RONNIE MILSAP

His brand new single

“LOST IN THE FIFTIES TONIGHT”
(In the Still of the Night)

FROM HIS CURRENT ALBUM “GREATEST HITS, VOLUME 2”

HEADING FOR THE TOP THIS WEEK!
A TOP NEWS
The Power Of Love
(CHrysalis)
182 Adds

BRYAN ADAMS
Summer Of '69
(A&M)
101 Adds

ARETHA FRANKLIN
Freeway Of Love
(Arista)
96 Adds

A TOP NEW AIRPLAY

RECORD TO WATCH

FREDDIE JACKSON
Rock Me Tonight
(For Old Times' Sake)
(Capitol)

Growing list of Top 40
believers crossing this
former #1 R&B entry
quickly.

CERTIFIED

TEARS FOR FEARS
Shout
(Mercury/PolyGram)

DEPECHE MODE
People Are People
(Sire/Warner Brothers)

Reports accepted Mondays at 8am through Noon Wednesdays
BILLY OCEAN
“MYSTERY LADY”
Get ready for the 4th TOP 5 single from the lp SUDDENLY.
ALBUM APPROACHING 2 MILLION COPIES
ON YOUR DESK MONDAY!

ARETHA FRANKLIN
“FREEWAY OF LOVE”
ARETHA IS PINK HOT!
From the album Who’s Zoomin’ Who?
IN ONLY TWO SHORT WEEKS
ALL THESE MAJORS IN:

<table>
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<th>KKHR</th>
<th>KWSS</th>
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R&R TOP 40 BREAKER
BB HOT 100 54*-43*
R&R R&B 37*-20
R&R A/C 1st MOST ADDED
GAVIN TOP 40 CHARTBOUND
GAVIN R&B 20
GAVIN A/C RECORD TO WATCH

ALL FROM ARISTA RECORDS WHERE WE KEEP DRIVING THE HITS ... HOME.
UP & COMING

ARTIST & TITLE

KENNY LOGGINS - Forever (Columbia)
FOREIGNER - Reaction To Action (Atlantic)
ANIMOTION - Let Him Go (Mercury/PolyGram)
COMMODORES - Animal Instinct (Motown)
*WEIRD AL YANKOVIC - Like A Surgeon (Rock'n'Roll)
JEFF BECK & ROD STEWART - People Get Ready (Epic)
DEAD OR ALIVE - You Spin Me Around (Epic)
TOM PETTY - Make It Better (Forget About Me) (MCA)
SADE - Your Love Is King (Epic)
*JOHN PARR - St. Elmo's Fire (Atlantic)
SISTER SLEDGE - Frankie (Atlantic)
GO WEST - Call Me (Chrysalis)
HOOVERS - All You Zombies (Columbia)
VITAMIN Z - Burning Flame (Geffen)
PATTI LABELLE - Stir It Up (MCA)
FREDDIE JACKSON - Rock Me Tonight (Capitol)
GEORGE THOROGOOD - Willie & The Hand Jive (EMI America)
*CARLY SIMON - Tired Of Being Blonde (Epic)
ERIC CLAPTON - See What Love Can Do (Warner Bros.)
JERMAINE JACKSON - The Closest Thing To Perfect (Arista)
TALKING HEADS - Road To Nowhere (Sire/Warner Bros.)
NATALIE COLE - Dangerous (Modern/Atco)
COCK ROBIN - When Your Heart Is Weak (Columbia)
BOOK OF LOVE - Boy (Sire/Warner Bros.)
ROBERT FORMAN - Wednesday (Scotti Bros.)
*PEDRO BRYSON - Take No Prisoners (Elektra)
BUCKINGHAMS - Veronica (Red Label)
CHAKA KHAN - Through The Fire (Warner Bros.)
*LISA LISA, CULT JAM w/Full Force - I Wonder... (Columbia)
*BRYAN FERRY - Slave To Love (Warner Bros.)
*PAT BENATAR - Invincible (Chrysalis)
DIRE STRAITS - Walk Of Life (Warner Bros.)
*Debuts in Up and Coming.....

Reports Adds On Chart

129 11 70 48
123 4 97 22
120 13 88 19
114 8 72 34
111 53 45 13
110 101 8 1
104 19 78 7
100 25 45 30
85 16 62 7
75 36 39 --
75 55 19 1
67 16 44 7
60 13 38 9
59 8 35 16
59 5 42 12
58 10 43 5
57 20 16 21
50 17 29 4
47 47 -- --
45 24 31 2
41 7 32 2
40 7 31 2
38 -- 23 15
38 8 26 4
28 4 10 14
28 3 24 1
28 19 9 --
26 2 21 3
25 2 7 16
24 9 8 7
21 7 12 2
21 17 4 --
20 4 13 3

Dropped: #25 Harold Faltermeyer, #28 Limahl, #29 Billy Ocean, Dokken, Paul Hyde & The Payolas, Jean Knight.

INSIDE TOP 40 WITH DAVE SHOLIN

COLLINS continues to dominate in every category of research and should maintain number one status again next week. YOUNG extends his sizzling Hit Factor stats now resting at 80%, as he gets ready to go top five before month's end. As you might expect, the big chart gainers had a heavy top twenty conversion. Leading the pack is SPRINGSTEEN, more than doubling Hit Factor from 23% to 50%...WHITNEY HOUSTON with a 21% gain now up to 62% and the hottest record on the street...STING pulling a 25% Hit Factor after only a few weeks. Chicago's B-96 sends STING soaring 27-16, WRK 20-10, KROC 27-18, Z104 26-15, KMLE 24-14, KMAT 18-13, CKLG 26-16, etc. Big increase in the number of positive comments about DEBARGE, including Whitehead & Haney at B-94 in El Paso moving it 29-19. Debuts at #25 in New York for WPLJ, #26 KKRQ-Iowa City/Cedar Rapids, #26 at KNOE-Monroe, #27 Z106-Philadelphia, #27 KHOP/FM-Modesto, #27 KQK-Tucson, etc. Has the momentum to be their biggest pop record so far. Fast moving COREY HART may well match DEBARGE as far as heading towards his biggest Top 40 hit. Of course his native Canada leads the way with CHUM and CFTR in Toronto charting him top ten. But a number of others aren't far behind. Debuts in the top 30 at WHTX-Pittsburgh, WCCS-Hartford, WZZU-Raleigh, WHKI-Ocean City, WZY2-Fairmont, WBAM-Montgomery, KIZZ-Atlanta, KLRZ-Salt Lake City, KHIT-Seattle, etc. DEAD OR ALIVE is proving to be a big winner for radio just as it is on the club scene. Number one and two respectively at KIIS/FM and KKHR-Los Angeles, 14-4 for Mike Preston at KS103-San Diego, 16-9 in Houston at 93FM, B-97-New Orleans 23-12, 10-7 195-Miami, where crosstown Y100 debuts it at #23. Z106-Philadelphia charts the hometown HOOVERS at number one. Outside of Philly, Dominic Testa at KFMN-Abilene is first to take it to the top spot on his chart. Top ten also at KIXY-San Angelo. As headlined FREDDIE JACKSON's Big R&B hit is crossing fast! Big chart number at WBQ-Augusta 15-9, 16-12 Q104-Gadsden, 13-9 WQTR-Rome, 25-18 WFFM-Panama City. Carey Edwards at Fresno's KMUX jumps him from 29-19 confirmed by debuts of #18 at Z100-New York and #16 for WPLJ. Added this week at KCJK1, PRO/WM, B104, WJLK, WJZT, WLAG, KKNZ, KDON, KFIV, 93FM, KTAW, WTRM, WDBR, Y107, WKKX, B-97, etc. Looks unstoppable.
THE HOTTEST RECORD OF THE SUMMER

DEAD OR ALIVE

YOU SPIN ME ROUND
(LIKE A RECORD)
Hit Factor is a percentage of stations playing a record which also have it Top 20.
In other words, if you have it Top 20 - Hit Factor = 60%.

<table>
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<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>
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<th>HIT FACTOR</th>
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<td>PAUL YOUNG</td>
<td>Everytime You Go Away (Col.)</td>
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<td>15</td>
<td>25</td>
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<td>17%</td>
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Research:
Keith Zimmerman
Lisa Smith
Betty Hollars

June 21, 1985 / the GAVIN REPORT
TINA TAKES IT TO THE MAX!

WE DON'T NEED ANOTHER HERO (THUNDERDOME)
Produced by Terry Britten
The new single by
TINA TURNER
From the original soundtrack of The Warner Bros. motion picture

MAD MAX
BEYOND THUNDERDOME

Capitol
TORONTO, ON (Brad Jones-CHUM) No Report - Playlist Frozen.

HAMILTON, ON (Nevin Grant-CKOC) DeBarge, Strange Advance, W. Houston, Air Supply.

TORONTO, ON (Bob Saint-CFTR) Mary Jane, Paul Jans, Weird Al, Huey Lewis, W. Houston, B. Adams, Tears For Fears.


CAPE COD, MA (Gary Franklin-HKPE) No Report - Playlist Frozen.

PROVIDENCE, RI (Tom Cuddy-PRO/FM) Go West.

J. Fogerty, F. Jackson, B. Adams.

RUMFORD, ME (Michael Rivers-WNRK) Huey Lewis, Benatar, B. Adams, A. Franklin, Dead or Alive, Thorogood.

BANGOR, ME (Rick Andrews-WZON) Huey Lewis, Weird Al, Tears For Fears, Hardcastle, Dead or Alive, A. Franklin, Go West.

ELLISWORTH, ME (Tim Moore-WKSQ) No Report - Playlist Frozen.

Hartford, CT (Mike West-WTIC/FM) Depeche Mode.

F. Jackson, B. Adams, Huey Lewis.

Hartford, CT (Grossman/Stewart-WCCC/AM) Thorogood, Huey Lewis, Pat Benatar.

NEW HAVEN, CT (Stef Rybak-KC101) Huey Lewis, Sade, Dead or Alive, F. Jackson.

Norwalk, CT (Brett Richards-WLQY) 'Til Tuesday, Depeche Mode, Rick Springfield.

Westport, CT (Storm Norman-WEBE/FM) Carly Simon, W. Houston, World Sitizenz.

New York, NY (Berger/Tonacci-WPLJ) 'Til Tuesday, Sting, Loose Ends.


Schenectady, NY (Jim Walsh-3ND) Sade, A. Franklin, Carly Simon, B. Adams, Huey Lewis, Tina Turner.

POUGHKEEPSIE, NY (Dayton/Anthony-WSPK/FM) Hardcastle, Animation, Dead or Alive, A. Franklin.

Utica, NY (Jim Reitz-WRCX) B. Adams, Huey Lewis, John Parr, Hardcastle, Dead or Alive.

BUFFALO, NY (Roger Christian-WBEN/FM) Cafferty, W. Houston, Depeche Mode.


PITTSBURGH, PA (Scott Alexander-994) No Report - Playlist Frozen.

Pittsburgh, PA (Keith Abrams-WHTX) Huey Lewis, Sade, Tears For Fears.


ERIE, PA (Jim Cook-WJET) Huey Lewis, A. Franklin, B. Adams, Hardcastle, Weird Al Yankovic.

ERIE, PA (Bill Shannon-K104) Huey Lewis, B. Adams, Depeche Mode, Dead or Alive, A. Moyet, A. Franklin.

ALTOONA, PA (Steve Kelsey-WFGB) Huey Lewis, Sister Sledge, B. Adams, Carly Simon.

WILLIAMSPORT, PA (Cruz/James-W3QV) Depeche Mode.

Tears For Fears, Sade.

HAZELTON, PA (Melanie Apple-WAZL) Robert Plant, Tears For Fears, A. Franklin, Weird Al Yankovic.


WASHINGTON, DC (Smokey Rivers-WAWA) Lisa, Lisa, F. Franklin, B. Adams, Huey Lewis.

BALTIMORE, MD (Kingston/Drinkhall-992) Hall & Oates, B. Adams, F. Jackson.


LYNCHBURG, VA (Wayne Fanning-WGOL/FM) John Parr, Huey Lewis, A. Franklin, Depeche Mode.

CEDAR Bluff, VA (Bob Asbury-WYRV) No Report - Playlist Frozen.

SANFORD, NC (Bill Freeman-WJIA) Madonna, Air Supply, Eric Clapton, Hardcastle, World Sitizenz, Heart.


DURHAM/RALEIGH, NC (Rick Freeman-WOOG) Rick Springfield, B. Adams, Carly Simon.


AHOSKIE, NC (Brett Summers-WQOD/FM) A. Franklin, Weirdd Al, Sister Sledge, Carly Simon, Hardcastle, P. Labelle, Jeff Beck & Rod Stewart.

SHELBY, NC (Andy Foster-WX1K) No Report - Playlist Frozen.

CHARLOTTE, NC (Chrysler/Daniels-WJZR/FM) B. Adams, Thorogood, Huey Lewis, Carly Simon, John Parr, Freddie Jackson.


FAIRMONT, NC (Barry Michaels-WZYZ) B. Ferry, Ratt, Prophet, Carly Simon, Eric Clapton, Huey Lewis, A. Franklin, Tears For Fears, Dead or Alive, Dire Straits, Depeche Mode, C. Isaac.

LAURINBURG, NC (Scott Mercer-WLNC) Huey Lewis, Tears For Fears, Power Station, Rick Springfield.

JACKSONVILLE, NC (Chris Marks-W112) Eric Clapton, C. Isaac.


MYRTLE BEACH, SC (Linda King-WKZO) John Parr, B. Adams, Carly Simon, P. Bryson, Dead or Alive, Huey Lewis.

CONWAY/ MYRTLE BEACH, SC (Bobby Ocean-WYAV/FM) Huey Lewis, Cory Hart, Sade, A. Franklin, Heart.


JEFF BECK & Rod Stewart.

Athens, Montgomery, Montgomery, Gadsden, Tuscaloosa, Birmingham, Orlando, Tampa, Gainesville, Panama City, Tallahassee, Columbus, GA (Ralph Carroll-WCGQ)

Tears

John Aretha Franklin, B. A -Ha,

Aretha Franklin, Freddie Jackson.

A -Ha, Tom Petty, Dead

P. Tom Petty, Dead

Huey Lewis, Cory Hart, Depeche Mode.

Aretha Franklin, Freddie Jackson.

N. Black, Rick Springfield, Huey Lewis.

Young, Slash, Hotter.

LaBelle, Rick Springfield, Huey Lewis.

A -Ha, Tim B. Adams, John Parr.

John Parr, Weird Al Yankovic.


B. Adams, Freddie Jackson.

Columbus, GA (Michaels/Foster-WNKS/FM) Bryan Adams, Aretha Franklin, John Parr, Huey Lewis, Sade.


St. Augustine, FL (Jim Andrews-WWU) Madona, Sting, E. King.

Tallahassee, FL (Will Cate-WTHZ) Dead or Alive, Aretha Franklin, Huey Lewis, Thornogood, Jeff Beck & Rod Stewart.


Gainesville, FL (Lou Patrick-WKYS) Jeff Beck and Rod Stewart, Jermaine, P. LaBelle, Sade.

Miami, FL (Frank Anadeo-Y100) Aretha Franklin, Huey Lewis, Cory Hart, Depeche Mode.

Miami, FL (Mark Shands-I95) Cock Robin, Animation.

Tampa, FL (Kagan/Clarc-Z96) Huey Lewis, B. Adams, Tom Petty, Dead or Alive.

Tampa, FL (Bobby Rich-Q105) Paul Young, Sting, P. LaBelle, Rick Springfield, Huey Lewis.


SOUTH


Florence, AL (Matt Durham-WQLT) Jeff Beck & Rod Stewart, Dead or Alive, Aretha Franklin, Go West, Huey Lewis.

Huntsville, AL (Dave Hargrove-WAY) Hall & Oates, Tears For Fears, Aretha Franklin, Huey Lewis.

Gadsden, AL (Leo Davis-Q104) Huey Lewis, Bryan Adams, Don Henley, Cock Robin.

Montgomery, AL (Alan DuPriest-WHYY/FM) Aretha Franklin, Freddie Jackson, Robert Plant, Weird Al.

Montgomery, AL (Mark Rainier-99FM) Aretha Franklin, Depeche Mode, Heart.

Mobile, AL (Griffith/Ocean-G100) Sister Sledge, Aretha Franklin, Tom Petty, Tears for Fears, Huey Lewis, Jeff Beck & Rod Stewart, Textones, Weird Al Yankovic.

Nashville, TN (Hobs/Tyler-Q107) F. Jackson.

B. Adams, Dead or Alive, Huey Lewis, Hardcastle.

Johnson City, TN (Steve Taylor-9QUT) Air Supply, Men at Work, Rick Springfield, Bryan Adams.

New Albany/Tupelo, MS (Grace/Shelby-KZ103) Jeff Beck & Rod Stewart, A. Franklin, Rick Springfield, John Parr, Vitamin Z.

Jackson, MS (Bill Crews-94TY) Madonna, C. Lauper, Supertramp, Tears for Fears, A. Franklin.

Meridian, MS (Tom Kelly-Q101) B. Adams, Carly Simon, S. Mills, John Parr, Weird Al Yankovic.

Hattiesburg, MS (Peter Jarrett-WHSY/FM) No Report - Playlist Frozen.

Laurel/Hattiesburg, MS (Dave Lyons/-NSL) Huey Lewis, Sister Sledge, Tears for Fears, Cory Hart.

Biloxi, MS (Coulter/Christopher-Q100) A. Franklin, A. Rouge, Aretha Franklin, and the News.


Starkville, MS (Ken Glenn-WKOR) Hardcastle, Eric Clapton, John Parr, Depeche Mode, Huey Lewis, Rick Springfield, Aretha Franklin, Dire Straits.


Jenking, KY (G. C. Kinner-WFX) No adds.

Pacudach, KY (Kentucky Richards-WDDJ/FM) Heart, Animation, Tears for Fears, A. Franklin, Rick Springfield, Huey Lewis.


Evansville, IN (Margo King-WKQQ) Cafferty, Night Ranger, Sting.

New Orleans, LA (O'Kelly/Rolling-B97) F. Jackson, Huey Lewis, Supertramp, Robert Plant.


Baton Rouge, LA (Rick Daniels-WGGZ/FM) Cory Hart, Night Ranger, Paul Young.

Monroe, LA (Mark Wulff-KNOE/FM) Hardcastle, Sade, A. Franklin, P. LaBelle, Dolly & Kenny Rogers, Bryan Adams.

Alexandria, AL (Christie Atwood-KQJO/FM) Sting, DeBarge, Cory Hart.

CENTRAL

Pineville, WV (Steve Browning-WWYO) Animation, Sting, Jeff Beck & Rod Stewart, Weird Al, A. Franklin.

Charleston, WV (Bailey/Ballenger-WSVR) Huey Lewis, P. LaBelle, B. Adams, Carly Simon, Textones, Vitamin Z, Go West.


Morgantown, WV (Craig Cochran-WLCG/FM) Weird Al, Carly Simon, Huey Lewis.

Columbus, OH (Adam Cook-KXQ) Huey Lewis, Aretha Franklin, John Parr.

Akron, OH (Matt Patrick/WKOD) Huey Lewis, B. Adams, Hooters, Carlson Simon.

Cincinnati, OH (Jim Fox-Q102) Survivor, Cory Hart, Aretha Franklin.

Indianapolis, IN (John Wetherbee-WNAP) Huey Lewis, Amy Grant, Bryan Adams, P. Benatar, John Parr.

Angola, IN (Larry Davis-WLKI/FM) Air Supply, Kim Carnes, Hardcastle.

Richmond, IN (Jeff Daniels-K96) Glenn Frey, Hardcastle, A. Franklin, Huey Lewis, Weird Al.

Evansville, IN (Edie Ashton-KC103) Cahoot - No Report - Playlist Frozen.

Terre Haute, IN (Mike Arnett-WPFR) C. Isaac, Hardcastle, Rick Springfield, Huey Lewis, Cory Hart, Amy Grant.

Ann Arbor, MI (Brent Alberts-WIQB) Night Ranger, Paul Young, Cory Hart.

Monroe/Toledo, MI (Terri McCormick-WTWR) Talking Heads, Huey Lewis, A. Franklin, Tears for Fears, Freddie Jackson.
Detroit, MI (Gary Berkowitz-WHYT) Huey Lewis, Tom Petty, Jeff Beck & Rod Stewart, Carly Simon.

Saginaw, MI (Travis/Fuller-WFXZ) A. Franklin, Tears for Fears, Huey Lewis, Carly Simon, John Parr, Paul Young, Huey Lewis, Tears for Fears.

Alpena, MI (Darrell Kelley-WHSB) Huey Lewis, Ryan Adams, Aretha Franklin, Depeche Mode, John Parr, Carly Simon, Tina Turner.

Gaylord, MI (David Barr-WXMN) Hardcastle, Animation, A. Franklin, P. LaBelle, Sade, Kool and the Gang.

Petroskey, MI (Dennis Martin-WWPZ) 'Til Tuesday, Air Supply.

Upper Midwest

Mason City, IA (Sandy Stewart-KRIB) Any Grant, Huey Lewis, Kenny Loggins, Aretha Franklin.

St. Cloud, MN (Susan Sheffield-KCLD/FM) E. Clapton, B. Adams, Jules Shear, J. Parr.


Yankton, SD (Gregg Klein-KQHU/FM) P. Hardcastle, B. Adams, Tears for Fears, Madonna, J. Parr.

Sioux Falls, SD (Adam North-KKRC) Heart, Aretha, Tears for Fears, G. Thorogood.

Aberdeen, SD (Dan Zarr-KSDN) B. Adams, Any Grant, Eric Clapton, Huey Lewis, Madonna.

Rapid City, SD (Wilson/Dougler-KGGG/FM) Tears for Fears, Aretha, B. Adams, Animation, J. Parr, Huey Lewis.

Fargo, ND (Brad Anderson-Y94) Madonna, Huey Lewis, Aretha, Dead/Alive, B. Adams, J. Parr.

Grand Forks, ND (Nordine/Right-KKXL/FM) Weird Al, Aretha Franklin.

Bismarck, ND (Brannan/Hardt-KFVR) Huey Lewis, Madonna, B. Adams, Til Tuesday.


Minot, ND (Scott Meyer-KIZZ) Huey Lewis, Tears for Fears, Sade, Weird Al.


DeKalb, IL (Lew White-WDEK/FM) Tears for Fears, Huey Lewis, Depeche Mode, B. Benatar, B. Adams, R. Petty, C. Isaac.

Joliet, IL (Lentene/Weber-KWLI) Vitamin Z, D. DeBarge, Dead or Alive, Tears for Fears, Talking Heads.

Chicago, IL (John Gebran-KWLS/FM) K. Loggins, Sting, T. Tuesday, Huey Lewis, R. Plant, B. Adams, Commodores, Tears for Fears, Depeche Mode.


Chicago, IL (Joe Bohannon-B96) W. Houston, T. Turner, R. Plant, T. Petty.

Freeport, IL (Bill Johnson-WXXQ) Tears for Fears, E. W. M. W. T. S. Z., Sister Sledge.

Rockford, IL (McGee/Fuhr-WZOK) Air Supply, D. DeBarge, Tears for Fears, Foreigner.

Galesburg, IL (John Roberts-WBGO/FM) Tears for Fears, H. Heart, D. Henley.

Bloomington, IL (Justin/Robbins-WBNQ) Aretha, Whitney Houston, B. Adams.


Carbondale, IL (Tony Waitkus-WCIL/FM) Huey Lewis, Aretha, B. Adams, Dead or Alive.

Central

Kirksville, MO (Collins/Allen-KTUF) Weird Al, B. Adams, Aretha, Jeff & Rod, G. Thorogood, Sade, Huey Lewis.


Jefferson City/Columbia, MO (Brian Miller-KTXY) Sade, B. Adams, Aretha, Robert Forman.

Columbia, MO (Jerry Kasten-KFMMZ) Huey Lewis, George Thorogood, Jeff & Rod, Hooters, B. Adams.

Waynesville, MO (Kevin Barton-KFBD) Aretha, Go West, B. Adams, Textones, Commodores.


Hoisington, KS (Miller/Beiker-KHOK) R.Springfield, Tears For Fears, Aretha, B.Adams.
Norfolk, NE (Doug Koehn-KNEN) Madonna, Sade, Tears For Fears, Jeff & Rod, E.King, Sister Sledge, R.Cash, B.Adams, Aretha, Huey Lewis, J.Parr.
Little Rock, AR (Mark McCain-KKKY) Madonna.
Fayetteville, AR (Rob Patrick-KKEG) B.Adams, Aretha, Huey Lewis, J.Parr.

**SOUTHWEST**

Tulsa, OK (Mel Myers-14K/92K) Huey Lewis, B.Adams, Carly Simon, J.Parr, R.Plant.
Dallas, TX (John Shomby-KAFM) Huey Lewis, B.Adams, Dead Or Alive, Aretha.
Texarkana, TX (Mario Garcia-KTFS) Heart, Tears/Fears, Amy Grant, Foreigner, K.Loggins, Commodores, D.Meade.
Tyler, TX (Chris Bailey-KHEP) Carly Simon, S.Mills, Peabo Bryson.
Lufkin, TX (Randy Shannon-KIPR/FM) No Report/Frozen.
Wichita Falls, TX (Barry Michaels-KKIN/ FM) Aretha, B.Adams, R.Springfield, Huey Lewis.
Killeen/Temple, TX (B.J.McCrae-KIXS/FM) Huey Lewis, Aretha, Depeche Mode, Amy Grant.
San Angelo, TX (John Raymond-KKXY/ FM) B.Adams, Carly Simon, Textones, Huey Lewis.
Houston, TX (Lander/Hamilton-93Q) Paul Young, Freddie Jackson, Aretha, J.Parr, Weird Al.
 Beaumont, TX (Loustau/Jackson-B95) P.Young, Tears For Fears, Carly Simon, Huey Lewis, E.Clapton.
 Bryan, TX (Carl Gideon-KTAM) G.Vannelli, Buckingshams.
Bryan, TX (Bishop/Stevens-KVYS) No Report/List Frozen.
Victoria, TX (Jay Arena-KVLC) No Report/List Frozen.
Laredo, TX (Genero McCrae-KRGR) TUESDAY, Sting.
San Antonio, TX (Neal Hunter-93Q) B.Adams, Huey Lewis, Aretha, J.Parr, Weird Al.
Amarillo, TX (Jamey Karr-KPUR) Tears For Fears, E.Clapton, Aretha, Aretha, Huey Lewis, Aretha, Frank Sinatra, Aretha, Aretha.
Abilene, TX (Dominic Testa-KFMM) Huey Lewis, B.Adams, C.Simpson, Prophet.
El Paso, TX (Whitehead/Haney-B94/FM) TUESDAY, Weird Al.
El Paso, TX (Johnny Thompson-KFIM) C.Hart, Air Supply, Huey Lewis.
Phoenix, AZ (Fuse Zapolon-KZZP) Chaka Khan, Power Station, Huey Lewis.
Tucson, AZ (Gillie/Johnson-KRQ) A.Grant, R.Plant, Tears For Fears, Aretha, Huey Lewis, R.Plant.

**ROCKY MOUNTAIN**

Billings, MT (Charlie Fox-KYYA) Huey Lewis, B.Adams, Tears For Fears.
Sidney, MT (Brad Zoeller-KGCH) S.Sledge, P.Hardcastle, Huey Lewis, Sade, Book Of Love, Aretha, Jermaine Jackson, E.Clapton, Cock Robin.
Polson/Kalispell, MT (Al Decker-KQ92) Huey Lewis, Aretha, P.Hardcastle, Tears For Fears, Weird Al, Go West, B.Ferry.
Denver, CO (Gloria Avila-Perez-KIM) Tears For Fears, R.Plant, Aretha, D.Henley, Huey Lewis.
Denver, CO (Geina Horton-KRXY) Depeche Mode, Beach Boys, Tears For Fears.
Denver, CO (Mark Bolke-KPKE) Huey Lewis, D.Ebarge, Tears For Fears, T.Tuesday.
Windsor, CO (Chuck Summers-KUAD/FM) Peabo Bryson, Aretha, Tears For Fears, T.Petty, Hooters, Erick Clapton, Sade, Jermaine Jackson.
Pueblo, CO (Rip Avina-KDZA) Carly Simon, Tears For Fears, B.Adams.
Cody, WY (Jackson W. Bears-KTAG) Carly Simon, Huey Lewis, B.Adams, Aretha, Alison Moyet.
Casper, WY (Todd Gavannah-KIRS) Huey Lewis, B.Adams, Animation, Life/Night.
Gilette, WY (Kruz/Kallaway-KOLL) Aretha, Vitamin Z, E.Clapton, Jermaine Jackson, Peabo Bryson.
Boise, ID (Steve Holmes-KNPA) Sting, Tears For Fears, A-Ha, J.Parr.
Moscow, ID (Gary Cummings-KRPL) Huey Lewis, B.Adams, Sister Sledge, P.Benatar, Carly Simon.
Salt Lake City, UT (Myke Kross-Z95) Howard Jones, Huey Lewis, A-Ha.
Salt Lake City, UT (Ausham/Main-KCPX/FM) Springsteen, Huey Lewis, Tears For Fears, D.Henley, Go West.
Logan, UT (Jay Hal-KBLO) B.Adams, Huey Lewis, Paul Hardcastle, Go West, Sade, A.Moyet.
Ogden, UT (Paul Wilson-KQJ) Depeche Mode.

**FAR WEST**

Las Vegas, NV (Barry Hodge-KITT/FM) A.Grant, J.Parr, Tears For Fears, C.Hart, Huey Lewis.
Lake Tahoe, NV (Mickey Lees-KKLT) Tears For Fears, T.Petty, Weird Al, P.Hardcastle.
 Reno, NV (Shakes/Davis-KNW2/FM) Freddie Jackson, Huey Lewis, Corey Hart.
 Reno, NV (Bill Kelly-KKQZ/FM) P.Hardcastle, Aretha, R.Springfield, Jeff & Rod.
 Los Angeles, CA (Scarborough/Hall-KKHR) Huey Lewis.
 Los Angeles, CA (Mike Schaefer-KLIS/ ) Night Ranger, Huey Lewis, Weird Al.
 San Diego, CA (Mitsubishi-KS103) Huey Lewis.
 Santa Barbara, CA (Dick Williams-KIST) P.Hardcastle, Carly Simon, S.Mills, G.Thorogood, Weird Al, Tears For Fears.
 Bakersfield, CA (Dave Kamper-KXXK/FM) Huey Lewis, B.Adams, Motley Crue, Whitney Houston.
 San Luis Obispo, CA (Joe Collins-KSLL/FM) P.Hardcastle, Huey Lewis, Weird Al, Carly Simon, G.Thorogood, Vitamin Z.

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Lompoc/Santa Maria, CA (Ken Burke-KRQK/FM) K.Carnes, Huey Lewis, Sade, Stars on 45, Aretha, Tears For Fears, Sister Sledge.

Santa Maria, CA (Maria Rubio-KXFM) Huey Lewis, J. Parr, B.Adams, Sade, Heart, Shooting Star, K. Loggins, Alphaville, Katrina & the Waves.

Fresno, CA (Walker/Davis-KVNO) Huey Lewis, Rick Springfield, Aretha, Heart, C.Hart.

Fresno, CA (Carey Edwards-KMGO) Huey Lewis, Kenny Loggins, Jermaine Jackson, Skipworth & Turner, Station.

Monterey/Salinas, CA (Kirk Cliatt-KDON/FM) Huey Lewis, Sade, P.LaBelle, Freddie Jackson.

Monterey, CA (Lyn Michaels-KIDD) C.Hart, K.Loggins, R.Plant.

San Francisco, CA (Richard Sands-KITS/FM) Chaka Khan, Tears For Fears, Heart.

San Francisco, CA (Keith Naftaly-KMEL) Huey Lewis, Go West, Patti LaBelle.

Concord, CA (Jim Hampton-KWUN) Huey Lewis, Aretha, Weird Al, Carly Simon, B.Adams.

San Jose, CA (Don Porter-KHMT) Corey Hart, D.Henley, Commodores, R.Plant, DeBarge.

San Jose, CA (Robin Kipps-KWS) Huey Lewis, Air Supply, Aretha.


Modesto/Stockton, CA (David Kraham-KHOP/FM) Huey Lewis, Jeff & Rod, S.Mills, Any Grant.

Modesto/Stockton, CA (Brian Casey-KO93) Huey Lewis, Bryan Adams.

Modesto/Stockton, CA (Walker/Novak-KFIV/FM) Huey Lewis, Aretha, Freddie Jackson, Weird Al.

Santa Rosa, CA (Robin Hart-KRED) B.Adams, Huey Lewis, Depeche Mode.

Eureka, CA (Mark Jeffrey-KFMI) Madonna, Tears For Fears, Amy Grant.


Sacramento, CA (Gillette/Collins-FM102) Huey Lewis, K.Loggins, M.Thompson, Rick Springfield.

Sacramento, CA (Mr. E-KWOD) Huey Lewis, Aretha, Heart, Amy Grant, D.Henley.

Sacramento, CA (Bill Jefferies-KPOP) Madonna, Depeche Mode, Huey Lewis, Dead Or Alive, Aretha, A.Grant, Tears For Fears.

Paradise/Chico, CA (Ron Bruder-KNVR) Tears For Fears, R.Springfield, Aretha, T.Petty, Huey Lewis, B.Adams.

Redding, CA (Kevin Kahl-KKWB) Tears For Fears, Aretha, B.Adams, Weird Al.

Redding, CA (Larry DuBois-KXSO) Air Supply, Sting, Don Henley.

Honolulu, HI (Stan Cook-KWAI) J.Parr, Weird Al, Dokken.

The Dalles, OR (Tina Spears-KACI) Foreigner, Commodores, Animotion, R.Springfield, T.Petty, Go West, Tears For Fears.

Seattle, OR (Bob Ruskin-KSWB) Aretha, E.Clapton, Tears For Fears, Aretha, Weird Al.

Portland, OR (Barry/Naganuma-KMJK) Depeche Mode, Men At Work, B.Adams, Huey Lewis, A.Moyet.

Salem/Portland, OR (Len E. Mitchell-KSKD) B. Adams.

Albany, OR (Kris Weber-KGAL) R. Cash, Benson, LaBelle, Supertroup.

Albany/Corvallis, OR (Mike Shannon-KIOY) Frozen playlist-no report.

Coos Bay, OR (Mark Cruz-KHSN) A. Franklin, Tom Petty, Depeche Mode, Tears For Fears.

Coos Bay, OR (Dave O'Connor-KYNG) Madonna, Beach Boys, Hardcastle, Tears For Fears, B. Adams, H. Lewis, Air Supply.

Roseburg, OR (Veronica Burns-KYES) B. Ferry, Carly Simon, Cock Robin, Heart, Tears For Fears, Huey, A-Ha, A. Moyet.

Medford, OR (R. Charles Snyder-KMTT) Hardcastle, Huey, K. Loggins, A. Franklin, Weird Al.

Medford, OR (Michael Ryan-KBOY/FM) B. Ferry, Tears For Fears, Depeche Mode, Power Station, Jeff Beck & Rod Stewart, Sade.

Medford, OR (Lurch-KYJC) Sade, Benson, Hardcastle, Tears For Fears, Huey, Cock Robin.

Klamath Falls, OR (Mark Allan-KAGQ/FM) Frozen playlist-no report.

Seattle, WA (Stephen Rabow-KHIT) A. Franklin, Huey.

Seattle, WA (Wendy Christopher-KUBE/FM) Huey, Tears For Fears, A. Grant, J. Fogerty, Power Station, Supertroup.

Tacoma/Seattle, WA (Trapp/Norris-KMAT) Hardcastle, Huey, A. Moyet, B. Ferry.

Tacoma/Seattle, WA (Sandy Louie-KNBQ/FM) Weird Al, Huey, Tears For Fears, A. Franklin, Depeche Mode.


Chehalis, WA (Roger Dale-KITI) Depeche Mode, Sade.

Ellensburg, WA (Bob Hards-KKLE/FM) Frozen playlist-no report.

Yakima, WA (Marlene Merry-KZHR) DeBarge, Tears For Fears.

Spokane, WA (Dave McKie-KZZI/AM) Frozen playlist-no report.


Honolulu, HI (Kong/Shishido-194) Huey, B. Adams, Dead Or Alive, Depeche Mode, A-Ha, E. Clapton, P. Benatar.

Northwest

TIGHT IN THE NIGHT. ERIC ANDERSEN'S NEW INDEPENDENT RELEASE. TIMELY MUSIC FROM THE MAN WHO WRITES TIMELESS CLASSICS.

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Beach Boys

Getcha Back
(Caribou/CBS)

Madonna
Angel
(Sire/Warner Bros.)

Survivor
The Search Is Over
(Scotti Bros.)

SADE
Your Love Is King
(Portrait)

MEN AT WORK
Everything I Need
(Columbia)

MADONNA

ANGEL
(Sire/Warner Bros.)

SURVIVOR
The Search Is Over
(Scotti Bros.)

SADE
Your Love Is King
(Portrait)

MEN AT WORK
Everything I Need
(Columbia)

BEACH BOYS

Getcha Back
(Caribou/CBS)

Madonna
Angel
(Sire/Warner Bros.)

Survivor
The Search Is Over
(Scotti Bros.)

WHITNEY HOUSTON
You Give Good Love
(Arista)

Limahl
The Never Ending Story
(EMI America)

AIR SUPPLY
Just As I Am
(Arista)

DeBARGE
Who's Holding Donna Now
(Gordy)

Tears For Fears
Everybody...The World
(Mercury)

PAUL YOUNG
Everytime You Go Away
(Columbia)

DOLLY PARTON & KENNY ROGERS
Real Love
(RCA)

Harold Faltermeyer
Axel F
(MCA)

Alan Parsons Project
Days Are Numbers
(Arista)

Chaka Khan
Through The Fire
(Warner Bros.)

Bryan Adams
Heaven
(A&M)

AMY GRANT
Find A Way
(A&M)

John Fogerty
Centerfield
(Warner Bros.)

DON HENLEY
Not Enough Love
In The World
(Geffen)

KENNY LOGGINS
Forever
(Columbia)

Phil Collins
Sussudio
(Atlantic)

HALL & OATES
Possession Obsession
(RCA)

Graham Parker
Wake Up
(Elektra)

ROSANNE CASH
I Don't Know Why You...
(Columbia)

Billy Ocean
Suddenly
(Jive/Arista)

KATRINA & THE WAVES
Walking On Sunshine
(Capitol)

SISTER SLEDGE
Frankie
(Atlantic)

SADE
Your Love Is King
(Portrait)

MEN AT WORK
Everything I Need
(Columbia)

Evelyn King
'Til Midnight
(RCA)

Kool & The Gang
Fresh
(De-Lite)

GEORGE BENSON
New Day
(Warner Bros.)

MADONNA
Into The Groove
(Sire/Warner Bros.)

STING
If You Love Somebody
(A&M)

CYNDI LAUPER
The Goonies 'R' Good Enough
(Portrait)

MARY JANE GIRLS
In My House
(Gordy)

KIM CARNES
Crazy In The Night
(EMI America)

PRINCE
Raspberry Beret
(Warner Bros.)

SUPERTRAMP
Cannonball
(A&M)

COCK ROBIN
When Your Heart Is Weak
(Columbia)

ARETHA FRANKLIN
Freeway Of Love
(Arista)

SISTER SLEDGE
Frankie
(Atlantic)

DROPPED
Sade

Wham!
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Reports accepted Mondays at 8am through 6pm Tuesdays.

the GAVIN REPORT / June 21, 1985
Nothing can top The Beach Boys in the near term. They have a nine station lead in total reports and only older records on their tail. Look for DeBarge, Air Supply, Dolly & Kenny and Paul Young to get serious by the end of the month. Rosanne Cash and Sister Sledge have doubled their HIT FACTOR in the past week. Rosanne, our Cover Girl, picks up adds from 20 new stations including: WIAL, KOIL, KFOR, WNLC, KFMB and WCLR. The Sledge Sisters can now be heard on 32 new stations including: KFQD, WZVM, WRCR, WISE, 3WM, KMGM, WJDX, WELI, WDOV, WBQW, B100 and The Queen Of Soul, Aretha 32 adds. WGHQ, WCHV, WKXY, WSKY, KJIO, WJQI, KEEZ, KPSB, KHBQ, KWAV/FM, KKLV, KALE, WLHN and WCKQ. This week’s CERTIFIED’s look this way:

Sade 126 reports, 69 adds, (more than twice any other record). Men At Work 88 reports with a 45% HIT FACTOR. Just missing the chart this week, but a sure shot next is George Benson’s NEW DAY (89 reports - 31% HIT FACTOR with 22 adds). Carrie Lucas – featuring The Whispers – "Hello Stranger" (Constellation/MCA) Despite its title, the song needs no introduction. First spun as a hit for Barbara Lewis in the Spring of 1963. Ouch! This wonderful pairing of veteran recording artists could be their biggest in quite some time.

Ronnie Milsap - "Lost In The Fifties Tonight" (RCA) Those of us old enough to remember sloooow dancing. This Mike Reid-Troy Seals song, which is a high-

lite of Ronnie’s live show, also includes snips of the old Five Satins song, IN THE STILL OF THE NIGHT from 1956.

Tina Turner – "We Don’t Need Another Hero" (Capitol) Quick. Name a major recording artist who hasn’t been recruited for a major movie soundtrack. This track donated to the new Mel Gibson movie (something about Rambo meeting The Road Warrior at a church social) called Mad Max – Beyond The Thunderdome. Our heroine gets camera time in the film. The song has the bed of a WHAT’S LOVE GOT TO DO WITH IT, but the chorus is unlike any other Tina Turner track. This rack sound like it probably rolls over the closing credits. But to her credit, it should roll on most A/C turntables first.

Ron
**NORTHEAST**

Keene, NH (Clark Smidt-WKNE) Sade, Cock Robin, Katrina & The Waves.
Newport, NH (Rick Joyce-WCNL) Sade, Peabo Bryson.
New Haven, CT (Jay McCormick-WLKI) Bryan Adams, Aretha, Sister Sledge.
Albany, NY (Chris Holmgren, WWOM) Hall & Oates.
Kingston, NY (Thom Williams-WHGG) Supertramp, E.Clapton, Aretha, Sting, Madonna.
Buffalo, NY (Roger Christian-WBEN/AM) Frozen P'list.
Ithaca, NY (Dave Smith-WQNY) Beach Boys, Sade.
Pittsburgh, PA (Bob Conrad-WTAE) Limahl, Sade, Hall & Oates.
Johnstown, PA (Jack Michaels-WKYE) Aretha, Huey Lewis & The News, Go West, John Cafferty & BBR.
New Castle, PA (Bobbie Vaughn-WKST) Sade, George Benson, Aretha, Evelyn King.
Sharston, PA (Ron Fante-WPIC) No adds.
Scranton, PA (Burke-Trama-WQWA) Sister Sledge, Paul Young, Kenny Loggins.
Dover, DE (Donna Beaty-WDOW) Sade, Go West.
G.Benson, Sister Sledge, Tom Petty, Weird Al.
Williamson, WV (Doug Jackson-WBTH) R.Cash, Henley.
Sutton, WV (Steve Douglas-WSGB) Don Henley.

**SOUTH**

Winchester, VA (Mitchell/Young-WINC) Madonna, Men At Work.
Harrisonburg, VA (Brian Charette-WQPO) Hall & Oates, Sade.
Charlottesville, VA (Ken Medek-WCHV) Mary Jane Girls, Madonna, Prince, Aretha, Sade, Go West.
Richmond, VA (Lou Dean-WRAW) Sade, George Benson, Kool & Gang.
Richmond, VA (Dave Dillon-WZES) Paul Young, Amy Grant.
Norfolk, VA (Nick O'Neill-WLTY) Whitney Houston, DeBarge.
Morgantown, WV (Don Edwards-WCLG/AM) Hall & O., Sade.
Charlotte, NC (Dave Bishop-WBFT) Sade.
Charlotte, NC (Steve Sutton-WZEC) Hall & Oates, Kenny Loggins.
New Bern, NC (Gary Lee-WSFL/FM) Aretha, Katrina & The Waves, Go West, Corey Hart.
Asheville, NC (Don Brookshire-WSKY) John Parr, Aretha, Peabo Bryson, Go West.
Carrollton, GA (Zachary Ray-WPPI) Chris Isaak, Carly Simon, Peabo Bryson.
Atlanta, GA (John Kelly-WSBM/FM) Frozen Playlist.
Atlanta, GA (Greg Picciano-WABM/AM) DeBarge.
Savannah, GA (Phil West-WEAV/FM) Peabo Bryson.
Ft. Walton Beach, FL (Mike Bridges-WFTV/FM) Madonna, C.Hart, P.Bryson, Weird Al, Tears For Fears, 'Til Tuesday.
Stuart, FL (Lee McGuire-WSTU) Sister Sledge, Cyndi Lauper, Men At Work, Supertramp, Weird Al.
Tuscaloosa, AL (Sander Walker-WFFX/FM) Aretha, Peabo Bryson, Carl Anderson.
Huntsville, AL (Steve Dallas-WAHR) Paul Young, Amy Grant, Murphy, Air Supply, Sawyer Brown, G.Benson, T.G. Sheppard, Heart Of Nashville.

**CENTRAL**

Newark, OH (Greg Moebius-WKDO) Sade, Sister Sledge.
Urbana/Springfield, OH (Elia Williams-WKSW) Sade, Madonna, Peabo Bryson.
Logan, OH (Chuck Anthony-WLGR) Sade.
Marion, OH (Rick Bryan-WMRR) Sade, John Denver, Katrina & The Waves.
Toledo, OH (Fred Heller-WSPD) Amy Grant, Katrina & The Waves.
Toledo, OH (Matthews/King-3WM) Dolly & Kenny, Sister Sledge, Kenny Loggins.
Zanesville, OH (Petie Petonak-WHIZ) Sade, Madonna, George Benson, Aretha Franklin.
Dover, OH (Steve Kelly-WJGER) G.Benson, R.Cash, Prince, Mary Jan Girls.
Springfield, OH (Dale Grimm-WIZE) Sister Sledge, Rosanne Cash.
Springfield, OH (Chuck McGee-WAZU/FM) G.Benson, Sade, Peabo Bryson, Men At Work.
Gallipolis, OH (Tim Maxwell-WJEH) Alison Moyet, Carly Simon, Duran Duran.
Anderson, IN (Larry Joseph-WLHN) Sade, Aretha.
Rushville, IN (Kevin Stone-WRRC) Don Henley, Men At Work, Sister Sledge.
Lowell, IN (Jim Holly-WZVN) R.Cash, Sister Sledge.
Kokomo, IN (Darryl Parks-WIOU) Sade, Sister Sledge.
Evansville, IN (Gary Olson-WGOF) Don Henley, Sade.
Laayette, IN (Mike Johnson-WASK) Frozen Playlist.
Detroit, MI (Gene Elzy-WJRA/AM) No adds.
Flint, MI (Bill Pearson-WTRX) Madonna, Hall & Oates, Commodores.
Saginaw, MI (Terry Lenz-WGSW) Beach Boys, DeBarge, Tears For Fears.
Lansing, MI (Jack Robbins-WLIS/FM) Amy Grant, Kenny Loggins, Sade.
Kalameezo, MI (Bill Anthony-WKMI) Depeche Mode, Hardcastle, Gino Vannelli, Lauper, Buckingham.

Gadsden, AL (David Ford-WGAD) George Benson.
Guntersville, AL (Greg Bell-WGSV) Peabo Bryson, Aretha, Carl Anderson, Corey Hart.
Anniston, AL (Lee Partridge-WMDG) John Denver, Sade.
Bay Minette, AL (Mike Snowdon-WBCA) Hall & Oates, Kenny Loggins, Don Henley.
Selma, AL (Bob Payton-WTON) Sade, George Benson, Aretha Franklin.
Chattanooga, TN (Dave Deason-WGON) Kenny Loggins.
Oxford, MS (David Kellum-JI07) Corey Hart, Sting.
Greenville, MS (Dan Diamond-WTNX) Kenny Loggins, Buckingham, Madonna, Bruce Springsteen.
Jackson, MS (Rich Allen-WJDX) Sister Sledge, Sade, Freddie Jackson.
Louisville, KY (Nugent/McElvein-WHRAS) Survivor, Willie/Maylon/Johnny & Kris.
Paducah, KY (Frank Carvelle-WKXY) Kool & Gang, C. Anderson, Aretha, Sylvia, Huey Lewis & Gang.
Glasgow, KY (Shannon McComb-WSMU) Sade, Madonna, Cyndi Lauper.
Shreveport, LA (Jeff Edman-KVGI/AM) Whitney Houston, Air Supply.
Battle Creek, MI (Rick Chapman-WKJR) Sade.
Kenosha, WI (Terry Haavel-WLIP) P. Bryson, Sade, Katrina & The Waves, Sister Sledge, Weird Al.
Milwaukee, WI (Beth Fast-WMYX) Air Supply, Sade.
Milwaukee, WI (Mike Murphy-WISN) Hall & Oates, Sade.
Madison, WI (Tim Bricker-WIBA) DeBarge.
Beaver Dam, WI (Steve Sabatke-WBEV) K. Loggins.
St. Louis, MO (Denis Darden-KEEZ/FM) Kenny Loggins.
Reedsburg, WI (Kevin Kellington-WROK) No adds.
Manitowoc, WI (Lee Douglas-WDOM) Survivor, Whitney Houston, Sade, Extreme Heat.
Marshfield, WI (Brent Randal-WDLB) Sade, Sister Sledge, George Benson, Men At Work.
Eau Claire, WI (Rick Roberts-WIAL) Rosanne Cash, Men At Work, Corey Hart.
Oshkosh, WI (Chris Hansen-WMGM) Sade, Go West.
Chicago, IL (Suzy Mayzez-NCLR) Madonna, Sister Sledge.
Wilmington, IL (Wayne Perrett-WKON) Aretha, Sting.
Rockford, IL (McGee/Schaefer-WKROK) Kenny Loggins.
Freeport, IL (Allen Zipic-WFPS) Men At Work, Buckingham's, Madonna.
Peoria, IL (Denise Henley-WRL) Hall & Oates, Kenny Loggins.
Peoria, IL (Robb Westaby-WMBD) DeBarge.

**MIDWEST**

Pella/Des Moines, IA (Bruce Lane-KJX/FM) Supertramp, Huey Lewis, Hardcastle, A. Moyet, Duran Duran.
Des Moines, IA (Mike Judge-KIKO) Aretha, Sade, Don Henley, Go West, Sting.
Mason City, IA (Steve Loker-KGLO) G. Benson, Sade.
Mason City, IA (Harry O'Neil-KLSS) Sade, Graham Parker, Buckingham's.
Waterloo, IA (Roger Davis-KWLO) K. Loggins, Sade.
Dubuque, IA (Tim Johnson-WDBQ) Kenny Loggins.
Cedar Rapids, IA (Gary Edwards-WMT/FM) G. Benson.
Cedar Rapids, IA (Dennis Green-WMT/FM) Frozen P's List.
Forest Lake, MN (Cathleen Cary-WLKF/FM) Dale Men
t, Sade.
Minneapolis, MN (Chuck Knapp-KSTP/FM) B. Adams.
Duluth, MN (Dunsworth/Collins-WBDC) Don Henley.
Mankato, MN (Sue LaFond-MKEE/FM) Madonna, Peabo Bryson, J. Denver, Alison Moyet, Aretha.
Luverne, MN (Keith Maine-KEO) Limahl, Evelyn King, Don Henley, Dale Men
t.
Pipestone, MN (Dan Norris-KLOH/FM) Bruce Springsteen, Sting, Patti LaBelle.
Willmar, MN (Paul Davis-KQIC/FM) John Cafferty, Sade.
St. Peter, MN (Bryan Davis-KQIC/FM) John Cafferty, Sade.
Montevideo, MN (Cathy Cooley-KMM) Sister Sledge, Men At Work, Carly Simon.
Grand Forks, ND (Paul Kero-KNOX) George Benson, Dale Men
t.
Jamestown, ND (Randi Allen-KQDJ) Amy Grant.
Cape Girardeau, MO (Mike Davenport-KGIR) G. Benson, Mary Jane Girls, Prince, Cock Robin.
St. Joseph, MO (Bruce Allen-KKJO) Sade, Rosanne Cash, George Benson.
Joplin, MO (Bruce Allen-KKJO) Sade, Rosanne Cash, George Benson.
Joplin, MO (Bobby Daniels-KFSSB) Peabo Bryson, Aretha, Carl Anderson, Corey Hart.
Springfield, MO (Michael Cochran-KGBX) Sting, Carly Simon, Peabo Bryson, Bruce Springsteen.
Lawrence, KS (Bill Lee-KLWN) Don Henley, C. McClain.
Pittsburg, KS (Bill Porter-KZSS) Peabo Bryson.
Omaha, NE (Kuckelburg/Swanda-KGKR) Glenn Frey, 'Til Tuesday.
Omaha, NE (Randy Shane-KOIL) Sade, Corey Hart, Go West, Rosanne Cash, Aretha.
Lincoln, NE (Cathy Blythe-KFOR) Don Henley, Hall & Oates, R. Cash, Sister Sledge, E. King, Sade.
Hastings, NE (Scott Bremer-KHAS) Sting, Aretha, George Benson.
Woodward, OK (Greg Shuffield-KMYF/FM) Beach Boys, John Fogerty, Graham Parker, Don Henley.

**SOUTHWEST**

Wichita Falls, TX (Dave Landry-KLH) Hall & Oates.
Houston, TX (Rick Stancato-KTUN) Don Henley, Hall & Oates, Amy Grant.
Beaumont, TX (James/Kasi-K106) Sade, Peabo Bryson, Carly Simon.
Amarillo, TX (Tim Butler-KHBO/FM) Sade, Aretha.
Midland/Odessa, TX (Chuck Wolfe-KCRS) Men At Work.
Odessa/Midland, TX (Steve Myers-KQIP) Sade, Sting, Carly Simon, Cock Robin, Duran Duran.
Phoenix, AZ (Sam Church-KKLF) Dolby & Kenny, Henley.

**ROCKY MOUNTAIN**

Laurel/Boxing, MT (Ames Crosby-KNFL) Rosanne Cash, Don Henley, Dire Straits.
Chinook, MT (Eric Edwards-KRYK/FM) No adds.
Dillon, MT (Mike Kandis-KBDD) Sister Sledge, Cock Robin, Supertramp.
Missoula, MT (Vern Argo-KYLT) Carly Simon, Sister Sledge.
Colorado Springs, MT (Irwin/Howard-KVUU) Katrina & The Waves, Don Henley.
Salida, CO (Charlies Darwin-KVRH) Beach Boys, Paul Young, Men At Work, Madonna, Peabo Bryson.
Grangeville, ID (Jim Cross-KORT) Carly Simon, Cock Robin, Aretha Franklin.
Orofino, ID (Dana McKinney-KLHR) Rosanne Cash, Sister Sledge.
Boise, ID (Drew Harold-KBOI) Sade.
Salt Lake City, UT (George Lemich-KSL) Sade.
Manti, UT (Grady Eriksen-KMTC) Sting, Katrina & The Waves.

**FAR WEST**

Reno, NV (Larry Irons-KRNO/FM) No adds.
Los Angeles, CA (Liz Kiley-KFL) No adds.
Los Angeles, CA (Kay/Marie-KOST) Sade.
San Diego, CA (Main/Richards-KXYX) Rosanne Cash, Sade.
San Diego, CA (Mark Larson-KFMB) Rosanne Cash, Hall & Oates.
San Diego, CA (Bobby Rich-B100) Eurythmics, "Til Tuesday, Bruce Springsteen, Sister Sledge. Fresno, CA (Scott Huskey-KLTK) DeBarge, Amy Grant, Hall & Oates, Kenny Loggins.
San Luis Obispo, CA (Todd Busch-KVEC) Amy Grant, Carly Simon, Stars On 45.
San Luis Obispo, CA (Carol Meyer-KKUS) Don Henley, Amy Grant.
Monterey, CA (Michael Reading-KWAV/FM) Aretha, George Benson, Huey Lewis, Spyro Gyra, Go West, Jimmy Buffett, C. Williamson.
San Jose, CA (Bill Weaver-KLOK) Whitney Houston, Beach Boys, Santa Rosa, CA (Larry Chiaroni-KSRO) J. Fogerty, Sade. Ukiah, CA (John Wilcox-KUKI) Madonna, A-Ha, Aretha, Hall & Oates.
Arcata, CA (Chris Knight-KATA) K. Loggins, Hall & Oates, Sade.
Crescent City, CA (Ree Shanle-KCRE) Madonna, Kim Carnes, Mary Jane Girls, Prince, Evelyn King, Auburn/Sacramento, CA (Craig Andrews-KHYL/AM) Paul Young, Katrina & The Waves.
Vacaville, CA (Sheilah Bowman-KUIC) Sade, Madonna, Rosanne Cash.
So. Lake Tahoe, CA (Ken Adams-KTHO) K. Loggins, John Parr, R. Cash, Vitamin Z, Drama.
Chico, CA (Dave Kindig-KPAY) Sister Sledge, Evelyn King, Sade.
Grass Valley, CA (Rich Brock-KNGO) Sade, G. Benson, George Fischoff, Michael Murphy.
Oroville, CA (Charlie Foxx-KORY) Sting.
Burney/Redding, CA (Marc Soares-KARZ) R. Cash, Hall & Oates, Madonna, Amy Grant.
Red Bluff, CA (Kevin Machado-KBLF) Sade, Alison Moyet, Aretha.

NORTHWEST

Portland, OR (Mike Dirkx-KGMY) Kenny Loggins, Sade, Men At Work.
Salem, OR (Mike Brunswick-KBZQ) Carly Simon, Sting, Sister Sledge.
Corvallis, OR (Larry Blair-KLKO/AM) Sting, Mary Jane Girls, Madonna, Sister Sledge.
Lincoln City, OR (Mark Weigand-KBCB) Weird Al, Sade, George Benson.
Eugene, OR (Bobby King-KDKU) Sting, Don Henley, Sister Sledge, Supertramp.
Auburn, WA (Carl Sawyer-KASY) Sade, Weird Al, Paul Young, Katrina & The Waves.
Oak Harbor, WA (David Bowden-KISD) E. Rabbitt, Weird Al, Chris Isaak, Sawyer Brown, R. Sidney.

Aberdeen, WA (Paul Lankow-KKRO) Eric Clapton, Sade.
Shelton, WA (Glen Connolly-KMAS) Sister Sledge, Men At Work, Bob Dylan, Sade, Benson, Clapton, Dave Edmunds.
Kelso/Longview, WA (Ray Bartley-KLOG) Aretha, Madonna.
Yakima, WA (Frank Taylor-KMIX) Supertramp, Paul Young, DeBarge.
Yakima, WA (Dave Hanson-KIT) Sade, Supertramp.
Anchorage, AK (Mark Lewis-KFQD) Sade, Sister Sledge, Cock Robin.
Soldotna, AK (J. J. McCartney-KCSY) Rosanne Cash, Sister Sledge, Evelyn King.
Sakatooan, SA (Rick Korchinski-CFQC) No adds.

WELCOME To Our New A/C Corresondent:

Rick Joyce, WCNL Radio - 27 West Street - Newport, NH - 03773 (603-863-1010)
Gary Edwards, WMT/AM Radio - P.O. Box 2147 - Cedar Rapids, IA - 52406 (319-395-0530)

2W TW
1. 1. Madonna (Sire/Warner Bros.) "Groove"
2. 2. Phil Collins (Atlantic) "Sussudio"
3. 3. Mary Jane Girls (Gordy/Motown) "House"
4. 4. Pointer Sisters (Planet/RCA) "Baby"
5. 5. Pati LaBelle (MCA) "New Attitude"
6. 6. Paul Hardcastle (Chrysalis) "19"
7. 7. Wham! (Columbia) "Everything"
8. 8. Eurythmics (RCA) "Lie"
9. 9. The Time (Warner Bros.) "Bird"
10. 10. Simple Minds (A&M) "Don't You"
11. 11. Tears For Fears (Mercury) "Rule"
12. 12. Go West (Chrysalis) "Eyes"
13. 13. Katrina & The Waves (Capitol) "Sunshine"
14. 14. Belouis Some (Capitol) "Imagination"
15. 15. Don Henley (Geffen) "Dance"
16. 16. Frankie Goes To Hollywood (Island) "Dome"
17. 17. Howard Jones (Elektra) "Things"
18. 18. Kaja (EMI America) "Turn"
19. 19. Kool & The Gang (De-Lite/PolyGram) "Fresh"
20. 20. Cyndi Lauper (Portrait) "Goongies"
21. 21. U2 (Island) "Unforgettable"
22. 22. Cheyne (MCA) "Telephone"
23. 23. Sisters Of Mercy (Elektra) "Walk"
24. 24. Tear For Fears (Mercury) "Shout"
25. 25. David Lee Roth (W.B.) "Gigolo"
26. 26. Lady Pank (MCA) "Minus Zero"
27. 27. The Power Station (Capitol) "Gong"
28. 28. Shannah (Mirage/Axon) "Wanna"
29. 29. Third World (Columbia) "Purpose"
30. 30. Lords Of The N.C. (IRS/MCA) "Message"

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THE ANSWER MAN

Long before The Great Carnac, and decades prior to Jeanne Dixon, many Americans huddled around their Philco radios for the golden wisdom of a forties pundit dubbed The Answer Man. We at The Gavin Report have decided to resurrect the long-dormant seer so that we may respond to the thousands of letters we receive here each week. Henceforth, edition one of our new features…The Answer Man!

Dear Answer Man:

Please explain this to me: National Promo people go four years without a hit and move on to another big job; Baseball managers wind up in the cellar for seven years and yet travel from job to job; Alan Thicke had the worst TV show since ‘Here’s Larry’ and was ‘punished’ by getting a new series for ’86; John Travolta’s last six movies were stiffs but he keeps getting new ones. Does this practice of rewarding losers apply to recording artists?

Cordially,
David Hall.
KKHR Radio

Dear David:

Not at all. We in the record biz have a sort of sixth sense about just when someone’s peaked. While it’s sad to send artists out to pasture, we realize that business is business, when you’re hot you’re hot and all that other stuff. Recycling failures is not our idea of good horse sense. By the way, did you receive your new Ronnie Dove and Flaming Ember LP’s?

Dear Gregg:

Good question … and here’s our sincere response: NEVER! Courageous publisher and editor Ron Fell has never toyed with so much as a word of the material we submit. No matter how filthy, libelous or rife with invective, he prints our stuff exactly as he receives it. We firmly believe that this is because of his unwavering faith in the freedom of the press and not because he reviews our material after six-martini lobster lunches on Fisherman’s Wharf, all of which are accompanied by three bottles of chilled Soave.

Dear Answer Man:

I’ve heard that Dallas will switch Miss Ellies this coming season and that Dynasty is arbitrarily re-casting the role of Fallon. Does this sort of thing ever happen in the radio or record businesses?

Fondly,
Gary Owens:
Top Personality and amusing guy.

Dear Top:

Interesting point and the answer is yes. Take, for instance, Hall and Oates. Although you THINK you’ll be hearing them on their upcoming album, it’ll actually be replacements Sam and Dave who will be playing the parts of H&O.

As a matter of fact, keep this in mind if you’re a radio station; When Charlie Minor calls you next week about a record, don’t be certain it’s Charlie you’re speaking to … it MIGHT just be Barbara Bel Geddes.

Dear Answer Man:

We’ve been hearing all the fuss of late about alleged porn-rock lyrics and the controversy about same. Are your Gavin columns censored and if so give us details.

Warmly,
Gregg Klein:
Yankton, South Dakota

Dear Gregg:

We hear that you’ve been dabbling in the P.R. field and have recently signed several new clients with an eye towards helping them capitalize on their recent newsworthiness. Can you give us some detail?

Sincerely,
Claude King:
Wolverton Mountain

Dear Claude:

Both of our new clients are getting the full treatment. We’ve just rush-filmed the Claus Von Bulow rock video featuring the acquitted industrialist in a fast-paced version of his remake of Roberta Flack’s ‘Killing me Softly …’ He also is scheduled to open in Vegas as opening stand-up for Toni Tenille. Client Kareem Abdul Jabbar has been signed as a summer replacement for Punky Brewster. The gangly hoopster will M.C. a variety program during which he will dance with Gary Coleman, duet with Helen Reddy and do snappy monologues about his oriental rug collection. Both Von Bulow and Kareem will co-MC the ’86 Poe awards banquet and are negotiating a tour with Sister Sledge.

NEXT TIME! Inside dope on how Lord Olivier got the Rabbi part in Neil Diamond’s JAZZ SINGER!
Rosanne Cash has always been a favorite around here since her first Columbia LP, Right And Wrong. We were somewhat startled after hearing her new LP, Rhythm And Romance, released after a two year layaway. The lyrical content told a serious story of emotional struggle and hard times. Instrumentally, the album reflected that. The mix, at times, could be both blood warm and cold as steel. It's one of those LP's (like John Lennon's first solo LP with the Plastic Ono Band) where the grooves tell a story of the ups and downs of the celebrated human experience. After seeing her on the David Letterman Show, we had to talk to her. Rosanne Cash is one of the easiest laughs you'll ever talk to. The bad times seem to be pretty much behind her now. Yet in between giggles, there lurks a solemnity that slightly reveals the rambunctious fervor it must take to be a performing part of the House of Cash.

KZ: I'm impressed. You cancelled the David Letterman show four times, but with Gavlin, you're on time!
RC: Well, now you know where my priorities are.
KZ: How was it doing the Letterman show?
RC: Oh. I wasn't kind of nervous, but once I got out there, I had to laugh. Those guys are so loose, Paul Schaffer and all the band. There's no tension there at all.
KZ: Did I first see you sing on your father's TV show?
RC: Oh... my god.
KZ: Could that have been your first TV appearance?
RC: That could have been Rosie, my step-sister. I did a show in 1978 called Spring Fever.
KZ: On your new LP, you wrote most of the songs, but going through your early records I see songs by Keith Sykes, Karen Brooks, Rodney Crowell all those people. Who picked out the material?
RC: Rodney and I. Rodney had some of those Keith Sykes songs on tape down in the basement for years. Keith and I are old friends. Rodney and he are writing together now. In fact, he just came back from Memphis. They were on a writing jag and it's just gotten better and better.
KZ: So Right And Wrong isn't your first album.
RC: I did a record in Europe on Ariola in 1978. My contract was only for Europe when CBS picked up my contract for the US and Canada. Let's just say that the Ariola record was a practice record (laughs).
KZ: Here's a question I'll bet you get a lot. How did you and Rodney get together?
RC: It's funny, we met at a party at Waylon Jennings' house. He was there with Emmylou (Harris). They were just coming off the road or something. A real good friend introduced us and I got a real bad crush on him.
KZ: Had you heard his music before?
RC: Oh yes, I was already a fan. You know what's funny? I was living in London in '76 and I went to see Emmit. I had a date and went to see her at the Hammersmith Odeon and Rodney was in the band then. I hadn't met him at the...
time, but I remember noticing him.

KZ: You know, I think "Seven Year Ache" is one of the coolest songs ever written. I've always thought it would have been an even bigger hit outside of Country it, say, you included a mix minus the steel.

RC: Probably, but it was a paint by numbers kind of thing.

KZ: Does the guy in that song really exist? Was he someone you knew?

RC: That was Rodney. Well, all the details aren’t true to life, but the story was true. We had gotten into a fight in a French restaurant on Ventura Blvd. and he left me on the boulevard. I just kind of inserted some fabricated details; it was basically true.

KZ: Was that a sort of maiden voyage for you as a songwriter?

RC: Yes, although I had been writing for several years, since I was 18. That was really the first song that I felt was a breakthrough song.

KZ: I've always heard a sort of Bob Seger groove to that song. It sounds like a song he would be anxious to have written.

RC: That's a compliment.

KZ: I once saw you play. You had (drummer) Larry Londin, Emory Gordy, Vince Gill. Kind of an expensive band to take on the road.

RC: They were. I never made any money on the road. I still don’t, because all my money ends up going into paying the band. But it really was intense. It was fun and great being secure on stage, knowing that no matter what happened, Londin was going to bail you out.

KZ: What’s Emory Gordy like to work with?

RC: Emory is a funny dude. He’s so intense. Emory and I used to argue constantly because I’m kind of intense, too. No matter what, we had polar opposite opinions. So, on the road, we would be in constant arguments, some of them good natured. But since he quit and has become a producer, I don’t see him much and, I don’t know, sometimes I feel bad and I feel like I’ve lost that friendship.

KZ: Were there musical differences? Were there more traditional?

RC: Not musical differences as much as, politically, religious, physical, nutritional... anything.

KZ: So what it like being the only woman on the road with all those guys?

RC: It was like being in high school, a high school on wheels. We had a blast. I didn’t get to play princess at all. They were hard on me in that way. If I was tired and didn’t want to go to soundcheck, it was too bad. I’d have to go. It was great because we’re all good friends. It’s just like being out with your pals.

KZ: On the last four LP’s, you’ve been using a lot of John Hiatt songs. What is it about his songs that makes you want to use them? Is it something about his writing?

RC: Oh yeah! It’s his lyrics. He’s so convoluted in his lyrics and he’s so intelligent. His melodies are exactly the same as his lyrics, to me. There’s always some kind of perverse twist that is just stunning. I like his work.

KZ: Rodney cut “Pink Bedroom” with Albert Lee. Was that one of the first times you’d ever heard it?

RC: We had the song around the house for a while. It was Rodney’s idea to do it. He had done it with Albert and he thought it would be a great idea for a girl to do it. In fact, we went through a lot of songs before we got back to “Pink Bedroom.”

KZ: You must have been a stockpiling tunes during all that time. You did one song that’s a sleeper favorite around here, ‘Never Be You.’

RC: I love that, too. (Producer) Jimmy Lovine called me up and said that (Tom) Petty and he wanted me to sing “Never Be You” for the Streets Of Fire soundtrack. So I went to Los Angeles and I did it. I got kicked off the record. I really don’t know what happened finally except that there were some battles and maybe Lovine got cold feet about me. I don’t know. But anyways, I got kicked off and Maria McKee of (Lone Justice) ended up singing it. But I just loved the song, I didn’t want to let it go. I tried to cut it during the first track with David Malloy. We never could get it right, so when I had a chance to go back with Rodney and David Thoenen, we did it and (Heartbreaker) Benmont Tench was there from Petty’s band and it turned out great.

KZ: I think your version cuts the original.

RC: It’s a sensuous track.

KZ: This LP also has a lot more bite. Do you think so?

RC: I do. It’s a result of more confidence on my part. The less neurotic, the more willing you are to take chances and be aggressive. That’s what I’ve been working on personally and it’s bound to reflect in the music.

KZ: How did you start working with David Malloy? His work with Eddie Rabbitt has some good sounds, technically.

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“I really wrote “My Old Man” as an answer to all those people who would ask me about my dad. Take this song and don’t ask me anymore.”

I felt all this pressure to make a record and Rodney was saying, ‘Don’t do it, just wait until after the baby’s been born, after you’ve written, after you’re ready.’ I just gave into the pressure and made a record when I shouldn’t have. But it’s really good that it happened, because when I wasn’t successful, I started thinking about it and made a decision that I didn’t want to make another record as just a singer and I took all that time to straighten out my life and do some writing.

KZ: So your new record is called Rhythm And Romance. You now have two children. Is that some kind of pun?


KZ: So what went on during the time lag between the ‘Somewhere’ LP and this new album? You were missing in action for awhile there.

RC: Well, I got off drugs. That took a long time. I went through drug treatment in January of ’84.

KZ: Any particular stuff?

RC: Cocaine. You know, that takes a big chunk out of you to get to the point where you’re not just completely neurotic and anxious about the whole thing — to feel good about it. So I did that and the start of the summer of ’84, I had started to write the songs for this record. I wrote “Closing Time,” that was the first one and then after I got out of treatment, I wrote “Halfway House.”

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June 21, 1985 / the GAVIN REPORT
RC: Well, Rodney took me to breakfast one day and said, 'I don't want to make your next record.' I said, 'What am I going to do?' So, he was having a party with David Malloy and I started talking to David about it. Dave and I got along well and it was really appropriate that that should happen.

KZ: What happened with you and Rodney going back to record "Pink Bedroom" and "Never Be You." Did he change his mind?

RC: David and I delivered an album, ten songs. Eli Ball came into the picture. There was a meeting with the CBS guys and Eli came in and said they didn't think the album was finished. Of course, everybody just got real upset, including me because, emotionally, I was done with the record. I had been working on it for months and months and months and I didn't want to do anymore. As it turns out, Eli was right. We needed those three songs. We re-cut "Hold On" and then we cut "Pink Bedroom" and "Never Be You." Rodney, at that point, wanted to go back and do it. Rodney said, 'If you can deliver me David Thoen, then I'll do it.'

KZ: Why would Rodney feel so strongly about working with him?

RC: Because he's probably one of the five best engineers in the country. He's like Bob Clearmount, one of those guys. So, we went to the Record Plant in New York and did those three tracks.

KZ: It's getting harder to pigeonhole you as just a Country act. Your sound is pretty progressive Country.

RC: Well, you know, at its time, "Seven Year Ache" was really innovative for Country. There were a lot of Country stations that wouldn't play it. It's not that it's so much more pop, it's relative to the times. It's (the new LP) the same distance it probably always was from Country.

KZ: So you still have your sights aimed at Country. Actually, you're still trying to lead the format a little. RC: I hope so.

KZ: When did you write "My Old Man," the song about your father? RC: During the summer of '83. I had started writing that years ago. I had part of a verse, then I put it away. I thought, 'I don't want to put myself through this.' So I was going through my old stuff and I found that. I really wrote it as an answer to all those people who would ask me about my dad. Take this song and don't ask me anymore. (laughs)

KZ: When did he first hear it? RC: He heard it when it was done. He liked it a lot. He got real emotional about it.

KZ: Do you have any stories about growing up among all those music people? Did you ever get up in the morning and there's Bob Dylan eating Cheerios? RC: (laughs) The times that I remember were when all the Statlers and Carl and Pearl Butler were over at our house. I remember when I was twelve, my dad took us to Michael Nesmith's house and all of The Monkees were there. That blew my mind.

KZ: What about rock 'n' roll?

RC: I grew up with it. I love it. Sometimes I tend to think of myself in that way more because I identify with the music I grew up with. As a matter of choice, that's what I still listen to most of the time. I was listening to the Doors when I was fourteen. You know, Buffalo Springfield, Beatles, and Creedence.

KZ: I understood your single isn't exactly a love song.

RC: Well, it kind of turned into that. It didn't start out that way. I'd lost a Grammy, it was the second one and I'd lost a bunch of awards so I was driving down Hollywood Boulevard singing to myself, 'I got my new dress, I couldn't hurt less, I don't know why you don't want me.' I had a feeling for that and I took it home to Rodney and he liked it and helped me finish it.

KZ: It's about not winning a Grammy award?

RC: Yeah, (laughs) well that's not really what turned out. That line, 'I don't know why you don't want me,' came from that and then we turned it into a love song.

KZ: Somebody told me they saw you at CBS and that's actually your handwriting on the cover here.

RC: Yeah, it is.

KZ: All the lyrics and everything?

RC: It took me months. I did all that by hand. There are scripts you can pick but I did this one by hand. I did a little bit each day and it's real tedious work. I had to write all of the legal copy and the legal line at the bottom and the copyrights and everything. I went in everyday and I had a little desk and it was great! I had a blast. It was here in Nashville. Bill Johnson was my boss.

KZ: So you were an art person at CBS for a while?

RC: Yeah. Rodney said, 'Rosanne Cash ... Art Student.'

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**AVAILABLE**

JILL HENRY from KFMI-Eureka, CA is looking for a position as A.T./Prod./M.D., contact her at (707)822-7223.

BRENT ALLISON from KO93-Modesto, CA is looking for a position as A.T./Prod./M.D., contact him at (209)1571-0215.

BOB WEIL from WJJB/WM-Poughkeepsie, NY is looking for a position as Air Talent, contact him at (914)856-5467.

MARK ALAN DOWNING from KAGO/FM-Klamath Falls, OR is looking for a position as A.T./Prod./M.D., contact him at (503)864-8126 or 882-2551.

BRIAN WRIGHT from Z14/90-Rockford, IL is looking for a position as A.T./P.D., contact him at (815)624-6082.

KEITH MORGAN from KQXR-Bakersfield, CA is looking for a position as Air Talent, contact him at (805)326-8368.

MICHAEL MCDONNELL from KQXR-Bakersfield, CA is looking for a position as Air Talent, contact him at (805)834-7667.

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**JOBS**

SALES MANAGER - KABN-Big Lake, AK
*Tom Locke (Box 520368 - 99652)*

PRODUCTION/NEWS - KPUJ-Bellingham, WA
Joe Bates (206)724-1170

NEWS DIRECTOR - WCRO-Johnstown, PA
Todd Haliday (407 Main Street - 15901)

ENGINEER/A.T. - KIOF-Big Springs, TX
Lenny Pierce (915)263-7326

A.T./SALES - WKFX-Gadsden, AL
Ron Burton (2725 Rainbow Drive - 35091)

A.T./PRODUCTION - OK35/FM-Tri Cities, WA
Dean LeMaster (Box 'K' - 99302) send Tapes & Reviews

AIR TALENT (mid-days) - KDVV-Topeka, KS
Kevin Rabat (715 Harrison - 66023)

A.T./PM drive/PROD. - KQEU-Olympia, WA
*Charles Cox (Box 48 - 98507)*

AIR TALENT - WKNY/WM-Central City, KY
*Stan Barnett (Box 471 - 42330)*

AIR TALENT - WFBG-Altoona, PA
*Steve Kelsey (Box 105 - 16603)*

AIR TALENT (future) - New Albany, MS
*Mike Grace (Box 808 - 38652)*

AIR TALENT/PROD. - KBRV-Soda Springs, ID
Rich Summers (208)547-3307

*No phone calls, please.*
- MARCEL TAKES A BREAK
During a recent series on Radio in Rochester, WDKX Program Director Andre Marcel was a special guest on local ABC/TV affiliate WOKR's Morning Break program. Shown (l-r) Andre Marcel and Tom George (Morning Break co-host).

VIDEO SPOTLIGHT
Rebecca Sullivan (lead singer of Heartbreak USA) is interviewed on the set of Video Spotlight (a video show in New Jersey) by Hollywood Hamilton (air talent on Z100-New York).

- TIL TUESDAY VISITS KIIS
A couple of members of 'Til Tuesday recently dropped by to visit the studios at KIIS AM/FM in Los Angeles. Pictured are (l-r) Gene Sandbloom (M.D.-KIIS AM/FM), Aimee Mann ('Til Tuesday), Michael Hausman ('Til Tuesday) and Mike Schaefter (P.D.-KIIS/AM).

MICHAEL LESSNER BATS 1000
Independent record label consultant Bruce Wendell (left) and Motown VP of Promotion Michael Lessner (right) pictured with two time MVP Mike Schmidt performed the duties of bat boys when the Phillies & Dodgers met in L.A. The Dodgers seemingly lackluster performance made an abrupt turnaround when coach Tommy Lasorda was rumored to tell his team "Guys... let's win this one for #66..." and they did.

June 21, 1985 / the GAVIN REPORT
Like most radio stations, Sacramento's FM102 played USA For Africa's "We Are The World." But then some amazing things began to happen that culminated with Music Director and morning drive personality Chris Collins traveling to Ethiopia.

FM102 Program Director Rick Gillette explains it this way: "About a week and a half after 'We Are The World' was released I was having a weekly music meeting with Chris and Carolyn, our Research Director, and we began waxing philosophical. We wanted to do more than just tell listeners to buy the record and help. So we decided to put Chris on the air for 28 straight hours and told the audience all the money we would have paid our other jocks, who had the day off, would go to USA For Africa. (By the way, Rick let us know that his jocks DID get paid plus the station donated the equivalent amount to USA For Africa.)

"Once completed, the station took the money and purchased USA For Africa albums, had them autographed by LaToya Jackson and later auctioned them off at a nightclub for even more money and then donated that. Then on the morning that stations everywhere played "We Are The World," we set up a little Sacramento network of stations, KGNN (all news), KRAK (Country), and KSMJ (FM102's AM sister), and, with some engineering expertise, put all three stations on the air at the same time. Several local TV outlets filmed this event as it was taking place. Later that day on the noon news, I believe it was channel 13, all the disc jockeys got together to discuss the project. As Chris [Collins] was talking, he said it was great doing this, but he'd like to do more—mentioning it would be great to go to Ethiopia and see if all the money raised in the last few weeks was being used in the proper way." That off-the-cuff remark, Gillette says, put the station in a position they couldn't back out of, so plans to put Chris on a plane to Ethiopia were set into motion. Rick emphasized the red tape was beyond anything imaginable and getting permission was literally a last minute affair.

THE TRIP

Chris Collins returned from Ethiopia on Saturday, June 15th with a perspective few outside that tragic region of the world have. I talked to Chris about what he witnessed. Those who doubt the Marxist influence in Ethiopia should read on.

A former "Carterite," Chris considers himself a "liberal" but nevertheless, he was taken aback by Ethiopia's Marxist regime.

He now is convinced without a shadow of a doubt that "Communism is determined to wipe out all religion on the face of the earth." Chris firmly believes the plan is to wipe out Christianity in Ethiopia and while admitting he is not a "religious person" it was evident to him that is what's taking place. Citing the statistic that one-half of Ethiopia's population is under 20 years of age, Chris sadly notes that while old people are left to die, the young are being indoctrinated in school once they get healthy. Chris went through at least 40 different bookstores and all he could find were books about how great Marx and Lenin were and how rotten the CIA and America are, detailing our supposed plan to kill off all African nations. Chris' assessment of the situation is one of cautious optimism. "Overall, it's the tip of the iceberg. Before they get anything accomplished in this country, I think you'll see SEVEN to TEN million people die. The only thing people can do is to continue to fight the problem and Americans should realize how fortunate we are to be in this part of the world rather than theirs. If you can give, you should." Chris credits all agencies except the Red Cross, who he feels are worthless, with doing all in their power to help.

On the positive side, Chris reports that the USA For Africa campaign has done immense good. The money is getting to the source. Collins said it was an awesome sight to see 6½ million dollars in medical supplies unloaded. However, the need for more doctors is tremendous.

Now, the BIG problem. Though the critical supplies get to those who need them, according to Chris, there is a big backlog of supplies due to transportation problems. On the flight over, Chris met 20/20's Tom Jerrold and he wanted to know the details of Chris' involvement. In the midst of meeting other ABC newsmen, Chris was introduced to Roy E. Webb, who is with an organization from Switzerland called "Knowledge For Life." Mr. Webb asked Chris to spearhead a campaign called "Trucks For Ethiopia." The number of problems in the country and the reason that food gets backed up, says Collins, "is due to a lack of transportation. "Knowledge For Life" has made a deal with Fiat to get 4-ton trucks for $40,000 apiece. They need 200 trucks to handle the supplies. FM102 has already started a program by opening up a trust account at a local bank and asking people to donate to it. When it reaches $40,000 that money will be turned over to "Knowledge For Life," which is turning it over to Fiat, who sends over the trucks with spare parts, spare tires, a mechanic to go with it, plus the truck is specially painted by Fiat with slogans such as "The FM102 Sacramento Spirit For Life Truck" if that's what is desired. P.D.'s interested in joining Chris, Rick, and FM102 in getting "Wheels For Ethiopia" should contact him at FM102 (916-422-1025) weekdays 11 to 4 PM PDT. It's a chance to help save the lives of millions of human beings and strengthen your station's image in the community.

Rick Gillette, Chris Collins, and the staff at FM102 have proven that anything is possible if you use all the tools at your disposal. They are to be commended for all their past efforts and for continuing to donate their time and energy to this newest project. I urge all our readers to get as involved as they possibly can.
SISTER SLEDGE
Together with Nile Rodgers, Duran Duran's Simon LeBon and Andy Taylor have added their vocal touch to the Sister Sledge 1979 tune “Lost In Music” for release in England only.

FREDDIE JACKSON
As a teenager he sang at Harlem's White Rock Baptist church where Ashford & Simpson met years earlier. He went on to become a member of Paul Laurence Jones Ensemble.

COCK ROBIN
Got their name from a bookmark that depicted 17th century woodcuts of an anonymous couple called “The Marriage of Cock Robin And Jenny Wren.”

MADONNA
A local San Francisco hotel was offered $10,000 for Madonna's used bed linen after her appearance here. Hotel turned it down and sent them off to the laundry with all the rest of the sheets.

THE HUMAN LEAGUE
Leader Philip Oakey is planning to team up with Giorgio Moroder again for a single and an album release.

PAUL YOUNG
While onstage in Australia, Paul misjudged and fell off the stage. He continues his U.S. tour with dislocated ribs.

JOURNEY
The line-up is intact and they're currently working on their new album.

WOMACK & WOMACK
Linda & Cecil are married to each other and have seven children.

STING
Coal Miner’s Daughter director, Michael Apted, has been hired to make a feature film about Sting’s new group.

DEPECHE MODE
The band (pronounced Da-pesh Mode) found their name while leafing through a French fashion magazine—it means fast fashion.

A-HA
This new trio hails from Norway.

ROBERT PLANT
Commenting on Stephen Davis' latest book about Led Zeppelin, Plant cites Davis' sources as unreliable—mainly coming from a disgruntled former road manager.

BARBARA MANDRELL
She is in the studio in Nashville with producer Tom Collins working on her next album, scheduled for a late July release.

GARY MORRIS
The American Optometric Association named his eyes as one of the ten most distinctive pair in the entertainment field, along with such notables as Linda Evans and Prince.
BRAND NEW!

MEN AT WORK
"EVERYTHING I NEED"
R&R CHR 188 STATIONS
GAVIN TOP 40 151 STATIONS

WCAU/FM 40-35 KX104 20-18
PRO/FM 24-21 KCPX 22-19
WNVZ 32-28 KIST 24-20
WERZ 18-16 KXGO 10-7
WRCK 23-18 WZXM 21-12
WFMI 22-18

KENNY LOGGINS
"FOREVER"
R&R CHR 127 STATIONS 50%
GAVIN TOP 40 129 STATIONS

KEGL 6-4 WНЫS 26
K104 12-7 WCAU/FM 29-26
WJZR 16-8 WHTX ON
KCPX 10-3 94Q DEBUT @ 34
95XIL 9-7 Z93 33-32
KWES 6-6 KAFM 22-17
KITY 16-14 KTKS 24-22
KISN 20-12 WGCL 20-17
KZOZ 16-11 92X 29-27

HOOT!
"ALL YOU ZOMBIES"
R&R CHR 7
GAVIN TOP 4 7

WXKS/FM
PRO/FM
93FM 21-19
92X DEBUT
WNCI DEBUT
WHYT
ZZ99
KHTR
KKRZ
KPLUS DEB
"LOVE RESURRECTION"

"Now that the North American public has been served the appetizer "Invisible," it's time for the entree! Moyet's unusual and powerful vocal style makes quite an impact when matched with the ultra-original words and music of this entry."

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COCK ROBIN
"WHEN YOUR HEART IS WEAK"
R&R CHR 39/6
GAVIN TOP 40 38/8

195 ADD KCDQ ADD
93FM 25 KDSR ADD
WXKS/FM ON KTAW ADD
WRQN ADD KGCH ADD
WCGQ ADD KYES ADD
Q104 ADD KYJC ADD
T-94 ADD KKYS 14

LISA-LISA AND CULT JAM
WITH FULL FORCE
"I WONDER IF I TAKE YOU HOME"

COLUMBIA RECORDS
rewriting the future

shriekback: oil and gold
The heat is on. In the beginning, Album Radio came on to hard rock and Heavy Metal in an attempt to distinguish and align themselves with an active core audience. Now that the honeymoon is over, hard rock has been given the middle finger and the cold shoulder. Some bands have adjusted their position. Some are rightfully unrelenting. Y&T with Summer-time Girl is, using KEVIN BEAMISH (REO/STARSHIP), have softened the blow a bit popward. MOTLEY CRUE cover BROWNSVILLE STATION's only hit Smokin' In The Boys Room. They take the blues way out with an a-ok harp/guitar exchange. SCORPIONS turn out a presentable live option. Danger is the most courageous of the lot. On the remainder of the LP, singer RIAN JOHNSON sings like his slacks are on fire. As the fire inches vitally closer, the pitch is fevered. Radio is panicked. The bands and fans, on the whole can be unflinching and stubborn, but that's rock 'n roll. The showdown is on.

Opposing forces collide. Dance and rock combine forces as SHRIEBACK tamper with morose images of death and cannibals. SHRIEBACK had tremendous Alternative chart success with their last LP (import only) and My Spine Is The Baseline. Nemesis is no predictable follow-up, which will please their audience no end.
STING debuts at number one the first week it converts as an LP. Five trax deep on an LP so experimental is a plus for radio. TALKING HEADS: Taking an enormous jump in points and on the chart, 22-8. The opening track, "And She Was," is almost as strong as the single. U2: After dabbling in almost all four trax, the picture finally seems to be focusing in on "Three Sunrises". BRYAN FERRY: Primary action is on the single, "Slave To Love". Don't discount the early reaction on side two's "Stone Woman". Look for an upcoming interview. BOB DYLAN: Ironically, EMPIRE BURLESQUE is growing faster than even BD's last album radio chart success. INFIDELS. JEFF BECK: "People Get Ready" is already up to #16. Upcoming acceptance of the LP's instrumentals will be instrumental. MEN AT WORK: Crucial week for the Men from Downunder is this week! REM: Meeting very little resistance as REM have already conquered the bottom half of the chart in two weeks. Action on new single, REM is this week's CERTIFIED. Look for HUEY's "Power Of Love" to go number one Top Forty. No joke. KATRINA and her WAVES are moving back up...Revenge of the Killer B's. DON HENLEY's original B-side to "Boys Of Summer", "Month Of Sundays" is getting play. Proceeds go to a national organization aiding American farmers. Other B-side action on SPRINGSTEEN, "Stand On It!", and BRYAN ADAMS with an import B-side poking at Princess Di...Expect a strong next week from PAT BENATAR and STYLE COUNCIL. Once again, a million thanks for all the reaction. What's upcoming? How about REM, TEARS FOR FEARS, TAXI, TALKING HEADS, GRAMHAM PARKER, BRYAN FERRY, KIM CARNES, DEPECHE MODE, BEACH BOYS, ROBERT PLANT...plus more. KZ.
Don't be deceived by the THREE O'CLOCK and EURYTHMICS chart drops. Both are receiving excellent airplay but were squeezed out by the torrid new releases previously mentioned.

**SPOTLIGHT LP**

Perfect Way/Lover To Fall/The Word Girl (Flesh & Blood) — SCRITTI POLITTI (Warner Bros.)

After a long, strung out series of single releases, SCRITTI POLITTI is just now establishing itself as a formidable dance band that will finally see success from album airplay on Alternative radio. Their sound walks the fine line between Alternative and bright pop music. The quirky bass and synthesizer hooks are catchy but not quite cliche. CUPID & PSYCHE '85 includes all of their recent singles, plus an assortment of new material that highlights Green Cartside's high pitched distinguishable voice. SCRITTI POLITTI are an Alternative band that possesses a strong potential to crossover - possibly in a major way (ask Mark Shands @ 195 in Miami).
Country music programmers still see themselves as operating a specialized, minority format. In many ways, they think of their format as a second-class citizen with limited audience and ratings potential. We believe these supposed limitations are self-imposed, and that they have no basis in fact.

A qualitative study of the lifestyles and psychographics of listeners who consider Country their secondary or tertiary music-of-choice indicates exceptional opportunities for audience growth. In some cases, this growth can be spectacular for the format.

For such growth to be stimulated, some elemental but very significant adjustments of programming are required. This report examines some of the present failings of Country programming and reasons for them. It also details briefly some adjustments that should be incorporated into the format to open new rating and demographic vistas for the rest of the decade.

The "Traditional" Country Crowd
A certain small percentage of the Country audience exerts an inordinate amount of influence on the direction and content of the music being formatted on the radio.

This minority group considers itself "Country purist". They are overly conservative; so much so that they must be considered a 'fringe' group. They resist anything that does not conform to their notion of 'pure' Country, be it artist or song style. They are quite vocal about anything that does not precisely fit their concept of what is and is not acceptable County music.

Programming for the Minority
Radio programmers, as a group, are hyper-sensitive to any complaint they may receive. Even the hint of displeasure from a single listener is often enough to cause a programmer to reassess a programming decision. One negative call can, and often does, influence a PD to stop playing a new record and to resist playing anything in the future that might sound similar to that record.

A present-day example of this is the case of Ray Charles. He has released three excellent Country albums in recent years. But most programmers have refused to even consider playing his records. The ones that have report that when they've played him, they've received complaints about "why are you playing that song by that black guy?". But, when Ray's released a duet with an "established" Country artist, he's hit the Top Ten. It happened first with George Jones, again with Willie Nelson. His most recent album has been on the Country charts for eight months, most of that time at the top of the list. He tours with major Country artists, he's featured on all the Country television shows. All indications are that he is eagerly accepted by the majority of Country listeners. Yet, his airplay has been stifled because he doesn't "sound right" to a certain kind of listener.

Another example is the case of the Nitty Gritty Dirt Band. Formed in the late 60's, the group was initially identified as a Rock group. Since the early 70's, they've devoted themselves exclusively to Country. Despite the fact that they made exquisite Country recordings, their Country radio airplay was all but nonexistent. This was based solely on the fact that Country purists, and the programmers who follow the purist mind-set, continued to label the group as a Rock band and refused to give them their due. Today, the group has finally been accepted and is rolling out a string of hits.

Minority Programming Limits Growth
Because Country programmers receive little feedback from the majority of listeners, the conservative minority has convinced programmers that their way is the correct way. Because of the confining belief that total audience potential is limited, programmers experience great anxiety about the possible loss of even a single listener. As a result, programmers resist anything new and anything that doesn't conform to predetermined "rules". Programming decisions are being made while staring into a rearview mirror as PDs rely on traditional criteria and old formulas. They simply miss growth opportunities by failing to program music based on individual song quality. We call this "past-tense programming".

Yet, even a cursory study of Country listener loyalty indicates such a 'purist' would be most unlikely to desert the station. Indeed, there's every indication that a "present-tense" programming strategy, unburdened by self-imposed, narrowly-defined programming principles would bring more new listeners to the format, increasing ratings exponentially.

Mistaken Assumptions About Adult Music Preferences
Country programmers have made the same erroneous assumptions about Adult Contemporary programmers were making until just a few years ago. They assume Adults don't like new music. They assume the majority of listeners prefer 'mellow' music mixes. It is most curious that these two assumptions have taken root in this, the most upbeat and 'new-product' oriented society on Earth.

The A/C Lesson
In the late 70's, when A/C programmers finally realized Adults liked new Donna Summer records better than they liked old Neil Diamond records, they discovered a huge positioning hole in the format spectrum. When A/C programmers started offering a more uptempo music mix, they found their younger demographics improved considerably...and so did their older demos. It was a very pleasant surprise.

Today, Country is poised and primed in exactly the same situations as A/C was in the late 70's. The audience doesn't prefer mellow Charlie Pride oldies more than energetic new hits by The Judds. The opposite is true.

Younger Demographics and Music Tempo
Country programming seminars and the radio trade press have recently been exploring one problematic dilemma that the Country format has yet to find a
solution for. That is the failure to attract 18-34 listeners. Even while the largest group of Country record buyers is 18-34 year old women, the largest group of Country radio listeners continues to be 35-44 year old men. Country PD's keep wondering aloud why they can't attract younger demos. This seems to be a classic case of "can't see the forest for the trees." Every format that has healthy younger demos has an uptempo beat. Be it A/C, CHR, Urban or AOR, if the station has strong 18-34 numbers, chances are it's programming is 60-85% uptempo. Switch to the Country station and you'll hear a 60-85% down-tempo music mix.

The Artist-Over-Song Fallacy
Country programmers have always assumed the artist is more important than the song. In the past, when Country truly was a 'specialized' format, that theory was acceptable. Today, it is antiquated. Still, on the whole, Country PDs will add to the playlist anything released by a 'name' artist. It seemingly makes no difference how 'wimpy' the song may be, or how lacking in hit potential. This artist-oriented strategy leaves little room on the playlist for new songs by new artists. It seemingly makes no difference how good the song may be.

Referring to the A/C example once again, until the late 70's Adult Contemporary programmers had the same belief as Country PDs about the over-riding importance of 'name' artists. Any new record by a Barry Manilow or a Neil Diamond would be added almost immediately upon release, even though most of their records were peaking well below hit-status. In turn, A/C programmers often wouldn't add a hit song by a new group like Fleetwood Mac until it was practically burned-out on the CHR stations. Once A/C realized the song was the thing and the artist was almost secondary, the typical A/C playlist took on an entirely new vitality which led to a renaissance in the format that continues to this day. Now, a good new song will receive airplay just as quickly on A/C as on CHR. And A/C ratings and demographics are very healthy, indeed. Country programmers, on the other hand, are still making the artist-over-song mistake. For example the first singles by The Judds and Sawyer Brown were all but ignored by about half of Country programmers. If 'Had A Dream' and 'Leona' had been released by Crystal Gayle and Alabama, both songs would probably have been Top Ten hits. Both of the songs reached the top ten on most of the stations that played them. But, because the artists weren't established, the songs were denied airplay on a very significant percentage of stations. Thus, both peaked in the high-teens on the national charts.

Now, just a few months later, The Judds and Sawyer Brown are 'established' in the minds of programmers, so they can expect immediate airplay on whatever they choose to release. This tunnel-vision about artists continues. Today you can still see the Country charts populated with mediocre songs by 'name' artists. And you can audition new releases in any given week and find at least two really strong songs that will probably never be heard on the radio because the artists are not well-known.

Prescriptions for Growth
At the beginning of this report, I stated that Country radio was primed for dynamic growth in both total ratings and in the younger demographics which have thus far eluded it. In summary, I offer the basic elements which will open the avenue for that improvement.

Music Mix
To attract younger demographics, Country radio must format a music mix that is 65-80% uptempo. Those who argue that down-tempo is the nature of the music and that it can't be done are in error. Uptempo Country is certainly not as intense nor as fast as Pop music, but it is still easily possible to program Country with a consistent, danceable beat. Examining the Oldies lists, one finds an abundance of uptempo hit product available. And when programming Current music, it's a simple matter to place the uptempo new songs into a higher rotation than those that are downstream. A rotation pattern weighted toward uptempo music will have an immediate and energized effect on the radio station.

Music Selection
The Country music industry is now bubbling with new artists creating exciting music, both 'modern' and 'traditional.' The two styles blend together well and compliment each other nicely. To take maximum advantage of the new music being released, programmers must begin using their ears more than their eyes to select new playlist adds each week. Instead of looking at the name on the label or the position on the charts, the programmers must spend more time listening attentively and searching for the very best new product available for programming. Programmers must develop a music mix that responds to the more diverse tastes of the modern listening audience.

Music Research
Researching Country music has always been more difficult than researching Pop. Country sales are much smaller, thereby increasing the error-margin in sales research. Fans of a Country artist can flood a station with requests, thereby distorting the programming value of a new record. To counter this, programmers must direct more effort into the areas of qualitative research. They must learn more about what kinds of people are buying which records. They must develop questionnaires to glean more in-depth information from their request lines. They must spend time studying the evolving audience with telephone and focus-group research.

Reliance on Call-Out and Auditorium testing methodologies for selecting the Oldies library should be decreased, or eliminated altogether. Both methodologies are biased towards ballads. Both are overly expensive. In their place a Music Panel methodology, as developed by The Programming Co-Op may be utilized. Or, if such strategic research is impossible to budget, a programmer may research oldie charts, develop a lengthy list of Top Ten hits and then use professional judgment and studious listening to fine-tune the list to the individual market and competitive situation.

Confidence
Radio programmers must develop more self-confidence in their ability to pick new music. Once they've carefully auditioned a new song and determined that it has programming value, programmers must not be unduly influenced by a few old-die conservatives, no matter how vocal they may be.

Attitude
This is the single most significant element in the process. The attitude one takes toward any undertaking directly affects the ultimate success of the project. If a programmer believes Country has a limited audience potential, it will be so. If the programmer believes the station can reach new heights, it can be done.

Summary
By being overly solicitous to minority conservative listeners, programmers continue to keep themselves boxed into a narrow niche. They are more concerned with "keeping what we've got" and less with expanding their potential audience base. The present ratings and demographic position of the Country format can be dramatically enhanced with a few strategic modifications. These modifications will not dilute the fundamental elements of the Country format. Indeed, it will become even more "country" than it presently is. Rather than sounding like a 'soft rock' station playing Country music, it will become a more exciting Country music radio station with a progressive formatting plan that reflects the wants and needs of the huge and demographically diverse Country audience. This audience is presently being under-served by the majority of today's Country radio stations.

A very significant programming opportunity now exists. Comments and questions encouraged.

The Programming Co-Op
Box 266
Fayetteville, Arkansas 72701
Phone: 501-443-6324
### The Gavin Report - Country

#### Certified

| THE JUDDS | Love Is Alive (RCA/Curb) |

#### Most Added

| THE FORESTER SISTERS | I Fell In Love Again Last Night (Warner Bros) |
| SYLVIA | Cry Just A Little Bit (RCA) |
| *JOHN CONLEE | Blue Highway (MCA) |

#### Top Requests

| ALABAMA | 40 Hour Week (RCA) |
| WAYLON, WILLIE, JOHNNY & KRIS | Highwayman (Columbia) |
| BELLAMY BROTHERS | Old Hippie (MCA/Curb) |

### Chartbound

<table>
<thead>
<tr>
<th>Waylon Jennings - Drinkin' &amp; Dreamin' (RCA)</th>
<th>Reports</th>
<th>Adds</th>
<th>On Chart</th>
<th>Weeks</th>
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<tr>
<td>109</td>
<td>30</td>
<td>68</td>
<td>11</td>
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<tr>
<td>Keith Stegall - Pretty Lady (Epic)</td>
<td>96</td>
<td>14</td>
<td>72</td>
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<tr>
<td>The Forester Sisters - I Fell In Love Last Night (W.B.)</td>
<td>89</td>
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<tr>
<td>Lacy J. Dalton - You Can't Run Away From Your Heart (Columbia)</td>
<td>86</td>
<td>11</td>
<td>63</td>
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<tr>
<td>Merle Haggard - Make-Up And Faded Blue Jeans (MCA)</td>
<td>86</td>
<td>16</td>
<td>59</td>
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Reports accepted Mondays at 8am through 3pm Wednesdays.
**ACTION SIDES**

**ARTIST & TITLE**

<table>
<thead>
<tr>
<th>Artist &amp; Title</th>
<th>Reports</th>
<th>Adds</th>
<th>On</th>
<th>Chart Weeks</th>
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<tr>
<td>Gene Watson - Cold Summer Day In Georgia (Epic)</td>
<td>83</td>
<td>21</td>
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<td>Mel Tillis - You Done Me Wrong (RCA)</td>
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<td>47</td>
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<td>Shelly West - Don't Make Me Wait On The Moon (Viva/Warner Bros.)</td>
<td>68</td>
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<td>Sylvia - Cry Just A Little Bit (RCA)</td>
<td>67</td>
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<td>Atlanta - Why Not Tonight (MCA)</td>
<td>54</td>
<td>22</td>
<td>30</td>
<td>2</td>
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<tr>
<td>Jim Glaser - I'll Be Your Fool Tonight (MCA)</td>
<td>49</td>
<td>24</td>
<td>25</td>
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<tr>
<td><em>Charly McClain - With Just One Look In Your Eyes (Epic)</em></td>
<td>48</td>
<td>30</td>
<td>16</td>
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<tr>
<td>Becky Hobbs - Hottest &quot;EX&quot; In Texas (Capitol)</td>
<td>47</td>
<td>12</td>
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<td>Carl Jackson - Dixie Train (Columbia)</td>
<td>43</td>
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<tr>
<td><em>Conway Twitty - Between Blue Eyes And Jeans (Warner Brothers)</em></td>
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<td>33</td>
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<tr>
<td>Gail Davies - Unwed Fathers (RCA)</td>
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<td>Heart Of Nashville - One Big Family (Compleat)</td>
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<td><em>John Conlee - Blue Highway (MCA)</em></td>
<td>39</td>
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<td>5</td>
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<td>Tom T. Hall - A Bar With No Beer (Mercury/PolyGram)</td>
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<td>5</td>
<td>21</td>
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<tr>
<td>Leon Everette - A Good Love Died Tonight (Mercury/PolyGram)</td>
<td>34</td>
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<td><em>Rockin' Sidney - My Toot Toot (Epic)</em></td>
<td>33</td>
<td>20</td>
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<tr>
<td>Terri Gibbs - Rockin' In A Brand New Cradle (Warner Brothers)</td>
<td>31</td>
<td>18</td>
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<td><em>The Whites - Hometown Gossip (MCA)</em></td>
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<td>Jimmy Buffett - Gypsy In The Palace (MCA)</td>
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<tr>
<td><em>Charley Pride - Let A Little Love Come In (RCA)</em></td>
<td>26</td>
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<tr>
<td>Hillary Kanter - We Work (RCA)</td>
<td>25</td>
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<td>15</td>
<td>8</td>
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</table>

*Dropped* In Action Sides This Week:

- #26-Mel McDaniel, #36-Merle Haggard, #37-Conway Twitty, #39-Charley Pride, Nicolette Larson, Chance, Osmonds

**LP CUTS**

- Vince Gill - OKLAHOMA BORDERLINE
- Conway Twitty - SOMEBODY LIED
- Crystal Gayle - TOUCH AND GO
- Sylvia - ONE STEP CLOSER
- Dolly Parton - I HOPE YOU'RE NEVER HAPPY
- Kendalls - TWO HEART HARMONY

**RECOMMENDED NEW RELEASES**

- **JOHN CONLEE**
  - Blue Highway (MCA)

- **KAREN BROOKS with JOHNNY CASH**
  - I Will Dance With You (Warner Brothers)

- **TAMMY WYNETTE**
  - You Can Lead A Heart To Love (Epic)

- **VINCE GILL**
  - If It Weren't For Him (RCA)

**COUNTRY SUMMARY**

When one makes a change, no matter how slight, there are bound to be goofs. The headlines have been duly corrected. Also, we'll show the record with the most adds for the week in the MOST ADDED headline along with the debuts in ACTION SIDES most added record. LAURIE SAYRES at KNEW/KSAN says ROCKIN' SIDNEY has the phones ringing off the hook at both stations. It's getting the same reaction at WKYQ-PADUCAH and is the number one request at KORD-TRI-CITIES after just two days of play. SIDNEY is rockin' the listeners and stations where played. There's a lot of interest in MEL TILLIS' latest effort at KGRT-LAS CRUCES and it's breaking out at WXYQ-STEVENS POINT. SANDY BROWN is especially hot at KMIX-MODESTO as are the FORESTER SISTERS at KJJR-WHITEFISH after one week of play, and at KEED-EUGENE fans of WAYLON are responding favorably to "Drinkin' & Dreamin'". A NOTE TO ALL GAVIN REPORTERS: Contributions to THE HEART OF NASHVILLE FOUNDATION can be sent to Box 123, Nashville, TN 37202. Retraction: BOB KENNEDY is not the new P.D. at Y96/KHEY-EL PASO as stated in GAVIN changes 6/7/85. We apologize to BRIAN KENNEDY (who was promoted to P.D. at Y96) and MIKE HINRICHs (now holding down the P.D. position at KHEY).
NORTHWEST
Worcester, MA (Tim Todd-WORC) Sylvia, Bama Band, G. Strait, Foresters.
Brockton, MA (Mark Burns-WCAV/FM) M. Haggard, J. Conlee, M. Osmond, R. Sidney.
Portland, ME (Hal Knight-WPOR/FM) Sylvia, Mattea, B. Hobbs.
New York, NY (Raab/Green-WHNN) G. Morris, R. Cash, Foresters.
Carlisle, PA (Ann Stevens-WHYL) Lane Brody, Haggard, Foresters.
Philadelphia, PA (Bob Young-WXTU) Waylon, Sawyer Brown, C. Pride, Haggard, Foresters, Restless H.
Wilmington, DE (Chris Michaels-WAMS) Lane Brody, C. McClain, Conway, Kendalls, Waylon.

SOUTHEAST
Danville, VA (Alan Rowe-WDOVA) C. McClain, Stampley, D. Henley, J. Conlee, G. Davies, Sylvia.
Charleston, WV (Bob Jones-WQBE/FM) S. West, Sylvia.
Shelby, NC (Davis/Prueett-WNOH) Haggard, L.J. Dalton, S. West, McEntire, Watson, Waylon, S. Pacific, T.L. Hall, G. Davies, Osmonds.
Carrollton, GA (Jerry Jackson-WLBB) McClain, Conway, Sylvia, Conlee.
Elberton, GA (Dave Davis-WWRK/FM) L.J. Dalton, Campbell, G. Davies, S. Pacific, Sylvia, H. Dunn, McClain, Stampley.
Pensacola, FL (Kris O'Kelley-WOWW/FM) B.J. Royal, Waylon, Atlanta, Kendalls, Buffett.
Destin, FL (Skip Davis-WWMK) Rabitt, Emmylou, Sylvia, M. Osmonds, C. Pride.
St. Petersburg/Tampa, FL (Bill Payne-WQKY/FM) Sylvia, Waylon, Foresters, Restless Heart, McEntire, Watson.
Arcadia, FL (Karl August-WOKD) Sylvia, Glaser, Kendalls, Conway, L.J. Dalton.

SOUTH
Sylacauga, AL (Charles Lande-WMLS/FM) Rabitt, Hobbs, Davies, Emmylou.
Talladega, AL (Chuck Woodard-WEYY) K. Brooks, J. McEuen.
Jasper, AL (George McGowen-WARF) Atlanta, Foresters, Conlee, J. Fogerty.
Gadsden, AL (Jim Prueitt-WAXA) Glaser, L. Lynn, Haggard, Rabitt, Pride, Foresters, Conway, Exile.
Atmore, AL (Roy W. Harrison-WSKR) R. Sidney, Pride, Foresters, Conway, Kendalls, Haggard, Rabitt, Sylvia.
Nashville, TN (Jay Phillips-WSM) Strait, Gosdin, T.G. Sheppard, Frnicke, WWJ&K (Highwayman).
Chattanooga, TN (Chuck Stevens-WOOD/FM) N.G.D.B., Foresters, Mac Davis.
Kingsport, TN (Bob Gordon-WKIN) Lane Brody, McEntire, Kendalls, C. Jackson.

Pontotoc, MS (Ronnie Hughes-WSEL/FM) Haggard, S. West, R. McEntire, S. Pacific.
Biloxi, MS (Jim Tabor-WWMI) G. Davies, McEntire, L.J. Dalton, H. Dunn.
Brandenburg, KY (Rachel Heavin-WMMG) B. Hobbs, Watson, Haggard, Foresters.
Paducah, KY (Kent King-WKYQ) Mac Davis, Foresters, Sylvia, Glaser, R. Sidney.
Houma, LA (Larry Hyatt-KJIN) K. Stegall, Bandana, G. Strait, R. Cash.
Shreveport, LA (Ledselstonnerd/KWW) McEuen, Stampley, J. Gibbs, Mattea, Conway, Conlee, Pride, Haggard, T. Wynette, Osmonds.
Ruston, LA (Bob Day-KKRX) Waylon, Atlanta.
Fayetteville, AR (Tom Sleeker-KKIX) Waylon, Bandana.

UPPER MIDWEST
St. Cloud, MN (Steve Stewart-WWJO/FM) Sylvia, Glaser, Conlee, Rabitt, Osmonds, R. Sidney.
Yankton, SD (Rolee Smith-WNAX) Foresters, Watson, B. Hobbs, L. Everette, Osmonds, McClain.
Sioux Falls, SD (Rohrer/Linn-KIOV/KRXB) frzn.playlist, no adds.
Sioux Falls, SD (Cary Wencil-KS00) Lane Brody, Foresters, Stegall.
Sioux Falls, SD (Charlie Cassidy-KYKC) G. Morris.
Aberdeen, SD (Greg Gilbertson-KKAA) G. Morris, K. Brooks, Wrights, Pride, Bellamy, Conlee, Exile, Atlanta.
Redfield, SD (John Schreier-KQKD) Foresters, T. Gibbs, Glaser, Whites, Stampley, Sylvia, McClain, Waylon, D. Menton, McEntire, Atlanta, Mac Davis.
Rapid City, SD (Randy McDaniel-KIIM) Foresters, Glaser, Sylvia, Atlanta.
Rapid City, SD (Bob Louis-KTOQ) Haggard, Campbell, Stegall, Watson, D. West, McEntire, Mac Davis, Waylon.
Wahpeton, ND (Larry Slabik-KRMW) Conlee, Wrights, McEuen, Brooks, Conway, McClain, Sylvia, Pride, Hunley, R. Hall, Stampley.
Fargo, ND (Don Roberts-KFGo) Conlee, Bama Band, Mattea, T. Gibbs, Glaser, Brocks, Haggard, Conway, Rabitt, Sylvia, Atlanta, C. Pride.
Fargo, ND (Jack Lundy-KKNL/AM) G. Morris, Frnicke, J. Lee.
Fargo, ND (Mark Houston-KYCK) N.G.D.B., T.G. Sheppard, R. Cash, M. Murphey.
Jamestown, ND (Charli Jay-KSJB) T. Gibbs, Hoyt Axton, Foresters, Mac Davis, Mattea, Sylvia, Stampley, D. West, Conlee, McClain.

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UPPER MIDWEST

Des Moines, IA (Billy Cole-KSO) Stampley, Whites, McClain, Conway.
Des Moines, IA (D.C. Cavender-K93/3FM) Frzn. playlist-no adds.
Fort Dodge, IA (Dale Eichor-KWMT) Conway, Haggard, C. Pride, Sylvia, Whites, M. Osmond.
Cedar Falls, IA (Tom Edwards-KCFI) McClain, Pride, Conway, Forsters, B. Hobbs.
Waterloo, IA (Brett Davis-KXEL) Emmylou, K. Brooks, M. Osmond, C. Pride, Rabbit, Stampley, Fogerty.
Sioux City, IA (Ty Cooper-KMNS) Haggard, Waylon, McEntire, S. West, Mattea.
Spencer, IA (Rick Friday-KICD/AM) Mac Davis, Waylon, McEntire, Atlanta, Sylvia, T. Gibbs.
Festus, MO (Sue Cresswell-KKCF) Frzn. playlist-no adds.
St. Louis, MO (Oakes-Langston-WL) Sylvia, Haggard, McEntire.
Joplin, MO (Dan Casey-WMBH) B. Hobbs, Conlee, Forsters, McClain, Atlanta.
California, MO (Jeff Shakelford-KZMO) Con Hunley, R. Hall, C. McClain, McEntire, J. Greene, Conlee, T. Gibbs, Forsters.
Jefferson City, MO (Jack Daniels-KLIK) Forsters, G. Davies, Sylvia.
Columbia, MO (Ken Borden-KTGR) Conlee, H. Kanter.
Wichita, KS (Pete Brier-KFH) T. T. Hall, J. Jackson.
Garden City, KS (Charlie Hale-KKQ/FM) Sawyer Brown, Lane Brody.

CENTRAL

Newark, OH (Larry Dale-WTH) S. West, G. Watson, Haggard, L. Everette.
Toledo, OH (Bill Manders-WTOD) Frzn. playlist-no adds.
Akron, OH (Rick Cardarelli-WSLR) M. Tillis, Watson, Forsters, R. Sidney, Atlanta.
Springfield, OH (Tom Daniels-WBLY) M. Murphy, Haggard, Waylon, S. West.
Middleport, OH (Jim Chaltrou-WMP0/PM) Frzn. playlist-no adds.
Indianapolis, IN (J. D. Cannon-WFPS/FM) Sylvia, Watson, Conway, Conlee, McClain.
Elkhart, IN (Rick Carson-WCMR) Sawyer Brown, McEntire, M. Tillis.
South Bend, IN (J. K. Dearing-WNDU) L. Mandrell.
Vincennes, IN ( Miller/Mart-WAVO) Forsters, McEntire.
Saginaw, MI (Tommy Samoray-WKCD) Forsters, McClain, C. Jackson, Chance, R. Sidney.
Lansing, MI (Wayne Waters-WWTL/FM) Waylon, R. Sidney, Atlanta, B. Hobbs, Holly Dunn.
Milwaukee, WI (Bill White-WBCS) Judds, G. Strait, G. Morris.

Manitowoc, WI (Jon Murray-WCUB) J. Glaser.
Neillsville, WI (Dick Demo-WCNN) Atlanta, McClain, G. Davies, Heart of Nashville, Wayne Kemp, A. Henry, Conway Twitty.
Stevens Point, WI (Dan Olsen-WXYO) K. Brooks, Forsters, Glazier, Waylon, N. G. D. B., R. Sidney.
La Crosse, WI (Dave Shepel-WLXR) G. Morris.
La Crosse, WI (Dave Tindell-WKTY) M. Murphy, G. Morris, Sawyer Brown, Kendalls, G. Davies, C. Jackson.
Eau Claire, WI (Tim Wilson-WAXX) M. Osmond, C. Pride, Rabbit, McClain, B. Hobbs, Conway.
Savanna, IL (Jeff Janssen-WCCI) Strait, L. J. Dalton, Waylon, R. Cash.
Rockford, IL (Curtis King-WKKN) M. Tillis, Murphy, Robin Lee, Kendalls, Buffett.
Springfield, IL (T. J. Hart-WFMB) Waylon, Stegall, R. Cash.
Anna, IL (Rich Griffen-WRAG) Gosdin, McEntire, Forsters, Chance.

SOUTHWEST

Houston, TX (Cadea/Pippia-KILT) M. Tillis, N. G. D. B., R. Cash, R. McEntire.
Alice, TX (Glen Michaels-KOPY/AM) J. Glaser, Sylvia, L. Everette, Osmonds, Buffett, Emmylou, Rabbit, McClain.
Rockport, TX (Jan Shaffer-KZTX) Strait, M. Murphy, Bandana, Restless Heart, N. G. D. B., Sawyer Brown, Osmonds.
Cous Christi, TX (Joey Garcia-KRYS/FM) Conlee, Sylvia, Conway, Forsters, Jana King.
Austin, TX (Mike Carta-KVET) C. Pride, Conlee, Forsters.
Austin, TX (Steve Gary-KASE/AM) Forsters, Pride.
Amarillo, TX (Gary Lee-KBUY) M. Tillis, Watson, Forsters, Atlanta, Buffett, T. Gibbs, Mattea.
Lubbock, TX (Chuck Luck-KLLL) Forsters, Stegall, Mac Davis, B. Hobbs, M. Tillis.
El Paso, TX (John Austin-KHAY) Lane Brody, Conlee, L. J. Dalton.
Phoenix, AZ (Doug Brannan-KNIX) Waylon, J. Anderson, N. G. D. B.
Las Cruces, NM (Dennis Goodnight-KGRT) Conway, Conlee, McClain, Glaser, McEuen, Stampley, Whites, Con Hunley.
ROCKY MOUNTAIN


Missoula, MT (Mike Doty-KGVU) No Report - Frozen.


Hamilton, MT (Jean Pysson-KLOY) Conway Twitty, Atlanta.

Whitefish, MT (Brian Shamley-KJJR) Atlanta, J. Buffett, E. Rabbitt, L. J. Dalton, Emmylou.


Pueblo, CO (Randi Hill-KIDN) G. Davies, Forester Sisters, M. Haggard.


Jackson Hole, Wyoming (Gil King-KGST) E. Rabbitt, Dirt Band, S. Croft, K. Stegall.

Boise, ID (Bill Bailey-KIZN/FM) No report - Frozen.

FAR WEST


reno, NV (Jim Crowe-KROW) Mac Davis, M. Haggard, R. McEntire.


Oakland/San Francisco, CA (Laurie Sayres-KSAN) V. Gosdin, Waylon.

Oakland/San Francisco, CA (Laurie Sayres-KXER) R. Cash, M. Murphy, M. Tullis, R. Sidney.

Modesto, CA (J. W. Ford-KZUN) G. Watson, C. Pride, R. Hall.

Modesto, CA (Ron Stevens-KMIX) G. Campbell, R. McEntire, M. Tullis, K. Stegall, Backwater.


Sacramento, CA (Lee Nye-KKIO) R. Cash, Restless Heart, R. McEntire.

Sacramento, CA (Rick Stewart-KRAK) R. Cash, Forester Sisters, Sawyer Brown.

Chico, CA (Rory Miller-KHSV) Conway Twitty, J. Conlee, C. McClain, C. Pride, Whites, R. Sidney, Carlette.


NORTHWEST

Portland, OR (Mason Dixon-KKDR) C. Pride, T. Wynette, M. Haggard.


Albany, OR (David Allan-KRTK) J. Staplemy, Con Hunley, Sylvia.

Corvallis, OR (Larry Blair-KFAT/FM) G. Morris, R. Sidney, Holly Dunn, Sylvia, Whites, Wright.


Eugene, OR (Dick Sainte-KEED) M. Haggard, R. McEntire, Forester Sisters, L. Everett, R. Sidney.

Eugene, OR (Bobby King-KXKN) George Jones & Lacy J. Dalton.


Pendleton, OR (Greg Larsen-KWHT) J. Glaser, B. Hobbs, M. Haggard, Conway Twitty, Kendalls, G. Watson, Heart Of Nashville.


Everett/Seattle, WA (Wayne Cordray-KWY) Lane Brody, J. Conlee, Conway Twitty.

Tacoma, WA (Johnny Clark-KRPM/FM) Forester Sisters, Whites, Conway Twitty, K. Rogers, A. Henry.

Vancouver, WA (Paul Duckworth-KVAN) Emmylou, J. Conlee, Atlanta.

Yakima, WA (Mike Pursell-KUTI) Forester Sisters, Atlanta, J. Glaser, M. Murphy, R. McEntire.

Selah/Yakima, WA (Larry Jackson-KYX) Waylon, H. Kanter, Lane Brody, K. Stegall.


Clarkston, WA (Bob Louis-KCKL) No report - Frozen.

Anchorage, AK (Bill Cardoza-KYAK) V. Gosdin, R. Cash.

Anchorage, AK (Matt Gillian-KTNX) J. Everett, Forester Sisters, Whites, Sylvia.

Calgary, Canada (Robin Ingram-CFAC) No adds.

Vancouver, CA (Weird Harold Kendal-CKNX) No report - Frozen.

COUNTRY JOBS

News director - WCMR-Elkhart, IN

Rick Carson - 219-875-5166

News anchor - KRRS AM/FM-Corpus Christi, TX

* Mike Laurel - 702 McBride Ln. - 78508

PD/AT - KSEN/296-Shelby, MT

Jerry Black - 406-436-5241

AT/production - WFMC-Goldsboro, NC

Dan Wilkinson - 919-731-4211

Air Talent - KWWH-Pendleton, OR

* Andy Harle - Box 640-97801

* Jim Douglas - Box 1216-76950

Air Talent (full & part-time) - KRRS-Corpus Christi

* Mike Laurel - 702 McBride Ln. - 78508

Air Talent (future) - KTGR-Columbia, MO

* Station Manager - Box 459-65205

COUNTRY CHANGES

MATT GILLIAN from KTNX-Anchorage, AK has been promoted to Program Director.

PETE BRIER from KWKH-Shreveport, LA moves to KFH-Wichita, KS as Music Director.

JIM CHALSTROW from WMPO/FM-Middleport, OH has been promoted to Music Director.

RICH GRIFFIN from WRAJ-Anna, IL has been promoted to Music Director.

TOM DIXON from KYFF-Missoula, MT moves to KJIR-Whitefish, MT as Operations Director.

ED NICKUS from KZUN-Modesto, CA moves to KMIX-Modesto, CA as Air Talent (10AM-3PM).
A LETTER OF APOLOGY

I've received a letter from a Program and Music Director of an AM station; he granted me permission to use his letter in the column provided I not identify him, so I won't:

"There's something that I have to get off my chest; something that's been troubling me for a long time. My station gets great record service, and many of the record people that call me every week on the telephone are great people. They all want me to add their records, and I particularly feel sorry for the Independents who try hard to get me to add their new artists. I love music, especially from innovative and fresh artists, and I would love nothing more than to add every record I like."

"The fact remains, my station is an AM station with a lot of FM competition, and it only benefits us to play familiar hits. I feel like I'm letting a lot of record reps down when I don't add their records. Yes, the old adage applies: The record companies blame the radio stations for not breaking new artists; and I really sympathize. However, our Arbitron numbers wouldn't be worth a damn if I programmed new, unfamiliar music. The public wants to hear hits!"

"If you were to print any of this, I would appreciate you not mentioning my name, nor the station's call letters. That's all I need--for the rep to quit sending me records. But perhaps an apology here, to all record companies and reps who don't understand why Music Directors and Program Directors operate with such a tight playlist. I realize they have a job to do--to get adds--but, at the same time, I have to do what's best for our station."

I'm tempted to insert my own reaction at this point, but this is certainly the classic and permanent argument between radio and records, and yet I think this is the first time it's found its way into this column in the seven years I've been writing it. That being the case, I think I'd like to see what comments you have, and perhaps we can update the status of this problem between the two industries to see how it stands in 1985!

I might stir the brew a little by pointing out that despite the comments about great record service and Arbitron ratings, this station is located in a smaller market. This PD/MD is mainly adding established hit material, yet he gets lots of promo calls and good record service. Many larger stations must be very envious. Could it be the stations with the strongest audiences get the best record service--even if in many cases they are the least likely in their markets to add new product? If so, is it not the success of the station in playing the hits, and only the hits, that makes it a desirable target for record people to try to get exposure on?

This is not to say there isn't very definitely at least another side to the matter...not only is the music (and radio) business likely to stagnate if the "new" is not exposed, but it's not an established fact that new records and offbeat musical approaches are a tuneout, either. It's probably mostly a matter of in what way they are exposed.

So......what do you think? I invite you to send a comment (do need your name on it, but will delete it from the column if you wish me to) and in a few weeks I'll do a column on what comes in! Write me c/o the Gavin Report, or c/o Consolidated Communications Consultants, Suite 209, 2130 Huntington Drive, South Pasadena, CA 91030.

SERVICE

WAZU-Springfield, OH single: Limahl (EMI/America)
WDLB-Marshfield, WI Supertramp (A&M), Kim Carnes (EMI/America)
KFMJ-Grants Pass, OR singles & LP's: EMI, RCA, MCA
KYVA-Gallup, NM-LP: Night Ranger (MCA)

BIRTHDAYS

Our Best Wishes and HAPPY BIRTHDAY To:

Greg Moebius, WNKO-Newark, OH 6/23
Rick St. James, WOVO/FM-Glasgow, KY 6/24
Nico Thompson, KSMK-Cottonwood, AZ 6/24
Michael Rivers, WMR-Rumford, ME 6/25
Jeff Daniels, WQLK-Richmond, IN 6/25
Guy Zapolean, KZZP-Phoenix, AZ 6/27
Mike Brunswick, KBZY-Salem, OR 6/27
Denny Foster, KROC/FM-Rochester, MN 6/27
Andre Marcel, WDKX-Rochester, NY 6/29

June 21, 1985 / the GAVIN REPORT
### Certified

<table>
<thead>
<tr>
<th>W</th>
<th>LW</th>
<th>TW</th>
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</thead>
<tbody>
<tr>
<td><strong>LUTHER VANDROSS</strong>&lt;br&gt;It's Over Now (Epic)</td>
<td>4.</td>
<td>1.</td>
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<tr>
<td><strong>PHIL COLLINS</strong> - Sussudio (Atlantic)</td>
<td>6.</td>
<td>5.</td>
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<tr>
<td><strong>FREDDIE JACKSON</strong> - Rock Me Tonight (Capitol)</td>
<td>3.</td>
<td>3.</td>
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<tr>
<td><strong>LIKED JAMES</strong>&lt;br&gt;Glory (Cordy)</td>
<td>12.</td>
<td>11.</td>
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<tr>
<td><strong>DEELE</strong> - Marvin's Room (Solar/Elektra)</td>
<td>1.</td>
<td>2.</td>
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<tr>
<td><strong>JESSE JOHNSON'S REVUE</strong> - Can You Help Me (A&amp;M)</td>
<td>20.</td>
<td>15.</td>
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<tr>
<td><strong>LISA/CULT</strong>&lt;br&gt;Save Your Love (For #1) (Polydor)</td>
<td>19.</td>
<td>13.</td>
</tr>
<tr>
<td><strong>LISA DEBARGE</strong> - Uptown Funk (Arista)</td>
<td>17.</td>
<td>11.</td>
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<tr>
<td><strong>MAZE</strong> - Too Many Games (Capitol)</td>
<td>25.</td>
<td>16.</td>
</tr>
<tr>
<td><strong>PEABO BRYSON</strong> - Take No Prisoners (Elektra)</td>
<td>2.</td>
<td>6.</td>
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### Most Added

**WHITNEY HOUSTON** - Saving All My Love For You (Arista)

**PEABO BRYSON** - Take No Prisoners (Elektra)

**SADE** - Your Love Is King (Portrait/CBS)

**FREDDIE JACKSON** - Rock Me Tonight (Capitol)

### POP Crossover

**ARETHA FRANKLIN** - Freeway Of Love (Arista)

**PAUL HARDCASTLE** - You're Gonna Love Again (Chrysalis)

**PEABO BRYSON** - Take No Prisoners (Elektra)

**SADE** - Déjà Vu (Tommy Boy)

**WHITNEY HOUSTON** - Saving All My Love For You (Arista)

### Chartbound

<table>
<thead>
<tr>
<th>Reports</th>
<th>Adds</th>
<th>On</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>SISTER SLEDGE - Frankie (Atlantic)</td>
<td>38</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>PATTI LABELLE - Stir It Up (MCA)</td>
<td>38</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>RJ'S LATEST ARRIVAL - Swing Low (Atlantic)</td>
<td>37</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>PEABO BRYSON - Take No Prisoners (Elektra)</td>
<td>36</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>WHITNEY HOUSTON - Saving All My Love (Arista)</td>
<td>35</td>
<td>17</td>
<td>16</td>
</tr>
</tbody>
</table>

**Reports accepted Mondays at 8am through 1pm Wednesdays R&B**

### R&B Hit Factor

**Research:** Betty Hollars

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

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Adds</th>
<th>Hit Factor</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEBARGE</strong> - Who's Holding Donna Now (Gordy)</td>
<td>47</td>
<td>21</td>
<td>4</td>
<td>22</td>
<td>44%</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PHIL COLLINS</strong> - Sussudio (Atlantic)</td>
<td>44</td>
<td>19</td>
<td>4</td>
<td>21</td>
<td>43%</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>PAUL HARDCASTLE</strong> - 19 (Chrysalis)</td>
<td>41</td>
<td>17</td>
<td>6</td>
<td>17</td>
<td>41%</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LISA/CULT JAM</strong> - Full Force - I Wonder (Columbia)</td>
<td>36</td>
<td>19</td>
<td>5</td>
<td>10</td>
<td>52%</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LOOSE ENDS</strong> - Hangin' On A String (MCA)</td>
<td>34</td>
<td>18</td>
<td>3</td>
<td>2</td>
<td>82%</td>
<td>13</td>
<td></td>
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</tbody>
</table>

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*the GAVIN REPORT / June 21, 1985*
STEVE ARRINGTON - Dancing In The Key Of Life (Atlantic)
MELBA MOORE - When You Love Me Like This (Capitol)
ATLANTIC STARR - Cool, Calm & Collected (A&M)
GEORGE CLINTON - Double Oh-Oh (Capitol)
D TRAIN - Just Another Night (Prelude)
SADE - Your Love Is King (Portrait/CBS)
JERMAINE JACKSON - Perfect (Arista)
MENUYO - Hold Me (RCA)
HALL & OATES - Possession Obsession (RCA)
4 TOPS - Sexy Ways (Motown)
TEENA MARIE - Out On A Limb (Epic)
*MARI JANE GIRLS - Wild & Crazy Love (Gordy)
STANLEY CLARK - Born In The USA (Epic)
WOMACK & WOMACK - Strange & Funny (Elektra)
*SYSTEM - The Pleasure Seekers (Mirage)
*9,9 - All Of Me For All Of You (RCA)
*JESSE JOHNSTON'S REVUE - I Want My Girl (A&M)
ALEXANDER O'NEAL - If You Were Here Tonight (Tabu)
*KOOL & THE GANG - Cherish (DeLite)
*FATBOYS - The Fatboys Are Back (Sutra)
*First time listed on this page.

Dropped: #21-Klique, #23-Whitney Houston, #27-Atlantic Starr, #28-Madonna,
#30-Con Funk Shun, Peenye Ford, Whispers.

MARY JANE GIRLS - Shadow Lover (Gordy)
PEABO BRYSON - When You Talk To Me (Elektra)
KENNY PORE - Know That Your Heart Is Right/My Heart Knows (Passport)
RENE & ANGELA - I'll Be Good (Polydor)
KENNY LOGGINS - Love Will Follow (Columbia)
BILL WITHERS - Something That Turns You On (Columbia)

CAMEO - Single Life (Atlanta Artists)
CON FUNK SHUN - Pretty Lady (Mercury)
LOOSE ENDS - Choose Me (Virgin/MCA)
LUTHER VANDROSS - My Sensitivity (Epic)
READY FOR THE WORLD - Digital Display (MCA)
DEELE - Stimulate/I'll Send You Roses (Solar)
FREDDIE JACKSON - Love Is Just A Touch Away/You Are My Lady (Capitol)

This indicates that one-third of our thirty are brand new records,
implying another tight squeeze when
they get to the top half of the
chart. Should make for an interesting summer olympics to see them
vying for good positions. Even
though our charts are still
dominated by the male soloists and
groups, our "Chartbound" is
infiltrated and taken over by the
females. Three out of five are
women - WHITNEY HOUSTON,
PATTI LABELLE and SISTER
SLEDGE - and all three are women
that intend to make an impact.
"Certified" awards were uncontested:
RICK JAMES and LUTHER
VANDROSS had little competition.
Our "Most Added", however,
slipped past the competition, but
it was close: WHITNEY has 17 and
PEABO has 15. Right on their
heels is an amazing four-way tie
for third place with 12 each:

PRINCE reigns again, holding his own
in the primary position where
I believe he intends to stay for
quite a visit. Since the entries
listed from two to seven are all
chart gainers, next week should
be critical for all of them. Each
will be trying to maintain upward
momentum and some won't have what
it takes to stay there, especially
when they see what's coming up.
With both DEBARGE and LISA LISA/CULT
JAM/FULL FORCE sitting at
the threatening positions of 9 & 10,
look for an extremely tight squeeze
in the prime positions next week.
They are both so strong, it's a
hard call to make. Further threats
will come by way of LUTHER
VANDROSS, CAMEO and the ever-
present ARETHA. It's seldom that
we have a week with five debut in
the top thirty as we do this week,
and almost never do we have two
weeks in a row that total 11 debuts.

MAY JANE GIRLS, SYSTEM, 9,9, and KOOL & THE GANG.
The BRE Convention '86 was a
smash last week-end. Watch for
a column next week covering the
three panels: "Crossover Crisis",
"Programming To Win - The
Ratings Game", and "Paper Adds".
Some great minds were present on
these panels and the audience did
a fair job of picking their brains.
As many of you suggested to me
there, we are discussing another
Gavin Radio Program Conference
for '86 here in San Francisco in
the spring which would include
sessions for all six formats. We
already have strong commitments
from key people in both radio
and the record industry and I'll
fill you in as the details are
confirmed. Betty

June 21, 1985 | the GAVIN REPORT

**WHITE/DONAGHEY-WXKS/FM**


**NEW YORK, NY**

**TONY QUARTERONE-WRKS/FM**

Hots: DeBarge, Prince, Gwen Guthrie, Loose' Ends, Nolan Thomas, B.Ocean, F.Jackson, Jesse Johnson, Skipworth & Turner, Rick James, Ready/World, D.Ross, System.

**SCOTT SHANNON-Z100**

On: B.Ocean, Lisa Lisa, Freddie Jackson, Wham!, Sting, Prince, DeBarge, Whitney Houston, Menuido, Madonna, Phil Collins.

**BERGER/TONACCI-WPLJ**


**ROCHESTER, NY**

**ANDRE MARCEL-WKXX**


**PHILADELPHIA, PA**

**BUGGS/WYATT-WUSL/FM**


**PITTSBURGH, PA**

**ALAN HARRISON-WAMO**

On: Sade, Commodores, Luther Vandross, Whitney Houston, E.Wilson, Gap Band, B.Ocean, Mary Jane, A.Starr.

**NORFOLK, VA**

**CHRIS TURNER-WOWI**


**WILLIAMSBURG, VA**

**STEVE CRUMBLEY-WQKS/FM**


**WASHINGTON, DC**

**MIKE ARCHIE-WHUR**


**BALTIMORE, MD**

**ROY SAMPSON-WXYV/FM**


**KINGSTON/KRONTHAL-B104**


**SOUTH**

**ST.MATTHEWS, SC**

**ANDY HENDERSON-WQKT**


**COLUMBIA, SC**

**CHAZ SAUNDERS-WDPN**


**SUMTER, SC**

**SCOTTY B-WWDM/ FM**


**SPARTANBURG, SC**

**J.J. HEMINGWAY-WORD**


**ATLANTA, GA**

**SCOTTY ANDREWS-V103**


**JACKSONVILLE, FL**

**HANK BROWN-WJAX**


**TALLAHASSEE, FL**

**JOE BULLARD-WANM**


**MIAMI, FL**

**FRANK AMADEO-Y100**


**MARK SHANDS-195**

On: P.Hardcastle, Phil Collins, Aretha Franklin, Chaka Khan, Madonna, Lisa Lisa, Triniel, F.Jackson, Angela.

**MOBILE, AL**

**B.J. TAYLOR-WBLX**


**NASHVILLE, TN**

**J.C. FLOYD-WOOG/FM**


**SY YOUNG-WVOL**


**MEMPHIS, TN**

**JERRY MASON-KRNB**


**NEW ORLEANS, LA**

**DONNIE TAYLOR-WYLD**


**O'KELLY/ROLLING-B97**


**ABBEVILLE, LA**

**QUINN MARK-KROF**


**LAKE CHARLES, LA**

**ROSHON-KXZZ**


MOSS POINT, MS
JEFFREY PAUL—WJXX

CINCINNATI, OH
BRITAN CASTLE—WBLZ

Cleveland, OH
DEAN DEAN/ERIC FAISON—WDMT

KELLY KARSON—WTC

DETROIT, MI
BERNIE MILLER/DAVE MARX—WLUM

GARY BORKOWITZ—WHYT

MILWAUKEE, WI
MICHAEL MILLER/DAVE MARX—WLM

JIM FRIEDERER—WNOV

CHICAGO, IL
MARCO SPOON—WBMX/WM

ST. LOUIS, MO
MIKE STRADFORD—KMJM

DALLAS/FT. WORTH, TX
TERRI AVERY/M. SPEARS—KKDA

BARTON BACON/KELLY MCCANN—KNOX

KILLEEN, TX
BILL ST. JOHN—KIZZ/AM

HOUSTON, TX
SHARI CLOUD—KJMJ

PT. ARTHUR, TX
DOUG DAVIES—KHYS

LOS ANGELES, CA
DOUG GILMORE—KJLB

GREG MACK/MAXIA BANE—KDAY

KEVIN FLEMING—KGFJ

HARRY GANDY—KUTE

MIKE SCHAFFER—KKIS/KE

SCARBOROUGH/HALL—KKHR

SAN DIEGO, CA
DUFF LINDSEY—XHRM

STOCKTON, CA
ROY WILLIAMS—KJOY

JOHN HAMPTON—KSTN

SACRAMENTO, CA
GILLETTE/COLLINS—FM102

SAN FRANCISCO, CA
MARVIN ROBINSON/KSOL/FR
Hots: Freddie Jackson, Jesse Johnson, Tina Turner, N. Cole, Chaka Khan, Smoke City, Gladys Knight, Deele, Marvin Gaye, Maze, Wham! Phil Collins, J. Johnson.

KEITH NAFTALY—KMEL

FRESNO, CA
CAREY EDWARDS—KMGX

WALTER/DAVIS—KYNQ/FR

WELCOME To Our New R&B Correspondent:
Duff Lindsey, XHRM RADIO,
4165 Market Street, San Diego, CA 92101
619-263-4485
KEY CONTESTS
WBIZ (Z100)-EAU CLAIRE, WISCONSIN just gave away a Pontiac Fiero. The grand prize awarding was preceded by a six week bumper sticker promotion in which listeners had their vehicles registered if they were displaying a Z100 bumper sticker. When their plate was read on-air, they had ten minutes to call in, identify their vehicle, and claim one of one hundred keys ... 243 listeners had the chance to pick the key that could start the Alfa Romeo Maratona, the grand prize in POWER 99/FM-PHILADELPHIA's "Key Song Of The Day" contest. Each day when the predetermined song of the day was played, the ninth caller won $99, a bonus prize of concert tickets, records, etc., and a chance to pick a key to the $22,000 car ... From February to April, G105-DURHAM, NORTH CAROLINA spotters were on the lookout for G105 bumper stickers. If spotted and pulled over, listeners received $105 and were registered as semi-finalists in G105's Mercedes/Trip Giveaway. 105 finalists were qualified and each finalist chose a key, hoping that it would turn the padlock on a glass box containing the key to a 1985 Mercedes. The winner also got to choose between a trip to Hawaii or Scotland ...

ALL TIME COUNTRY FAVORITES
From mid-April through late May, WAMS-WILMINGTON solicited postcards from listeners. Each postcard listed three country favorites. During Memorial Day Weekend, WAMS counted the songs down and asked those who voted to keep track of the top ten. Then, in the four days following the countdown, they drew ballots, called voters, and awarded prizes to those who answered Top Ten Trivia correctly. The prizes included a Caribbean cruise, a Jamaican vacation, a $2,000 diamond ring, a big sound system, and a night on the town in Atlantic City which included a KENNY ROGERS concert—all told. WAMS awarded $11,700 worth of prizes to their voters. Besides the prizes, they also wound up with a great list of their listeners favorites. Here were the top five: 1) Honey-Ricky Skaggs 2) Swin'g-'n' John Anderson 3) All My Rowdy Friends - Hank Williams Jr. 4) With You-Charly McClain 5) Crazy - Patsy Cline.

MILLION DOLLAR MINUTE
WAXY/FM-FT. LAUDERDALE, along with WPLG-TV, gave listeners the opportunity to grab, scoop, and stuff up to one million dollars in cash during the co-sponsored "Million Dollar Minute" contest. From May 6 through May 30, WAXY/FM qualified listeners for this dash for cash. Each morning, WAXY/FM air personality GREG BUDELL gave the password for that day. Later that same evening on WPLG-TV, WAXY/FM Program Director RICK SHAW asked viewers if they knew the password mentioned earlier that day. If the viewer knew, then he/she got the chance to spin the prize wheel and won anything from cars to diamonds to cash. Winning contestants then qualified for the "Million Dollar Minute," with the winner spending one minute inside a bank vault with one million dollars. The winner kept all cash carried out of the vault.

SUMMER CELEBRATION
WGOL-LYNCHBURG, VIRGINIA, along with Pizza Hut, recently hosted their second annual "Summer Celebration." The yearly event attracted thousands of people to enjoy the areas hottest bands, along with national recording artists NANTUCKET. The event was sponsored to benefit the Lynchburg school boosters.
LOCKS AND BAGELS
The 101 year old Fox River locks were opened for another boating season on May 22nd, and MAGIC 104 in OSHKOSH, WISCONSIN, along with state and local officials, gathered alongside one of the locks for the opening ceremony. As Wisconsin Governor Anthony Earl re-christened the Fox River Locks the Fox Heritage Waterway, a number of boats were already lined up to use the system. Magic 104’s Magic Rabbit was on hand to greet the governor and spectators with bagels provided by a local bakery. WMGV invited listeners to be a part of the ceremony by stopping for bagels at the locks. A live remote was also part of the celebration.

RADIO’S JUST CAUSES
Starting at noon on Saturday, June 8th, and lasting until 2AM, the WMMS BUZZARDS, along with DONNIE IRIS and other CLEVELAND celebrities, were “locked-up” at the Sahara Club, and listener donations went towards their “bail.” All donations were given to the Cystic Fibrosis Foundation. WCLR air personalities served as celebrity hosts at the CHICAGO Heart Association fundraiser “Heartbeat.” “Heartbeat” is an evening of jazz featuring pianist ALAN SWAIN, celebrity hosts and bartenders, an auction, elaborate hors d’oeuvre buffet and door prizes.

KRZN ENGLEWOOD, COLORADO hosted the Third Annual Great International Beer Tasting Party to benefit Multiple Sclerosis. Samples of beers from around the world were served, along with food, entertainment, and a free drawing for gift certificates from area stores and restaurants. WUSY/FM-CLEVELAND, TENNESSEE raised over $50,000 for the March Of Dimes with their annual “Walk-America.” The air staff from WUSY (US101) made the six mile hike along with hundreds of people in the CHATTANOOGA area. In a fundraiser for the University of Minnesota, KDWB-MINNEAPOLIS split the University’s football team into two opposing sides, one representing Minneapolis and the other St. Paul. KDWB’s BUCK & O’CONNOR recruited cheering squads for each team, with each trying to outcheer the other. They filled over 40,000 seats.

FM102-SACRAMENTO has helped rally community support to insure that local money actually gets through to Ethiopia. CHRIS COLLINS visited Ethiopia to get a first-hand look at relief efforts, and the station raised $80,000 for Ethiopia through Chris’ efforts and promotional work.

KHOP/FM Mountain Aire ’85 Giveaway
Two busloads of winners, one from Modesto and one from Stockton, will be taken by KHOP/FM’s disc jockeys to the annual “Mountain Aire” concert featuring Foreigner, Night Ranger, Glenn Frey, and Katrina & The Waves. Winners can qualify if they call the station at the appropriate time announced on the air. The two-day concert will be held on Saturday and Sunday, June 29th & 30th, and in addition to the trip the station will be giving away Mountain Aire t-shirts, LP’s by the dozens, and 5 complete sets of all the Foreigner LP’s and cassettes. David Allyn Kraham says the phones have been crazier this year than last and they expect this to be the best one ever.

CRUSHING PARTIES
All during the month of May, the EZ104 (WEZC-CHARLOTTE, NORTH CAROLINA) Runner (Jeep) was going to weekend outdoor parties and “crushing” them with coolers of ice cold Orange Crush. Listeners were asked to write in the time and date of their outdoor parties, and why they wanted to be “crushed.” Those judged the best were surprised when the EZ104 Runner joined in the fun.

KIDENTIFICATION
In October of 1984, FM93 (CJFM)-MONTREAL discovered a significant lack of resources for child protection in the city. This prompted CJFM management to action and Kidentification was launched. Beginning March 23rd and for ten consecutive Saturdays, this free Child Safety Program visited neighborhood shopping complexes city-wide. Kidentification is a four faceted project. Recorded on a special I.D. card are 1) vital statistics 2) thumb prints 3) photograph (taken on location) and 4) height and weight measurements. CJFM’s intention in this project was to heighten parents’ awareness of existing dangers and motivate them to discuss such issues with their children. By the conclusion of Kidentification, CJFM estimates in excess of 10,000 children passed through the program.
TINA TURNER – We Don't Need Another Hero
(Thunderdome) (Capitol)
Going by the axiom "If it ain't broke don't fix it", Tina and Terry (Britten) team up again, surpassing my expectations. Our soon to be celluloid heroine has finally got it all going her way. A co-starring role with Mel Gibson, complete with this tasty entry from the movie "Mad Max Beyond Thunderdome" will have Tina turning up the heat all summer.

BILLY OCEAN – Mystery Lady (Jive/Arista)
After three consecutive Top 5 hits, Ocean's voice has now become a staple on Top 40, A/C and R&B stations everywhere. His ability to blend rhythm with exceptional vocal interpretation leaves no mystery as to why he's become one of the premier artists of the year.

DIRE STRAITS – Money For Nothing (Warner Bros.)
Guitar in hand and tongue in cheek, Mark Knopfler calls on buddy Sting for writing assistance. The end result is this very clever and catchy ode to materialism and the all mighty dollar. LP spent three weeks at number one on our Album Chart.

RATT – Lay It Down (Atlantic)
Programmers won't have to wait very long for their listeners to ratify this one. Summer time, the popularity of this group, matched with their brand of commercial heavy rock is good enough rational for me to get on the case.
THE 1984 WINNERS OF THE THIRD ANNUAL WORLD HUNGER MEDIA AWARDS WERE:

- Best Newspaper Coverage: Frank Starr et al., The Baltimore Sun for the series "Hunger." $10,000.

- Best Photojournalism: Anthony Suau, Denver Post and other publications, for his Ethiopian series, $10,000.


- Best Radio Coverage: Peter Laufer, Rusty Lutz and Bill Sinnich, NBC Radio News, for "Hunger in America." $10,000.


- Best Cartoon Coverage (New category in 1984): Herbert Block (Herblock), The Washington Post, for "The Open Mouths" and "Oh, yeah..." $10,000.

Special Achievement Award: Nancy Amidei, the former director of the Food and Research Action Committee; $20,000. And, James Grant, executive director of UNICEF (non-cash award).

KENNY & MARIANNE ROGERS ANNOUNCE & INVITE ENTRIES FOR THE FOURTH ANNUAL WORLD HUNGER MEDIA AWARDS 1985

To encourage, honor, and reward those members of the media who have made significant contributions to bringing public attention to the critical issues of world hunger.

Submissions for the 1985 World Hunger Media Awards must be received at the offices of World Hunger Year, Inc.; 350 Broadway, New York, New York 10013, no later than July 31, 1985. Only work appearing in the United States between July 1, 1984 and June 30, 1985 is eligible.

For information on the 1985 World Hunger Media Awards, rules and deadlines, please write or call:

WORLD HUNGER YEAR
350 BROADWAY, NEW YORK, NEW YORK 10013
212-226-2714

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1112 N. SHERBOURNE DR., LOS ANGELES, CALIF 90069
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"LIFE IN ONE DAY,"

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from the extraordinary HOWARD JONES.

"LIFE IN ONE DAY,"

the follow-up to his Top 5 "THINGS CAN ONLY GET BETTER."

Produced by Rupert Hine for Gestalt.
Management: David R. Stopp for Friars Management Ltd.

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5/31—ACUJA, CA / 6/1—LOS ANGELES, CA / 6/3—SANTA BARBARA, CA / 6/4—IRVINE, CA / 6/5—SAN DIEGO, CA / 6/7–8—SAN FRANCISCO, CA / 6/10—SALT LAKE CITY, UT / 6/12—DENVER, CO / 6/14—DALLAS, TX / 6/15—HOUSTON, TX / 6/18—MILWAUKEE, WI / 6/19—GRAND RAPIDS, MI / 6/20—CLARKSTON, MI / 6/21—CHICAGO, IL / 6/23—TORONTO, CAN / 6/24—CLEVELAND, OH / 6/26—WASHINGTON, DC / 6/27—PHILADELPHIA, PA / 6/28—NEW YORK, NY / 6/29—BOSTON, MA / 7/3—MONTREAL, CAN / 7/4—OTTAWA, CAN / 7/7—MINNEAPOLIS, MN / 7/10—VANCOUVER, CAN / 7/11—SEATTLE, WA / 7/12—PORTLAND, OR

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