EDDIE RABBIT
THE INSIDE STORY

TONY RICHLANGE’S HOLLYWOOD • JERRY BOULDING’S URBANIZING
P.D. NOTEBOOK • CHINWAG • FOTOFILE • PROMOTIONS AND MORE

ONE HOLLIDAY PLAZA, SUITE 725, SAN FRANCISCO, CALIFORNIA 94102 415-392-7750
ROD STEWART
THE NEW SINGLE
LOVE TOUCH
THEME FROM THE UNIVERSAL MOTION PICTURE "LEGAL EAGLES"
PRODUCED BY MICHAEL CHAPMAN
Management: The Arnold Stiefel Co.

FROM THE FORTHCOMING ROD STEWART ALBUM, PRODUCED BY BOB EZRI. AVAILABLE JUNE 16 ON WARNER BROS. RECORDS, CASSETTES AND COMPACT DISCS.
MANAGEMENT: THE ARNOLD STIEFEL COMPANY

www.americanradiohistory.com
**TOP 40**

Station Reporting Phone (415)392-7750
Reports accepted Mondays at 8AM through 11AM Wednesdays

**MOST ADDED**

1. **WHITNEY HOUSTON** - The Greatest Love Of All (Arista)
2. **MADONNA** - Live To Tell (Sire/Warner Bros.)
3. **MIKE & THE MECHANICS** - All I Need Is A Miracle (Atlantic)
4. **PATTI LABELLE & MICHAEL MCDONALD** - On My Own (MCA)
5. **MR. MISTER** - Is It Love (RCA)
6. **OMD** - If You Leave (Virgin/A&M)
7. **PHIL CARRUTHERS** - Take Me Home (Atlantic)
8. **NINA SHOCK** - I Can't Wait (Atlantic)
9. **BILLY OCEAN** - There'll Be Sad Songs (Jive/Arista)
10. **JOURNEY** - Be Good To Yourself (Columbia)
11. **GAVIN** - What Have You Done For Me Lately (A&M)
12. **GEOFFREY MICHAEL** - A Different Corner (Columbia)
13. **HEART** - Nothin' At All (Capitol)
14. **BOSS DON'T CRY** - I Wanna Be A Cowboy (Profile)
15. **STARSHIP** - Tomorrow Doesn't Matter Tonight (Grunt/RCA)
16. **SIMPLY RED** - Holding Back The Years (Elektra)
17. **MIKE RUSH** - Your Love (Columbia)
18. **Tears For Fears** - Mother's Talk (Mercury/PolyGram)
19. **SIMPLE MINDS** - All The Things She Said (Virgin/A&M)
20. **THE JETS** - Crush On You (MCA)
21. **JOHN COUGAR** - Rain On The Scarecrow (Riva/PolyGram)
22. **MIKE RUSH** - Vienna Calling (A&M)
23. **BROOKS & DUNN** - Like No Other Night (A&M)
24. **Hooters** - Where Do The Children Go (Columbia)
25. **MOODY BLUES** - Your Wildest Dreams (Polydor/PolyGram)
26. **GEOFFREY MICHAEL** - A Different Corner (Columbia)
27. **ZZ TOP** - Rough Boy (Warner Bros.)
28. **KENNY LOGGINS** - Danger Zone (Columbia)
29. **FABULOUS THUNDERBIRDS** - Tuff Enuf (CBS)
30. **ROBERT PALMER** - Addicted To Love (Island)
31. **GEOFFREY MICHAEL** - A Different Corner (Columbia)
32. **BROOKS & DUNN** - Like No Other Night (A&M)
33. **MADONNA** - Live To Tell (Sire/Warner Bros.)
34. **MIKE & THE MECHANICS** - All I Need Is A Miracle (Atlantic)
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48. **MIKE RUSH** - Your Love (Columbia)
49. **Tears For Fears** - Mother's Talk (Mercury/PolyGram)
50. **SIMPLE MINDS** - All The Things She Said (Virgin/A&M)

**TOP NEW AIRPLAY**

**CERTIFIED**

- **KENNY LOGGINS** - Danger Zone (Columbia)
- **PETER GABRIEL** - Sledgehammer (Geffen)

**RECORD TO WATCH**

SOS BAND
The Finest
(Tabu)

Sending out signals that spell H-I-T. Urban Contemporary's new number one record is ready to conquer Top 40 land.

May 16, 1986/ the GAVIN REPORT

**TABLE OF CONTENTS**

<table>
<thead>
<tr>
<th>FORMATS</th>
<th>2</th>
<th>TOP FORTY</th>
<th>FEATURES</th>
<th>24</th>
<th>CHINWAG</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>A/C</td>
<td>TONY RICHLAND</td>
<td>41</td>
<td>GAVIN INTERVIEW</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>ALBUM</td>
<td>EDDIE RABBIT</td>
<td>28</td>
<td>BIOFEEDBACK</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>ALTERNATIVE</td>
<td>PROMOTIONS</td>
<td>15</td>
<td>FOTO FILE</td>
<td></td>
</tr>
<tr>
<td>44</td>
<td>COUNTRY</td>
<td>101</td>
<td>5</td>
<td>GAF/NEW RELEASES</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>URBAN/CONTEMP.</td>
<td>32</td>
<td>56</td>
<td>JERRY BOULDING</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>57</td>
<td>PERSONAL PICKS</td>
</tr>
</tbody>
</table>

Phone (415)392 -7750

www.americanradiohistory.com
THE TUFFEST — AND — THE FINEST.

THE FABULOUS THUNDERBIRDS

"Tuff Enuff"
From the album "Tuff Enuff"

S.O.S. BAND

"The Finest"
From the album "Sands Of Time"
ARTIST & TITLE
BLOW MONKEYS - Digging Your Scene (RCA)
BOURgeois TAGG - Mutual Surrender (Island)
*PRINCE - Mountains (Warner Bros.)
INXS - Listen Like Thieves (Atlantic)
BELINDA CARLISLE - Mad About You (IRS/MCA)
PATTI AUSTIN - The Heat Of Heat (Qwest)
ATLANTIC STARR - If Your Heart Isn't In It (A&M)
LOVERBOY - Lead A Double Life (Columbia)
WILD BLUE - Fire With Fire (Chrysalis)
NEIL DIAMOND - Headed For The Future (Columbia)
PSYCHEDELIC FURS - Pretty In Pink (A&M)
DANNY WILDE - Isn't It Enough (Island)
GIUFFRIA - I Must Be Dreaming (Came/MCA)
ANIMOTION - I Want You (Casablanca)
TRANS X - Living On Video (Atooc)
*FIXX - Secret Separation (MCA)
ART OF NOISE - Peter Gunn (Chrysalis)
JANET JACKSON - Nasty (A&M)
DAVID PACK - That Girl Is Gone (Warner Bros.)
GRAHAM NASH - Innocent Eyes (Atlantic)
S.O.S. BAND - The Finest (Tabu)
ABC - Vanity Kills (Mercury/PolyGram)
MARMALYN MARTIN - Move Closer (Atlantic)
JONATHAN BUTLER - Baby Please Don't Take It (Jive/Arista)
VANITY - Under The Influence (Motown)
*E.WADE - Foreign Shores (Casablanca)
*JEFFREY OSBORNE - You Should Be Mine (A&M)
*KIM CARNES - Divided Heart (EMI America)
*LIMITED WARRANTY - Victory Line (Atooc)
*JERMAINE STEWART - We Don't Have To Take Our Clothes Off (Arista)
*MAZIQNE 60 - Don Quichotte (Baia)
*JOHN EDDIE - Jungle Boy (Columbia)
*JOE JACKSON - Right And Wrong (A&M)
CHARLIE SEXTON - Impressed (MCA)
*METROS - After The Passion's Gone (MTM)

Dropped: #27-Sade; #33-Rolling Stones, #36-Julien Lennon; #38-Prince; Robert Tepper; Katrina & The Waves.

INSIDE TOP 40 WITH DAVE SHOLIN

A new crop of songs and artists on the way up with a slew of titles stalling or dropping. Some noteworthy hit factors below the Top Ten include BILLY OCEAN jumping from 28% to 57% and HOWARD JONES up 33% to 62%. GEORGE MICHAEL is one of the fastest moving records in the country, more than doubling hit factor stats 23% to 48% with help from CFTR 33-20, WROQ 26-20, 94Q 24-17, B-97 21-15, WIQ 23-15, WCLG 27-18, KWDW 26-18, KIXY 24-17, KXXX 22-16, KTRS 24-18 etc. BOYS DON'T CRY rack up top ten numbers for Roger Christian WBEN Buffalo (13-4), Darrell Kelley WHSB Apena (15-3), Al Lentine WLLT, Jerry Lee et al. Little and Matt Hudson Z104 Madison (17-10). Kevin Barton KBFD Waynesville (23-10), Jim Donnelly KSER Searcy/Little Rock (15-7), Jay McCall KOZE-Lewiston (16-6), Bob Case KUBE-Seattle 15-8, etc. MOODY BLUES now in the top 30 at KNVR, KHOP/PM, KSMK, KZWB, WLS, KCLD, WWPZ, PRO/FM, etc. KENNY LOGGINS looks like he'll go over the 200 mark in station reports next week. New on B106-Washington, DC, WTIC-Hartford, KC101-New Haven, WBBO-Augusta, WXXQ-Freeport, KRZQ-Reno, KITS-San Francisco, KQOU-Olympia , KBOY-Medford, etc. DREAM ACADEMY's been patient, waiting for the dust to settle around them, with key gains at WIFC 17-13, WNCI 21-18, WOLK 26-19, KOLA 20-14, KSUX 20-15, KMEI 21-18, KZKX 20-14, KHKW 27-18, etc. EL DEBARGE takes it over the 200 report mark with no shortage of chart debuts, including OK95, KSLY, KSAQ, KRQ, WKKI, Y107, KQID, WANS, WTIC, KC101, etc. What a week for the BLOW MONKEYS! Our "Record To Watch" back on April 25th is now sitting at over 100 reports, with new airplay at KZUZ, KZPS, WHYT, 94Q, WBCY, WKPE, B97, WCLI, etc. Some good early airplay on BELINDA CARLISLE, with a debut of #27 for Mark Shands at 95-Miami, and #30 for Greg Rolling at B-97-New Orleans. Last week's "Record To Watch", ATLANTIC STARR, boasts a 29% Hit Factor, coming on at #19 at KFYR-Bismarck, and #18 WBEN-Buffalo. B95-Kansas City jumps it 22-15, while crosstown KBEQ adds it, as does KRKE, WCLG, WIQQ, KNVR, KBRV, KTBC, etc. FIXX comes out smokin' with add at 94Q, 955, 106X, WZON, PRO/FM, WDBR, FM102, KDMN, KROQ, KZBB, etc. Looks like Crossover time for this week's number one Urban Contemporary track by the SOS BAND. New on Q105-Tampa, WHIT-Boston, KC101-New Haven, KHYT-Santa Barbara, KITS-San Francisco, WTIC-Hartford, etc. John Hampton, KSTN-Stockton takes it 19-8, with Mark McKay and Lorin Palagi B95-Kansas City charting 15-7.
YOU SHOULD BE MINE (The Woo Woo Song)

Produced by Richard Perry

FIRST WEEK OUT...

KMEL
Z93
KMJK
FM102
WXKS
PRO/FM
WAVA
B97
KZPS
KCAQ

K104  KOFM
WNNK  OK100
WTLQ  100KHI
WBBQ  95XIL
WKQB  WCGQ
WSSX  Q101
WROQ  Q104
KZPS  WPFM
WDCG  KHTZ
WKS1  WRVQ  100 KHI
WCKN  KTUX  WBBQ
94TYX  KJ103  Z103

RON FELL'S PERSONAL PICK  DAVE SHOLIN PERSONAL PICK

THIS SINGLE HAS 75% OF R&B STATIONS IN THE FIRST WEEK OUT!

#1 GAVIN CHARTBOUND! URBAN CONTEMPORARY

GAVIN TOP 40 DEBUT IN UP&COMING  27 ADDS

www.americanradiohistory.com
JERMAINE JACKSON.
The New Single,
"Do You Remember Me?"
From His Album
Precious Moments.
Music That Creates Memories,
On Arista.

ARISTA
TORONTO, ON (BRAD JONES)

BOston, MA (WHITE/OCNEILL-WKKS/FM) FROZEN.

BOston, MA (CHRIS KNIGHT-WHTT) Heart, Fab TBS, Stones, SOS Band, K.Loggins, Seger.


BANGOR, ME (JOHN MARSHALL-WZON) Seger, AC/DC, Del Fuegos, BANGLES, Fixx, N.Diamond.

ELLSWORTH, ME (TIM MOORE-WKSK) Level 42, Mr. Mr., Journey.

BANGOR, ME (JIM LEVEN-WWFX) BANGLES, Moody's B's, D. Academy, DeBARGE.


NEW HAVEN, CT (TIGEY RYBAK-KC101) Van Halen, K. Loggins, SOS Band.


NEW YORK, NY (SCOTT SHANNON-Z100) Rainy D., S. Mills.


Schenectady, NY (JIM WALSH-3WD) INXS, S. Nicks, Van Halen, Seger, A. of Noise.


UTICA, NY (JIM REITZ-WRCK) Prince, Van Halen, S. Nicks, K. Loggins, Fixx, Janet Jax.

BINGHAMTON, NY (DON MORGAN-WAAL/FM) Hooters, N. Shooz.


NORTHEAST


TRENTON, NJ (TOM TAYLOR-WPST) FROZEN.

PITTSBURGH, PA (NICK BAZOO-B94) Janet Jax., Prince, S. Nicks, BANGLES.

PITTSBURGH, PA (KEITH ABRAMS-WHTX) Seger.

ERIE, PA (JIM COOK-WJET) Moody's B's, S. Nicks, Boys/Cry, BANGLES, Van Halen, Prince.

ERIE, PA (BILL SHANNON-K104) INXS, Stones, Seger, Van Halen, John Eddie, Mr. Mr., Prince, J. Osborne.


Baltimore, MD (KINGSTON/KRANTHAL-B104) Janet Jax., Prince, D. Academy, GTR.

OCEAN CITY, MD (J. J. MCKAY-100KHI) S. Nicks, J. Osborne, Janet Jax., ABC, Sly Fox, Seger.

SANFORD, NC (BILL FREEMAN-WFJA) Prince, Van Halen, Seger, E. Wade, Teena M.

DURHAM/RALEIGH, NC (CINDY WRIGHT-G105) Prince, J. Osborne, S. Nicks.


CHARLOTTE, NC (BILL MARTIN-WBLY) DeBARGE, B. Monkeys.

CHARLOTTE, NC (BLACKWELL/WILLIAM-WKRO) J. Osborne, Prince, Fixx, S. Mills, Mai Tai.

SOUTHEAST

ATLANTA, GA (JEFF McCArTY-94Q) Seger, Fab TBS, Fixx, B. Monkeys, J. Carne.


Vidalia, GA (MILODI GARRETT-98Q) E. Wade, Bangles, 38 Special, Moody B's, Fixx, Trans X.

ATHENS, GA (DAN MURRAY-WAQQ) FROZEN.


DAYTONA BEACH, FL (TONY MANN-9WF) Bangles, E. G. Daily.


PANAMA CITY, FL (JEFF DAVIS-WPBO) Seger, John Eddie, S. Nicks, Bangles, Van Halen, J. Osborne.

FT. WALTON BEACH, FL (MIKE BRIDGES-WFTW/FM) Wax, Jets, S. Minds, Bangles, Boys/Cry, Falco.

PENSACOLA, FL (J. D. NORTH-WJQ/FM) S. Red, DeBARGE, S. Nicks, GTR.

MIAMI, FL (FRANK AMADEO-Y100) Prince, Van Halen, 38 Special, E. G. Daily, Mellenccamp.

MIAMI, FL (MARK SHANDS-95) B. Ferry, P. Gabriel, Van Halen, S. Minds, Moody B's, Fixx, S. Nicks.

TAMPA, FL (BOBBY RICH-QDI05) Van Halen, SOS Band, Magazine.
KING

“Alone Without You”

From the album “Bitter Sweet”

WWWJD
WLJ
KTBC
K-Star
KGIG
KXHR
KRQK
KSLY
KXFM
KHTY
OK95

B.E. TAYLOR GROUP

“Karen”

From the album “Our World”

ON...
K104
WHTX
WVIC
KRRG

TEENA MARIE

“Lips To Find You”

From the album “Emerald City”

OUT OF THE BOX!

WFJA
WBLU
WQTU
KDOG
Knjy
KVRF
KEYP
KSTN
KHTY
OK95
MEMPHIS, TN
MELVIN JONES-KRNK

JACKSON, MS
JAMES EDWARDS-WKJ

MCCOMB, MS
SARA KAY-WHNY

COLUMBUS, OH
RICK STEVENS-WCXX

COLUMBUS, OH
K.C. JONES-WKGO

CLEVELAND, OH
DEAN DEAN-WDMT

CLEVELAND, OH
LYNN TOLIVER-JR-ZAK

CINCINNATI, OH
B CASTLE/G.WEILER-WBLZ

CINCINNATI, OH
STEVE HARRIS-WCMN
ADDS: No Adds. HOTS: P. Austin, A.O’Neal, Ocean, Regina.

INDIANAPOLIS, IN
KELLY KARSON-WTCI

DETROIT, MI
GARY BERKOWITZ-WHTY

DETROIT, MI
JALEXANDER WHITMORE-WJLB
HOTS: Anita Baker, Controller, DeBarge, Janet Jax., J.Kemp, Joskie L, Pet Shop, Rene & A.

SAGINAW, MI
DAVID ROSAS-WWVS/FM

KALAMAZOO, MI
MICHAEL JACKSON-WKMI

MILWAUKEE, WI
MR MILLER/MAX FYRE-WLUM

MILWAUKEE, WI
ROB HARDY-WNOV
HOTS: Tease, A.O’Neal, Gavin C., Controller.

MINNEAPOLIS, MN
PETE ROSE-CBLS

CHICAGO, IL
MARCO SPOON-WBXM/FM

CHICAGO, IL
LEE MICHAELS-WGCV/FM

CHICAGO, IL
DEE HANDLEY-WJPC

CAIRO, IL
LARRY LEVY-WKRO

ST. LOUIS, MO
MIKE STRADWAY-KKMM

NEW ORLEANS, LA
DEX SPENCER-WVDY/FM

NEW ORLEANS, LA
O’KELLY/ROLLING-BB

ABBEVILLE, LA
ANTHONY KEITH-KROF

MAURICE/LAFAYETTE, LA
STEPHANIE SMALLWOOD-KFZZ

LAKE CHARLES, LA
C.C.SCOTT-KZXX

WEST HELENA, AR
DELL SIMES-KCLT
HOTS: Y & People, A. Camp, Marz, Blackfoot, E.Wilde, Vanity, Jets, Sade.

SOUTHWEST

DALLAS, TX
T AVERYM-SPEARS-KKDA

KILLEEN, TX
BILL ST JOHN-KIIZ/AM

HOUSTON, TX
RON ATKINS-KMJJ

PT. ARTHUR, TX
DOUG DAVIS-KHYX

ENGLEWOOD/DELAND, CO
D HARRIS/LY JOHNSON-KDGO

TUCSON, AZ
TODD FISHER-KHTY

RENO, NV
SHAKES/DAVIS-WWZ/WF

LOS ANGELES, CA
DOUG GILMORE-KLH

LOS ANGELES, CA
GREG MACK-KDAA

FAR WEST

LOS ANGELES, CA
MIKE SCHAEFER-KKB-FM

LOS ANGELES, CA
SCARBOURGH/NTON-RK

LOS ANGELES, CA
KEVIN FLEMING-KFJ
ADDS: Mume, Aretha. HOTS: Janet Jax., DeBarge, Tease, Tr. Johnson, Gavin C., Rick James.
PINEVILLE, WV (RANDY PARKS-WWYO) Joe Jacks., Van Halen, S.Nicks, E. Wade, L.R.B., Limited W., Trans X.

CHARESTON, WV (ROD HEMPTON-WWSR/FM) DeBarge, D. Academy, Boys/Cry.


CINCINNATI, OH (JIM FOX-Q102) DeBarge, C. Club, Janet Jax.

ANGOLA, IN (OSBORN-ST JOHN-WLKI/FM) S. Red, Boys/Cry.


EAST CENTRAL


CENTRAL CITY, KY (JUBERT BARNETT-WKYA) FROZEN.


LA HABRE, LA (CHERISH-ATWOOD-KQDF) Stones, Model.


PINEVILLE, WV (RANDY PARKS-WWYO) Joe Jacks., Van Halen, S. Nick, E. Wade, L.R.B., Limited W., Trans X.


ANN ARBOR, MI (BRENT ALBERTS-AM) Miami S., Michael, S. Nick, Stones, Boy/Cry.


LANING, MI (WALT BENNETT-WWI) S. Nick, Joe Jacks., Van Halen, S. Nick, Model, Boys/Cry.

JACKSON/MI (CLAYTON-TRANSTAR) S. Nick, D. Academy, Boys/Cry.


CADDILLAC, MI (ROB MICHAELS-WATT) 38 Special, Van Halen, S. Nick, S. Nick, Stones, D. Wade.


PETOSKEY, MI (DENNIS MARTIN-WWPG) D. Academy, DeBarge.
CHAMPAIGN, IL (McCANN/McKEIGHAN-WLRW/FM) Stone, Jets, Falco, Prince, Van Halen.


FAIRFIELD, IL (DESSAUER/WELLS-WFWI) Fab TB'S, B.Carlisle, Stone, Bangle, K.Loggins, Sexton, B.Monkeys.


GALESBURG, IL (HEATH-HAMLIN-WQBO/FM) Mr. Mr., Moody B's, DeBarge.


CENTRAL

KIRKSVILLE, MO (JEFF ALLEN-KTU) S.Nicks, Van Halen, B.Carlisle, Limited.

EAST PRAIRIE, MO (GREG LANDIS-KYMO) Moody B's, Level 42, Fixx, Stones, B.Carlisle, Smash P., S. Vega.


JEFF/CITY/COLUMBIA, MO (BRIAN MILLER-KTXY) P. Gabriel, Stone, S.Nicks, B.Monkeys, Seger.

WAYNESVILLE, MO (KEVIN BARTON-KFBD) Limited W., Stones, J.Bruzan, Van Halen, Seger, Sad Cafe.

MANHATTAN, KS (WAGNER-WILSON-KGLA-FM) B.Monkeys, INXS, Van Halen, Prince, GTR.


HOISINGTON, KS (BIEKER/ATKINSON-KHOK) S.Nicks, Stones, Wild Blue, D.Wilde, B.Carlisle.


NORFOLK, NE (DOUG KOENEN-KK) Seger, DeBarge, Hooters.

GRAND ISLAND, NE (MOSLEY/BRADEE-KSYZ/FM) Stones, K.Loggins, Bangle, P. Gabriel, Jms Taylor, S.Nicks, P. Furs.

EL DORADO, AR (DAN MURPHY-KLBO/FM) Seger, S.Nicks, Hooters, Stones.


LITTLE ROCK, AR (MARK MC CAIN-KYKX) Level 42, C.Club.

FAYETTEVILLE, AR (STEVE WARREN-KKXG) P. Gabriel, Seger.

FORT SMITH, AR (ROBERT O'DEA-KZZE/FM) D. Academy, Bangle, M's.

FT. SMITH, AR (DAVE BRYANT-KISR) DeBarge, Prince, Fixx, Seger, Van Halen, S. Nicks.

SOUTHWEST


DALLAS, TX (SHOMBY/CROSSBY-KZPS) Seger, B.Monkeys, J. Osborne, 38 Special.


LUFKIN, TX (RANDY SHANNON-KFAK) N.Diamond, Fixx, GTR, Stones, K.Loggins, Bangle, Golden Pal.

NACOGDOCHES, TX (DALLAS BAKER-KTBC) Fixx, P. Gabriel, A. of Noise, Janet Jax., A. Star.

WICHITA FALLS, TX (BECK-KAY-KNIN/KB) FROZEN.

KILLEEN/TEMPLE, TX (B.J. MCCRAN-KIXS/KB) FROZEN.


HOUSTON, TX (LANDER/HAMILTON-93Q) FROZEN.

BEAUMONT, TX (MURPHY/JACKSON-B95) Prince, Van Halen, INXS, Mai Tai, Fixx, K.Loggins.


BRYAN, TX (BILL TURNER-KTAV/FM) SOS Band, Stone, B.Carlisle, J.Carne, E. Wade, S. Nicks, A. of Noise, Van Halen.

VICTORIA, TX (JAY ARENA-KVIC) Van Halen, Seger, B.Monkeys, INXS.


SAN ANTONIO, TX (HUNTER/CARRINGTON-996) ABC, GTR, INXS, B.Carlisle.

WESLACO, TX (ELI MOLANO-KRGO) Janet Jax., Boys/Cry, Heart, Prince, P. Gabriel, S. Nicks.

AMARILLO, TX (KEITH RICHARDS-KAKS/FM) S. Red, Van Halen, DeBarge, Bangle, D. Academy, Stone.

AMARILLO, TX (TIM BUTLER-KPUR) Seger, Bangle, K.Carles, Prince, S. Red.

ABILENE, TX (DOMINIC TESTA-KFMM) FROZEN.

ODESSA/MIDLAND, TX (JOHN CLAY-KWES/FM) Magazine, Van Halen, B.Hornsby, S. Red, Fab TB'S.


TUCSON, AZ (GILLIE/JOHNSON-KRO) S. Carlisle, B. Seger, Seger, Fixx.


COTTONWOOD, AZ (ROBERTS/PETERSON-KSMM) Mellencamp, Fixx, 38 Special, Force MD's, A. of Noise, J. Hats.

ALBUQUERQUE, NM (ROYCE BLAKE-KEVA/FM) Bangle, Mellencamp, S. Nick, Fab TB'S, 38 Special, Models, P. Gabriel, K.Loggins.

ALBUQUERQUE, NM (PAUL MARCU-KKPE) P. Gabriel, Bangle, Fab TB'S, A. Star, Bangle.


SANTA FE/ALBUQUERQUE, NM (ELAINE WERNER-KKSS/FM) S. Red, Stone, Hooters, Fabo, Fab TB'S.

CLOVIS, NM (ROCKY BURENTE-KZZO/FM) K. Loggins, DeBarge, Bangle, Fixx, Fab TB'S, Moody B's, S. Nick, B. Monkeys.

ALAMOGORDO, NM (TIM WEAVER-KANN) S. Red, DeBarge, Stone, GTR, K. Loggins, P. Gabriel, Bangle, D. Wilde, E. Wade.

ROCKY MOUNTAIN

BILLINGS, MT (CHARLIE FOX-KYRA) Van Halen, Prince, Seger, Moody B's.

POLSON/KALISPELL, MT (RICK LEER-KQ92) Stone, N. Diamond, GTR, Mellencamp, Plat. Ice, Golden Pal.

KALISPELL, MT (BARRY BENNETT-KBB) Van Halen, Stones, Seger, GTR, Wild Blue.


DENVER, CO (JEROD CAVANAH-Y108) Van Halen.

DENVER, CO (K. BOLKE/STONE-KPKE) DeBarge, K. Loggins.


GRAND JUNCTION, CO (COLLEEN STONE-STAR) FROZEN.


GILLETTE, WY (JOHN DERREK-KWYM) S. Nick, Seger, Van Halen, Giuffria, K. Cane, A. of Noise, B. Monkeys.


LEWISTON, ID (JAY MACKLE-KOZE) Van Halen, Gavin C., Seger, Fixx, S. Nick.

BOISE, ID (TOM EVANS-KYSS) Prince, Giuffria, Van Halen, Seger, S. Nick, B. Monkeys.

MOSCOW, ID (GARY CUMMINGS-KZFN) Prince, Bangle, Seger, A. of Noise, J. Beauvoir, Trans X.

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KIM CARNES
Produced by Valda Garay

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WKAU  WGAN
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SALT LAKE CITY, UT(STONE/SMITH-KCPX/FM) DeBarge, Stones, B.Monkeys, Animal Kingdom.
LOGAN, UT(MARK ROMAN-KVM) Jets, S. Red, 38 Special, Fixx, John Eddie, B.Monkeys.
PROVO/SALT LAKE CITY, UT(ROB BOSHARD-KFMY) FROZEN.

FAR WEST

LAKE TAHOE/RENO, NV(MICKEY LEES-KLKT) BANGLES, Luba, Mr. Mr., SOS Band, Syl Fox, Stones.
RENO, NV(NEVADA-KSBR/FM) Van Halen, Stones, DeBarge, Prince, Seger.
RENO, NV(JOHN CHOMMIE-KHTZ/FM) 38 Special, J.Olson, Moody B's, Wild Blue, Fixx, Van Halen, Models.
LOS ANGELES, CA(SCARBOURGH/SIMON-KKH) BANGLES, Van Halen, Prince, TKA.
LOS ANGELES, CA(MIKE SCHAFFER-KIS/FM) P. Gabriel, BANGLES.
SAN DIEGO, CA(MIKE PRESTON-KS103) Janet Jax, Stones, P. Austin, B.boys/Cry.
SAN BERNARDINO, CA(SHAWN DEE/KDON) Magazine, Janet Jax.
ANAHEIM, CA(CRAIG POWERS-KHHI) Boys/Cry, Mellencamp, Stones, Erasure, Models.
SANTA BARBARA, CA(JANIE ASHER-Y97) S. Red, SOS Band, E.G. Daily, Loverboy, Teena M., BAKERSFIELD, CA(KEVIN JAMES-KAGU) Fixx, Stones, B.boys/Cry.
SANTA MARIA, CA(SANTA MARIA RUBIO-KFXX) Van Halen, J. Carne, S. Nicks, B. Boys, Fixx, John Eddie, Limited W.
FRESNO, CA(WALKER/DAVIS-KYNO) P. Austin, P. Gabriel, Prince, N. Diamond.
FRESNO, CA(BERRY/CARTER-KMGX) Falco, Jermaine J, Prince, N. Diamond.
MONTEREY/SALINAS, CA(KIRK CLATT-KDON/FM) Seger, Moody B's, Magazine, Fixx, GTR.
SAN FRANCISCO, CA(RICHARD SANDS-KITS/FM) SOS Band, P. Gabriel, B. Monkeys, GTR, Models, K. Loggins, Magazine.
SAN FRANCISCO, CA(RIVERS/NAVAJAL-KMEL) Timex S.C., Prince, J. Olson, BANGLES.
NAPA, CA(JEFFREY/DANESI-KVNY/FM) J. Olson, K. Loggins, B. Carlisle, Models, DeBarge.
SAN JOSE/LOS GATOS, CA(HARLOWEINSTEIN-KATD/FM) Pet Shop.
SAN JOSE, CA(ROBIN KIPPS-KWSS) INXS, P. Gabriel, B. Carlisle, Seger.
STOCKTON, CA(ROY WILLIAMS-KQJO) Seger, P. Gabriel, S. Nicks.
MODESTO/STOCKTON, CA(DAVID KRAHAM-KHOP/FM) Van Halen, Seger, S. Nicks, P. Gabriel.
MODESTO, CA(Russ NOVAK-KFNN) FROZEN.
SANTA ROSA, CA(ERIC SCOTT-KREO) K. Loggins, BANGLES, Fab TBS, GTR.
EUREKA, CA(CHRIS DAVID CARTER-KFM) Boys/Cry, LaBelle & M, Nu Shooz.
ARCATA/EUREKA, CA(JIM NELLY III/KXGO) P. Austin, Van Halen, Seger, S. Nicks, INXS.
SACRAMENTO, CA(GILLETTE/COLLINS-FM102) K. Carne, J. Olson, Prince, Fixx.
SACRAMENTO, CA(MR. ED-KWOD) FROZEN.

PARADISE/CHICO, CA(ROB BRUDE-KNVR) B. Monkeys, INXS, P. Furs, S. Nicks, A. Starr.
REDWOOD, CA(KHAI/L/RUTTER-KWSE) Ocean, Falco, GTR, 38 Special, Fab TBS.
REDWOOD, CA(WOODIBOIS/VAN HALEN-KSKO) B. Carlisle, GTR, Van Halen, Prince, 38 Special.
HILO, HI(AL DECKER-KKB) D. Wilde, Seger, Stones, B. Carlisle.
HUNOLULU, HI(JAY STONE-194) J. Stewart, Prince, H. Jones.
HILO, HI(GUY W. BELL-KWXX) S. Nicks, P. Gabriel, INXS, Fab TBS, Prince.

NORTHWEST

SEATTLE, OR(CHRIS CONWAY-KSBW) S. Nicks, Modern Man, BANGLES, Loverboy, Van Halen, A. of Noise, J. Butler.
PORTLAND, OR(NAGANUMA/BARRY-KMJK) Van Halen, J. Olson, P. Gabriel, Seger, Janet Jax, BANGLES.
ALBANY/CORVALLIS, OR(MIKE SHANNON-KNGO) Van Halen, Prince, Seger, B. Carlisle, Fixx.
COOS BAY, OR(KAREN DAVID-KHSM) P. Gabriel, S. Nicks, K. Loggins.
COOS BAY, OR(DAVE O'CONNOR-KNGM) Seger, Van Halen, Prince, K. Loggins.
MEDFORD, OR(DENNIS DIXON-KBOY/FM) N. Diamond, K. Loggins, BANGLES.
MEDFORD, OR(R. CHARLES SNYDER-KTMY) S. Nicks, K. Loggins, Prince, Seger, B. Carlisle.
SEATTLE, WA(WENDY CHRISTOPHER-KUBE/FM) Prince, Seger.
TACOMA/SEATTLE, WA(SANDY LOUIE-KNBQ/FM) J. James, GTR, P. Austin, BANGLES.
OLYMPIA, WA(KEN PAIGE-KQGU) P. Austin, BANGLES, J. Olson, B. Carlisle, K. Loggins.
CHEHALIS, WA(ROGER DALE-KJIT) Van Halen, Seger, Prince, P. Gabriel, Plat. Ice.
YAKIMA, WA(KEVIN JAMES-KZHR) E. Wade, Animation, John Eddie, Van Halen, J. Butler.
SPOKANE, WA(JOHN LANGAN-KZUU/FM) Stones, P. Gabriel, Seger, B. Monkeys.
TRI CITIES, WA(JONATHAN WALKER-KZKZ) Stones, Van Halen, Seger, Prince, L. Quarter.
ANCHORAGE, AK(J. D. CHANDLER-KGOT) FROZEN.

WELCOME To Our New Top 40 Correspondents:
Jim Leven, WWFX Radio, 78 Main Street, Belfast (Bangor), ME 04915 (207-338-2290)
Guy W. Bello, KWXX Radio, 1145 Kilauea Avenue, Hilo, HI 96720 (808-935-5461)
Lenny Dessauer/Mark Wells, WFIM Radio, P.O. Box 310, Fairfield, IL 62837 (618-842-2159)
AVAILBLE

MIKE RUBLE from WJBR-Goldsboro, NC is looking for a position as AT/MD, contact him at (314)781-9195 or (314)487-7399.

DANNY AUSTIN from KTAW/Kallispepp, MT is looking for a position as AT/PD, contact him at (406)764-7400.

RICK LEAROMEN from KG92-Kallispepp, MT is looking for a position as AT/Production, contact him at (406)883-9417.

STUART JOHNSON from WALLU/Middletown, NY is looking for a position as AT/PD/Prod., contact him at (718)657-6926.

ALLEN ZIPSIE from WFPS-Freeport, IL is looking for a position as AT/MD/Prod., contact him at(815)233-9043.

MARK CHAMBERS from KKRL-Carroll, IA is looking for a position as AT/MD/Prod., contact him at (712)792-2707.

DON PASCHAL from KANE/WM-Nav Liqua/Lafayette, LA is looking for a position as AT/MD/Prod., contact him at(318)369-3773.

JACK LUNDY from KZ102-Fargo, ND is looking for a position as AT/MD/Prod., contact him at (701)235-0102 or 237-9367.

TERRY LAIRD from KYA-Billings, MT is looking for a position as News Director, contact her at (406)652-6303.

PAUL WILSON from KJO-Qgden, UT is looking for a position as PD, contact him at (801)392-7535.

SERVICE

WDXY-Sumter, SC - Anne Murray (Capitol), Pet Shop Boys (EMI/America)

WEQR-Goldsboro, NC - oldies: all sources

WFIW/FM-Fairfield, IL - singles: Nushooz (Atlantic), Jets (MCA), Tears For Fears (PolyGram)

WEDDINGS

Our wedding bells are ringing on MAY 17th for ROBIN KIPPS, Music Director of KWSS-SAN JOSE, CA and LEE SILVA. Our CONGRATULATIONS to both.
PLAYING THE PALACE
Mr. Mister recently performed at the Palace in Los Angeles and on hand to greet them were Mike Becce, Director of National Promotion for RCA (left) and Eddie Mascolo, VP National Promotion (right). Center of photo is Richard Page, lead singer of the group.

BACALL IS TUFF STUFF
The Fabulous Thunderbirds did a recent tour of Australia and won a new fan - Lauren Bacall, who was starring in “Sweet Bird Of Youth” at Sydney’s Festival Hall. The single “Tuff Enuff” is featured in Ron Howard's new film “Gung Ho” and the group is filming scenes for Paul Schrader's new film, “Light Of Day”, starring Michael J.Fox and Joan Jett. Pictured here (l-r) are Kim Wilson, Fran Christina and Jimmie Vaughan (from the FAB TB's), Lauren Bacall, and Chris Layton and Preston Hubbard (FAB TB's).

OSMOND IN BIKER HEAVEN?
Donny Osmond took a walk on the wild side recently and found himself in a popular biker haven in Santa Monica with members of Blue Oyster Cult. The singers hosted a celebrity biker bash for BOC’s opening act Renegade at the Mucky Duck. Having a rough time are (l-r) Tommy Zvoncheck and Donald Roeser (BOC), Donny Osmond, and Eric Bloom (BOC).

FOURTEEN JETS OVER
THE WHITE HOUSE
The Jets appeared at the White House’s annual Easter egg roll and performed there as part of their current, first major national tour, which included shows at New York’s Apollo Theatre and Los Angeles’ Roxy Theatre. The Jets, who are a family of 14 children, range in age from 12 to 20 and emigrated here from the South Seas Island kingdom of Tonga in the late '60's. Eight of the family members are currently singing in the group.
A WILD WALK WITH LOU REED
Lou Reed made a rare national radio appearance on the Westwood One Radio Network's "Line One" program. Reed visited the New York studios to talk with co-host Carol Miller and listeners across the country. His music was interspersed throughout the hour-long broadcast.

LIVE AT FIVE
Marilyn Martin was interviewed on the top-rated WNBC-TV program based in New York called "Live At Five". She was appearing in a series of press, radio and TV interviews for her new solo album. Shown on the set "Live" are anchor person Sue Simmons (left) and Marilyn Martin.

QUINCY HONORED AND MILLIONS RAISED
The 11th Annual Dinner of the T.J. Martell Foundation for Leukemia and Cancer Research, held at the New York Hilton on April 19th, honored veteran producer and performer Quincy Jones. This year's campaign raised a record $3.660 million. Pictured (from left) Peggy Lipton (actress & wife of Quincy Jones), Peggy Lipton, CBS/Records Group Pres. Walter Yetnikoff, Warner Comm. Chairman Steve Ross, Quincy Jones, Tony Martell, and Foundation Chairman Floyd Glinert.

RHYTHM GOES GOLD
While in New York to perform at Radio City Music Hall, The Judds were the guests at a very special dinner party where RCA executives presented them with gold records for "Rockin' With The Rhythm". Pictured (l to r) are: Jose Menendez (RCA); John Ford (RCA); Naomi Judd; Elliot Goldman (RCA); Wynonna Judd; Joe Galante (RCA); and Tony Montgomery (RCA).
Friday Evening June 13, 1986

A Tribute To
HERB ALPERT & JERRY MOSS
Of A&M Records

Century Plaza Hotel • Los Angeles

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Alex Hodges • International Creative Mgmt., Inc.
Zach Horowitz • MCA Records

Proceeds to be used for capital projects at the City of Hope National Medical Center

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INNER CIRCLE (PREFERRED SEATING)
CONTRIBUTION: $500 PER PERSON — $5,000 PER TABLE OF TEN

GENERAL RESERVATIONS
CONTRIBUTION: $300 PER PERSON — $3,000 PER TABLE OF TEN

I CANNOT ATTEND THE DINNER, BUT PLEASE LIST ME AS A CONTRIBUTOR.
(CHECK ONE) [ ] FOUNDER ($1,000) [ ] PATRON ($500) [ ] SPONSOR ($300)

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AUTHORIZED BY: [ ] FOUNDER | [ ] PATRON | [ ] SPONSOR

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POWER TRIO

PATTI LaBELLE & MICHAEL MCDONALD
On My Own
(MCA)

MADONNA
Live To Tell
(Sire/Warner Bros.)

BILLY OCEAN
There'll Be Sad Songs
(Jive/Arista)

CERTIFIED

EL DeBARGE
Who's Johnny
(Gordy/Motown)

PET SHOP BOYS
West End Girls
(EMI America)

MOST ADDED

DAVID FOSTER & OLIVIA NEWTON-JOHN
The Best Of Me
(Atlantic) 61 adds

ANNE MURRAY
Who's Leaving Who
(Capitol) 41 adds

NEIL DIAMOND
Headed For The Future
(Columbia) 35 adds

RECORD TO WATCH

BELINDA CARLISLE
Mad About You
(IRS/MCA)

DROPPED

Stevie Wonder
Jermaine Jackson
Wax
Starship
Hooters

2W LW TW

1. PATTI LaBELLE & MICHAEL MCDONALD - On My Own (MCA)
2. MADONNA - Live To Tell (Sire/Warner Bros.)
3. BILLY OCEAN - There'll Be Sad Songs (Jive/Arista)
4. SIMPLY RED - Holding Back The Years (Elektra)
5. Whitney Houston - The Greatest Love Of All (Arista)
6. GEORGE MICHAEL - A Different Corner (Columbia)
7. CULTURE CLUB - Move Away (Virgin/Epic)
8. Sade - Never As Good As The First Time (Portrait)
9. Miami Sound Machine - Bad Boy (Epic)
10. All I Need Is A Miracle (Atlantic)
11. MOODY BLUES - You're Wilder Dreams (Polydor/PolyGram)
12. Who's Leaving Who (Gordy/Motown)
13. MADONNA - Live To Tell (Sire/Warner Bros.)
14. ATLANTIC STARR - If Your Heart Isn't In It (A&M)
15. DAVID PACK - That Girl Is Gone (Warner Bros.)
16. MARILYN MARTIN - Move Closer (Atlantic)
17. Dennis DeYoung - Call Me (A&M)
18. NEIL DIAMOND - Headed For The Future (Columbia)
19. JAMES TAYLOR - That's Why I'm Here (Columbia)
20. TEMPTATIONS - A Fine Mess (Motown)
21. Dire Straits - So Far Away (Warner Bros.)
22. STEPHEN BISHOP - The Heart Is So Willing (MCA)
23. Dionne Warwick - Whisper In The Dark (Arista)
24. BANGLES - Manic Monday (RCA)
25. The Best Of Me (Atlantic)
26. OLIVIA NEWTON-JOHN - Who's Leaving Who (Capitol)
27. NEWTON-JOHN - The Best Of Me (Atlantic)
28. EL DeBARGE - Who's Johnny (Gordy/Motown)
29. PET SHOP BOYS - West End Girls (EMI America)
30. Force M.D.'s - Tender Love (Tommy Boy/Warner Bros.)

CHARTBOUND

ANNE MURRAY - Who's Leaving Who (Capitol)
BANGLES - If She Knew What She Wants (Columbia)
DAVID FOSTER & OLIVIA NEWTON-JOHN - The Best Of Me (Atlantic)
RONNIE MILSAP - Happy, Happy Birthday Baby (RCA)

ACTION SIDES

HEART - Nothin' At All (Capitol)
ELO - So Serious (CBS)
JONATHAN BUTLER - Baby Please Don't Take It (Jive/Arista)
FORCE M.D.'S - Here I Go Again (Tommy Boy/Warner Bros.)
JOHN DENVER - Flying For Me (RC A)
HIROSHIMA - One Wish (Epic)
VOICES OF AMERICA - Hands Across America (EMI America)
JANET JACKSON - What Have You Done For Me Lately (A&M)
MR. MISTER - Is It Love (RCA)
ARETHA FRANKLIN - Ain't Nobody Ever Loved You (Arista)
REUNION - Reunion Medley (Reunion)
SUZANNE VEGA w/JOE JACKSON - Left Of Center (A&M)

NEW

DAVID FOSTER & OLIVIA NEWTON-JOHN - The Best Of Me (Atlantic)
STEVIE NICKS - Has Anyone Ever Written Anything For You (Modern/Alco)
NU SHOOZ - I Can't Wait (Atlantic)
JEFFREY OSBORNE - You Should Be Mine (The Woo Woo Song) (A&M)
CHRISTOPHER CROSS - Love Is Love (Waring Bros.)
BOB SEGER & THE SILVER BULLET BAND - Like A Rock (Capitol)
BELINDA CARLISLE - Mad About You (IRS/MCA)
LRB - Time For Us (Capitol)

www.americanradiohistory.com
A/C ANALYSIS

A 100% HIT FACTOR for LaBELLE & McDonald, and a number one in stations looks up the top slot. MADONNA has the legs to make it to the top, but she's gotta hear BILLY OCEAN stormin' in the front door.

SIMPLY RED still hasn't cracked the 200 station mark, but shows a 95% HIT FACTOR. Rotations drop off from there as GEORGE MICHAEL shows about equal portions of H's & M's.

NEIL DIAMOND shows a 173 stations and a HIT FACTOR of 54%, while JAMES TAYLOR gets an edge in HIT FACTOR with 57% on 5 fewer stations. Hard to miss.

EL DeBARGE debuts on the strength of a 52% HIT FACTOR and 14 adds: WALG, WGWG, Konic, Krib, KSDN, WMT, KEY103, Kilo, KQIP, KDBL, KVUU, Kkis, KLOO and KKRO.

The other chart debut, THE PET SHOP BOYS, is obviously not for everyone. Only 66 stations, but a 56% HIT FACTOR. HEAVY

ROTATION at WKYE, WTTA, WWMJ, WalG, WAZX, WFFX, KLSS, WKMO, WSNY, KGIP, KLYQ, K101, KDES, KROY, KALE and B100.

RECORD TO WATCH, BELINDA CARLISLE'S MAD ABOUT YOU, debuts in the A/C NEW section with 21 stations. It's a long way from there to the chart, but it sounds pop enough to satisfy many A/C listeners.

MOST ADDED this week by a 50% margin is DAVID FOSTER'S debut with OLIVIA NEWTON-JOHN, The Best Of Me. Those 62 stations played it without research and I bet this one tests well enough to close out the A/C format in a matter of weeks.

RECOMMENDED FOR A/C RADIO

JACKSON BROWNE - In The Shape Of A Heart (Asylum) A song for which I hope there is no video. Jackson has created all the important visual images with 1986's finest lyric. Our hero takes a holographic, or hollow, graphic look at a spent relationship. A hole in the wall, the shape of a fist. A hole in the heart, filled now by only sorrow and regret.

JEFFREY OSBORNE - You Should Be Mine (The Woo Woo Song) (A&M) Ya hear it the first time. And how many records can you say that about? Jeffrey's got a smash on his hands. This train's leavin'. Better get on board. You snooze, you lose.

BLOW MONKEYS - Diggin' Your Scene (RCA) I, like many, have let the band's odd name get in the way of my objectivity. I've had a chance to hear this song on the air in a couple of markets now and it plays well.

DOUBLE - The Captain Of Her Heart (A&M) My friend Alden Roth at PolyGram in Canada smuggled this one to me in February. Now, released domestically on A&M, I can rave it up. A classy contemporary ballad by two guys from Switzerland. Check it out.

Ron

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<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
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<td>5</td>
<td>3</td>
<td>95%</td>
<td>8</td>
</tr>
<tr>
<td>MIKE &amp; MECHANICS</td>
<td>All I Need Is A Miracle (Atl.)</td>
<td></td>
<td>170</td>
<td>98</td>
<td>64</td>
<td>4</td>
<td>4</td>
<td>95%</td>
<td>10</td>
</tr>
<tr>
<td>MOODY BLUES</td>
<td>Your Wildest Dreams (Polydor/PolyG.)</td>
<td></td>
<td>184</td>
<td>73</td>
<td>96</td>
<td>6</td>
<td>9</td>
<td>91%</td>
<td>6</td>
</tr>
<tr>
<td>HOWARD JONES</td>
<td>No One Is To Blame (Elektra)</td>
<td></td>
<td>176</td>
<td>86</td>
<td>73</td>
<td>7</td>
<td>10</td>
<td>90%</td>
<td>7</td>
</tr>
<tr>
<td>LEVEL 42</td>
<td>Something About You (Polydor/PolyGram)</td>
<td></td>
<td>156</td>
<td>90</td>
<td>58</td>
<td>4</td>
<td>4</td>
<td>94%</td>
<td>9</td>
</tr>
<tr>
<td>DREAM ACADEMY</td>
<td>The Love Parade (Reprise)</td>
<td></td>
<td>192</td>
<td>44</td>
<td>122</td>
<td>16</td>
<td>10</td>
<td>86%</td>
<td>6</td>
</tr>
<tr>
<td>ATLANTIC STARR</td>
<td>If Your Heart Isn't In It (A&amp;M)</td>
<td></td>
<td>167</td>
<td>16</td>
<td>114</td>
<td>23</td>
<td>14</td>
<td>77%</td>
<td>6</td>
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<tr>
<td>DAVID PACK</td>
<td>That Girl Is Gone (Warner Bros.)</td>
<td></td>
<td>164</td>
<td>14</td>
<td>109</td>
<td>21</td>
<td>20</td>
<td>75%</td>
<td>5</td>
</tr>
<tr>
<td>MARILYN MARTIN</td>
<td>Move Closer (Atlantic)</td>
<td></td>
<td>139</td>
<td>18</td>
<td>92</td>
<td>24</td>
<td>5</td>
<td>79%</td>
<td>7</td>
</tr>
<tr>
<td>NEIL DIAMOND</td>
<td>Headed For The Future (Columbia)</td>
<td></td>
<td>173</td>
<td>12</td>
<td>82</td>
<td>44</td>
<td>35</td>
<td>54%</td>
<td>3</td>
</tr>
<tr>
<td>JAMES TAYLOR</td>
<td>That's Why I'm Here (Columbia)</td>
<td></td>
<td>168</td>
<td>9</td>
<td>88</td>
<td>43</td>
<td>28</td>
<td>57%</td>
<td>3</td>
</tr>
<tr>
<td>TEMPTATIONS</td>
<td>A Fine Mess (Motown)</td>
<td></td>
<td>135</td>
<td>8</td>
<td>81</td>
<td>34</td>
<td>12</td>
<td>65%</td>
<td>5</td>
</tr>
<tr>
<td>STEPHEN BISHOP</td>
<td>The Heart Is So Willing (MCA)</td>
<td></td>
<td>119</td>
<td>7</td>
<td>71</td>
<td>25</td>
<td>16</td>
<td>65%</td>
<td>5</td>
</tr>
<tr>
<td>EL DeBARGE</td>
<td>Who's Johnny (Cordy/Motown)</td>
<td></td>
<td>82</td>
<td>3</td>
<td>40</td>
<td>25</td>
<td>14</td>
<td>52%</td>
<td>3</td>
</tr>
<tr>
<td>PET SHOP BOYS</td>
<td>West End Girls (EMI America)</td>
<td></td>
<td>66</td>
<td>17</td>
<td>20</td>
<td>13</td>
<td>16</td>
<td>56%</td>
<td>4</td>
</tr>
</tbody>
</table>

The GAVIN REPORT | May 16, 1986
The Gavin Report
will be closed Monday, May 26th in honor of Memorial Day
A/C reporters may call Friday, May 23rd and Tuesday, May 27th.
MINNEAPOLIS, MN (CHUCK KNAPP-KSTP/AM)  G. Michael, Mike & M. DU LUTH, MN (NICK DIAMOND-WBEC)  R. Milsap, M. Martin, N. Diamond, A. Starr.

ROCHESTER, MN (RICH PETERSON-KROC/AM)  A. Murray, Hiroshima.

ROCHESTER, MN (AL AXELSON-KWEB)  D. F. O. N. J.


ST. CLOUD, MN (MIKE DEIM-WJON)  FROZEN.

ALEXANDRIA, MN (STEVE BOLSTER-KSTO)  J. Denker, A. Murray.


FARGO, ND (JACK LUNDY-KDLO)  S. Nicks, Bangles, Force MD's, Reunion.

GRAND FORKS, ND (PAUL KERO-KGRO)  FROZEN.

HANNIBAL, MO (CHUCK KAYS-KRCO)  A. Murray, L. R. B., Force MD's, Reunion.

HEATON, KS (KELLY KELLOGG-KKJO)  J. Butler, S. Nicks, Nu Shooz.


LAWRENCE, KS (BILL LEE-KLWN)  FROZEN.


LINCOLN, NE (JACK BLYTHE-KFOR)  FROZEN.


MUNCIE, IN (RANDY TANNER-WOKZ)  D. F. O. N. J., Seger, J. Osborne, S. Nicks, L. R. B.

LAFAYETTE, IN (MIKE JOHNSON-WASK)  N. Diamond, A. Murray, L. R. B.

MONROE, MI (MIKE WHEELER-WTRA)  Bangles, Force MD's.

FLINT, MI (BILL PEARSON-WTRX)  Seger, Hiroshima, R. Milsap.

SAGINAW, MI (TERRY LENZ-WGRO)  FROZEN.

LANSING, MI (JACK ROBBINS-WLNS)  Temps, David Pack.


GRAYLING, MI (BOB DTMER-WOOG)  FROZEN.

KENOSHA, WI (TERRY HAVEL-WLJP)  Bangles, D. F. O. N. J., S. Nicks.

MILWAUKEE, WI (BETH-F1-F-WXMY)  Hiroshima.

MILWAUKEE, WI (MIKE MURPHY-WISN)  N. Diamond, D. Academy.


RICHLAND CENTER, WI (JOHN DOYLE-WRCO)  R. Milsap, Bangles, Force MD's, Reunion, K. Rogers, R. B. S. Bishop.

MADISON, WI (PAT O'NEILL-WMGN)  A. Murray, Janet Jax, N. Diamond.

MADISON, WI (DOUG LANE-WIIB)  David Pack, Temps, Bangles, Reunion.

BEAVER DAM, WI (STEVE SABATKE-BWBE)  S. Bishop, E. L. Aretha, N. Diamond, J. Osborne, Force MD's, S. Nicks.

REEDSBURG, WI (KEVIN KELLOGG-WRBD)  Pet Shop, Bangles, J. Butler.

Hudson, WI (RICK THOMAS-WRPI)  Moody B's, J. Osborne.

GREEN BAY, WI (DAVID CAREW-WDUZ)  C. Club, J. Taylor.


EAU CLAIRE, WI (RICK ROBERTS-WIAL)  D. F. O. N. J., S. Nicks.

MENOMONEE FALLS, WI (ALISON GIRARD-WMEQ)  J. Taylor, S. Bishop, A. Murray.

OSH KOSH, WI (CHRIS HANSEN-WGTV)  Heart.

CHICAGO, IL (SUZY MAYZEL-WLTI)  No Adds.

JOLIET, IL (JIM BUTLER-WJTV)  J. Butler, S. Nicks, Force MD's, S. Nicks.

GREEN BAY, WI (BARRY KHAS)  Force MD's, Reunion, S. Nicks.

ROCKFORD, IL (REED-LOCWOOD-WQKO)  Heart.


PEORIA, IL (DENISE HENLEY-WIRL)  A. Starr, N. Diamond.

PEORIA, IL (ROBB WESTABY-WMBD)  Madonna.

BLOOMINGTON, IL (JIM ANDERSON-WHNN)  Nu Shooz, S. Vega, Joe Jacksons, Melencamp.

SOUTHWEST


WICHITA FALLS, TX (DAVE LANDRY-KRTL)  A. Starr, David Pack.


H. Jones.


SAN ANTONIO, TX (SCOTT K. SMITH-KLLS)  FROZEN.

AUSTIN, TX (RUSH-ALAN-KEY103)  Pet Shop, N. Diamond, J. Taylor, DeBarge.

ODESSA, TX (STEVE MYERS-KIOI)  David Pack, DeBarge.

EL PASO, TX (BILL CLIFTON-KLTO)  Temps, DeBarge, N. Diamond, H. Jones.

PHOENIX, AZ (SAM CHURCH-KKLT)  Level 42, D. Academy, J. Butler.

SEDONA, AZ (RANDY MAHANNAH-KZMA)  D. F. O. N. J., Double, Tomlinson.

ALBUQUERQUE, NM (JAY SCOTT-KOOP)  FROZEN.

LOS ALAMOS, NM (SUE STONE-89KHJ)  N. Diamond, J. Taylor, Aretha.

CLOVIS, NM (JERRY MAYFIELD-KCLV)  FROZEN.

ROCKY MOUNTAIN

MISSOURA, MT(LEE CURTIS-KYLT) Seger, Nicks.

HAMILTON, MT(STEVE FULLERTON-KLYO/ FM) Seger, N.Vega, C.Cross.

DENVER, CO(ANN METZGER-KHOW) David Pack, Murray.

COLORADO, CO(CHARLES RICHARD-KVUV) G. Michael, Academy.

PUEBLO, CO(PIP AVINA-KDZA) Diamond, Temps, Merricamp, Seger.

SALIDA, CO(CHARLES DARWIN-KVUR) D.F.&O.N-J, Moody B's, Hiroshima.

MOUNT ROSE, CO(THOM OWCA-KUBC) Force MD's, ELO, B.Carlisle, Bangles, J.Butter.

GRAND JUNCTION, CO(JOHNNY FORD-KIO) A. Murray, Josh, Force MD's, R.Nicks, Seger, Starship.

RIFLE, CO(DEAN ANGELL-KDLC) DeBarge, Wax, Janet Jax., K.Loggins.

BOISE, ID(DREW HAROLD-KBOI) David Pack, Temps, R.Nicks.

SALT LAKE CITY, UT(LEON MESSOP-KSL) David Pack, D.F.&O.N-J.


FAR WEST


CARSON CITY, NV(SCOTT CARSON-KPTL) A.Murray, N.Diamond, B.Carlisle.

LOS ANGELES, CA(KAYE/KILEY-KOST) D.F.&O.N-J.

LOS ANGELES, CA(LYLAN KAYLE-JK-FM) FROZEN.

SAN DIEGO, CA(RICHARD/PALM KXY) Double, D.F.&O.N-J, David Pack.

SAN DIEGO, CA(RICH KNIGHT-B100) Bangles, N.Diamond.

SAN DIEGO, CA(MARK LARSON-KFM) FROZEN.

PALM SPRINGS, CA(TY STEVENS-KDES) C. Cross, D.F.&O.N-J.

S. Nicks, Nu Shooz, B.Monkeys.

FRESNO, CA(SCOTT HUSKEY-KLTK) David Pack, Jms Taylor.

SAN LUIS OBISPO, CA(DAN ARMSTRONG-KVEC) D.F.&O.N-J.

Bishop, Force MD's, L.R.B.

SAN LUIS OBISPO, CA(CAROL MEYER-KKUS) Jms Taylor, A. Starr.

MONTEREY, CA(MICHAEL READING-KWAV/FM) Merricamp, Hiroshima, J. Osborne.

SAN FRANCISCO, CA(RIVERS/KULP-K101) David Pack, Hiroshima.

CONCORD, CA(RAY PERMAN-KKIS) DeBarge.

CONCORD, CA(JIM HAMPTON-KWLN) D.F.&O.N-J.

LIVERMORE, CA(DREW STEPHENS-KKIQ) J.Butter, S.Nicks, D.F.&O.N-J.

SAN RAFAEL, CA(MICHAEL TURNER-KTM/FM) Tomlinson, P. Gabriel, S. Council, Hiroshima.

SANTA ROSA, CA(JIM DANIELS-KSR) FROZEN.

UKIAH, CA(DANNY VANMETER-KUKI) S.Bishop, ELO, J. Butler.

Murray, J.Denver, Reunion, Easton, S. Vega.


SACRAMENTO, CA(IRONS/ANDREWS-KHLY/FM) No Adds.

PLACERVILLE, CA(TINA KAWAI-KHTN) C. Cross, Temps, S.Nicks, B. Carlisle, K. Carts, D.F.&O.N-J.

VACAVILLE, CA(SHEILAH BOWMAN-KUIC) N.Diamond, S.Bishop, Jms Taylor.

SO. LAKE TAHOE, CA(RON WENT-KOWL) FROZEN.


SACRAMENTO, CA(DENNIS NEWHALL-KROY) J.M. Jarre.

CHICO, CA(DAVE KINDIG-KPAY) Jms Taylor, Academy.

GRASS VALLEY, CA(RICH BROY-KNCW) C. Cross, S. Vega, L.R.B.


BURNS/REDLANDS, CA(CHRIS LEE-KARZ) David Pack, A. Sturr.


NORTHWEST


PORTLAND, OR(JOHN WILLIAMS-KGW) Mike & M., C. Club, D. Academy.

CORVALLIS, OR(P. J. EMMERSON-KLOO/AM) Pet Shop, Heart, DeBarge.

EUGENE, OR(TAMI HERRING/KING-KDUK) Aretha, Pet Shop.

MEDFORD, OR(JIM ZINN-KFJR) Reunion, N. Nicks.


MOUNT VERNON, WA(MIKE HARTMAN-KBTC) Bangles, A.Murray, R. Milsap, Jms Taylor.

OAK HARBOR, WA(DAVID BOWDEN-KISD) A. Murray, S. Vega, Seger.

TACOMA/SEATTLE, WA(MIKE JAMES-KM) FROZEN.

OLYMPIA, WA(DICK PUST-KGY) C. Cross, Reunion, BANGLES, Hiroshima, Force MD's.


KELSEY/LOOKING, WA(RAY BARTLEY-KLQG) M. Martin, A. Murray, A. Sturr.

YAKIMA, WA(DAVE HANSON-KIT) BANGLES, R. Milsap.


ANCHORAGE, AK(CARLOS B-KFOD) FROZEN.


SASKATOON, SK(STEVE SHANNON-CFCQ) No Adds.

WELCOME To Our New A/C Correspondents:

Walt Pinto, WHIN Radio, P.O. Box 9013, Springfield, MA 01101 (413-781-1011)

Paul Brady, KIXK Radio, P.O. Box 1901, El Dorado, AR 71731 (501-862-9976)

Our CONGRATULATIONS to DAVE HOLMES, AM drive talent, from KJOY-STOCKTON, CA and his wife, GERI on the birth of their son KENNETH MICHAEL. Born MAY 12th, weighing 10 lbs, 5 oz.

...CONGRATULATIONS to KATHY ACQUAVIVA RAWSON, Publicity Manager-West Coast ATLANTIC RECORDS and her husband TERENCE on the birth of their daughter TONI J. Weighing 6 lbs, 8 oz.
ADD YOUR CALL LETTERS TO THE GROWING LIST
OF BELIEVERS IN

“LIVING ON VIDEO”
TRANS-X

ONE OF THE YEAR’S
BIG REACTION RECORDS!

- DAVE SHOLIN PERSONAL PICK
- #1–KZZP—PHOENIX
GUY ZA POLEON HAS BEEN TESTIFYING FROM DAY ONE!
IF YOU AREN’T CONVINCED, CALL HIM!
602-964-4000!

ALREADY ON:

WKSE  B106  Z103
KBEQ  BJ105  WBAM
ZZ99  Y106  KDWD
WLOL  K107  WCIL/FM
FM102  WPFM  K HIT
KPLUS  K104  GAVIN TOP 40 48/9

TRANS-X “LIVING ON VIDEO”
AVAILABLE ON 7” AND 12”

PRODUCED BY DANIEL BERNIER

ON ATCO RECORDS
A DIVISION OF ATLANTIC RECORDING CORP
1986 Atlantic Recording Corp @ A. Nancy Communications Co

www.americanradiohistory.com
Chris Blackwell has named a new President to head up Island Records. His appointment is Lou Maglia. Maglia is best known for eleven years with Elektra Records that included a stint as an Executive Veep. Considering Elektra and Island's dual reputations as forward, groundbreaking music companies, the transition should be a smooth one. Congratulations Lou.

One of the prime motivations for starting Chinwag (aside from just irritating innocent Gavin readers) was to watch the welcome expansion of local promotion. RCA Records has expanded both on the National and Local level. Lisa Velasquez-Nuzzo has been named Manager, National Promotion-Top Forty. She will report directly to National Promotion Director Mike Becce. Peter Spasoff, formerly on his own and with Arista, has been appointed Local Promotion Representative for the North Central Region, based in Cincinnati. Bobby Hurt will cover Local Promotion out of Nashville. Mila Collins moves from Nashville to Dallas as a Local. Former radio programmer and current Gavin friend Skip Bishop will handle the Houston market. Rhonda Herlich-Dorfman will move from RCA's Album Radio Department to become the brand new National Adult/ Contemporary Promotion Representative. Rhonda will report directly to Bonnie Goldner, RCA's Director of Promotion and Trade Relations (hey, that's us!). Commenting on the new appointments and changes, National Promotion VP Ed Mascolo says, "We are thrilled...RCA promotion is poised to handle the new challenges of 1986 and beyond." It's definitely a new era for everyone.

Gavin Contributing Editor, Tony Richland, has been appointed National Director of Adult/ Contemporary Promotion at EMI America Records. Tony (or Mr. Hollywood as he's known here at Gavin) writes to inform us that all future references in his column to the name Billy Brill should now read, "Dick Williams". All future references in his column about the Mayor of Yankton, SD should now read "Don Wasley". All future references to Leslie Gore should read "Pet Shop Boys". Tony is already on the case, so we're told. He's taken Jack Lacy to lunch at The Brown Derby and was seen bending an elbow with Liz Kiley at Martoni's telling her about the time he gave an impatient Lenny Bruce a lift home. Congratulations Tony, you tall drink of water.

Department of Corrections: KDUK PD Bobby King has been PD for over 6 months and was not recently promoted. He also has never toured as a backup singer for Ry Cooder.

Upon hearing the news that Joe Jackson's latest effort, Big World, was available on CD, Chinwag went in search. As you remember, the vinyl version features three sides of music at a special low price. Weeelll this time, the CD price was anything but special. For sixty minutes of music, we found most retailers charging an additional six dollars-- jacking the price to around twenty one dollars. Curious, when you recall that a digital disc holds 72 minutes of music comfortably.

Chinwag forwards get-well wishes to super A/C programmer, Jhani Kaye of KFI/KOST-Los Angeles. He's recovering nicely from surgery and is nested at home watching the video of Jaws.

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GIVE A SPECIAL LISTEN TO A SPECIAL RECORD

ISLE OF MAN

"AM I FORGIVEN"

FROM THE FORTHCOMING ALBUM

"ISLE OF MAN"

May 16, 1986 | the GAVIN REPORT

www.americanradiohistory.com
PROMOTIONS by Lisa Smith & Betty Hollars

THE FOXHUNT

One of CFOX-Vancouver’s on-going promotions is “The Foxhunt”, which is their version of the bumper sticker promotion. CFOX personalities “hunt” for cars displaying CFOX stickers, and driver’s receive anything from VCR’s and microwaves to albums and concert tickets. The instant prize winners are then available for the grand prize drawing, and during this last phase of the Foxhunt, the prize was a Nissan King Cab truck. CFOX Promotions Director Peter Taylor tells us “we were thrilled by the tremendous response to this phase of our Foxhunt. (some 1.25 million decals were distributed). But with a truck that beautiful as our centerpiece, the response was understandable!”

THE GUYS CHEAP TRICK

P.D. Jeff Allen of KTUF-Kirksville, MO, writes us about a recent celebration held by the station for their listeners. In honor of D.J. Day in Missouri the “Tuf Guys” from KTUF-93 did a 12-hour remote from a sidewalk in downtown Kirksville. They also had hundreds of listeners touring the studios, local celebrities acting as guest DJ’s, continuous album giveaways, and phone calls from DJ’s coast to coast. The celebration was capped off with the sold-out K-TUF93 sponsored Cheap Trick concert.

CONCERT CARAVAN CONTINUES

KOKZ-Waterloo, IA, not only plays the hits, they take their listeners to see the hit-makers themselves in concert, all expenses paid. After the listeners register at various designated locations in the area, a drawing is held to pick the winners. The great part of this Concert Caravan is that names are drawn until the motor coach is filled with listeners. Past concert trips have been to see Bruce Springsteen and John Cougar Mellencamp, with more slated for future concerts in the area. P.D. Jeff Christenson tells us “we’re so excited about it, we wanted to share it with you!” Thanks for sharing, Jeff.

PEACETIME BLOOD RECORD

Southern Illinois University broke its own record for the number of units of blood given in a blood drive during peacetime. P.D. Tony Waitekus, of WCIL/FM- Carbondale alerted us to that fact, after they co-sponsored the blood drive with the university, and raised 3,706 units of blood, beating the record by several hundred units. During the drive, various WCIL/FM air talents did live remote cut-ins, urging people from throughout the area to give blood.

Tony says next time, they’re going for the all-time record.

THANKS FOR THE SALES

Jack Hayes, consultant for KAFY-Bakersfield, reports that they recently held a luncheon honoring one of their account executives on her second year with the station. Jack notes “it’s a great way to say thank-you to sales people who bring in station accounts, as well as occasional commercial work for jocks”. The guest list included local advertising clients, and a plaque was presented to the guest of honor that read “in recognition of outstanding sales achievement on your second anniversary with Sunset Broadcasting”.

KAFY-Bakersfield consultant Jack Hayes, guest of honor Karen Maul, Air Talent Steve Strom, and Air Talent Steve Gradowitz.
WIN A MAZDA RX-7 WITH A KEY SONG

Jim Reed, P.D. of MAGIC 95FM writes us and wished to quell rumors that MAGIC 95/KMQ is getting out of radio and into the auto business. He sent us a picture of the latest addition to the air staff - The Magic Van. It's a 20-foot Maxi-van from Dodge, completely equipped to go on the air instantaneously. In addition to that auto, their latest promotion was a "Key Song" contest, where they gave away an auto - a Mazda RX-7! MAGIC 95FM-Rockford listeners can win the car by naming the "Key-Song" - and winning the Key to the car.

JIM REED, P.D.

WAKE-UP WISH

Mark McCain and Steve Mitchell, commonly referred to as the "Wake-Up Crew" at WKLS-FM in Atlanta, put their show on the auction block with a charity pay-off. At the recent Children's Wish Foundation celebrity auction, McCain and Mitchell put their show up for the highest bid. The lucky bidders, who handed over $550 to Children's Wish Foundation, are a group of four listeners who represent the Day's Inn in Atlanta. Listeners must have been thrilled with the change of pace!

KEEP CHILDREN WARM

Magic 95 in Lawton, OK joined the local 7-11's to help the children in their area keep warm. Called "Coats For Kids", they collected warm winter coats, jackets, sweaters, caps, gloves, mittens and other kinds of cold weather apparel. All 15 area stores participated in the program as drop-off points, and they donated $500 to the local food bank to be used for the purpose of purchasing new clothing. Thanks to Chuck Morgan from KMGZ who wrote us about a great promotion.

THE GRAN SLAM EXAM SCAM

The University of Wisconsin - Green Bay students had some help during the harrowing final exam period this year from WGBW in Green Bay. Two students won prize boxes valued at over $200, which contained some dandy items aimed to help the students through finals. A sample of the contents of the prize package was a bottle of aspirin, a roll of Rolaids, a box of NoDoz, a jar of instant coffee, a box of Kleenex, 12 bottles of liquid paper (white-out), a week of free breakfast, gift certificates, concert tickets and a copy of Serenity Prayer, supplied by an Ecumenical Center.

WZOK's Kodiak Monster Truck

WZOK-Rockford's morning team of Randy Cook and Spiff Dingle re-defined "Drive Time" during a high rolling promotion for the Custom Speed and Auto Show. The WZOK Wake-Up Service caused a bit of a traffic jam as they did some serious 4-wheelin' through town in the Kodiak Monster Truck. The Kodiak, which took four years and $145,000 to build, boasts 28 shocks, a 490 cubic inch engine, 4' x 5 1/2' tires, and very little problem in morning traffic.

May 18, 1986 / The Gavin Report
"YOU CAN LEAVE YOUR HAT ON"
ON YOUR DESK NOW!!!!!
JOURNEY
Their single, "Open Arms" was #1 in The Gavin Report for six consecutive weeks in early 1982.

CHARLIE DANIELS
He played on three Dylan LP's in the '60s: "Nashville Skyline", "Self Portrait" and "New Morning".

38 SPECIAL
Don Barnes joined the band after he was caught attempting to steal equipment from the band.

DOLLY PARTON
May 30th will mark the 20th anniversary of Dolly's marriage to husband Carl Dean.

DAVID FOSTER
He won a Grammy for his production of the greatest comeback LP of all time, Chicago's "17" LP.

LIMITED WARRANTY
Producer Brian Tench has also produced tracks for Kate Bush and OMD.

STEPHANIE MILLS
She played the original Dorothy in the Broadway musical, "The Wiz".

NEW EDITION
They'll be included on the soundtrack of "Running Scared" a new film starring Gregory Hines.

NEIL DIAMOND
He was one of the performers in The Last Waltz, the final concert of The Band, directed by Martin Scorsese.

JOHN DENVER
Any royalties from the airplay or sales of his new single "Flying For Me" will go directly to a fund chosen by NASA and the families of the deceased Challenger astronauts.

THE BLOW MONKEYS
Their "controversial" name was chosen by lead singer and songwriter Dr. Robert. He derived it from the literal translation of the name of an Australian aboriginal band.

KARLA DeVITO
She recently finished playing the lead in Roger Miller's Broadway musical, "Big River".

OUTFIELD
Guitarist John Spinks was once a part of a heavy metal group called Running.

DUANE EDDY
Forty-eight year old Duane was once married to Jesse Colter, currently the wife of Waylon Jennings.

DONNA SUMMER
The Disney film people are planning to make a movie of Donna's, "She Works Hard For The Money".

WHAM!
Looks as though the last Michael/Ridgley concert will take place in London next month.

DAVID BOWIE
He stars in "Labryinth" a Jim Henson/George Lucas production which opens mid-summer. He plays the part of a wizard.
The BEST Music

ROLLING STONES

“One Hit (To The Body)”
Taken From The LP
“DIRTY WORK” (40510)

After only 2 weeks, over 1/2 the Top 40 radio stations in the United States are playing this record. You can't afford to wait any longer.

1986 Rolling Stones Records

BANGLES

“If She Knew What She Wants”
Taken From The LP
“DIFFERENT LIGHT” (40079)

Over 100 stations agree that this record is bound to be as big as the last.

JOHN EDDIE

“Jungle Boy”
Taken from the LP
“JOHN EDDIE”

After only one listen it will be impossible for you not to add this record.
On The Street . . .

KENNY LOGGINS

“Danger Zone”
Taken From The Original Motion Picture Soundtrack “TOP GUN” (40312)
Watch for your phones to ring. For the theme song from the TOP GUN MOVIE, which opens nationwide this weekend!

NEIL DIAMOND

“Headed For The Future”
Taken From The LP “HEADED FOR THE FUTURE” (43358)
Over 60 CHR Stations show this record is headed for the Rock charts faster than you think.

JEAN BEAUVOIR

“Feel The Heat”
Taken From The LP “DRUMS ALONG THE MOHAWK” (42403)
“To Jean Beauvoir... I Say C'est Magnifique. In any language "Feel The Heat" has got to make you move your feet. Call this one Rock'n'Roll.”

bia Records

ON YOUR DESK TODAY:

OUTFIELD

“All The Love In The World”
Taken From The Album “PLAY DEEP” (43667)

www.americanradiohistory.com
“YOU CAN’T JUDGE A BOOK BY THE COVER”

Album Network, May 9, 1986:

“Roy Buchanan and Delbert McClinton. “You Can’t Judge A Book By The Cover”. (Alligator). You say you love rockin’ blooze? Wait till you hear Delbert and Roy go to town on the classic “You Can’t Judge A Book By The Cover!” Roy Buchanan proves he’s one of rock’s greatest players, ranking right up there with Johnny Winter, Jeff Beck, and the Vaughan Brothers. And if it’s git-down-on-yer-knees-and-sing-from-the-gut vocal testimony that gets you off, then Delbert McClinton is the man that gets the job done. If you have room for a “shot” record this week, here’s the one.”

Kent Zimmerman, The Gavin Report, May 12, 1986:

“Take a little advice from the title of this new song – don’t judge until you listen. Roy Buchanan and his rock/blues tone is every bit as rowdy as any guitarist of the album radio persuasion. Delbert McClinton’s voice makes listening a double pleasure! Pairing up the Shotgun Rider with the King of Killer Tone was one of the musical highlights of my week!”

GENUINE HOUSEROCKIN’ MUSIC FROM ALLIGATOR RECORDS/CASSETTES (312) 973-7736
"Blood & Roses" - Smithereens (Enigma)

This week’s Spark In The Dark. The Smithereens’ single stands toe-to-toe up against anything else on this page. Though the entire LP isn’t coming your way until mid-June, here’s a twelve inch to gnaw on until it does. Smithereens and lead vocalist Pat DiNizio operate out of New Yawk where they’ve been causing quite a stir on the airwaves (WNEW/FM out-of-the-box). In fact, Marshall Crenshaw and Suzanne Vega (the Charles and Diana of the New York rock elite) proudly appear on the upcoming album. I’ll be letting you know about the whole LP, but in the meantime, here’s one fine single. Call Rick Winard at Enigma, 213-640-6869, and get him out of bed if you have to.

Walkabout-The Fixx (MCA)

As serious a radio one/two punch as I’ve heard in many months is the opening two-trax on Walkabout—"Secret Separation" into "Built For The Future". It is around these two that The Fixx are able to build a new LP. The basic ingredients are there, including the flanged, harmonic guitarwork we come to know and expect. Producer Rupert Hine retains a spotless, high tech mix. Aside from the gorgeous single and the track that follows, is "Chase The Fire" and the textural "Treasure II". The extended title track nicely opens side two. However, I hear most of the airplay potentially plucked from side one. As with their past work, The Fixx panders to both mainstream and modern Gavin Album stations, as well as Top Forty, no mean feat.

"Invisible Touch" - Genesis (Atlantic)

From what is to be a more progressive Genesis album featuring longer pieces, comes the first single entitled "Invisible Touch". It's an uptempo, jaunty slice that could be completely at home on either a Genesis or Phil Collins LP. That means a wide range of listeners will be acutely desperate to hear this sucker frequently. The big hook line is when PC sings "a built-in ability". After the second time you hear that line, that's when the song sticks like glue. Never has the line between Genesis and Phil Collins material been so fine.

"You Can't Judge A Book..." - Roy Buchanan/Delbert McClinton (Alligator)

Take a little advice from the title of this new song. Don’t judge until you listen. Roy Buchanan’s rock/blues tone is every bit as rowdy as any guitarist of the Album Radio persuasion. Delbert McClinton’s voice makes listening a double pleasure. Pairing the Shotgun Rider with the King of Killer Tone was one of the highlights of my week. Like I said, ragged and rowdy.

"On Your Own" - Pete Shelley (PolyGram)

Existental rock’n’roll from Pete Shelley. On a dissonant note, Pete reiterates the islander paranoia many of us feel living as creatures of the disenfranchised 80’s, at the mercy of the microchip. Ironically, the song doesn’t come from a movie (as far as I know), even though the images are cinematic, conjuring up a loner/hero picture. In the past, Pete has indeed been "on his own", performing and recording as a one man show. I’m an ardent admirer of Shelley’s first two solo LPs, especially the extended 12 inch of "Telephone Operator". Bring on the LP and more mega-mixes.

"Hanging On A Heart Attack" - Device (Chrysalis)

Device is a core of three members, Paul Engemann, Gene Black, and Holly Knight. Holly, of course, is the Queen of ASCAP after penning a string of recent biggies for Heart, Tina Turner, Animation, Pat Benatar, and this week’s Rod Stewart. Device are practically the antithesis of a Joe Jackson, for example. While JJ records live and immediately, Device is meticulously constructed from the ground up—right down to the odd guitar lick and a well timed key change. Straddling the line between Album Radio and Top Forty, a record like Device pretty much defines the 80’s modus operandi of airplay rock. Produced by Mike Chapman.

"Touch And Go" - ELP (Polydor)

Ladies and gentlemen, please rise for the King...just kidding. Instrumentally, Keith Emerson stays close to the familiar fanfare oriented majesty of ELP in its heyday. "Touch And Go" literally trumpets back ELP’s classical rock style. Considering radio’s resurgence back toward Rococco Classico, it’s no surprise ELP returns to the Most Added column after a decade of slumber. Now please...no Tarkus! Anything but that!
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SEYMOUR STEIN, PRESIDENT, SIRE RECORDS

"I only wish that when I started out in management at the age of 12 there would have been something like NMS to attend, so I would not have made so many mistakes and completely messed up Dire Straits’ career.

ED BICKNELL, DAMAGE MANAGEMENT (DIRE STRAITS)

"I believe the Seminar is the one forum which addresses the dynamic growth aspects of the business. It is where young creative and business people can meet to discuss where the industry is going and make plans for it to get there.

ALAN GRUBMAN, ATTY, GRUBMAN, INDINSKY AND SHINDLER

"Having attended every NMS meeting since its inception, and having witnessed the staggering growth of each successive NMS, I would say this is one seminar you can’t afford to miss.

IAN COPELAND, PRESIDENT, FRONTIER BOOKING INTERNATIONAL (FBI)

As the manager of the Hooters, I attended the NMS to establish better visibility and credibility, and to add legitimacy to the act — and it worked! Further, as a manager, club owner, and talent buyer, the NMS offered me a unique opportunity to meet and spend time with all the people from the business I deal with. The NMS has helped all parts of my business to grow.

STEVE MOUNTAIN, CABARET CORNERSTONE MANAGEMENT

THE NEW MUSIC SEMINAR July 13-16, NYC

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www.americanradiohistory.com
Some interesting surge this week. As expected, Peter Gabriel holds fast to the number one slot. The Rolling Stones tumble to six, as everyone moves up one, earning an underline. Lou Reed is doing his impression of the Clean-up Woman on both sides of the Album/Alternative spectrum. But this week's most amazing story is Icehouse, who can not be denied Top Ten status. Both Lou and Icehouse march right up and take their place on the Gavin Album Frontline. The Fixx are absolutely fixed this week. They waste no time hotfooting it into the Top Ten, moving 33-10. Should any space open up, look for GTR to go Top Ten. Last week's second Most Added, Live For Life, under the leadership of Sting and Jeff Beck, debuts at #19. The track is going over quite big. The Fabulous Thunderbirds are mired at #22. "Wrap It Up" could break them loose, enabling them to make a second assault on the Top Ten. Simple Minds, on tour, are up and down like a yo-yo. However "All The Things She Said" is quite strong, holding its own, 20-18. On the heels of the album's release, Golden Earring move 32-25. Giuffria, who debuted impressively last week at #28, confronts the intense competition, moving up one slot to 27, retaining their underline. Another new band enjoying a great buzz on both sides of the Album/Alternative section is the BoDeans. They jump 34-28 and 17-14 on the Alternative Chart. Peter forsees them going Top Ten, hence their spot on the Album Frontline. It sure doesn't take a rocket scientist to see it coming, but I predict a big follow-up week for ELP. It debuts at #31, mostly on add points. It was quite convenient to add on Cozy Powell on drums, not interfering with the group's abbreviations. I would have liked to have seen the auditions. It was probably a good gig worth changing your first initial for, i.e.

**CHARTBOUND**

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<td>PETER GABRIEL (GEFFEN) <em>SLEDGEHAMMER</em> &quot;RHYTHM&quot;</td>
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<td>2.</td>
<td>3.</td>
<td>JOE JACKSON (A&amp;M) <em>RIGHT</em> &quot;WILD&quot; &quot;HOME&quot; &quot;FIFTY&quot;</td>
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<td>3.</td>
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<td>BOB SEGER (CAPITOL) <em>ROCK</em> &quot;STORM&quot; &quot;TIGHTROPE&quot;</td>
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<td>MOODY BLUES (POLYDOR) &quot;WILDEST&quot; &quot;OTHER&quot; &quot;ROCK&quot;</td>
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<td>LOU REED (RCA) <em>MONEY</em> &quot;MISTRIAL&quot;</td>
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<td>ROLLING STONES (Rolling Stones) &quot;Hit&quot; &quot;Ugly&quot; &quot;Zero&quot; &quot;Shuffle&quot;</td>
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<td>8.</td>
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<td>Journey (Columbia) &quot;Be&quot; &quot;Girl&quot; &quot;Raided&quot; &quot;Touch&quot;</td>
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<td>18.</td>
<td>14.</td>
<td>ICEHOUSE (CHRYSLIS) <em>PROMISES</em> &quot;ANGEL&quot;</td>
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<td>25.</td>
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<td>38 SPECIAL (A&amp;M) <em>NIGHT</em> &quot;SOMEBODY&quot; &quot;HEARTS&quot;</td>
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<td>THE FIXX (MCA) *SECRET&quot;</td>
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<td>HEART (CAPITOL) &quot;NOTHING&quot; &quot;IF&quot;</td>
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<td>Van Halen (Warner Bros.) &quot;Dreams&quot; &quot;What&quot; &quot;Best&quot; &quot;Walks&quot;</td>
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<td>Robert Palmer (Island) &quot;Hyperactive&quot; &quot;Addicted&quot;</td>
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<td>MODELS (GEFFEN) &quot;SIGHT&quot;</td>
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<td>HOWARD JONES (ELEKTRA) &quot;BLAME&quot; &quot;QUESTIONS&quot;</td>
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<td>Jackson Browne (Asylum) &quot;Heart&quot; &quot;Lawless&quot; &quot;America&quot;</td>
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<td>Simple Minds (A&amp;M) &quot;Said&quot; &quot;Once&quot;</td>
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<td>LIVE FOR LIFE (IRS) &quot;STING/BECK&quot;</td>
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<td>INXS (Atlantic) &quot;Thieves&quot; &quot;What&quot;</td>
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<td>Julian Lennon (Atlantic) &quot;Stick&quot; &quot;Body&quot;</td>
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<td>Fabulous Thunderbirds (CBS) &quot;Wrap&quot; &quot;Tuff&quot;</td>
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<td>12.</td>
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<td>Absolute Beginners (EMI America) &quot;Bowie/A.B.&quot;</td>
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<td>JOHN MELLencAMP (RIVA) &quot;SCARECROW&quot;</td>
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<td>32.</td>
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<td>GOLDEN EARRING (21/ATCO) &quot;EYES&quot;</td>
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<td>Pretty In Pink (A&amp;M) &quot;Furs&quot; &quot;Vega&quot; &quot;OMD&quot; &quot;INXS&quot;</td>
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<td>28.</td>
<td>27.</td>
<td>GUFfRIA (CAMEL/MCA) &quot;DREAMING&quot;</td>
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<td>34.</td>
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<td>BoDeANS (SLASH/WARNER BROS.) &quot;FADEAWAY&quot; &quot;RUNAWAY&quot;</td>
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<td>29.</td>
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<td>Art Of Noise (Chrysalis) &quot;PETER GUNN&quot;</td>
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<td>30.</td>
<td>Graham Nash (Atlantic) &quot;Innocent&quot; &quot;Prague&quot;</td>
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<td>ELP (POLYDOR-12) &quot;TOUCH&quot;</td>
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<td>32.</td>
<td>Joe Cocker (Capitol) &quot;Hat&quot; &quot;Shelter&quot;</td>
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<td>Honeymoon Suite (Warner Bros.) &quot;Bad&quot;</td>
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<td>THE FIXX (MCA) &quot;SECRET&quot;</td>
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<td>The Call (Elektra) &quot;Everywhere&quot; &quot;Believe&quot;</td>
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<td>Bob Dylan &amp; Heartbreakers (MCA) &quot;Band&quot;</td>
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<td>38.</td>
<td>ROB JUNGLIKAS (MANNATTAN) &quot;BOYSTOWN&quot;</td>
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<td>BRUCE HORNsBY (RCA) &quot;EVERY&quot;</td>
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<td>37.</td>
<td>40.</td>
<td>Swimming Pool Q's (A&amp;M) &quot;Now&quot;</td>
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Jungkals at #38 and Bruce Hornsby at #39. Both benefit from quality rotation wherever played. In the case of Hornsby, the action is mainly on the single, "Every Little Kiss". Look for future action on the opener, "Western Skyline" and the title track, "The Way It Is". Next week's debuts? ZZ Top will muster a little counter attack once "Woke Up With Wood" gains united airplay rather than splintered...sorry. Would it be flippant or sexist to say that Belinda Carlisle wins the Legs Of The Week Award? Not really, since Rod Stewart came in second...Speaking of Rod Stewart, Box Of Frogs without Jeff Beck are attracting attention with their remake of "Heartful Of Soul". Asked whether he would ever tour with The Frogs, Beck made a noise that sounded a lot like someone sneezing beer through their nose. Is that Rory Gallagher playing with BOFs?...Saw a trailer for the new Laurie Anderson movie. A great opportunity--catch her act for the price of a movie stubb...KZ.
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IT TAKES A LOT TO STAND
ON YOUR OWN.

“ON YOUR OWN”
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www.americanradiohistory.com
LIVE FOR LIFE (IRS)

ICEHOUSE (CHRYSALIS)

**CERTIFIED**

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<td>JOE JACKSON (A&amp;M) &quot;RIGHT&quot; &quot;WEST&quot;</td>
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<td>LET'S ACTIVE (IRS) &quot;LITTLE&quot; &quot;LUST&quot;</td>
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<td>LOU REED (RCA) &quot;MONEY&quot;</td>
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<td>ART OF NOISE (CHRYSLIS) &quot;GUNN&quot;</td>
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<td>Laurie Anderson (Warner Bros.) &quot;Virus&quot;</td>
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<td>Husker Du (Warner Bros.) &quot;Lonely&quot; &quot;Sorry&quot;</td>
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<td>BLOW MONKEYS (RCA) &quot;SCENE&quot;</td>
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<td>SOUSXIE &amp; BANSHEES (GEFFEN) &quot;DUST&quot; &quot;CANDYMAN&quot;</td>
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<td>The Costello Show (Columbia) &quot;Understood&quot; &quot;Lovable&quot;</td>
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<td>Green On Red (Mercury/PolyGram) &quot;Moving&quot; &quot;Time&quot;</td>
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<td>Translator (415/Columbia) &quot;Line&quot;</td>
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<td>DEPECHE MODE (SIRE) &quot;STRIPPED&quot;</td>
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<td>BODEANS (SLASH/WARNER BROS.) &quot;FADEAWAY&quot;</td>
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<td>VIOLET FEMMES (Slash/Warner Bros.) &quot;Children&quot; &quot;Faith&quot;</td>
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<td>20.</td>
<td>DUMPRECK (BIG TIME) &quot;BACK&quot;</td>
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<td>PETER GABRIEL (GEFFEN-12) &quot;SLEDGEHAMMER&quot;</td>
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<td>Modern English (Sire) &quot;Ink&quot; &quot;Border&quot; &quot;Breaks&quot;</td>
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<td>LIVE FOR LIFE (IRS) &quot;Sting&quot;</td>
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<td>JANE SIBERRY (OPEN AIR/WINDHAM HILL) &quot;ONE&quot;</td>
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<td>RED LORRY, YELLOW LORRY (RED RHINO UK)</td>
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<td>Stan Ridgway (IRS) &quot;Drive&quot; &quot;Camouflage&quot; &quot;Salesman&quot;</td>
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<td>PIL (Elektra) &quot;FFF&quot; &quot;Rise&quot;</td>
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<td>Pretty In Pink (A&amp;M) &quot;New Order&quot; &quot;OMD&quot; &quot;Vega&quot; &quot;P.Furs&quot;</td>
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<td>Legend Soundtrack (MCA) &quot;Bryan Ferry&quot;</td>
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<td>Pet Shop Boys (EMI America) &quot;West&quot;</td>
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**IMPORT INDIE**

WOODENTOPS Third most added & Chartbound

CAMPER VAN BEET. (R,Trade) "Down"

JAZZ BUTCHER (Big Time) "Human"

EIEIO (Frontier) "Time"

WINDBREAKERS (DB) "Don't"

SMITHEREENS (Enigma-12) "Blood"

FUZZTONES (Pink Dust) "1-2-5"

**ALTERNATIVE ACTION**

JOE JACKSON hangs on with LET'S ACTIVE and LOU REED threatening. LOU REED blew the top ten wide open and has the potential to reach number one perhaps as soon as next week. ART OF NOISE continues to raise eyebrows both on Alternative and Top 40 radio with "Peter Gunn" still leading the way. I detect a ground swell in the works with the BODEANS, as more and more stations are recognizing just how great this album is. Commercial Alternative reaction is exceptionally strong and surprisingly better than college radio so far. DUMPRECK and PETER GABRIEL are gaining momentum which will give them both a legitimate shot at the top ten. Dual CERTIFIED with LIVE FOR LIFE and

**CHARTBOUND**

LATIN QUARTER (Arista) "Modern"

CACTUS WORLD NEWS (MCA) "Years"

COCTEAU TWINS (4 AD) "Calm"

GET SMART (Restless) "Nines"

NEIGHBORHOODS (Restless) "WUSA"

BOLSHOI (IRS) "Happy"

WOODENTOPS (Upside) "Move"

GEORGE CLINTON (Capitol) "Fries"

POGUES (MCA) "London"

MODELS (Geffen) "Mind"

ABSOLUTE BEG. (EMI America) "Bowie"

STYLE COUNCIL (Geffen) "Call"

ICEHOUSE both debuting inside the top twenty. Commercial airplay is the primary strength of ICEHOUSE's chart position. While LIVE FOR LIFE, with a variety of artists to choose from, is pulling in airplay from "the left of the dial," WINTER HOURS appears to be making its move as witnessed by a five point jump which should "snowball" into larger gains. JANE SIBERRY breaks loose from CHARTBOUND to debut quite high. She is rapidly winning over new fans across North America and has developed an excellent reputation for her live performances. Welcome to our latest Alternative/Album reporter, Jamey Karr from KACV in Amarillo Texas.

**SPOTLIGHT LP**

_**How Can The Laboring Man Find Time For Self Culture?**_ Martini Ranch (Sire). Who is Martini Ranch? It's Andrew Todd and Bill Paxton, who with a few guest musicians, put together the best of the B-52's and Devo all wrapped in one. Not coincidentally, Devo guitarist Bob Casale, was responsible for the tight production. But don't casually toss them into the "rock of the 80's" category popularized by the aforementioned groups. The lead track, "Laboring Man", is perfect for Alternative stations looking for adventurous pop-oriented songs with serious Top 40 potential. This is danceable, but not trivial.

_The Burning Touch-The Fountainhead_ (Chrysalis) From China Records, the label of Art Of Noise, comes this latest offering. The Fountainhead is also led by just two individuals, Pat O'Donnell and Steve Bellon. Together they walk the tightrope, between innovative songs and commercial viability, with precision. The vocals are sung with haunting emotion, while the music has an "atmospheric" quality to it. A consistent rhythm section is complemented nicely by strategically placed guitar licks. "Feel It Now" is the single, check out "Sometimes", "Rhythm Method", "Seeing Is Believing" and "Take My Life". PETER
UNDERSTANDING MARKET TRADITION

PD's live in their own professional world, and when they move to a new market to renovate a radio station, they frequently fail to research the tradition of the market—or of the station they are going to renovate. It may not seem important—but it certainly is! After all, what is radio? What we broadcast is gone in a moment. What a station is, in the listener's mind, is an "image" shaped by past experiences with the station, and expectations based on those, which influences the impulse to tune in again! (Thus the importance of consistency and "pattern" in programming.) So what the station has been has a lot to do with how it is perceived as being—and a similar point can be made about the market as a whole.

Yes, there are new people moving into the market at all times, and former residents departing for parts unknown. But there remains a substantial core of people who have lived there and listened for a long time. And here's an additional point—not only do they listen to the radio, influenced by market tradition, but they tend to stay put and they tend to be listed in the phone book. That makes them more accessible to the rating services—particularly Arbitron! Let me give you three authentic case histories that illustrate the point I'm trying to make.

In the first case, a new programmer in a market was called upon to construct an oldies format for an FM station which had not been particularly successful with a previous format. The programmer did not check with oldies-oriented record stores, or any of the area record collectors, but simply looked through the excellent Joel Whitburn books and bought the top 15 or 20 of each year and built the format on that. In every market, there are a few of the national top hits that do not make a dent locally, and playing them will result in a high unfamiliarity factor (when just the opposite is sought). And also, in every market, there are some records that do much better than nationally and become local classics. Failure to determine these can be disastrous in a highly promoted oldies format. (The station failed at this format. The PD no longer works there.)

In the second case, a PD with major market experience took a job with a well-known small/medium market AM top 40 station which had a high share in teens at the time. Despite some 25 stations in the rating book. One of the first things he did was cancel the only two on-the-hour newcasts the station had—at 7 and 8 am. (The station had regular hourly newcasts, five minutes long, in all time periods, but these were the only two newcasts like them on the station—and they were 10 minutes long.) He rightly noted that it was inconsistent to program these two newcasts when none other were on the hour; and as a top 40 station, he felt that that would mean ten more minutes of music in morning drive.

Had this programmer done his homework, though, he would have found that this station had had local news at these two times for decades—back in its network radio days in the 40's and 50's—and had the "local news image" as a result, despite stronger news departments at competing stations. He'd looked in the ratings—current, and going back many years— he would have found that the station had its highest ratings of the day in adults in the 7-9 am hour, and the highest ratings of the day in teens, too. A little homework would have shown that those two newcasts were the linchpin of the day for this very successful station; it held the adults and teens the rest of the day from this morning listening habit. By deleting these two ten minute newcasts he disposed of his greatest asset at the station; the adults went away, and so did the teens. The adults went to stations with strong local news, and stayed there; the teens went to FM. The station had shares ranging from under 1 to a little over 2 most of the last decade. That PD isn't there anymore.

The third case is a composite case history. You've probably heard something similar happen yourself in your market. A station sells; the new owner and PD plunge in with their neat new slogan or jingle package—totally unaware that essentially the same thing was used in the recent past by one of their competitors. What they confidently think is fresh and new is actually, to the listeners, a copycat and old hat. The twist on this— I've heard it happen—is when the new folks come in and turn that newly-acquired station around with what they think is an attention-getting introductory promotion. Trouble is, the previous owners did exactly the same thing (and got a lot of attention) three years before.

A little homework can make a bigger difference in your ultimate success or failure in that new market than you probably thought! Next week: extending this principle to format changes.
Any list of the Superstars from Country Music would have to include Eddie Rabbitt. Besides having thirteen albums and thirty singles to his credit, Rabbitt has also written songs for the likes of Elvis Presley, Ronnie Milsap, and Willie Nelson. His natural showmanship has lead to numerous television appearances, including three specials of his own. He's a man proud of his heritage - both of his parents immigrated to the United States from Ireland. He was raised in New Jersey and developed a love of music and the guitar early on. In 1968, he boarded a Greyhound bus to Nashville with $1,000 in his pocket and no contacts, contracts, or even a place to stay the night. He spent the next few years as a songwriter starting at the modest sum of $37.50 a week. He got his own recording contract in 1976, and received the Academy of Country Music's "New Male Vocalist of the Year" award the next year. In spite of his many successes, he remains a modest and amiable man who turned out to be very easy to interview. He added a "bit o' his Irish ch to the article. He's a storyteller.

by Lisa Smith

LS: Are you familiar with the Gavin Report, Eddie?
ER: Oh yeah, when I was first starting out, The Gavin Report was very good to me. Bill Gavin was alive then, and he was really into my records. He picked everything I put out in the beginning. He was a big help, and so was Janet. The Gavin Report has always been a good read, and me and The Gavin Report go back a long way. So this is great! Let's do it.
LS: So tell me, how does a guy from New Jersey...
ER: Oh man, here it comes. How does a guy from New Jersey get into Country Music. That's my favorite question. It started when I was twelve and a Boy Scout in East Orange, New Jersey. The scoutmaster was a man named Tony Schwickrath. Tony was a Country singer on weekends who played some of the honky tonks around Newark. He always played under the name of Texas Bob Randall, because I have a feeling that after midnight in a bar, trying to say Schwickrath would have gotten him in trouble. (laughs). Anyway, one Saturday afternoon, he took all us kids out camping. We were all around the campfire that evening, and Tony pulled this Jumbo Martin guitar out of the
back of his pick-up truck and started playing it around the campfire. That guitar sounded so good to me that I decided I had to learn how to play it. I had always sung - since I was five years old I'd sing to records around the house. I went up to Tony and asked him to teach me how to play guitar. He said he would, but told me I'd have to get my own guitar because he was left handed and I was right handed and those guitars are strung differently. I talked my dad out of $37.50 and went down to Robbie's Music Store in Newark, and bought an Arch Top F Hole Kay guitar. Tony proceeded to teach me some chords on the guitar, and it was Country music because that's all he played. He started teaching me, and then he had to move out of town. I went back to the music store and bought a guitar book and taught myself the rest of the things I needed to know on the guitar.

So I owe a lot to Tony, because he introduced me to Country music and I loved it! In fact, a couple of years ago, I was playing at Harrah's in Atlantic City and I knew he lived somewhere around there. They put out some articles in the local papers saying that Tony Schwikrath was around, that I was looking to see him again. That turned out that he saw the article and called, and it was arranged to get him to come to Harrah's and we'd throw a nice reunion party. We did and it was great.

LS: Was that the first time you'd seen him since he'd moved?
ER: That was the first time I'd seen him in twenty years. It was a great reunion. He was all decked out in a black suit and a white cowboy hat, and we took a lot of pictures.

LS: Rabbitt is an interesting name. I've been told that you know the Gaelic translation.
ER: Yes, my wife and I went over to the research library at Vanderbilt University here in Nashville. We looked up the name Rabbitt and it said two things about it - that the Rabbitt's come from a very wise and literary group, and that they were the counselors to the chiefs. I think it turns out that they were the scribes and lawyers and counselors to the chiefs of the clans that were in Ireland. Being a writer myself, I like that literary tie-in with my ancestors.

LS: Have you ever played in Ireland or visited Ireland?
ER: Not yet. I flew over it during a promotional tour of England, Germany, Scotland and the Netherlands, but I haven't gotten to Ireland yet.

LS: Your parents were originally from there, weren't they?
ER: They come from County Mayo and County Galway. And even though I haven't made it back to the homeland yet, they sure know about me over there and they're real proud of me. I know that because an article came out on the front page of one of their local newspapers, and there was a picture of about thirty of the Rabbitt's all holding musical instruments. The article basically said that one of the Rabbitt's was successful in America, and this was where he came from. They were all proud and got some local flavor.

LS: How old were you when you decided that you were absolutely going to make your career in music?
ER: The first time I ever told anyone that was when I was only five years old. In fact, it's the only memory I have of that time in my life. There was a friend of the family visiting who was a civil engineer, and I remember him talking to me and telling me that if I didn't know what I wanted to do when I grew up, that it would be great to be a civil engineer because you get good pay, and I told him that I wanted to be a singer when I grew up. But I guess when I was around sixteen, the dream really started to burn. I was playing and singing at parties then, and I was really into it. I wrote my first song when I was thirteen called "Sisue Brown. I sang that song on a TV special I had a couple of years ago.

LS: So music's been instilled in you for a long time.
ER: Yes, the Rabbitt's are a very musical family. Like I said, that picture in the Irish paper showed 30 of them - my cousins, nephews, uncles...

LS: What about your parents?
ER: My dad plays the violin and accordion. In fact, my Dad played on a song that I recorded in an album called "Variations". I wrote a song called "Song of Ireland" about a guy like me who's never been to Ireland but wants to go there. One of the lines in the song says "the roots that tie me to a land I've never known are calling me home". I had my Dad come in and play a great Irish jig that I remembered since I was a kid called "The Mist In The Meadow". I had him play it at the beginning and end of that song. My Dad and I took a picture together and it became the inside sleeve of that album. It made us both really proud. So I like to stick Irish music in here and there, whenever I can. Six years ago, I even got an award from an Irish society in New York called the Hibernian

"To me, it's all one process - the writing, the recording, and the performing."

LS: Did you have Elvis in mind when you wrote "Kentucky Rain"?
ER: Not really. A friend of mine, Dick Hurd (who's currently with Entertainment Tonight) was producing a man named Van Treavor, who had a few Top Twenty records. One night, Dick and I decided to write a song for Van. We went out to an Italian restaurant to get something to eat, and it was raining. That gave us the idea to do a song about rain. "Kentucky Rain" didn't sound good, so we decided on "Kentucky Rain" and wrote the song over a spaghetti dinner. By the time we finished it, we realized it wasn't Van Treavor's kind of song. So I took the song to my publisher, who took it to Elvis. He came back and said Elvis wanted to record it, and he recorded that one and two others - "Inherit The Wind" and "Patch It Up".

LS: Did you ever meet Elvis?
ER: I met him once in Las Vegas. I went down to the dressing room, and didn't have much time down there because it was pretty busy and hectic. He had people like Fred Astaire and Sinatra in his dressing room. So I waited outside and met him when he came out. I remember he said four words to me - "nice to meet ya". And that was about it, but it was really nice meeting him. I noticed that he was taller than me - he had always seemed larger than life, so I had been sure that when I met him I'd be looking up at him. But he was nice and it's a nice memory.

LS: You've written a lot with Ever Stevens. How did you hook up with him?
ER: Ever's from Ohio - he went out to California in the late '60's. He did the whole Haight Asbury trip, and then came to Nashville in '71. We met at a party and got to talking. We made a date at that party to meet at my house the next day to try and write some things. We got together, and we're still doing it fifteen years later. We've written hundreds of songs, and had a lot of success, and I love working with him.

LS: Where do you two write your songs?
ER: We have a publishing company on 16th Avenue here in Nashville. They're two big houses kind of tied together, and a 24 track studio out in the back called The Garage, which originally was a two car garage that we worked on and worked on and now it's a full

May 16, 1986jthe GAVIN REPORT

www.americanradiohistory.com
Eddie Rabbitt is a success! His records have consistently appeared at the top of the charts and "REPETITIVE REGRET" is no exception. Already a Top-10 record at Gavin, this three time Grammy nominee continues his winning streak with his 1st RCA album, "RABBITT TRAX".

Country, because that's where I came from and that's my first love. I can't kid myself, that's what I really do. Things like "Flesh For Fantasy" are not my forte. But I like rock 'n' roll - that's what I grew up with. Buddy Holly, Elvis Presley, Carl Perkins - a lot of rockabilly stuff like I do now. In fact, rock 'n' roll then is what Country is now. "Blue Suede Shoes" was a number one pop record, but it's really just a rockabilly Country tune. "Hound Dog" is an old Country song that they just beefed up a little bit. It was Country in the beginning. Elvis, Roy Orbison, Bill Haley, Johnny Cash, Jerry Lee Lewis - they were all Country guys. They weren't cutting what they felt was rock 'n' roll, they were just redefining a section of Country music. Alan Freed was the one who coined the phrase rock 'n' roll. So when you think of something new as being Country, twenty years ago it was rock 'n' roll.

LS: Do you ever have crossing over in mind when you write a song?
ER: Not really. That's business, and when I'm thinking, I'm trying to be creative. Creativity and administration are very far from each other. I just write what I feel, and what happens happens. When I'm in the studio, I just hear the song a certain way and I never think of the charts or the catagories. I try to deliver the song the way I hear it in my head. I care about the quality of the song and the inspiration of the song. I think it's a gift - you take a thought that you can't touch and before you know it you've got a record that you can hold in your hand. I think it's a great thing. But I'm not trying to be a pop star, or even a Country star for that matter. I just want to write my songs and sing them. Country's my first love, so maybe everything's going to have a twinge of Country in it. I wrote "Suspicions" in 1986, and that was about as far from Country as you can get, and at the end of the year it became the "Country Song Of The Year" at BMI. It blew my mind, because everyone had told me "don't put that song out, it won't get any Country play". The people at the record company came to me after it won "Song Of The Year" and said "Eddie, we'll never tell you again what to put out".

LS: That's my favorite Eddie Rabbitt song.
ER: It was written in five minutes. The words fell out of my mouth in a stream of consciousness. There was hardly any thinking. I went back and changed two words from the original stream of consciousness. It was like magic. I didn't even believe that I'd written it when it was done.

LS: This album sounds very different from your past albums.
ER: I think that's the Landis and Ramone influence. I also didn't write all the songs on this album like I usually do, because I wanted to try some different things. I didn't necessarily want to go in a new direction, I just wanted to try some new tunes. The song called "Throw It Away" was written by Phil Pickett, who writes a lot of stuff for Culture Club. I like the idea that we tried some new things.
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**CHARTBOUND**

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Station Reporting Phone (415)392-7750
Reports accepted Mondays 8AM through noon Wednesdays
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<td>4</td>
</tr>
<tr>
<td>JOHNNY CASH &amp; WAYLON JENNINGS - Even Cowgirls Get The Blues (Col.)</td>
<td>61</td>
<td>13</td>
<td>42</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>JIM GLASER - The Lights Of Albuquerque (MCA)</td>
<td>60</td>
<td>9</td>
<td>41</td>
<td>10</td>
<td>5</td>
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<tr>
<td>BILLY JOE ROYAL - Boardwalk Angel (Atlantic America)</td>
<td>51</td>
<td>4</td>
<td>39</td>
<td>8</td>
<td>3</td>
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<tr>
<td>BILLY SWAN - You Must Be Looking For Me (Mercury/PolyGram)</td>
<td>51</td>
<td>5</td>
<td>38</td>
<td>8</td>
<td>3</td>
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<tr>
<td>DAVID ALLAN COE - A Country Boy (Who Rolled The Rock Away) (Columbia)</td>
<td>49</td>
<td>6</td>
<td>38</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>ANNE MURRAY - Who's Leavin' Who (Capitol)</td>
<td>42</td>
<td>9</td>
<td>28</td>
<td>5</td>
<td>2</td>
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<tr>
<td>TOM WOPAT - True Love (EMI America)</td>
<td>34</td>
<td>3</td>
<td>23</td>
<td>8</td>
<td>7</td>
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<tr>
<td>DON WILLIAMS - Heartbeat In The Darkness (Capitol)</td>
<td>33</td>
<td>33</td>
<td>--</td>
<td>--</td>
<td>1</td>
</tr>
<tr>
<td>MEL McDaniel - Doctor's Orders (Capitol)</td>
<td>31</td>
<td>12</td>
<td>19</td>
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<tr>
<td>CON HUNLEY - Blue Suede Blues (Capitol)</td>
<td>30</td>
<td>16</td>
<td>14</td>
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<tr>
<td>MERLE HAGGARD - A Friend In California (Epic)</td>
<td>30</td>
<td>29</td>
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<tr>
<td>WHITE'S - Love Won't Wait (MCA/Curb)</td>
<td>28</td>
<td>12</td>
<td>16</td>
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<tr>
<td>JOHNNY PAYCHECK - Old Violin (Mercury/PolyGram)</td>
<td>27</td>
<td>7</td>
<td>18</td>
<td>2</td>
<td>1</td>
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<tr>
<td>RANDY TRAVIS - Can't Stop Now (Warner Bros.)</td>
<td>23</td>
<td>1</td>
<td>10</td>
<td>12</td>
<td>5</td>
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<tr>
<td>MARTY STUART - Honky Tonker (Columbia)</td>
<td>22</td>
<td>5</td>
<td>17</td>
<td>--</td>
<td>1</td>
</tr>
<tr>
<td>DOBIE GRAY - That's The One To Grow On (Capitol)</td>
<td>20</td>
<td>--</td>
<td>13</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

Dropped: #26-The Judds; #28-Waylon Jennings; #30-John Anderson; #37 -Steve Earle; Johnny Lee/Lane Brody.

### LP CUTS

- DWIGHT YOAKAM (Reprise) - Guitars, Cadillacs
- REBA McEntire (MCA) - Little Rock
- OAK RIDGE BOYS (MCA) - Seasons
- STEVE EARLE (MCA) - Guitar Town
- MICHAEL MARTIN MURPHEY (Warner Bros.) - Fiddlin' Man
- DON WILLIAMS (Capitol) - Then It's Love

- RONNIE MILSAP (RCA) - In Love/Money
- KENNY ROGERS (RCA) - Heart Of The Matter
- TANYA TUCKER (Capitol) - I'll Come Back As...
- EDDIE RABBITT (RCA) - Threw It Away
- ANNE MURRAY (Capitol) - My Life's A Dance
- EMMYLOU HARRIS (Warner Bros.) - Sweetheart Of The Pines

### COUNTRY SUMMARY

**MR.WARINER finally ousts MR.MILSAP for the #1 spot, but the length of his stay there is anybody's guess. All of the underlined records inside the Top Ten are making it the closest race for #1 that the Country chart has seen all year. One of the contenders is EDDIE RABBITT, who appears as our featured interview this week (see page 41 - he's quite a guy!).** DWIGHT YOAKAM's "Honky Tonk Man" debuted in the Country section on February 14th, and three months later it's still moving up the chart. All the others that debuted that week have long since run their course. DWIGHT is obviously not a quick burnout! Right outside the Top Ten, MARIE OSMOND registers 146 reports this week and a 78% Hit Factor. JUICE NEWTON has a growing list of Top Ten numbers, including WXTU, WFMX, WKWK, WAAQ, WMZK, WSVR, WMMI, KGBR, WMAK, etc. EXILE has a big Hit Factor increase - 41% to 62% - and shows Top Ten numbers in Worcester, Danville, Albany, Houma, Gadsden, Albertville, Nashville, Atmore, Redfield, Jefferson City, Lubbock, etc. JUDY RODMAN's substantial airplay (141 reports) is converting into impressive chart numbers. This week's Certified, RANDY TRAVIS, looks like a smash, with 117 reports and new adds at KIYX-Sacramento, KMIM-Rapid City, KYCK-Grand Forks, WIL-Grand Forks, WBTU-Ft. Wayne/Kendallville, and WPOC-Baltimore. Our other Certified is GEORGE STRAIT, as he bypasses Chartbound completely and leaps onto the chart as the highest debut at #36. Expect this one not to waste any time reaching the top of the chart. Three very strong records occupy the Most Added box this week - THE JUDDS, RICKY SKAGGS, and MICHAEL MARTIN MURPHEY. GARY MORRIS is showing some significant gains, and Tony Thomas (KOLQ-Reno) reports impressive phones. Some good reports on DAVID ALLAN COE's latest, with R.J.Curtis (KZLAKLAC-Los Angeles) noticing some surprisingly good phones for a newer item. Other new ones with notable early action are...**

**JOHNNY PAYCHECK (Steve Ryan at WOWF/FM-Pensacola says this one tested well and is already one of his top requested records) and MERLE HAGGARD (Bob Randall at KZPR-Minot tells us this is a Top Three request after only two days of play). Duke Hamilton at WUBE-Cincinnati is playing "Under The Boardwalk" by JOHN COUGAR MELLENCAMP, and says it's a great summer record and the listeners love it! Doug Threagood at WEZQ-Winston-Salem is getting calls for the "Heartaches By The Number" cut on DWIGHT YOAKAM's L.P. Big John Lbyenski at KGRT-Las Cruces,N.M brought up a good point this week. He says "It is hard to keep playing Independent product when the song is not available in the local record store. We had to drop the JOHNNY DUNCAN record for that very reason. Independents must get national distribution to establish a hit record that's worth keeping around." That's what John thinks - what do you think?**

**Dennis Robbins "The First Of Me" (MCA) SETTING ME UP/WATERMELON TIME IN GEORGIA/FULL MOON RISING"**

**Billy Joe Royal "Looking Ahead" (Atlantic America) OLD BRIDGES BURN SLOW/MISS YOU ALREADY/ANOTHER ENDLESS NIGHT**

---

*The Gavin Report* May 16, 1985

[Link to the original source](www.americanradiohistory.com)
**COUNTRY ADDS**

### NORTH EAST

**WORCESTER, MA (TODD GRIMSTED-WPOC/FM)** Dolly, Sawyer B., R. Travis, Pake.

**BROCKTON, MA (MARK BURNS-WCAV/FM)** T.G. Sheppard, Waylon, Cash/Waylin, Bill, John.


**NEW YORK, NY (PAM GREEN-WHNY)** Judds, Sawyer B., G. Strait, Waylon.

**CARLISLE, PA (ANN STEVENS-WYHL)** R. Travis, S. Pacific, Exile.

**PHILADELPHIA, PA (BOB YOUNG-WXTU)** McClain/WM, R. McDowell, C. Daniels, K. Mattea.

### SOUTH


**WINFIELD, AL (DOUG THREADGILL-WZQ)** Waylon, R. Skaggs, G. Strait.

**GADSDEN, AL (JIM PRUETT-WAXX)** M. Haggard, Don Wms., G. Strait, Judds.

**ALBERTVILLE, AL (BRENT RYDER-WSQI/FM)** V. Gill, E. Raven, Don Wms., G. Strait.

**ATMORE, AL (GARY BURKE-TWSKR)** R. Skaggs, M. Haggard, E. Raven, Judds, Conway T..

**NASHVILLE, TN (ERIC MARSHALL-WSIX)** Whites, Judds, Girls N.D., T.G. Sheppard.

**MEMPHIS, TN (JIM TABOR-WMC)** S. Pacific, Schneider, J. Glaser, M. John, J. Glaser.


**PONTOOC, MS (MARK DUNN-WSEU/FM)** Sawyer B., Judds.

**COLUMBUS, MS (TOM BROOKS-WKVS/FM)** Judds, M. Haggard, R. Skaggs, J. Glaser.

**BILOXI, MS (DAVE TERRY-WVMI)** Bandana, Robin Lee, Judds, Smith, Waylon, G. Campbell.


**LOUISVILLE, KY (COYOTE CALHOUN-WAMZ)** Waylon, Dolly, Judds.

**LOUISVILLE, KY (MARK WILLIAMS-WCLL)** M. Haggard, Dolly, E. Raven, Sawyer B., M. Morris, G. Strait.

**NASHVILLE, TN (ERIC MARSHALL-WSIX)** Whites, Judds, J. Glaser, Waylon.


**WINFIELD, AL (DOUG THREADGILL-WZQ)** Waylon, R. Skaggs, G. Strait.

**GADSDEN, AL (JIM PRUETT-WAXX)** M. Haggard, Don Wms., G. Davis, R. Skaggs.

**ALBERTVILLE, AL (BRENT RYDER-WSQI/FM)** V. Gill, E. Raven, Don Wms., M. Haggard.

**ATMORE, AL (GARY BURKE-TWSKR)** R. Skaggs, M. Haggard, E. Raven, Judds, Conway T..

**NASHVILLE, TN (ERIC MARSHALL-WSIX)** Whites, Judds, Girls N.D., T.G. Sheppard.

**MEMPHIS, TN (JIM TABOR-WMC)** S. Pacific, Schneider, J. Glaser, M. Johnson, J. Glaser.


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**NASHVILLE, TN (ERIC MARSHALL-WSIX)** Whites, Judds, J. Glaser, Waylon.

### UPPER MIDWEST

**ROCHESTER, MN (KEITH PHILLIPS-WKWK/FM)** Frozen.

**ST. CLOUD, MN (STEVE STEWART-WJJO/FM)** Judds, R. Skaggs, Con Hunley, Whites.

**BRainerd, MN (DAVE Torkelson-KQBR)** G. Jones, Sawyer B., T. G. Brown, S. of Rodeo, Holly Dunn.

**YANKTON, SD (BOB FLITTE-WNAX)** Frozen.

**SIOUX FALLS, SD (ROHRER-O'BRIEN-KXBR)** G. Morris.

**Huron, SD (JEFF DUFFY-KOKK)** E. Raven, Statlers, R. Skaggs, Waylon.
**MIDWEST**

DE SIOUX CITY, IA(TY COOPER-KMNS) T.G.Brown, Judds, M.Murphy, M.McDaniel.

FORT DODGE, IA(DALE EICHOR-KWMT) M.Murphy, R.Skaggs, L.Everette, B.J.Royal, Jan Gray, L.Storey.


SPENCER, IA(RICK FRIDAY-KICD/FM) Waylon, A.Murray, Statlers, M.Murphy, M.Stuart, M.Dixon.


ST. JOSEPH, MO(BOB ORF-KFEO) M.Murphy, M.Gorris, Don Wms., J.Glaser.


CALIFORNIA, MO(JEFF SHAKLEFORD-KZMO) FROZEN.

OSAGE BEACH, MO(LARRY HEALER-KRMS) Statlers, Schneider, Pence, R.McDowell, M.Murphy, Holly Dunn, M.Johnson.

JEFFERSON CITY, MO(JACK DANIELS-KLIK) Statlers, Don Wms., Whites, M.Haggard.

COLUMBIA, MO(ERIC BELL-CLGT) Waylon, Judds, Emmylou, Statlers, Don Wms., M.Haggard, R.Skaggs.

SPRINGFIELD, MO(DON WAMS-KWTO/AM) Statlers, Whites, M.Murphy, R.Skaggs, M.Haggard, Mac Davis, Con Hunley, M.McDaniel.

TOPEKA, KS(MIKE JONES-KSKX) T.G.Brown, Schneider, Sawyer B., G.Jones, Emmylou.

WICHITA, KS(PETE BRIER-KFH) T.G.Brown, G.Strait, Schneider, M.Gorris.

**SOUTHWEST**

TEXARKANA, TX(JOHN MOORE-KMLA) Schneider, Con Hunley, Steve Wms., Holly Dunn.

DALLAS/FT.WORTH, TX(BILL MAYNE-WBAP) M.Osmond.

HOUSTON, TX(CANDEA/MURRAY-KILT) FROZEN.

PT.ARTHUR/BEAUMONT, TX(MICKEY ASHWORTH-KYKR) Judds, M.McDaniel, C.Daniels, M.McDaniel.

AUSTIN, TX(MIKE CARTA-KVET) Judds, M.Murphy, Statlers, Dolly, G.Jones, M.McDaniel.

AUSTIN, TX(MIKE CARTA-KVET) Statlers, M.Murphy, Judds, C.Daniels, R.Skaggs.

LUBBOCK, TX(CHUCK LUCK-KLLL) M.Murphy, G.Morris, Don Wms., M.McDaniel, L.Everette, Schneider, Robin Lee, B.J.Royal, M.McDaniel.

MIDLAND/Odessa, TX(Chuck WOLF KQRS) Judds, Fry, A.Murray, Statlers, Dolly, G.Jones, M.McDaniel.

NEWARK, OH(LARRY DALE-WTH) FROZEN.

AKRON, OH(RICK CARDELLI-WSLR) Judds, M.Murphy, G.Morris, Waylon, Judds, T.Wopat.

CINCINNATI, OH(DUKE HAMILTON-WUBE) Sawyer B., B.J.Royal, M.Johnson, Schneider, Dolly, G.Jones, M.McDaniel.

SPRINGFIELD, OH(TOM DANIELS-WCMR) Judds, M.Murphy, Cas Jennings.

INDIANAPOLIS, IN(J.D. CANNON-WFMS/FM) FROZEN.

ELKHART, IN(GREG HARRIS-WCMR) Statlers, Judds.

SOUTH BEND, IN(J.K. DEARING-WDNY) T.G.Brown, Judds.

BATESVILLE, IN(BOB MARTINI-WRBI) Sawyer B., Judds, M.Murphy, Cas Jennings, Waylon.

VINCENNES, IN(CLINT MARSH-WAOS) Judds, M.Murphy, Schrader, T.G.Brown, M.McDaniel.


LANSING, MI(BOB MURRAY-WLWR) T.G.Brown, M.Murphy.

WAUKESHA, WI(MICHAEL SAXTON-WAUK) T.G.Sheppard, Waylon, Holly Dunn, M.Murphy, Statlers.

MILWAUKEE, WI(BOB LOOK-WBCS) Judds, Statlers, M.Murphy, R.Skaggs.

DODGEVILLE/MINERALPT, WI(BOB BRAINERD-WDM) M.Murphy, Schrader, T.G.Brown, M.McDaniel, R.Skaggs, Judds.

STEVEN'S POINT, WI(M.E. OLSEN-WXOT) M.Mollero, Dolly, G.Jones, M.M. Schrader.


WHITEWATER, WI(ALLAN HUNTER-WWQM) Judds, M.Murphy, T.G.Sheppard, T.G.Brown.

MADISON, WI(M.M. HAGGARD, DOLLY, M.Johnson, M.G. Schrader, M.Johnson, M.M. Schrader.

Eau Claire, WI(TWILLIS WALKER-WXYZ) Judds, M.Murphy, Dolly, J.Paycheck, Holly Dunn, Judds.


SPRINGFIELD, IL(T. J. HART-WFMB) Judds, M.Murphy, M.McDaniel, M.McDaniel, M.McDaniel.
ROCKY MOUNTAIN

DILLON, MT (MIKE KANDILAS-KDBI) G.Strait, Waylon, Holly Dunn, M. Murphey, Judds, R. Skaggs.
POLSON, MT (DAWN GARRISON-KERR) Mac Davis, J.Paycheck, M.Haggard, Don Wms., V.Gosdin, Steve W&CC.
MISSOULA, MT (MIKE DOWNEY-KGVO) J.Glaser.
MISSOULA, MT (PAUL PROCTOR-KYSS/AM) R. Skaggs, Don Wms., M. Haggard.
HAMILTON, MT (JEAN PYSSON-KLYQ/AM) Don Wms., M. Haggard.
WHITEFISH, MT (ART JACKSON-KJUR) K.T-Good, Waylon, Schneider, G. Strait, Jim Collins.
GREENLY-Ft.COLLINS, CO (DON DANA-KYOU/AM) M. Haggard, Don Wms., Bruce Hornsby.
PUEBLO, CO (RANDY HILL-KIDN) Judds, M. Murphey, R. Skaggs, J.Glaser, Emmylou.
JACKSON HOLE, WY (GIL KING-KSGT) Pake, Don Wms.

FOOL POINT, TX (HINRICH-KENNEDY-KHEY/Y96) E. Raven, M. McDaniel, Con Hunley, M. Murphey, Don Wms., M. Haggard.
PHOENIX, AZ (DOUG BRANNAN-KKNX) T.G.Brown, E. Raven, M. Murphey, Don Wms.
ALBUQUERQUE, NM (FRANCINA RODRIGUEZ-KRST/AM) Don Wms., M. Haggard.
CARLSBAD, NM (BOB SWAYZE-KATK) R. McDowell, J. Glaser, Greenwood.

COUNTRY JOBS

ASTORIA, OR (BOB LOUCKS-KVAS) Con Hunley, Whites, Statlers, M. McDaniel, R. Skaggs, Mac Davis, V. Gosdin.
ALBANY, OR (H. DAVID ALLAN-KRKT) Judds.
CORVALLIS, OR (P. J. EMMERSON-KPAT/AM) M. Haggard, Willie N., Don Wms.
TOLEDO, OH (DENNIS EDWARDS-KTDO) A. Murray, V. Gosdin, M. Haggard.
EUGENE, OR (BILLY PILGRIM-KEED) L. Storey, M. Haggard, R. Skaggs, Statlers.
PHOENIX, OR (STAMPS/RYDER-KHUG) Restless H, Don Wms., M. Haggard, Billy Swan, S. of Rodeo.
REDMOND, OR (MIKE WEST-KPRB) Whites, R. Skaggs, Statlers, A. Murray, Jan Gray, Con Hunley.
SEATTLE, WA (WJIM WILLIAMS-KMPS) R. Skaggs.
EVERETT, WA (WAYNE CORDRAY-KWYZ) C. Daniels, Jms Taylor, K. Mattea, Judds, Jan Gray, R. Dodson.
SEATTLE, WA (PAUL LEE-KORD) Steve W&CC, Statlers, M. McDaniel, Mac Davis, R. Skaggs, Con Hunley.
TRI-CITIES, WA (JESSE LEE-KORD) Bandana, Holly Dunn, Don Wms., M. Haggard, Steve W&CC.
CLARKSTON, WA (BOB LOUIS-KCLK) G. Morris, Holly Dunn, M. Haggard, Don Wms.
ANCHORAGE, AK (BILL CARDOZA-KYAK) G. Strait, TGSheppard, Judds, Cash/Waylin, Billy Swan.
ANCHORAGE, AK (STEVE CHAPMAN-KASH) Sawyer B., Statlers, D. A. Coe, Bandana, Whites.
**URBAN CONTEMPORARY HIT FACTOR**

**Research:**
Betty Hollars

Hit Factor is a percentage of stations which have it in Heavy or Medium rotation. ie: 100 stations have it in Heavy or Medium rotation-Hit Factor = 80%

<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>
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<tbody>
<tr>
<td>WHITNEY HOUSTON</td>
<td>The Greatest Love Of All (Arista)</td>
<td></td>
<td>77</td>
<td>58</td>
<td>16</td>
<td>3</td>
<td>--</td>
<td>75%</td>
<td>8</td>
</tr>
<tr>
<td>JANET JACKSON</td>
<td>Nasty (A&amp;M)</td>
<td></td>
<td>74</td>
<td>55</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>74%</td>
<td>6</td>
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<td>ALEXANDER O’NEAL</td>
<td>What’s Missing (Tabu)</td>
<td></td>
<td>64</td>
<td>54</td>
<td>4</td>
<td>5</td>
<td>1</td>
<td>84%</td>
<td>8</td>
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<tr>
<td>CONTROLLERS</td>
<td>Stay (MCA)</td>
<td></td>
<td>56</td>
<td>43</td>
<td>8</td>
<td>4</td>
<td>1</td>
<td>76%</td>
<td>8</td>
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<tr>
<td>MELISA MORGAN</td>
<td>Do You Still Love Me (Capitol)</td>
<td></td>
<td>61</td>
<td>35</td>
<td>12</td>
<td>13</td>
<td>20</td>
<td>57%</td>
<td>5</td>
</tr>
<tr>
<td>RENE &amp; ANGELA</td>
<td>You Don’t Have To Cry (Mercury/PolyGram)</td>
<td></td>
<td>55</td>
<td>28</td>
<td>17</td>
<td>6</td>
<td>5</td>
<td>50%</td>
<td>6</td>
</tr>
<tr>
<td>EL DEBARGE</td>
<td>Who’s Johnny (Gordy)</td>
<td></td>
<td>55</td>
<td>28</td>
<td>17</td>
<td>6</td>
<td>5</td>
<td>50%</td>
<td>6</td>
</tr>
<tr>
<td>PHILIP BAILEY</td>
<td>State Of The Heart (Columbia)</td>
<td></td>
<td>55</td>
<td>28</td>
<td>17</td>
<td>6</td>
<td>5</td>
<td>50%</td>
<td>6</td>
</tr>
</tbody>
</table>

**U.S. CHARTBOUND**

**Reports**

| *JEFFREY OSBORNE* - You Should Be Mine (The Woo Woo Song) (A&M) | 43 | 42 | 1 | -- |
| JOESKI LOVE - Pee Wee’s Dance (Elektra)                      | 35 | 5  | 11 | 19 |
| SKYY - Givin’ It (To You) (Capitol)                          | 35 | 8  | 19 | 8  |

**Last Week**

| Total Reports This Week | 97 | Last Week | 96 |

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the *GAVIN REPORT* | May 16, 1986

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### Hit Factor

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

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

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>REPORTS</th>
<th>ADDS</th>
<th>STATIONS CHARTED</th>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1-5</td>
</tr>
<tr>
<td>MADONNA - Live To Tell</td>
<td>(Sire/Warner Bros.)</td>
<td></td>
<td>289</td>
<td>199</td>
<td>70</td>
</tr>
<tr>
<td>WHITNEY HOUSTON - The</td>
<td>Greatest... (Arista)</td>
<td></td>
<td>281</td>
<td>247</td>
<td>23</td>
</tr>
<tr>
<td>MIKE &amp; MECHANICS - All</td>
<td>I Need... (Atlantic)</td>
<td></td>
<td>269</td>
<td>80</td>
<td>120</td>
</tr>
<tr>
<td>LaBELLE &amp; MCDONALD</td>
<td>On My Own (MCA)</td>
<td></td>
<td>268</td>
<td>9</td>
<td>52</td>
</tr>
<tr>
<td>BILLY OCEAN - ...Sad</td>
<td>Songs (Jive/Arista)</td>
<td></td>
<td>262</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>HEART - Nothin' At All</td>
<td>(Capitol)</td>
<td></td>
<td>260</td>
<td>4</td>
<td>1</td>
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<tr>
<td>GEORGE MICHAEL - A</td>
<td>Different Corner (Columbia)</td>
<td></td>
<td>258</td>
<td>4</td>
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<tr>
<td>HOWARD JONES - No One</td>
<td>Is To Blame (Elektra)</td>
<td></td>
<td>255</td>
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<tr>
<td>MR. MISTER - Is It</td>
<td>Love (RCA)</td>
<td></td>
<td>253</td>
<td>4</td>
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<tr>
<td>SIMPLY RED - Holding</td>
<td>Back The Years (Elektra)</td>
<td></td>
<td>244</td>
<td>39</td>
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<tr>
<td>NUSHOOZ - I Can't Wait</td>
<td>(Atlantic)</td>
<td></td>
<td>244</td>
<td>4</td>
<td>43</td>
</tr>
<tr>
<td>JOURNEY - Be Good To</td>
<td>Yourself (Columbia)</td>
<td></td>
<td>233</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>EL DeBARGE - Who's</td>
<td>Johnny (Gordy/Motown)</td>
<td></td>
<td>228</td>
<td>28</td>
<td>--</td>
</tr>
<tr>
<td>CULTURE CLUB - Move</td>
<td>Away (Virgin/Epic)</td>
<td></td>
<td>227</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>BOYS DON'T CRY - I</td>
<td>Wanna Be A Cowboy (Profile)</td>
<td></td>
<td>226</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>J.C.MELLENCAMP - Rain</td>
<td>On The Scarecrow (Riva)</td>
<td></td>
<td>221</td>
<td>9</td>
<td>1</td>
</tr>
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<td>DREAM ACADEMY - The</td>
<td>Love Parade (Reprise)</td>
<td></td>
<td>217</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>38 SPECIAL - Like No</td>
<td>Other Night (A&amp;M)</td>
<td></td>
<td>214</td>
<td>15</td>
<td>--</td>
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<tr>
<td>SIMPLE MINDS - All The</td>
<td>Things... (Virgin/A&amp;M)</td>
<td></td>
<td>212</td>
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<tr>
<td>LEVEL 42 - Something...</td>
<td>(Polydor/PolyGram)</td>
<td></td>
<td>209</td>
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<td>TEARS FOR FEARS -</td>
<td>Mother's Talk (Mer./PolyG.)</td>
<td></td>
<td>207</td>
<td>1</td>
<td>1</td>
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<td>FALCO - Vienna Calling</td>
<td>(A&amp;M)</td>
<td></td>
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<td>THE STARSHIP -</td>
<td>Tommorrow... (Grunt/RCA)</td>
<td></td>
<td>202</td>
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<td>THE JETS - Crush On</td>
<td>You (MCA)</td>
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<td>MOODY BLUES - Your</td>
<td>Wildest Dreams (PolyGram)</td>
<td></td>
<td>185</td>
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<td>KENNY LOGGINS - Danger</td>
<td>Zone (Columbia)</td>
<td></td>
<td>181</td>
<td>47</td>
<td>--</td>
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<tr>
<td>GTR - When The Heart</td>
<td>Rules The Mind (Arista)</td>
<td></td>
<td>161</td>
<td>31</td>
<td>--</td>
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<tr>
<td>HOOTERS - Where Do The</td>
<td>Children Go (Columbia)</td>
<td></td>
<td>160</td>
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<td>1</td>
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<td>FABULOUS THUNDERBIRDS -</td>
<td>Tuff Enuff (CBS)</td>
<td></td>
<td>153</td>
<td>21</td>
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<tr>
<td>THE BANGLES - If She</td>
<td>Knew... (Columbia)</td>
<td></td>
<td>150</td>
<td>42</td>
<td>--</td>
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<tr>
<td>MODELS - Out Of Mind,</td>
<td>Out Of Sight (Geffen)</td>
<td></td>
<td>143</td>
<td>15</td>
<td>--</td>
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<tr>
<td>PETER GABRIEL - Sledgehammer</td>
<td>(Geffen)</td>
<td></td>
<td>143</td>
<td>37</td>
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<tr>
<td>ROLLING STONES - One</td>
<td>Hit... (R.Stones)</td>
<td></td>
<td>140</td>
<td>58</td>
<td>--</td>
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<tr>
<td>STEVIE NICKS - Has</td>
<td>Anyone... (Modern/Atco)</td>
<td></td>
<td>126</td>
<td>62</td>
<td>--</td>
</tr>
<tr>
<td>BLOW MONKEYS - Digging</td>
<td>Your Scene (RCA)</td>
<td></td>
<td>103</td>
<td>28</td>
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</tr>
</tbody>
</table>
UP & COMING

ARTIST & TITLE

*PRINCE - Mountains (Warner Bros.)
WILLIE COLLINS - Let's Get Started (Capitol)
WHODINI - Funky Little Beat (Arista)
SMOKY ROBINSON - Sleepless Nights (Tamia)
MAZARATI - 100 MPH (Warner Bros.)
*RUN DMC - My Adidas (Profile)
SIMPLY RED - Holding Back The Years (Elektra)
CHERRLELLE - Artificial Heart (Tabu)
E.G. DAILY - Say It, Say It (A&M)
MAI TAI - Female Intuition (Critique)
RAINY DAVIS - Sweetheart (Supertonym)
ROY AYERS - Programmed For Love (Columbia)
REGINA - Baby Love (Atlantic)
CONNIE - Experience (Sunnyview)
TEMPTATIONS - A Fine Mess (Motown)
PAUL LAURENCE - Strung Out (Capitol)
MAIN ATTRACTION - Reconsider (RCA)
*JUICY - Nobody But You (Def Jam)
*JEAN CARNE - Closer Than Close (Omni)
*TEENA MARIE - Lips To Find You (Epic)
TROY JOHNSON - It's You (Motown)
*CASH FLOW - Mine All Mine (Polydor/Polygram)
TKA - One Way Love (Tommy Boy)
*CON FUNK SHUN - Burning Love (Polydor/Polygram)
*KENNY & JOHNNY WHITEHEAD - I Jumped Out Of My Skin (Manhattan)
ZAPP - Itch 'n For Your Twitchin' (Warner Bros.)
BOOKER NEWBERRY - Take A Piece Of Me (Omni)
DRAMATICS - One Love Ago (Fantasy)

DROPPED: #24-Michael Henderson, #29-Prince, #30-Colonel Abrams, #34-Jets, #36-Freddie Jackson, Miami Sound Machine, Mildred Scott.

LP CUTS

PATTI AUSTIN - Only A Breath Away (Owest)
PRINCE - Girls & Boys/Another Lover... (Warner Bros.)
BILLY OCEAN - Love Zone (Jive/Arista)
SOS BAND - Borrowed Love/Nothing But The Best (Tabu)

POTENTIAL SINGLES

ROCKWELL - Carme (Motown)
STEVIE WONDER - Land Of La (Tamia)
PATTI AUSTIN - Gettin' Away With Murder (Owest)
TEENA MARIE - Lips To Find You (Epic)

URBAN CONTEMPORARY SUMMARY

SOS BAND finally moves into the spot it's been patiently waiting for while PATTI LABELLE & MICHAEL MCDONALD remained firmly planted there for weeks. Now JANET JACKSON's "Nasty" looks like the next threat to end their stay there. One of the biggest movers in the top 20 is the RENE & ANGELA and it's so strong this week in both chart and airplay, it could go top five as early as next week.

MIDNIGHT STAR was strongest in airplay and could hit the top twenty sooner than even I could have imagined based on the awesome moves it's made from light to heavy rotations, skipping medium rotations altogether. Two hot street records that can thank the "mix" for their popularity are charted next to each other at #30 and #31 on this week's chart: 52ND STREET and TIMEX SOCIAL CLUB both have done very well with the limited airplay they received in the beginning of their appearance on the streets. "Certified" singles this week are the new one by the NEW EDITION, "With You All The Way" - no one guessed that they'd have another one from this great LP; and the other "Certified" goes to none other than RICK JAMES - looks like he will do as well for himself as he did for the first Eddie Murphy single. Jay Riley at WNOO-Chattanooga says that he's getting great phone response on RICK JAMES already after just a few plays. JEFFREY OSBORNE is the story of the week, gets "Most Added", debuts its first week out at the top of Chartbound (would have been charted at #41 if our chart had been extended to 50 instead of 40 last week), and makes both the Top 40 Up & Coming section as well as the A/C page. JOESKI LOVE picked up new adds this week at K-97-Memphis, WGOK-Mobile, WYHZ-Greenville, and KDKO-Denver. It's also charted top 20 at WRKS-New York, KRNB-Memphis, WQMG-Greensboro, WCIN-Cincinnati, WMZT-Cleveland (#11), WZAK-Cleveland, KMJM-St.Louis, KIZZAM-Killeen, MJQ-Houston, KDAY-Los Angeles, and KJLH-Los Angeles. New single by PRINCE "Mountains" gains 31 adds this week, followed by RUN DMC's "My Adidas", which gained 18 more to total 28 for the week: WAMN-Tallahassee, HOT105-Miami, V103-Atlanta, WFAXA-Augusta, WGV-Charlotte, WJIZ-Albany, WTMP-Tampa, WDMT-Cleveland, WWWW/MF-Saginaw, WMX/WMF/Saginaw, and WGM/FM in Chicago, KHYS-Pl.Arthur, KIZZAM-Killeen, KDIA-Oakland, KRIZ-Seattle, and XHRM-San Diego number among those who added it this week. "Watch that REGINA single" warns Max Pyre at WLUM-Milwaukee...he says that's the record Madonna should have made...and do you know who probably agrees with him? These folks added it this week (the REGINA single, that is): WPAK-Farmville, K-97-Memphis, KFXZ-Maurice/Lafayette, KROF-Abbeville, WFXA-Augusta, WMMC-West Columbia, WQMG-Greensboro, WBMX/WMF-Chicago, and KJLH-Los Angeles, not to mention the stations that already have it charted: WOWI-Norfolk, WAMN-St.Louis, WCNN-Cincinnati, WLUM-Milwaukee, and these have it on: WPLZ-Richmond/Petersburg, HOT105-Miami, KCLT-West Helena, KKNB-Memphis, WQKI-St.Mathews, WRDW-August, WTMP-Tampa, WTL-Indianapolis, WWWW/FM-Saginaw and KMJO-Houston. Newcomer JEAN CARNE gets a total of 19 reports and a great endorsement from David Ross at WWWW/FM in Saginaw: "It's a KILLER," says David...adds include W-HUR, WILD, WKE, WPLZ, WAMN, K-97, WEKS, WFXA, WGV, WOGK, WJIZ, WQKI, WQMG, WCCX, WTLC, WWAS/FM, WZAK, KMJM, KACE and KDKO.

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NORTHEAST

BOSTON, MA
ANGELA THOMAS-WILD

NEW YORK, NY
TONY GRAY-WRKS
ADDS: Janet Jax., DeBarge. HOTS: Rainy D., Joeski L., Force MD's, Joy Simms, A.Star, Run DMC.

NEW YORK, NY
SCOTT SHANNON-Z100

ROCHESTER, NY
ANDRE MARCEL-WKXX

PHILADELPHIA, PA
CHUCK WOODSON-WAMO

BALTIMORE, MD
KINGSTON/KRONHAL-B104

OCEAN CITY, MD
DAME ALLAN-OC104/4FM

RICHMOND, VA
DONNIE DEANE-WKIE
ADDS: S.Smith, Johnnie T., Princess, Sheila E, Skyy, Kopper, Dr. York, COLORS, J.Carne, Mtmue. HOTS: Force MD's, Janet Jax., J.Kemp, Ocean, Rene & A.

NORTHROP, VA
ROSHON VANCE-WOWI
HOTS: Janice, Joy Simms, Sade, Controller.

RICHMOND/PETERSBURG, VA
PHIL DANIELS-WPLZ/FM

FARMVILLE, VA
MASTER JAA-WPAK

ROANOKE, VA
AMY LEE-WTOY
ADDS: Timex S.C., Aretha, S.Robinson, B.Newberry, 52nd St. HOTS: 52nd St.

SOUTH

GREENSBORO, NC
DOC FOSTER-WQMG

CHARLOTTE, NC
DON CODY/K.MURPHY-WQV

WILMINGTON, NC
TONY GORE/JOE DIAZ-WWIL
ADDS: ABC, Con Funk Shun, Mazarati, Juicy, W.Collins.

ASHVILLE, NC
S.MCINTYRE/ROBINSON-WBM/FM

ST. MATTHEWS, NC
ANDY HENDERSON-WQIKI

SUMTER, COLUMBIA, SC
JEFF MCHUIGT-DEAN-WDWM/FM

WEST COLUMBIA, SC
CHAZ SAUNDERS/PETER HAMLET-TJAY MICHAELS-WMMC

GEORGETOWN, SC
SWINTON/ROTHOMAS-Wragg-WWX

FLORENCE, SC
ANDREW BAILEY-WYNN
HOTS: Rose Bros., TKA, A.O'Neal, Controller, B.Newberry, A.Starr.

ATLANTA, GA
RAY BOYD-V103

AUGUSTA, GA
DEMETRA MERRITT-WFYA

AUGUSTA, GA
MICKEY ARNOLD-WRDM

ALBANY, GA
TONY WRIGHT-WWJ

TALLAHASSEE, FL
JESSIE BULLARD-WAN

MAMI, FL
FRANK AMADEO-Y100

MAMI, FL
MARK SHANDS-95
ADDS: P.Gabriel. HOTS: A.of Noise, Ocean, LaBelle & M.

MAMI, FL
TANNER/CASSIDY-HOT105
ADDS: Rick James, Run DMC, Prince, A.of Noise, Teena M., D.Braxton. HOTS: Tally 52nd St., Level 42.

TAMPA, FL
CHRIS TURNER-WTTP
HOTS: SOS Band, J.Kemp, LaBelle & M, 5 Star, Y & People.

MONTGOMERY, AL
FRENCH B.L.KING-WQIM
HOTS: Jets.

MOBILE, AL
MAD HATTER-WGOK
ADDS: Skinny Boys, Stylistics, Nanette Frank, Run DMC, Jermaine Jax., Jean Carne, Lisa Lisa, Shirley Jones, Joeski Love, Teddy P.

CHATTANOOGA, TN
J.C. FLOYD-WQOG/FM
ADDS: Mic Star, J.Osborne, 52nd St., Cherelle, Main Attr., Connie, Force MD's, Whodini. HOTS: Juicy, Jets, P.Bailey, Vanly.

JAY RILEY-SWITCH 102/NWOO

PENNSYLVANIA
P.WELLS/JIMMY SMITH-K-97
ADDS: Regina, J.Carne, P.Bailey, Confunk S., Teena M., R.Joel, Joeski L.

"MAGAZINE 60"
DON QUICHOTTE

"THIS RECORD IS HOT!"

WBEN
WXKS
Q105
WPFM
93Q
KZZB
KIXY
KKSS
KRGV
KWES
KZJP
KSAQ

FM102
94
KDON
KFIV
KGGI
KITS
KMEL
KMEX
KSLY
KSTN
KWOD

SERVICE, CALL: 213-656-0970

DEBUT GAVIN TOP 40 UP & COMIMG 23/8
The Gavin Report will be closed Monday, May 26th in honor of Memorial Day
When Ron Fell offered us the opportunity to do this alleged column (about 85 weeks ago), we accepted with glee, feeling that the chance to vent our spleen on a weekly basis would be a marvelous mental catharsis, as well as a chance to rail against injustice and talk a lot about Yankton South Dakota, the Blow Monkeys and Billy Brill. I mean, who wouldn't jump at THAT? What we didn't realize at the time was that we actually had to DO it inspired only by a fee somewhat in line with Fernando Valenzuela's financial arrangement. Thought you might be interested in how this stuff gets from Hollywood to San Francisco every week, and the startling costs involved:

If, aided by a fifth of Cutty Sark, we manage to do it just before Hill Street Blues on Thursday, our mailing cost is a 22 cent stamp. If we procrastinate until NBC's Game of The Week on Saturday AM, we have to shell out over $10.00 in air-express charges.

Then there's the matter of working in names of the strange industry folk who want their names mentioned, and recently we've had the added problem of competing with the Chinawag boys for scoops. We've solved that one. We simply make up our scoops. The pressure is tremendous, but there is an up side. When OUR Gavin arrives each Saturday Morning, we're fascinated to learn what we've written when our wife Rosemary reads it to us. Because of the afore-mentioned Cutty Sark we never know until then and it's interesting to determine if we agree with anything we've said. Usually we don't. For those of you who might be planning a similar endeavor, we remind you that it's tough to come up with this dreck if libel suits are to be avoided. Our admiration for the Erma Bombecks and Art Buchwalds, who turn out REAL columns on a DAILY basis, has increased ten-fold. We were clearly misguided when we accepted this assignment, and that brings us to the matter of another misguided person:

Due to our firmly established status as an influential Hollywood columnist, we're burredge with calls from show biz personalities, either in an attempt to see their names in print, or simply to request our sage advice. One of the latter-type calls came in this past week. It was faithfully transcribed by our secretary, Mervyn Harmon:

CALLER: Tone-Man?

US: You got us.

CALLER: Thank God I reached someone who might have some sage advice. Heidi Abramowitz is on religious retreat and Edgar is in court for a name transplant. In other words...can we talk?

US: Sure, Joan. What's on your moused mind?

JOAN: I've got a shot to start my own show opposite that relic Carnac on a new network and I need your wisdom to help me decide.

US: You've come to the right person, as we've had personal experience in this area. A few years ago we were asked to follow Joe Smith on the dais at a Russ Regan roast. We were booed off the stage and Jerry Sharell even threw a tomato in our face. Don't do it!

JOAN: But the guy still trots out Angie Dickinson and McLean Stevenson. When I guest host, he won't let me use The Blow Monkeys or Nina Blackwood and her hair. Grow up! It's time for a trendy approach to late night TV.

US: Let me put it this way. How'd you like to follow Larry Bird of The Celtics when he retires? Did you know there was a guy named Morty Bethlehem who used to open for Jesus? ...and I don't mean Jesus Garber! Who remembers HIM? Let me go further. Just after McDonald's clipped, some guy opened across the street selling Big Lunches! You're courting disaster.

JOAN: A man's gotta do what a man's gotta do, and as far as I'm concerned Aunt Blabby and Art Fern are history. I might even take on Cosby!

US: All well and good, but I might remind you of one salient fact: Alan Thicke had the same aspirations...and we all know that in May '86 he's America's last indie promo man. Good Luck.
"URBANIZING"

"THE QUIET STORM... IS IT 'THE SWEETEST TABOO'"
by Jerry Boulding

It is no secret that radio stations want to appeal to the largest possible adult audience. After all, that's what the ad agencies are seeking...what the program and general managers are seeking and what makes for success in the radio ratings business. And, who could blame you for trying to ferret out a huge slice of 18-plus adults to make your station an even more attractive buy for Madison Avenue's radio bounty hunters. Some felt one way to achieve this goal was to concentrate on the music which would appeal to the adults who still liked the hits, but really liked their rock SOFT! So the "Quiet Storm" appeared to be an idea whose time had come.

DIFFERENT YARDSTICK

There's little question, the challenge was there. It didn't take reams of research to figure out that an urban adult format that could capture this lucrative young adult audience would score big. Now the dawning of the age of Aquarius gave way to the decade of young adults - a bumper crop of big spenders. Business, housing, politics...nearly every facet of national life will feel their impact in the '80's. But finding a format to keep these fickle fingers firmly fixed on one frequency is not easy. It has to be done so that the station will get credit for measured audience by the ratings services, namely ARBion. So far, although there have been some incidents of success, the so-called black adult-contemporary urban format has just not caught on on mass. To be successful, the "storm" would need to be measured by a different yardstick...one that would find these elusive adults and get them into the sampling frame.

LIFESTYLES VARY

Ahead for urban formatted stations are the challenges brought about by dramatic shifts in population - shifts that will bring vast changes in the patterns of life and living. The new median age is around 31. That's the age group which is going to dominate the coming decade, shaping markets for listening, business, influencing politicians, affecting styles of living and for whom the agency bells toll.

These baby boomers are quite eclectic in their tastes. They tend to like rock if it's good, but they get tired of the noise. They want a more acoustic sound and more serious lyrics and they are increasingly interested in more sophisticated musical forms, often some that aren't offered by their favorite commercial stations or pushed by the mainstream music industry.

Our research confirms that, for the most part, the music which captures the ears of the baby boomers is music with a prettier, mellower, more natural sound.

Does this mean adults don't like blues or traditional black hits by mainstream artists? No, it simply means that they may like a different type of music, depending on what time of day it is and their mood at that particular time.

You may remember a few years back in the nation's capitol, a young deejay named Melvin Lindsey began experimenting with a type of mostly love music in the evenings on WHUR/FM. Thus, the "Quiet Storm" was born. It spread around the country. After all, wasn't this a highly successful day-part? Couldn't that feeling be expanded into other dayparts? Not! So a lot of stations that thought they had discovered the perfect solution to the problem of appealing to urban adults suddenly found they had to accept a smaller piece of the ratings pie.

FRAGMENTATION

While most radio stations have found their formats fragmenting in recent years, black and urban radio had their own set of problems. The decline of total audience was also affected by the increasing disaffection of a core audience - women 25-54 - in the middays. This trend is not related to the vagaries of research, but to improper programming. Some stations even suffered image problems. They were perceived as too "laid back." Much like the jazz formatted stations who realized that if they were to remain true to their cause of their listeners, they would have to accept a much smaller slice of the ratings pie, so would the "stormers". Others claimed that except for evenings, they didn't really like "riding out the storm". Naturally, there were almost as many versions of it as Baskin-Robbins. A few even said, "it was like background music they used to study to." Some advertisers made the same claim that was made about beautiful music...that the audience doesn't hear the commercials. As a result, even where it has achieved some ratings success, the "storm" has become a decidedly difficult sell.

BEYOND THE BASICS

The trouble with the "storm" often is that there simply are not enough basic hits...so the flow and mechanics suffer, as do the cumeis. The hit music precept still prevails, even for adults. The hits are now re-inforced with video, and video is not just radio with pictures. The fact that the tapes come in so many different styles can be enough to keep you watching AND listening. You can see anything from an elaborate production to an unadorned concert clip.

The basics of good radio have to be there. The basics include a lot of research. Unfortunately, many "storm stations" just don't do much, if any, research. If they did, they'd know that winning takes more of a commitment than just segregating love songs, mixed with a little jazz. The basics have to begin with what the adult audience REALLY wants. You can't just assume that they don't want to hear the same hits they loved ten years ago. I mean, if you're pushing strawberry when your competitors are busy selling tutti frutti, you're bound to lose.

So, if you're committed to "storm" to the top, be prepared, once a workable plan has been devised, to be patient. Understand from the outset that it will go through minor revisions. It has to be given a real chance in terms of time, money and support. You will find that basics like surveying the competition, reviewing the alternatives, being bold, involving your entire staff, are all necessary before any real dividends are paid. For those that complain that the stepping stones to success bruise their feet...well, perhaps your ship would come in much sooner if you'd swim out to meet it. Be careful, though...some of those STORM warnings are real!
**DAVE SHOLIN’S**

- **GENESIS - Invisible Touch (Atlantic)** Gee, I wonder what next week’s Most Added record will be? Come on now, how many of you who remember the early days ever thought Genesis would be an automatic on Top 40 radio? Collins, Rutherford and Banks have the platinum touc and put it to work. This one may still be in power rotation by the time their U.S. tour starts in September.

- **JACKSON BROWNE - In The Shape Of A Heart (Asylum)** Most writers aim for the heart, but few strike a direct hit as well as this man. He follows his tradition of writing love songs with unique twists that take a shape of their own. Far and away his best song in years!

- **JEFFREY OSBORNE - You Should Be Mine (The Woo Woo Song) (A&M)** Once this track was put to bed, I can just imagine Jeffrey and producer Richard Perry looking at each other and saying “WOO”. If you’re looking for that perfect Top 40, A/C, Urban crossover, this record should end the search.

- **PET SHOP BOYS - Opportunities (EMI America)** At this point, they’re definitely in the running for best new group of the year honors. Clever, skilful songwriting is a rarity and it gives The Pet Shop Boys a distinct style bound to keep them on a roll making lots of money.

- **ROD STEWART - Love Touch (Warner Bros.)** It’s been awhile since Rod has gone the slick, smooth route, preferring the more wild and raucous. Together with writerproducer Michael Chapman, he keeps it uptempo but mellow. Being the theme from “Legal Eagles”, a new movie starring Robert Redford, Debra Winger, Darryl Hannah and Tom Hanks, certainly can’t hurt.

- **FINE YOUNG CANNIBALS - Suspicious Minds (IRS/MCA)** Can anyone remember any Elvis Presley song remake into a hit? This could be the first. Internationally, it’s gone top ten in England, Ireland and Australia and will now attempt to do the same here. Just think, those who were in high school when this song was a hit are now in their early to mid-thirties.

**RON FELL’S**

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Station Reporting Phone (415) 392-7750

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