The Gavin Interview

CARLOS SANTANA:
Chasing the Universal Note.
ATLANTIC HAS THE ACES

HIGH CARDS:

**THE FIRM**
"RADIOACTIVE" 7-89586
Radioactive indeed! A sizzling smash on top 40 & AOR. From the Gold LP
"THE FIRM" 81239
Produced by Jimmy Page & Paul Rodgers

**FOREIGNER**
"THAT WAS YESTERDAY" 7-89571
A certified smash today on Top 40, AOR, A/C
From the soon-to-be double Platinum LP
"AGENT PROVOCATEUR" 81999
Produced by Alex Salkin & Mick Jones
Management: Bud Prager / E.S.P. Management, Inc.

NEW AND DEVELOPING:

**ALPHAVILLE**
"FOREVER YOUNG" 7-89578
Action proven on Dance, CHR, AOR
From the surprising LP
"FOREVER YOUNG" 80186
Produced by Colin Pearson & Wolfgang Loos
Management: Henzo Gerd Luetticke

**JENNY BURTON**
"BAD HABITS" 7-89343
A great habit on Black radio, crossing over to Top 40
From the brilliant LP
"JENNY BURTON" 81238
Produced by Allen George, Fred McFarlane,
Maurice Starr, Peter Link, John Robie
All for Plateau Records, Inc.
Management: Skyfield Management

**FIONA**
"TALK TO ME" 7-89572
#1 Added AOR single for 2 consecutive weeks! From the gutsy debut LP "FIONA" 81242
Produced by Peppi Marchello
Management: Three G Management, Joel Goldstein
### THE GAVIN REPORT

**TOP FORTY**  
**EDITOR: DAVE SHOLIN**

<table>
<thead>
<tr>
<th>POWER TRIO</th>
<th>CERTIFIED</th>
<th>RECORD TO WATCH</th>
<th>MOST ADDED</th>
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<tbody>
<tr>
<td>MADONNA</td>
<td>FOREIGNER</td>
<td>TEARS FOR FEARS</td>
<td>USA FOR AFRICA</td>
</tr>
<tr>
<td>Material Girl</td>
<td>That Was Yesterday</td>
<td>Everybody Wants To Rule The World</td>
<td>We Are The World</td>
</tr>
<tr>
<td>(Sire/Warner Bros.)</td>
<td>(Atlantic)</td>
<td>(Mercury/PolyGram)</td>
<td>(Columbia)</td>
</tr>
<tr>
<td>PHIL COLLINS</td>
<td>SIMPLE MINDS</td>
<td>After two weeks, heavy competition doesn't seem to be holding this one back.</td>
<td>WHAM!</td>
</tr>
<tr>
<td>One More Night</td>
<td>Don't You (Forget About Me)</td>
<td></td>
<td>(Columbia)</td>
</tr>
<tr>
<td>(Atlantic)</td>
<td>(A&amp;M)</td>
<td></td>
<td>KENNY LOGGINS</td>
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<tr>
<td>REO SPEEDWAGON</td>
<td>FOREIGNER</td>
<td></td>
<td>Vox Humana (Columbia)</td>
</tr>
<tr>
<td>Can't Fight This Feeling</td>
<td></td>
<td></td>
<td>96 Adds</td>
</tr>
<tr>
<td>(Epic)</td>
<td>DIONNE WARREN</td>
<td></td>
<td>ALOHA!</td>
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### RECORD TO WATCH

<table>
<thead>
<tr>
<th>RECORD TO WATCH</th>
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<tr>
<td>FOREIGNER</td>
<td>MACK JAGGER</td>
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<tr>
<td>That Was Yesterday</td>
<td>Just Another Night</td>
</tr>
<tr>
<td>SIMPLE MINDS</td>
<td>BILLY JIOEL</td>
</tr>
<tr>
<td>Don't You (Forget About Me)</td>
<td>Keeping The Faith</td>
</tr>
<tr>
<td>(A&amp;M)</td>
<td>(Columbia)</td>
</tr>
</tbody>
</table>

### MOST ADDED

- USA FOR AFRICA - We Are The World (Columbia)  
- WHAM! - Everything She Wants (Columbia)  
- KENNY LOGGINS - Vox Humana (Columbia)  

**March 15, 1985**

**Top 40**

<table>
<thead>
<tr>
<th>2W</th>
<th>LW</th>
<th>TW</th>
<th>Chartbound</th>
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<td>MADONNA - Material Girl (Sire/Warner Brothers)</td>
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<td>REO Speedwagon - Can't Fight This Feeling (Epic)</td>
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<td>PHIL COLLINS - One More Night (Atlantic)</td>
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<td>Julian Lennon - Too Late For Goodbyes (Atlantic)</td>
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<td>6.</td>
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<td>Journey - Only The Young (Geffen)</td>
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<td>10.</td>
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<td>Teena Marie - Lovergirl (Epic)</td>
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<td>14.</td>
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<td>7.</td>
<td>Survivor - High On You (Scotti Brothers)</td>
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<td>18.</td>
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<td>MADONNA - Crazy For You (Geffen)</td>
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<td>David Lee Roth - California Girls (Warner Brothers)</td>
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<td>10.</td>
<td>BRUCE SPRINGSTEEN - I'm On Fire (Columbia)</td>
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<td>13.</td>
<td>11.</td>
<td>11.</td>
<td>MICK JAGGER - Just Another Night (Columbia)</td>
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<td>12.</td>
<td>BILLY JIOEL - Keeping The Faith (Columbia)</td>
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<td>11.</td>
<td>11.</td>
<td>13.</td>
<td>Tina Turner - Private Dancer (Capitol)</td>
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<td>15.</td>
<td>CHICAGO - Along Comes A Woman (Full Moon/Warner Brothers)</td>
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<td>18.</td>
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<td>Prince - Take Me With U (Warner Brothers)</td>
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<td>23.</td>
<td>17.</td>
<td>17.</td>
<td>COMMODORES - Nightshift (Motown)</td>
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<td>- - - - 18.</td>
<td>USA FOR AFRICA - We Are The World (Columbia)</td>
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<td>27.</td>
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<td>19.</td>
<td>DEBARGE - Rhythm Of The Night (Gordy)</td>
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<td>13.</td>
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<td>20.</td>
<td>Duran Duran - Save A Prayer (Capitol)</td>
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<td>21.</td>
<td>DON HENLEY - All She Wants To Do Is Dance (Geffen)</td>
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<td>22.</td>
<td>Glenn Frey - The Heat Is On (MCA)</td>
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<td>26.</td>
<td>24.</td>
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<td>Cars - Why Can't I Have You (Elektra)</td>
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<td>ANIMOTION - Obsession (Mercury/PolyGram)</td>
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<td>Wham! - Careless Whisper (Columbia)</td>
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<td>28.</td>
<td>27.</td>
<td>27.</td>
<td>David Bowie &amp; Pat Metheny - This Is Not America (EMI America)</td>
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<td>- - - - 28.</td>
<td>FOREIGNER - That Was Yesterday (Atlantic)</td>
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<td>36.</td>
<td>31.</td>
<td>29.</td>
<td>GREG KIHIN - Lucky (EMI America)</td>
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<td>32.</td>
<td>32.</td>
<td>30.</td>
<td>DIANA ROSS - Missing You (RCA)</td>
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<td>33.</td>
<td>31.</td>
<td>31.</td>
<td>DAN HARTMAN - Second Nature (MCA)</td>
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<td>- - - - 32.</td>
<td>THE FIRM - Radio Active (Atlantic)</td>
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<td>38.</td>
<td>33.</td>
<td>33.</td>
<td>ERIC CLAPTON - Forever Man (Warner Brothers)</td>
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<td>24.</td>
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<td>34.</td>
<td>Frankie Goes To Hollywood - Relax (Island)</td>
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<td>- - - - 35.</td>
<td>SANTANA - Say It Again (Columbia)</td>
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<td>39.</td>
<td>36.</td>
<td>36.</td>
<td>MURRAY HEAD - One Night In Bangkok (RCA)</td>
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<td>- - - - 37.</td>
<td>Autograph - Turn Up The Radio (RCA)</td>
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<td>40.</td>
<td>38.</td>
<td>38.</td>
<td>SIMPLE MINDS - Don't You (Forget About Me) (A&amp;M)</td>
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<td>- - - - 39.</td>
<td>HALL &amp; OATES - Some Things Are Better Left Unsaid (RCA)</td>
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<td>- - - - 40.</td>
<td>JOHN FOGERTY - Rock and Roll Girls (Warner Brothers)</td>
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### CHARTBOUND

<table>
<thead>
<tr>
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<th>Reports</th>
<th>Adds</th>
<th>On</th>
<th>Chart</th>
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<tbody>
<tr>
<td>SADE - Smooth Operator (Portrait/CBS)</td>
<td>135</td>
<td>23</td>
<td>85</td>
<td>27</td>
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<tr>
<td>TOM PETTY - Don't Come Around Here No More (MCA)</td>
<td>128</td>
<td>48</td>
<td>76</td>
<td>4</td>
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<td>THE POWER STATION - Some Like It Hot (Capitol)</td>
<td>127</td>
<td>57</td>
<td>57</td>
<td>13</td>
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<tr>
<td>WHAM! - Everything She Wants (Columbia)</td>
<td>101</td>
<td>99</td>
<td>--</td>
<td>--</td>
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<tr>
<td>KENNY LOGGINS - Vox Humana (Columbia)</td>
<td>96</td>
<td>96</td>
<td>--</td>
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</tr>
</tbody>
</table>

**Reports accepted Mondays at 8am through 1pm Wednesdays**

**Station Reporting Phone (415) 392-7750**
The Commitment Continues...

With Radio!

'446 Gavin Adds
Out of the BOX!
If as the saying goes "Records are made to be broken" USA FOR AFRICA has accomplished the feat on many fronts. 230 adds makes it the most added Top 40 record in Gavin Report history! It also has the distinction of garnering the most adds ever in three formats. Sales and requests are so strong many stations put it on with top ten or top twenty numbers and several already list it number one. Couldn't happen to a finer effort.

MADONNA is competing with PHIL COLLINS and herself to maintain her newly conquered number one position. "Crazy For You" climbs into the top ten after only three weeks on the chart. Hit Factor on this hot hot one more than triples (19% to 58%)! GREG KIHN (or as we call it, the St.Patrick's Day special) debuts at #24 for WBEN-Buffalo and KCPI-Albert Lea, #30 WBAM-Montgomery jumping 40-18 KRNA-Iowa City, 21-16 G100-Mobile plus a long list of big moves on the West Coast. The turnaround of the year is unquestionably DIANA ROSS. In only a few weeks, airplay has doubled and the list of stations confirming this song a huge hit continues to grow...B104-Baltimore 8-3, WPLJ-New York 9-8, WAVA-Washington 7-5, I-95 Miami 10-7, Y107-Nashville 12-8, WIKI-Milwaukee 17-9, WRKR 10-4, KMGX-Fresno 1-1, KIKI-Honolulu 4-2, etc. CLAPTON converting from extra play into the top 30 at 92X-Columbus, WALG-Albany, PRO/FM-Providence, WIIZ-Jacksonville, WBT-T-Milwaukee, WFXZ-Saginaw, etc.

GO WEST nearing the chartbound spotlight with noteworthy activity at WBNQ, Q105, 106X, Z106, KYFY, Q104, KDON, KSLY, etc. SADE earns a "Chartbound" slot with 21 new believers on board including KC101, 1-95, KQCR, KNEN, KFMI, KS103, KAMT, etc.

The handful of Top 40's who play rap records agree that UTFO's "Roxanne Roxanne" is a winner. JOHN RAYMOND at K1X-Y-San Angelo says "it's the most requested song in the station's history". TEARS FOR FEARS jumps in airplay from 31 reports to 65 with adds at Z-98, WAGQ, WPBG, WAVA, WPST, WNSR, Z104, KZZB, KRPL, KKHR, KS103, KLUC, KWES, etc.

Dave
Our good friend DOUG LEE at UPPER MIDWEST PROMOTIONS wrote us recently to inform us of a special tribute scholarship in the name of BILL GAVIN. Here is DOUG's letter.

Dear Ron,

Josette Gavin has consented to allow the UPPER MIDWEST COMMUNICATIONS to award one of its two annual broadcasting scholarships in the name of BILL GAVIN. The scholarship, to BROWN INSTITUTE of MINNEAPOLIS, will be called the BILL GAVIN MEMORIAL BROADCASTING SCHOLARSHIP. The awards are judged by a panel of Broadcasters from the Midwest. Hundreds of tapes and applications are submitted as a result of PSA's that are broadcast on area radio and TV stations.

We are honored to be able to remember Bill Gavin this way. Bill was the first and most loyal of National figures in support of the UMCC. Much of what we do is based on principles Bill shared with us.

Dates for Conclave '85, our tenth, are set for June 20th through the 23rd.

Doug Lee
**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>1-5</th>
<th>6-10</th>
<th>11-20</th>
<th>20-30</th>
<th>Uncharted</th>
<th>HIT FACTOR</th>
<th>Weeks</th>
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<tr>
<td>PHIL COLLINS</td>
<td>One More Night (Atlantic)</td>
<td></td>
<td>276</td>
<td>--</td>
<td>172</td>
<td>65</td>
<td>37</td>
<td>2</td>
<td>--</td>
<td>99%</td>
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<td>MADONNA</td>
<td>Material Girl (Sire/Warner Bros.)</td>
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<td>260</td>
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<td>195</td>
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<td>19</td>
<td>4</td>
<td>--</td>
<td>98%</td>
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<td>259</td>
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<td>11</td>
<td>28</td>
<td>110</td>
<td>81</td>
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<td>Along Comes A Woman (Full M./WB)</td>
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<td>97</td>
<td>113</td>
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<td>REO SPEEDWAGON</td>
<td>Can't Fight This... (Epic)</td>
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<td>254</td>
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<td>232</td>
<td>18</td>
<td>4</td>
<td>--</td>
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<td>BRUCE SPRINGSTEEN</td>
<td>I'm On Fire (Columbia)</td>
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<td>Too Late For Goodbyes (Atlantic)</td>
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<td>247</td>
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<td>152</td>
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<td>172</td>
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<td>1</td>
<td>99%</td>
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<td>FOREIGNER</td>
<td>That Was Yesterday (Atlantic)</td>
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<td>241</td>
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<td>135</td>
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<td>DeBARGE</td>
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<td>76</td>
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<td>88</td>
<td>89</td>
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<td>29</td>
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<td>PRINCE</td>
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<td>19</td>
<td>137</td>
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<td>71%</td>
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<td>200</td>
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<td>3</td>
<td>64</td>
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<td>ANIMATION</td>
<td>Obsession (Mercury/PolyGram)</td>
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<td>9</td>
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<td>HALL &amp; OATES</td>
<td>Some Things Are... (RCA)</td>
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<td>190</td>
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<td>21</td>
<td>105</td>
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<tr>
<td>GREG KIHN</td>
<td>Lucky (EMI America)</td>
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<td>181</td>
<td>6</td>
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<td>16</td>
<td>68</td>
<td>91</td>
<td>8</td>
<td>6</td>
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<td>JOHN FOGERTY</td>
<td>Rock &amp; Roll Girls (W.B.)</td>
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<td>50</td>
<td>--</td>
<td>1</td>
<td>3</td>
<td>17</td>
<td>103</td>
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<td>Second Nature (MCA)</td>
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<td>1</td>
<td>2</td>
<td>12</td>
<td>60</td>
<td>92</td>
<td>8%</td>
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<td>THE FIRM</td>
<td>Radioactive (Atlantic)</td>
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<td>166</td>
<td>17</td>
<td>3</td>
<td>8</td>
<td>16</td>
<td>43</td>
<td>79</td>
<td>16%</td>
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<td>SIMPLE MINDS</td>
<td>Don't You Forget... (A&amp;M)</td>
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<td>164</td>
<td>34</td>
<td>--</td>
<td>--</td>
<td>8</td>
<td>28</td>
<td>94</td>
<td>4%</td>
<td>4</td>
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<td>SANTANA</td>
<td>Say It Again (Columbia)</td>
<td></td>
<td>162</td>
<td>7</td>
<td>--</td>
<td>2</td>
<td>4</td>
<td>48</td>
<td>101</td>
<td>3%</td>
<td>6</td>
</tr>
<tr>
<td>DIANA ROSS</td>
<td>Missing You (RCA)</td>
<td></td>
<td>155</td>
<td>18</td>
<td>9</td>
<td>9</td>
<td>22</td>
<td>43</td>
<td>54</td>
<td>25%</td>
<td>15</td>
</tr>
<tr>
<td>MURRAY HEAD</td>
<td>One Night In Bangkok (RCA)</td>
<td></td>
<td>143</td>
<td>30</td>
<td>7</td>
<td>7</td>
<td>13</td>
<td>28</td>
<td>58</td>
<td>18%</td>
<td>5</td>
</tr>
<tr>
<td>SADE</td>
<td>Smooth Operator (Portrait)</td>
<td></td>
<td>135</td>
<td>23</td>
<td>--</td>
<td>--</td>
<td>3</td>
<td>24</td>
<td>85</td>
<td>2%</td>
<td>4</td>
</tr>
<tr>
<td>TOM PETTY</td>
<td>Don't Come Around Here (MCA)</td>
<td></td>
<td>128</td>
<td>48</td>
<td>--</td>
<td>--</td>
<td>4</td>
<td>76</td>
<td>--</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>POWER STATION</td>
<td>Some Like It Hot (Capitol)</td>
<td></td>
<td>127</td>
<td>57</td>
<td>--</td>
<td>--</td>
<td>2</td>
<td>11</td>
<td>57</td>
<td>18%</td>
<td>2</td>
</tr>
<tr>
<td>ALAN PARSONS PJT.</td>
<td>- Let's Talk... (Arista)</td>
<td></td>
<td>120</td>
<td>7</td>
<td>--</td>
<td>--</td>
<td>5</td>
<td>22</td>
<td>86</td>
<td>4%</td>
<td>6</td>
</tr>
<tr>
<td>GO WEST</td>
<td>We Close Our Eyes (Chrysalis)</td>
<td></td>
<td>117</td>
<td>8</td>
<td>--</td>
<td>--</td>
<td>3</td>
<td>14</td>
<td>92</td>
<td>2%</td>
<td>4</td>
</tr>
<tr>
<td>JOHN WAITE</td>
<td>Change (Chrysalis)</td>
<td></td>
<td>115</td>
<td>9</td>
<td>--</td>
<td>--</td>
<td>4</td>
<td>20</td>
<td>82</td>
<td>3%</td>
<td>4</td>
</tr>
<tr>
<td>THE TIME</td>
<td>The Bird (Warner Bros.)</td>
<td></td>
<td>104</td>
<td>10</td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>23</td>
<td>60</td>
<td>10%</td>
<td>3</td>
</tr>
<tr>
<td>JERMAINE STEWART</td>
<td>The Word Is Out (Arista)</td>
<td></td>
<td>78</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>8</td>
<td>20</td>
<td>41</td>
<td>16%</td>
<td>5</td>
</tr>
</tbody>
</table>
NORTHEAST
Hamilton, ON (Nevin Grant-CCKC) Teena M., Survivor, Power Station, Helix, Northern Lights.
Cape Cod, MA (Gary Franklin-WKPE) Wham! USA, Billy Ocean, B. Adams.
Provides, RI (Tom Cuddy-PRO/FM) USA, J. Fogerty, Sade, Wham! P. Labelle, B. Ocean, Power Station.
Rumford, ME (Michael Rivers-WMR) USA, J. Fogerty, Alphaville, H. Jones.
Providence, RI (Tom Cuddy-PRO/FM) USA, J. Fogerty, Alphaville, H. Jones.
Cape Cod, MA (Gary Franklin-WKPE) Wham! USA, Billy Ocean, B. Adams.
Westport, CT (Storm N. Norman-WBRE/FM) USA, J. Fogerty, Alphaville, H. Jones.
New Haven, CT (Stef Rybak-KC101) USA, J. Fogerty, Alphaville, H. Jones.
Norwalk, CT (Brett Richards-WLYQ) USA, J. Fogerty, Alphaville, H. Jones.
New York, NY (Michael Ellis-WAPP) USA, J. Fogerty, Alphaville, H. Jones.
New York, NY (Scott Shannon-Z100) USA, J. Fogerty, Alphaville, H. Jones.
New York, NY (Neil McIntyre-Z100) USA, J. Fogerty, Alphaville, H. Jones.
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Eisenhower, ME (Tim Moore-WSCQ) USA, J. Fogerty, Alphaville, H. Jones.

MID-ATLANTIC
Asbury Park, NJ (Pat Gillen-WLKI) USA, J. Fogerty, Alphaville, H. Jones.
Trenton, NJ (Tom Taylor-WPST) USA, Alphaville, H. Jones.
Pittsburgh, PA (Scott Alexander-B94) USA, J. Fogerty, Alphaville, H. Jones.
Pittsburgh, PA (Todd Chase-WHTX) USA, J. Fogerty, Alphaville, H. Jones.
Johnstown, PA (Rich Kelly-WCRO) USA, J. Fogerty, Alphaville, H. Jones.
Altoona, PA (Steve Kelsey-WFBB) USA, J. Fogerty, Alphaville, H. Jones.
Williamsport, PA (Cruz-James-WSVQ) USA, J. Fogerty, Alphaville, H. Jones.
Hazelton, PA (Melanie Apple-WAZL) USA, J. Fogerty, Alphaville, H. Jones.
Washington, DC (Smokey Rivers-WAVA) USA, J. Fogerty, Alphaville, H. Jones.

SOUTHEAST
Washington, DC (Smokey Rivers-WAVA) USA, J. Fogerty, Alphaville, H. Jones.
Baltimore, MD (Kingston/Kronthal-B104) USA, J. Fogerty, Alphaville, H. Jones.
Ocean City, MD (Jack Gillen-WLHI) USA, J. Fogerty, Alphaville, H. Jones.
Norfolk, VA (Bobby Rivers-WFGH) USA, J. Fogerty, Alphaville, H. Jones.
Charleston, SC (Jeff Blake-WYAU) USA, J. Fogerty, Alphaville, H. Jones.
Augusta, GA (Bruce Stevens-WBQQ) USA, J. Fogerty, Alphaville, H. Jones.

TOP 40 ADDS
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THE GAVIN REPORT

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Williamsport, PA (Cruz-James-WSVQ) USA, J. Fogerty, Alphaville, H. Jones.
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Washington, DC (Smokey Rivers-WAVA) USA, J. Fogerty, Alphaville, H. Jones.

SOUTHEAST
Washington, DC (Smokey Rivers-WAVA) USA, J. Fogerty, Alphaville, H. Jones.
Baltimore, MD (Kingston/Kronthal-B104) USA, J. Fogerty, Alphaville, H. Jones.
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Norfolk, VA (Bobby Rivers-WFGH) USA, J. Fogerty, Alphaville, H. Jones.
Charleston, SC (Jeff Blake-WYAU) USA, J. Fogerty, Alphaville, H. Jones.
Augusta, GA (Bruce Stevens-WBQQ) USA, J. Fogerty, Alphaville, H. Jones.
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SOUTH

Biloxi, MS (Mickey Coulter-WQID) K. Loggins, Power Station, Limahl, L. Vandross, B. Ocean, Al Jarreau.

Columbus, GA (Ralph Carroll-WCGQ) Wham!, Points, Kool/Gang, D. L. Roth, Limahl, L. Vandross, B. Ocean, Al Jarreau.

Columbus, GA (Ralph Carroll-WCGQ) Wham!, Points, Kool/Gang, D. L. Roth, Limahl, L. Vandross, B. Ocean, H. Jones.

Panama City, FL (Thomas/Davis-WPFM) USA, K. Loggins, Tears for Fears, Pointers, Wham!, J. Fogerty, Alphaville.

Gainestville, FL (Lou Patrick-WYKS) USA, E. Clapton, Power Station, Murray Head.


Tampa, FL (Bobby Rich-Q105) USA, Power Station, Murray Head.

Tampa, FL (Bob Kagan-Z98) Wham!, B. Ocean, Power Station, Time, Tears for Fears, USA, K. Loggins.

Orlando, FL (Wright/Casey-BJ105) Hall & Oates, Foreigner, Diana Ross.

Gadsden, AL (Leo Davis-Q104) USA, Wham!, K. Loggins, Billy Ocean, J. Fogerty, Kool/Gang, H. Jones.


Montgomery, AL (Mike Rainier-99FM) D. Henley, Springsteen, Foreigner, USA.

Mobile, AL (Griffith/Ocean-G100) Pointers, Wham!, Tom Petty, USA, Simple Minds, Murray Head.

Nashville, TN (Hobsby/Y107) USA, DeBarge, Animation, Hall & Oates.

Johnson City, TN (Steve Taylor-WQUT) USA, The Firm, Go West, J. Waite, Wham!

Sparta, TN (Lonnie Allen-WSTM) Al Jarreau, USA, D. L. Roth, Fogelberg, Chicago.

New Albany/Tupelo, MS (Grace/Shelby-KZ103) Kool/Gang, Fogelberg, Power Station, USA, K. Loggins, Wham!, R. Forman.


Hattiesburg, MS (Blake Hooper-WHSY/FM) Tom Petty, Power Station, D. L. Roth, Simple Minds, K. Loggins, USA.

Laurel/Hattiesburg, MS (Dave Lyons-WNSL) Foreigner, Hall & Oates, Power Station, USA.

Biloxi, MS (Mickey Coulter-WQID) K. Loggins, Power Station, Simple Minds, Diana Ross, USA, Toto, Giuffria.

McComb, MS (Brad Lee-WHNY) USA, Kool/Gang, D. L. Roth, Mike Post, Wham!, B. Ocean, K. Loggins.

Starkville, MS (Ken Glenn-WKQD) USA, Hardcastle, M. Head, Los Lobos, B. Ocean, Temptations, Power Station, Mary Jane Girls.

Lexington, KY (Jack Mosley-WFMY) USA, Power Station, D. L. Roth, General Public, Kool/Gang, S. Easton, Pointers, B. Ocean, K. Loggins, A. Moyet, Giuffria.

Bowling Green, KY (Darrell Duvall-WBGN) USA, Wham!, H. Jones, S. Easton.

Henderson, KY (Margo King-WKQQ) USA, Foreigner, Hall & Oates, D. L. Roth, J. Street.

New Orleans, LA (O’Kelli/Rolling-B97) USA, Kool/Gang, B. Ocean, Wham!

Baton Rouge, LA (Rick Daniels-WGGZ/FM) Hall & Oates, M. Head, USA.

Baton Rouge, LA (Rice/A-WFMF) USA, Commodores, Frankie Goes to Hollywood, Foreigner, B. Ocean.

Farmerville, LA (Chuck Kinnison-KTDL) S. Easton, D. L. Roth, Murray Head, G. Kihn Band, Pointers, Tears for Fears, USA, K. Wells.

Alexandria, LA (Christie Atwood-KQID/USA) USA.

EAST CENTRAL


Morgantown, WV (Craig Cochran-WCLG/FM) Pointers, K. Loggins, D. L. Roth, Wham!, USA, Murray Head, B. Ocean.

Columbus, OH (Adam Cook-92X) USA, Power Station, Hall & Oates, K. Loggins, Wham!

Angola, IN (Larry Davis-WLKI/FM) Commodore, USA, Foreigner, Hall & Oates.

Richmond, IN (Jeff Daniels-K96) J. Street, D. Hartman, K. Loggins, USA.

Monroe/Toledo, MI (Terri McCormick-WTWR) USA, Foreigner, Hall & Oates, M. Star.

Detroit, MI (Gary Berkowitz-WHYY) USA, M. Head, J. Fogerty, Maze, Mary Jane, L. Vandross, B. Ocean, USA.

Saginaw, MI (Travis/Fuller-WFXZ) Hall & Oates, Sade, Simple Minds, K. Loggins.

Lansing, MI (Maloney/Kittredge-WWIC) USA.

Alpena, MI (Darrell Kelley-WHSB) USA, J. Fogerty, K. Loggins, Wham!, Alphaville, Katrina & The Waves.

UPPER MIDWEST

Mason City, IA (Sandy Stewart-KRIB) Kool/Gang, E. Clapton, K. Loggins.

Sioux City, IA (Charlie Chase-KKEZ) USA, D. L. Roth, K. Loggins, B. Ocean, Wham!, Katrina & The Waves, Simple Minds.

Sioux City, IA (Tim Harrison-KSEZ/FM) USA, Wham!, D. L. Roth, B. Ocean, Kool/Gang, Tears for Fears, H. Jones, Giuffria, Pointers, K. Loggins, L. Vandross.

Sioux City, IA (Pat Paxton-KGLI) USA, J. Fogerty, Simple Minds, Tom Petty, D. L. Roth, K. Loggins.

Iowa City, IA (J. D. Michael/KRNA) Fiona, Los Lobos, USA, Fogelberg, D. Purple, K. Loggins, Gary O., H. Jones, Cedar Rapids, IA (Gary Dixon-KOCR/FM) Limahl, K. Loggins, J. Fogerty, Sade, Tears for Fears, USA.

Clinton, IA (Brian Thoms-KNBY) USA, Wham!, D. L. Roth, K. Loggins, Hall & Oates, M. Head, Power Station, Ocean.

Davenport, IA (Gynny O’Hara-KIIK) USA, DeBarge, Power Station, D. Hartman.

 Sioux City, IA (Charlie Chase-KKEZ) USA, D. L. Roth, K. Loggins, B. Ocean, Wham!, Katrina & The Waves, Simple Minds.

Sioux City, IA (Tim Harrison-KSEZ/FM) USA, Wham!, D. L. Roth, B. Ocean, Kool/Gang, Tears for Fears, H. Jones, Giuffria, Pointers, K. Loggins, L. Vandross.

Sioux City, IA (Pat Paxton-KGLI) USA, J. Fogerty, Simple Minds, Tom Petty, D. L. Roth, K. Loggins.

Iowa City, IA (J. D. Michaels-KRNA) Fiona, Los Lobos, USA, Fogelberg, D. Purple, K. Loggins, Gary O., H. Jones, Cedar Rapids, IA (Gary Dixon-KOCR/FM) Limahl, K. Loggins, J. Fogerty, Sade, Tears for Fears, USA.

Clinton, IA (Brian Thoms-KNBY) USA, Wham!, D. L. Roth, K. Loggins, Hall & Oates, M. Head, Power Station, Ocean.

Davenport, IA (Gynny O’Hara-KIIK) USA, DeBarge, Power Station, D. Hartman.
**THE GAVIN REPORT**

**TOP 40 ADDS**

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**Racine, WI (Pat Martin-WRKR/FM) USA, J. Fogerty, K. Loggins, Hall & Oates, E. Clapton.**

**Madison, WI (Little-Hudson-Z104) USA, Tears for Fears, Wham!, E. Clapton, DeBarge.**

**Appleton/Oshkosh, WI (Ross/Bradleigh-WKAU) Hall & Oates, Foreigner, Tom Petty, USA.**

**Two Rivers, WI (Don Cook-WQTC) Diana Ross, J. Fogerty, Hall & Oates, USA.**

**Wausau, WI (Mike Edwards-WITC/FM) E. Clapton, Hall & Oates, H. Jones, K. Loggins, Simple Minds, USA.**

**Wausau, WI (Dave Wright-WWID) USA, Tom Petty, K. Loggins, D. L. Roth, Pointers, Giuffria.**

**La Crosse, WI (Knight/Bradley-HI1) USA, Hall & Oates, Go West, Tom Petty.**

**La Crosse, WI (Doug Collins-WZIZ/FM) USA, Hall & Oates, The Firm, Simple Minds, Foreigner, Tom Petty, Santana.**

**Eau Claire, WI (Rick James-WBIZ) Foreigner, Diana Ross, Hall & Oates, M. Head, Sade, Power Station, USA.**

**Minneapolis/St. Paul, MN (Dave Anthony-KDWB/FM) No adds.**

**Rochester, MN (Denny Foster-KROC/FM) Tom Petty, Wham!, Fogelberg, K. Loggins, S. Easton, USA.**

**Albert Lea, MN (Ridmark/Guthrie-KCPI/FM) Autograph, J. Waite, Simple Minds, USA.**

**St. Cloud, MN (Jack Hicks-KCPL/FM) USA, Foreigner, Hall & Oates, D. L. Roth, Animation, Wham!, Bowie.**

**Yankton, SD (Gregg Klein-KKMU/FM) USA, Foreigner, E. Clapton, Limahl, Tears for Fears, K. Loggins, Tom Petty, J. Fogerty.**

**Sioux Falls, SD (Adam North-KKRC) The Firm, Tom Petty, USA, Power Station.**

**Aberdeen, SD (Les Cummings-KKQ95) Tom Petty, USA, K. Loggins, Wham!, D. L. Roth, B. Withers, Pointers, Power Station.**

**Aberdeen, SD (Dan Zerr-KSDN) USA, Power Station, B. Ocean, H. Jones, Wham!**

**Rapid City, SD (Sherwyn/Piper-KKLS/FM) J. Waite, USA, Power Station, Tom Petty, H. Jones.**

**Rapid City, SD (Wilson/Douglas-KKGG/FM) USA, Hall & Oates, Commodores.**

**Fargo, ND (Brad Anderson-Y94) Power Station, Hall & Oates, Tom Petty, Wham!, USA, B. Ocean, Pointers, K. Loggins.**

**Grand Forks, ND (Nordine/Right-KKXL/FM) USA, The Firm, Hall & Oates, Foreigner.**

**Bismarck, ND (Branan/Hardt-KFYR) Chicago, D. L. Roth, Fogelberg, USA.**

**Bismarck, ND (Bob Beck-KYYY/FM) Hall & Oates, J. Fogerty, Foreigner, Limahl, Tom Petty, Tears for Fears.**

**Minot, ND (Scott Meyer-KIZZ) Tom Petty, S. Easton, Kool/Gang, Foreigner.**

**DeKalb, IL (Lew White-WDEK/FM) Diana Ross, USA, Power Station, Tom Petty, A. Moyet, General Public, Foreigner.**

**Joliet, IL (AI Lentine-WLII) J. Fogerty, D. Hartman, DeBarge, A. Moyet.**

**Chicago, IL (Dallas Cole-WLS/FM) USA, Hall & Oates, Wham!, K. Loggins.**

**Chicago, IL (Joe Bohannon-B96) USA, K. Loggins, J. Fogerty, D. L. Roth.**

**Chicago, IL (John Gehrman-WLS/AM) USA, Hall & Oates, Wham!.**

**Freeport, IL (Bill Johnson-WXQ) USA, Hall & Oates, G. Kihn Band, Wham!.**

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**Rockford, IL (McGee/Fuhr-WZOK) DeBarge, E. Clapton, Foreigner, K. Loggins, USA.**

**Galesburg, IL (Steve Larson-KEQ/FM) E. Clapton, B. Ocean, USA.**

**Bloomington, IL (Justin/Robbins-WEQO) USA, Fogelberg, DeBarge, K. Loggins, S. Easton, B. Ocean, H. Jones, J. Fogerty, Tears for Fears.**

**Springfield, IL (Greg Lawley-WDBR) USA, Power Station, Wham!, Kool/Gang, Pointers, D. L. Roth, K. Loggins, H. Jones, Tears for Fears, Katrina & The Waves, Los Lobos.**

**Carbondale, IL (Tony Waitekew-WICL/FM) J. Fogerty, M. Head, B. Ocean, S. Easton, Kurtis B., USA.**

**Mt. Carmel, IL (Bernard/Chaste-WWJC) Survivor, Hall & Oates, Time, Tom Petty, A. Moyet, Limahl, Wham!, K. Loggins, USA.**

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**CENTRAL**


**Kirkville, MO (Collins/Allen-KTUF) A. Moyet, Los Lobos, R. Forman, J. Stewart, Animation, Go West.**

**Jefferson City, Columbia, MO (Brian Miller-KTXT) USA, Murray Head, Hall & Oates, Tears for Fears, J. Fogerty.**

**Columbia, MO (Jerry Kasten-KFMZ) Survivor, Hall & Oates, G. Kihn Band.**

**Wayneville, MO (Kevin Barton-KBFD) USA, K. Loggins, Wham!, Time, J. Johnson.**

**Topeka, KS (Roger Heatton-WIBW/FM) USA, Teena M., Tina Turner.**

**Topeka, KS (Kevan Rabat-KDNU/FM) USA, Wham!, Pointers, K. Loggins, Power Station, D. L. Roth, Tears for Fears, B. Ocean, H. Lewis.**

**Pittsburg, KS (Bell/Porter-KKQW/FM) USA, K. Loggins, D. L. Roth, Tears for Fears, Streets.**

**Hoisington, KS (Miller/Becker-KHOK) Hall & Oates, USA, Frankie Goes to H'wood, Foreigner, Dolly, Tom Petty, Power Station, Manhattans, Diana Ross, C. Lynn, R. Forman, Simple Minds.**

**Norfolk, NE (Doug Koehn-KKEN) Limahl, Wham!, USA, E. Clapton, Sade, A. Moyet, Manhattans.**

**El Dorado, AR (Dan Murphy-KLKB/FM) USA, Hall & Oates, Tears for Fears, B. Ocean.**

**Little Rock, AR (Mark Clack-KKYY) USA, Chicago, Tina Turner.**

**Fayetteville, AR (Rob Patrick-KKEG) H. Jones, Katrina & The Waves, Kool/Gang, Toto, D. L. Roth, USA, Wham!, K. Loggins.**

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**SOUTHWEST**

**Tulsa, OK (Dave Michaels-14K/92K) USA, H. Jones, Wham!, D. L. Roth, K. Loggins, Commodores.**

**Dallas, TX (Shomby/Steelie-KAFM) USA, S. Easton, Wham!, Tom Petty, K. Loggins.**

**Texarkana, TX (Mario Garcia-KTFS) Hall & Oates, Foreigner, J. Fogerty, Simple Minds, J. Osborne, A. Parsons.**

**Tyler, TX (Chris Bailey-KV) Wham!, Pointers, S. Easton, B. Ocean, Fogelberg, K. Loggins, H. Jones, USA.**

**Lufkin, TX (Random Shannon-KFJR/FM) USA, Kool/Gang, Teena M., Wham!, Hall & Oates, Limahl, Digney F.**

**Nacogdoches, TX (John Rowe-KTBC) USA, B. Ocean, H. Jones, USA, Fogelberg, Pointers, A. Moyet, L.R.B.**

**Wichita Falls, TX (Barry Michaels-WBNO) USA, Mary Jane, Kool/Gang, Foreigner, Limahl.**

**Killeen/Temple, TX (B.J. McCrae-KIXS/FM) USA, M. Head, USA, Power Station, Wham!, D. L. Roth, K. Loggins, Giffria, H. Jones.**

**San Angelo, TX (John Raymond-KKXY/FM) Tears for Fears, D. L. Roth, Simple Minds, K. Loggins.**

**Houston, TX (Lander/Hamilton-93FM) Kool/Gang, J. Fogerty, Wham!, USA, Pointers.**

**Beaumont, TX (Lousteau/Jackson-B94) USA, K. Loggins, B. Ocean, Hardcastle, Tears for Fears, J. Fogerty, L. Vandross, Limahl.**
Boise, ID (Tom Evans-KIYS) USA, Kenny Loggins, Wham!, Howard Jones, Billy Ocean, Alan Parsons, Katrina & The Waves.

Moscow, ID (Gary Cummings-KRPL) USA, Billy Ocean, Wham!, D.L.Roth, K.Loggins, Tears For Fears.

Salt Lake City, UT (Myke Kross-Z95) Hall & Oates, Foreigner, John Parr, USA.

Logan, UT (Jay Hall-KBLQ) USA, Wham!, Murray Head, J.Fogerty, Tom Petty.

FAR WEST

Las Vegas, NV (Richards/Christian-KLUC) Hall & Oates, USA, K.Loggins, Wham!, Tears For Fears, Katrina & The Waves.

Lake Tahoe, NV (Mickey Lees-KLKT) Kool & Gang, Simple Minds, J.Fogerty, USA.

Los Angeles, CA (Scarborough/Hall-KKHR) USA, Wham!, K.Loggins, Pointers, The Firm, P.LaBelle, Eric Clapton, Tears For Fears.

Los Angeles, CA (Mike Schaefer-KIIS/FM) USA, Bruce Springsteen, Wham!

San Diego, CA (Mike Preston-KSIO3) J.Fogerty, Wham!, Sade, Hall & Oates, Tears For Fears, Simple Minds, USA.

San Diego, CA (Denny Luell-KHTZ) Jesse Johnson, Wham!, USA, Pointers, Tears For Fears.


Bakersfield, CA (Dave Kamper-KXXX/FM) Wham!, USA, E.Clapton, Hall & Oates, Animation, Howard Jones.

San Luis Obispo, CA (Joe Collins-KSLY/FM) USA, Power Station, K.Loggins, Tears For Fears, B.Ocean, Wham!, D.L.Roth, Kool & Gang.

Santa Maria, CA (Maria Rubio-KXFM) K.Loggins, Simple Minds, Hall & Oates, USA, Wham!, Alphaville.

Lompoc/Santa Maria, CA (Ken Burke-KRKP/KM) Power Station, USA, S.Easton, Pointers, J.Fogerty, D.L.Roth.

Fresno, CA (Walker/Davis-KYNO) No adds.

Fresno, CA (Carey Edwards-KMGM) Wham!, P.Hardcastle, B.Ocean, Tears For Fears, Howard Jones, Patti LaBelle.

Monterey/Salinas, CA (Kirk Clatt-KDON/FM) Hall & Oates, Time, Midnight Star, B.Ocean, Tears For Fears, Howard Jones, USA, Luther Vandross.

San Francisco, CA (Craig Roberts-KITS/FM) Power Station, D.Hartman, Jermaine Stewart, Scandal.

San Francisco, CA (Bazoo/Naftaly-KMEL) USA, Wham!, B.Ocean, Howard Jones, Mary Jane Girls, D.L.Roth.

Concord, CA (Jim Hampton-KWUN) D.L.Roth, Wham!, Hall & Oates, USA, K.Loggins, Pointers.

San Jose, CA (Don Porter-KHTT) Foreigner, Santana, Simple Minds, J.Osborne, Eric Clapton, Robert Forman.

San Jose, CA (Robin Kipps-KWSS) Foreigner, Eric Clapton, Hall & Oates, J.Fogerty, USA, Wham!

Stockton, CA (Roy Williams-KOJO) The Firm, Tom Petty, Foreigner, Howard Jones, Katrina & The Waves, Wham!, USA, Mary Jane Girls, Luther Vandross.

Stockton, CA (John Hampton-KSTN) USA, Kenny Loggins, Jesse Johnson, S.Easton, Pointers, Power Station, Wham!

Modesto/Stockton, CA (David Krahm-KHPH/FM) USA, Wham!, Billy Ocean, D.L.Roth, K.Loggins, Los Lobos, Pointers.

Santa Rosa, CA (Robin Hart-KREO) USA, B.Ocean, Wham!, D.Fogelberg, Tom Petty, Kenny Loggins.
Eureka, CA (Mark Jeffrey-KFMI) Tom Petty, Sade, Hall & Oates, Wham!, Murray Head, USA.
Arcata/Eureka, CA (Jim Nelly III-KXGO) Foreigner, The Firm, Alan Parsons.
Sacramento, CA (Gillette/Collins-FM102) USA, A. Moyet, B.Ocean, Jesse Johnson, Tom Petty.
Sacramento, CA (Mr. Ed-KWOD) USA, Kenny Loggins, Power Station, Wham!, J.Fogerty, P.LaBelle.
Sacramento, CA (Bill Jeffries-KPOP) USA, Power Station, Sade, K.Loggins, Wham!, Giuffria, Kool & Gang, Patti LaBelle.
Paradise/Chico, CA (Ron Bruder-KNVR) Simple Minds, Sade, John Waite.
Redding, CA (Kevin Kahl-KWEM) Diana Ross, Simple Minds, Sade, John Waite.
Redding, CA (Larry DuBois-KXKO) Madonna, Howard Jones.
Klamath Falls, OR (Mark Alan-KAGO) Foreigner, Wham!.
Medford, OR (R.Charles Snyder-KTMT) Simple Minds, S.Easton, Howard Jones, Power Station, USA.
Coos Bay, OR (Dave O'Connor-KYNG) Simple Minds, Wham!.
Coos Bay, OR (Gary Allen-KHSN) USA, Katrina & The Waves, Hall & Oates.
Portland, OR (Barry/Nagamura-KMJX) USA, Murray Head, Howard Jones.
Saleml/Portland, OR (Len E. Mitchell-KSKD) Sheena Easton, Kool & Gang, Pointers, B.Ocean, USA.
Lebanon, OR (Mike Shannon-KICY) USA, Wham!, Tom Petty, Power Station.
Tacoma, WA (Trapp/Norris-KAMT) Madonna, John Fogerty, S.Easton, Power Station, USA.
Tacoma/Seattle, WA (Sandy Louie-KNBQ/FM) Tina Turner, USA.
Olympia, WA (Cox/Paige-KQEU) Foreigner, DeBarge, Wham!, USA.
Chehalis, WA (Bob Hart-KITI) USA, Time, The Firm, Hall & Oates, Dan Fogelberg.
Tri-Cities, WA (Ron O'Brien-OK9S) USA, Power Station, Giuffria, Pointers, Kenny Loggins, S.Easton, Howard Jones, Katrina & The Waves, Kool & Gang, Los Lobos.
Tri-Cities, WA (Jonathan Walker-KZZK) USA, Kenny Loggins, Wham!, Tom Petty, Power Station.
Honolulu, HI (Kong/Shishido-KIKI) USA, Billy Ocean, Kool & The Gang, B.Springsteen, Jermaine Stewart.
Anchorage, AK (Kay Taylor-KGOT) Wham!, Power Station, Limahl, John Fogerty, USA, Kenny Loggins, D.L.Roth, Diana Ross.
Vancouver, BC (Shannon/Russell-LG73) Billy Joel, A.Moyet, Simple Minds, USA, Northern Lights.

THE GAVIN REPORT

March 15, 1985

TOP FORTY ADDS

WELCOME To Our New Top 40 Correspondents

Jeff Daniels, WQLK (K96) Radio, P.O.Box 1647, Richmond, IN 47374 (317-966-3932)
Al Lentine, WLLI Radio, P.O.Box 430, Joliet, IL 60434 (815-726-4761)
Rich Condie & Rich Summers, KBRV (K79) Radio, 81 South Main, Soda Springs, ID 83276
Kidder McGee & Brad Fuhr, WZOK Radio, 1100 Tamarac Lane, Rockford, IL 61125 (815-399-2233)

AVAILABLE

Craig Williams, from WUOG-Athens, CA is looking for a position as Air Talent/Music Director, contact him at (404) 542-7100.
Jacques Overdiep from WPNN-FM-Utica, NY is looking for a position as Air Talent/Music Director, contact him at (315) 792-3288.
Jim Kirk from KMGM-Fresno, CA is looking for a position as P.D./M.D./A.T., contact him at (209) 221-9320.
Dave Benson from WKOA-Peoria, IL is looking for a position as Air Talent/P.D., contact him at (309) 685-8137.
Sandy Shore from KWAV/KIDD-Monterey, CA is looking for a position as Air Talent, contact her at (213) 306-8009.
Keith Morgan from KQXR-FM-Bakersfield, CA is looking for a position as Air Talent, contact him at (805) 326-8368.
The Slim One from KFRC-San Francisco, CA is looking for a position as Air Talent, contact her at (415) 552-3836.
Jamie Cleverenger from KBLT-Joplin, MO is looking for a position as Air Talent, contact Jamie at (316) 783-5710.
Gary Collins from KLMS-Lincoln, NE is looking for a position as Air Talent, contact him at (402) 435-2959.
Jules Converse from KLMS-Lincoln, NE is looking for a position as Air Talent, contact her at (402) 435-2959.
Rex Stephenson from KEX-Portland, OR is looking for a position as Air Talent, contact him at (503) 227-0147.
Jay Are from KHIT-Seattle, WA is looking for a position as Air Talent/Prod. (AM drive), contact him at (206) 845-8362.
Tom Kenlon from KINS-Eureka, CA is looking for a position as Air Talent/Prod., contact him at (707) 839-4551.

BIRTHDAYS

Our Best Wishes and HAPPY BIRTHDAY To:

Bill Collins, KTUF-Kirksville, MO 3/16
Frank Taylor, KMXK-Yakima, WA 3/17
Arthur Promoff, Geffen Records 3/19
Ron O'Brien, WSCG-Charlestown, SC 3/20
Mr. Ed, KWOD-Sacramento, CA 3/20
Francina Rodriguez, KRST-Albuquerque, NM 3/20
Joe Buliard, WANN-Tahtahasse, FL 3/20
Jay McCall, KOZE-Lewiston, ID 3/21
Rick Stancato, KTUN-Houston, TX 3/22
John Derek, WKSP-Kingstree, SC 3/22
Bill Brian, KTUF-Kirksville, MO 3/23
The Grammy Awards have come and gone, and once again none of the truly deserving artists won a damn thing. In fact, none were even NOMINATED!

As usual, the trendy people walked away with statuettes, little realizing that most of them are likely to be the subjects of American Express “Do You Know Me?” spots in a year or two.

So Lenny Bernstein got his Lifetime Achievement Award. Big Deal! LOTS of UN-charismatic conductors have interpreted Mahler’s Fifth and would have been fortunate to get past security at The Shrine Auditorium. What WE want to know is, where’s the Lifetime Achievement Award for Percy Sledge?

... how come Maurice Williams and The Zodiacs couldn’t get close enough to get Cher’s autograph?

We think The Grammys have got their priorities all wrong and when WE take over ... (and it’s inevitable) you’ll see Sue Thompson doing “Norman” instead of Tina Turner demonstrating the wonders of Geritol!

PRINCE will be working a McDonald’s counter somewhere, while TOMMY ROE will stir the crowd with “Sheila,” and modestly acknowledge the plaudits of the crowd as he’s finally installed into The Hall Of Fame.

In our future-dream Grammys we’ll witness Lulu moving the mob to tears in an inspired reading of “To Sir With Love.”

The poignancy of “Stagger Lee” will make the audience forget they EVER heard “Born In The U.S.A.” shouted over and over, and COLE PORTER will grin in his grave as LARRY WILLIAMS reminds us that “Short Fat Fannie” was NEVER Like A Virgin!

The REAL Grammys won’t be anything like what you saw several weeks ago as Cyndi Lauper, soon to be a teller at Chase Manhattan Bank, will be watching the ceremonies on the tube and marveling as the dulcet tones of Carla Thomas wail out “Gee Whiz” for an enraptured America.

In OUR Grammys, John Denver, who hasn’t had a hit since Coolidge was President, will certainly not be the M.C. OUR hosting duties will be divided between Andy Kim and Tony Joe White. Tony will treat us to the pre-Presley version of “Polk Salad Annie” and will be backed by a combo featuring THE BOX TOPS with ZUBIN MEHTA.

ELEPHANT’S MEMORY will take the stage, mid-show, and provide instrumental support for BOB LIND as he flies through “Elusive Butterfly.” By the time the New Grammys appear, LIONEL RITCHIE will be back with THE COMMODORES and the bunch of them will see GEORGE FAME sing “The Ballad of Bonnie and Clyde” as cameras pan over superstars NARVEL FELTS, MIKE CLIFFORD, and VANILLA FUDGE.

When DICK AND DEEDEE walk out on that stage, the crowd will rise as one as the legendary duo hit the first notes of “The Mountain’s High” and somewhere in a walk-up flat in Brooklyn, MICHAEL JACKSON will thrill to “I’m Your Puppet” by James and Bobby Purify.

80’s keyboardist HERBIE HANCOCK will be nowhere in evidence as FERRANTE AND TEICHER enthral us with “The Theme From Exodus,” and THE OAKRIDGE BOYS will be stunned at the sounds of O.C. SMITH as he recounts the story of those ... “Little Green Apples.”

When OUR Grammys are broadcast, they’ll be run head to head against DALLAS and DYNASTY, as network execs realize that nothing could beat the ratings of a show featuring THE IMPALAS and THE LEMON PIPERS.

Comedy relief will be provided, as that wacko standup, ERIC G. NORBERG does a tongue-in-cheek reading of six Ron Fell album reviews, and ART ROBERTS, in best DANNY THOMAS style, tells boring anecdotes of Chicago radio in the twenties.

Danny Davis will continue the comedy segment with yet another PHIL SPECTOR story and BRUCE WENDELL will recite the legendary BALLAD OF DON ANTI.

SHOLEMAN SHOLIN will then introduce THE SURFARI’S who will present us with a stirring version of “Wipeout,” as the audience wonders if this can even get better.

The answer is a resounding YES (!) as THE SYNDICATE OF SOUND closes the show with their heart-rending version of “Little Girl.”

These Grammys may never happen, folks, but if they DO, you’ll be able to say that YOU WERE THERE when GOGI GRANT saluted “The Wayward Wind” just ONE ... MORE ... TIME ...

MY GRAMMYS

by Tony Richland
### CERTIFIED
- **USA FOR AFRICA**
  - We Are The World (Columbia)
- **SADE**
  - Smooth Operator (Portrait)

### RECORD TO WATCH
- **WAR**
  - Groovin' (Coco Plum)

### MOST ADDED
- **USA FOR AFRICA**
  - We Are The World (Columbia)
- **DAN FOGELBERG**
  - Go Down Easy (Full Moon/Epic)
- **BILLY OCEAN**
  - Suddenly (Arista)

### POWER TRIO
- **JULIAN LENNON**
  - Too Late For Goodbyes (Atlantic)
- **PHIL COLLINS**
  - One More Night (Atlantic)
- **COMMODORES**
  - Nightshift (Motown)

### CHARTBOUND
- **Linda Ronstadt** - When I Fall In Love (Asylum)
- **Alabama** - There's No Way (RCA)
- **Dan Fogelberg** - Go Down Easy (Full Moon/Epic)
- **Billy Ocean** - Suddenly (Arista)
- **Foreigner** - That Was Yesterday (Atlantic)
- **Paul Hardcastle** - Rain Forest (Profile)
- **War** - Groovin' (Coco Plum)

### ACTION SIDES
- **Duran Duran** - Save A Prayer (Capitol)
- **Madonna** - Material Girl (Sire/Warner Bros.)
- **Alan Gorrie** - Diary Of A Fool (A&M)
- **Cheryl Lynn** - At Last You're Mine (Private I)
- **Chicago** - Along Comes A Woman (Full Moon/W.B.)
- **Danny O'Keeffe** - Someday (Coldwater)
- **Hall & Oates** - Some Things Are...Unsaid (RCA)
- **Julio Iglesias** - The Air That I Breathe (Columbia)
- **Prince** - Take Me With U (Warner Bros.)
- **Kool & Gang** - Fresh (De-Lite)
- **Santana** - Say It Again (Columbia)
- **David Sanborn** - Love & Happiness (Warner Bros.)

### DROPPED
- **Dennis DeYoung**
  - Jermaine & Pia
  - Diane Shuur
  - Stephen Stills
  - Rob Tro
- **Carol Lynn Townes**
- **David Lee Roth**
- **Kim Carnes**
- **John Fogerty (Old Man)**

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**March 15, 1985**

**2W**
1. JULIAN LENNON - Too Late For Goodbyes (Atlantic)
2. PHIL COLLINS - One More Night (Atlantic)
3. COMMODORES - Nightshift (Motown)
4. REO Speedwagon - Can't Fight This Feeling (Epic)
5. Billy Joel - Keeping The Faith (Columbia)
6. DeBARGE - Rhythm Of The Night (Gordy)
7. MANHATTANS - You Send Me (Columbia)
8. DOLLY PARTON - Don't Call It Love (RCA)
9. ERIC CARMEN - I Wanna Hear It From Your Lips (Geffen)
10. BRUCE SPRINGSTEEN - I'm On Fire (Columbia)
11. BARBRA STREISAND - Emotion (Columbia)
12. Kenny Rogers - Crazy (RCA)
13. MADONNA - Crazy (Geffen)
14. Anne Murray - Time Don't Run Out On Me (Capitol)
15. JANET STREET - Under The Clock (Arista)
16. Dionne Warwick & Glenn Jones - Finder Of Lost Loves (Arista)
17. DAN HARTMAN - Second Nature (MCA)
18. Tina Turner - Private Dancer (Capitol)
19. Diana Ross - Missing You (RCA)
20. Sade - Smooth Operator (Portrait)
21. Foreigner - I Want To Know What Love Is (Atlantic)
22. THE CARS - Why Can't I Have You (Elektra)
23. Pointer Sisters - Neutron Dance (Planet/RCA)
24. Paul Hardcastle - Rain Forest (Profile)
25. Julio Iglesias - The Air That I Breathe (Columbia)
26. Steve Perry - Foolish Heart (Columbia)
27. Ashford & Simpson - Solid (Capitol)
29. Glenn Frey - The Heat Is On (MCA)
30. Stein<br>13
NEW

USA For Africa - We Are The World (Columbia)
Dan Fogelberg - Go Down Easy (Full Moon/Epic)
Billy Ocean - Suddenly (Arista)
Wham! - Everything She Wants (Columbia)
Bill Withers - Oh Yeah (Columbia)
Temptations - My Love Is True (Gordy)
Johnny Gill - Half Crazy (Cotillion)
John Fogerty - Rock And Roll Girls (Warner Bros.)
Nylons - Silhouettes (Open Air/A&M)

RECOMMENDED

Johnny Gill - Half Crazy (Cotillion)
Jack Wagner - Lady Of My Heart (Qwest)

ABSOLUTELY NO MOVEMENT IN THE TOP SIX.
All six have Hit Factors over 90% and airplay commitments from more than 85% of all reporting stations. It's tough to figure where DeBarge and The Manhattans can go next week. The only possible collapse could come from Billy Joel.

Chart news next week will come from an irrepressible Madonna (CRAZY), Sade and the incredible USA For Africa. Our research is set up so that it is nearly impossible for a record to chart during its first week of reporting. I say nearly, 'cause the total of 153 first week reports for USA allowed it to debut at #25 without any consideration given yet to real rotation.

It wouldn't be hard for it to be top ten next week. As we blow TAPS for at least five records next week, look for Linda Ronstadt, Alabama, Dan Fogelberg, Billy Ocean, Foreigner, Paul Hardcastle, Wham! & War to be the most serious contenders for chart status.

Ron

March 15, 1985

Research:
Diane Rufer
Ron Fell

Hit Factor is a percentage of stations which have it in Heavy or Medium rotation. ie: 100 stations playing the record-60 stations have it in Heavy or Medium rotation-Hit Factor = 60%
NORTHEAST

Lowell, MA (Glenn HolTis-WLHL) USA, Bill Withers, Temptations.

Keene, NH (Howard Corday-WKNE) USA, Fogelberg, Temptations, Billy Ocean, J. Payson.

 Lewiston, ME (Chris Layne-WLAM) Diana Ross, USA, Commodores, DeBarge.


New London, CT (Danny O’Brien-WNLC) USA, Cars, Dan Hartman, B. Ocean, Janey Street.

Albany, NY (Chris Holmberg-WWOM) Madonna, USA, Kool & Gang, Commodores.

Kingston, NY (Tom Williams-WGHQ) USA, Wham!, Fogelberg, Loggins, Withers, Alabama, Townes, Roth.

Buffalo, NY (Roger Christian-WBEN/AM) USA.

Ithaca, NY (Dave Smith-WQNY) Foreigner, Clapton, Janey Street, S. Mendes, USA.

Pittsburgh, PA (Ben Bars-WTAE) Foreigner, Roth.

Johnstown, PA (Jack Michael-WKYE) USA, War, Alabama, George Benson.

New Castle, PA (Bobbie Vaughn-WKST) USA, Sade, Cars, Alon Gorrie, Temptations.

Meadville, PA (Tod Raymond-WMGN) Alan Gorrie, Wham!, Fogelberg, USA, Nylons.

Scranton, PA (Burke/Trama-WBDO) USA, Hartman, Madonna, Cars.


Williamson, WV (Doug Jackson-WBTH) No adds.

Sutton, WV (Steve Douglas-WSBG) Glenn Frey, Bruce Springsteen, Madonna, Foreigner.

SOUTH

Winchester, VA (Mitchell Young-WINC) DeBarge, Chicago, Manhattans.

Harrisonburg, VA (Brian Charette-WQPO) USA, Wham!, Bill Withers, Barbra Streisand.

Charlottesville, VA (Ken Medek-WCHW) USA, B. Ocean, Simple Minds, K. Rogers, Fogelberg, Moyet, Wham!, Richmond, VA (Lou Dean-WRVA) USA, Paige & Dickson, Dan Fogelberg, Paul Hardcastle.

Norfolk, VA (Nick O’Neil-WLTY) USA, Manhattans, Salisbury, NC (Doug Rice-WSP) USA, Dan Hartman.

Charlotte, NC (Dave Bishop-WBT) G. Benson, L. Ronstadt, USA, Bruce Springsteen, Steve Young.

Charlotte, NC (Steve Sutton-WECZ) USA, Tina Turner.

Jacksonville, NC (Craig Thomas-WNJC) USA, Madonna, Al Jarreau.

New Bern, NC (Gary Lee-WSFL/FSM) USA, J. Gill, War, Fogerty, Hardcastle, A. Moyet, Wham!, Chicago.

Asheville, NC (Don Brookshire-WKNC) USA, Foreigner, Wham!, B. Ocean, Fogelberg, O’Keefe.

Carrollton, GA (Zachary Ray-WPPI) USA, B. Ocean, O’Keefe, Temptations, Sade, Dan Fogelberg.

Atlanta, GA (John Joly-WSB/FSM) USA.

Atlanta, GA (Greg Picciano-WBAM) No adds.

Augusta, GA (John Joly-PHK-FM) USA, D. L. Roth, Wham!, Dan Fogelberg.

Savannah, GA (Angel Morris-WAVE/FSM) Temptations, Foreigner, O’Keefe, Hardcastle, USA.

Cocoa Beach, FL (Edwards/Phillips-C101) USA, Bruce Springsteen, Janey Street.

Stuart, FL (Lee McGuire-WSTU) Springsteen, Madonna, Manhattans.

Tuscaloosa, AL (Sander Walker-WFFX/FSM) USA, J. Gill, H. Jones, B. Ocean, Hall & Oates, Foreigner.

Huntsville, AL (Steve Dallas-WAHU) USA, Mendes, B. Mandrell, L. Ronstadt, Fogelberg, K. Rogers.

Gadsden, AL (David Ford-WGAD) O’Keefe, Toto, Limahl, Fogelberg, Bill Withers, USA.

Guntersville, AL (Greg Bell-WGVS) USA, Fogelberg, O’Keefe, Billy Ocean.

Anniston, AL (Lee Patrick-WNGV) Fogelberg, Ocean, Kenny Rogers, USA.

Birmingham, AL (Mike Snowden-WBCA) Springsteen, Barbra Streisand, Dan Hartman.

Selma, AL (Bob Payton-WTUN) Madonna, Alabama, Hall & Oates, Alon Gorrie, Kool & Gang, USA.

Clarksville, TN (J. J. Austin-WZJM) Santa, Fogerty, Temptations, C. L. Townes, L. Ronstadt, USA.

Lynchburg, TN (Doug Cantell-WTNX) Hall & Oates, Hardcastle, J. Gill, DeYoung, Alphaville, Fogelberg.

Chattanooga, TN (Dale Deason-WGQ) Madonna, Sade, Barbra Streisand, Sergio Mendes.

Greenville, MS (Dan Diamond-WNIX) Bill Withers, Katrina & Waves, Moyet, D. Ross, Roth, Fogerty, Wham!, H. Jones, Kenny Loggins, USA.

Jackson, MS (Rich Allen-WJYX) George Benson, Alabama, Kool & Gang.

Louisville, KY (Nugent/McElveine-WHAS) Survivor.

Louisville, KY (Jeff Crawford-WRKA) USA, G. Benson, Manhattans, Kool & Gang.

Paducah, KY (Frank Carvell-WYXY) USA, Temptations, Billy Ocean, Fogerty, E. Wilde, Wham!.

Glasgow, KY (Shannon McCombs-WSMU) USA, Fogelberg, Bill Withers, Crystal Gayle, R. L. Jones.

Campbellsville, KY (Jackson/Royce-WCQG) USA, B. Ocean, Loggins, USA, Barbra Streisand, Tina Turner.

Jacksonville, FL (Craig Thomas-WJAX) USA, Mendes, Wham!, War, Julio Iglesias, USA, Bruce Springsteen.

Springfield, OH (Chuck McKee-WJXR) USA, Temptations, Billy Ocean, Foreigner, Tina Turner.


Johnny Gill, Linda Ronstadt, Chicago.

Logan, OH (Chuck Anthony-WLGN) USA, Wham!, D. L. Roth.

Marion, OH (Rick Bryan-WRBN) USA, Alabama, Danny O’Keefe, Johnny Gill.

Toledo, OH (Fred Holder-WSPD) USA.

Toledo, OH (Jerry King-JMM) E. Carmen, Manhattans, B. Streisand, Linda Ronstadt, USA.

Zanesville, OH (Petey Penoniak-WIZ) Sade, USA, Bill Withers, John Fogerty, Temptations.

Dover, OH (Steve Kelly-WJER) B. Withers, Madonna, Atamab, Dan Fogelberg, USA.

Sandusky, OH (Bill Zimmerman-WLEC) USA, Fogelberg, Kenny Rogers, Bill Withers, Oaks, War.

Springfield, OH (Dave Grimm-WIZE) USA, Madonna, Sade, Relation.


Anderson, IN (Larry Joseph-WWYJ) USA, S. Mendes, Hardcastle, Sade, Alabama.

Lowell, IN (Jim Holly-WZVN) Dan Fogelberg, Bill Withers.

Columbia City/Ft. Wayne, IN (Gail McKnight-WKSY) USA, Wham!, Hall & Oates, Sade.

Kokomo, IN (Darryl Parks-WIOU) Foreigner, G. Benson.

Lafayette, IN (Mike Johnson-WASK) Madonna, S. Benson, War, Julio Iglesias, USA, Bruce Springsteen.
Flint, MI (Cam Smith-WTRX) USA, Alabama, Billy Ocean, Dan Fogelberg.
Lansing, MI (Jack Robbins-WLIS/FM) Madonna, USA, George Benson.
Lansing/Jackson, MI (Mike Benson-WBIM) Madonna, Linda Ronstadt, Barbra Streisand.
Grand Rapids, MI (Mark Roberts-WOOD) Manhattans.
Grayling, MI (Chris Wright-WQON/FM) Fogerty, R.L. Jones, Madonna, Al Jareau, Nytons, USA.
Milwaukee, WI (Beth Fast-WMWX) USA, Sade, Alabama, George Benson.
Milwaukee, WI (Mike Murphy-WISN) Springsteen, Ray & Willile, War, J.Gill, USA.
St. Atkinson, WI (Dave Scott-FNEWS) Janey Street, Manhattans, DeBarge, USA.
Madison, WI (Jim Reed-WQWD) USA, Badgers, Usa.
Beaver Dam, WI (Steve Sabatke-WBEV) Fogelberg, Sam Harris, Julio, USA, Madonna.
Reedsburg, WI (Kevin Kellogg-WRBD) Temptations, Wham!, Luther Vandross, USA.
Green Bay, WI (David Carew-WDWO) USA, Cars, Marshall, WI (Sherrynn Taylor-WNDB) Cars, Madonna, Sergio Mendes.
Eau Claire, WI (Rick Roberts-WIAL) Foreigner, USA, Sade, Hall & Oates.
Menomonie, WI (Atison Girard-WMEQ) No adds.
Oshkosh, WI (Chris Hansen-WNGV) USA, Cheryl Lynn, George Benson, Hall & Oates.
Chicago, IL (Susy Mayzel-WCLR) USA.
Rockford, IL (McCree/Ahaefer-WROX) USA, J.Street, Barbra Streisand, Bruce Springsteen.
Wiltoning, IL (Wayne Perrott-WDNO) Toto, Madonna.
Freeport, IL (Alien Zipues-WKDT) USA, Hardcastle, Wham!, Temptations, O'Keefe, Billy Ocean.
Peoria, IL (Denise Henley-WIRR) Manhattans, USA.
Peoria, IL (Rob Westaby-WWDB) Dolly, USA, Manhattans.
Bloomington, IL (Jay Livengood-WIHU) USA, Manhattans, Bruce Springsteen.

MIDWEST
Pella/Den Moines, IA (Bruce Lane-KXXJ/FM) Los Lobos, Jack Wagner, Greg Kihn, Chicago, Prince.
Des Moines, IA (Steve G.ribbons-KKMT) USA, B.Ocean, Kool & Gang, Johnny Gill, Foreigner.
Des Moines, IA (Mike Judge-KIOA) USA, J.Gill, G.Benson, Chicago, Foreigner, Hall & Oates, Dan Fogelberg.
Mason City, IA (Steve Locker-KGLO) USA, B.Withers, Dan Fogelberg, Earl Kugh.
Mason City, IA (Guy Drees-KLSS) USA, Wham!, Chicago, Fogelberg, Bill Withers.
Waterloo, IA (Roger Davis-KWLO) USA, Alabama.
Cedar Rapids, IA (Dennis Green-WMT/FM) USA, J.Gill, Hall & Oates, B.Ocean, Fogelberg, K.Rogers.
Northfield, MN (Rich Harris-KYMN) Danny O'Keefe, Murray Head, John Fogerty, USA.
Duluth, MN (Dunsworth/Collins-WECB) USA, War, Barbra Streisand.
Rochester, MN (Al Axelsson-KWEB) George Benson, USA, Danny O'Keefe, Austin, MN (David Mehlhaff-KKCR) George Gorrie, War, Shawn, Dural, Dina Lee, O'Keefe, Jonny Relation, USA.
Mankato, MN (Sue LaFond-KEEZ/FM) USA, Tears For Fears, Benson, O'Keefe, Foreigner, B.Ocean, Dan Fogelberg, Temptations, Johnny Gill.
Pipestone, MN (Dan Norris-KLOH/FM) Sade, Alan Gorrie, Toto, Foreigner, C.L. Townes.
Marshall, MN (Craig Allen-KKCK/FM) USA, Cars, David Lee Roth, Glenn Frey.
Montevideo, MN (Cathy Cooley-KMGM) USA, D.L. Roth, Earl Kugh, Ray & Willile, Fogelberg, Withers.
St. Cloud, MN (John Fine-WJON) Tears For Fears, Roth, B.Ocean, Hall & Oates, Foreigner, J.Gill), Dan Fogelberg, USA.
Grand Forks, ND (Paul Kerro-KNOX) Kool & Gang, War, Danny O'Keefe, Nytons.
Cape Girardeau, MO (Mike Davenport-KGIR) Sam Harris USA, Foreigner, Danny O'Keefe, Fogelberg.
St. Joseph, MO (Bruce Allen-KKJO) USA, Sade, Madonna, Bruce Springsteen.
Joplin, MO (Don Carpenter-KFSB) USA, Tears For Fears, Ray & Willile, B.Ocean, J.Gill, J.PaYSon, Fogelberg, K.Rogers, Temptations.
Lawrence, KS (Bill Lee-KLWN) Fogelberg, Bill Withers, Oaks, O'Keefe, Temptations, Usa.
Topeka, KS (Stewart/Rues-KMAJ) Prince, Sade, Wham!, Kenny Loggins.
Pittsburg, KS (Bell/Porter-KZNS) Alabama, Wham!, USA, Kool & Gang.
Kansas, KS (Bob Tesh-KLKC) Alabama, Benson, John Waite, General Public.
Omaha, NE (Randy Shane-KOIL) B.Ocean, USA, Hall & Oates, Eric Clapton, Kenny Loggins.
Lincoln, NE (Cathy Blythe-KFOR) Fogelberg, USA, L.Ronstadt, B.Withers, Julio Iglesias.
Hastings, NE (Chris Adams-KHAS) USA, Wham!, Danny O'Keefe, Billy Ocean, Foreigner.
SOUTHWEST
Tyler, TX (Brian Maloney-KTLY) USA, Loggins, B.Ocean, Fogelberg, Wham!, Temptations, Pointers.
Temple, TX (McCullough/Wright-KTEM) Duran Duran, Sade, Hall & Oates, Eric Clapton, Brenda, Madonna, USA.
Houston, TX (Steve Matt-KLTR) DeBarge, USA, Bruce Springsteen.
Humble/Houston, TX (Rick Stancato-KTUN) USA.
Beaumont, TX (James/Kasi-K106) Fogelberg, Ocean, J.PaYSon, Kool & Gang, DeYoung, Hardcastle.
Del Rio, TX (Kevin Bel-KDLK) Fogelberg, Ocean, Wham!, G.Benson, Toto, Loggins, H.Jones.
Pampa, TX (Matt Parsons-KKGO) USA, Hall & Oates, Wham!, Hall & Oates, Madonna, J.Waite.
Midland/Odessa, TX (Chuck Wolfe-KORS) USA, War, Wham!, Fogelberg, George Benson, Alabama.
Odessa/Midland, TX (Steve Myers-KQIP) Hardcastle, Murray Head, Foreigner, War, Alphaville, Cars.
Phoenix, AZ (Marni Pingree-KOY) Sam Harris, USA.
Sedona, AZ (Manannah/Kessel-KAZM) Danny O'Keefe, Paige & Dickson, Lee Greenwood.
Albuquerque, NM (Jay Scott-KOBF/KM) USA, M.Benson, PaYSon, Hall & Oates, Temptations, Santana.
C NSW (Strand-KCLY) USA, Billy Ocean, Fogelberg, Foreigner, Giuffria, O'Keefe.
Roswell, NM (John Anderson-KKKO) G.Benson, Toto, C.Lynn, USA, Foreigner, Hall & Oates.

ROCKY MOUNTAIN
Great Falls, MT (Dave WITI-Tams-KQDI) USA, B.Ocean, Foreigner, George Benson, Sade.
Great Falls, MT (Keller/McShay-KQ9) USA, War, Janey Street.
Dillon, MT (Mike Kandilas-KDBI) C.Lynn, Sade, Duran Duran, Hardcastle, DeYoung, USA, Dan Fogelberg, Sergio Mendes.
Missoula, MT (Vern Argo-KYLF) War, Kool & Gang, USA, Dan Fogelberg.
Colorado Springs, CO (Irwin/Howard-KVUV) USA, Dan Fogelberg.
Sun Valley, CA (Jeffrey Ballou-KSKI) D. O'Keefe, Wham!, D.Shuur, Rob Tro, Withers, Fogelberg, Grangeville, ID (Jim Cross-KORT) B.Ocean, Hall & Oates, Wham!, USA, Fogelberg, Withers, Temptations.
Orono, ID (Dana McKinney-KLER) Sergio Mendes, Dionne Warwick & Glenn Jones.
Boise, ID (Drew Harold-KBOI) Sade, George Benson, USA.
Salt Lake City, UT (George Lernich-KSL) War, Hall & Oates, Sade, Earl Klugh.

FAR WEST
Carson City, NV (Bill McClain-KPTL) No adds.
Los Angeles, CA (Liz Kiley-KFI) Hall & Oates, USA.
Carlsbad, CA (Mark Larson-KFMB) No adds.
San Diego, CA (Bobby Rich-KIOO) USA, Sade, Survivor.
Palm Springs, CA (Ty Stevens-KDES) USA, Hall & Oates, Sade, Survivor, Springsteen.
Fresno, CA (Bill Huskey-KLTK) USA, Hall & Oates, Sade, Survivor, USA, Wham!.
Bakersfield, CA (Bob Hallaway-KLYD) D. O'Keefe.
San Luis Obispo, CA (Veronica Burns-KRSB) USA, Kool & Gang, Hall & Oates, USA, Wham!.
San Luis Obispo, CA (Carol Meyer-KKUS) USA, Commodores, Madonna.
Monterey, CA (Michael Reading-KWAV) USA, Fogelberg, Tears For Fears, Hall & Oates, B. Ocean, Christian, Wham!.
San Francisco, CA (Phil Gagnon-KFRC) USA, Kool & Gang, Hall & Oates, Wham!.
San Rafael, CA (Ken Duncan-KTIM) USA, Hall & Oates, Sade, USA, Wham!.
San Jose, CA (Phil Gagnon-KFRC) USA, Hall & Oates, Sade, USA, Wham!.
Santa Rosa, CA (Ken Adams-KTHO) USA, Hall & Oates, Wham!, USA, Hall & Oates, USA, Wham!.
Yakima, WA (Bob Walker-KBNG) Madonna, Roth, Mendes, USA, Hall & Oates, Sade, USA, Wham!.

NORTHWEST
Portland, OR (Todd Dennis-KCKM) USA, DeBarge, Manhattans, Glenn Frey.
Salem, OR (Doc Nelson-KSLR) USA, Sade.
Corvallis, OR (Larry Blair-KLOO) USA, Nylons, War, Benson, Julio, Fogelberg, B. Ocean, Ocean, USA.
Eugene, OR (Bobby King-KDUK) G. Benson, Sade, USA, Chicago, Kool & Gang.

Coos Bay/Coquille, OR (Rick St. Clair-KSHK) B. Withers, Chicago, Wham!, Hall & Oates, K. Loggins, USA.
Roseburg, OR (Vera Burns-KRSM) USA, Kool & Gang, J. Payson, Fogelberg, O'Keefe, Hall & Oates, Rogers, Ocean, Temptations, E. Klugh, R. L. Jones.
Grants Pass, OR (Charlie Kirk-KPMJ) USA, E. Clapton, J. Fogerty, Wham!, USA.
Bend, OR (Charlie Wolf-KBND) Janey Street.
Enumclaw, WA (David Cool-KENU) G. Benson, USA, USA, Hall & Oates.
Seattle, WA (Mark Christopher-KIXI) Y. Ponstorf.
Seattle, WA (Jerry Draper-KKOM) K. Street, USA.
Everett, WA (Mitch Moran-KBAE) USA, USA, USA, Hall & Oates, USA.
Olympia, WA (Dick Past-KGO) Foreigner, Relation, Miles Davis, Madonna, Alan Dorff, Dan Hartman.

Late Report
Luverne, MN (Keith Main-KQAD) Sade, USA, Wham!.

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Bill Vancil (608)271-1486

Air Talent/Sales - WSGB - Sutton, WV
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Air Talent (part-time) - K093 - Modesto, CA
Brian Casey (2121 Lancey Drive #1 - 95355)

Air Talent - KNPA - Boise, ID
Steve Holmes (208)888-5000

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Air Talents - KORV - Oroville, CA
*Charlie Foxx (Box 1340 - 95965)

Air Talent/Production - KBBQ - Soda Springs, ID
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Air Talents - WHKW - Fayette, AL
Kelsey Scott (205)596-3666

Air Talent/Production - K093 - Modesto, CA
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Air Talent/Music Director - KRQK/FM - Lompoc, CA
Ken Burke (805)736-5656

Program Manager - WJON - St. Cloud, MN
Jack Hansen (Box 220 - 56302)

*No phone calls, Please.
CARLOS SANTANA: ONE NOTE WONDER

"Like a quarterback, I try to call the plays."

When he refers to his living, his occupation, Carlos Santana doesn't play guitar—it's always the guitar. Santana, as you can easily see from the musical reference points peppered throughout this interview, is a Musician with a capital M. While he aligns himself with rock 'n' roll, he aspires and achieves respectability by performing with, befriending, and admiring jazz musicians the caliber of McCoy Tyner and Miles Davis. As we were forewarned, an interview with Carlos doesn't mean discussing his current album or the brand of picks he uses. With the three of us, it turned out to be an interview in the strict sense of the word—interspersing viewpoints and beliefs, dissecting music right down to the core of one central universal note.

KZ: When did you actually get started as a musician? Let's think back to when it was the Santana Blues Band.
CS: We started here (San Francisco) when I first came from Tijuana as a blues band because Paul Butterfield hit so hard with the blues and he made us aware of Muddy Waters and Little Walter and stuff like that. Later on it was Eric Clapton with John Mayall and the Blues Breakers. So when we started, that's mainly what we liked, the blues. I grew up in Tijuana, and being a border town, a lot of black people go over there and a lot of the times they'd play blues. So that's always been my main fascination, the three chord blues, because anybody from a genius to a guy just picking it out for the first time on the street can play. It's just a matter of learning how to express yourself.

KZ: Outside of the whole musical thing, what made you want to be a band leader as opposed to a guitarist?
CS: Necessity is the mother of invention, and when the first band disbanded and there were so many directions... I always ask for opinions. If there's ten of us, I try to cypher all the positive things from everybody and then, like a quarterback, I try to call the plays. So just maybe out of necessity, I found out that some people were just inclined to do just Latin music. With me, I like everything and I like for everything to be intertwined without losing its purity. So my role is always to bring Afro-Cuban or blues or jazz or certain ele-
ments together. After a while, I found out people started to trust me more with my feelings and their feelings, so I took the role as a leader. But it was mainly out of necessity because I wanted—a cop-out—to just close my eyes and play. But you can’t because you’re at the mercy of a lot of things. If you have a vision, then first you should try to execute that, and also try to enhance the people around you, make them feel like nobody is going to laugh at them if they hit a wrong note. Just play. Just have a good time. It just goes back to necessity, but now I like it I like it a lot.

KZ: You said you like everything, pretty much. Does that include hit records? How do you reconcile having eclectic tastes and trying to please a mass audience?

CS: I just try to remember when I went to junior high school and the songs that I used to like driving around to—commercial stuff. To me, commercial doesn’t put me off. What puts me off is Hollywood, not the people in Hollywood, but the people in charge of the media. What puts me off is how they seem to plasticize everything. For example, flowers are commercial and we all need flowers. You know, for our mom, our sisters, our lovers, and when flowers are commercial, they’re really beautiful. The only thing I’ve got against commercialism is when people use music to sell shampoo, Levi’s, perfume or legs. Suddenly it becomes entertainment for fashion; whereas a real musician will captivate you with two or three notes, it will make you stop and appreciate life in a whole different way. There’s a difference between a musician and an entertainer. I like both. I like quality and quantity. Sometimes it’s hard because they don’t want to go together.

KZ: How would you explain to a non-musician your music, section by section and how it fits?

CS: Melody is feminine and rhythm is masculine. I’m sure most Americans know it’s very exciting at kick-off time when you kick the ball. The guy at the other end of the field catches the ball and runs all the way home with it. But you can get that feeling from the percussion—from the music. Once it starts roaring, it’s like going to the zoo at lunchtime when you get to hear the lions roar. That’s really dynamic. That’s what drums do, congas and percussion. It creates this dynamism that makes it easier for melodies and chord patterns and lyrics to glide on top of that. That’s how I see music, especially percussion. It’s fuel for joy.

KZ: So the rhythm is a masculine backstop?

CS: Yes. A lot of times I write songs that don’t have percussion. I mean, maybe I can play the percussion just with the guitar by playing more staccato. Different kinds of rhythm always cause different kinds of enthusiasm.

KZ: You have two lead vocalists making this album you just finished. What’s the concept of using two guys? Are you going to travel on the road?

CS: I believe so. They’re both great in their own right. You know, I noticed a few times Greg (Walker) would be in the band and Alex (Ligertwood) would be in the audience and they would come over and jam, or vice-versa, they would sing different. It’s like Ali and Fraser, Bjorn Borg and McEnroe. That’s why it’s important for both of them to be there. They both bring something special out in each other. It can be competitive, but it can be constructive competition. I need that. Now I get to see Greg drinking from Alex’s soul. So when he’s singing and his eyes are closed, I can see Greg looking at him and saying ‘Oooh, this cat’s bad.’ Someday I’d like to do a trio—just a guitar, drums, and a bass kind of album—at least for a few songs. But right now my heart needs variety. It’s like going to a circus, you never know what they are going to throw at you next. The thing is not to become predictable, and that’s maybe why people are still around after all these years. Especially live, people always say, “We know you guys are gonna deliver.” Live, the band always bites, you know, it just tears it up. I feel grateful because we have opened up with the Stones or the Police and this or that and I always see the Stones or Police come on stage when we’re playing and say, ‘Man, you cats are gettin’ up, by the time we go and play, they’re ready.’ So that turns me on.

KZ: You made an album with Miles Davis’ band with Tony Williams. That must have been like a dream come true for you.

CS: It was a dream come true and I was scared to death.

KZ: Really?

CS: Yeah, because they’re supreme musicians. They’re like the PhDs about what they’re playing. And I’m still trying to get the coordination together. But I was really grateful and really honored. We got five stars, the most you can get in, Downbeat magazine. They picked up on one thing. I may not be an Einstein of whatever on the guitar, but there was enough sincerity, enough conviction for it all to work. They pick up on that. That’s what I call helium in sincerity. If there’s sincerity in whatever you do, then things are going to get off the ground and it’s going to be good.

KZ: Is that the difference between jazz musicians and rock musicians?

CS: Yes.

KZ: But what is the difference? As a player you can come across from one end (rock) to the other end (jazz).

CS: They wanted to cross from one end to the other but a lot of times what prevents them is the right kind of chemistry. For example, I just like to enhance what I want to enhance, whether it’s John Lee Hooker or McCoy Tyner. I want to open up to enhance what they’re doing because I know they’re going to enhance what I’m doing. So today, I received a phone call from (pianist) McCoy Tyner and he wanted to know what I would think about going to Japan together and putting a band together. The media puts people in boxes. Okay, here comes McCoy and Ron Carter and Freddie Hubbard, I mean he’s been doing that for a long time. Incredible music. But there’s no new catalyst, I know he (McCoy Tyner) needs a new catalyst. I need to play everything from Milton Nascimento to Willie Nelson. And I would work with Julio Iglesias, but I feel the helium has to be there, and I’m not gonna do anything for somebody just to make them famous. I’m just not into that. Having your cake and eating it too is not to sell platinum albums when nobody knows what you look like.

KZ: What about you, though; you must get recognized?

CS: Yeah, I cut my hair then I let it grow. It’s a compliment and an honor. But I do like it when people like McCoy Tyner call me and he feels something positive and something that the Japanese will like and maybe it’s something to even go to Europe with that band. I just want to stretch and just be able to articulate as many forms of music as I’m able. There’s a lot of great musicians I still aspire to play with and at the same time, there’s an incredible amount of fantastic musicians coming out of high school now.

KZ: So what’s this whole thing with sports that seems to be crossing into what we’ve been talking about? I’ve seen you on stage with jerseys on. Is there any kind of correlation with sports and music? We talked to (John) Fogerty and his album is called Centerfield.

CS: America’s greatest resources have been sports and music. When I see Mary Decker or Carl Lewis breaking the record, my soul is with them at that moment breaking time and space. When you see a musician really getting down, he’s doing the same thing. If you go see Mary Decker and they’re not really going for a world record, they’re just going around the track to get loose, you don’t get excited. It’s the same thing with musicians. It’s got to get you excited because he’s sticking his neck out and he might hit a couple of wrong notes in there, but he just might create something that—like walking a tightrope, you don’t know if he’s gonna fall or break his neck. So that’s how I guess most
people today co-relate sports and music. They both have the same kind of impact.

KZ: So that's why you have a song called "Touchdown Raiders"?

CS: Yes. I was fooling around with the guitar with the sound down and I was watching the Oakland—I mean Los Angeles Raiders and Marcus Allen put a move on somebody and when I listened to it back—I was tapping—I said, "Hey, that's a nice little phrase." So, it came from that.

KZ: This new album, working with Val Garay, how was it working with him?

CS: It was great. I learned a lot again. With Val Garay, I learned a lot about the board. About how he records. I really appreciate his vision and his conviction. It was great. All I can remember now is a big traffic controller conducting traffic between himself and the musicians. It was a great experience for me because he's unusually gifted when it comes down to things like really listening. But on the other hand, I'm sure that he learned a lot, also. I'm sure that the next time he sees a guitar player or a conga player, he's gonna tell them, "Man, you got to play those things, you can't just tap it." Because that's the way this band plays. We don't use congas as make-up. We use congas to (punches his fist into his palm) state something. So we both learned a lot. If I was a stranger and picked up the album for the first time and it didn't matter who did what or how it came about, it's either happening or not happening. Because the main quality that I can say about this album is that it has, that thing that I needed to express to the listener, that I'm aware of a lot of teenage suicide, there's a lot of pressure on them and all they need to hear is that no matter how hard or how far they fall, there is always something there to heal you and to take you away from your pain. In other words, I want to let people know we are all important and all in body. There's a living promise and I just like to make people feel special.

KZ: What if you had a four or five piece band for two weeks and you could pick the musicians, who would they be?

CS: Well, it would definitely be Tony Williams on drums. I was telling him that George Lucas should do a movie on one of his drum solos alone. Patti LaBelle (on vocals), McCoy Tyner and Chester Thompson would be the keyboard players in my band. Or McCoy and Herbie (Hancock)—somebody who can handle piano plus synthesizers. On bass, I'd have to think about the bass player. He'd have to go from Ron Carter to Paul McCartney and come back because that's the kind of music they'd end up playing. That's a good idea, different people like that together. That's what I always miss.

KZ: You mean like the old triple bill concerts?

CS: Right.

KZ: Miles Davis, The Grateful Dead, and The Band. Remember that one?

CS: That's right.

KZ: Were you born to be a musician or did you learn it? Is it something that's God given?

CS: It's both. It's something that God given but some people never awaken to it. It's God given, but you have to work from the moment you're nine until you're seventeen. You have to go up stealing cars or playing hookey or whatever teenagers do until you become more natural. People say "Oh, he's a natural." Children or teenagers. They feel the same thing Einstein or Miles feels. We all feel the same thing. The only difference is that Miles and Einstein knew how to express it. They knew how to get free to the get-go and express their inner feelings. Put it into music or words or numbers. You do have to work real hard to be a McEnroe. They say he's a natural. Don't believe it! That one-to-one thing, I learned a lot from Bob Dylan. He just plants himself in the ground with that acoustic guitar and he starts singing all those incredible songs with an infinite amount of poetry and imagery. I was in awe. I was there watching him, and man, this guy was incredible.

KZ: Did you ever play together?

CS: Yeah. We played every night.

KZ: What about Black music?

CS: Yeah. We played every night.

KZ: What about Black music?

CS: I like Afrika Baambata. A lot of stuff sounds good. It doesn't sound repetitious or jivey or phoney. A lot of stuff sounds valid, juicy, and good. It's that "helium" again. Although, I must confess, that aside from Michael Jackson and a few other people like Al Jarreau, I can't stay there too long. It gets boring. I need to go back—and maybe that's the word, go back and reminisce about B.B. or Albert King and all those other cats. Because they don't lie. They're not hiding behind props and make-up. I know that a lot of black people are not keen about blues. They feel that's life when they used to pick cotton or whatever. But to me, that's the music. That's the root of jazz. It's like Armando Peraza says, "If you can play the blues soulfully and sincerely, you can play anything." If you can't play the blues, just a slow song, and make that note alive, you're just jiving through everything else. That's a fact.

KZ: Did Sheila E. used to be in your band?

CS: Her father (Pete Escovedo) used to be. She recorded a couple of things. I have a lot of things in the can that I haven't put out.

KZ: How did Willie Nelson end up on your Havana Moon album?

CS: The main thing about the Havana Moon album was that I felt really bad. My father has always been a musician. He taught me just about everything I know on the guitar. Yet he's never been recorded. We got a chance to record my father-in-law. In fact, I've got posters with my father-in-law with Art Tatum and Billie Holiday on the same bill. Somehow my conscience said, "If you don't record your father before he dies, you'll feel awful." So instead of buying my dad some shoes or a shirt for a birthday present, I put him on an album. Jerry Wexler had this song called "We All Went To Mexico." And when I first heard it I said, "Aw, this would be great for Los Lobos, but I don't want to do this kind of thing." And he (Wexler) says, "It's got something in it!" I left the room, I left the studio, got in my car and I'm sitting there saying, "Man, I don't wanna do this stuff." I turn on the radio and (snaps his fingers) and it's Ronstadt, and it's on comes Willie Nelson. So I said, "Hmmm, unless Willie Nelson or Bob Dylan sings this song, I'm gonna can it." So I went in there and said, "Guess what," and I told them. So Booker T. Jones, who produced the LP Stardust said, "Hey, I know the guy. Why don't you let me call him?" The song was recorded already so we sent it to Willie Nelson in Austin and he put his voice on it. So when you hear "We All Went To Mexico," and then you hear my father on the last song, my father doesn't sound so bizarre on a Santana album. It really helped me out to present it to my dad. It was worth it because when I took the album to them finally finished, my mom and dad sat down and listened to it. They both started crying. They felt so good. I thought, this is it. This is my platinum.

KZ: Your solo LPs serve as creative pitstops from regular Santana releases.

CS: Yes, stretching out. A lot of times I'll be writing songs and it sounds like something for James Taylor. I grab something else and it'll sound like something for McCoy (Tyner). I don't question it anymore. I just write as much as possible. Right now I'm writing a couple of songs for Jimmy Cliff that would be perfect for him to sing. I know I could cry on it. Someday I'd like to record with Los Lobos without making them feel they're gonna lose something.

KZ: Was there a time when you were working with Greg Rolie (from Santana and Journey) on a project called Friends Again?'
CS: I told him the only way I want to do an album is to write songs from the get-go. I don’t want songs I have half written and you have songs you have half written. I don’t want to do it like that. We started to do it and there was Steve Smith (from Journey) and my bass player and it just felt weird. Greg told me he wanted to do something that was between Kenny Rogers and John Cougar. And my first reaction was like—WHY? So we did two or three songs and after a while I would get a headache on my way to rehearsal. It wasn’t really him, it was the chemistry. I do feel like I can enhance his music and he enhances mine. We understood each other, we grew up in high school together, and it’s great. That’s what I like about America. I’ve always been looking for a bass player like Alphonso and I’m really honored that he’s in the band because sometimes you get a bass player who has a reputation for playing only the way he’s known for playing. Alphonso is more flexible. I can ask him to listen to Jack Bruce or Paul McCartney or whoever and he’ll say, yeah, give me the record. He’ll check it out.

KZ: So you did give him direction.

CS: Yeah, all of us exchanged direction. That’s part of the chemistry of this band.

KZ: How about percussionist Armando Peraza, who played with Cal Tjader, amongst many more? Did you have to take him through a process? You obviously liked him even before he joined your band.

CS: Yes. He has a whole other kind of dynamism. It’s like Charlie Joiner, that guy who just broke the record for San Diego for catching passes. They’re both clutch. Whenever you get stuck, you give them the ball and they’re going to have everyone on their feet. That’s where Armando is. He’s a master at what he does. The first time I heard Armando Peraza, was on a Harvey Mandel album and I heard congas in there and I said, “Hey, this is gonna work!” so what he brings to the band is great because he’s also willing to try a lot of things. It’s not the kind of musician who only wants to play Afro-Cuban music. He grew with Billie Holiday and Charlie Parker, so he went more to be-bop. A lot of people in New York just stay mainly to the purer concept of Salsa or whatever they call it nowadays. But Armando was always a joy sharing, which is really useful in this band. We don’t want to lose the purity of the traditional, yet at the same time we feel it’s important to make a listener be aware of these other beautiful things and not just ham and eggs.

KZ: Do you feel pop radio kind of encourages that sometimes?

CS: The reason, I believe, they do that consciously is because there are two kinds of people—people who can actually stop and listen to a favorite like Barbra Streisand or Lightnin’ Hopkins and they’ll stop everything and they’ll listen. And some people can’t listen to music. They only listen to the cash register. That’s their only music … anything else becomes a wall; they’re not receptive to it. I think a lot of the people who run the media, I think they’re like that. They care that the cash register rings. And very few actually stick their necks out to say, “Man, if people like The Doors, maybe those people are going to love John Coltrane because it’s the same kind of band.”

KZ: How would you sell to a child that’s older than (Carlos’ young son) Salvador, music by Coltrane or Miles Davis? What is it about their music that you would have to explain to a kid who’s not used to listening?

CS: First of all, kids go through Alice Cooper then Prince and the obvious things, they’re after the autograph kind of thing. But if I take my son to see Picasso and show him little things he did for children, well what Picasso and Miles are is that they have the soul of a child. They can go from Einstein to the soul of a child in a second. That’s how I can open the door for people who one day they’re into Alice Cooper and the next day they’re into Little Walter. They might say, “Man, my mother punished me and I had to stay in my room and it was raining and, man, I’m hooked.” And I say, “If you like Little Walter, then you’re gonna LOVE John Coltrane because Little Walter is the John Coltrane of the harmonica.” Thank God that everybody is receptive. We all have a mouth. Even people who only listen to the cash register, it’s all how you tap them and when you tap them. It can be an imposition or it can be an illumination, and I like that. I like turning people on and I like people to turn me on to great things. Stevie Ray Vaughn to Magic Sam. If you want to rebel, then there are things to rebel to. Check out Ornette Coleman.

KZ: When I was in high school, that’s how I rebelled. I was in the school band and I hated it. John Coltrane and those guys helped me. Actually, what’s even weirder is that Keith and I used to hear (Miles Davis) “In A Silent Way” on the radio in the middle of the night. (KSAN’s) Voco Kesh used to play it every night. I think that even sometimes when we were sleeping, it affected us. We deal with a radio publication now, but sometimes I think it was the weird music that brought us here. Do you ever feel that?

CS: Yes, but it’s always art. I always feel that it’s like a river of art. I was reading this article about Cecil Taylor, which I must confess, I don’t have one of his albums at home, I don’t think.

KZ: It’s it’s demanding stuff.

CS: Yes. It’s demanding on your attention, your concentration, but they were asking him, “What are you practicing nowadays, scales, music theory, harmony or what?” He says, “No, I just practice one note until that note is in touch with the whole universe.” Now that makes a lot of sense because I hear a lot of music, whether it’s Barbra Streisand or Miles or whomever, they seem to hold one note that seems to have an umbilical cord on it. That’s what he’s (Cecil Taylor) talking about. So, a lot of guys practice all the silliest scales, whoever, Van Halen or Alan Holdsworth. But a lot of times you can just hit it with one note. With one note you can make anybody stop and say, “Oh, let me sit down and really drink from this, this is happening.”

KZ: Interesting.

CS: And all that’s important. Van Halen, The Police, it’s important. But what is important is that once in a while, I guess like (Weather Report’s) Wayne Shorter says, “You take the time to visit the note.” I guess it’s like a zen thing. Music could also be zen. When you hit the note, don’t be in a hotel somewhere in Pittsburgh, when you’re right here in the studio. Just become that note absolutely. That’s what he was talking about. Cecil Taylor, making that note a part of the whole universe. A lot of musicians may be playing, but they’re not really chewing or masticating or savoring anything. If they’re not enjoying it, you’re not going to enjoy it.

KZ: Do you find that some heavy metal is just scales?

CS: I love a lot of Cream, Hendrix, or Led Zeppelin, but that’s about as far as I go.
Sometimes I can check out AC/DC for the guitar playing, but the rest of the things sound childish. Led Zeppelin doesn't sound childish to me, I think they were serious about what they were doing. Especially the last album, I can wear that thing out. In Through The Out Door. If you take Bob Dylan, and Jimmy Page, you can see who their fountains are. A lot of Lightnin' Hopkins is in Bob Dylan, even to this day, and there's a lot of Otis Rush and a lot of blues players in Jimmy Page. So, there's the connection again. It doesn't have to be just black. If you just listen to (cellist) Pablo Cassals, you could pick the same thing from him that I would get from Miles or Coltrane or Lightnin' Hopkins. There's a lot of beauty around and that's what I want to turn people on to and that's what I want to turn myself on to all the time!

KZ: You toured with Dylan in Europe. How did that go? Do you play together?
CS: Yes. Twenty-five dates. Yes. Jimi Hendrix, Coltrane, Miles and Bob Dylan— they're my four cornerstones. If I was in a ring, they're my four cornerstones. So, going out there with Bob knocks me out because I learned so much. I learned again and again, the same thing Bob has is the same thing Picasso and Miles has. One minute they're brilliant, the next minute they can't even tie their shoes. I mean literally, and to me that's the mark of a genius. To really come up with the music that's okay to listen to, you've really got to lose yourself to find yourself and that means sticking your neck out. When you stick your neck out all the time, you're going to sound like a kid sticking your neck out for the first time. He sounds like that sometimes, then other times he sounds like he's revealing a big chunk of God's Universe through his poetry. That's what I've always learned, they go hand in hand—that childlike purity and then all the other brilliance. I mean, I see it in Miles all the time and in Bob.

KZ: You worked with John McLaughlin. How is his style different from yours? He's like on (Miles Davis' LP) Jack Johnson.
CS: Yeah, I'm sure most people want to hear that, not all the time but more of that. It means you go to the park and you step in dog-do and it's okay, rather than being so spic and span.

KZ: What about female vocalists? I'm trying to think, what role could they play in your music? Do you have any favorites?
CS: Well, if I record with a female vocalist, I wanna try to follow Patti LaBelle, the one who consistently gives me chills. She's not into fashion or Las Vegas. She's not plastic. She just sang "Over The Rainbow" for Martin Luther King's birthday in Washington. She knocks me out and someday I'd like to record with her. I'd also like to use some brass. If I ever work with brass, I always hoped I could work with Oliver Nelson. Now he's gone. So, I think I would call Clark Terry to help me out and do arrangements. I love the way he puts things together. When I was a kid, Latin music used to turn me off. It meant Guy Lombardo or Lawrence Welk, or something. Give me Chuck Berry! But now, Clark Terry or people like him, someday I'd like to do that. Right now, it's not immediate. Patti LaBelle, it would be a privilege. Also the Sweet Inspirations. There's not that many I want to work with. I know they're musicians although you treat them like... ladies... they're musicians like I am.

KZ: What do you think of some of the African music that's out, like King Sunny or Fela Kuti?
CS: I think it's great. You know, here comes that universal note again. I went to see King Sunny Ade and Black Uhuru and King Sunny sounded like country and western and cosmic; did you pick up on that?

KZ: Yeah. The steel guitar player.
CS: That's right. It's the same pathos, inner pathos. That kind of cry that you're not crying for yourself, but for humanity, Martin Luther King.
KZ: Yes.
CS: And that's when John is brilliant, when he plays Indian music and he pulls it all together. I personally love it when he plays more blues than shakti because a whole lot of stuff comes from inside of him like on (Miles Davis' LP) Jack Johnson.
KZ: Oh yeah, a great rhythm guitar player.

“Melody is feminine and rhythm is masculine.”

KZ: Can't you just pick up the phone and call him or is it more complicated than that?
CS: No. See first. I wanna try the inner phone which has worked so far. I'll get records of them, have them in my mind all the time or write his name and all of a sudden they call. That's how I got my timbale player, that's how I got Graham Lear from Gino Vannelli's band.

KZ: Really? I once saw Gino Vannelli play when Graham Lear was his drummer. CS: Yeah, he's a helluva drummer. But you, you know, it's not superstitious to me, it's like an inner kind of phone. I don't have to go through Ma Bell, I just zero in on them and I know they will be thinking of me. I'll think so hard that eventually they'll call. You're right, I should call him, but first, I'm going to sit it out so he says, 'Man, I've been thinking about you a lot.' I'll say, 'Really?'

KZ: Have you ever met him?
CS: We played in Vienna with Van Morrison, us, and Jimmy Cliff, but we didn't get a chance to talk. He was surrounded by a lot of people and I didn't want to say, 'Hey, man...' I just wait for the right time, but he's definitely the first in line that I want to work with.

KZ: I was shocked to hear him on a Budweiser commercial. CS: Jimmy Cliff?!!??!
KZ: This Bud's for you. Yes he did.
CS: Oh no! You're kidding!

KZ: Well, I see a lot of people doing that. Leon Redbone, a couple of others... Right now there's probably three Billy Idols being groomed. How come there's never been another Santana band?
CS: I guess that's why I relate to the Raiders (football team) to a certain extent, because it doesn't seem like just computer players. They're people and it's not always going to be the way a producer in Hollywood wants you to look like. Check out Los Lobos. It's really good. I love how the media picks up on them and how they like them.

KZ: Ever listen to country music?
CS: I listen to some country music. I like Willie Nelson a lot. I like Merle Haggard. I love his voice. I went to go see him. I was so impressed, to me it was like seeing the Beatles or Miles or anyone like that, because I wasn't ready for it. I thought it was going to be Gene Autry.

KZ: He's a great guitar player.
CS: Who, Gene Autry?
KZ: No! (laughter) Merle Haggard!
CS: His voice sounded so incredible. He's got a diamond voice. And then the guitar players with Willie Nelson and Merle Haggard started playing. They were playing Charlie Christian riffs. Hillbilly but it has that jazz orientation. I was blown away. I thought I was just going to hear corny cowboy music. No. It taught me that I need to be constantly open and more receptive because there's a lot of beauty and sincerity.
TEARS FOR FEARS
Much of the band's first LP, The Hurting, was based on Dr. Arthur Janov's book, The Primal Scream.

DURAN DURAN
The band is soon to arrive in France to start work on their next album.

STING
In addition to an upcoming solo album, Sting plans to tour as a solo act and also record a live album in 1985.

THE FIRM
Before recruiting The Firm, Jimmy Page re-mixed the last Led Zeppelin album, CODA, and recorded a movie soundtrack for DEATH WISH II.

MARTY BALIN
There's a new band surfacing with three original members of THE JEFFERSON AIRPLANE. Singer Marty Balin, guitarist Paul Kantner and bassist Jack Cassady have yet to name the group.

PRINCE/JOHN NELSON
PRINCE's father, JOHN NELSON is credited for writing two cuts on the new PRINCE album, "Paisley Park"; cuts are "Paisley Park" and "The Ladder."

VELVET UNDERGROUND
Former Velvet Underground guitarist Sterling Morrison was once an English professor in New York.

RAY CHARLES
On behalf of the people of the French Republic, Ray was presented with a bronze medallion for his contributions to the international language of music.

SAWYER BROWN
They were winners of the nationally televised "Star Search" talent show.

STEVE WARINER
His big break came when he was hired by Dottie West as a back-up singer. Immediately after high school he took to the road with Dottie West's band.

RAZZY BAILEY
He wrote "9,999,999 Tears" for Dickey Lee. The song was written ten years before Dickey recorded it.

Johnny Rivers
Born John Ramistella, he grew up in Baton Rouge, Louisiana. It was none other than Alan Freed who suggested he call himself Johnny Rivers.

MURRAY HEAD
Murray Head was cast in the movie "Sunday Bloody Sunday" starring the late Peter Finch and Glenda Jackson. It was directed by John Schlesinger who directed The Falcon & The Snowman.

BLASTERS
Two tracks on their new LP were produced by Don Gehman, one of which was written by John Cougar Mellencamp, a big Blasters fan.

LOS LOBOS
The single "Will The Wolf Survive" was written last after the album was thought to be completed.
ALISON MOYET
"INVISIBLE"

From The Original Motion Picture Soundtrack

DAVE EDMUNDS
"HIGH SCHOOL NIGHTS"
From The Original Motion Picture Soundtrack

TOTO
"HOW DOES IT FEEL"

Columbia Records
CHANGES

KATHY KENNEDY, from KPDX-TV-Portland, OR to WLS-Chicago, IL as Research Director.

BOB DOWNES, from KATZ-Communications, NY to WNYN-NY as Account Executive.

LAURA ASHTON, from WMJX-Boston, MA to WAHR-Huntsville, AL as News Anchor (AM drive).

ANDY FRIEDMAN, KFRC-San Francisco, CA to KALF/KBLF-Red Bluff, CA as asst. News Director.

RAEDEE McALAESE, FROM KEWB-Redding, CA promoted to News Director.

DALE FORBIS, form KRMG-Tulsa, OK promoted to News Director.

JIM JOHNSON, from KTIL-Tillamook, OR to KLOO-Corvallis, OR as Air Talent.

KID CURRY, from WASH/Y100 to B104-Baltimore, MD as Air Talent (host BTU video show).

JAMES GILLES.form WRKR-Milwaukee, WS to WYLD-Raleigh, NC as Air Talent.

ROBYN EVANS, from WQLT-Muscle Shoals, AL to KCFX-kansas City, MO as Air Talent.

RICK RYDELL, from KTKU-Juneau, AK to KZZU-Spokane, WA as Air Talent.

GARY ZANE, from KMON-San Bernardino, CA to KDES-Palm Springs, CA as Air Talent (AM drive).

JESSE WEST, from KYNG/FM-Coos Bay, OR to KLLS-San Antonio, TX as Air Talent.

STEVE CRUZ, from KEZE-Spokane, WA to KZKZ-Tri Cities, WA as Air Talent.

STEVE CHRISTY, from 96KS-Nashville, TN to WXXX-Birmingham, AL as Air Talent (AM drive).

CHARLIE BURGER, from WRKS-New York, NY to WAPP-New York, NY as Air Talent (noon-3PM).

LARRY LOMAX, from KNBQ-Seattle, WA to KIYS-Boise, ID as Air Talent (PM drive).

KEN PAIGE, from KQEU-Olympia, WA promoted to Music Director.

BIG RED, from KWMT-Ft. Dodge, IA to KATC-Sterling, CO as Air Talent & Music Director.

KELLY GORDON, from KOOK-Billings, MT promoted to Music Director.

LES BAILEY, from KKHT-Colorado Springs, CO to WDXY-Sumter, SC as Music Director.

RUTH TOLSON, from WBLI-Long Island, NY promoted to Music Director.

MATT PARSONS, from KGRO-Pampa, TX promoted to Music Director.

TERRY DRAPE, from KXMI-Seattle, WA promoted to Music Director.

CHARLES COX, from KQEU-Olympia, WA promoted to Program Director.

BRAD SHEPARD, from WLLH-Lowell, MA promoted to Operations Manager.

J.D. SPANGLER, from KSAN-Oakland/S.F., CA to KJJY-Des Moines, IA as General Manager.

DICK RAKOVAN, from Outlet Communications to WFYR-Chicago, IL as V.P. & General Manager.

My lawyer has had his dog for 10 years. Says they first met while they were chasing the same ambulance.

There is one thing money can't buy. All the stuff it bought a week ago.


Howard Cosell is without a toupee. It was killed while chasing a car.

At Ford, quality is job one! Writing recall letters is job two.

Congress decided “Challenger” was too aggressive a nickname so it will be changed to “Congenial!” But it will carry more bombs.

Each mission cost over $6 million. And that does not include the toilet seats.

The space shuttle was originally designed for peaceful uses ... like spying.

Horoscope ... beware if your doctor buys his surgical gowns from Frederick's Of Hollywood.

Tom Adams
Electric Weenie
P.O. Box 882
Honolulu, Hawaii 96782
March 15, 1985

EDITOR: KENT ZIMMERMAN
ASSOCIATE EDITOR: PETER STANDISH
415-392-7750

ALBUM

POWER TRIO

ALTERNATIVE

MICK JAGGER  PHIL COLLINS  BREAKFAST CLUB  THE SMITHS  V.UNDERGROUND  THE STRANGLERS

ALBUM

1. BEHIND THE SUN-ERIC CLAPTON (DUCK/W.B.)
2. "WE ARE THE WORLD"-USA FOR AFRICA (COL.)
3. "THINGS CAN ONLY..."-H.JONES (ELEK.-12")

ALTERNATIVE

1. SONGS FROM...CHAIR-TEARS FOR FEARS (MER)
2. "THINGS CAN...BETTER"-H. JONES (ELEK.-12")
3. THE THOUGHT-THE THOUGHT (MCA)
4. RADIO TOKYO TAPES VOL.3 (PVC/JEM)

MICK JAGGER  PHIL COLLINS  BREAKFAST CLUB  THE SMITHS  V.UNDERGROUND  THE STRANGLERS

ALBUM

1. BEHIND THE SUN-ERIC CLAPTON (DUCK/W.B.)

A myriad of airplay favorites spanning up to five trax. The single leads the pack. Album debuts #8.

Tangled In Love/Forever Man/Same Old Blues/Just Like A Prisoner/She's Waiting/Knock On Wood -ERIC CLAPTON (Duck/W.B.)

This is ERIC CLAPTON's most impressive interpretation of his own individual rock/blues style since the SLOWHAND LP. In fact, BEHIND THE SUN is as relevant to the complex eighties as SLOWHAND was to the simpler seventies. Using virtually the same manpower ingredients of past albums, CLAPTON and producer PHIL COLLINS package the music using radically different and surprising tones and textures. The three substitutionally added trax by Misters TED TEMPLEMAN and LENNY WARONKER provide an additional touch, giving this LP a special best -of -both -worlds shine to it. The guitar work is of the traditionally high calibre you'd expect from ERIC CLAPTON. The vocals are exceptionally convincing as well. By incorporating PHIL COLLINS type,airy progressive feel alongside an occasional back-to-the-roots sound, BEHIND THE SUN succeeds more because of its thoughtfulness and depth than for its easy accessibility. Listen hard and ye shall reap the benefits of a masterwork.

Everybody Wants To Rule/Shout/The Working Hour/Broken/Head Over Heels/It Believe -TEARS FOR FEARS (Mercury)

Ready to make the major crossover!

SONGS FROM THE BIG CHAIR-TEARS FOR FEARS (Mercury/PolyGram)

High School Nights/I Don't Want To Do It/Sleepwalk -PORKY'S REVENGE SOUNDTRACK (Columbia) It's my guess that a lot of the performers on this soundtrack LP won't be caught dead watching the flick, but what an impressive list of talent. DAVE EDMUNDS, the FAB T.BIRDS, ROBERT PLANT with PHIL COLLINS, GEORGE HARRISON singing a new DYLAN tune, JEFF BECK, WILLIE NELSON, CLARENCE CLEMMONS blowing sax on "Peter Gunn", and CARL PERKINS with 2/3's of the STRAY CATS. All songs are done in the spirit of the late 50's/early 60's, produced by DAVE EDMUNDS. Somebody'll have to tell me how the music and the movie fits.

Love Resurrection/Invisible/All Cried Out -ALISON MOYET (Columbia)

Indeed, ALISON MOYET (formerly of YAZOO or YAZ) is now the number one female vocalist in the UK. Her debut album, produced by TONY SWAIN and STEVE JOLLEY has the same contagious air of another huge hit album they shared responsibility for --SPANDAU BALLET'S TRUE LP. Singles like "Invisible" and "Love Resurrection" are steamy and sexual. The digital mix is clean and precise while the performances are spot on, especially MOYET's vocals, which are husky and demanding as opposed to being frail and coy. I'll go with the front sticker on the trax.

Things Can Only Get Better -HOWARD JONES (Elektra 12")

HOWARD JONES, with a little help from producer RUPERT HINE (FIXX,TINA TURNER), comes up with some reassuring words about the nuclear future. You'll hear some nice brassy synth riffs with the deepest bass of the week. Sounds great!
**THE GAVIN REPORT**

**36.35.**

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**TOP FOR 1 Y's sales, tour action, ALTERNATIVE RADIO, whatever.**

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**incestuous. There's now over one third overlap.**

**our two LP charts. Never before have the two charts been so**

**The point is,**

**it doesn't seem to be just us. The TEARS FOR FEARS (MERCURY-12")**

**RULE**

**--.**

**18.16. GREG KIHN (EMI AMERICA) "Lucky" "Again" "FREE"**

**--. 24.22. VAN MORRISON (MERCURY) "TURE"**

**18. 20. GEORGE THOROGOOD (EMI AMERICA) "Drink" "Gear" "Gone"**

**19. 19. Elliot Easton (Elektra) "Wheel"**

**23. 22. U2 (ISLAND) "SORT" "FIRE" "WIRE"**

**17. 21. David Lee Roth (Warner Bros.) "Easy" "Gigolo" "Girls"**

**7. 8. Vision Quest (Geffen) "Journey" "Wait" "Madonna"**

**9. 12. The Cars (Elektra) "Breakaway" "Why"**

**--.**

**32. 34. JOAN ARMATRADING (A&M) "TEMPTATION"**

**27. 26. TUBES (CAPITOL) "PIECE" "STELLA"**

**15. 21. Bryan Adams (A&M) "Somebody" "Wanna" "It's"**

**32. 28. 27. Triumph (MCA) "Follow" "Spellbound"**

**28. 27. Gary O (RCA) "Shades"**

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**PLUS**

**U2**

**JOAN ARMATRADING**

**L.COLE & COMMOTIONS**

**STRANGLERS**

**SADE**

**TEARS FOR FEARS**

**PLUS PLUS**

**JASON & SCORCHERS**

**THE SMITHS**

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**ANALYSIS**

This week, we're still inundated with ALTERNATIVE and (vise versa) ALBUM RADIO CROSSOVERS crisscrossing across our top two LP charts. Never before have the two charts been so incestuous. There's now over one third overlap. I was talking to HEAVY LENNY last week. He was commenting on the difference between our charts, especially when it comes to the hard crunch records. Not only are we doing something a little different, but there seems to be a whole breed of records happening now that are finding confirmation elsewhere, be it TOP FORTY, sales, tour action, ALTERNATIVE RADIO, whatever. The point is, it doesn't seem to be just us. The TEARS FOR FEARS record is a good example. Though not crunch, it's a highly compatible sound. Ditto records by VAN MORRISON, TOM PETTY, SANTANA, most of CLAPTON's new LP, DAVID BOWIE/PAT METHENY, SIMPLE MINDS, THE FIRM's "SATISFACTION Guaranteed", GREG KIHN, ALAN PARSONS, LLOYD COLE, JOAN ARMATRADING, SADE, PHIL COLLINS, USA FOR AFRICA, U2—man the list is long! I'm not saying that rock or hard rock is dead. Its place in ALBUM RADIO Is sacred. It's just that Album Radio is in the throes of re-evaluation. Even though he's on the radical fringe right now, JOHN SEBASTIAN's EOR movement shows that an alternative faction exists. Personally, I find such an influx of "non-hard" or "difficult to pigeonhole" music onto ALBUM RADIO refreshing and long overdue challenge to deal with. Checking out that list of records, you find everything from TOP FIVE albums to developing acts. There's a subtle revolution going down right now, and maybe that's the idea behind all this computer paper, station reports, and gabbing we do on the telephones. To be truthful, I haven't seen a finer collection of music on THE ALBUM CHART in a long long time.1985's TOP 100 was dog do-do. It really was. Yet here it is, only March, and we've got an overall 100% improvement in the quality of the music. We're not talking "New Music"—we're dealing with new music (no caps, please) that's good and, best of all, is getting played. Here at GAVIN, we're spotting it. Have you?...BUNKER faves of the week not only include this week's reviewed best, but also HOWARD JONES' extended new single as well as SANTANA's extended versions of his single mixed by JELLYBEAN BENITEZ...RZ.
### The Thought (MCA) "Eight"

**CHARTBOUND**

**PRIME MOVERS (T. Lobster) "Where"
GRANDMASTER FLASH (Elektra) "Spins"
G. THOROGOOD (EMI) "Alone"
DROP IN GRAY (Geffen) "All"
TUFF TURF (Rhino) "Lovich" "Faithful"
PLASTICLAND (Enigma) "Wall"

### Video

**The Jet Black Berrries**

**HUSKER DU (SST) "UFOs" "Heaven"
BEAT FARMERS (Rhino) "Stones"
GUADALCANAL DIARY (DB) "Trail"
JET BLACK BERRIES (Enigma) "Hombre"
BILLY BRAGG (CD) "Love"
PLASTICLAND (Enigma) "Wall"
TUFF TURF (Rhino) "Lovich" "Faithful"
PRIME MOVERS (T. Lobster) "Where"

### Import/Indie Action

**THE SMITHS (R. TRADE/SIRE) "SOON"
2. Velvet Underground (Verve/Poly.) "I"n
3. Stranglers (Epic) "Skin" "Mercy"
4. Simple Minds (A&M-12") "Don't!"
5. L. COLE & COMMOTIONS (C&G.) "SKIN"
6. Bongos (RCA) "Space II" "Apache"
7. BLASTERS (S/N/S/W.B.) "LIGHTS"
8. Husker Du (SST) "UFOs" "Heaven"
9. JASON & SCORCHERS (EMI) "LIES" "KNOW"
10. J. ARMATRADING (A&M) "TELEVISION" "TRUTH"
11. Beat Farmers (Rhino) "Stones"
12. RICHARD THOMPSON (POSL.) "SPELL"
13. Guadalcanal Diary (DB) "Trail"
14. TEARS FOR FEARS (MERCURY) "WORLD"
15. Van Morrison (Mercury/Poly.) "Cure"
16. YELLO (ELEKTRA) "GAMES"
17. Brønski Beat (London/MCA) "Ain't" "Junk"
18. John Fogerty (Geffen) "T.V." "Memphis"
19. Bluebells (London/Sire) "Fool"
20. Flash & The Pan (Epic) "Midnight"
21. SADE (PORTRAIT) "SMOOTH" "HANG"
22. John Hiatt (Geffen) "Usual"
23. LINDA THOMPSON (W.B.) "CAN'T"
24. JET BLACK BERRIES (Enig.) "HOMBRE"
25. Los Lobos (Slash/W.B.) "Loaded" "Wolf"
26. CHRIS ISAACK (W.B.) "LIVIN" "DANCIN"
27. HOWARD JONES (ELEKTRA-12") "BETTER"
28. Billy Bragg (CD) "Love"
29. ALISON MOYET (COLUMBIA) "LOVE"
30. KATRINA & WAVES (CAP.) "SUNSHINE"

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**THE GAVIN REPORT**

**ASSOCIATE EDITOR: PETER STANDISH**

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The #1 through #4 positions are frozen, with little room to move. THE SMITHS continue to fight off all challengers, holding onto number one by an ever slimmer margin. THE VELVET UNDERGROUND and STRANGLERS remain in the POWER TRIO, outdistancing their closest competition by over 20% in chart points. The core of VU's airplay comes from college radio while THE SMITHS & STRANGLERS are appealing to a broader base. THE SMITHS actually have more stations on their album, but the quality of rotation isn't up to the level of the others.

LLOYD COLE & COMMOTIONS continue their consistent accent, climbing to number 5 - with a line! CERTIFIED is TEARS FOR FEARS, which is also our MOST ADDED record. Their 12" single was the MOST ADDED release last week. The album comes rocketing out of the gate from #26 to #14! This should be the album that projects them beyond only Alternative ears.

JOAN ARMATRADING and YELLO are penetrating the chart rapidly, with gains that bring them to #10 and #16 respectively. ARMATRADING is catching on equally at both commercial and college stations, while YELLO's base is in college radio.

Our list of Alternative reporters is still growing. WELCOME to Cal Zone from WBNY in Buffalo, N.Y. If you'll find their playlist and telephone number on the chart for a week, you can contact them.

Peter

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**ANALYSIS**

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**WELCOME to Cal Zone from WBNY in Buffalo, N.Y. You'll find their playlist and telephone number on page 34.**

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**Compiled by Mike Cooper, V.P. of Music Video services using over 200 video broadcast and club outlet nationwide. 3211 Peachtree Drive NE - Atlanta, GA 30305 (404)-261-4056**
New York, NY, March 4, 1985—Torbet Radio has recently completed the first in a series of six programming surveys the national radio representative firm is conducting in 1985. Over 1,000 country music programmers were polled in Torbet Radio’s initial survey and the findings first released to the participants of the 1985 Country Music Radio Seminar in Nashville, March 7-10.

Of those surveyed 49% describe their country station as being a mixture of both traditional and contemporary. 44% see their station as contemporary, while only 7% responded traditional.

63% of the programmers believe a station can be both traditional as well as contemporary. Having an extensive record library (38%) emerged as the leading way to achieve a successful mixture of new and old music. This was followed by the nature of the marketplace (20%), glib and knowledgeable personalities (16%) and listener loyalty (16%) as other keys to success.

51% of the respondents foresee a split in country radio, traditional vs. new. 56% believe that traditional country stations are more likely to be located on the AM band and contemporary on the FM. While 30% of the surveyed programmers do not think you can generalize on the AM/FM situation, 66% do not think there will be a change in the stereotype traditional/AM and contemporary/FM status.

Is country radio getting more homogenized? 85% believe it to be. When asked what dictates their specific station’s sound, “the hits” surfaced as the leading answer (26%). Research (24%), listener preference (22%), programmer’s tastes (12%), ratings (8%), Nashville (5%) and the general managers opinions (3%) followed.

22% of those surveyed believe that improved production techniques is the leading reason why country radio has grown in its appeal. Improved image of country music artists (18%), more homogenized sound (17%), artist crossover (16%), more artists (10%), popularity breeds popularity (7%), and a more sophisticated Nashville (7%) were cited as other reasons.

Are country programmers satisfied with the programming produced by syndicators? 57% replied yes. “American Country Countdown” was mentioned most frequently as the “best” syndicated country product being offered by syndicators today.

The Torbet Radio poll also revealed that 58% of the surveyed country music programmers believe country radio still has an image problem. Most programmers attribute this image problem to the stereotype of a country listener being a hayseed, pick-up truck driver/redneck. Programmers think their listeners are wrongly perceived as being uneducated, unsophisticated and in a low social/economic bracket.

Additionally, many programmers mentioned the need for more music research as to who really listens to country music. There was a general consensus that the reeducation of advertisers is vital for financial growth in country radio.

When asked whether country music has improved over the past decade, 91% replied yes, 7% said no, and 2% think it has stayed the same.

As to the single most successful promotion … hundreds were listed. The most commonly mentioned were cash giveaways, lucky bumper sticker contests, radio bingo and Nashville trips.

When asked who was their favorite country artist (living or dead) the respondents replied (in order) Alabama, Willie Nelson, Merle Haggard, Barbara Mandrell, George Jones, Waylon Jennings, Larry Gatlin and Eddy Rabbitt.

What is the one country radio station in the U.S. that the respective programmers look up to as a model or guide? WSM in Nashville was most mentioned. This was followed by WMAQ, Chicago; KIKK, Houston; WBAP, Fort Worth; KSAN, San Francisco, and KVOO, Tulsa.

Last, but certainly not least, Torbet Radio asked programmers whether they have attended the Country Music Radio Seminars in Nashville. Only 36% responded that they have and of those who do attend, 91% have found them to be beneficial.

When asked to name benefits of the yearly country radio gathering, the responses were varied but extremely positive. The sharing of ideas was the most common response. Respondents also felt it provided an opportunity to broaden their perspective, share problem solving ideas, develop a winning attitude and exchange tips on sales techniques, programming or promotions. Of particular value, however, was the informal and open atmosphere afforded by rap sessions and round table discussions.

Torbet Radio will survey programmers involved in five additional formats (AOR, CHR, Easy Listening, News/Talk & News; and Nostalgia) in 1985. In addition to making the survey results available to broadcasters, Torbet Radio will utilize the findings to serve their client stations in advertising solicitations.
## The Gavin Report

### Country

**Editor:** Elma Greer

**Associate Editor:** Lisa Smith

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### Certified
- **Charly McClain**
  - Radio Heart
    - Epic
- **Ronnie McDowell**
  - In A New York Minute
    - Epic
- **John Conlee**
  - Working Man
    - MCA

### Most Added
- **Oak Ridge Boys**
  - Little Things
    - MCA

### Top Requests
- **Ray Charles & Willie Nelson**
  - Seven Spanish Angels
    - Columbia
- **Alabama**
  - There's No Way
    - RCA
- **Kenny Rogers**
  - Crazy
    - RCA

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### Chart

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<thead>
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<th>Position</th>
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<th>Previous Week</th>
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Station Reporting Phone (415) 392-7750

Reports accepted Mondays at 8am through 3pm Wednesdays

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**March 15, 1985**
**ACTION SIDES**

March 15, 1985

<table>
<thead>
<tr>
<th>Artist &amp; Title</th>
<th>Reports</th>
<th>Adds</th>
<th>On</th>
<th>Chart</th>
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<tr>
<td>Barbara Mandrell - There's No Love In Tennessee (MCA)</td>
<td>92</td>
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<td>The Whites - If It Ain't Love (Let's Leave It Alone) (Curb/MCA)</td>
<td>85</td>
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<td>Conway Twitty - Don't Call Him A Cowboy (MCA)</td>
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<td>Merle Haggard - Natural High (Epic)</td>
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<td>Gail Davies - Nothing Can Hurt Me Now (RCA)</td>
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<td>Gene Watson - One Hell Of A Heartache (Curb/MCA)</td>
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<td>Mel McDaniel - Let It Rock (Let It Roll) (Capitol)</td>
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<td>Kendalls - Four Wheel Drive (Mercury/PolyGram)</td>
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<td>Bill Medley - Is There Anything I Can Do (RCA)</td>
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<td>Crystal Gayle - Nobody Wants To Be Alone (Warner Brothers)</td>
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<td>Ricky Skaggs - Country Boy (Epic)</td>
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<td>*Oak Ridge Boys - Little Things (MCA)</td>
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<td>*Emmylou Harris - White Line (Warner Brothers)</td>
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<td>*Ed Bruce - When Givin' Up Was Easy (RCA)</td>
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<td>*Vince Gill - True Love (RCA)</td>
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<td>*Razzy Bailey - Modern Day Marriages (MCA)</td>
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<td>Jimmy Buffett - Who's The Blonde Stranger (MCA)</td>
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<td>*Kathy Mattea - It's Your Reputation Talking (MCA)</td>
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<td>*Exile - Stay With Me (Curb)</td>
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<td>*Louise Mandrell - Maybe My Baby (RCA)</td>
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<td>*Con Hunley - I'd Rather Be Crazy (Capitol)</td>
<td>26</td>
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<td>*Ray Stevens - It's Me Margaret (MCA)</td>
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<td>*Judy Rodman - I've Been Had By Love Before (MTM)</td>
<td>25</td>
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<tr>
<td>David Frizzell - Country Music Love Affair (Viva)</td>
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*Debuts In Action Sides This Week

Dropped: #27-George Jones & Brenda Lee, #30-Dan Seals, #33-Michael Martin Murphey, #39-Gary Morris.

**COUNTRY LP CUTS**

Alabama - FORTY HOUR WEEK/CAN'T KEEP A GOOD MAN DOWN /FIREWORKS
Dolly Parton - REAL LOVE/TIE OUR LOVE
Sawyer Brown - SMOKIN'T IN THE ROCKIES/THE SUN DON'T SHINE...
Judds - DROPS OF WATER/DYEH BABY BLUES
Razzy Bailey - DR.LOVE/CUT FROM A DIFFERENT STONE
Gus Hardin - WHAT WE GONNA DO/WALL OF TEARS
E.T.Conley - TREADIN' WATER/LOVE DON'T CARE
Emmylou Harris - BALLAD OF SALLY ROSE/RHYTHM GUITAR
George Strait - THE FIREMAN/ANY OLD TIME
David Allan Coe - CALL ME THE BREEZE/YOU'RE THE ONLY SONG I SING

**RECOMMENDED NEW RELEASES**

"Me & Paul"-Willie Nelson (Columbia)
I BEEN TO GEORGIA ON A FAST TRAIN/OLD FIVE & DIMERS LIKE ME/ME AND PAUL/BLACK ROSE

"Nobody Wants To Be Alone"-Crystal Gayle (WB)
GOD BLESS THE CHILD/A LONG AND LASTING LOVE/LOVE DOES THAT TO FOOLS/YOU WERE THERE FOR ME

RONNIE MILSAP
She Keeps The Home Fires Burning (RCA)

JOHN McEUEN
Blue Days Black Nights (Warner Brothers)

JUDY FIELDS
Back In Love Again (Curb/MCA)
CBS NASHVILLE DELIVERS AGAIN!

"California"
Produced by Kyle Lehning
From the forthcoming "Keith Stegall" album

GAVIN # DEBUT #40
BILLBOARD # 33★

"Radio Heart"
Produced by Norro Wilson
From the forthcoming "Radio Heart" album

GAVIN # 35.— 28.CERTIFIED
BILLBOARD # 28★

"Sometimes When We Touch"
Produced by Steve Buckingham
From Mark Gray’s "This Ol’ Piano" album

GAVIN # DEBUT #34
BILLBOARD # 35★

KEITH STEGALL
CHARLY MCLAIN
MARK GRAY & TAMMY WYNETTE

On Columbia Records and Epic Records

(C) 1985 CBS Inc
NORTHEAST
Worcester, MA (Tim Todd-WORC) G. Watson, Whites, G. Davies, T.G. Sheppard.
Portland, ME (Hal Knight-WPOR/FM) C. Gayle, Emmylou, R. Skaggs.
New York, NY (Raab/Green-WNN) Oak Ridge Boys, Mickey Gill, USA for Africa.
Paducah, KY (Kent King-WKQY) R. Bailey, Bowling Green, KY (Meredith Ludwig-WLB) R. Skaggs, C. Gayle, Emmylou, J. McEuen, L. Everette, Snuff, R. Bailey, B. Springsteen.
Bogalusa, LA (Terri Lyn Smith-WBOX) V. Gill, Leon Everette, J. McCuen, Emmylou, B. Medley, M. McDaniel.
Abbeville, LA (Anthony Keith-KASC) V. Gill, B. Mandrell, L. Mandrell, S. Wariner.

SOUTHEAST
Bristol, VA (Reggie Neel-WXBO) Oak Ridge Boys, K. Mattea, Con Hunley.
Charleston, WV (Bob Jones-WQBE/FM) M. Haggard, Exile, Oak Ridge Boys, USA for Africa.
Carrollton, GA (Alan Duke-WLBB) USA for Africa, B. Mandrell, M. Haggard, M. McDaniel, G. Davies.
Cedarview, GA (Chuck Walley-WGAA) Nicolette Larson, M. McDaniel, M. Haggard.
Pensacola, FL (Kris O'Kelly-WOWM) B. Mandrell, J. Buffett, Emmylou, Lobo, Kathy Ford.
Destin, FL (Skip Davis-WWMM) Ed Bruce, Oak Ridge Boys, D. Seals, K. Rogers, K. Mattea, Fogelberg, Julio Iglesias.
St. Petersburg/Tampa, FL (Bill Byne-WQYK/FM) Merle Haggard, R. Skaggs, T.G. Sheppard.
Arcadia, FL (Karl August-WKOD) M. Haggard, C. Gayle, G. Watson, R. Skaggs.

SOUTH
Sylacauga, AL (Charles Llane-WWLS/FM) Forestier Sisters.
Oak Ridge Boys, Exile, S. Wariner, L. Mandrell.
Gadsden, AL (Jim Pruitt-WAXX) Oak Ridge Boys.
D. Seals, K. Rogers, Ed Bruce, J. McEuen, J. Rodman, Lisa Angelle.
Albertville, AL (Jeff Allen-WQSB) Oak Ridge Boys, Emmylou.
Atmore, AL (Roy W. Harrison-WSKR) M. McDaniel, Ed Bruce, C. Gayle.
Collins/Hattiesburg, MS (Peter Gatlin-WKKN) Ed Bruce, D. Seals, Dan Fogelberg, K. Rogers.

Paducah, KY (Kent King-WKQY) R. Bailey, Bowling Green, KY (Meredith Ludwig-WLB) R. Skaggs, C. Gayle, Emmylou, J. McEuen, L. Everette, Snuff, R. Bailey, B. Springsteen.
Bogalusa, LA (Terri Lyn Smith-WBOX) V. Gill, Leon Everette, J. McCuen, Emmylou, B. Medley, M. McDaniel.
Abbeville, LA (Anthony Keith-KASC) V. Gill, B. Mandrell, L. Mandrell, S. Wariner.


UPPER MIDWEST
Fargo, ND (Don Roberts-KFGO) Exile, R. Bailey, Emmylou, Ed Bruce, Oak Ridge Boys, Exile, R. Skaggs.

Dakota, ND (Charlie Cassidy-KYKK) B. Mandrell & L. Greenwood.

Sioux Falls, SD (Bryant-KSOO) J. Fogerty, Whites, Huron, SD (Penny Lane-KOBB) L. Everette, L. Mandrell, Emmylou, D. Frizzell & S. West, Ed Bruce, Oak Ridge Boys, R. Skaggs.

RAPID CITY, SD (Don Grant-KTQI) No adds.
Fargo, ND (Don Roberts-KFGO) Exile, R. Bailey, L. Mandrell, D. Seals, Wright Bros., T. Gibbs.
Fargo, ND (Scott Winston-KVOX) R. Skaggs, Whites, B. Mandrell.


MINOT, ND (Jeri Lee-KKOA) Backtrack, L. Wright, T. Gibbs, J. McEuen.

MIDWEST
Des Moines, IA (Brock/Cavender-K93/FM) Conway Twitty, B. Mandrell, M. Haggard, C. Gayle.
Des Moines, IA (Billy Cole-KSO) Ed Bruce, Oak Ridge Boys, R. Bailey, Emmylou, Ed Bruce, Lobo.
Fort Dodge, IA (Dale Eichlor-KWMT) Oak Ridge Boys, R. Bailey, Emmylou, Ed Bruce, Lobo.
Cedar Falls, IA (Tom Edwards-KCFI) R. Skaggs, Oak Ridge Boys, Exile, Emmylou.
Waterloo, IA (Brett Davis-KXEL) Ed Bruce, Chris Hillman, Johnny Paycheck, Oak Ridge Boys, Razzy Bailey, Dan Seals, Louise Mandrell, Wright Brothers.

Sioux City, IA (T Cooper-KMNS) Conway Twitty, Emmylou Harris, Ricky Skaggs, Dan Fogelberg.

Springfield, MO (Rick Friday-KICO/FM) Mel McDaniel, Conway Twitty, Merle Haggard, Con Hunley, Ed Bruce.

Festus, MO (Sue Cresswell-KJCF) Kathy Buchanan, Kenny Rogers, Debonaires, Barbara Mandrell, Dan Seals.

St. Louis, MO (Oakes/Langston-WIL) Oak Ridge Boys, Barbara Mandrell, Merle Haggard.

St. Louis, MO (Georgann Harris-KUSA) Crystal Gayle, Razzy Bailey, Ricky Skaggs, Ed Bruce, Leon Everette, T. Gibbs.

Joplin, MO (Dan Casey-WMBH) Merle Haggard, Emmylou Harris, Crystal Gayle, John McEuen, Ed Bruce.

California, MO (Jeff Shakelford-KZMO) Razzy Bailey, Exile, Kathy Mattea, Barbara Mandrell, Ray Stevens, Con Hunley, Mel McDaniel, Conway Twitty, Leon Everette.

Jefferson City, MO (Jack Daniels-KLIK) Oak Ridge Boys, Kenny Rogers, Ed Bruce, Exile, Wright Brothers, Nicolette Larson.


Wichita, KS (Steve Campbell-KFHO) Conway Twitty, John Conlee, Merle Haggard, Mel McDaniel, Dolly Parton, Hank Williams Jr., Oak Ridge Boys, Crystal Gayle.

Garden City, KS (Charlie Hale-KKJQ/AM) Reba McEntire, Ronnie McDowell, Gail Davies.

Garden City, KS (Judy Byrd-KKBU) Judy Rodman, Merle Haggard, Kathy Mattea, Mel McDaniel, Debonaires, Terry Dan.

Newark, OH (Larry Dale-WHTH) Conway Twitty.

Toledo, OH (Gary Shores-WKLR) No Adds.

Toledo, OH (Bill Manders-WTOD) Oak Ridge Boys, Johnny Rodriguez, Ed Bruce, Terri Gibbs, Mike Martin, Lisa Angelli, Carlette.

A kron, OH (Rick Cardarelli-WSLR) Gail Davies, Ricky Skaggs, Crystal Gayle.

Cincinnati, OH (Wes Owen-WXXF/WSAI) No adds.

Springfield, OH (Tom Daniels-WBLI) T.G. Sheppard, Gail Davies.

Middleport, OH (Jeff Patrick-WMPO/WM) Bruce Springsteen, Ray Stevens, Leon Everette, Wolverine Canyon, Ed Bruce.

Indianapolis, IN (J.D. Cannon-WMMS) Wright Brothers, Crystal Gayle, Mason Dixon, Oak Ridge Boys.

South Bend, IN (J.K. Dearing-WNDO) Eddy Rabbitt, Sylvia, Ronnie McDowell.

Ft. Wayne/Kendallville, IN (Karen May-WBTU) Barbara Mandrell, Whites.

Vincennes, IN (Millar/Marvin-WADO) Sawyer Brown, John Fogerty.

Saginaw, MI (Tommy Samoray-WKCO) Oak Ridge Boys, Dan Seals, Johnny Paycheck, Ray Stevens, Merle Haggard, Maysville.

Lansing, MI (Wayne Waters-WIL/FM) T.G. Sheppard, Whites, Bill Medley, Barbara Mandrell, Carl Jackson.

Milwaukee, WI (Bill White-WBCS) Oak Ridge Boys, John Conlee, Crystal Gayle.

Dodgeville, WI (Bob Brainerd-WOMP) Ricky Skaggs, Emmylou Harris, John McEuen, Crystal Gayle, Terri Gibbs, Leon Everette, Lisa Angelli.

Madison, WI (Mike Ryan-WQMQ) Barbara Mandrell & Lee Greenwood, Ronnie McDowell, USA.

Manitowoc, WI (Jon Murray-WCUB) Merle Haggard, Whites.

Neillsville, WI (Dick Deno-WCCN) Karen Taylor-Good, Kathy Mattea, Mel McDaniel, Emmylou Harris, Crystal Gayle, Tom Jones, Ricky Skaggs, B. Emmons.

Stevens Point, WI (Dan Olsen-WXYQ) Debonaires, Merle Haggard, Louise Mandrell, Oak Ridge Boys, Judy Rodman, Ricky Skaggs.

LaCrosse, WI (Ericsen/Shepel-WLXR/AM) Barbara Mandrell & Lee Greenwood.

Rockford, IL (Curtis King-WKKN) Eddie Rabbitt, John Conlee, Ronnie McDowell, Barbara Mandrell, Mel McDaniel, Sylvia.

Freeport, IL (Bill Johnson-WFRL) Conway Twitty, T.G. Sheppard, The Whites.

Sonora, TX (Jim Douglas-KVUR) Kenny Rogers, Karen Taylor-Good, Leon Everette, Razzy Bailey, Ricky Skaggs, Snuff, Conway Twitty, Dan Seals.

Houston, TX (Candea/Pippa-KIL) Gene Watson, Barbara Mandrell, Ricky Skaggs.


Victoria, TX (Mike Stanley-KCWM) Ricky Skaggs, Crystal Gayle.

Kerrville, TX (Carla Kolb-KERV) T.G. Sheppard, Barbara Mandrell, Conway Twitty, Mel McDaniel, Ricky Skaggs.

Alice, TX (Glen Michaels-KOPY) Ed Bruce, Kenny Dale, Judy Rodman, Kendall's.

Corpus Christi, TX (Mike Laurel-KRYS/AM) Ricky Skaggs, Mel McDaniel, Merle Haggard, Kathy Mattea, C. Jansky.

Austin, TX (Mike Carta-KVET) Barbara Mandrell, Crystal Gayle, Leon Everette, Debonaires, Ricky Skaggs.

Austin, TX (Steve Gary-KASE/AM) Ricky Skaggs, Crystal Gayle, Leon Everette, Mel McDaniel, Debonaires.

Amarillo, TX (Darlene Avery-KBUY) Ray Stevens, Emmylou Harris, Conway Twitty, Dan Fogelberg, Ed Bruce, Lubbock, TX (Chuck Luck-KLLL) Oak Ridge Boys.

Odessa, TX (Dave Richards-KYX) R. Skaggs, M. Mandrell, Gail Davies.

El Paso, TX (Bob Young-W2YK) Ricky Skaggs, Ed Bruce, Louise Mandrell, Kings, Ranchers.

Snow City, MO (Jim Douglas-KVRN) Kenny Rogers, Karen Taylor-Good, Leon Everette, Razzy Bailey, Ricky Skaggs, Snuff, Conway Twitty, Dan Seals.

Phoenix, AZ (Doug Brannan-KIX) Sawyer Brown, Conway Twitty, Gene Watson.


Las Cruces, NM (Lisa Cooper-KRTX) Barbara Mandrell & Lee Greenwood.

Rocky Mountain

Billings, MT (James/Allen-KBT) Louise Mandrell, Steve Wariner, Razzy Bailey, Leon Everette, Crystal Gayle.
**COUNTRY ADDS**

March 15, 1985

**THE GAVIN REPORT**

Wolf Point, MT (Dean McMartin-KVCK) Oak Ridge Boys, Ricky Skaggs, Emmylou Harris. Crystal Gayle.

Steve Wariner, Louise Mandrell, Dan Fogelberg, Wright Brothers, Terri Gibbs, Bruce Springsteen, John McEuen, Judy Rodman, Lisa Angelle, Kenny Dale, K. Ritchie, Tim Blixseth.

Sidney, MT (Rick Wick-KGCO) Ed Bruce, Ricky Skaggs, Crystal Gayle, Leon Everette, Razzzy Bailey, Louise Mandrell, Con Hunley, Emmylou Harris. Missouri, MT (Paul Proctor-KGOD) Crystal Gayle, Keith Stegall, Exile, Mel McDaniell, Ricky Skaggs, Oak Ridge Boys.

Polson, MT (Brad Davis-KERR) Oak Ridge Boys, Wright Brothers. Ricky Skaggs, Emmylou Harris, John McEuen, Judy Fields.

Hamilton, MT (Jean Pysson-KLYQ) Ed Bruce, Oak Ridge Boys, Ricky Skaggs, Conway Twitty, Atlanta.

Pueblo, CO (Randy Hill-KIDN) T.G. Sheppard, Kenny Rogers, White Brothers, Steve Wariner, Crystal Gayle.


Jackson Hole, WY (Mike Buechler-KXGT) R. Skaggs.

**NORTHWEST**

Las Vegas, NV (Andy Carr-KVEG) R. Bailey.

Reno, NV (DeMaroney/Frankoski-KROW) S. Wariner, C. McCaion.


Anaheim, CA (Bud Freeman-KKIF) Maines Brothers, R. Bailey, K. Mattea, M. McDaniell.

Los Angeles, CA (Bill Wayne-KCLA/KLAC) No adds.

Lompoc, CA (Dan Ablott-KXCC/FM) No adds.

Modesto, CA (Ed Nickus-KZUN) Oak Ridge Boys, Ricky Skaggs, Emmylou Harris, Dan Seals, J. McEuen, C. Gayle, Exile, R. Bailey.

Modesto, CA (Ron Stevens, KXME) Whites, R. Skaggs, Oaks, B. Medley, J. Rodman, Wray Bros.

San Francisco/Oakland, CA (Laurie Sayres-KNEW) T.G. Sheppard, J. Conlee, Gray/Wynette, Forester Sisters, Whites.

San Francisco/Oakland, CA (Laurie Sayres-KSAN) Haggard, Forester Sisters, L. Mandrell.

Sacramento, CA (George Sepulvado-KTHW) M. McDaniell, C. Gayle, Sylvia, T.G. Sheppard, Foresters.

Sacramento, CA (Rick Stewart-KKRO) T.G. Sheppard, G. Watson.


**NORTHWEST**


Calgary, AB (Robin Ingram-CFC) Conway, B. Wilson, R. Bailey, M. McDaniell, Con Hunley, V. Gill, B. Medley, R. McDowell, Fogelberg.


Corvallis, OR (Larry Blair-KFAT/FM) Fogelberg, Rodriguez, J. Fields, L. Mandrell.


Eugene, OR (Bobby King-KYKN) E. Rabbitt, J. Fogerty, T. G. Sheppard.


Pendleton, OR (Greg Larsen-KWAT) S. Wariner, K. Rogers, Exile, Wrights, L. Mandrell.

Everett/Seattle, WA (Wayne Cordray-KWY) Ed Bruce, T.G. Sheppard, R. Bailey, Oaks, Nicolette, R. Skaggs.

Tacoma, WA (Johnny Clark-KRM-PF) Crystal Gayle, Ricky Skaggs, Wray Brothers.

Vancouver, WA (Paul Duckworth-KVAM) L. Mandrell, Exile, Ed Bruce, Ricky Skaggs.

Yakima, WA (Mike Pursell-KUTI) Oak Ridge Boys, Crystal Gayle, Emmylou Harris, Dan Fogelberg.


Tri-Cities, WA (Jesse Lee-KORD) Emmylou Harris, Louise Mandrell, Oak Ridge Boys, Terri Gibbs, John McEuen.

Kennewick, WA (Ed Evans-KOTY) Ed Bruce, Conway Twitty, Louise Mandrell, Oak Ridge Boys, Terry Dan.

Clarkston, WA (Bob Louis-KCLK) Steve Wariner, Louise Mandrell, Dan Seals, Oak Ridge Boys, Crystal Gayle, Razzzy Bailey.

Anchorage, AK (Bill Cardoza-KYAK) Conway Twitty, Oak Ridge Boys, Ricky Skaggs, Emmylou Harris, John McEuen, Judy Rodman, Lisa Angelle, Kenny Dale, K. Ritchie, Tim Blixseth.

WELCOME To Our New Country Correspondent Randall T. Pierce, KZBQ Radio - P.O. Box 97, Pocatello, ID 83201 (208-234-1290) From Top 40

**JOBS**

Newsperson - KQKD-Redfield, SD

John Schreier (605-472-1380)

Air Talent (AM dr.) - KTCR-Columbia, MO

Ken Borden (314-449-2433)

Air Talent (7PM-mid.) - WRNS-Kinston, KS

Webster James (919-523-9292)

Air Talent (PM dr.) - WRNS-Kinston, KS

Webster James (919-523-9292)

Air Talent (part-time) - KQKD-Redfield, SD

John Schreier (605-472-1380)

**AVAILABLE**

Andy Sanders from WKKN-Rockford, IL is looking for a position as AT/MD/PD, contact him at 815-332-4756.

Craig West from KRDR-Portland, OR is looking for a position as AT/MD/PD/Sports, contact him at 503-287-6597.

Phil Keys from KFGO-Fargo, ND is looking for a position as AT/MD/PD, contact him at 915-922-1556.

Dean Bailey from TM Country/KILE/KXYY is looking for a position as AT/Prod, contact him at 214-386-7783.
**CHARTBOUND**

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ALEXANDER O'NEAL, pacing himself right into JENNY BURTON syndrome of last week, here comes be on it. to see what you do with the great cuts scheduled to We can't wait for the LP to show up at your station in our format with 37 adds, Top 40 compiles 230 of can be said about a record getting headlines can be more notorious artists get out of its way. one if it's willing to wait its turn while these other here and an add there. "bound for chartdom", after many weeks of an add here and an add there. Now goes to #23 with no problem because he slowly but surely got there on his own merit, just easing ahead of MIDNIGHT STAR's debut at #24. A new qualifier in "Chartbound" is the mellow effort of the NEW JERSEY MASS CHOIR doing what should sound very familiar to anyone who's had a radio on anytime since Christmas - "I Want To Know What Love Is". The harmonizing and thrills of this many voices singing this masterpiece is goosebump material and audiences so far love it! Best of the new include more returning familiar faces: GEORGE DUKE returns with a dynamite "Thief In The Night" cut, BILL WITHERS (finally!) returns with "Oh Yeah", and CON FUNK SHUN appears with "Electric Lady". All three are up against two new artists on our page - OPUS TEN and SIEDAH GARRETT - and are looking over their shoulders at a second release from TEENA MARIE, "Jammin", and BILLY OCEAN's "Suddenly". Whatever that GRANDMASTER FLASH's next will be "Larry's Dance Theme". Out in any minute, and no.


New York, NY (Scott Shannon-Z100) New: USA for Africa.

On: Madonna, Teena, Commodores, Time, Pointers.

On: Time, Prince, Madonna, Sade, B.Ocean, DeBarge, Luther Vandross, Commodores, Santana, Diana Ross, Teena Marie.

On: B.B.King, Con Funk Shun, Rockwell, Twin Image.

On: Madonna, Pointers, B.B.King, Sam Bostic, Change, D.Young.


On: DeBarge, D.Ross, Commodores, Prince, P.LaBelle, B.Ocean.


On: Dazz, Maze, Gap Band, Rebbie Jackson.


Abbeville, LA (Quinn Mark-KROF) #7-Maze, #8-G.Knight.


St. Matthews, SC (Andy Henderson-WQKI) #1-Commodores.


Utica, NY (Jacques Overdiep-WPNR/FM) #6 -Temptations, Rochester, NY (Andre Marcel-WDKX) #2 -Commodores, #5 -SOS Band, #7 -Maze, #8 -Isley Bros., #10 -Whitney Houston, DeBarge, B.Ocean, Teena Marie.


On: Madonna, Pointers, B.B.King, Sam Bostic, Change, D.Young.

On: Dazz, Maze, Gap Band, Rebbie Jackson.


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Detroit, MI (Gary Berkowitz-WHYT) New: Maze, S. Easton, Mary Jane Girls, L.Vandross, Sade, Animation, Teena Marie, Santana, Commodores.


Chicago, IL (Dee Handley-KNPC) #1-L.Vandross, #2-Commodores, #6-Maze, #8-Jesse Johnson, #9-DeBarge. Gns: Whispers, Shalamar, Glenn Jones. New: Whitney Houston, Eugene Wilde, T.Houston, Rick James, G. Benson, USA For Africa. On: Opus Ten, War.


SOUTHWEST


FAR WEST


Welcome To Our New R&B Correspondent

Angela Thomas, WILD Radio, 90 Warren Street, Boston, MA 02119 (617-427-2222)
Personality Radio is back in vogue again. Problem is, a whole generation of radio people lies between now and the last time Personality Radio was in vogue, which leaves a bit of a void when the newcomers to radio try to find someone who will help them develop "personality." So here's a bit of a checklist.

WHAT BEING A PERSONALITY IS NOT:
1. Talking about yourself all the time. What you did, what you like, what you ate for breakfast, who you played tennis with, etc.
2. Telling jokes on the radio.
3. Being someone you're not.
4. Going on at great length about unimportant things.

WHAT BEING A PERSONALITY IS:
1. Finding things of interest to the listener to mention. The weather, a new medical discovery, traffic conditions; almost anything that would interest the listener. Talking about your listener.
2. Not talking down to the listener— as the comedian on the stage, talking down to the people in the seats. Humor is unnecessary to a successful personality, but can be a real asset if it is a natural expression of yourself. Any humor should be a wry thought shared one-to-one.
3. Learning how to highlight elements of the personality you actually are. One of the most effective mind-exercises I know, for someone trying to develop personality, is to ask them to imagine sitting on a couch blindfolded, talking to someone they know sitting next to them. Would they say in that context what they say on the air? If so, they are on the right track. If not, if they'd feel embarrassed to do that in the presence of a real human being, then they're on the wrong track.
4. Learning how to edit themselves. Probably the biggest mistake even experienced "personalities" make is "running off at the mouth." Some stations over the years have set time limits on breaks in attempt to control this; I even heard once of a station that had an automatic cut-off on the mike a certain number of seconds after it was turned on. Ridiculous! How long talking is too long? A solid hour would not be too long if everything said were relevant and compelling. Fifteen seconds is too long for something dumb and boring.

Here are two rules which, if followed, eliminate this problem:

First, know what the point is of anything you say on the air. Second, get to the point as directly as possible. Anything less is a waste of the listener's time. A top personality never wastes the listener's time. (A top personality should never have a problem ending a comment or "bit" cleanly; when you hear someone on the air searching for a way to "get out" of what they were saying, you are hearing someone who didn't know the point of the remark before they started talking.)

Comments directed to air people. Now a comment for program directors. Used to be, you couldn't consider hiring a beginner till they'd seasoned themselves with some experience. Nowadays, it seems to be the seasoned professionals who have the colorless content, the artificial delivery, from the years of guidance when "personality" was not in vogue; and the beginners who have the potential, because unlike the old days, they don't enter the profession in awe of Personalities they grew up listening to and with imitative and artificial delivery characteristics. It also seems to be easier to guide the talented among the newcomers into development of their natural personalities for essentially the same reason. (I detect the swing of a pendulum here.)

So to the programmer looking for fresh new talent, I suggest carefully evaluating today's broadcast student. In the bargain you'll get a dedicated and motivated employee!
PROMOTIONS

BETTY HOLLARS
LISA SMITH

COOK-OFF YOUR IRISH STEW
Everyone will be Irish at Golden Oldies 56 WFIL’s Fifth Annual International Chef’s Irish Stew Cook-Off, where chefs from area restaurants will be preparing traditional and some not-so-traditional versions of this classic Irish dish for the honor of being voted the best! The judges for this year’s event should be in a stew...and enjoying every minute of it!

ANOTHER CONCERT CONNECTION
When the BOSS invaded the Greensboro Coliseum, 94Z-RALEIGH/DURHAM decided to live up to its name... The Concert Connection. They sent six bus loads of fans on their 94Z Concert Coaches with over 300 people. They also threw a huge SPRINGSTEEN warm-up party before the show, complete with live broadcast, rare SPRINGSTEEN video clips, and BOSS drinks including “Born to Rum” and “Hungarian Hearts.”

PACK YOUR BAGS
“Pack Your Bags and Get Out Of Town” was the theme of a recent promotion from WMBD-PEORIA and the PEORIA RIVERMEN. The city’s professional hockey team. Listeners were invited to show up at a specific RIVERMEN’s game with their luggage packed for a trip to Las Vegas. Prior to the game, each entrant was given a baggage claim check. Between periods, WMBD morning personalities MAX and PAM McGANN were driven onto the ice in a Rolls Royce from which they drew the winning baggage claim check. The winner, who was in the audience, hurried down onto the ice and into the limousine where her baggage was waiting for her. She was then taken, with her guest, to luxury accommodations at a local hotel for the evening, and was then off to the airport the next morning for an all expense paid trip to Las Vegas.

ROOT ROOT ROOT
The first-ever out-of-town live broadcast for 96-ROCK (WKLS) in ATLANTA will take place on Friday, March 8th, at the Atlanta Braves spring training camp in West Palm Beach. During the two-weeks leading to the Florida remote, the wake-up crew of MARK McCAIN, STEVE MITCHELL and MIKE ALSTON will give away tickets to the Braves home opening series against the San Diego Padres. The grand prize ticket winner will accompany the morning crew to spring training on the big day in Florida.

REMEMBER HERB TRLICK?
TONY WAITEKUS, P.D. at WCIL-CARBONDALE, reports that at a recent CIL/FM staff party, all the salespeople dressed up like Herb Tarlick (the salesman in the TV show “WKRP in Cincinnati”). Pictured above in their smashing attire are (left to right): Mike “The Polack” Chylewski, Todd Brown, and Dan Manella.
PROMOTIONS

THE GREAT SKI ESCAPE TO FRENCH LICK
An innovative promotion "happened" in Indiana, created by the Program Director at WSMJ-GLASGOW, KY, SHANNON McCOMBS. The winning listener received accommodations for the weekend at The French Lick Resort at French Lick, Indiana, but the non-winners had an opportunity to go along. The station crew accompanied the winner, and any listener could register to caravan along with the group, receiving special rates set up ahead of time. They also broadcast the entire morning show...live from the Paoli Peaks...with morning team personalities, JIM STEVENS and J. MICHAEL KELLY. "The response was so fantastic," says Shannon, "that we would like to do it again on an annual basis!"

ONE MILLION COFFEE CUPS
WBCN has teamed up with a local market chain to perk up coffee breaks all over the BOSTON area. Since February 13th, coffee cups featuring the face of WBCN personalities CHARLES LAQUIDARA and KEN SHELTON have been available at all Christy's Markets, and Christy's will fill the cups with coffee for just a nickel apiece. Caricatures of CHARLES and KEN decorate the cups, along with the words "WBCN 104/FM; THE ROCK OF BOSTON." The promotion will continue until 1 million cups with CHARLES' and KEN'S faces have been distributed.

MONEY MAN
WGOL-LYNCHBURG, VA has had tremendous success with their Money Man promotion. Here's how it works. WGOL personalities are sent out in one or both of WGOL's vehicles (equipped with two-way radios) to different locations in the city and surrounding counties. It is not announced ahead of time when or where they are going. When they arrive at a location, the station does a live break, announcing their location. The first three or four listeners who get there choose an envelope which contains cash up to $98.00 (WGOL's dial position) and coupons with various treats from Swenson's Ice Cream Parlors as alternate prizes. P.D. BOB ABBOT tells us that the response has been fantastic!

MAMMOTH GARAGE SALE
The Seventh Annual Middle Georgia Mammoth Garage Sale will be held on Saturday, April 27. The sale, which will be housed in the buildings at Macon's central City Park, will feature literally thousands of items, including everything from used furniture and clothes to homemade arts and crafts. All the booths at the sale will be operated by non-profit organizations. WPEZ/FM-MACON has organized the sale for the past seven years to provide non-profit clubs with a means of raising funds. All proceeds will be kept by various groups taking part in the sale.
RICK JAMES - Can't Stop (Gordy)

Buffalo's BADDEST is knocking on Top 40's door louder than ever. Like PRINCE, JAMES write, produces and arranges his material and both do all they can to impress the ladies about how naughty they can be in the boudoir. This single from his newest LP "Glow" does just that, and is bound to help a lot of pop programmers see him in a "new light".

PHILIP BAILEY - Walking On The Chinese Wall (Columbia)

If the following review looks familiar, don't be surprised. Due to a late change in release date, this side was held back. So as a reminder, here's what was said back on February 15th... "Throw away the cookie cutter 'cause here's something totally new". Title song from Bailey's LP is one that has a little bit of everything for everybody. Once again PHIL COLLINS' influence as producer comes through loud and clear.

An Open Letter To The Radio & Music Industry

We are in receipt of a letter from a programmer in a market where the letter writer's competition is accused of not playing more than 40% of its reported playlist.

The complaining programmer has thoroughly monitored and documented a day's play at the competing station and proves his case.

The practice of reporting and not playing various records has been whispered through the business for many years. But this kind of dilgent documentation may bring the issue to a resolution.

The Gavin Report is, at this very moment, pursuing this specific accusation. When the station involved responds to our inquiry we'll report back to you.

But beyond dealing with this specific case, The Gavin Report wishes to work with all other interested parties in the creation of a plan to eradicate this horrible practice.

Ron Fell

"Behind the Sun" - Eric Clapton (Duck/Warner Bros.)

Proving he can play tough, Eric delivers the solo LP we've expected all along. Born and bred in the blues/rock cradle, he does indeed come home again, knocking on the door in a cadence with the strong floor of hardwood rhythm. Clapton has never pretended to be a dynamic singer - preferring to showcase his guitar playing. Old line fans require large portions of six string solos, while the newcomers expect nothing more than a hook and a chorus. The best of Clapton this time around is uncompromised, expressive, blues-rooted rock. The songs are stretched and pressed into tomes of towering majesty. Clapton catches sparks in a bottle.

"Alf" - Alison Moyet (Columbia)

Witness the beginning of a super nova. Alison Moyet, former lead singer of the British cult/pop band Yazoo (or Yaz), is already a huge international star. She's had three hits in England (LOVE RESURRECTION, ALL CRIED OUT and the first U.S. single, INVISIBLE) all of which are included on "Alf". With Yazoo, her powerful voice was in mortal combat with tons of synths. "Alf" is produced by Tony Swain and Steve Jolley, who've recently worked with Bananarama and Spandau Ballet. They shake out all but the essential electronics and leave well enough alone, thank you. Alison personifies power and passion. She reads lyrics for all they're worth. "Alf" was two years in the planning and execution and worth every minute. Take this one to the bank.

"Songs From the Big Chair" - Tears For Fears (Mercury/Polygram)

This quartet broke north of the border with SHOUT, the lead track on this album. But it looks as though EVERYBODY WANTS TO RULE THE WORLD is gonna break them Stateside. Their music combines choral anthems with hypnotic mantras. The album's strangest moments, like on side two's opener I BELIEVE, actually give the LP and the band it's "character". The song's jazz saxophone and grand piano are peculiarly appealing and the song reminds me of a Paul Simon (Simon & Garfunkel) thought piece. The album opens with a SHOUT and closes with a LISTEN. Do them in reverse order and you can't help but feel as impressed as I am with Tears For Fears.
RICK JAMES
CAN'T STOP

THE FIRST SINGLE FROM HIS NEW ALBUM "GLOW"

ON MOTOWN RECORDS & CASSETTES

MOTOWN DELIVERS ALWAYS HAS... ALWAYS WILL!

© 1985, MOTOWN RECORD CORPORATION
GO WEST

"We Close Our Eyes"
THE 1ST SINGLE

PRODUCED BY GARY STEVENSON
VIDEO DIRECTED BY GODLEY & CREME