay-WBLU)</td>
<td>B.Gibb, B.Idol, D.Ross, B.Ocean.</td>
</tr>
<tr>
<td>Columbus, GA</td>
<td>(Ralph Carroll)</td>
<td>Cafferty, Madonna, Eurythmics.</td>
</tr>
<tr>
<td>Vidalia, GA</td>
<td>(Chuck Kreamer)</td>
<td>Rod S., S.Easton, Rick S., Fixx.</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>(Gary Mitchell)</td>
<td>B.Gibb, B.Idol, B.Ocean, Madonna, S.Easton, J.Cafferty.</td>
</tr>
<tr>
<td>Daytona Beach, FL</td>
<td>(Randy Van Halen)</td>
<td>Madonna, S.Easton, J.Cafferty, Night Ranger, Pointers.</td>
</tr>
<tr>
<td>St. Augustine, FL</td>
<td>(Randy Marsh)</td>
<td>B.Ocean, Madonna, Eurythmics.</td>
</tr>
<tr>
<td>Tampa, FL</td>
<td>(Diana Thomas)</td>
<td>B.Idol, B.Ocean, B.Gibb, S.Easton, B.Ocean.</td>
</tr>
<tr>
<td>Miami, FL</td>
<td>(Mark Shads)</td>
<td>Madonna, B.Ocean, Madonna, S.Easton, B.Gibb.</td>
</tr>
<tr>
<td>Panama City, FL</td>
<td>(Thomas/Davis)</td>
<td>Rod S., B.Ocean, S.Easton, J.Cafferty.</td>
</tr>
<tr>
<td>Muscle Shoals, AL</td>
<td>(Matt Durham)</td>
<td>Eurythmics, Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Mobile, AL</td>
<td>(Ocean/Murphy)</td>
<td>Madonna, B.Ocean, S.Easton, J.Cafferty, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Starkville, MS</td>
<td>(Ken Glenn)</td>
<td>Elton, B.Ocean, Madonna, S.Easton, B.Ocean.</td>
</tr>
<tr>
<td>Farmersville, LA</td>
<td>(Chuck Kinnison)</td>
<td>Madonna, B.Ocean, Rod S., Madonna, S.Easton.</td>
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<tr>
<td>Cincinnati, OH</td>
<td>(Chip Mosley)</td>
<td>Eurythmics, Bananarama, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Dayton Beach, OH</td>
<td>(Ron Halen)</td>
<td>Madonna, B.Ocean, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Terre Haute, IN</td>
<td>(Webb)</td>
<td>Eurythmics, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Evansville, IN</td>
<td>(Paine)</td>
<td>Madonna, B.Ocean, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Evansville, IN</td>
<td>(Paine)</td>
<td>Madonna, B.Ocean, Madonna, S.Easton.</td>
</tr>
<tr>
<td>Evansville, OH</td>
<td>(Adam Cook)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>(Jim Fox)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>(Bob Travis)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Charleston, WV</td>
<td>(Chris Bailey)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Morgantown, WV</td>
<td>(Craig Cochran)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
</tr>
<tr>
<td>Youngstown, OH</td>
<td>(Jeff Tobin)</td>
<td>Madonna, S.Easton, B.Ocean, S.Easton.</td>
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</tbody>
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XAVION

EAT YOUR HEART OUT

FROM THEIR DEBUT ALBUM

BURNIN HOT

New this week

AOR ITEM IN THE SOUTHEAST

WPHD, KTFM, WRQN, WRCK, WERZ

Management by Champion Entertainment on Asylum/Mirage records.
THE GAVIN REPORT

TOP FORTY

Detroit, MI (Gary Berkowitz-WHTY) Gibb, B.Idol, Naked Eyes, Diana Ross, Mtume.
Kalamazoo, MI (Ken Lanphear-WKMI) Jacksons, Rod S., Cafferty.
Lansing, MI (Reed Kittredge-WRIC) Rick S., Twins, J.Cafferty.
East Prairie, MO (Pat Cole-KYMO) Juice, Twins, Tyler, S.Wonder, Jacksons, Madonna, Idol, Rod S., Flock.

UPPER MIDWEST

Chicagoland, IL (Dave Robbins-98X) S.Ballet, Sheila E., Dennis DeYoung.
Springfield, IL (Greg Lawley-WDBR) No adds.
Carbondale, IL (Tony Waisley-WCL/FM) Fixx, B.Ocean, Honeymoon Suite, Chicago.
Freeport, IL (Jim Douglas-WXXQ) B.Idol, Flock of S., Everlys, Cafferty, Ocean, Staples, Pointers, Easton.
Madison, WI (Little/Hudson-Z104) Twins, Rod Stewart, Fixx, Quiet Riot.
Milwaukee, WI (Dallas Cole-WKTI) Julio & Diana, Night Ranger, Madonna.
Milwaukee, WI (Jeff McKeever-WBTT) D.Summer, Chicago, Prince (PURPLE RAIN)
Two Rivers, WI (Don Cook-WQTC) Bananarama, D.Summer, Starship, B.Idol, Rick S.
Appleton/Oshkosh, WI (Ross/Bradley-WKWA) Madonna, S.Wonder, B.Idol.
Stevens Point, WI (Bouley/Tracy-WSPT) Fixx, Cafferty, Tyler, Coyette Sisters, Honeymoon Suite.
Wausau, WI (Mike Edwards-WFEC) Cafferty, Sheila E., Fixx, JSS, Rod Stewart, S.Wonder.
Lacrosse, WI (Knight/Bradley-HIT105/FM) Bruce S., Rick S., Jacksons, S.Wonder, Branigan.
Eau Claire, WI (Rick James-WBIZ) B.Idol, D.Ross, Gibb.
St.Cloud, MN (Hicks/Wayne-KCLD) Bruce S., Rod S., Branigan, L.Buckingham.
Rochester, MN (Denny Foster-KROC/FM) No adds.
Montevideo, MN (Henne/Metzdorf-KMGM) N.Eyes, Van S., Twins, B.Ocean, B.Idol.
Grand Forks, ND (Don Nordine-KKXL/FM) Rick S., John Cafferty.
Fargo, ND (Brad Anderson-Y94) Rick S., Madonna, Rod Stewart, B.Idol, Cafferty.
Bismarck, ND (Bob Beck-KROK/FM) Stills, Cafferty, Everly, Fixx, Flock of S., T.Twins.
Bismarck, ND (Brannan/Hart-KFY) Pointers, Everly, Ross, B.Gibb, Rod S.
Minot, ND (Scott Meyer-KIZZ) Madonna, Stills, Everly, Fixx, Rick S.
Aberdeen, SD (Don Zerr-KSDN) Honeymoon Suite, Twins, MacDonald, Jacksons, Wagner, Dragon.
Aberdeen, SD (Les Cummings-KQAA/FM) JSS, Easton, J.Cafferty, Edmunds, Night Crossing, Flock.
Rapid City, SD (Sherwyn/Piper-KKLS) Madonna, Idol, S.Wonder, N.Eyes, B.Gibb.
Sioux Falls, SD (Mark Elliott-KPAT) Easton, B.Ocean, Scandal.
Yankton, SD (Gregg Klein-KQHU) Stompers, Madonna, L.Branigan, Ya Ya, N.Crossing.

Sioux City, IA (Tim Harrison-KSEZ/FM) Everly, S.Easton, Flock of Seagulls.
Sioux City, IA (Pat Paxton-KGLI) B.Gibb, B.Idol, Cafferty, Honeymoon Suite, Madonna, Easton.
Cedar Rapids, IA (Gary Dixon-KQCR/FM) Madonna, Idol, Ross, S.Wonder, Rick S., Rod Stewart.
Mason City, IA (Sandy Stewart-KRIB) B.Ocean, Madonna, JSS, Jay & The Americans, Peabo Bryson.
Waterloo, IA (Doug Allen-KCNB) B.Idol, Madonna, S.Easton, Rod S., Flock of Seagulls.
Clinton, IA (Brian Thomas-KMUY) Madonna, Idol, Rick S., T.Twins, Easton, Gibb, Ocean, John C.
CENTRAL

Norfolk, NB (Doug Koehn-KENN) Ross, Scandal, Ocean, Everly, Easton, Twins, Gibb.
Kirkville, MO (Bill Collins-KTUF) Ross, Madonna, LaToya, H.Suite, Cafferty, Vanity, Tina, Everyly.
St. Louis, MO (Steve Perun-KW/KFC) Branigan, Naked Eyes, B.Idol, B.Gibb.
Quincy/Hannibal, MO (Chuck Yates-KGRC) S.Wonder, Cafferty, Rod S., T.Twins, Rick S., Stallone, Ralph.
Jefferson City/Columbia, MO (Brian Miller-KTXY) Rick S., Fixx, Rod S., Sheila E., Madonna.
Waynesville, MO (Barton/Dickey-KFBD) J.Waite, JSS, Cars, E'mics, Buckingham, Everlys.
Kansas City, MO (Collins/Welsh-ZZ99) B.Idol, D.Ross, Twins.
El Dorado, AR (Dan Murphy-KBKO) Rod S., Madonna, B.Idol, Ratt.
Little Rock, AR (Mark McCann-KKKY) Prince, Topeka, KS (Roger Heaton-WIBW) No adds.
Topeka, KS (Tony Stewart-KDVK) S.Wonder, Gibb, Cafferty, Rick S., D.Ross.
Tulsa, OK (Dave Michaels-14K) Ross, B.Idol, J.Cafferty, S.Easton.

SOUTHWEST

Wichita Falls, TX (Barry Michaels-KLIN) Bruce S., Fixx, Laura B., S.Wonder, D.Summer.
Texarkana, TX (Mario Garcia-KTPS) Madonna, Rev. Ross, S.Wonder, S.Stills.
Amarillo, TX (James Karr-KPUR) Everly, Ross, S.Wonder, Tyler, TX (Dave Goldman-KEYP) Bananarama, S.Wonder, Branigan, D.Summer, Lindsey B.
Dallas, TX (Shonby/Steele-KFAPM) B.Ocean, Rick S., N.Eyes.
Killeen/Temple, TX (B.J.McCraw-KIXS) Rod Stewart, S.Stills, Madonna, D.Ross.
Galveston, TX (Dave Parks-KILE) T.Twins, Flock of Seagulls, D.Ross.
Beaumont, TX (Rick James-KIOC) S.Wonder, Rod Stewart.
Victoria, TX (Jay Arena-KVJC) Cafferty, Rod S., Wagner, Dead/Alive, Easton, Patton, N.Crossing, Idol, JSS, Ocean.
Nacogdoches, TX (John Lacey-KTBC) Rick S., Naked Eyes, Pointers, Cafferty.
McAllen/Brownsville, TX (Molano/Perry-KRGV) C.Hart, Cars, S.Wonder, Madonna, D.Ross.
McAllen/Brownsville, TX (Scott McCarthy-KRIO) Laura Branigan, Madonna, Bruce S.
Abilene, TX (Dominic Testa-KFIY) Prince, D.Ross, Honeymoon Suite, Rod Stewart.
Odessa/Midland, TX (John Clay-KWES) Branigan, Ocean, S.Easton, Cafferty, Rick S., Van Stephenson.
El Paso, TX (Whitehead/Haney-KZB) SOS Band.
El Paso, TX (Johnny Thompson-KFMS) Idol, Rod Stewart, Madonna, Romeo Void, Van Stephenson.

Albuquerque, NM (Steve Stickler-KWMO) Twisted Sister, S.Wonder, Madonna, Naked Eyes, B.Idol.

Salt Lake City, UT (Ben Lee-KKMA) B.Gibb, S.Easton, Costello Pointers, Cafferty, SS Johnny, N.Crossing.

Alamogordo, NM (Ben Noe-KKIN) Rod S., Twins, Idol, Jacksons, Madonna, Mike Post, Stompers, Cafferty.

Tucson, AZ (Kelly Norris-KRQ) Madonna, Rick S., Flock of Seagulls, Cafferty.

ROCKY MOUNTAIN

Denver, CO (Tim Fox-KPKE) Rick S., Ross, Wonder.

Denver, CO (Gloria Avila-Perez-KJMN) Pointers, Twins, Rod Stewart.

Windsor, CO (Bruce Gyger-KUAD/FM) Sheila E., Madonna, Joe Jax., Bruce, Twisted S., Jackons, Pointers, Ross, Rick S., Twins, SS Johnny, J.Starship.


Casper, WY (Todd Cavanah-KTRS) Twiws, Madonna, Fixx, Rick Springfield, Naked Eyes.

Cody, WY (Todd Cavanah-KTAG) Twiws, Madonna, N.Eyes, Rick Springfield.


Manti, UT (Stan Erikson-KMTI) G.Moroder, Cars, P., Wolf, L.Branigan.


Billings, MT (Charlie Fox-KYAA) No adds.

Moscow, ID (Gary Cumarong-KRPL) Rick S., D.Ross, B.Gibb, Honeymoon Suite, Romeo Void, Everly Bros.

Weiser, ID (Doug Donoho-KWEI) Rod S., Pointers, J.Cafferty, B.Idol, Jermaine.

Pocatello, ID (Craig Stevens-KZBO) JSS, Rick James, Honeymoon Suite, S.Easton.


Boise, ID (Tom Evans-KKNPA) Peabo, Rick S., B.Idol, N.Eyes, S.Easton.

FAR WEST

San Diego, CA (Steve Sande-KXRA) S.Easton, Van S., J.Cafferty.

Los Angeles, CA (Mike Schaefer-KKIS/FM) S.Wonder, Rod S., Sheena Easton.

Los Angeles, CA (Scarborough/Hall-KKH) Ross, Wonder, L.Buckingham, Prince (PURPLE RAIN), Rick S.

Los Angeles, CA (Jim Pewter-KRLA) Everly Bros., Rod Stewart, Jacksons, SOS Band, Kennedy/Osborne.


Santa Barbara, CA (Dick Williams-KIST) C.Deburgh, H. Suite, Everlys, Pointers, Gibb, Ocean, Tyler, Ross.

Santa Maria, CA (Marie Rubio-KFMR) Rod S., Fixx, JSS, Flock of Seagulls.

Lompoc/Santa Maria, CA (Hank Michaels-KRKQ) T.Twins, Sheena Easton, B.Idol.

San Luis Obispo, CA (Tom Walsh-KSLY/FM) Idol, Easton, Cafferty, Everlys, Satellite, Ross, Gibb.

Bakersfield, CA (Dave Kamper-KKKV/FM) Naked Eyes.

Bakersfield, CA (Bob Harlow-KQXR) Romeo Void, Everly's, Twins, Ross, Cafferty, Honeymoon Suite, Gibb.

Bakersfield, CA (Jeff Ryan-13K) B.Idol, Ross, Janet Jackson, Meume.

Fresno, CA (Wally/Davis-KVNO/FM) Van S., Scandal, Ross, Romeo Void, Twisted Sister.

Salinas, CA (Kirk Clatrt-KDON/FM) Rod S., Fixx, D. Ross, S.Easton, Cafferty.

Monteir, CA (John Van Camp-KNRY) B.Gibb, D.Ross, Madonna.

San Jose, CA (Robin Kipps-KWSS) S.Wonder, R.Stewart, Jacksons, Madonna, Twins.

San Jose, CA (Don Porter-KHMT) D.Summer, Bruce, Naked Eyes, J.Cafferty.

Los Altos, CA (Steve O'Neal-KPEN/FM) B.Idol, Madonna, Rick Springfield.

San Francisco, CA (Bowdy/Silver-KMEL) T.Twins, Romeo Void, Branigan, Ross, Kennedy/Osborne, Easton.

Santa Rosa, CA (Bill Richards-KREO) Fixx, Rick S., Wonder, Madonna, Rod S., Idol, S.Easton.

Concord, CA (Hampton/Smith-KWUN) Stills, Rod S., Jackson 5 Medley, Everlys, D.Ross.


Modesto/Stockton, CA (David Kraham-KHOP/FM) Fixx, Cafferty, Easton, Idol, B.Gibb.

Stockton, CA (John Hampton-KSTN) D.Ross, Vanity, Everly's, Bill Wonder.

Stockton, CA (Roy Williams-KJOY) Rod S., B.Idol, Fixx, Prince (PURPLE RAIN).

Sacramento, CA (Chris Collins-KSFH) Chicago, T.Twins, D.Ross, S.Easton.

Sacramento, CA (Mr. Ed-KWOD) Rick S., Sheila E., Chicago.

Sacramento, CA (Bill Jeffries-KPOP) Madonna, S.Wonder, Fixx.

Reno, NV (Jim O'Neal-KCBN) Twins, Cafferty, Summer.

Redding, CA (Stall/Dubaots-KXSO) Rod S., Prince, Twisted Sister, Neil Diamond.

Redding, CA (Kevin Kahl-KWEM) Madonna, Twins, Pointer, Idler, Revenge.

Eureka, CA (Marcus/Rosen-KFMI) B.Ocean, Elton, J.Cafferty, D.Ross.

PACIFIC NORTHWEST

Coos Bay, OR (Dave O'Connor-KYNG/FM) No adds.

Coos Bay, OR (Gary Allen-KHSN) Twins, H.Suite, Ocean, Rod S., Ross, Uncle Sam.

Medford, OR (Lurch-KYJC) Madonna, Stillis, Rod Stewart, Rick S., Fixx.


Roseburg, OR (Veronica Burns-KYES) L.Buckingham, Rick S., N.Eyes, Hagar, Prince.

Lebanon, OR (Kris Weber-KGAL) Dragon, Madonna, Cara, N.Crossing, Deburgh, Wonder, Pointers.


Seaside, OR (Bob Rush-KSBM) Rod S., Rick S., Pointers, Madonna, Cafferty.


Portland, OR (Barry/Naganuma-KMUK) Rick S., Idol, D.Ross, Rod Stewart, N.Eyes.

Portland, OR (Todd Dennis-KCHC) Cars.

Chehalis, WA (Bob Hart-KITI) Elton, Stillis, Rod S., Bananarama, P.Wolf.

Olympia, WA (Brian Casey-KQEU) Rick S., D.Ross.


Tacoma/Seattle, WA (Sean Lynch-KNBQ) Idol, Fixx, S.Wonder, Easton.

Seattle, WA (Wendy Christopher-KUBE) Rick S., Rod S., Wonder, Ocean.

Seattle, WA (Bob Wikstrom-KHIT) H.Jones, R.Hall, B.Gibb, D.Ross, Dave Edmunds.

Everett, WA (Carol Larson-KJRC) J.Starship, T.Twins, N.Crossing, Idol, J.Waite, Fixx.


Yakima, WA (Terry Sims-KYVA) Madonna, Madonna, Madonna, Madonna, Madonna, Madonna.
###power Trio
- **Lionel Richie** - Stuck On You (Motown)
- **Iglesias/Ross** - All Of You (Motown)
- **Billy Joel** - Leave A Tender Moment (Columbia)

###Certified
- **Donna Summer** - There Goes My Baby (Geffen)
- **Ralph Macdonald** - In The Name Of Love (Polydor)
- **Billy Ocean** - Caribbean Queen (Arista)

###Record To Watch

###Most Added
- **BARRY CIBB** - Shine Shine (MCA)
- **EVERLY BROS.** - On The Wings Of... (PolyGram)

###A/C Chartbound
- **Herb Alpert** - Bullish (A&M)
- **Frank Sinatra** - L.A. Is My Lady (Qwest)
- **Jack Wagner** - All I Need (Qwest)
- **Billy Ocean** - Caribbean Queen (Arista)

###Action Sides
- **Deniece Williams** - Next Love (Columbia)
- **Joe Jackson** - Happy Ending (A&M)
- **Rod Stewart** - Some Guys Have All The Luck (W.B.)
- **Sheena Easton** - Strut (EMI)
- **Stephen Stills** - Stranger (Atlantic)
- **George Fischoff** - Lovely Lady (Lisa)
- **Bobby King & Alfie Silas** - Close To Me (Motown)

###Dropped
- **Paul Anka**
- **Sergio Mendes**
- **Pointer Sisters**
- **Manhattan Transfer**
- **Stanley Clarke**
- **Neil Sedaka**
- **Tracey Ullman**

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**2W LW TW**

1. **Lionel Richie** - Stuck On You (Motown)
2. **Julio & Diana** - All Of You (Columbia)
3. **Billy Joel** - Leave A Tender Moment Alone (Columbia)
4. **THE CARS** - Drive (Elektra)
5. **Teddy Pendergrass** - Hold Me (Elektra)
6. **Huey Lewis & The News** - If This Is It (Chrysalis)
7. **Tina Turner** - What's Love Got To Do With It (Capitol)
8. **Elton John** - Sad Songs (Say So Much) (Geffen)
9. **Dan Hartman** - I Can Dream About You (CBS)
10. **Teddy Pendergrass** - Hold Me (Elektra)
11. **Neil Diamond** - Turn Around (Columbia)
12. **Coyote Sisters** - Straight From The Heart (Morocco)
13. **Chicago** - Hard Habit To Break (Warner Bros.)
14. **John Waite** - Missing You (EMI)
15. **Christopher Cross** - A Chance For Heaven (Warner Bros.)
16. **James Ingram** - She Loves Me (Qwest)
17. **Ray Parker, Jr.** - Ghostbusters (Arista)
18. **Irene Cara** - You Were Made For Me (Network/Geffen)
19. **Karla Bonoff** - You In My Arms Again (Elektra)
20. **Genesis** - Taking It All Too Hard (Atlantic)
21. **Spandau Ballet** - Only When You Leave (Chrysalis)
22. **Irene Cara** - You Were Made For Me (Network/Geffen)
23. **Donna Summer** - There Goes My Baby (Geffen)
24. **Peabo Bryson** - You In My Arms Again (Elektra)
25. **Glenn Frey** - Sexy Girl (MCA)
26. **J.D. Souther** - Go Ahead And Rain (Warner Bros.)
27. **Eurythmics** - Right By Your Side (RCA)
28. **Laura Branigan** - The Lucky One (Atlantic)
29. **Ralph Macdonald & Bill Withers** - In The Name Of Love (Polydor)
30. **Willie Nelson** - City Of New Orleans (Columbia)

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August 24, 1984

Most Added
- **BARRY CIBB** - Shine Shine (MCA)
- **EVERLY BROS.** - On The Wings Of... (PolyGram)

Dropped
- **Paul Anka**
- **Sergio Mendes**
- **Pointer Sisters**
- **Manhattan Transfer**
- **Stanley Clarke**
- **Tracey Ullman**

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**NEW**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>Sadao Watanabe</td>
<td>If I'm Still Around Tomorrow</td>
<td>Elek</td>
</tr>
<tr>
<td>Madonna</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pointer Sisters</td>
<td>-</td>
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<tr>
<td>Barry Gibb</td>
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<tr>
<td>Everly Bros.</td>
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<td>-</td>
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<tr>
<td>Diana Ross</td>
<td>Swept Away</td>
<td>RCA</td>
</tr>
<tr>
<td>Anne Murray</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Jim Capaldi</td>
<td>I'll Keep Holding On</td>
<td>Atlantic</td>
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<tr>
<td>Peabo Bryson</td>
<td>Slow Dancin'</td>
<td>-</td>
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<tr>
<td>Elton John</td>
<td>Who Weares These Shoes?</td>
<td>Geffen</td>
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**RECOMMENDED**

Jim Capaldi - I'll Keep Holding On (Atlantic)
Elton John - Who Wears These Shoes? (Geffen)
Anne Murray - Nobody Loves Me Like You Do (Capitol)
Diana Ross - Swept Away (RCA)
Peabo Bryson - Slow Dancin' (Elektra)

**NORTHEAST**

<table>
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<tr>
<th>Location</th>
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<tr>
<td>Lewiston, ME</td>
<td>(Chris Layne-WLAM) Pendergrass</td>
<td>Cars, MacDounald &amp; Withers</td>
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<tr>
<td>White River Jct., VT</td>
<td>(Andy Leckart-WNHV) Willie Nelson</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Keene, NH</td>
<td>(Howard Corday-WKNE) Kanter, Watanabe, Everly Bros., B. Ocean</td>
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<tr>
<td>Lowell, MA</td>
<td>(Sheppard/Hollis-WLLH) No adds.</td>
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<tr>
<td>Hartford, CT</td>
<td>(Tom Barsanti-WTIC/AM) Stevie Wonder, MacDounald &amp; Withers, Anne Murray</td>
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<tr>
<td>New Haven, CT</td>
<td>(Jay McCormick-WELI) John Waite</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Albany, NY</td>
<td>(Chris Holmberg-WWOM) Madonna, B. Gibb, S. Watanabe, J. Cara, N. Diamond</td>
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<tr>
<td>Kingston, NY</td>
<td>(Thom Williams-WGHQ) B. King, Everyly Brothers, Bobby Ocean, Barry Gibb</td>
<td>-</td>
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<tr>
<td>Ithaca, NY</td>
<td>(Scott Musgrave-QNY) Cars, S. Wonder, Chicago, N. Diamond, Coyotes</td>
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<tr>
<td>Buffalo, NY</td>
<td>(Tom Langmyer-WGR) Stevie Wonder</td>
<td>-</td>
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<tr>
<td>Buffalo, NY</td>
<td>(Roger Christian-WBEN) Sadao Watanabe</td>
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<tr>
<td>Wilmington, DE</td>
<td>(Mike Daley-WDEL) Neil Diamond</td>
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<td>Scranton, PA</td>
<td>(Burke/Trama-WBOW) Waite, Chicago, Wonder</td>
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<td>Pittsburgh, PA</td>
<td>(Bob Conrad-WITAE) Everyly Brothers, Chicago</td>
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<tr>
<td>Sharon, PA</td>
<td>(Jeff Tobin-WPIC) No adds.</td>
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<td>Weirton, W.VA.</td>
<td>(Dave Anthony-WEIR) Everyly Brothers, Sheena Easton, MacDounald &amp; Withers</td>
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<tr>
<td>Williamson, W.VA</td>
<td>(Doug Jackson-WBTH) Chicago, Wagner, Sumner, Sinatra, Jacksons, Souther</td>
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<tr>
<td>Sutton, W.VA</td>
<td>(Mark Bowman-WSSB) Easton, Cafferty, A. Murray, R. Gibb, Bobby &amp; Midnights</td>
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<td>-</td>
</tr>
<tr>
<td>South</td>
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**South**

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<th>Location</th>
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<tbody>
<tr>
<td>Washington, DC</td>
<td>(Phil Simon-WEZR) John Waite</td>
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<tr>
<td>Richmond, VA</td>
<td>(Lou Dean-WRVA) S. Wonder, Willie, Poco</td>
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<tr>
<td>Richmond, VA</td>
<td>(Church/Bevins-WEZS) N. Diamond, Waite, MacDounald &amp; Withers</td>
<td>-</td>
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<tr>
<td>Norfolk, VA</td>
<td>(Nick O'Neil-WLTY) Cars, John Waite</td>
<td>-</td>
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<tr>
<td>Winchester, VA</td>
<td>(F. Mitchell-WING) Diamond, Willie, Pia, Madonna, Rod Stewart, J. Jackson</td>
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<tr>
<td>Charlottesville, VA</td>
<td>(Ken Medek-WCHV) B. Gibb, D. Ross, Murray, Kanter, Everyly Brothers, Kennedy &amp; Osborne</td>
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<tr>
<td>Charlotte, NC</td>
<td>(Dave Bishop-WBT) MacDounald, Willie</td>
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<tr>
<td>Asheville, NC</td>
<td>(Don Brookshire-WSKY) Branigan, Everyly Brothers, Barry Gibb, Ocean</td>
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<tr>
<td>Jacksonville, NC</td>
<td>(Craig Thomas-WJNC) Willie, John Waite, Stanley Clarke, Laura Branigan</td>
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</tbody>
</table>

**AnalySIS**

To explain the changes in this section:

1. **POWER TRIO** will list the three most important records in A/C radio next week. These will always be the records which define A/C music that week.
2. CERTIFIED will be the two records which, in their early growth stages, represent the largest growth from their previous week.
3. RECORD TO WATCH will always be a lesser known artist and/or a record crossing from another format to A/C. Never an obvious record. Could be a record with currently limited airplay from A/C's. The A/C editor's reputation will always be at stake here.
4. **TOP NEW AIRPLAY** will be the two records which debut on the page with the most adds.
5. CHARTBOUND will be those records which, in the editor's opinion, have the greatest chance of charting A/C next week.
6. **NEW** will be all records which have never before been in A/C research. (This is the old Correspondents' Preferred Picks).
7. **RECOMMENDED NEW RELEASES** will be those records which, in the opinion of the A/C editor, are most worthy of airplay consideration.

**AddS**

- Fairmont, NC. (Greg Pendergrass-WFMO) Waite, Alpert, Eurythmics, Branigan, Rod Stewart
- Dallas/Gaston, NC. (Rich Harris-WWAAM) Wonder, Sedaka, Debby Dobbins, Jacksons
- Atlanta, GA. (Donna Brake-WBFS/WM) B. Gibb, Bananarama, Atlanta, GA. (Greg Picciano-WBFS) No adds.
- Hopkinton, MA. (Shannon West-WMP2) Everyly Brothers, B. Gibb, Tampa, FL. (Dave Michaels-WFLA/FM) Chicago, Gadsden, AL. (David Ford-WGAD) Rod Stewart, B. King, Selma, AL. (Bob Payton-WTVN) C. Gayle, Alpert, Mandrell & Greenwood
- Anniston, AL. (Lee Patrick-WWGQ) C. Gayle, Stompers, Elton John, Poco.
- Paducah, KY. (Frank Carvell-WKYX) Ross, Gibb, Ocean, Madonna, Everyly Brothers, Easton, Kanter, Murray, Lexington, KY. (Billith/ites-WLKY) Wonder, Coyotes, Gibb, Waite, MacDounald, King, Watanabe, Cocker, Summer, Murray, Campbellsville, KY. (Jackson/Royse-WCOW) B. Gibb, Willie, Everyly Brothers, Sheena Easton.
Glasgow, KY. (Shannon McCombs-WSMJ) Ocean, Easton, Stephen Stills.

**CENTRAL**


Springfield, OH. (Steve Popp-WAZU) S. Ballet, I. Cara, Joe Jackson, MacDonald & Withers, S. Clarke.

Logan, OH. (Chuck Anthony-WLGN) No adds.

Galipolis, OH. (Lynn Smith-WJHE) J. Wagner, Alpert, MacDonald, Willie, Joe Jackson.

Dover, OH. (Steve Kelly-WJER) MacDonald & Withers, Irene Cara, Spandau Ballet.

Marion, OH. (Jan Chamberlain-WDLF) L. Branigan, Gibb, Rod Stewart, Fixx, Springfield.

Marion, OH. (Rick Bryan-WMN) L. Branigan, Clarke, Frank Sinatra.

Sandusky, OH. (Bill Zimmerman-WLCE) Everlys, Cars, Arlen, MacDonald & Withers.

Newark, OH. (Greg Moebius-WKNO) H. Alpert, B. Ocean.

Toledo, OH. (Kevin Scollin-3WM) MacDonald & Withers, Donna Summer, Billy Ocean.

Toledo, OH. (Steve Stewart-WSPD) Madonna, G. Frey, Bananarama.


Columbus, OH. (Cindy Hartman-WWJM) John Waite, Ballet.

**MIDWEST**

Minneapolis, MN. (Chuck Finkel-KQ95) Joe Cocker, Summer.

Forest Lake, MN. (Steve Olson-WLKK) Everly, Murray, Donna Summer, Duluth, MN. (Dick Johnson-WECB) Rod Stewart, Everly.

Pipestone, MN. (Dan Norris-KLOH) S. Clarke, Wonder, Jacksons.

Albert Lea, MN. (Todd Guthrie-KCPI) Easton, Madonna, Stephen Stills.


Grand Forks, ND. (Kevin Arvidson-KNOX) MacDonald & Withers.

Bismarck, ND. (Randi Allen-KDXJ) Erythmics, MacDonald.

Dubuque, IA. (Tim Jansen-WDBQ) Cars, Chicago.

Des Moines, IA. (Steve Gibbons-KRTN) No adds.

Des Moines, IA. (Mike Judge-KIOA) Annie, Watanabe.

Mason City, IA. (Steve Vokey-KKGLO) Everly, Alpert, Karla Bonoff, Anne Murray.

Mason City, IA. (Guy Dees-CLSS) Erythmics, Alpert, B. Gibb, Everly, Poco.

Cedar Rapids, IA. (Gary Edwards-WORP) Everly, Watanabe, Neils Diamond, Stevie Wonder.

Waterloo, IA. (Roger Davis-KWLO) Alpert, Annie, MacDonald & Withers.

Omaha, NE. (Mikkelsen-Swanda-KPOR) Wonder, Jacksons.

Omaha, NE. (Steve Lundy-KOL) Alpert, Fischoff, Easton, Branigan, Everly Bros.

Hastings, NE. (Jim Cross-KHAS) Watanabe, Manning, Clarke, Joe Jackson.

Cape Girardeau, MO. (Mike Davenport-KGIR) No adds.


Topeka, KS. (Rosie Ruse-MKMAJ) L. Branigan, Rod Stewart, Lawrence, KS. (Bill Lee-KWLC) Alpert, A. Murray, Tina Turner, Jack Wagner.

Pittsburg, KS. (Dan Carpenter-KQDD) J. Ingram, Wonder.

Parsons, KS. (Bob Tesh-KKLC) Cars, Waite, S. Stills, G. Fischoff, R. MacDonald & Withers.

Tulsa, OK. (Marc Franklin-KRMG) Cars, R. Gibb, Diamond.

**SOUTHWEST**

Pampa, TX. (Kim Bengston-KGRO) Madonna, B. King, Pointers, Barry Gibb.

Temple, TX. (McCullough/McAdams-KTEM) Easton, Laura Branigan, Erythmics.

Houston, TX. (Rick Stancato-KTUN) Branigan, Everly.

Houston, TX. (Steve Matt-KLKR) Cars, Springsteen.

San Angelo, TX. (Danielle Daniel-KGKL) Ingram, Bonoff, Alpert, Sinatra, Watanabe.

Abilene, TX. (Dean Taylor-KQOR) Ocean, Branigan, Gibb, Wonder, Madonna, Kanter, Bryson, Stallone, Erythmics.

Laredo, TX. (Joe Ruiz-KRR) Wonder, Diamond, Pointers.

Del Rio, TX. (Kevin Bell-KDLK) B. Gibb, Rod Stewart, Poco, Patton, J. Fudge, Sinatra, MacDonald.

Midland/Odessa, TX. (Chuck Wolfe-KCRS) Watanabe, MacDonald, Herb Alpert.

Odessa/Midland, TX. (Steve Myers-KQIP) Manhattan Tsrf., Stills, Easton, Rod Stewart, S. Wonder.

Clive, IA. (Mark Adams-KPL) L. Branigan, Rod Stewart, Thompson Twins.

Phoenix, AZ. (Anita Carlisle-KKLT) Watanabe, MacDonald & Withers.
THE GAVIN REPORT

A/C

Sedona,AZ. (Mahannah/Kessel-KAZM) Wonder,Willie, MacDonald,Fischoff,Watanabe,Stompers.  
Salida,CO. (Charles Darwin-KVWH) Fischoff,Waite.  
Colorado Springs,CO. (Bobby Irwin-KVUU) Pointers, Rod Stewart, Eurythmics, Herb Alpert.  
Rock Springs, WY. (Brian Maloney-KGSM) D.Ross, Ocean, G.Bibb, Everly Bros.  
Jackson Hole, WY. (Mike Buchler-KSGT) Madonna,Poco, R.Hall, McLendon, Alpert, C.Lucas, Easton.  
Salt Lake City, UT. (George Lemich-KSL) Cara,Rogers, Greenwood,Wonder, Emmylou Harris.  
San Diego, CA. (Billy Paul-KXYX) Everly, Tina T., Cars, John Waite.  
San Diego, CA. (Glenn Martinez-KBIO) Branigan.  
San Diego, CA. (Mark Larson-KFMB) Every Bros.  
Carlsbad, CA. (Clark Novak-KKOS) Watanabe,B.King, Easton, J.Wagner, Everly Bros.  
Los Angeles, CA. (Kaye/Marie-KOST) Wonder, Bonoff, Bananarama.  
Los Angeles, CA. (Kaye/Kiley-KFI) Cara,Kennedy & O., James Ingram.  
Fresno, CA. (Scott Hussey-KLTK) Coyotes/Wonder, Spandau Ballet.  
Monterey, CA. (Michael Reading-KWAV) Bananarama, Everly Bros, MacDonald & Withers.  
Livermore, CA. (Rick Strauss-KKIQ) S.Wonder, Branigan.  
San Rafael, CA. (Roger Coryell-KTIM) Branigan, Alpert, Every Bros.  
Petaluma, CA. (Mitch Cox-KTOB) A.Murray, Cars.  
Vacaville, CA. (Rick Batiste-KUCI) R.MacDonald.  
So.Lake Tahoe, CA. (Ron West-KOWL) Gibb, Ocean, MacDonald.  
Carson City, NV. (Gary Page-KPTK) Stills, Juicy, Wagner, T.Jones, Mattea, Rod Stewart.  
Reno, NV. (Larry Irons-KKNO) Alpert, Easton, Everly Bros.  
Chico, CA. (David Kindig-KPAY) Branigan, Deniece Wms., Herb Alpert.  
Grass Valley, CA. (Dick Erickson-KNCQ) Gibb, Wagner, Every Bros., MacDonald & Withers.  
Arcata, CA. (Marcus/Gessner-KATA) D.Summer, Ocean, MacDonald & Withers.  
NORTHWEST  
Roseburg, OR. (Veronica Burns-KRSB) G.Bibb, D.Ross, Madonna.  
Medford, OR. (Mike Metzger-KMT) Wagner, Clarke.  
Bend, OR. (Darren Kelly-KBND) Eurythmics, Clarke, MacDonald, B.Ocean.  
Eugene, OR. (Tom O'Brien-KDOU) MacDonald, Branigan.  
Salem, OR. (Mike Brunswick-KBZS) Wonder, Jackson, Jack Wagner, Madonna.  
Salem, OR. (Doc Nelson-KSLM) MacDonald, Alpert.  
Lincoln City, OR. (Dave Humphrey-KBCH) Stills, R.Patton, Peabo Bryson. Portland, OR. (Mike Dirks-KWGW) MacDonald, Elton, Pointer Sisters.  
PORTLAND, OR. (Bob Swanson-KEX) Cars, Chicago.  
Olympia, OR. (Dick Post-KGY) Cara, Wagner, Chicago, Barry Gibb, Joe Cocker.  
Tacoma, WA. (Janice Martin-KAMT) Willie, Poco, B.Tyler, Madonna, Rod Stewart.  
Seattle, WA. (Bill Norton-KKXI) Everly, Easton, Murray, Gibb, Stills, Cocker, Ocean.  
Seattle, WA. (Dan Packard-KKLM) Stevie Wonder.  
Mt. Vernon, WA. (Dan Miller-KBRC) Wonder, MacDonald, Wagner, Willie, Stewart, Stomper, Easton.  
Longview, Kelso, WA. (Ray Bartley-KLOG) Stewart, Everly Bros, Thompson Twins, Eurythmics.  
Mt. Vernon, WA. (Dan Miller-KBRC) Fischoff, Ocean, Gibb, Bobby King, Everly Bros.  
Enumclaw, WA. (David Cool-KENU) Umlman, Joe Jackson, K.Bonoff, Stanely Clarke.  
Yakima, WA. (Frank Taylor-KWXX) Everly Bros, B.Gibb.  
Yakima, WA. (Dave Hanson-KIT) No adds.  
Tri Cities, WA. (Bill Templeton-KALE) B.Gibb, Ocean, Watanabe.  
WELCOME To Our New A/C Correspondents:  
Scott Musgrave, WQNY Radio, P.O. Box 6476, Ithaca, NY. - 14851 (607-277-1529)  
Scott Huskey, KLTK Radio, P.O. Box 49, Hanford, CA. - 93232 (209-582-0361)  
Dave Michaels, WFLA/FM Radio - 801 Jackson Ave., Longview, WA. - 98632 (206-286-2897)  
TOP FORTY REPORTERS CONTINUED FROM PAGE #13  
Anchorage, AK (Mike Ford-KFOD) Wonder, Ingram, Alpert, MacDonald & Withers.  
Anchorage, AK. (Chris Owens-KKLV) Ocean, Murray, Gibb, Kennedy & Osborne, Everly Bros.  
Maui, HI. (Kono Kalani-KNUJ) Chicago, Bananarama, Fixx, Jacksons, Stompers.  

WELCOME To Our New Top 40 Correspondents:  
Bazoo/Silver, KMEL Radio, 2300 Stockton St., #300, San Francisco, CA 94113 (415-391-9400) (from AOR)  
Mark Shands, WINZ/FM (1-95) Radio, 4330 NW 207 Dr., Miami, FL. 33055 (305-624-9490)  
Tom Barsanti, WTIC/FM Radio 1 Financial Plaza, Hartford, CT 06103 (203-522-1080)  
Stef Rybak, WKCI/FM (KC101) Radio, 59 Quinnipiac Ave., North Haven, CT 06473 (203-777-7809)
THE ODYSSEY OF DANNY T. HOLIDAY
by Tony Richland

For those of you who could not attend the recent Olympics in Los Angeles, there is a second chance to partake of the festive Southern California lifestyle during a very special event ... and that event is the just-around-the-corner NAB/NRTA Up With Radio Convention & Programming Conference. The Gavin Report, under the eccentric leadership of its editor/publisher Ron Fell, has decided that it would be an act of aid and kindness to make those first-time trips to Orange land a bit more comfortable. And so Fell, the Carl Lewis of Pop-Journalism, has assigned this reporter the task of contributing a brief rundown on the sights and sounds with which you'll be greeted. Do not expect as many syllables in our words as you find in those of Fell's LP of the Week reviews. Phrases such as "wallowing in the security of nostalgia (while) wading in the Jello of the Middle Ages ..." will not appear here. This is merely a guide for you beer-swilling lunkheads who are coming to El Lay for the first time and want to know what to do around town and how to handle yourself on the convention floor.

If Greco Roman wrestling was your favorite Olympic Event ... if you think Mary Lou Retton is a roadie with the Bangles ... if you're convinced Eric G. Norberg is a power forward on the Danish Water Polo Team ... then this guide is for you. Bunky! OK, you're Danny T. Holliday. You're P.D. of KGOY in Fooman, Ohio ... and your G.M. has said you can attend. You're sizzling with excitement, even though your budget doesn't permit the Biltmore or Hilton. You arrive in L.A. via budget flight on Ed's Airline and Grill. Your meal on the plane was a Hostess Ho-Ho carried on in your plastic Polygram (Xmas gift) flight bag. At the airport you chip in with 3 other arriving P.D.'s and cab it to your hotel ... or that's what you call the YMCA. You immediately head for the Biltmore lobby, where, with sharply peeled ears, you are a witness to major market gossip-spreading, hate-mongering and drink-accepting. You search feverishly for one of the promo men who calls you every Monday ... but how can you recognize them from the telephone????

Simple: They're the ones wandering in Scott Shannon's wake. You spot Dave Shollin or a reasonable facsimile thereof ... you approach him and introduce yourself ... he looks you in the eye and says ... "Seen Clive?" ... he was supposed to meet me here." You make a little note in your little book: "Conferred with Shollin: Interfaced on call out ... networked re: FCC rulings." Ron Fell ambles past ... this is a major opportunity! You mumble hello ... He casts a sidelong glance and tells you you're wading in the Jello of the Middle Ages. THAT didn't work. Now's the time to make a name for yourself by crashing a conversation with some pertinent gossip. Bob Wilson, Bobby Poe and Bill Gavin, are chatting over cocktails in the lobby ... you straighten the pens in your pocket nerd-holder and walk directly to the threesome ... "Say, guys," you volunteer ... "heard about Lee Abrams taking over Music of Your Life?" It doesn't work. Poe kicks you. You wander off. Maybe, you think, you should get out and see some of the sights of the city ... Soak up the local flavor and then come back and intermingle ... Off you go ... to the street ... BUT WHERE?

To be continued!
It ranges from the glamorous to the Satanic. It’s the breeding ground for Album Radio’s talent stable—then perhaps spiraling into the realms of TOP 40 mass appeal. Under analysis, Heavy Metal is a musical monster with many faces. We’ve decided to try and unravel the saga of “Metal”. Here’s what we found.

Heavy Metal’s emergence into the airwaves shows how baffling it can be to observe this industry’s trends, whether they’re based on fluke or calculation. While it’s hardly fair to call Heavy Metal “the latest trend”, the fact remains that many who avoid Metal like The Plague are now forced to deal with it, if only to understand its impact. Record labels are releasing hordes of Heavy Metal product.

For easy consumption let’s say Heavy Metal acts can be broken down into seven categories.

1) **Power:** These are the thrashing raw energy bands like MOTORHEAD that have little hope for commercial airplay.

2) **Groove:** Bands like AC/DC and QUIET RIOT use a prowling back-beat to backdrop the aggressive guitars and vocals.

3) **Glam:** Your MOTLEY CRUE type acts rely on catchy songs and a glamorous pretty boy image. It’s almost pop yet the musicianship is sacrificed in favor of a wild visual presentation. HANOI ROCKS (from Finland) will soon invade America under this guise.

4) **Image:** Not as pretty boy as Glam, but still relys on a look and catchy tunes. TWISTED SISTER, ICON, and KISS come to mind.

5) **Satanic:** Bordering on Punk and Power, but deeply into the Devil. VENOM, SLAYER, and MERCIFUL FATE represent this lunatic fringe.

6) **Progressive:** Utilizing busy guitar licks, odd tempos and changes, and better musicianship. IRON MAIDEN, DIO, early RUSH are indicative of Progressive.

7) **Album Rock:** Acts like DEF LEPPARD, NIGHT RANGER, SCORPIONS may have been in any of the above categories but have sweetened up harmonies to sound more mass appeal. They are the hard side of JOURNEY and FOREIGNER. In the case of VAN HALEN, it would be more accurate to label them as hard rock-party music rather than a crossover Heavy Metal act.

Unlike Country or Urban Contemporary, Metal is neither exclusively urban, suburban or rural. Its appeal is slim demographically (young white males) yet wide geographically.

A hit single can have both positive and damaging effects on a Metal band. The positive aspect is obviously the mega-bucks earned once a band penetrates the mainstream. Bands like RATT, QUIET RIOT, and lately TWISTED SISTER have all seen hit singles come their way. Now at their concerts, in addition to their core crowd, new faces will see these bands for the same reason they’ll see HUEY LEWIS or PRINCE. It’s a familiar song from the airwaves they want to experience live.

All of which eventually discourages a Metal band’s hardcore fan—especially after the act attempts to appease anxious label executives by compromising their style in search of that follow-up hit single. In QUIET RIOT’s case, some Metal observers account their starting flicker of fame to the fact that premier crack guitarist Randy Rhodes was once a member before moving on with the famous bat-biting OZZY OSBOURNE. Only after Rhodes’ tragic death did interest in QUIET RIOT swell. Video and SLADE material helped. Strong and determined promotion eventually brought it all home.

"Pure Metal in its most original form has no hooks, no harmony."

One of America’s keenest authorities on Heavy Metal is MIKE VARNEY. Varney owns and operates Shrapnel Records, a small successful independent Heavy Metal label. He has produced Capitol Record’s ICON and co-produced the upcoming release from WASP. He’s also involved with LE MANS, an aspiring Metal outfit from Chicago.

“It’s an aggression type of thing. It’s a kind of music that demands a response from the listener even in the lyric. It’s not passive. Metal demands active participation. Pure Metal in its most original form has no hooks, no harmony,” explains Varney.

Dave Kamper, Music director of KKKK/FM, Bakersfield describes his station as “your basic mainstream Top Forty station.” But because there’s an Album Radio void in the Bakersfield area, KKKK benefits from playing crossover Heavy Metal product.

“Songs like RATT, TWISTED SISTER, MOTLEY CRUE, and QUIET RIOT... fit the sound of our station, so we went with them. After the first week of playing MOTLEY CRUE’s ‘Looks That Kill,’ it was our most requested song three or four weeks straight.”

“We were the first Top Forty station in the nation I know of that added TWISTED SISTER. After two weeks, it was...
already our most requested song. I think some of (Heavy Metal) is mass appeal. I think it would work if a lot of PD’s took the time to open their minds to it.”

Kamper is also convinced that KKXX stimulates retail sales of those records in the Bakersfield area.

It’s only when a Metal band can vault into the Album Radio arena that they can count on selling millions—and that vault usually requires compromise. Some may be able to sidestep too much compromise by recording Metal ballads in hopes of attracting airplay and even female demographics and still stay true to their core audience of headbangers (a slang term for hardcore Metal fans).

Music Director Jeff Riedel of KKDJ/FM, an Album Radio station in Fresno, dayparts his Metal depending on each act’s local popularity. (Example: DIO would fall in early afternoon while a less popular act might start after 7 pm.)

Still, Riedel feels at times the music falls a little short. “There was a time when LED ZEPPELIN was offering a Stairway to Heaven. Now it’s all straight to hell. Still there’s classy stuff like WHITESNAKE and SCORPIONS.”

Bands like TWISTED SISTER can command legions of fans in Europe (Italy, Denmark, Holland, Belgium). WHITESNAKE enjoys tremendous success in Japan. Meanwhile, Japan has its own Heavy Metal heroes like BOW WOW and LOUDNESS. A lesser known band on the fringe of Metal is METALLICA. They also enjoy a following in Europe (outside of England) yet their records are available on a small American label—Megaforce Records distributed by New York’s Important Records. METALLICA is highly touted by KERRANG, Heavy Metal’s voice on the newstand.

Glam rockers HANOI ROCKS soon to invade our shores.

Satanism is a fringe aspect of Heavy Metal. Bands like VENOM, for instance, draw freely from Black Magic and ceremony, incorporating an almost religious ambience into their live and recorded performances. Their record albums bear a leather-bound look.

DIO, on the other hand, straddles such a category by utilizing mostly harmless, mystical/magical themes like wizards and goblins. It is generally believed, however, that the younger audiences that are enraptured by such Satanic acts, like SLAYER and MERCIFUL FATE, usually don’t understand the intricate symbolism of, say, a Black Mass. Instead they perceive these bands much on a Conan the Barbarian comic book level. Some Satanic Metal is phony and superficial. Varney, for instance, completely disavows himself from Satanic Heavy Metal and even challenges its message. He’s convinced many bands actually know very little about it and are merely hopping on a bandwagon.

“They don’t believe that crap. They usually don’t know what they’re doing. Wouldn’t it be hypocritical for someone who wasn’t a Christian to go around and sing Christian songs?” emphasized Varney.

There’s also the moral responsibility to their audience that some Heavy Metal bands are bound to grapple with. In the May issue of Esquire, columnist BOB GREENE brilliantly wrestles with the paradox that most of MOTLEY CRUE’s adult sexual references are generally received by an audience of pre-teens who are still at the formidable stages of social and sexual development. In conclusion, THE CRUE’s contribution to entertainment seems foremost while maybe their reputations as intelligent communicators sorely lacks.

Ironically, pure Heavy Metal can be manufactured in the recording studio with the greatest of ease. No keyboards and synthesizers, no rich vocal production, and minimal overdubs means a low $10,000 to $20,000 price tag for a finished album on an independent label. Finished Metal LP’s on major labels can swell into six figures.

Heavy Metal will always prevail amongst the restless youth. Top Forty’s loyalty and participation depends only on whether there are hits to be mined. Album Radio will continue to champion Metal as long as the product is homogenized enough to please a sizeable radio listening public.

“The one thing I like especially with RATT and TWISTED SISTER happening simultaneously is that both bands are very positive-oriented as opposed to negative-oriented Metal. And I think that we’re pushing the positive of it just at the time when Metal needs it most,” explains J.J. French, guitarist for TWISTED SISTER.

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JULIO IGLESIAS & DIANA ROSS
ALL OF YOU

Photograph ©1984 Diana Ross Enterprises, Inc.

THE GAVIN REPORT
27-24 Top 40
#2 A/C

ROMEO VOID
A GIRL IN TROUBLE
(IS A TEMPORARY THING)

THE GAVIN REPORT
Record To Watch Top 40
23-17 Gavin Album Chart
NEED FOR YOUR ATTENTION

NEIL DIAMOND
TURN AROUND

SCANDAL
featuring Patty Smyth
THE WARRIOR

THE GAVIN REPORT
13-11 Top 40
5 Gavin Album Chart

THE GAVIN REPORT
Up & Coming Top 40
15-11 A/C
DONNA SUMMER
She won a Grammy in 1984. It was for Best Inspirational Performance. The song was "He's A Rebel".

LINDSEY BUCKINGHAM
His brother, Greg, won an Olympic medal in swimming at the 1968 Olympics.

JACKSONS
Back in the mid-70's, CBS-TV had the Jackson Five as hosts of a prime-time summer season variety show.

NITTY GRITTY DIRT BAND
They were once known as the Illegitimate Jug Band.

ROD STEWART
Though a proud Scot, Roderick David Stewart was none-the-less born and raised in a working-class district of London.

FRANK SINATRA
The Chairman of the Board first worked with Quincy Jones on 1966's Sinatra At The Sands. This two-record set included Count Basie's Orchestra, arranged and conducted by Mr. Jones.

BIO FEEDBACK

QUEEN
Some credit director Bruce Gowers with the invention of "artistic" music videos. Supposedly his concept video of Queen's "Bohemian Rhapsody" in 1976, led to "promotional" videos, and later to MTV.

CHRISTOPHER CROSS
As a struggling, unsigned artist in the '70s, Chris wanted to record for Warner Brothers because they had Bugs Bunny as a mascot and Randy Newman as an artist.

DIFFORD & TILBROOK
When Chris Difford was looking for musicians to join him in Squeeze back in 1973, he advertised in English music trades for musicians who enjoyed The Kinks, Lou Reed and Glen Miller.

BILL MEDLEY
He has opened a night club in Souther California called "The Hop". The room features a 50's motif and a dance floor fashioned after a basketball court. Waitresses are dressed as cheerleaders.

KISS
Gene Simmons is putting on make-up, but not thee make-up. He's playing the villain in a new Tom Selleck movie "Runaway".

FRANKIE GOES TO HOLLYWOOD
Though they've yet to make considerable impact in the States, FGTH's new single, "Two Tribes", has sold more than 1½ million copies in England (a country 1/10th the population of the USA).

LINDA RONSTADT
Having tasted light oper via Gilbert & Sullivan's "Pirates of Penzance" on Broadway, she's preparing for classic/heavy opera in the role of Mimi in Puccini's "La Boheme".

WAYLON JENNINGS
His recently completed mini-movie (a five-song video) stars Waylon's former roommate, Johnny Cash, and actor Robert Duvall, who plays Waylon's psychiatrist.

BEE GEES
In February of 1983, a jury in Chicago ruled the Bee Gees had plagerized a song written by Chicago songwriter Ronald Selle. Mr. Selle had brought suit claiming the Bee Gees' "How Deep Is Your Love" borrowed liberally from his "Let It End". Eighteen months later, a US Court of Appeals, Seventh District, has finally closed this case, ruling in favor of the Bee Gees.

RAY PARKER, JR.
Ray's participation in the Ghostbusters' movie soundtrack is only his second venture in celluloid sound. He wrote and performed material for the Travolta/Tomlin movie, "Moment By Moment".
WHEN TO TAKE IT OFF!

BY DAVE SHOLIN

WHEN TO TAKE IT OFF

Most everyone is familiar with the old cliche, "The records you don't play can't hurt you." Though some may disagree with this premise, it is none the less critical that programmers keep a close eye on newer records in trouble and older hits that have burned to a crisp. For the most part, the programmers I talked to for this report seem to be in agreement on when and why they'll yank a tune off their air.

WHAT'S A FAIR SHOP?

When dealing with newer, unproven product, Dave Robbins, Music Director of Chicago's B-96, will generally give a record 5 to 6 weeks to show either sales or request activity. Dave says 2 to 3 weeks just isn't long enough to pull phones or generate sales... his two main criteria. Dave notes that "we don't do passive callout research", relying instead on "the most simplified form of research—sales and requests." At the four week mark, if "no one is asking for it and no one is buying it" the caution flag goes up. Bob Kaghan at Charlotte's WBCY agrees. Bob will usually leave a new record on an average of 5 to 6 weeks, and takes into account label support and what other new product he has waiting in the wings which might be stronger. Putting it in perspective, Bob believes you can tell if a record is a hit in three weeks, but rarely, if ever, do you know it's not going to happen in that amount of time. It just takes longer for folks to hear it.

In Ocean City, Maryland, Jack Gillen, P.D. of WKHI, a six-year veteran at the station, feels a record should make it or break it in an "average of four weeks."

SALES A KEY FACTOR?

When passive research reached its peak several years ago, sales figures began taking a backseat as a factor in what to play in the opinion of some program directors. Surprisingly, almost everyone I talked to agreed that slow or zero sales information was their first and most important indication that a record is in trouble and headed for the dumpers. Both Bob Kaghan and Gary Berkowitz, P.D. of Detroit's WHTL, qualified the sales picture by stating that of course it depends on the record” and what they expect to see from a particular entry. If Bob anticipates early requests activity, that's a factor, but in some other case, he may be "looking for strong album sales or single sales." Gary concurs that a record may be "a hit off the phones or a sales hit" and his concern is how the record "wears on the air." Stating "some records wear better than others, though they all show signs of burn-out." Gary is particularly cautious when it comes to records that are "extremely soft or real hard," considering them the most dangerous.

THE HUMAN ELEMENT

Sales statistics are also important to Dick Williams, a 14 year veteran of Santa Barbara's KIST and a native of this swank oceanside community. But Dick also puts a great deal of faith in the "opinion of my staff and their likes and dislikes." Staff reaction makes a big difference to Dick because as he says, "they're professionals, they're here and they know what's going on, and I rate everyone highly. I have people here who have been in the business as long as I have and they're music people who know what's going on and they'll say so and so isn't happening." Combining their opinions and requests are key factors in what will and won't remain on KIST's playlist.

With sales such an influential factor, it was heartening to discover that none of these folks were having stock problems in their markets. In Chicago, Dave Robbins says he expects stores to have stock within a week to two weeks and it's always there. Jack Gillen wants the outlets he calls to have product within a week. Jack also points out, that if he notices a stock problem, he will work through his "local promotion person and get the name of someone in sales at the label" and inform them of the situation, asking that it be cleared up.

CONFLICTING INFORMATION

When sales figures confirm other forms of research, it's clear sailing. But what about cases where they don't? Once again a heavier emphasis seems to be placed on how a record is selling—but of course there are exceptions. Bob Kaghan says "there's been occasions when I might get off a record if I felt the appeal of the record was very strong to a somewhat small segment of the audience. But in most cases, I'd put in a slower rotation or day-part it." Dave Robbins follows pretty much the same system in cases where "a record is getting big phones and light sales" or vice versa. It's an indication to him of the record's demographic strength.

LOCAL VS. NATIONAL

As a general rule, national chains will usually coincide with how a record is doing in most markets. But Gary Berkowitz stresses the importance of some market differences citing Detroit, a city early on Black progressive music and party rock 'n' roll as an example. Though Sheila E. is just now happening on record's demographic strength.

THE FINAL JUDGEMENT

Deciding what to drop or move to recurrent involved one factor everyone agreed is the bottom line, much like deciding when to add a record... each individual's gut, subjective opinion. Individuals rely heavily on their knowledge of their market, their audience, and their own "feel" for when a record—hit or stiff—is history. Gary Berkowitz sums it up best saying, "it's gut feel when all else fails. If there were stated rules and given time spans, anybody could be a Program Director. Most of these decisions come down to something you know that you're competition doesn't know, which is usually why your station is higher rated or better, 'cause you know when to move 'em out and when to move 'em in."

24
MIDNIGHT MANIAC/BOYS NITE OUT/OUT TO LUNCH/BALLROOM BLITZ—KROKUS (Arista) The BLITZ is one of the hippest sounding metal albums I've heard this year. The best trax soar simultaneously with the guitar solos of FERNANDO VAN ARB. The abrasive voice of MARC STORACE will dictate which trax catch either the fancy of radio or the admiration of the KROKUS core. LOVERBOY producer BRUCE FAIRBAIRN keeps the energy up and convincing. Closet SWEET fans will revel in the cover of "Ballroom Blitz". Great groove beat metal.

Don't Bring Me Down/Don't Let Me Be Misunderstood—ANIMALS (IRS) The ANIMALS, always a little jagged around the edges, tape a live souvenir from their one off reunited world tour. Showing signs of off-stage tension, ERIC BURDON puts out an incredibly intense performance, covering all the big hits. The etched-in-granite familiarity of the material makes the project hard to ignore.

PULL BACK MY SPRING/ THE BELL'S RING—SWIMMING POOL Q's (A&M) Take some early pre-SLICK Airplane, mix a little energy a la X, and put it all in a WARING Blender (RIP, FRED), and you get an idea what the Q's are about. Originally recording for Atlanta's DB Records, SWIMMING POOL Q's have since heavied-up quite a bit, even including a few guitar squanks on "Pull Back My Spring", the LP's most eligible airplay track.

COUNTING THE DAYS/NEW WAY OF LIFE—THE SOUND (A&M) We've been sound SOUND fans since their three LP's on WEA-UK (especially their 2nd, FROM THE LION'S MOUTH). After some ups and downs, this mini-LP marks their return and US debut. As one of the finest bands in the tradition of ECHO and UV, a rejuvenated SOUND has a clear chance of making big impact via the ALTERNATIVE airwaves.
## ALBUM CHART

<table>
<thead>
<tr>
<th>#</th>
<th>ALBUM</th>
<th>ARTIST</th>
<th>LABEL</th>
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<tr>
<td>1</td>
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<td>COLUMBIA</td>
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<td>Cover</td>
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<td>Cars (Elektra)</td>
<td>Drive</td>
<td>Not</td>
<td>Magic</td>
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<tr>
<td>3</td>
<td>John Waite</td>
<td>EMI</td>
<td>Waiting</td>
<td>Tears</td>
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<tr>
<td>4</td>
<td>Peter Wolf</td>
<td>EMI</td>
<td>Lights</td>
<td>Crazy</td>
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<td>5</td>
<td>Scandal</td>
<td>Columbia</td>
<td>Warrior</td>
<td>Beat</td>
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<td>6</td>
<td>Billy Squier</td>
<td>Capitol</td>
<td>Rock</td>
<td>All</td>
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<tr>
<td>7</td>
<td>Prince</td>
<td>Warner Bros.</td>
<td>Crazy</td>
<td>Rain</td>
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<td>8</td>
<td>FIX (MCA)</td>
<td>OURSELVES</td>
<td>SHADE</td>
<td>LESS</td>
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<tr>
<td>9</td>
<td>FLOCK OF SEAGULLS</td>
<td>JIVE/ARISTA</td>
<td>MORE</td>
<td>NEVER</td>
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<td>10</td>
<td>Huey Lewis &amp; News</td>
<td>Arista</td>
<td>If</td>
<td>Thin</td>
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<tr>
<td>11</td>
<td>JOHN WAITE</td>
<td>EMI</td>
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### ALTERNATIVE CROSSOVERS

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<tr>
<td>26</td>
<td>Thompson Twins</td>
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<td>27</td>
<td>Krokus</td>
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<td>28</td>
<td>Dave Edmunds (Col.)</td>
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<td>INXS</td>
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<td>30</td>
<td>John Cafferty</td>
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<td>31</td>
<td>TINA TURNER</td>
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<td>32</td>
<td>Night Ranger</td>
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<td>33</td>
<td>Lita Ford</td>
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<td>Southside Johnny &amp; Jukes</td>
</tr>
<tr>
<td>35</td>
<td>Bananarama</td>
</tr>
</tbody>
</table>

### CHARTBOUND

- THOMPSON TWINS (Arista) "Up"
- KROKUS (Arista) "Midnite"
- DAVE EDMUNDS (Col.) "Ballroom"
- INXS (Atco) "Message"
- JOHN CAFFERTY (Scottis) "Dark"
- Y&T (A&M) "Runnin" 
- CHEQUERED PAST (EMI) "How"
- ZEBRA (Atlantic) "Wait"
- ANIMALS (IRS) "Misunderstood"
- BLACK 'N BLUE (Geffen) "18"
- DRAGON (Polydor) "Rain"
- RUPERT HINE (Island) "Yellow"
- SWIMMING POOL Q's (A&M) "Spring"

### ANALYSIS

Welcome to the revamped, refurbished GAVIN ALBUM PAGES. The GAP for short? Quite possibly. In the field of Album Radio trades, we feel there's still a gap in presenting music reviews and charts in a critical yet progressive way. By aligning Album and Alternative together, I think we remind commercial Album Radio of the musical challenge that exists at the same time we show non-commercial radio hard reality. Still, both sections are quite separate not only in the music they play, but in the audiences they're expected to please. If there's common ground, that's great—we even show that. It will always be our job to evenly reflect both sectors in a concise but intelligent style. You'll notice the addition of more stations that are leaders in breaking acts. I promise you that what you see is merely the beginning, actually a foundation from which to build from whether it be more computer assisted chart data, relevant features, or the expansion of our ever growing base of indicator stations. There's more coming. This is just a start toward making GAVIN the complete industry magazine and the rising alternative.

As far as the changes, here's a brief explanation. CERTIFIED, on the front page highlights a record during its first few weeks of release. CERTIFIED will tend to be high debuting albums on the ALBUM CHART. ALTERNATIVE CROSSOVERS will be anything charted on the ALTERNATIVE ACTION chart that's moving up on the ALBUM CHART. CHARTBOUND is obviously the next in line for future chart debuts. As for NEW RELEASES, GAVIN reviews will continue to be on the cutting edge of both commercial and alternative radio striving for merit whether it be major, independent, or imported product. Most important, don't forget to stroll thru the remainder of the new GAVIN magazine. Besides the remaining formats, you'll notice a growing group of features written by our GAVIN STAFF plus an army of anxious industry contributors. Relax, enjoy, and once again, welcome.
The role of this section is two-fold. It is designed to: recognize the impact that Alternative Radio and music is having in the marketplace, and to provide readers/programmers with a choice, because it is with choices that we make informed decisions.

While most of this may be new and foreign to you - there is a reason and purpose behind it all.

It is designed to provide a big week, most week's getting a GAVIN program. It is possible that some records may not be overlook or underheard. It's one of those records that fits our genre perfectly and could later crossover in a major way. See review on page 25.

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**NEW ADDITIONS**

- Radio Tokyo Tapes II (Ear Movie) "Kommunity"
- X-Teens (Dolphin) "Hostages" "Say"
- Lyres (Ace Of Hearts) "Help"
- Untouchables (Twist) "Stepping"
- 10,000 Maniacs (Press) "Grey"
- Minutemen (SST) "History"

**EXTRA ORDINARY**

- Fixx (MCA) "Ourselves"
- Split Enz (A&M) "App." "Day"
- Rupert Hine (Island) "Yellow"
- Xmal Deutschland (Rough Trade) "Begrab"
- Swimming Pool Q's (A&M) "Pull"
- Shraibek (Arista UK) "Hand"
- The Sound (Arista) "Count"

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**ALTERNATIVE ACTION**

1. THE BANGLES (COLUMBIA) "JAMES" "LIVER."
2. Prince (W.B.) "Die" "Blue"
3. ROMEO VOID (415/COL.) "GIRL"
4. Elvis Costello (Columbia) "Deport"
5. Hoodoo Gurus (A&M) "Turn" "Back"
6. Lou Reed (RCA) "Joy" "Endless"
7. Special AKA (Chry.) "Free" "Racist"
8. PIL (Elektra) "Bad" "Solitaire"
9. RAIN PARADE (ENIGMA) "Blue" "Friend"
10. Gun Club (Animal) "Stranger"
11. Siouxsie & Banshees (Geffen) "Dazzle"
12. Psychedelic Furs (Columbia) "Alice's"
13. Danse Society (Arista) "2000"
14. Husker Du (SST) "Pink"
15. REM (IRS) "Rock" "Little"
16. Depeche Mode (Sire/Mute) "People"
17. KING SUNNY ADE (ISLAND) "OREMI"
18. FLOCK OF SEAGULLS (ARISTA) "LIVE"
19. Difford & Tilbrook (A&M) "Pieces"
20. B.COCKBURN (GOLD MT./A&M) "LOVERS"
21. Dream Syndicate (A&M) "Daddy's"
22. Passion Puppets (MCA) "Dust"
23. BLACK UHURO (ISLAND) "LIFE"
24. LOVE TRACTOR (DB) "NEON"
25. FRANKIE GOES TO HOLLYWOOD "Blow"
26. Echo & Bunnymen (Sire) "Ocean"
27. Sparks (Atlantic) "Drunk"
28. The Cure (Sire) "Shake" "Give"
29. Bob Marley (Island) "Redempt." "Get Up"
30. Violent Femmes (Slash) "Hallow." "Country"
Excerpts from Programming Dynamics by Ed Shane © 1984, Globecom Publishing Limited, Overland Park, Kansas

From Chapter 1

In radio's so-called Golden Era of the 1930's and 1940, the public responded to its own perceptions.

Jack Benny's climbing into a dark dungeon and crossing alligator-filled moats to get to his wealth conjured mental images of a miserly Benny.

The perception of an invasion from Mars during the 1938 Mercury Theatre broadcast showed radio's power to panic the masses. There were threats of suicide, calls to arms, and prayer meetings to ward off the danger.

For listeners to Fred Allen, "Allen's Alley" actually existed. So did Senator Claghorn, Mrs. Nussbaum, and other characters Allen interviewed there.

Content on radio has certainly changed. So has the use of radio by the public. Today's radio is still bound, however, by public perception.

One of the industry's most famous buzzwords, "positioning," has perception as its origin. Positioning is the battle for a place in the mind of the listener. No longer is the radio the center of the relationship between the medium and its consumer. Today the consumer is the center. If your station fits your consumer's sense of self, you win. If not, somebody else wins. Product advertising sells "gusto" instead of beer, or "sex appeal" instead of jeans. Radio fights the same positioning wars that toilet tissue and headache remedies must fight.

The letters are piling up like stock-exchange symbols. CHR, AOR, AC. Now even EOR (for Eclectic-Oriented Rock).

Format is a means to an end, not the end itself. Format is simply the organization or plan for achieving a goal. These plans help the staff do the job of reaching the listener. By themselves, formats cannot attract radio consumers.

In a conversation with the program director of a client station, I remember saying, "That jock sounds great!" The program director's response was, "But, Ed, he's breaking the format!" My answer: "Let's make that the format!"

Allowing every disc jockey that kind of latitude would breed chaos. The point I'm trying to make is that radio insiders often miss the listener's perspective. There's a theory in visual art that our perceptual response to the world is the means by which we develop our ideas, that our perceptions are actually part of the reasoning process. Our listeners "reason" their response to radio formats based on perception. You might say they listen in spite of format.

---

**Promotions**

by Lisa Smith & Betty Hollars

Thank you for your overwhelming response to our request for promotion news and public services to share with our readers. The results will be here every week. Keep those calls and letters coming!

**Kids**

KWAV's Cystic Fibrosis promotion in Monterey, California, raised over $8,600 to help fight the number one genetic killer of kids today.

**More Kids**

While we're on the subject of the little ones, WWSA/WCHY in Savannah, Georgia, provided families with the opportunity to have Photo ID cards made up for their children, which included their name, address, phone number, birthday, photo, and the station logo. This public service was done in response to the movie "Adam", which detailed the increased number of child-snatching cases around the country today.

**M.D.A.**

WMMS-Cleveland, Ohio's all-star softball team and the Michael Stanley Band "struck up" a record $3,300 to "strike out" Muscular Dystrophy. Final score of the game was WMMS 11 - MSB 8.

**Beer**

"Ocean City By Moonlight" was the theme for a cruise promotion sponsored by WKHI-Ocean City, Maryland and Miller Lite Beer. 40 pairs of tickets were awarded to listeners for the three-hour cruise around the Ocean City shoreline.

**Olympics**

WCLG-Morgantown, West Virginia, was on hand when gold-medalist Mary Lou Retton returned home and provided her with a welcome committee of 20,000 listeners (in a town of 26,000 people). Even the Governor was there.

**More Olympics**

Northern California Olympic athletes were honored with a noon-time rally and motorcade on August 23rd sponsored by KNBR-San Francisco. Air talent Mike Cleary, who was part of the Olympic torch carrying team in this city, led the motorcade, once again carrying the torch.

**$94,000 in Fargo?**

Y-94 (WDAY) in Fargo, North Dakota, will be giving away $94,000 in cash and prizes in their "Dream Stakes". The contest has been running since March 18th and will continue through December 31st. The current phase is a "Great Games Giveaway", where $10,000 worth of video equipment will be divided up amongst the winners, including 5 arcade machines, video games and Atari home games.
**JOBS**

KAGO-Klamath Falls, Or.
Mike Younce (503-882-2551) Sales Manager
Constant Communications

Brian Burns (503-345-8888) Chief Engineer
WSTP-Stevens Point, Wisc.
Gary Wescott (Box 247-54481) Newshost

WBBO-Augusta, Ga.
Bob Young (Box 2066-30913) Newshost

KISY & KPAL-Pineville, La.
Ben Steele (92 W.Shamrock-71360) Newshost

WSPT-Stevens Point, Wi.
Gary Wescott (Box 247-54481) Newsperson

WBBQ-Augusta, Ga.
Bob Young (Box 2066-30913) Newsperson

KISY & KPAL-Pineville, La.
Jim Steele (92 W.Shamrock-71360) News Director

KZOZ-San Luis Obispo, Ca.
Roger Peterson (805-489-1280) Air Talent

KNVR-Paradise/Chico, Ca.
Andy Manuel (Box 1167 - 95969) Air Talents

KAYO-Aberdeen, Wa.
Roy James (206-532-1450) Air Talent

KNBQ-Tacoma/Seattle, Wa.
*Sean Lynch (Box 5200-98405) Air Talent

KFMW-Waterloo, Ia.
Kipper McGee (Box 1330-50704) Air Talent

KFFM/KLAMS-Salinas, Ca.
Bob Beck (Box 1738-58502) Air Talent

WDNJ–Anniston, Al.
J.J. Dark (Box 1450-36202) Air Talent (AM drive)

WQID-Biloxi, MS
Mickey Coulter (Box 4606-39531) Air Talent

WQLT-Muscle Shoals, Al.
Jerry O'Neill (118 Wright Pkwy-32548) Air Tal./Prod.

KQ92-Polson/Kallispell, MT
Al Decker (406-883-9200) Air Tal./P.D.

KFOR/FM-Salt Lake City, UT
Jerry L. Brady (319-355-4212 - Sales/AT/Sports

WLSI-FM-Syracuse, Ia.
Gary Wolcott, KGAL-Lebanon, Or.
503-451-4742 - Programming/News

Larry Scott, KOBO-Yuba City, Ca.
916-763-7677 - Air Talent

Paul Wilson, KISS-Salt Lake City, UT
801-566-2144 - Air Talent/M.D.

Kevin Barton, KFBD/KTTS/KRMS/KLDN
314-336-4633 - Air Talent/M.D./P.D.

Chris Michaels, WFAW-Ft. Atkinson, WI
414-563-6351 - M.D./P.D.

Jim Powers, KXLE/FM-Elkinsburg, WA
509-925-1488 - P.D.

**SERVICE**

WRJN-Racine, WI - Sheena Easton single (EMI), Everly's single (Mercury), H.Kanter single (RCA)
WBQM-Scranton, PA - John Waite and Sheena Easton singles (EMI)

KFBD-Waynesville, MS - Cars and Lindsey Buckingham singles (Elektra)
KKHU-Yankton, SD - Singles (Chrysalis)

KQ92-Polson/Kallispell, MT - Singles (WEA)

**AVAILABLE**

KQ92-Polson/Kallispell, MT - Air Talent/Prod.

KTOB-Petaluma, CA - Singles (RCA/Geffen)

MX-Flower, FL - Bananarama LP (PolyGram), DIO LP (WB), DeBurgh LP (A&M), Waite single (EMI), Satellite LP (Capitol), Whitesnake LP (Geffen), WXAL-Demopolis, AL - Bananarama single (PolyGram), J. Waite single (EMI), WYDJ/FM-Dayton, OH - Springsteen LP (Columbia), WBEV-Beaver Dam, WI - Sinatra LP (WB), Julio Iglesias LP (Columbia).

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## COUNTRY

### CERTIFIED

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<th>Artist</th>
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<tr>
<td>WILLIE NELSON</td>
<td>City Of New Orleans</td>
<td>Columbia</td>
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<tr>
<td>VERN GOSDIN</td>
<td>What Would Your Memories Do</td>
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### MOST ADDED

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<tr>
<td>EARL THOMAS CONLEY</td>
<td>Chance Of Lovin' You</td>
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### TOP REQUESTS

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<td>If You're Gonna Play In Texas</td>
<td>RCA</td>
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<td>LIONEL RICHIE</td>
<td>Stuck On You</td>
<td>Motown</td>
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<tr>
<td>BARBARA MANDRELL &amp; LEE GREENWOOD</td>
<td>To Me</td>
<td>MCA</td>
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### COUNTRY CHART

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<td>BARBARA MANDRELL - Only A Lonely Heart Knows</td>
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<td>WAYLON JENNINGS - Never Could Toe The Mark</td>
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<td>OAK RIDGE BOYS - Everyday</td>
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<td>KENNY ROGERS - Evening Star</td>
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<td>JIM GLASER - You're Gettin' To Me</td>
<td>NOBLE VISION</td>
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<td>GEORGE STRAIT - Let's Fall To Pieces</td>
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<td>MERLE HAGGARD - Let's Chase Each Other Around The Room</td>
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<td>CHARLEY PRIDE - The Power Of Love</td>
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<td>ALABAMA - If You're Gonna Play In Texas</td>
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<td>EDDY RAVEN - I Could Use Another You</td>
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<td>RICKY SKAGGS - Uncle Pen</td>
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<td>CATLINS - The Lady Takes The Cowboy</td>
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<td>CONWAY TWITTY - I Don't Know A Thing About Love</td>
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<td>GLEN CAMPBELL - Faithless Love</td>
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<td>GARY MORRIS - Second Hand Heart</td>
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<td>VERN GOSDIN - What Would Your Memories Do</td>
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<td>LIONEL RICHIE - Stuck On You</td>
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<td>NITTY GRITTY DIRT BAND - Long Hard Road</td>
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<td>RONNIE McDOWELL - I Got A Million Of 'Em</td>
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<td>HANK WILLIAMS JR. - Attitude Adjustment</td>
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<td>T.G. SHEPPARD - Somewhere Down The Line</td>
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<td>DAN SEALS - The Wild Side Of Me</td>
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<td>EMMYLOU HARRIS - Pledging My Love</td>
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<td>EXILE - Give Me One More Chance</td>
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<td>REBA McENTIRE - He Broke Your Mem'ry</td>
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<td>JOHN ANDERSON - She Sure Got A Way With My Heart</td>
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<td>RAY CHARLES &amp; B.J. THOMAS - Rock &amp; Roll Shoes</td>
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<td>JOHN SCHNEIDER - I've Been Around Enough To Know</td>
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<td>BELLAMY BROTHERS - Forget About Me</td>
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<td>ED BRUCE - Tell 'Em I've Gone Crazy</td>
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<td>STATLER BROTHERS - One Takes The Blame</td>
<td>MERCY</td>
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**Dropped:** #25-Charly McClain & Mickey Gilley, #29-Leon Everette.
**ACTION SIDES**

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<th>Title &amp; Artist</th>
<th>Reports</th>
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<td>Janie Fricke - Your Heart's Not In It (Columbia)</td>
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<td>Hillary Kanter - Good Night For Falling In Love (RCA)</td>
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<td>Rex Allen Jr. - Dream On Texas Ladies (Moonshine)</td>
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<td>Tony Arata - Come On Home (Noble Vision)</td>
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<td>Tom Jones - All The Love Is On The Radio (Mercury)</td>
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<td>*Kathy Mattea - That's Easy For You To Say (Mercury)</td>
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*Deburring In Action Sides

**COUNTRY LP CUTS**

Hank Williams Jr. - ALL MY ROWDY FRIENDS/MR. LINCOLN/COUNTRY RELAXIN' 
Waylon Jennings - SETIN' ME UP/SPARKLING BROWN EYES/IF SHE'LL LEAVE... 
Charley Pride - STAGGER LEE/GOTTA SEE SOME MORE OF YOU/MISSIN' MISSISSIPPI 
Conway Twitty - BAD BOY/WITHOUT YOU/WHEN THE MAGIC WORKS 
Nitty Gritty Dirt Band - CADILLAC RANCH/HIGH HORSE/TWO OUT OF THREE... 
John Anderson - RED GEORGIA CLAY/EYE OF A HURRICANE

**RECOMMENDED NEW RELEASES**

"The First Word In Memory"-Janie Fricke (Columbia) 
TALKIN' TOUGH/THE FIRST WORD IN MEMORY IS ME/ONE WAY TICKET. 
NOBODY LOVES ME LIKE YOU DO-Anne Murray with Dave Loggins (Capitol)

Welcome to The New Gavin Report and our new expanded Country Music section. The changes in this section are largely based on the responses we got to our survey. This analysis will be a new weekly feature and will be used to explain the various headlines and/or any trends we see in the charts. As you can see, our headlines have changed. The Certified records are the records that are making the strongest chart gains and show potential to go Top Ten.

Each week we are now asking you for your top three phone requests. This information will be used for our Top Requests headline. And, of course, Most Added is self explanatory. You will also notice that we have gone from a thirty record chart to a forty record chart. This will allow us to more accurately reflect the significant airplay being given by country radio to new music. The old Action Sides are now merged into the Top Forty chart, and the Gaining In Several Markets and Airplay have been combined to create our new Action Sides. Action Sides includes the number of stations playing the record, how many of those stations added it, how many stations are charting it, and how many stations have it on (extras and holdovers are included in the ON category). Hope it helps!
Portland, ME (Hal Knight-WPOR) Schneider, Medley,
Bruce, Ray & B.J., Statlers.
New York, NY (Pam Green-WNN) J. Schneider, M. Gilley,
D. Seals.
Philadelphia, PA (Larry Coates-WXTX) C. Gayle, Leon
Everette, Ray & B.J., C. Twitty.
Charlottesville, VA (Ann Stevens-WHYL) M. Murphy, R. Milsap,
Whites.
Wilmington, DE (Chris Michaels-WAMS) Lee Greenwood,
Juice Newton.

NORTHEAST

Baltimore, MD (Todd Grimsted-WPOC) L. Greenwood,
M. Bandy, J. Newton, B. Lee.
Charleston, WV (Bruce Clark-WQBE) Kanter, Mattea,
Fricke, Gilley, Newton.
Shelby, NC (Bob Davis-WOHS) J. Lee, L. Mandrell,
D. A. Coe, Whites.
Anderson, SC (Jerry Howard-WAIM) Carson, Conley,
Dixon, Murray, Hitchcock.
Carrollton, GA (Pat Shumake-WLBB) R. Milsap, J. Schneider,
M. Murphey, Atlanta.
Columbus, GA (Gary Edwards-WVOC/FM) Murphey,
Williams, Fricke, West, Conley.
Albany, GA (Chris Van Dyke-WWAK) Williams (29),
Bandana, Kanter, Ryles, Stewart.
Ft. Pierce, FL (George Gordon-WFTP) R. Milsap, D. Wills,
J. Anderson, D. Williams.
Arcadia, FL (Karl August-WKOD) Gilley, Newton,
Murray, Milsap, Williams, Mattea.
St. Petersburg, FL (Bill Pyne-WQYX/FM) W. Nelson,
G. Davis, M. Gilley.
Panama City, FL (John Runaway-WWQ) A. Murray,
Friszell & W. D., Everly Bros.
Destin, FL (Skip Davis-WWMM) Conley, Schneider,
Murray, Gilley, Atlanta, Williams.
Pensacola, FL (Chris O'Kelly-WWOW) J. Lee, Kanter,
Murphy, Milsap, Williams.

SOUTHEAST

Atmore, AL (Roy Harrison-WSKR) Atlanta, Frizzell &
West, Bruce, Milsap, Murray.
Sylacauga, AL (Charles Lande-WWLS/FM) Ronnie Milsap,
Anne Murray.
Talladega, AL (Jon Carter-WWEY) Milsap (39), Murray
(40), Buffett, Dixon, Atlanta, Wills.
Alberville, AL (Jeff Allen-WQSB) Schneider, Murphey,
Williams, Buffett, Brown.
Collins/Hattiesburg, MS (Peter Galatin-WKZ) A. Murray
with D. Loggins, Earl Thomas Conley.
Pascagoula, MS (J. D. Gray-WGUD) Buffett, Williams,
McGuffey L., Coe, West, Fricke, Kanter, Hobbs.
Biloxi, MS (Jim Tabor-WWMI) Schneider, Razzy Bailey,
J. Lee, Moe Bandy, Don Williams, Gilley, Bandana.
Houma, LA (Larry Hyatt-KJIN) J. Lee, R. Milsap, J. Anderson,
J. Schneider.
Abbeville, LA (Anthony Keith-KASC) M. Gilley, J.
Fricke, V. Gosdin, T. Arata.
Daphne Springs, LA (Mark Wallace-WLBI) Milsap,
Williams, Murray, Kanter, Arata.
Bogalusa, LA (Terri Lyn Smith-WBOX) V. Shaw, Hartford,
D. Wills, Buffett, H. Kanter, L. Mandrell, Murphey,
Wright Bros., Don Williams, J. Anderson, Arata,
Zella Lehr, Floyd Brown, K. Mattea.
Alexandria, LA (B. Mitchell-KRRV) Boxcar, Mattea,
Milsap, K. Mckenzie, Fricke, Milsap, D. Williams,
Gilley.
West Monroe, LA ( Cathy Oswaian-KUZ) Lehr, Hall,
Milsap, Wills, Murray, Atlanta.
El Dorado, AR (Ben Robbins-KDMS) John Anderson (39),
Fayetteville, AR (Tom Sleeker-KKIX) Lee Greenwood,
Exile.

SOUTH

Chattanooga, TN (Rick Lane-WODD/AM) Williams, Gilley,
Milsap, Conley, Juice, Murray.
Lynchburg, TN (Spice McCurdy-WTNX) Murray, Lehr,
Wills, Milsap, Gibbs, Stevens.
Mt. Pleasant/Columbia, TN (Gary Powell-WXRO) Gilley,
Fricke, J. Lee, Whites, Buffett, Haggard & Williams.
Nashville, TN (Cathy Martinando-WJSM) John Schneider
(29), Earl Thomas Conley (30).
Kingsport, TN (Bob Gordon-WKIN) Exile (30), Rex A.
Jr. (31), E. Harris (32), L. Greenwood, Whites,
Harlan, KY (Neil Middleton-WFSR) Milsap, D. A. Coe,
G. Stewart, Atlanta, Leon Russell, A. Murray, B.
Anderson, M. Mecca, Z. Lehr.
Glasgow, KY (Jennifer Toms-WGDS) Fricke, D. A. Coe,
J. Lee, L. Mandrell, Whites, Gilley, D. Williams,
M. Murphey, Milsap.
Paducah, KY (Kent King-WKQY) B. Medley, J. Newton,
J. Fricke, T. Jones.
Bowing Green, KY (Steve Reeves-WLBJ/AM) J. C. Riley,
M. Murphey, B. Hobbs, L. Mandrell, D. West, D. Williams,
B. Braddock, Fricke, Gilley, Mattea.
Brandenburg, KY (Rachel Heavrin-WWMM) Medley, Arata,
Statlers, Kanter, Fricke, Milsap.
Louisville, KY (Ed Phillips-WCGI) Milsap, J. Lee, Fricke,
Mattie, Warner Mack.

CENTRAL

Cincinnati, OH (Doris Thompson-WXRF/SAI) D. Seals,
R. Bailey, J. Fricke.
Springfield, OH (Tom Daniels-WBLY) J. Anderson,
Juice, Environmental, L. Mandrell, Bandana, Arata.
Newark, OH (Larry Dale-WITH) Greenwood, Juice,
Statlers, Bruce, Fricke, Whites.
Akron, OH (Rick Cardarelli-WSLR) Greenwood, Murphey,
Whites, J. Lee, Ray & B.J., Conley.
Toledo, OH (Gary Shores-WKLR) Conley, Murray, Fricke,
Gilley, Mattea, Williams.
Toledo, OH (Bill Manders-WTOD) Milsap, Price,
Murphey, J. Lee, T. Jones, Kanter.
South Bend, IN (J. K. Deering-NWDD) Alabama (WAY),
Gary Morris.
Batesville, IN (Mitch Gray-WRBI) E. Harris, J. Anderson,
B. Medley.
Indianapolis, IN (J. D. Cannon-WWFS) Gilley, Conley,
Murray & Loggins, Rodriguez, Coe.
Kendallville, IN (J. Tynders-WBTO) B. Lee, Exile,
W. Nelson.
Rockford, IL (Curtis King-WKNO) Tom T. Hall, Milsap,
Bruce, Warner Mack, Statlers, Coe, J. J. Moehead.
Savannah, IL (Bruce F. Lane-WCC/I/FM) Oaks, Waylon,
Raven, Everette, Willie, Alabama.
Dodgewill, WI (Bob Brainard-WDOMP) W. Nelson, R. Bailey,
Ray & B.J.
Milwaukee, WI (Brian Jarrett-WBDC) D. Williams, J. Lee,
Rex Allen Jr., L. Mandrell.
Madison, WI (Mike Ryan-WWQM) W. Nelson, D. Seals,
V. Gosdin.
Oshkosh, WI (John Carlson-WYTL) Willi, Bailey,
Juice, Greenwood, B. Lee.
Manitowoc, WI (Jon Murray-WXUR) J. Fricke, M. Gilley,
Stevens Point, WI (Bouley/Olsen-WXSY) Greenwood,
W. Mandrell, Juice, Morris, Seals, Brooks.
Neillsville, WI (Dick Deno-WCN) Atlanta (pk),
Murphy, T. T. Hall, D. Wills, Diane Cherry, Judy
Lindsey, Don Williams.
La Crosse, WI (Don Erickson-WLXR) Gatlins (19),
Alabama (TX-18), G. Campbell.
Eau Claire, WI (Bert Briel-WXAK) Conley, Hall,
Atlanta, Kanter, L. Anderson, Boxcar.

**UPPER MIDWEST**


St.Cloud, MN (Steve Stewart-WWJQ) Whites, Milsap, Bandana, Fricke, T.Jones, Medley, McGreevy.


Moorhead, MN (Scott Winston-KVOX) Murphey, Frick, Rodriguez, Kanter, Gilley.

Grand Forks, ND (Jack Lundy-KKKX) G.Morris (26), W.Nelson (27), Exile (29).

Grand Forks, ND (Kevin Kane-KDNN) Milsap, Gaither, Backwater, CASON, B. Anderson, M. Dixon, Tom T.Hall, Boxcar, Atlanta.

Fargo, ND (Don Roberts-KFGO) E.T.Conley (39), Murray, MG.CLane, T.T.Hall, Atlanta, Hobbs, Frick, Milsap, Buffett, Kanter, Backwater, M.Gilley.


Minot, ND (Jeri Lee-KKO) B.Lee, B.Jones, J.Lee, Whites, Milsap, Buffett, Milsap, Kanter, J.Lee.

St. Cloud, MN (Steve Stewart-WWJQ) Whites, Milsap, Buffett, Elgin, Austin, TX (Mike Carta-KVET) Milsap, Gilley, Kanter, Medley, J.Lee, whites, J.Lee, M.Gilley.

**MIDWEST**

Rapid City, SD (Mark Lindner-KTQJ) J.Anderson, Schneider, Statlers, Greenwood, B.Lee.


Yankton, SD (Jim Ellingson-WNAX) Juice (34), B.Lee (37), M.Mandrell (39), Bandana, Murphey, Gilley, J.Lee, B.J. & Ray.

Volga, SD (Chad Scott-KVAA) G.Morris, W.Nelson, D.Seals, E.Harris.

**ROCKY MOUNTAIN**

Spencer, IA (Rick Friday-KJCD/FM) Whites, Will, Williams, Milsap, Gilley.

Sioux City, IA (Ty Cooper-KMNS) Atlanta, Ray Charles & B.J. Thomas.

Ft. Dodge, IA (Dave Eichor-KWMT) Milsap, Gilley, Frick, Bandana, Young, Richie.

Mason City, IA (Myron Grage-KSMN) Conley, Hall, Atlanta, Lehr, Murray.

Cedar Falls, IA (Kevin Kane-KCF1) J.Fricke, D.Williams, G.Milley, J.Lee.

Waterloo, IA (Nick Thomas-KXEL) Williams (FARM), Frick, J.Lee, M. Manrell, B.Lee.

Anamosa, IA (Ken Albrecht-KLEH) J.Lee, D. Williams, Whites, K. Mattea.

Des Moines, IA (Billy Cole-KSO) Bandana, R. Milsap, J.Fricke, M. Gilley.


Festus, MO (Sue S. Cresswell-KJCF) A.Murray, J.Fricke, M.Gilley, J.Buffett.

Cape Girardeau, MO (Don Cleveland-KZYM) Murphey, Atlanta, Haggard & Williams, Boxcar, B.Anderson, L.Mandrell, Gilley, Whites, D.West.

Springfield, MO (Jim Borret-KWTO) Lee Greenwood (33), L.Mandrell, Atlanta, Murray, Murphey, Milsap.

Joplin, MO (Dan Casey-WBBH) Atlanta, Milsap, McGuffey Lane, Frick, Williams.

Jefferson City, MO (Jack Daniels-KL) Atlanta, Whites, Milsap, Frick.

St. Joseph, MO (Bob Orf-KFEQ) J.Lee, Milsap, Tom T. Hall, Murray, T.Jones, L Williams & Haggard.

Topeka, KS (Max Montoya-KOKX) J.Lee, Williams, Milsap, Atlanta, Whites.

Garden City, KS (Dale Miller-KWBS) Gilley, Frick, Whites, Atlanta, Williams.

**SOUTHWEST**

Tyler, TX (Mark Williams-KKJQ) Will, Exile, J.Anderson, Statlers, Davies, Wrights.

Bryan, TX (Roy Gene-KORA/FM) Conley, Bandy, Milsap,Will, Buffett.


Houston, TX (Candea/Pipia-KILT) Exile, V.Gosdin, E.Harris, D.Seals.


Victoria, TX (Robert Lee-KCW) L.Mandrell, B.Lee, M.Gilley, J.Lee, Milsap, Murphey.

El Paso, TX (Mike Hinrichs-KHEY) H.Kanter, Milsap, Atlanta, T.T.Hall, Murray, D.Williams, Buffett, Milsap, Gilley.


Kerrville, TX (Bruce Clark-KER/FM) L.Richie, C.Twitty, G.Watson, E. Everette.

Austin, TX (Steve Gary-KASE) V.Gosdin, E.T.Conley, Frizzell & West, T.T.Hall.

Austin, TX (Mike Carta-KVET) Murphey, Gosdin, Hall, Hillman, Frizzell & West.

Elgin/Austin, TX (Jose Mercader-KELG) J.Fricke, Atlanta, J.Anderson, Milsap.

Abilene, TX (Karen Singleton-KWKC) J.Anderson, L. Greenwood, Atlanta, Statlers.

Big Spring, TX (Richard Paul-KBYY) Frank Hunter, B.Jenkins, M. Murphey, M. Dixon, Carl Smith, P. Goodman, B. Braddock.

Odessa, TX (Dave Richards-KYXX) B.Medley, L. Greenwood, Bandana, Wright Bros.

Amarillo, TX (Avery/Lee-KBUY) R. Milsap, M. Gilley, J.Lee, whites.

**SOUTHWEST**


Levell, CO (Terry Wineritter-KRMH) McEntire,Willie, Alabama, Schneider, Anderson, Harris.

Grand Junction, CO (Don Rhea-KQIL) Atlanta, E.T. Conley, MG.CLane, G.Davies, Anne Murray, J.Fricke, Shannon Nesham.

Billings, MT (Chris James-KBIT) L.Greenwood, Statlers, Rex Jr., J.Le.

Sidney, MT (Rick Windy-KGK) Fricke, Gilley, Buffett, Hobbs, Mattea, Milsap, Don Williams.


Missoula, MT (Mike Doty-KKZ) J.Schneider, J. Newton, Whites, L. Richie.

Boise, ID (Bill Bailey-KZIN) Johnny Lee, Whites.

ALBUQUERQUE, NM (Francisco Rodriguez-KRST) Juice, Milsap, J.Lee, Williams, Conley, Bruce.

Las Cruces, NM (Michael Check-KGRT/FM) Stewart, Carne, Williams, Kanter, Frick.
Phoenix, AZ (Doug Brannan-KNIX) Earl Thomas Conley, Janie Fricke.

Las Vegas, NV (Johnny Steele-KVEG) Buffett, Gilley, McGuffey L., Fricke, T.Jones, Milsap.

Brawley, CA (Adrienne Richardson-KROP) Kanter, Gilley, Lehr, Atlanta, Conley, L.Anderson.

Anaheim, CA (John Dzima-KIFK) Greenwood, Statlers, Williams, Gilley, Conley, Bandana.

Los Angeles, CA (Cathy Hahn-KLAC) Willie, Murphey, Exile, J.Anderson, Rex Jr.

Modesto, CA (Ron Stevens-KMIX) L.Mandrell, Milsap, Fricke, Gilley, Conley.

Sacramento, CA (Rick Stewart-KRAK) G.Davies, G.Josey, Wright Bros., Mason Dixon.

Chico, CA (Rory Miller-KHSL) E.T.Conley, T.T.Hall, A.Murray & D.Loggins, Atlanta, McG.Lane, B.Hobbs.

Ashland/Medford, OR (Ron Stevens-KCMX) A.Murray, E.T.Conley, Atlanta, Tom T.Hall.

Portland, OR (Craig West-KRDR) E.T.Conley, A.Murray, Tom T.Hall.

Kirkland/Seattle, WA (Lee Matthews-KGAA) M.Haggard, M.Gilley, J.Fricke, T.Arata.

Everett/Seattle, WA (Wayne Cordray-KWYZ) E.Harris, E.T. Conley, A.Murray.

Anchorage, AK (Bill Cardoza-KYAK) Ronnie McDowell, Michael Murphey.

Anchorage, AK (Rich Thomas-KTNX) J.Lee, Williams, Milsap, Gilley, Fricke.

********

WELCOME To Our New COUNTRY CORRESPONDENTS

Jerry Winder, PD, WBTU - P.O.Box 37, Kendallville, IN 46755 (219-347-2400) (was WAWK)

Bruce Lane, PD, WCCI/AM-FM - P.O.Box 310, Savannah, IL 61074 (815-273-7757)

Bruce Clark, KERV/AM, P.O.Box 2187, Kerrville, TX 78028 (512-896-1230)

Terry Wineriter, KRMH, P.O.Box 960, Leadville, CO 80461 (303-486-3424) (was KLRR)

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COUNTRY RADIO SEMINAR

Start planning now for the 16th Annual Country Radio Broadcasters Seminar. It will be held March 7 - 9 at the Opryland Hotel in Nashville. More than twenty panel discussions, keynote speakers, an artist-attended cocktail reception, and the annual New Faces Show are on the agenda. Don't miss it!

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CHANGES

Kristi Murphy moves from KGAL-Lebanon, OR to sales at KRKT-Albany, OR.

Bill Bailey promoted to operations manager at KIZN-Boise, ID.

Chris Michaels promoted to Program Director at WAMS-Wilmington, DE.

Mason Dixon promoted to Program Director at KJUN-Puyallup, WA.

David Loyd promoted to Program Director at WPLO/AM-Atlanta, GA.

Theresa Binon promoted to Program Director at KGHL-Billings, MT.

Gary Page promoted to Music Director at KKBC-Carson City/Reno, NV.

Jon Carter moves from WAXX-Gadsden, AL to WEY Y - Talladega, AL as Music Director.

Becki Brooks promoted to Music Director at KMSL-Stamps, AR.

Jerry Wallace promoted to Music Director at WPLO/AM-Atlanta, GA.

Gary Page promoted to Music Director at KKBC-Carson City/Reno, NV.

Jon Carter moves from WAXX-Gadsden, AL to WEYY-Talladega, AL as Music Director.

Becki Brooks promoted to Music Director at KMSL-Stamps, AR.

Jerry Wallace promoted to Music Director at WPLO/AM-Atlanta, GA.

Bob Gass promoted to Music Director at KQIL-Grand Junction, CO.

Charlie Hale moves from KVAA-Volga, SD to KKJQ-Garden City, KS as air talent.

Bob McGee moves from WKSW-Cleveland, OH to WTOD-Toledo, OH as air talent.

37
**THE BLACK PAGE**

August 24, 1984

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**Dropped:** #21-Evelyn King, #22-One Way, #25-Peabo Bryson, Cameo, Tyzik, Kids At Work, Dan Hartman, Starpoint, Valentine Bros.
THE GAVIN REPORT

UP & COMING

<table>
<thead>
<tr>
<th>Artist/Song</th>
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<td>* NEW EDITION - Cool It Now (MCA)</td>
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<td>* REBBIE JACKSON - Centipede (Columbia)</td>
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<td>CHERRELLE - Fragile (Epic)</td>
<td>10</td>
<td>1</td>
<td>5</td>
<td>4</td>
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LP CUTS

<table>
<thead>
<tr>
<th>Record</th>
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<tbody>
<tr>
<td>BROS. JOHNSON - Out Of Control</td>
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<tr>
<td>MTUME - You Are My Sunshine/</td>
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<tr>
<td>C.O.D. (I'll Deliver)</td>
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<tr>
<td>S.O.S. BAND - Body Break/Break Up/</td>
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<tr>
<td>I Don't Want Nobody Else</td>
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<td>BRASS CONSTRUCTION - Renegades</td>
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<tr>
<td>PATRICE RUSHEN - Gotta Find It/Now</td>
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<tr>
<td>BLOODSTONE - Contagious/I Adore You</td>
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<tr>
<td>PRINCE - Purple Rain/Baby I'm A Star</td>
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<td>DENIECE WILLIAMS - Black Butterfly</td>
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<td>KASHIF - Ooh Love / Are You The Woman</td>
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<tr>
<td>TINA TURNER - Can't Stand The Rain</td>
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<tr>
<td>TIME - Tricky/My Drawers/The Bird/</td>
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<tr>
<td>Jungle Love/Chili Sauce</td>
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<tr>
<td>PEABO BRYSON - The Real Deal/Love</td>
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<td>Means Forever</td>
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Now, for "Pop Crossover". There's one that needs explaining. Not only could this be a big black/urban/contemporary single which is starting to get attention in other formats, but some weeks it may be just the reverse - a single from another format with potential to run the other way.

"Up And Coming" will be a helpful category for those of you who question certain "below-the-Top-30" singles. Each week, I'll list the number of reports mentioning these singles, as well as how many of them were adds, extras, or charts. "LP Cuts and Potential Singles" will supply you with two things: most popular or requested non-singles from major LP's, and advance information from the various labels about upcoming or about-to-be-released singles from LP's.

There you have it! As you requested in your returned questionnaires. I want to take this opportunity to thank all of you who took time out of your busy schedules to fill out our surveys and mail them back to us. Keep that all-important information coming in each week. Remember: without you - there would be no us!

*First time listed on this page.
NORTHEAST

Boston, MA (Sonny Joe White-WXKS/FM) New: Mtume.
Gns: R.James, Cherrelle, Deniece, Madonna, Prince, B.Ocean. On: Kennedy/Osborne, SOS, Lillo Thomas.
Baltimore, MD (Kingston/Kronthal-B104) New: Wonder. Gns: Madonna, Jacksons, Prince, Sheila E.

SOUTH


FAR WEST


CENTRAL & MIDWEST


SOUTHWEST

PERSONAL PICKS

BODY ROCK - Maria Vidal (EMI) Instantly has you flashing on "Flashdance" and...you guessed it...it's from a new movie of the same title that's scheduled for release in mid-September. It's been a Banner year for music from soundtracks and this debut single from one of New York's bright young vocalists could be her ticket to "Fame".

WHO WEARS THESE SHOES - Elton John (Geffen) Could've come straight off one of his albums in the early-to-mid-seventies period. Going back to basics with Bernie Taupin has proven successful, whether it be ballads or pure pop up-tempo efforts like this excellent track.

I FEEL FOR YOU - Chaka Khan (Warner Bros.) All bases are covered here. Check out this list of credits...a song written by Prince, instrumental backing from Stevie Wonder, Grandmaster Melle Mel provides some rap as the Grandmaster of production, Arif Mardin oversees the project. Exactly the type of material tailored for Chaka's unique style.

"Phantoms" - The Fixx (MCA) If it ain't broke...Fixx-it anyway. The Fixx factory is pumping out modern, functional pop music with lyrics of substance, melodies of style, and videos of fashion. Cy Curnin, the belting buckle of the band, has written and sung a thematic batch of songs which are linked ever so loosely by the title of the LP. If Curnin is the belt buckle, then guitarist Jamie West-Oram is the suspenders in this outfit. His toney guitar chords, often strung out in layers, offer sure support and prevent even momentary letdown.

LOSE FACE / LESS CITIES / MORE MOVING PEOPLE / ARE WE OURSELVES / FACING THE WIND / WOMAN ON A TRAIN / I WILL.

MEMO FROM BILL

About a year ago, we celebrated the twenty-fifth anniversary of The Gavin Report. We announced that a group of our employees had purchased the publication and would continue it as before. The new owners are people with whom I have worked closely for many years. They have earned my confidence - and yours - as a staff devoted to the same high principles that have distinguished The Gavin Report from its beginning.

The enlarged content and format of today's edition reflect a response to the changing patterns and needs of our industry. Over the years, The Gavin Report has pioneered many new paths for other publications to follow. Today's innovations reinforce our position of leadership as radio's programming guideline - an expansion made possible by opening these pages to commercial advertising.

Congratulations and best wishes to the "Gavin Gang" and to those who will continue their tradition in the years to come. May all our readers continue to find useful information and inspiration in these pages.

Dave Sholin

PERSONAL PICKS

Ron Fell

PERSONAL PICKS
PROGRAMMERS' PERSONAL PICKS

HUEY LEWIS AND THE NEWS "If This Is It"

On July 9th, programmers chose this song as the next smash from the "SPORTS" album. Six weeks later, every Top 40, A/C and AOR station is playing this song. It is 11• in Billboard with album sales approaching 4 million.

SPANDAU BALLET "Only When You Leave"

SPECIAL RE-EDIT ON YOUR DESK NOW.

On July 16th, programmers had so much confidence in this song they played it even though it was over four minutes long. Now with the new edit under four minutes, it is easier to program and destined to go Top 10. Within 5 weeks it is 41• in Billboard. From the album "Parade."

BILLY IDOL "Flesh For Fantasy"

On August 13th, programmers across the country chose this song and it appears to be the fastest breaking Billy Idol song yet. It debuted at 64• in Billboard. From the platinum plus album "Rebel Yell."

YOU GUYS REALLY KNOW HOW TO PICK 'EM!
THE NEW ALBUM FROM

DONNA SUMMER

FEATURING

"THERE GOES MY BABY"

THE FIRST SINGLE AND VIDEO

PRODUCED AND ARRANGED BY

MICHAEL OMARTIAN

AVAILABLE SEPTEMBER 4TH

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AND CASSETTES

COMING SOON ON

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