The Six Elements of Radio Sales Management

ERIC NORBERG
The Old And Crusty Morning Man Strikes Back

PAKE McENTIRE
Entirely Country
TALKING HEADS

HAVE A

WILD WILD LIFE

THE NEW SINGLE FROM THE FORTHCOMING ALBUM

PRODUCED AND
PERFORMED BY
TALKING HEADS

MUSIC BASED ON THE
WARNER BROS. MOTION PICTURE
TRUE STORIES
TOP 40
Station Reporting Phone (415)392-7750
Reports accepted Mondays at 8AM through 11AM Wednesdays

MOST ADDED

1. MADONNA - Papa Don't Preach (Sire/Warner Bros.)
2. STEVE WINWOOD - Higher Love (Island/Warner Bros.)
3. Peter Cetera - Glory Of Love (Full Moon/Warner Bros.)
4. Belinda Carlisle - Mad About You (IRS/MCA)
5. Jermaine Stewart - We Don't Have To Take Our Clothes Off (Arista)
6. LIONEL RITCHIE - Dancing On The Ceiling (Motown)
7. BANANARAMA - Venus (London/PolyGram)
8. Wham! - The Edge Of Heaven (Columbia)
9. BERLIN - Take My Breath Away (Columbia)
10. MICHAEL MCDONALD - Sweet Freedom (MCA)

TOP NEW AIRPLAY

GENESIS
Throwing It All Away (Atlantic)
154 Adds

VAN HALEN
Love Walks In (Warner Bros.)
79 Adds

ROBERT PALMER
I Didn't Mean To Turn You On (Island)
76 Adds

CERTIFIED

RUN DMC
Walk This Way (Profile)

LOVERBOY
Heaven In Your Eyes (Columbia)

RECORD TO WATCH

ANITA BAKER
Sweet Love (Elektra)

Last week's number one Urban record is on the move A/C as a number of Top 40 stations jump on the Bakerwagon.

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August 8, 1986 - the GAVIN REPORT
Ready for a national explosion, and here’s why!

KWK #31-25  WMMS #38-33
JOHN GORMAN....“Surprise hit of the summer. It drove our phone operators crazy.”

KKRZ #28
SEAN LYNCH....“Instant phone reaction. ALL Demos!

WPHD #16-13
JOHN HAGER.....“Airplay in Canada prompted a response we couldn’t ignore. When we added it, it just took off.”

WRNO #30
MIKE COSTELLO....“It’s not often you hear a good re-make of an “oldie,” but “Spirit In The Sky” falls in that category.”

KKBQ #17-13
JOHN LANDER....“Instant Phones! Showing sales action after two weeks airplay.”
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<tr>
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<td><strong>MICK JAGGER</strong> - <em>Ruthless People</em> (Epic)</td>
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<td><strong>FABULOUS THUNDERBIRDS</strong> - <em>Wrap It Up</em> (CBS)</td>
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<td><strong>PATTI LABELLE</strong> - <em>Oh People</em> (MCA)</td>
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<td><strong>HONEYMOON SUITE</strong> - <em>What Does It Take</em> (Warner Bros.)</td>
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<td><strong>GTR</strong> - <em>Before The Rain</em> (PolyGram)</td>
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<td><strong>ONE TO ONE</strong> - <em>Angel In My Pocket</em> (Warner Bros.)</td>
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<td><strong>ANITA BAKER</strong> - <em>Sweet Love</em> (Elektra)</td>
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<td><strong>AMERICAN GIRLS</strong> - <em>Goodbye And Amen</em> (IRS/MCA)</td>
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<td><strong>JETS</strong> - <em>Private Number</em> (MCA)</td>
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<td><strong>STARSHIP</strong> - <em>Before I Go</em> (Grunt/RCA)</td>
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<td><strong>ANITA BAKER</strong> - <em>Sweet Love</em> (Elektra)</td>
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<td><strong>KIM MITCHELL</strong> - <em>Goodbye And Amen</em> (IRS/MCA)</td>
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<tr>
<td><strong>ROBERT PALMER</strong> - <em>It's You</em> (Capitol)</td>
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**INSIDE TOP 40 WITH DAVE SHOLIN**

Lots of new and fairly new names on the Top 40 this summer, many making it into the top ten. **BERLIN** enters the winner's circle for the first time ever, with Hit Factor growth revealing plenty of strength...60% to 81%. **HUEY LEWIS** joins **MADONNA**, **LIONEL RICHIE** and **GENESIS** as the artists who made the fastest chart gains this summer. Hit Factor has jumped to 38% in only three weeks! Nevin Grant at CKOC takes it 34-16, Steve Kelsey WFBG 30-19, Bill Richards and Michael Fox WNCI 28-22, Greg Husak KEEZ/WM 40-19, Jay Hall KBLO 17-7, Rick Gillette and Chris Collins FM102 debut at #3.

**DOUBBLE** adds a bit of muscle each week, now only three reports shy of 200. Top ten at WEBE, WXIK, K104, WKDO, Y94, KFIV, OK95, etc. and new on KPUR, WLS, WNSL, WHHY, WWFX, WXNE, etc. Pittsburgh loves the **MONKEES** as B94's Nick Ferrara lists it at number 5 and crosstown WHTX Keith Abrams charts #11. That success story is being retold in Baltimore at B104 13-10, Schenectady 3 WD 13-11, New Orleans B97 #5, Atlanta 94Q 26-16, Dallas KZPS 24-19, etc.

**LOVERBOY** appears headed to scoring one of its biggest hits in a while as 55 new believers including KXY, KZBB, WWTZ, KXTR, KKRC, KTAM, WLS, WSMX, B97, Y100, WBBQ, B106, KC101, etc. First time over the 100 report mark for **STACEY Q**, but the power of this entry is evidenced by a big 27% Hit Factor. Already #11 for Bill Tanner at WPQW-Miami and top 5 at KIIS, WMQ, FM102, WQOD, KS103, KMEL, etc. Scott Shannon debuts her at #20 with other big debuts in Fresno at KM102, Atlantic KWYX, etc.

Second time around seems to be working for **SIMPLY RED**. Big move in L.A. at KISS-FM 32-20, and 18 adds including KEZY, KZHR, KIMN, KAFX, WLS, KDWB, Y100, WMFM, PRO/FM, etc. Strong airplay growth for **EDDIE MONEY** in all regions...new on WCLG, WZON, K104, I95, WFX, Q104, 92X, WOAY, KDON, KZZO, KQLA, KHOK, Z104, KCPI, etc.

Relative unknown artist to Top 40, **ANITA BAKER**, is most deserving of this week's Record To Watch mention. Currently top 20 at B95-Kansas City, WKDO-Evansville, and B97-New Orleans, she's also tagged to a list of 15 impressive adds, among which are WCGO, WHY, B104, Q105, WPST, Z104, Q104, KATD, KDON, FM102, etc. John Lander at 93Q-Houston, an early believer in **DOCTOR & THE MEDICS** "Spirit In The Sky" keeps it moving 17-13...on at WDBR, 106X, Q99, WJET, etc.

In order to improve the readability of our Up & Coming statistics, you'll note a revision in this week's presentation. I welcome your comments on this change and hope it makes your tracking of records an easier process.
The moon has music for those who listen.

ANDREAS VOLLENWEIDER
DOWN TO THE MOON

"Down To The Moon." FM 42255
The new album.
A new atmosphere of music from Andreas Vollenweider.
Featuring the single, "Night Fire Dance." 33-06155
The journey continues, on CBS Records,
chrome Cassettes and Compact Discs.

"DOWN TO THE MOON" TOUR 1986:

8/14 Merriweather Post Pavilion, Washington, DC
8/15 Mann Music Center, Philadelphia
8/16 Finger Lakes, Rochester
8/17 O'Keefe Center, Toronto
8/19 Radio City, New York City
8/20 Great Woods, Boston
8/22 National Arts Center, Ottawa
8/23 Grand Theatre, Quebec City
8/24 St. Denis Theatre, Montreal
8/28 Performing Arts Center, Louisville
8/29 Music Hall, Cincinnati
8/30 State Theatre, Cleveland
8/31 Pine Knob, Detroit
9/1 Poplar Creek, Chicago
9/3 Northrup Auditorium, Minneapolis
9/4 Oriental Theatre, Milwaukee
9/5 Music Hall, Kansas City
9/6 Red Rocks, Denver
9/22 The Orpheum, Vancouver
9/23 Opera House, Seattle
9/27 Greek Theatre, Berkeley
9/29 Greek Theatre, Los Angeles
9/30 Greek Theatre, Los Angeles

Additional dates to be announced.

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<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Adds</th>
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<th>6-10</th>
<th>11-20</th>
<th>20-30</th>
<th>Uncharted</th>
<th>HIT FACTOR (%)</th>
<th>weeks</th>
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<td>STEVE WINWOOD</td>
<td>Higher Love (Island/Warner Bros.)</td>
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<td>150</td>
<td>99</td>
<td>30</td>
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<td>H. LEWIS &amp; NEWS</td>
<td>Stuck With You (Chrysalis)</td>
<td>288</td>
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<td>2</td>
<td>10</td>
<td>99</td>
<td>133</td>
<td>35</td>
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<td>MADONNA</td>
<td>Papa Don't Preach (Sire/Warner Bros.)</td>
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<td>LIONEL RICHE</td>
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<td>BERLIN</td>
<td>My Breath Away (Columbia)</td>
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<td>31</td>
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<td>BANANARAMA</td>
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<td>PETER CETERA</td>
<td>Glory Of Love (Full Moon/W.B.)</td>
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<td>DARYL HALL</td>
<td>Dreamtime (RCA)</td>
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<td>WHAM!</td>
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<td>Don't Forget Me (Manhattan)</td>
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<td>6</td>
<td>60</td>
<td>111</td>
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<td>BILLY OCEAN</td>
<td>Love Zone (Jive/Arista)</td>
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<td>BELINDA CARLISLE</td>
<td>Mad About You (IRS/MCA)</td>
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<td>38 SPECIAL</td>
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<td>--</td>
<td>8</td>
<td>64</td>
<td>--</td>
<td>2</td>
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<tr>
<td>HEART</td>
<td>If Looks Could Kill (Capitol)</td>
<td>121</td>
<td>4</td>
<td>--</td>
<td>9</td>
<td>33</td>
<td>75</td>
<td>7%</td>
<td>5</td>
<td></td>
<td></td>
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<tr>
<td>JANET JACKSON</td>
<td>When I Think Of You (A&amp;M)</td>
<td>121</td>
<td>73</td>
<td>--</td>
<td>1</td>
<td>--</td>
<td>6</td>
<td>41</td>
<td>--</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>STACEY Q</td>
<td>Two Of Hearts (Atlantic)</td>
<td>114</td>
<td>16</td>
<td>7</td>
<td>9</td>
<td>15</td>
<td>17</td>
<td>50</td>
<td>27%</td>
<td>5</td>
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</tbody>
</table>
NORTHEAST

HAMILTON, ON (NEVIN GRANT-CKOC) Regina, Triumph, Daryl Hall, Klymaxx, Glass Tigr, Mike & M. A.of Noise.
TORONTO, ON (BOB SAINT-CFTTR) Loring/And, Berlin, Bananarama, H.Lewis.
BOSTON, MA (WHITE/O'CONNELL-WKKS/FM) No Report, Frozen.
CAPE COD, MA (McDONALD/McVIE-WKPE) R. Palmer, Stacey Q., Genesis, GTR.
PROVIDENCE, RI (TOM CUDDY) Genesis, Lisa Lisa, ZZ Top.

MID ATLANTIC

PITTSBURGH, PA (NICK FERRARA-B94) Janet Jax., Beatles, Genesis, Regina.
PITTSBURGH, PA (KEITH ABRAMS-WHTX) No Report, Frozen.
ERIE, PA (JIM COOK-WJET) Ocean, B. Joel, Chaka Khan, 38 Special, Van Halen, McCartney.
ERIE, PA (BILL SHANNON-K104) Ocean, Seger, Sexton, E.Money, Janet Jax., Alphaville.
BALTIMORE, MD (KINGSTON/KRONTHAL-B104) Stacey O. Anita Bakr, Genesis.
OCEAN CITY, MD (J.J. "HITMAN" MCKAY-100KH) McCartney, Janet Jax., M. Jagger, H. Suite, B. Joel, Moody B's, Models, STAN BUSH.
NORFOLK, VA (MARY ANN RAYMENT-WNIV) Mellencamp, Device.
SANFORD, NC (BILL FREEMAN-WJAY) DeBarge, Burns Sis., Janet Jax., GTR, B. Joel, Genesis, One To One.
DURHAM/RALEIGH, NC (CINDY WRIGHT-G105) Genesis, Glass Tigr, Janet Jax., Anita Bakr, Gw. Guthrie.
CHARLOTTE, NC (REGGIE BLACKWELL-WROQ) Genesis, DeBarge, Lover Sps, R. Palmer, Jets.
FAIRMONT, NC (BILL SELLARS-WZYZ) Genesis, B. Joel, D. Twilley, R. Palmer, Burns Sis.
CHARLESTON, SC (ROGER GAITHER-WKOB/FM) A of Noise, Genesis, B. Hornsby, INXS, K. Loggins, Fab TBS.
CHERAW, SC (JAY LEWIS-WPDZ) Van Halen, Paul Simon, T. Twins, B. Joel, Air Supply, Moody B's, Genesis.
KINGSTREE, SC (GREG KNOP-WKSP) GTR, One To One, R. Palmer, Atanas, Alvin Lee, Run DMC, M. Persons, Keel.
MYRTLE BEACH, SC (LINDA KING-WKZO) Boys/Cry, Eurythmics, Van Halen, Seger, R. Palmer, Jets, Fab TBS, Genesis.

SOUTHEAST

ATHENS, GA (DAN MURRAY-WAGQ) No Report, Frozen.
AUGUSTA, GA (BRUCE STEVENS-WBBQ) DeBarge, Fab TBS, R. Palmer, Moody’s, Janet Jax., Loverboy, Genesis, Van Halen.  
FT. VALLEY/MACON, GA (NATHAN HALE-WQBZ) R. Palmer, Loverboy, One To One, McCartney, Genesis, Beatles.  
HINESVILLE, GA (SHANNON WEST-WBIL) Jarreau, Genesis, D. Foster, GTR, Aol Noise.  
VALDOSTA, GA (STEVE SUTTON-WLGA) Loverboy, Easton, Eurythmics, Ocean, Van Halen, Janet Jax., Loring/And.  
COLUMBUS, GA (ALAN DU PRIEST-WCGQ) Genesis, Anita Bakr, Stacey Q., E. Grant, Nu Shooz, Van Halen.  
DAYTONA BEACH, FL (TONY MANN-WNFI) ZZ Top, S. Red, McCartney, Vandross, Loverboy.  
TALLAHASSEE, FL (RICH STEVENS-Z103) Genesis, K. Loggins, Van Halen, Panama City, FL (JEFF DAVIS-WFPM) Jets, K. Loggins, Van Halen, Genesis, Loring/And, Janet Jax.  
PENSACOLA, FL (J. D. NORTH-WLQ/FM) Van Halen, B. Joel, Genesis, DeBarge.  
GAINESVILLE, FL (JERI BANTA-WYKS) Paul Simon, Ocean, Janet Jax., Loverboy, M. Jagger.  
MIAMI, FL (MARK SHANDS-95N2) Genesis, GTR, R. Palmer, 38 Special, E. Money, Beatles, M. Persons.  
TAMPA, FL (BOBBY RICH-Q105) Genesis, Beatles, Gw. Guthrie, DeBarge.  

SOUTH  
BIRMINGHAM, AL (RICH BAILEY-WKXX) Janet Jax., Genesis.  
GADDSDEN, AL (BILL ST. JOHN-Q104) Anita Bakr, A. Of Noise, B. Hornsby, Fab TBS, Genesis, E. Money.  
MOBILE, AL (MARK DAVID SAWYER-WABB/FM) No Report, Frozen.  
JOHNSON CITY, TN (POTTER-TAYLOR-WOUT) Timex S.C., Loring/And, Ocean, Genesis, P. LaBelle, K. Loggins, B. Joel.  
SPARTA, TN (BILL WINNINGHAM-WSM) Van Halen, B. Joel, Loverboy, Genesis, Fab TBS.  
GREENVILLE, MS (DAN DIAMOND-WQHO) H. Lewis, DeBarge, Van Halen, Paul Simon, Genesis.  
TUPELO, MS (LISA LANDAU-KZ103) R. Palmer, Janet Jax., Genesis, Loverboy, Seger.  
LAUREL/HATTIESBURG, MS (JIMMY BOYD-WNSL) Air Supply, D. L. Roth, Double, McCartney, Van Halen, Fab TBS.  
BILOXI, MS (BOB LIMA-WBQD) Ocean, Paul Simon, Loverboy, Van Halen.  
MCComb, MS (SARA KAY-WHNY) Loring/And, Klymaxx, Double, Monkees, Burns Sis., Paul Simon, Moody’s, Depeche, M. Palmer, GTR.  
STARKVILLE, MS (WILLIAMSCROCKETT-WKQ) GTR, R. Palmer, Loverboy, Genesis, Van Halen, Seger.  
BOWLING GREEN, KY (DARRELL DUVALL-WBGN) Genesis, R. Palmer, D. Foster, Jarreau, B. Monkeys, Cure, Cheaters.  
GLASGOW, KY (BEESLEY-DOSSEY-WVOW/FM) No Report, Frozen.  
CENTRAL CITY, KY (KYSTAN BARNETT-WKYA) E. Money, R. Palmer, GTR, Boys/Cry, Van Halen, Burns Sis.  
NEW ORLEANS, LA (MCGEE/ROLLING-B97) Beatles, Genesis, Loverboy.  
BATON ROUGE, LA (RICEA/-WFMF) Ocean, Genesis, Run DMC.  
BATON ROUGE, LA (MICHAEL ADAMS-WGZJ/FM) Berlin, A. Taylor.  
MONROE, LA (LORED CLARY-KNOE/FM) B. Joel, Moody’s, Paul Simon, Anita Bakr, Eurythmics.  

EAST CENTRAL  
CHARLESTON, WV (HAMPTON/SPENCE-WVSR/FM) Genesis, Janet Jax., Ocean, Loring/And.  
OAK HILL/BECKLEY, WV (JIM MARTIN-WOAY/FM) Genesis, Janet Jax., M. Jagger, E. Money, Stacey Q.  
MORGANTOWN, WV (JOHN DEANEY-WCLG/FM) B. Joel, E. Money, Seger, B. Hornsby, Paul Simon.  
COLUMBUS, OH (RICHARDS-FQX-WNCI/FM) Genesis, McCartney, Regina.  
CINCINNATI, OH (JIM FOX-Q102) Loring/And, 38 Special, Daryl Hall.  
ANGOLA, IN (OSBORN/ST.JOHN-WLQMF) Loring/And.  
RICHMOND, IN (RICK CASEY-K96) No Report, Frozen.  
VINCENNES, IN (DANNY WAYNE-WRTB/FM) Paul Simon, Genesis, B. Joel, K. Loggins, Loverboy, Cheeters.  
EVANSVILLE, IN (CHRIS SOUSA-WKDO) N. Diamond, Air Supply, Moody’s, Paul Simon.  
ANN ARBOR, MI (BRENT ALBERTS-WQDF) ZZ Top, Berlin, Ocean.  
LANING, MI (MARK MALONEY-WVIC) Van Halen, Bananarama, Timex S.C.  
GRAND RAPIDS, MI (MIKE TINNES-WKLO) D. L. Roth, Regina, Run DMC.  
CADDILLAC, MI (ROB MICHAELS-WATT) Models, Daryl Hall, Run DMC, ZZ Top, Loverboy, Burns Sis.  
PETOSKEY, MI (DENNIS MARTIN-WWPZ) Daryl Hall, Ocean, Monkees.  

UPPER MIDWEST  
CLEAR LAKE/MASSON CTY, IA (CARLA KEIS-KZEV) GTR, Daryl Hall, E. Money, INXS, B. Hornsby, T. Dolby, Burns Sis.  
FT. DODGE, IA (CAL BIERMAN-KKZ) Daryl Hall, Ocean, ZZ Top, H. Lewis.  
SIOUX CITY, IA (SCOTT SHANNON-KSEZ/FM) B. Joel, R. Palmer, Paul Simon.  
SIOUX CITY, IA (PAT PAXTON-KGLI) 38 Special, Genesis, Van Halen, Double.  
IOWA CITY/CEDAR RAPIDS, IA (JACOBSEN-NUGENT-KKRO) H. Lewis, Heart.  
CEDAR RAPIDS, IA (BRAD FUHR-KQCR/FM) Klymaxx, T. Twins, Timex S.C., Mellencamp.  
CLINTON, IA (BILL WARNER-KNBY) Daryl Hall, Loring/And, R. Palmer, Atanas, M. Persons, Genesis, 38 Special.
Davenport, IA (GYNNY O'IARA-KIIL) No Report, Frozen.
Kenosha, WI (TERRY HAVEL-WJZQ) No Report, Frozen.
Milwaukee, WI (DENISE LAUREN-WKTI) Miami S.M., Van Halen, Run DMC, Ocean.
Madison, WI (JONATHAN LITTLE-Z104) Loring/And, Genesis, Anita Baker, Van Halen, E.Money.
Green Bay, WI (KIM BRADLEY-WKAU) ZZ Top, Loverboy, McCartney.

WAUSAU, WI (MIKE EDWARDS-WIFC/FM) Burns Sis., Genesis, R. Palmer, Run DMC, Timex S.C.
Stevens Point, WI (BOUCLEY/STEFFEN-WSPT) Genesis, Easton, Loverboy, Janet Jax., T. Twins, Van Halen.
La Crosse, WI (CHUCK KNIGHT-HIT105) Run DMC, Double, Daryl Hall, Glass Tig, ZZ Top, Ocean.
La Crosse, WI (GREER/CARR-WZM/FM) M. Jagger, Loverboy, Fab TBS, Loring/And, Daryl Hall, McCartney.
Eau Claire, WI (RICK JAMES-WBIZ) B. Joel, Run DMC, Janet Jax., Genesis, Paul Simon, Limited W.

ROCHESTER, MN (DENNY FOSTER-KROC/FM) No Report, Frozen.
Mankato, MN (GREG HUSAK-WLRW/FM) Genesis, T. Dooby, Burns Sis.
Albert Lea, MN (PAUL JOHNSON-KCP/IFM) B. Joel, Fab TBS, E. Money, Lisa Lisa, Burns Sis., Genesis.

Yankton, SD (RANDY KUSSMAN-KOHU/FM) GTR, Van Halen, Genesis, Janet Jax., Atanas, T. Twins.
Sioux Falls, SD (CHARLIE O'DOUGLAS-KKRC) McCartney, Ocean, Janet Jax., Genesis, Van Halen, Loverboy, Run DMC.
Aberdeen, SD (SCOTT DANIELS-KQ95) ZZ Top, Boys/Cry, Genesis, Jarreau, Burns Sis., GTR.

Rapid City, SD (MCDANIEL/AUSTIN-KGGG/FM) H. Lewis, J. Browne, Heart.

Rapid City, SD (SHERWIN-KALLAWAY-KKLS/FM) Genesis, Double, Lover Spks, Berin.
Fargo/Moorhead, ND (MAIN-PALMER-Y94) Regina, Monkees, N. Jannos, Seger, Loverboy, Genesis.
Grand Forks, ND (NORTH-RIGHT-KKXL/FM) Loring/And, Glass Tig, Ocean, Run DMC, 38 Special, Van Halen.
Bismarck, ND (BRANNARD-HARDT-KFYR) Ocean, Genesis, Air Supply.
Bismarck, ND (BOB BECK-KYYY/FM) Loverboy, Fab TBS, GTR, Van Halen, Stacey Q, Regina, Monkees.
Minot, ND (SCOTT MEYER-KIZZ) McCartney, Run DMC, Loring/And.

Joliet, IL (BOB WEBER-WILLI) Regina, Fab TBS, Van Halen, Moody B's.

Chicago, IL (JOE BOHANNON-B96) Janet Jax., Genesis, R. Palmer.

Freeport, IL (JIM READEKER-WXQO) ZZ Top, Boys/Cry, Ocean, Van Halen, Paul Simon, Genesis, R. Palmer.
Rockford, IL (WALKER-ANTHONY-WYBR) ZZ Top, B. Joel, Genesis, R. Palmer.
Rockford, IL (BRU/LINDEN-LOCZ) Loring/And, Ocean, Janet Jax., Easton, Loverboy, Van Halen, Eurythmics.

Bloomington, IL (JUSTIN/ROBBINS-WBNO) Frozen.
Champaign, IL (MCCANN/MECKEIGAN-WLRW/FM) R. Palmer, Fab TBS, Double, Genesis, Van Halen.

SPRINGFIELD, IL (GREG LAWEY-WDBR) Genesis, Fab TBS, Loring/And, R. Palmer, Jets, K. Loggins, Seger, GTR, Boys/Cry.
Fairfield, IL (TOM LAVINE-WIFI) S. Red, Run DMC, Boys/Cry, Air Supply, R. Palmer, B. Joel, Loverboy, Fab TBS.

CARBONDALE, IL (TONY WAITEKS-WCIL/FM) Miami S.M., M. McDonald.

CENTRAL

East Prairie, MO (GREG LANDIS-KYMO) Genesis, Bananarama, Beatles, Daryl Hall.


Waynesville, MO (KEVIN BARTON-KFBD) Run DMC, Daryl Hall, Genesis, Fab TBS, ZZ Top, K. Loggins, A. Of Noise.


Kansas City, MO (LORRIN PALAGI-KHBC/FM) Frozen.

Pittsburg, KS (BELL/PORTER-KQWK/FM) Genesis, Seger, Loverboy, K. Loggins, GTR.

Hays, KS (JACK CREES-KJLS) Atanas, Beatles, T. Twins, Lamarca, Lisa Lane, One To One, Christian, D. Twilley.

OmahA, NE (TOM MIKELSEN-KGDR) D. L. Roth, L. Richie.

NORFOLK, NE (DOUG KOEHN-KNEN) Janet Jax., B. Joel, Timex S.C., Loring/And, Genesis, Jarreau.


Kearney, NE (NICK JEFFREY-KODY/FM) Van Halen, B. Joel, Loverboy.

McCook, NE (CARTWRIGHT-TAPIA-KZMO) H. Lewis, T. Twins, Ocean, Modesele, One To One, Ani Girls.


Searcy, AR (JIM DONELLY-KSER/FM) McCartney, Klymax, Daryl Hall, E. Money, D. L. Roth, GTR.

Little Rock, AR (MARK MC CAIN-KYDY) D. L. Roth, L. Richie.

Fayetteville, AR (ALAN/BURNETT-KKEG) Run DMC, E. Money, D. Foster, Genesis.

FT. SMITH, AR (JOHN O'DEA-KZBB/FM) Regina, Loverboy, Janet Jax., Genesis.

SOUTHWEST

LAWTON, OK (GARY MITCHELL-KMGZ) DeBarge, B. Joel, Double, Nu Shooz, Fab TBS, R. Palmer.

Dallas, TX (SHOMBY/BUDANAURO-KZPS) Genesis, R. Palmer, Janet Jax.

Kilgore, TX (ROBERTS/SCHMAL-KKTX) T. Twins, Keel, Janet Jax., Stacy Q, B. Joel, DeBarge.

Tyler, TX (T J. MCKAY-KEYP) Van Halen, Loverboy, Seger, One To One, Christian, Loring/And.


Killeen/ Temple, TX (PAULA MCCARTNEY-KKXS/FM) Janet Jax., Burns Sis., Seger, Paul Simon, Genesis, Double.

Waco, TX (GLEN GIGGEE-KWTX/FM) Genesis, Mary Janes, Monkees, Easton, Loverboy, ZZ Top.

San Angelo, TX (JOHN RAYMOND-KXY/FM) B. Joel, Beatles, Van Halen, Loverboy, Keel, Genesis.

Houston, TX (LANDEBORG/HAMILTON-93Q) Ocean, Stacy Q, Beatles.

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TOP 40 ADDS

SALT LAKE CITY, UT(STONE/SMITH-KCPX/FM) Van Halen, Genesis, P.LaBelle, Beatles, Seger, Fab TBS, GTR, B.Joel.
LOGAN, UT(JAY HALL-KBLQ) Genesis, Ocean, GTR, Double.
LOGAN, UT(MARK ROMAN-KVFM) Genesis, Van Halen, Run DMC, Air Supply, Glass Tig'r, Lisa Lisa.
OGDEN, UT(PAUL WILSON-KJO) Loverboy, McCartney, Hornsby/Range.
PROVO/SALT LAKE CITY, UT(KEITH GREER-KFMY) Fab TBS, Seger, Genesis, Loverboy, Van Halen, B.Joel.

FAR WEST

LAKE TAHOE/RENO, NV(MICKEY LEES-KLKT) Heart, Run DMC, Janet Jax., B.Joel.
RENO, NV(JEFF RYKIN-KYZZ/FM) Stacey Q, Van Halen, Air Supply, Genesis.
CARLSBAD, CA(CLARK NOVAK-KKOS/FM) McCartney, Fab TBS, Fire On B., One To One, Janet Jax.
SAN DIEGO, CA(ROBERT PRESTON-KS103) No Report, Frozen.
SAN BERNARDINO, CA(SHAUN DEMPLOYE-KGIG) Janet Jax., SOS Band, Run DMC, Beatles.
ANAHEIM, CA(CRAIG POWERS-KSIX) Loring/And, S. Red.
SANTA BARBARA, CA(JANE ASHER-Y97) Run DMC, ZZ Top, Van Halen, Eurythmics.
BAKERSFIELD, CA(DAVE KAMPER-KKXX/FM) Berlin, Mellencamp.
SANTA MARIA, CA(MARIA RUBIO-KXFM) No Report, Frozen.

ROCKY MOUNTAIN

BILLINGS, MT(CHARLIE FOX-KYXA) Janet Jax., E. Money, A. of Noise, K.Loggins, Genesis.
BILLINGS, MT(B.J. DONOVAN-KZLS) M. Jagger, Beatles, Eurythmics, Janet Jax., Loverboy.
DENVER, CO(RANDY JAY-KIMN) B. Joel, S. Red, Ocean, Loverboy.
DENVER, CO(TODD CAVANAH-Y108) Daryl Hall, 38 Special.
DENVER, CO(Doug Erickson-KPKE) Klymaxx, Genesis, Run DMC, S. Red, Janet Jax.
WINDSOR, CO(FRANSEN/DAVIS-KUAD/FM) Paul Simon, B. Joel, Cheeters, Alvin Lee, Daryl Hall, Run DMC, Beatles, Moody B's, Loverboy.
CODY, WY(BRYAN SCOTT-KTAG) Paul Simon, 38 Special, Klymaxx, Stacey Q, Moody B's, Easton.
GILLETTE, WY(JOHN DERREY-KGKW/FM) B. Joel, Seger, Van Halen, K. Loggins, Moody B's, Fab TBS, E. Money, T. Dolby.

THE ART OF NOISE

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FRESNO, CA (WALKER/DAVIS-KYNO) Genesis, Lisa Lisa, DeBarge, Daryl Hall, Beatles.

FRESNO, CA (BERRY/CARTER-KMGX) Lisa Lisa, S. Red.

MONTEREY/SALINAS, CA (KIRK CLATT-KDON/FM) Anita Bakr, Janet Jax., Love/Money, Jets, T. Twins, E. Money.

SAN FRANCISCO, CA (RICHARD SANDS-KITS/FM) Miami S. M., Janet Jax.

SAN FRANCISCO, CA (RIVERS/NAFTALY-KMEL) Genesis, A. of Noise, DeBarge, Jets, Easton.

NAPA, CA (JEFFREY/DEFESI-KVYN/FM) T. Twins, GTR, Burns Sis., ZZ Top, DeBarge, B. Joel, Paul Simon.


SAN JOSE, CA (ROBIN SILVA-KWSS) Genesis, Loverboy, Glass Tigr, Eurythmics, Van Halen, Nu Shooz.

STOCKTON, CA (ROY WILLIAMS-KJOY) Genesis, B. Joel, DeBarge.

STOCKTON, CA (JOHN HAMPTON-KSTN) B. Joel, DeBarge, Jarreau, Genesis, R. Palmer, SOS Band.

MODESTO/STOCKTON, CA (DAVID KRAHAM-FM104) Easton, Genesis, Run DMC, DeBarge.

MODESTO, CA (RUSS NOVAK-KFIV/FM) Monkees, Regina, GTR, Jets, Stacey Q, Genesis.

EUREKA, CA (CHRIS DAVID CARTER-KFMI) Ocean, Loring/And, Genesis, Loverboy.


SACRAMENTO, CA (GILLETTE/COLLINS-FM102) S. Winwood, Janet Jax., T. Twins, Anita Bakr.

SACRAMENTO, CA (HUNTERCHASE-KWOD) Eurythmics, Nu Shooz, Jets, Beatles, Van Halen, R. Palmer.

PARADISE/CHICO, CA (JONATHAN STEVENS-KNVY) Van Halen, Ashford & S., Seger, Genesis, Janet Jax., DeBarge.

REDDING, CA (KAHU/CARPENTER-KEWB) Genesis, Loverboy, Van Halen, M. Jagger.

MT. SHASTA, CA (FRED GERTING-KWSD) McCartney, Paul Simon, Daryl Hall, Easton, M. Jagger.

REDDING, CA (GARY DUBOIS-KSSO) Van Halen, Moody B.'s, Genesis, Daryl Hall.


HONOLULU, HI (JAY STONE-949) H. Lewis, Loring/And, Air Supply.


NORTHWEST


ALBANY/CORVALLIS, OR (SHANNON/RYAN-KIOY) D. Foster, Monkees, Genesis, Janet Jax.

EUGENE, OR (SHAKES/HYATT-KSND/FM) Beatles, Van Halen, Janet Jax., GTR, Genesis, B. Joel, Moody B.'s, A. of Noise, Seger.

COOS BAY, OR (DAVE O'CONNOR-KXNG/FM) Genesis, Janet Jax., Chaka Khan, Seger, Monkees.

COOS BAY, OR (BOB SHANNON-KHSN) B. Joel, Ocean, Miami S.M., Loverboy.

MEDFORD, OR (DENNIS DIXON-KBOY/FM) No Report, Frozen.

MEDFORD, OR (CHARLES SNYDER-KMT) Beatles, Genesis, R. Palmer, Seger, A. Cooper, B. Joel.

GRANTS PASS, OR (CHARLIE KIRK-KFMJ) Air Supply, Loverboy, DeBarge, Janet Jax., E. Money, Genesis, One To One, B. Joel.


SEATTLE, WA (ROBERTS/MATTHEWS-KHIT) Beatles, Paul Simon, Fab 'B's, P. LaBelle, Genesis, Van Halen, M. Jagger.

SEATTLE, WA (WENDY CHRISTOPHER-KUBE/FM) Beatles, Run DMC, Genesis.

TACOMA/SEATTLE, WA (SANDY LOUIE-KNBO/FM) Genesis, K. Loggins, Loverboy, Fab 'B's, Paul Simon.

OLYMPIA, WA (KEN PAGE-KKBE) Monkees, Air Supply, GTR.


LONGVIEW, WA (BOB HART-KLYK) Van Halen, Fab 'B's, Beatles, Run DMC, Paul Simon.


SPOKANE, WA (JOHN LANGAN-KZZU/FM) B. Joel, Lover Spks, Beatles, Run DMC, Boys/Cry, Genesis.


TRI CITIES/KENNEWICK, WA (JULIEN KRAHAM-FM104) Easton, Genesis, Run DMC, DeBarge.


VANCOUVER, BC (SHANNON/RUSSELL-LG73) No Add.

CALGARY, AB (DON STEVENS-AM106) Ocean, G. Luba, Glass Tigr.

ANCHORAGE, AK (D. CHANDLER-KGOT) No Report, Frozen.

WELCOME to our NEW TOP 40 correspondents:

Brian Michaels & Derrick Stevens, 1356 Mackinaw Avenue - Cheboygan, MI 49721 (516)927-2341

Steve Sutton, WLGA RADIO - P. O. Box 1327 - Valdosta, GA 31603 (912)244-8642

Rick Jeffrey, KOKY/FM RADIO, P. O. Box 666, Kearney, NE 68847 (308)236-6464

Fred Gerding, KWSO RADIO - P. O. Box 666, Mount Shasta, CA 96067 (916)926-2124

SERVICE

WGOL/FM-Lynchburg, VA - singles: RCA, Capitol

KTBC-Nacogdoches, TX - singles: Warner Bros., A&M, MCA

KKIS-Concord, CA - light jazz A/C: all sources

KWHT-Pendleton, OR - single: G. Campbell (Atlantic)

KZZO/FM-Clovis, NM - singles & LP's: A&M, Chrysalis

KLKC-Parsons, KS - L. Carlton (MCA), B. Cockburn (Gold Mind/MCA), J. Ingram (Owest)

KCSY-Soldotna, AK - singles: B. Hornsby (RCA), L. Carlton (MCA), Ruthless People LP (Epic)

WBTH-Williamson, WV - singles: Polydor/PolyGram

WKMQ-Rockford, IL - A/C singles: Columbia, Warner Bros., Atlantic, Epic

KSY/FM-Alexandria, LA - singles & LP's: All sources

WZYZ-Fairmont, NC - singles & LP's: A&M

KLZ-Fowble, WV - singles: PolyGram

WKSP-Keithsburg, SC - single: B. Joel, Fab TB'S

KILO-Grand Junction, CO - singles & LP's: All sources

KBCC-Cuba, MO - singles: Mike & Mechanics (Atlantic), Whitney Houston, Air Supply (Arista)
The National Association of Broadcasters, unified with the National Radio Broadcasters Association, proudly presents the Radio '86 Management, Programming, Sales, and Engineering Convention—the most important all-radio event of the year. Watch your mail for more details, or call NAB Radio at (202) 429-5420.
BREAKFAST IN HEAVEN

Upon the release of his new album "Breakfast In Heaven," Father Guido Sarducci hosted a special breakfast for the media at a restaurant called Heaven in Los Angeles. Pictured here (I to r - standing) are: Doreen Rossato (Warner Bros.), Rick Scarry (KMET), Dean Gross (KMET), Don "Father Guido" Novello, Denise Westwood (KMET). (Seated - I to r): Chris Crist (Warner Bros.), Mark Goldstein (Warner Bros.), and Paraquat Kelly (KMET).

SOMETHING SPECIAL

Some bigwigs from MCA visited George Strait backstage after a recent concert at the Wiltern Theatre in Los Angeles and presented him with a gold album for his "Something Special" LP. Pictured here (I to r) are: Larry Hughes (MCA), Bob Schneiders (MCA), George Strait, Bruce Hinton (MCA), Kent Crawford (MCA), and Tony Brown (MCA).

CLIVE DAVIS KEYNOTES

Arista Record's President, Clive Davis, recently gave the keynote address at the 10th Annual Black Radio Exclusive Convention in Los Angeles (reprinted in its entirety in Gavin issue dated 6/27/86). Pictured here (I-t) are BRE Publisher Sidney Miller, Patrice Rushen, Lee Michaels (P. D. of WGCI-Chicago), and Clive Davis.

KNEW GETS NEW GRASS

Even though KNEW is in Oakland and The New Grass Revival did a show in Santa Rosa (with the Nitty Gritty Dirt Band), the New Grass travelled down to Oakland to present KNEW with their new EMI single. Pictured here (I-r) are Bela Fleck, Pat Flynn, Sam Bush (all from the band), Carl Brown (KNEW) and John Cowan (New Grass).
HOWIE HANGS OUT
Howie Mandel was in Manhattan to celebrate the debut of his album. While in the Big Apple, the star of St. Elsewhere stopped by Sam Goody Records for a flesh pressing session with the locals (l-r) Craig Smith (WB), Valerie Goodman (WB), Warren Pujdak (WEA), Gabriel Romeu (Sam Goody Manager), Howie Mandel, Pete Stocke (WEA), Liz Rosenberg (WB), and Ron Bernieri (WEA).

Care to be “FOTO FILED” by The Gavin Report? Send your favorite photo of yourself or anyone else to Betty and Lisa, c/o Gavin, One Hallidie Plaza, Suite 725, S.F., CA 94102.

RANCH HANDS IN ACTION
KWKH-Shreveport recently awarded a lucky listener a trip backstage to meet Charlie Daniels after his concert there. Pictured here (l to r) are: winner Veronica Jackson, Charlie Daniels, WNKH M.D. Kitty Ledbetter, and WNKH O.M. Ray Waldon.

BACKSTAGE WITH VAN HALEN
Some folks from WYNF-Tampa were backstage at the second sold-out Van Halen concert in Central Florida. Pictured here (l to r) are: Alex Van Halen, Ron Diaz (WYNF M.D.), Eddie Van Halen, a WYNF concert winner, Ron’s son Roman Diaz, and Sammy Hagar.

ENGLAND DAN VISITS PUEBLO
During a recent concert tour through Colorado, Dan Seals stopped by KIDN-Pueblo to chat with afternoon man Randy Hill about his latest hit “Everything That Glitters”. Pictured (l to r) are Dan and Randy.

ONE FOR THE WHAT?
Class of ’55 member Carl Perkins recently performed his single “The Birth Of Rock And Roll” at WKDF-Nashville’s annual benefit concert “One For The Sun”, held at Nashville’s new Starwood Ampitheater. After his interview with MTV’s Martha Quinn, he posed backstage with the Fabulous Thunderbirds. Pictured here (l to r) are: Jimmie Vaughan (F.T.’s), Preston Hubbard (F.T.’s), Carl Perkins, Fran Cristina (F.T.’s), Bill Pugh (WKDF) and Kim Wilson (F.T.’s).
It's the end of an era for KFRC-San Francisco. As of Monday, August 11th, the "Big 610" turns into "Magic 61." The format switches from Top Forty to something loosely described as Nostalgia, featuring hits from the 40's, 50's and early 60's. Patti Page's "Old Cape Cod" is the number one test record. One of the last remaining AM Top Forty outlets still booming 5,000 watts of rock and roll, KFRC - I mean Magic 61 -- will chase the 45+ demographic less apt to dabble in the technology of FM stereo. Though changes are imminent, the air staff is remaining intact for now. Pending approval, the call letters will change to KMMG. Looks like Gavin Top Forty Editor Dave Sholin (still officially PD) will have to do ALL his rock 'n' rollin' here at Gavin.

Joining the Gavin Staff (and Chinarag masthead) with this issue is Joe Belden, former editor and publisher of Rip 'N' Read, the daily kicker service. Joe was also publisher of Earshot, the trade paper about radio news and information programming. In addition to expanding his own horizons, he'll be expanding Gavin's as well, with an interview next week with Mutual talk host Larry King. Joe says his most intense rock 'n' roll experience was when Richard Nixon mistook him for Ringo Starr back in 1954.

And in this issue, you can check out another new face: Gary Donohue is kicking off a column on sales success, based on his experience in national and local ad sales. We're pleased to diversify and expand ourselves through Gary's expertise. So turn to page 27 and start readin'! Get the skinny!

Effective August 25th, Frank Cody will replace Larry Bruce as PD of KMET-Los Angeles. Cody has spent the last five years as Director of Programming for The Source NBC Radio Entertainment Network. Prior to that, he was group PD for the Sandusky chain and PD with KBPI-Denver and KLOS-Los Angeles. Larry Bruce will pursue a radio consultancy venture, while NBC is still mulling a replacement for Cody.

Z104's Matt Hudson tipped us off to the latest Anita Baker single. He says that speeding up the song four RPMs "adds a little pep" to the feel of the tune. Perfect, says Hudson, for Top Forty. Z104 is also helping local bands make it into the Big Time with a free leaflet, "How to Get a Record Deal." Advice is drawn from a seminar held by the Chicago chapter of NARAS (National Academy of Recording Arts and Sciences). OM Jonathan Little says, "Response has been terrific. It would be on the local best-seller list if we charged for it." Z104 is willing to let stations in other markets reprint the work for a nominal fee. Give Little a call at (606) 274-1070.

Capitol Records has expanded the label's marketing division. Bill Burks has been named Vice President of Artist and Product Development, reporting directly to Capitol President Don Zimmerman. Reporting to Burks: Jeremy Hammond and Michael Stotter, Artist and Product Development Directors. Also, Ray Tusken has been appointed Vice President, Rock Promotion. He will report to Senior VP/Promotion Walter Lee.

After eight and a half years at the helm, KVRE-Santa Rosa PD/MD Cindy Paulos has left the station on what is described as an "extended leave of absence." Cindy will somehow maintain her post as vice president of Visionary Broadcasting under President/GM John Detz. Bill Bowker will serve as interim PD until things are sorted out.

Money talks: Arbitrion has decided that the one thing males 18-24 will listen to is the sound of cash. The fall diaries will include a $2 premium for young males, a longtime problem group for diary returns. Arbitrion says the premium improved returns by twenty percent in tests last year.

Radio Grapevine... Congratulations to Paulette Williams, elevated to GM from Station Manager at KMEL-San Francisco. Williams arrived at the station just last November from KMGK-Los Angeles. The GM stripes, she says mean, "I'll be able to continue with my game plan, making all the decisions right here." Walt Benetti is no longer PD at WVIC-Lansing. Mark Maloney is still handling music chores, and Walt's replacement should be named shortly. Gary Franklin has left his program duties at WJQX-Jackson, MI, due to philosophical differences. The split was amicable, and Jack Alik takes over as GMPD. The Friday morning Quarterback is missing one editor. Bill Hard is no longer warming a chair at FMBQ's Cherry Hill, NJ, headquarters. Publisher Kal Rudman will say only, "I can give you no information aside from that Bill Hard is no longer here. I have my own publication, after all, and that's where I will make any announcements."...WKOR-Starkville, MS's Russ Williams is the proud father of a baby boy. Wife Jan gave birth to Garrett Coulter August 4. Pass them see-gars.

Nice work, Mark -- Now start all over again. Mark Bolke's first task as PD of Y108-Denver is undoing all the good work he accomplished while programming rival KPKE. Before losing his job in a management change, Bolke managed to put three points between KPKE and Y108, and now he has to close that gap. "Obviously, any weaknesses at KPKE were mine, so I'll have to learn from my mistakes," he says. "I am at an advantage in that I've been in the market four and a half years. Denver is a very intricate piece of work. You can't translate ideas from other markets. The same goes for music.

Several issues back, we alerted you to a "New Age" label called Private Music, headed by Peter Bauman, (formerly of the experimental synthesizer group Tangerine Dream). The label has now entered a distribution agreement with the RCA/A&M/Arista group. All of Private's current catalog (including Eddie Jobson, Jerry Goodman and Leo Kottke) will be distributed, along with a new album by Ravi Shankar.

All the young earbums...Omni Magazine reports researchers at Washington State University hooked up one group of students to high-decibel David Bowie music and another to high-decibel noise. Result: both groups suffered hearing damage, but the Bowie bunch suffered less. Conclusion: Loud music doesn't hurt rock music fans as much as non-fans.

In the Cheap Shot department, Variety announced that RCA dropped John Denver from the label's roster. The trade then speculated that "What Are We Making Weapons For?" from the singer's new LP may have displeased RCA's new owner, General Electric, which is one of the country's top military contractors. C'wag finds such an association far-fetched at best.

Our regrets to the friends and family of the late Jay Leibach, former Chief Engineer at A/C outlet WLEC-Sandusky, OH. Leibach helped put the station on the air on December 7, 1947, and was still on the job when a sudden illness caused his untimely death on July 29th.
**WEDDINGS**

Our wedding bells rang on JULY 13th for MELVYN R. LEWINTER, Senior Vice President of Atlantic Records in New York, and JANET M. SOROSKY.

Our wedding bells rang on JULY 18th for CHUCK "BRONCO" BODE, air talent of WKKW-Clarksburg, WV, and LISA WOODSON.

Our wedding bells rang on JULY 20th for JEFFREY BALLOW, Music Director of KSKI-SUN VALLEY, ID, and GINI McCracken.

Our wedding bells rang on JULY 26th for KARL KRUSE, Program Director of KVIA-FM-ALBUQUERQUE, NM, and KATHY COHEA.

Our **CONGRATULATIONS** to all the happy couples.

**AVAILABLE**

DAVE BENSON from WKMQ/KZ93-Peoria/Rockford, IL is looking for a position as AT/MD/PD, contact him at (815)874-7995.

JEFF MOSLEY from KFIV/KFRC is looking for a position as AT, contact him at (415)753-6443.

GARY FRANKLIN from WXJO-Jackson/Lansing, MI is looking for a position as PD, contact him at (517)337-9537.

RAFE SAMPSON from WOND-Wilmington, IL is looking for a position as AT/MD/PD, contact him at (815)942-4482.

D.C. CAVENDER from KKXI-Des Moines, IA is looking for a position as AT/MD/PD, contact him at (515)964-5967.

TERRY JAMES from KAGO/FM-Klamath Falls, OR is looking for a position as AT/MD, contact him at (503)884-5507.

J.J. AUSTIN from WJZM-Clarksburg, WV is looking for a position as MD/PD, contact him at (304)795-2827.

STEVE MONSEN from KINV-Juneau, AK is looking for a position as AT, contact him at (907)622-5529.

JACK PHILLIPS from KEZL-San Diego, CA is looking for a position as AT, contact him at (619)425-6672.

BRUCE BRADY from WAKW-Waukesha, WI is looking for a position as AT, contact him at (312)244-0681.

PAUL DANIS from Detroit is looking for a position as AT (future), contact him at (405)536-6600.

SUE STONE from KKHJ-Los Alamos, NM is looking for a position as AT/MD, contact him at (505)622-3122.

RANDALL EDWARDS from KOLL-Gillette, WY is looking for a position as AT/Production, contact him at (307)688-3753.

JOHN FORD from Kilo-Grand Junction, CO is looking for a position as AT/PO, contact him at (303)245-3895.

JIM SEYBERT from KOLL-FM-Gillette, WY is looking for a position as AT/PO/Production, contact him at (307)682-8976 (evenings).

CYNTHI BARRY from KHAS-Hastings, NE is looking for a position as AT/MD/Production, contact her at (402)462-2351.

GARY WOLCOTT from KIQY-Albany/Corvallis, OR is looking for a position as PD, contact him at (503)451-4742.

MARK HILL from KFMI-Grants Pass, OR is looking for a position as PD, contact him at (503)476-4839.

**JOBS**

Air Talent - WYZZ-Fairmont, NC
Bill Sellsars (Box 665 - 28340)
Air Talent - Kiti-Chemals, WA
Roger Dale (206)736-1355
Air Talent - KLQA-Manhattan, KS
Kevin Wagner (913)776-0104
Air Talent - 100KHI-Ocean City, MD
J.J. Hitman McKay (2301 Coastal Hwy. - 21842)
Air Talent (weekends) - KJOY-Stockton, CA
Roy Williams (209)948-5569
Air Talent (7-mid) - WLYT-Norfolk, VA
Nick O'Neil (720 Boush - 23510)
Air Talent (morning) - KTIF/FM-San Rafael, CA
Bob Clarke (1623 Third Ave. - 94901)
Air Talent (PM drive) - WIOB-Ann Arbor, MI
Brent Alberts (Box 8605 - 48107)*
Air Talent - B94-Pittsburgh, PA
Nick Ferrara (1715 Grandview Ave. - 15211)*
Air Talent (AM drive) - WPYK-Dora, AL
Chris Bailey (205)548-6436
Air Talent - KTUF-Kirkville, MO
Jeff Allen (211 W. Washington - 63501)
Air Talent (future) - KOWL-S-Lake Tahoe, CA
Ron West (Box 15460 - 59702)*
Air Talent (PM drive) - KMON/FM-Great Falls, MT
Wes McShay (406)761-1000
Air Talent (morning) - WWHZ-Tupelo, MS
Brad Young (601)844-3808
Air Talent (part-time) - WKXK-Birmingham, AL
Chris O'Kelly (Box 10904 - 35202)*
Air Talent (AM drive) - KYXJ-Oajai, CA
Howard Thomas (Box 1060 - 93023)
Air Talent (future) - KACO/FM-Klamath Falls, OR
Marshall Moss (Box 1150 - 97601)
Air Talent (part-time) - KGLO-Mason City, IA
Tim Fleming (515)423-1300
Air Talent/Production - WERG/Bgoldboro, NC
Kay Gates (Box 207 - 27533)
Air Talent/Production - KIKO-Gallup, NM
Bill Lee (505)683-6581
Air Talent/Program Director (AM drive) - KHTZ-Reno, NV
Bill Wilson (702)831-5102
Air Talent/Production - KINN-Alamogordo, NM
Ben Nee (Box 618 - 88310)
Air Talent/Sports (AM drive) - WKRK-Columbia, TN
Gary Moss (615)388-3636
Air Talent/News Director - KMCQ-The Dalles, OR
Brian Hanson (503)298-5116
News Director - WQX-Valley Head, AL
Chris James (Box 309 - 35989)
News Anchor - KPAY/FM-Chico, CA
Tom Guarino (2664 Cramer Lane - 95929)
News Person - KVYN-Napa, CA
Roy Williams (209)948-5569
News Person - K_AES/Alamogordo, NM
Joe McConnell (707)225-1440
News Person - KATA/KFMI-Falls, OR
Ben Nee (Box 618 - 88310)
News Director/Sports - KAGO/FM-Klamath Falls, OR
Jill Henry (707)922-7223
News Director/Podcasts - WZZZ-Fairmont, OR
Marshall Moss (Box 1150 - 97601)
News/Announcer - Wenatchee, WA
Kelly Hart (Box 159 - 98801)*
Announcer (full-time) - KIZZ-Minot, ND
Ric Morgan (Box 2188 - 58702)*
Play-by-Play - KJOY-Stockton, CA
Roy Williams (209)948-5569
Sales Manager/Sales Person - WYZZ-Fairmont, NC
Jim Clark (919)628-6781

*No phone calls please.
## POWER TRIO

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<thead>
<tr>
<th>Artist</th>
<th>Title</th>
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<tr>
<td>MIAMI SOUND MACHINE</td>
<td>Words Get In The Way</td>
<td>Epic</td>
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<tr>
<td>DOUBLE</td>
<td>Captain Of Her Heart</td>
<td>(A&amp;M)</td>
</tr>
<tr>
<td>MICHAEL MCDONALD</td>
<td>Sweet Freedom</td>
<td>(MCA)</td>
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## CERTIFIED

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<tr>
<td>EL DeBARGE</td>
<td>Love Always</td>
<td>(Gordy/Motown)</td>
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<tr>
<td>NEIL DIAMOND</td>
<td>The Story Of My Life</td>
<td>(Columbia)</td>
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## MOST ADDED

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<th>Title</th>
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<tr>
<td>AIR SUPPLY</td>
<td>Lonely Is The Night</td>
<td>(Arista) 58 adds</td>
</tr>
<tr>
<td>NEIL DIAMOND</td>
<td>The Story Of My Life</td>
<td>(Columbia) 56 adds</td>
</tr>
<tr>
<td>GENESIS</td>
<td>Throwing It All Away</td>
<td>(Atlantic) 48 adds</td>
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## RECORD TO WATCH

**PAUL SIMON**

You Can Call Me Al
(Warner Bros.)

## DROPPED

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<td>Howard Jones</td>
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<tr>
<td>Bangles</td>
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<tr>
<td>Larry Carlton</td>
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<tr>
<td>Belinda Carlisle</td>
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<td></td>
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<tr>
<td>Mary Jane Girls</td>
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## ACTION SIDES

RONNIE MILSAP - In Love
GEORGE BENSON - Kisses In The Moonlight
BANANARAMA - Venus
THOMPSON TWINS - Nothing In Common
DARYL HALL - Dreamtime
MOODY BLUES - The Other Side Of Life
PAUL McCARTNEY - Press
LIMAHL - Love In Your Eyes
KLYMAXX - Man Size Love
ROSSIE VELA - Magic Smile
SIMPLY RED - Money$ Too Tight
PAUL JAMESON - Weatherman

## NEW

GENESIS - Throwing It All Away
DAVID FOSTER - Who's Gonna Love You Tonight
AL JARREAU - L Is For Lover
TEMPATIONS - Lady Soul
LOVERBOY - Heaven In Your Eyes
BOB SEGER & THE SILVER BULLET BAND - It's You
BILLY JOEL - A Matter Of Trust

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**Editors:** Ron Fell
Diane Rufer

**Station Reporting Phone:** (415)392-7750

Reports accepted Mondays at 8AM through 5PM Tuesdays.
Miami Sound Machine locks up the number one slot with 93% of their stations in HEAVY rotation. In other words, only 7% of their universe are in lesser rotations.

Hairs were split to decide numbers three, four and five. But you get the feeling Michael McDonald, Doubleb and Mike & The Mechanics hear someone dancin' on the ceiling.

Huey shows 205 stations in just three weeks, ranking the single third in artillery.

Billy Ocean is a hair behind Huey on the chart though he leads in HIT FACTOR 75% to 65%. Expect 'em both to be contenders for the top by Labor Day.

Anita Baker's HIT FACTOR growth is a little misleading. She got so many adds this week (30) that she only increased in HIT FACTOR 4%. (Adds are tallied in the non-HEAVY and MEDIUM category.)

Our highest chart debut, El DeBarge's LOVE ALWAYS scores 33 adds and will easily pass 50% HIT FACTOR next issue.

El co-CERTIFIED with Neil Diamond, is also this week's second MOST ADDED. (128 stations in two weeks!!)

This week's MOST ADDED, Air Supply's LONELY IS THE NIGHT did it with 58 adds. Welcome back, guys.

Last week's RECORD TO WATCH, The Thompson Twins is now at 60 stations, with 15 new this week.

This week's RECORD TO WATCH, Paul Simon's YOU CAN CALL ME AL hasn't exactly lived up to my early airplay expectations, but more than one P.D. has commented that it "plays well." There is so much substance to its lyric that it must be played. Seventy-two stations in two weeks for someone who's helped define our format over the past fifteen years is just a token of real worth.

**RECOMMENDED FOR A/C RADIO**

J.D. Souther & Nancy Shanks
Step By Step (EMI America)
An absolutely gorgeous song written by J.D. and Karla Bonoff. If you played Joe Cocker & Jennifer Warnes UP WHERE WE BELONG you'll hear this one quickly.

**Bob Seger & The Silver Bullet Band**

It's You (Capitol)

Another one of his great ballads, IT'S YOU may be the easiest Seger track A/C's have ever had an opportunity to play.

**Anne Murray**

My Life's A Dance (Capitol)

The third great A/C song from her comeback album, SOMETHING TO TALK ABOUT. This track has a timeless, romantic attitude, thanks to producer Jack White's arrangement and Anne's adult approach to it all.

**Chris DeBurgh**

The Lady In Red (A&M)

For a straightforward ballad to go to the top of the British charts is rare, but Chris has done it with this one. A simple love song, sung to a rhythm machine and subtle synths.

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**A/C ANALYSIS**

**hit factor**

RADIO RECOMMENDS/REJECTS -- A/C ADDS/DECREASES ARE TALLIED FOR A/C (ADULT ROTATION) MUSICAL REPORTS, REPORTED BY 60 Stations playing the record-

### TOTAL REPORTS THIS WEEK

<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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</thead>
<tbody>
<tr>
<td>MIAMI SOUND MACHINE</td>
<td>Words Get In The Way (Epic)</td>
<td>221</td>
<td>206</td>
<td>11</td>
<td>1</td>
<td>3</td>
<td>98%</td>
<td>12</td>
<td></td>
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<tr>
<td>DOUBLE</td>
<td>Captain Of Her Heart (A&amp;M)</td>
<td>201</td>
<td>163</td>
<td>31</td>
<td>5</td>
<td>2</td>
<td>96%</td>
<td>12</td>
<td></td>
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<tr>
<td>MICHAEL McDonald</td>
<td>Sweet Freedom (MCA)</td>
<td>199</td>
<td>164</td>
<td>25</td>
<td>6</td>
<td>4</td>
<td>94%</td>
<td>9</td>
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<tr>
<td>MIKE &amp; THE MECHANICS</td>
<td>Taken In (Atlantic)</td>
<td>203</td>
<td>148</td>
<td>46</td>
<td>4</td>
<td>5</td>
<td>95%</td>
<td>8</td>
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<tr>
<td>LIONEL RICHIE</td>
<td>Dancing On The Ceiling (Motown)</td>
<td>199</td>
<td>139</td>
<td>57</td>
<td>2</td>
<td>1</td>
<td>98%</td>
<td>5</td>
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<tr>
<td>LORING &amp; ANDERSON</td>
<td>Friends And Lovers (Carrere)</td>
<td>204</td>
<td>120</td>
<td>64</td>
<td>8</td>
<td>12</td>
<td>90%</td>
<td>7</td>
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<tr>
<td>GORDON LIGHTFOOT</td>
<td>Anything For Love (W.B.)</td>
<td>189</td>
<td>125</td>
<td>60</td>
<td>4</td>
<td>--</td>
<td>97%</td>
<td>8</td>
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<tr>
<td>BERLIN</td>
<td>Take My Breath Away (Columbia)</td>
<td>188</td>
<td>75</td>
<td>95</td>
<td>9</td>
<td>9</td>
<td>90%</td>
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<tr>
<td>STEVE WINWOOD</td>
<td>Higher Love (Island/Warner Bros.)</td>
<td>156</td>
<td>85</td>
<td>64</td>
<td>5</td>
<td>2</td>
<td>95%</td>
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<tr>
<td>H.LEWIS &amp; NEWS</td>
<td>Stuck With You (Chrysalis)</td>
<td>205</td>
<td>43</td>
<td>91</td>
<td>24</td>
<td>47</td>
<td>65%</td>
<td>3</td>
<td></td>
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<tr>
<td>MONKEES</td>
<td>That Was Then, This Is Now (Arista)</td>
<td>171</td>
<td>38</td>
<td>114</td>
<td>13</td>
<td>6</td>
<td>88%</td>
<td>7</td>
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<tr>
<td>BILLY OCEAN</td>
<td>Love Zone (Jive/Arista)</td>
<td>177</td>
<td>25</td>
<td>109</td>
<td>24</td>
<td>19</td>
<td>75%</td>
<td>4</td>
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<tr>
<td>WHAM!</td>
<td>The Edge Of Heaven (Columbia)</td>
<td>128</td>
<td>21</td>
<td>78</td>
<td>21</td>
<td>8</td>
<td>77%</td>
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<tr>
<td>BRUCE HORNBY</td>
<td>Every Little Kiss (RCA)</td>
<td>112</td>
<td>18</td>
<td>68</td>
<td>19</td>
<td>7</td>
<td>76%</td>
<td>7</td>
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<tr>
<td>ANITA BAKER</td>
<td>Sweet Love (Elektra)</td>
<td>117</td>
<td>16</td>
<td>53</td>
<td>18</td>
<td>30</td>
<td>58%</td>
<td>5</td>
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<tr>
<td>EL DeBARGE</td>
<td>Love Always (Gordy/Motown)</td>
<td>138</td>
<td>5</td>
<td>63</td>
<td>37</td>
<td>33</td>
<td>49%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>SHEENA EASTON</td>
<td>So Far So Good (EMI America)</td>
<td>107</td>
<td>8</td>
<td>52</td>
<td>31</td>
<td>16</td>
<td>56%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>NEIL DIAMOND</td>
<td>The Story Of My Life (Columbia)</td>
<td>128</td>
<td>6</td>
<td>35</td>
<td>31</td>
<td>56</td>
<td>32%</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>KEEP IT DARK</td>
<td>Dreamer (Elektra)</td>
<td>78</td>
<td>7</td>
<td>36</td>
<td>22</td>
<td>13</td>
<td>55%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>AIR SUPPLY</td>
<td>Lonely Is The Night (Arista)</td>
<td>119</td>
<td>1</td>
<td>29</td>
<td>31</td>
<td>58</td>
<td>25%</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
NORTHEAST

SPRINGFIELD, MA (WALT PINTO-WHYN) Air Supply, D. Foster.
NEWPORT, NH (STEVE SIEVERT-WCNL) B. Hornsby, Loverboy.
LEWISTON, ME (CHRIS LAINE-WLAM) Miami S.M., Berlin, H. Lewis, G. Benson.
HARTFORD, CT (DAVID BERNESTIN-WTOC) H. Lewis.
NEW LONDON, CT (DANNY ORR-WLBC) DeBarge.
NEW HAVEN, CT (JAY MCMORRILL-WLIT) N. Diamond, H. Lewis.
ALBANY, NY (CHRIS HICLERM-BWOM) Air Supply.
KINGSTON, NY (WAYNE FISK-WQCH) C. Gayle.
PITTSBURGH, PA (BOB CONRAD-WTAE) L. Richie.
JOHNSON, PA (JACK MICHAELS-WKYE) Seger, P. LaBelle, Genesis, Knight/Med.
NEW CASTLE, PA (GARY WEST-WKST) Monkees.
SHARON, PA (KEITH CORSO-WPIC) Monkees, Ocean.
WILLIAMSON, WV (TONY WICK-WBTH) Seger, Knight/Med, B. Joel, Everly's, Genesis, Ashford & B.

SOUTH

OCEAN CITY/SALISBURY, MD (KEN MEDEK-WQOH/FM) Janet Jax., V. Morrison.
WINCHESTER, VA (FRANK MITCHELL-WINC) S. Red, Glass Tigr, Loring/And, Southside, Keep/Dark.
HARRISONBURG, VA (ADAM Stubbs-WPPO) N. Diamond, Air Supply, Van Halen.
RICHMOND, VA (GARY KING-WRA) H. Lewis, Loring/And, Mike & M..
RICHMOND, VA (DILLON-BEYNS-WEZS) Moody B's, Anita Bakr.
LYNCHBURG, VA (BOB ABBOTT-WQF/1) Air Supply, Genesis.
WEIRTON/STEBENVILLE, WV (ANTHONY MITCHELL-WKKE) Monkees, H. Lewis.
ROCKY MOUNT, NC (LESSTON JORDAN-WED) Frozen.
SWAN QUARTER, NC (MAZIE SMITH-WHVC/FM) Frozen.
ALBEYMARLE, NC (RIC PATTERSON-WABZ) N. Diamond, M. Sembello, A. Supply, C. Gayle.
SALISBURY, NC (DOUG RICE-WSTP) Frozen.
CHARLOTTE, NC (MARTY LAMBERT-WBTH) H. Lewis, Loring/And, Berlin, Mike & M..
CHARLOTTE, NC (BILL CONWAY-WZC) Air Supply, N. Diamond.
ASHEVILLE, NC (BRIAN LEE-WSKY) Frozen.
CONWAY/MYRTLE BEACH, SC (BOB VANDERGIFT-WYAV/FM) B. Joel, Paul Simon.
ATLANTA, GA (CHAPPELL/MCCOY-WB/WM) Moody B's, DeBarge.
ATLANTA, GA (GREG PICCIANO-WBAM) No Adds.
ATHENS, GA (BRENT JOHNSON-WRFO) DeBarge, Moody B's, Paul Simon. Air Supply, Daryl Hall.
ALBANY, GA (RON MANI-WAG) Anita Bakr, Genesis, Jarreau, D. Foster, Janet Jax.
ST. AUGUSTINE, FL (JIM ANDREWS-WJUV) Air Supply, Anita Bakr, L. Carlton.
STUART, FL (CHRIS MICHAELS-WSTU) Frozen.
SYLACAUGA, AL (B. BATY/ALEE-WFEB) N. Diamond, DeBarge, Temps, B. Joel, Paul Simon, Seger, A. Murray, Genesis, Lisa Lisa, L.R.B.
TUSCALOOSA, AL (SANDER WALKER-WFFX/FM) D. Foster, G. Benson.

GADSDEN, AL (LOGAN/FORD-WGAD) M. McDonald, Easton.
GUNTHERVILLE, AL (KERRY JACKSON-WGVS) Frozen.
VALLEY HEAD, AL (CHRIS JAMES-WQX) N. Diamond, Easton, Mike & M., Anita Bakr, Seger, A. Murray.
BAY MINETTE, AL (TIM BROWN-WBCA) H. Lewis, DeBarge, R. Milsap.
MOBILE, AL (HYLTON/GOLDEN-WKRG/FM) D. Foster, Genesis, DeBarge, Anita Bakr, Air Supply, Moody B's.
SELMA, AL (BOB PAYTON-WTMC) Frozen.
CHATTANOOGA, TN (DALE DEASON-WGOW) H. Lewis, BananaRama, N. Diamond.
SHREVEPORT, LA (JEFF EDMAN-KV/KM) Frozen.
PINEVILLE/ALEXANDRIA, LA (DANIEL LYNCH-KISY/FM) H. Lewis, Ocean, Madonna, Monkees.
EL DORADO, AR (GARY TERRILL-KXK) Keep/Dark, Bananarama.

MIDWEST

MASS CITY, IA (CINDY HUBER-KRIK) Genesis, Daryl Hall, E. Money, Ocean, Bananarama.
MASS CITY, IA (STEVE LOCKER-KGLO) Genesis, G. Gayle, H. Lewis, Seger.
MASS CITY, IA (HARRY O'NEIL-KLSS) N. Diamond, T. Twins, Air Supply, Moody B's.
WATERLOO, IA (ROGER DAVIS-KWLO) Air Supply.
DIABLO, IA (WES DAVIS-KAT/IFM) N. Diamond, DeBarge, G. Benson.
CEDAR RAPIDS, IA (GARY EDWARDS-KWEAM) Frozen.
FOREST LAKE, MN (CATHLEEN CARY-WLFF/FM) Berlin, C. Gayle.
MINNEAPOLIS, MN (CHUCK KNAPP-KSTP/FM) Berlin, Loring/And, Loverboy.
ROCHESTER, MN (RICH PETERSON-KROC/AM) D. Foster, Seger, Paul Simon, T. Twins, C. Gayle, D. V. & A.B.
AUSTIN, MN (PILGRIM/DAVIS-KHGR) Frozen.
LIVERNES, MN (KEITH MAINE-KOAD) Genesis, C. Gayle, Anita Bakr.
ALLEMAID, MN (STEVE BOLSTER-KSTO) N. Diamond, H. Lewis, Easton, Ocean, Janet Jax.
ABERDEEN, SD (DAN ZERN-KSDN) Genesis, N. Diamond, DeBarge.
GRAND FORKS, ND (PAUL KERO-KQON) H. Lewis, Genesis, Paul Simon, C. Gayle, D. V. & A.B.
HANNIBAL, MO (CHUCK YATES-KGRG) Moody B's, Knight/Med, Air Supply, J. Ingram.
PALLAR BLUFF, MO (KEVIN STICH-KXJ) Bananarama, DeBarge.
ST. JOSEPH, MO (BOB HEATER-KKJQ) Wham!, Ocean, H. Lewis, B. Hornsby.
JOPLIN, MO (EVERETT GREEN-KFSB) Frozen.


TOPEKA, KS (ROSE RUES-KMAJ) Frozen.

INDEPENDENCE, KS (LYNN KILGORE-KIND) Frozen.

PARNSON, KS (GREG FORSYTH-KLKC) T. Twins, R. Millsap, Genesis, Mendes, Daryl Hall, Air Supply, D. Foster, D. V. & A.B.

LINCOLN, NE (CATHRYN BLAYTHE-KFOR) Air Supply, G. Benson.

HASTINGS, NE (BRUCE DAVIS-KHAS) Frozen.

CENTRAL

NEWARK, OH (DAVE BLACK-WNKO) Gavin C., Air Supply, T. Twins, R. Vela, Daryl Hall, Genesis.

URBANA/SPRINGFIELD, OH (RUSS SHAFER-WKSW) Seger, B. Joel, Genesis.

LOGAN, OH (CHUCK ANTHONY-WLGN) Temps, D. Foster, C. Gayle, Jarreau.

COLUMBUS, OH (DAVE BISHOP-WSWSY) N. Diamond, Moody B.'s.

MARION, OH (OH JIM POWELL-WMWN) H. Lewis, C. Gayle.

MARION, OH (BILL MOORE-WDF) DeBarge, Daryl Hall, Fab TB's, Janet Jax., Van Halen.

TOLEDO, OH (FRED HELLLER-WSPD) Frozen.

TOLEDO, OH (JAY MATTHEWS-3WM) N. Diamond, Air Supply, Moody B.'s, Miami S.M.

ZANESVILLE, OH (PETE POTIONAIK-WhIZ) Genesis, B. Hornsby, B. Joel.

YOUNGSTOWN, OH (JIM MARTIN-WFMY) Paul Simon, Loverboy, P. LaBelle, DeBarge, Bananarama.

DOVER, OH (STEVE KELLY-WJER) Air Supply, Easton, N. Diamond, Moody B.'s, Jarreau.

SANDUSKY, OH (BILL ZIMMERMAN-WLEC) H. Lewis.


SPRINGFIELD, OH (DALE GRIIME-ZWE) Anita Bakr, H. Lewis.

SPRINGFIELD, OH (STEVE POGO-WAZU/FM) Frozen.


RUSHVILLE, IN (KEVIN L. STONE-WRCR) Air Supply, Anita Bakr, G. Benson, H. Lewis.

LOWELL, IN (JIM HOLLY-WZVN) N. Diamond, Loring/And, D. Foster, Berlin.

KOKOMO, IN (DARRYL PARKS-WIOW) Air Supply, DeBarge, Genesis.

MUNCIE, IN (RANDY TANNER-WOKZ) Genesis, B. Joel, Seger, Jarreau, L. McNally, Moody B.'s, D. Foster.

LAFAYETTE, IN (MIKE JOHNSON-WASK) H. Lewis, DeBarge, Anita Bakr, G. Benson, N. Diamond.

MONROE, MI (WHEELER/DAVIS-WTWR) B. Joel, Glass Tigr, Genesis.

FLINT, MI (BILL PEARSON-WTX) Air Supply, P. LaBelle, Paul Simon, T. Twins, Seger.

LANSING, MI (JACK ROBBINS-WLIS/FM) Ocean, N. Diamond.

BATTLE CREEK, MI (RICK CHAPMAN-WKJR) N. Diamond, Moody B.'s, T. Twins.

GRAYLING, MI (BOB DITMER-VOOM/FM) Paul Simon, Jarreau, Genesis.

KENOSHA, WI (TERRY HAVEL-WLIP) Frozen.

MILWAUKEE, WI (MIKE MURPHY-WISN) Frozen.

MILWAUKEE, WI (BETH FAST-WWYX) Air Supply, Genesis.

FT. ATKINSON, WI (WIBO ANDERSON-WFAFW) H. Lewis, Anita Bakr, Easton.

RICHLAND CENTER, WI (JOHN DOYLE-WRCO) H. Lewis, Whitney.

MADISON, WI (PAT COWELL-WMG) Air Supply, Moody B.'s.

MADISON, WI (DOUG LANE-WIBA) Air Supply, DeBarge, N. Diamond.

BEAVER DAM, WI (SEBASTIEN SABEKE-WBEV) Anita Bakr, G. Benson, Klymax, Paul Simon.

REEDSBURG, WI (KEVIN KELLOGG-WRDB) Loring/And.


GREEN BAY, WI (DAVID CAREW-WDUD) H. Lewis, Berlin, Air Supply.

EAU CLAIRE, WI (RICK ROBERTS-WAL) Genesis, Janet Jax., D. Foster, Mendes, Paul Simon.

OSHKOSH, WI (CHRIS HANSEN-WMGV) DeBarge, Paul Simon, Air Supply, Daryl Hall.

CHICAGO, IL (SUZY MAYZEL-WCLR) H. Lewis.

JOLIET, IL (TED BROWN-WJTW/FM) Easton, G. Benson, Keep/Dark, P. LaBelle.


ROCKFORD, IL (JIM REED-KMQ) Daryl Hall, H. Lewis, P. LaBelle, Paul Simon, DeBarge, Anita Bakr, T. Twins.

ROCKFORD, IL (MC GEE/HECKLER-WROK) Ocean, N. Diamond, Wham!.

FREEPORT, IL (JIM DOUGLAS-WFPS) Frozen.

PEORIA, IL (DENISE HENLEY-WRIL) No Ads.

PEORIA, IL (ROBB WESTABY-WMBD) M. McDonald.

BLOOMINGTON, IL (JIM ANDERSON-WJHN) B. Joel, DeBarge, N. Diamond, Genesis.

SOUTH WEST


NACOGDOCHES, TX (DALLAS BAKER-KTBC) Janet Jax., Jarreau.

WICHITA FALLS, TX (DAVE LANDRY-KLTL) N. Diamond, M. McDonald, Wham!.


HOUSTON, TX (TOM KILFOY-KLKR) Genesis, H. Lewis, Moody B.'s, DeBarge.

BEAUMONT, TX (RICK SHELTON-K106) S. Winwood, Paul Simon, DeBarge, B. Joel, Air Supply.

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

DEL RIO, TX (KEVIN BEL-KDLK) Loverboy, Janet Jax., Paul Simon, Air Supply.

EL PASO, TX (BILL CLIFTON-KLTO) Easton, Air Supply.

PHOENIX, AZ (SAM CHURCH-KKLT) H. Lewis, Air Supply.


ALBUQUERQUE, NM (JAY SCOTT-KOB/FM) Double, McCartney.

GALLUP, NM (ERIC ALLEN-KKOR) Anita Bakr, N. Diamond, Air Supply, P. LaBelle.

ROCKY MOUNTAIN


MISSOULA, MT (LEE CURTIS-KLYT) Genesis, B. Joel, Seger.

HAMILTON, MT (STEVE FULLERTON-KLYQ/FM) D. Foster, T. Twins, Seger, Jarreau, Genesis, McCartney.

BOULDER, CO (JEFFREY GOODWIN-KBOL) H. Lewis, DeBarge, Wham!.


COLORADO SPRINGS, CO (IRWIN/HOWARD-KVJU) Seger, Ocean, Anita Bakr, Moody B.'s, N. Diamond.

PUEBLA, CO (RIP AVINA-KDAZ) Frozen.


GRAND JUNCTION, CO (RICH SUMMERS-KKIO) Anita Bakr, DeBarge, B. Joel, Paul Simon, Moody B.'s, D. Foster, Daryl Hall.

RIFLE, CO (JEOAN ANGELL-KDBL) Klymax, S. Red, N. Diamond, Daryl Hall, Moody B.'s.

VAIL, CO (CHRIS BAKER-KRRV) N. Diamond, Moody B.'s, G. Benson, Paul Simon, McCartney.

POWELL, WY (COLLEEN RAGAN-KLZY) Seger, Air Supply, Genesis, DeBarge.

GILLETTE, WY (DENNIS SWITZER-KDDY) Seger, D. Foster, Keep/Dark.

SUN VALLEY, ID (JEFFREY BALLOU-KSBI) Paul Simon, Jarreau, R. Vela, Shadowfax.

KLAMATH FALLS, OR(KATIE McGEE-KKRB) Keep/Dark, P.LaBelle, Ocean, H.Lewis, B.Hornsby, Easton, B.Monkeys, G.Benson.
AUBURN, WA(CARL SAWYER-KASY) Anita Bakr, Genesis, Jarreau, D.Foster, Moody B's.
MOUNT VERNON, WA(MIKE HARTMAN-KBRC) Paul Simon, N.Diamond, Air Supply, H.Lewis.
TACOMA/SEATTLE, WA(LOU ROBBINS-KMAT) Frozen.
OLYMPIA, WA(DICK PUST-KGY) N.Diamond, Paul Simon, Air Supply, H.Lewis, C.Gayle.
CENTRALIA, WA(JIM KNUTSON-KELA) Frozen.
KELSEO/LONGVIEW, WA(RAY BARTLEY-KLOG) Frozen.
YAKIMA, WA(FRANK TAYLOR-KMWX) Loring/And, N.Diamond, Loverboy.
YAKIMA, WA(DAVE HANSON-KIT) Paul Simon, Moody B's, N.Diamond, McCartney.
ANCHORAGE, AK(CARLTON B.-KFOQ) Frozen.
ANCHORAGE, AK(GREG WILKINSON-KKLV/FM) H.Lewis, D.Foster, V.Morriso, N.Diamond, Mendes.
BIRTHS

Our **BEST WISHES and HAPPY BIRTHDAY** To:
Mark Baumert, KSYZ-Grand Island, NE 8/10
Jon Barry, KMJK-Portland, OR 8/11
Chris Baker, KRVV-Vail, CO 8/11
Joe Jackson, Eric Carmen, John Conlee 8/11
Jeff Davis, KYNO/FM-Fresno, CA 8/12
Joe Casey, Columbia Records 8/12
Mark Knopfler (Dire Straits), Buck Owens, Porter Wagoner 8/12
Scott Burnett, KKEG-Fayetteville, AR 8/13
Jack Daniels, WJZR-Charlotte, NC 8/13
Dan Fogelberg 8/13
Renae Edwards, WDND-Wilmingtom, IL 8/14
Dave Wright, WRIG-Wausau, WI 8/14
John Austin, KGGG/FM-Rapid City, SD 8/14
David Crosby, Connie Smith 8/14
Cliff Gorov, DGO 8/15
Chuck Tyler, KFI-Los Angeles, CA 8/15
Alan DuPriest, WCGQ-Columbus, GA 8/15
Bobby Helms 8/15
Chris Holmberg, WWOM-Albany, NY 8/16

BOISE, ID(DREW HAROLD-KBOI) Miami S.M., Loring/And.
SALT LAKE CITY, UT(LEMICH-JESSOP-KSL) A.Murray, Jarreau, H.Lewis.
MANTI, UT(Stan ERICKSEN-KMTI) Genesis, Air Supply, Daryl Hall, C.Gayle.

**FAR WEST**
LOS ANGELES, CA(KAYE/KILEY-KOST) Frozen.
LOIS ANGELES, CA(LABEAU/TYLER-KFL) Genesis.
SAN DIEGO, CA(RICHARDS/PAUL-KXY) Genesis.
SAN DIEGO, CA(RICH/KINNIGHT-B100) Moody B's, B.Hornsby.
SAN DIEGO, CA(MARK LARSON-KFMB) Air Supply.
PALM SPRINGS, CA(TY STEVENS-KDES) Ashford &S, Janet Jax., Jarreau, McCartney, Mendes.
FRESNO, CA(SCOTT HUSKEY-KTLD) H.Lewis, M.Mcdonald, Mike & M., Ocean.
SAN LUIS OBISPO, CA(DAN ARMSTRONG-KVEC) H.Lewis, N.Diamond, Moody B's, Air Supply, G.Benson, C.Gayle.
SAN LUIS OBISPO, CA(CAROL MEYER-KKUS) Loring/And, Air Supply.
MONTEREY, CA(MICHAEL READING-KWAV/FM) Air Supply, Genesis.
SAN FRANCISCO, CA(JACK KULP-K101) Ocean, Mike & M., Loring/And.
CONCORD, CA(RAVI PERUMAN-KKIS) Jarreau, Air Supply, Moody B's, Temps, Starship.
CONCORD, CA(JIM HAMPTON-KWUN) Genesis, Jarreau, Anita Bakr.
LIVERMORE, CA(STACY Everett-KKIQ) Lisa Lisa, N.Diamond, Paul Simon, Seger, Temps, Ashford &S.
SAN RAFAEL, CA(BOB CLARK KTIM/FM) Frozen.
SAN JOSE, CA(BILL WEAVER-KLQ) Frozen.
MODESTO, CA(EWARDS/McCULLOUGH-KODJ) Daryl Hall, Paul Simon.
SANTA ROSA, CA(JIM DANIELS-KSRO) Paul Simon, N.Diamond.
ARCATA, CA(CHRISS KNIGHT-KATA) H.Lewis, Keep/Dark, N.Diamond.
VACAVILLE, CA(SHEILAH BOWMAN-KUIC) Loverboy, Keep/Dark, P.LaBelle, Air Supply, P.Bailey.
S.LAKE TAHOE, CA(RON WEST-KOWL) Genesis, Jarreau, Seger, Loverboy, Janet Jax.
LAKE TAHOE, CA/NV(BRAN BECK-KTHO) D.Foster, Jarreau, Genesis, T.Twains.
SACRAMENTO, CA(RONS/ANDREWS-KHYL/FM) Paul Simon, Genesis, Air Supply.
CHICO, CA(DAVE KINDIG-KPAY) Frozen.
OROVILLE, CA(JEFF NELSON-KKRO) L.Carlton, Anita Bakr, Genesis.
BURNEY/REDWOOD, CA(JIM LEE-KARZ) Double, Wham!, Ocean, Easton.
RED BLUFF, CA(KELLY FROST-KBIL) Limahl, Ocean, Easton, H.Lewis.
SUSANVILLE, CA(HARDWAY/CRAG-KSU) Frozen.

**NORTHWEST**
THE DALLES, OR(BRAN HANSON-KMCC) H.Lewis, P.LaBelle, Whitney, R.Vela, Loring/And.
PORTLAND, OR(JOHN WILLIAMS-KGW) Ocean, N.Diamond.
CORVALLIS, OR(P.J. EMMERSON-KLO/AM) Anita Bakr.
EUGENE, OR(SKIPP O'NEILL-KDUK) Daryl Hall, D.Foster, B.Carlisle, McCartney, P.LaBelle, Seger, G.Benson, Janet Jax., Temps, Paul Simon.

To: 
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David Crosby, Connie Smith 8/14
Cliff Gorov, DGO 8/15
Chuck Tyler, KFI-Los Angeles, CA 8/15
Alan DuPriest, WCGQ-Columbus, GA 8/15
Bobby Helms 8/15
Chris Holmberg, WWOM-Albany, NY 8/16

**BIRTHS**

Our **CONGRATULATIONS** to CHRISTOPHER J. OWENS, Air Talent at KKLV-ANCHORAGE, AK and his wife JODY on the birth of their son DAVID MICHAEL. Born JUNE 30th.

...CONGRATULATIONS to BOBBY DALE, Air Talent at KKCY/FM-SAN FRANCISCO, CA and his wife NORMA on the birth of their son TOMMY. Born JULY 24th, weighing 7 lbs. 9 oz.

...CONGRATULATIONS to BILL LEE, Program Director at KKOR-GALLUP, NM and his wife KRISTEN on the birth of their daughter AUTUMN KELSEY, Born JULY 31st, weighing 6 lbs. 8 oz.
the GAVIN REPORT

TOP 100's

A limited number of Gavin Top Hits lists are available. Listed are the Top 100's for each year in each format researched by The Gavin Report.

REVISED FOR 1986

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TOP FORTY 1961-1985
A/C 1968-1985
ALBUM RADIO 1979-1985
COUNTRY RADIO 1967-1985
R&B 1967-1985
ALTERNATIVE RADIO 1983-1985
GUEST ZJ'S

When Z104-Madison, WI, PD Jonathan Little attended a secretaries luncheon sponsored by the Arthritis Foundation, he offered an hour on Z104 as a prize in the closed bid auction. Five secretaries at a Madison accounting firm pooled their resources and bid $150 for that hour. Their $150 bid/donation to arthritis research got them the gig.

HALFWAY TO CHRISTMAS

On June 25th, Q92-Menomonie, Wisconsin morning man Ron Revere had a "halfway to Christmas" show. Every half hour, he played a classic Christmas song, then read from their Christmas gift wish list (made up of course) which featured clients, local celebrities, and the staff and management of Q92. The fitting conclusion of the promotion was a visit from Santa Claus. Ron tells us "All in all, we got tremendous response to this promotion, and we'll be doing it again next June 25th!". In the meantime the station is working on getting Vice-President George Bush to come to station. Ron promises to keep us posted on that one.

MR-2 SUPER CAR GIVEAWAY

Thirty-seven was the winning key in the WKAU/FM-Green Bay Kolosso Toyota MR-2 Super Car Giveaway. WKAU/FM's listeners were asked to call the station when they heard the MR-2 car horn beep on the air. All tenth callers became hourly prize winners, and potential contenders for the MR-2 grand prize. Over two hundred listeners were eligible for the giveaway in the contest's span of nearly five weeks. Fifty finalists at random were picked and they tried their luck at starting the car. P.D. Ron Ross says: "It was a real cliff-hanger for everyone involved. Each finalist drew a numbered envelope containing a key from a fish bowl and in numerical order began trying to start the MR-2. When Al Fritz turned the engine over, EVERYBODY cheered! It was exciting, suspenseful and gratifying all at the same time."
PROMOTIONS  by Lisa Smith & Betty Hollars

LADY LIBERTY LOOK-A-LIKE CONTEST

KEZR-San Jose teamed up with a local cafe to salute the unveiling of the Statue of Liberty with a Lady Liberty look-a-like contest on July 3rd. Contestants were judged on how much they resembled the Statue of Liberty, and the winner received $500. The promotion was a take off of a Statue of Liberty contest recently held at Studio 54 in New York.

GREAT SPRING SWEEPSTAKES

During the spring of 1986, KIIZ-Killeen gave away over $30,000 in cash and prizes during their "Great Spring Sweepstakes". Among the prizes given away were a trip for two to Jamaica, a $1000 shopping spree, and the grand prize was a Nissan 300ZX. In all, over 100 listeners won their part of the $30,000 sweepstakes.

MIAMI GOES TO WASHINGTON

Q107-Washington listeners were recently treated to a special showing of "Miami Vice - The Movie". Air personalities Gary Spears and Sandy Weaver hosted the event, handing out t-shirts, Miami Vice picture discs, and Miami Vice sun-glasses. Everyone who attended the party was treated to "Miami Ice", Baskin Robbins' flavor of the night, and guests could have their photo taken with standups of Don Johnson and Philip-Michael Thomas.

KVET GOES CAJUN

KVET-Austin's Second Annual Cajun Fest was held on May 18th at a local cajun restaurant, with over 2,000 listeners in attendance. To tie in with KVET's dial position of 1300, the following specials were offered: $1.13 - all the gumbo you can eat; $1.13 - crawfish per pound; $1.13 - red beans and rice; 13 cents - each boiled shrimp. Area cajun bands provided live music throughout the day. Festival highlights included crawfish races and a crawfish eating contest. Trophies and ribbons were awarded to all winners and crawdads.

Sweepstakes winner Anita Johnson alongside KIIZ P.D. Bill St. John in the 1986 300ZX she won as the Grand Prize winner. KVET jock Bob Pickett keeps count during the crawfish eating contest.
3 People who have never heard the Sigue Sputnik LP:
1. De De Lange
2. Jon Konjoyan
3. Chief Justice Elect of The Supreme Court William Rehnquist

4 People who missed the Manilow COPACABANA Special repeat:
1. Sigue Sputnik
2. Rick Carroll & Larry Groves
3. Lou Reed
4. Roy George

3 TV programs never watched by The Lime Spiders:
1. Donahue
2. The MacNeil-Lehrer Report
3. Jimmy Swaggart's Old Time Gospel Hour

2 People not launching a new record or trade publication or tip-sheet, intro'd this month:
1. Tony Richland
2. Claude Hall

1 Format indicating no airplay for Neil Diamond's new single:
1. Alternative Action

3 Groups not opening for The Everly Bros. at the L.A. Ampitheater in October:
1. Feeies
2. Jet Black Berries
3. Raunch Hands

3 Acts not opening for The Beat Farmers on their next tour:
1. Helen Reddy
2. The O'Kaysions
3. Union Gap, with Gary Puckett

3 People who refuse to admit they just turned 40:
1. James and Bobby Purify
2. Dave Sholin
3. Steve Resnik

1 Person who refuses to admit he just turned approximately 50:
1. Barry Freeman (Westwood One)

4 People on the country chart with funny names:
1. Razzy Bailey
2. Dwight Yoakam
3. Malchak & Rucker
4. George Jones

1 Item from this column which will probably be edited by Gavin publisher Ron Fell:
1. The one above this one.

4 People who actually wrote letters to this column in the past two years:
1. Sherry Armstrong: WDNG: Anniston
2. Rob Sherwood: KTAC: Tacoma
3. Katie McGee: Wynne Broadcasting
4. The mayor of Yankton, SD
(all 4 need quick help!)

1 Person who has not asked this promotion person for complimentary CD's in the past 2 weeks:
1. Roy Cohn

8 Of the many defunct manufacturers who employed the services of Tony Richland:
1. RSO
2. Kama-Sutra
3. Cameo
4. ABC
5. Probe-Command
6. Scepter
7. Dunhill
8. 20th.

4 People who have never read Jerry Boulding's Gavin column:
1. Beverly Sills
2. Al Ham
3. The Blow Monkeys
4. Chief Justice Elect of the Supreme Court William Rehnquist

2 Guys who look like Elton John used to look:
1. Phil Collins
2. Elton John

2 Acts who have cancelled this year's tour:
1. Baja Marimba Band
2. Alan Parsons

7 People with gray and/or white hair:
1. Steve Brack
2. Dennis DeYoung
3. Edgar Winter
4. Kenny Rogers
5. Johnny Winter
6. Lu Fields (football guy)
7. Ron Fell

3 People with blue hair:
1. John Forsyth
2. My mother
3. Howard Stern

1 Done-to-death, ripped-off AM drive format which will not be used by Gary Owens when he commences his new stint at LA's KFI:
1. Morning Zoo

1 Done-to-death, ripped-off format name, invented by Bill Drake, formerly used by 8078 stations, but not heard about in 16 years:
1. Boss Radio

3 People not suffering from anorexia:
1. John Candy
2. Bruce Bird
3. Big Ron O'Brian

1 Former Hollywood Argyles hit recently cut by George Thorogood:
1. Alley Oop

1 Song never included by Wayne Newton in his performance in Vegas:
1. Papa Oom Mow Mow.

1 Fantastic-looking candidate for an upcoming Miss Universe contest:
1. Carey Galliani (observed on a visit to a L.A. record co.)

1 Record company person who came back from vacation saying the following four phrases:
A. Book 'em Danno
B. I think I'll meet Chin-Ho for lunch at the Malaskai Palace
C. I sure like Don Ho's LP's
D. Frozen poi on a stick is my favorite desert
1. Tony Smith (EMI/Manhattan Records)

1 PD who won't admit his stations are oldie-oriented, although 'Papa's Got a Brand New Bag' is heard on his calls approximately 12 times a day:
1. Bob Hamilton (KYA/KSFO)

2 People who should have themselves checked into if they've gone this far:
1. You
2. You
THE OLD AND CRUSTY,
FAMOUS BUT
OLD-FASHIONED, MORNING
MAN STRIKES BACK!

Actually, that's not really a fair
headline; the letter I received was from
a morning man who, only by inference
placed himself in that category, while
making a spirited defense of the
genre, but I couldn't resist. Or should it
have been Son of Old and Crusty? Or
The Revenge of Old and Crusty? The
Return...

All of this to introduce a response to
my May 30th column from a morning
man who does NOT, repeat NOT work
at the station from which I received the
letter I quoted anonymously on May
30.

This is from Gerry Gibbs at KMNS,
Sioux City, IA:

"As an 'oldtimer' doing the 7-10 am
morning drive, I read with interest your
recent column regarding some PD's
problems with old fossils they can't
move out. Most likely there are
situations that exist around the country
where the 'old men' are hard to live
with and not willing to conform, but I
hope they are the exception rather
than the rule.

"First of all, any old fogie who has
put in all those years must really love
their work to even have stayed in this
usually low-paying, long-hour business.

"Incidentally, I don't have what is
considered a 'great' radio voice; I do
spend a couple of hours each day
preparing for tomorrow, and yes I do
old, corny bits and voices, sing and
talk, but it's topical and it's fun, and so
far the numbers have proven it. In
three and a half years now, I've had #1
and #2 numbers, 18-45 in my
dayparts, on an AM country music
station. Over these years, my numbers
not only improved, but our entire 18-45
audience fell right in line throughout
the entire day, and is solid, despite
some personnel changes in those
slots. I'm 51 and still hangin' in there,
spreadin' the seed with the new
breed."

I thank Gerry for his letter, even as I
reflect moodily that if one is an old
geezer at 51, I am myself
uncomfortably close to geezerhood. In
my response, I said "I'm sure that
regardless of how you do your
program, you are in harmony with
overall objectives of your station,
which was the point of the column.
When a longtime air personality is
unwilling to adhere to the overall
format direction of the station he/she
works for, the problems start—it's
analogous to a great quarterback on a
team of youngsters refusing to throw
the ball to anyone because he doesn't
like the way they play. Ya gotta have
teamwork!...

"About the only thing I'd add, in
comment on what you say, is that
some of the newcomers to the
business are pretty sharp. Depends
on where they learned. I have heard
good things about the Brown Institute
in Minnesota; and from my own
personal experience, I know that Keith
Allen at Broadcast Professionals in
Portland, Oregon, is as good as
anybody in the country at turning out
trained and intelligent, employable
new talent. So I would not look down
on anyone for their degree of
experience, either very lengthy or very
short; depends entirely on the person
and what they do with what they've
got."

And I agree, if experience teaches
you anything, it teaches you that
experience can be valuable—as long
as you view yourself as always having
room to be better. The day you start
resting on your laurels is the day you
start being a has-been.

Again, thanks to Gerry for a very
good letter. Your input is always
enlightening, and I encourage anyone
who reads this column to write when a
topic deserves a response—or when
you want to bring up something that
hasn't turned up here. Write c/o the
Gavin Report, or direct, if you like, at
1837 SE Harold Street, Portland, OR
97202.
Gary J. Donohue has personally sold over $5 million in radio advertising and has been exposed all the major sales training systems. His knowledge and skills drawn from "on-the-street" experience are the foundations for his special perspective on radio sales and marketing. In this series of articles, he will share with us a wealth of notes taken along the way as an employee of Arbitron, McGavren Guild Radio, Metropolis, Group W, Plough, Wichita Great Empire, NBC, Bonneville, and RKO. Whether it's major market or rural farm market, national media negotiation or local direct closing, Donohue's done it all.

A special feature of Gary's column will be a personal written response to each of you who takes the time to contact us at GAVIN with questions about sales or sales management. Some of your questions will be used to set up key articles in the weeks ahead.

Ron Fell

Note from Gary Donohue:

What attracted me most to The Gavin Report was the vibrant, forward-thinking staff and their commitment to excellence. This column will reflect only the highest standards of sales and sales management out of respect to each of you out there in the industry. This is fun! Thank you for considering my thoughts.

Gary

The Six Elements Of Radio Sales Management

If you are currently, or want to be, a radio sales manager, you need to know what must be done to be successful. Every daily activity must be a response to one or more of the six elements of radio sales management, or you're just wasting time. "Why am I doing this?" should be in your head a hundred times each day. To do it right you must be: 1) recruiting 2) hiring 3) training 4) controlling inventory 5) managing accounts 6) collecting money.

RECRUITING. There's always the chance a sales position on your staff will open up when you least expect it, so recruit 52 weeks a year! Get to know every salesperson in the market by talking to them and telling them how great your station and company is to work for. Keep a close tab on the good ones you meet and when the "unexpected" happens, you'll know whom to call first to invite to pitch for the opening. In any event, the sales manager who constantly recruits with this philosophy will always have competitors saying, "I sure would love to work over there."

HIRING. Constant recruitment makes hiring a quick and simple process. Interview several candidates in your office with a standard set of questions. Score their responses and narrow the field to the top three or five. See all finalists in a single day with the GM present. Check the references on your winner and make the offer! Don't forget... call the runners-up personally and respond to all who came to see you. You're recruiting again!

TRAINING. Too much is not enough! Self-improvement through extensive reading is mandatory. Salespeople must be motivated to want to get better at their craft, or high-quality, expensive sales training systems like RAB or Wilson Learning Systems will be wasted. Giving someone a foundation of skills and knowledge they can use as a springboard to become a sophisticated, unique, salesperson is what training is all about. As the person evolves, so should the techniques for training. It's a process which should consume the master sales manager, testing his or her creative and motivational skills.

INVENTORY CONTROL. Pricing is the key to making budgets! If your station has 1344 spots available in a full week, then rank and price each of them according to demand. Packaging high priced inventory together with low priced inventory is the secret. Selling out all 1344 of your available spots is the challenge. Think of spots as cartons of cottage cheese that go rotten one second past their time period on the log. Is your station log loaded with dollars... or rotten cheese?

ACCOUNT MANAGEMENT. Switching accounts occurs daily! With radio advertising accounts, you're either trying to get them on for the first time, trying to get them back again, or not trying to get them at all. Label every account NEW BUSINESS, RENEWALS, or NO POTENTIAL and track every salesperson's progress with them. If the strategy for selling the advertiser is incorrect, then no amount of personal training will help the account executive close a deal. If the selling strategy or style doesn't work in a reasonable amount of time... switch the account to someone else. Good account management will lead you directly to correct individual/performance evaluation on the team.

COLLECTIONS. The sale isn't complete until the bill is paid! A strong inventory control policy will reinforce a salesperson's understanding of the value received by an advertiser. No longer is loss of payment just loss of commission...it represents theft of valuable inventory. No longer is late payment tolerable. It's grounds for a short rate. Take legal action for loss of payment and raise the rates for late payment. Make no exceptions! Your client wouldn't...why should you?

At the end of each day the master sales manager relaxes for a few minutes, recaps the day's activities, and sorts them into seven categories: recruiting, hiring, training, inventory control, account management, collections, and just wasting time. Try this process tonight and you'll be on your way to a better tomorrow.
MADONNA
August 16th will mark the one year anniversary of her marriage to Sean Penn.

THE JETS
Elizabeth Wolfgamm is the thirteen-year-old lead singer for the band originally known as Quasar.

PAUL McCARTNEY
He met his wife, Linda, when she was working as a $65-a-week receptionist for Town & Country magazine.

DIONNE WARWICK AND FRIENDS
"That's What Friends Are For" has earned $650,000 in royalties to help cure AIDS!

TIMEX SOCIAL CLUB
They're from Berkeley, California, and recorded Rumors for only $3,500.

CHET ATKINS
He's got a video in the stores. It's an instructional video called "Get Started On Guitar".

THE CARS
Rick Ocasek and Ben Orr are both finishing up solo recording projects.

GTR
The band takes their name from Steve Howe's fascination of making the ultimate "guitar record".

JOHN FOGERTY
The long-awaited Fogerty tour begins August 27th in Memphis, Tennessee. It has been fourteen years since John has toured. His new album, "Eye Of The Zombie", should be out in a few weeks.

SHADOWFAX
This band is from Chicago, where they formed fourteen years ago as a blues band.

ALICE COOPER
His original version of School's Out was a hit in the Summer of 1972.

MICHAEL JOHNSON
Comedian Steve Martin was his roommate back in 1968.

ROSIE VELA
She's a former high-fashion model from New York, though she grew up in Galveston, Texas, and Little Rock, Arkansas.

ALVIN LEE
Detroit Diesel is his first album in more than five years. After making the scene with Ten Years After, Alvin toured with a band called Ten Years Later.

CHRIS THOMPSON
In the mid-70's he was the lead singer for Manfred Mann's Earth Band. He's the guy singing "Blinded By The Light" on MM's 1976 hit of the Springsteen song.
ADD THE

KENNY LOGGINS
"Playing With The Boys"
GAVIN TOP 40
DEBUTS IN UP & COMING
DAVE SHOLIN'S PERSONAL PICK

BILLY JOEL
"A Matter Of Trust"
GAVIN TOP 40 128/73
CHARTBOUND IN JUST TWO WEEKS

LISA-LISA WITH FULL FORCE AND CULT JAM
"All Cried Out"
GAVIN TOP 40 49/15
Z100 6 to 4 B97 DEBUT 30
B104 DEBUT 25 KBEQ DEBUT 28
B106 DEBUT 28 KMEL 25 TO 21
B94 DEBUT 26 FM102 24 TO 21

COLUMBIA

ADDED: KIIS/F KZZP, WPOW KC101
OBVIOUS

FORMAT:

LOVERBOY
“Heaven In Your Eyes”

GAVIN TOP 40  DEBUTS AT #39  182/55

THE SKY MAY NOT BE THE LIMIT FOR:
WBEN/FM  WBCY  Y100  KDWB/FM  KZZP  KS103
WTIC/FM  WROQ  B97  WLS  KCPX  KWSS
WXKS/FM  94Q  WHHY  WYTZ  KIMN  KMJK
B106  WBBQ  WHYT  KZPS  FM102  KNBO

EDDIE MONEY
“Take Me Home Tonight”

GAVIN TOP 40  74/32

ADDS THIS WEEK INCLUDE:
951NZ
92X
Z104

KMEI  DEBUTS AT 31
KATD  DEBUTS AT 29

PHONES:

NEIL DIAMOND
“The Story Of My Life”

GAVIN A/C CERTIFIED
128 REPORTS IN TWO WEEKS!!
HIT FACTOR 32%.

RECORDS
WOODENTOPS

Their Columbia Debut.
"Heartbeat" - Don Johnson (Epic)

I'm already becoming somewhat of a raving bore about this track. Not only is the song a hit record, I think it's just about the most exciting thing to happen to our format in months. On this single (and the album) Don Johnson operates on a no-baloney, rock n roll wavelength, giving Album Radio a grand hand-off. For Album Radio this is manna from heaven. It's also nothing to be passive about. Go for it.

Discover-Gene Loves Jezebel (Geffen)

This is not the first time you've read about Gene Loves Jezebel inside these pages. They play tough-as-nails, but fashionable rock n roll. Producer Gary Lyons has cleaned up a few of the rough edges, making GLJ's chances for American consumption a little more realistic. GLJ still navigate the darker choppy waters of English art/alt rock. My favorite kind of rock n roll stays on the edge, but incorporates a mix someone like Bryan Adams might envy. Gene Loves Jezebel have never sounded more palatable, more sure of the direction they're headed in. I'd put them up there with The Cult as far as promising, future death star rock n rollers. Trax: "Heartache", "Over The rooftops", and familiar "Desire". Beautiful packaging.

"Wild Wild Life"-Talking Heads (Sire)

"Wild Wild Life" is the Talking Heads interpretation of music from the David Byrne film, True Stories. Apparently there will be a soundtrack album and a separate Talking Heads album covering the same material. "Wild Wild Life" is bouncy, irreverent, custom-made for the eighties airwaves. If this isn't their next hit single, I give up. But I certainly hope they don't.

Nine Lives-Bonnie Raitt (Warner Bros.)

Razor-sharp arrangements showcase Bonnie Raitt's return. Side one, produced by ex-Little Feat Bill Payne and engineer George Massenburg, starts out punching, fueled by songwriter Bryan Adams, then the Tower of Power horns. "No Way To Treat A Lady" (which comes across strong live) will have the most immediate airplay impact, possibly followed by "Runnin' Back To Me." I must confess that "Crime Of Passion" is my favorite track. Those into a slower and softer groove (and you are a growing minority) might agree. Side two reunites producer Rob "Go-Go" Fraboni, Ian "Mac" McLagan, Ian Wallace, Johnny Lee Shell with Bonnie the red-headed wonder. They were all culprits on her last overlooked LP, four years back (remember Dylan's "Let's Keep It Between Us"?). Side two also maintains Raitt's integrity as an artist (i.e. a Toots Hibbert song with Sippie Wallace) while side one will be the table from which Album Radio may feast.

Flaunt It-Sigue Sigue Sputnik (Manhattan)

Sigue Sigue Sputnik are shameless when it comes to self-hype, staged outrage, and excess. Their latest LP, Flaunt It, is a thiieving and challenging collage of dance beat rock n roll with high speed sampled bits of media overkill. Giorgio Moroder does an excellent job of assembling the madness into some sort of cohesive sonic production. Besides hairspray and artillery, Sigue Sigue Sputnik puts teenage rock n roll back where it started, something reviled by parents and the most hideous nightmare a PTA president ever dreamt. I absolutely LOVED the hammer and sickle on the guitar pictured inside the sleeve. A more unabashed group of capitalists you're unlikely to find. P.S. A sense of humor is always essential!!

On A Blue Wing-Bill Nelson (Epic)

A masterpiece conceived mostly in Bill Nelson's own head and own studio. During three years of sitting out the major label scene, Nelson recorded a catalogue of experimental music. Having gotten the sense of solitary freedom out of his system, Nelson has gathered an army of ideas, launching forward, back into the big sound (and playing guitar). As a guitarist and texturalist, Nelson is respected worldwide. His influence in Japan is particularly intense. The core of side one, "Contemplation" into "Wildest Dreams" will take you far far away from the ringing telephones and headaches. The oriental overtones and cerebral melodies point to a place that radio ironically fears to tread. This is not space music. It is grounded in reality, only it's a beautiful reality.
Most Added and Certified.

BILLY JOEL
(COLUMBIA)

DAVID & DAVID
(A&M)

BONNIE RAITT
(WARNER BROS.)

The Bridge

PHILADELPHIA

My 2 cents

First things definitely first. This week we proudly add four new stations that fit right in with what we're trying to do inside the Gavin Album/Alternative pages. Here they are in random order. KABL-Minneapolis is a commercial cable outlet. Ken Ornberg is the man and we are pleased to be hearing from him, especially considering the retail impact he has in his area. Address is 2119 Grand Ave., St. Paul, MN, 55105. Give Ken a call at 612-647-5225. Next is sort of an overdue addition for us. 91X- San Diego is one of the USA's most outrageous Album Radio outlets. Welcome to Oz Medina and Mad Max. Address is 4891 Pacific Hwy, San Diego 92110. Phone is 619-291-9191. Also in San Diego, XHITZ adopts the same spirit, though geared towards a higher demographic. XHITZ-San Diego is being piloted by old Gavin pal Denny Luell (PD) and Michael Fischer, who is quite knowledgeable about music. Address is 401 West A, #1001, San Diego, CA. XHITZ is 100,000 watts. Last, but far from least is yet another find. KEKY-Mesa/Phoenix is the latest progressive radio assault from Johnny Dixon. Both Johnny D and Jon Rosen (Jonathan L) have put themselves together an open-minded list. Address is 218 West Hampton Ave., Mesa, AR, 85202. Phone is 602-964-3100. Please call! All four new additions made my week. Welcome...On to the chart with a look between the lines. It was a good week for songwriters. Billy Joel hauled in major respect as well as a debut at #17. Our man Billy was this week's Most Added and Certified. Though no surprise, Steve Winwood (ISLAND/WARNER BROS.) "SPLIT" "HIGHER" "TAKE" 1. Peter Gabriel (Geffen) "Man" "Thorn" "When"
2. Genesis (Atlantic) "Throwing" "Land" "Touch" "Tonight"
3. Eurythmics (RCA) "MAN" "THORN" "WHEN"
4. R.E.M. (IRS) "FULL" "BEGIN" "BELIEVE"
5. Van Morrison (Mercury) "IVORY" "FEELING" "FOREIGNER"
6. Big Country (Mercury) "Look" "Seer"
7. Neil Young (Geffen) "Touch" "Weight" "Hippie"
8. Huey Lewis & The News (CHRYSALIS-12) "Stuck"
9. Bob Dylan (Columbia) "Mind" "Ramble" "Girl"
10. The Dixie Chicks (Columbia) "Built" "Secret" "Chase"
11. Billy Joel (Columbia) "Trust" "Code" "Grand"
12. Icehouse (Chrysalis) "Border" "Paradise" "Promises"
13. Moody Blues (Polydor) "Other" "Wildest" "Rock"
14. Van Halen (Warner Bros.) "Walks" "Dreams" "Summer"
15. Bon Jovi (Warner Bros.) "Lady"
16. Daryl Hall (RCA-12) "Dreamtime"
17. Bono (A&M) "Power"
18. Bruce Hornsby & The Range (RCA) "Kiss" "Western"
19. Bob Seger (Columbia) "It's" "Aftermath"
20. Glass Tiger (Manhattan) "Forget" "Thin"
21. Ruthless People (Epic) "Mick" "Billy" "Bruce"
22. Eddie Money (Columbia) "Home"
23. Alvin Lee (21/Atlantic) "Detroit"
24. Paul Simon (Warner Bros.-12) "AL"
25. GT (Arista) "Hunter"
26. 38 Special (A&M) "Somebody" "Heart's"
27. John C. Mellencamp (RCA) "Rumble"
28. Rod Stewart (Warner Bros.) "Night" "Red" "Touch"
29. Beat Farmers (Curb/MCA) "Riverside"
30. Kim Mitchell (Atlantic) "Patio"
31. Bruce Cockburn (Gold Mtn/MCA) "Democracy" "Wonder"
32. Peter Case (A&M) "Steel" "Car"
33. Models (Geffen) "Fever" "Sight"
34. Nothing In Common (Arista) "Twins" "Carly"
35. Paul McCartney (Capitol) "Press"

George Thorogood (EMI) "Reelin"
1. ZZ Top (Warner Bros.) "Velcro"
2. Joe Jackson (A&M) "Shanghai"
3. BoDeans (S/LASH/WARNER BROS.) "Angel"
4. Triumph (Columbia) "Somebody"
5. INXS (Atlantic) "Kiss"
6. Lou Reed (RCA) "Video"
7. Bono (Mercury) "Bad"
8. Chris DeBurgh (EMI) "Fire" "Red"
9. Fabulous Thunderbirds (CBS) "That"
10. Smiths (Sire) "Queen"
11. Rob Juncklas (Manhattan) "Memphis"
12. Chris Thompson (Atlantic) "Lonesome"
13. Quiet Riot (Pasha) "Ward"
14. Doctor & Medics (IRS) "Spirit"
15. Crowded House (Capitol) "World"
16. Billy Joel (EMI) "Contemplation"

REM and Van Morrison will be big big big Gavin albums on both charts. Neil Young is a solid Top Ten album. Smithereens, moving 20-15, have an excellent chance at cracking our Top Ten. Icehouse (after a sold-out gig here on a Sunday night) is experiencing a new cut rebirth with "Across The Border" 21-18. Bonnie Raitt is going over great guns with Gavin Album people, already conquering the bottom half of the chart, debuting at #21. Just beneath Bonnie is David + David, absolutely on the prowl. "Welcome To The Boomtown" is one of this week's highest jumpers, moving 15 points, 37-22. Other major movers include Eddie Money, on a hot streak with his single featuring Ronnie Spector. Paul Simon kicks it in at #29. Top rated Chartbounders include Triumph, Bon Jovi, and George Thorogood. Chris DeBurgh continuously pulls in reports from those citing audience approval. BoDeans and the Fab T-Birds return to Chartbound with brand new trax. Ditto Joe Jackson. Personal note: a persistent Peter Case finally charts this week. Good to know his album is making progress. Check out new CDs by Van Morrison, Joan Armatrading, and Cactus World News. They sound truly amazing. That's all for now. We'll talk next week. XO KZ
The Smiths (Rough Trade/Sire) "Queen" "Big" "Thorn" "Girls"
Eurythmics (RCA) "Man" "Tommorrow"
GUADALCANAL DIARY (ELEKTRA) "LOVELY" "CLUB" "CATTLE"
SMITHEREENS (ENIGMA) "BLOOD"
Peter Gabriel (Elektra) "Red" "Eyes" "Big"
SCREAMING BLUE MESSIAHS (ELEKTRA) "YONDER" "SMASH"
Joan Armatrading (A&M) "Words" "Jesse" "Reach"
Big Country (Mercury/PolyGram) "Look" "Seer" "Hill"
Run D.M.C. (Profile) "Walk" "Tricky" "Piper"

Leonard Cohen (Columbia) "Suzanne" "Closing Time" "Hallelujah"

The Feelies disbanded in 1981 but reformed three years ago. "The Good Earth" picks up right where they left off. Pretty songs like "On The Roof," "Slipping," and "Let's Go" are filled with acoustic guitars and gentle rhythms. The interplay between the bass and guitar on "The High Road" is especially appealing. You could label it the New Jersey guitar sound with bands like the Bongos or Winter Hours sharing some similarities. Peter Buck of R.E.M. assisted in twisting the producer knobs. Contact Twin/Tone Records @ 612-872-0646.

Aug 8, 1990 The Gavin Report

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With his single "Savin' My Love For You" zooming to the top of the Country charts, Pake McEntire is well on his way to establishing a reputation other than just being "Reba's brother". His voice has been compared to Ricky Skaggs, Buddy Holly, and the best of singing cowboys. He is a cowboy in the truest sense, having operated his own 1,000 acre cattle ranch in Oklahoma and being a member of the Professional Rodeo Association for fifteen years. A self-described "hustler and scrapper", he issued two albums and a handful of singles on his own Old Cross label. Since he signed a contract with RCA, he's had renewed faith in his ability to really make a go of his career as a recording artist, and his rodeoing and ranching have had to take a back seat to his first love. I talked to Pake three weeks ago in the midst one of his extensive club tours. After having interviewed Randy Travis while he was at a pay phone on the side of the freeway, I thought that was going to be by far the most unique interviewing situation I'd encounter. Then Pake called . . .

Pake: I hope that you can hear me. I'm calling you from a shopping mall in Anniston, Alabama.
Lisa: What are you doing there?
Pake: We played a show here last night, and we just stopped in here for lunch before we leave for a show in Meridian, Mississippi. We've been real busy! It's just been one thing after another. I was on "Good Morning America" with Reba a few weeks ago, and I've been doing some recording and playing some jobs. It's all happening real fast. You see Lisa, I've been playing in clubs since I was fourteen years old, and I just turned thirty-three. So I've been doing this a long time, but it's been at a slow pace. Since January, everything's really taken off.
Lisa: It certainly has! To start with, tell me about your name. What's your real first name?
Pake: On my birth certificate, it says Del Stanley, and then in parentheses right beside it, Pake is written.
Lisa: Then where did the name Pecos come from?
Pake: Mama and Daddy called each of us kids a Spanish name when Mama was pregnant with us, back starting with my older sister Alice. I think Alice's name was Pedro, and my name was Pecos. After I was born, they decided they really liked the name Pecos. They didn't know which name to use, Del Stanley or Pake, so they put both on my birth certificate, and the name Pake stuck with me. I like it. It's an original name.
Lisa: There was a little confusion a few months ago with the pronunciation of your name. I guess there was an article in USA Today that said your name was pronounced Pa-Key instead of Pake (like in rake).
Pake: Yeah, I saw that article. As a matter of fact, there was a disc jockey who was calling me "PaKey", and a member of my fan club called him and said "It's not Pakey, it's Pake". The disc jockey said "No, I know it's Pakey because I read it in USA Today". She never could convince him, but I think time has taken care of that problem.
Lisa: What was it like traveling the rodeo circuit with your dad when you were a kid?
Pake: It was just great, because I love being on the road, and most of my friends were in the rodeo. My dad was the World Champion for three years and he was very popular.
Lisa: How often would your family travel with your dad?
Pake: Just during the summer months, starting around the first of April until the first of November.
Lisa: Did that interfere with your schooling?
Pake: Yes it did. Also, by the time I was old enough to go to school, there were a lot of chores around our ranch for me to do.
While I
"I'd go through the crowd selling those records after I'd finished with my roping. It was a hard way to do it, but at least I knew I wasn't just going to rot away in some club."

was working around our ranch, I also was practicing roping so I could also compete in the rodeo. I started competing when I was twelve, so it's been a big part of my life for a long time.

Lisa: When you were traveling with your dad, didn't you and your sisters form a singing group called "The Singing McIntires"?

Pake: Yeah, it was me and Reba at the Old Frontier Hotel in Cheyenne, Wyoming. That was a place where all the cowboys stayed. Times were kind of hard then, so people didn't really go out when they were staying. They just kind of stuck around the hotel lobby. Reba and I would get up and sing a couple of songs in the lobby, and they'd pitch nickels and dimes and quarters at us. We were pretty young, we couldn't have been more than five and six at the time.

Lisa: Is Reba younger than you or older?

Pake: She's younger, I'm about a year and nine months older.

Lisa: Didn't your sister Susie also sing with you?

Pake: Susie started singing with us when I was in high school and she was in junior high. We had a Country music band in our high school, and we had an hour class every day that we could devote to Country music. There were seven of us in the class, including Reba, Susie, the guy who's now Reba's bass player; and me.

Lisa: What was it like being the only boy with three sisters?

Pake: I was spoiled - still am. I got my way a lot. Of course, I got some whippings too, but Mama spoiled me and took up for me a lot. I'm sure I dealt my sisters a lot more misery than they dealt me.

Lisa: We all know what Reba's doing, but I've heard that your sister Susie is also trying to pursue a career in music.

Pake: Yes she is, but in a different field. She and her husband are pursuing a gospel career, and I think they're doing pretty well at it. It's on an independent basis right now, but I think she's just about to break through to a major label.

Lisa: The rodeo is still a big part of your life, isn't it?

Pake: Yes, I don't think I'll ever completely quit. But right now the music has definitely got the lead in my life, and I'm going to tend to my music because this is a chance of a lifetime. The commitment that RCA has made to me is wonderful, and I want to pursue it to its fullest extent. However, on my off time, I'm going to be roping for a change of pace.

Lisa: Is that the part of rodeo that you specialize in?

Pake: Yes, it's called tie-down steer roping.

Lisa: Have you ever been hurt while riding?

Pake: No, I've been real lucky so far.

Lisa: At what point did you decide music would be your career rather than a life in the rodeo?

Pake: It happened when I signed with RCA. Before then, I'd been roping and rodeoing and singing and working in clubs, all at one time. Each career was hurting the other, because I wasn't putting all my energies in one area. I couldn't really devote all my energy to music, because I couldn't earn a living just making music, and I also couldn't make a living just doing rodeo. So I used both of them to make ends meet. But when RCA signed me, I had some support and some backing and someone to help me push.

Lisa: When did you start your own record company, Old Cross Records?

Pake: About six years ago, I was playing a club in Sulphur, Oklahoma, and I was driving 90 miles each way to play at this club for $75 every Saturday night. I thought 'My gosh, there's got to be something better than this'. Then my wife Katie and I talked it over and decided we had to do something, even if it turned out to be
Lisa: Since radio station knows what their listeners want, how did that come about?
Pake: Oh, yeah. There have been many things that Reba and I have discussed, like stage presence. I was on the road with her from January to April, and I was using her band and opening for her. She'd watch my shows and I'd watch hers, and we'd advise each other. She's been very helpful.

Lisa: You're part of an exciting "new breed" of Country artists that are just starting to surface.
Pake: Yeah, and I like all of them. I like Marty Stuart, T. Graham Brown, Keith Whitley, Randy Travis, Dwight Yoakam, Vince Gill - I like all those boys. As a matter of fact, I use a lot of their songs in my show. I do "Miami, My Amy", "1982", "I Tell It Like It Used To Be", just a lot of them.

Lisa: There's quite a large spectrum of music in those names that you've just mentioned. Where do you see yourself positioned among these artists?
Pake: I don't really need a classification for my music. We just go in there and do the best songs we possibly can - the songs we think the people want to hear and the ones that suit me the best. It would be hard to classify myself, because I try to be versatile. I can do rockabilly, I can go really hard-core Country, do Ray Price-type Country, then play Bob Seger. I try not to limit myself.

Lisa: What do you think it takes to make it big in Country music these days?
Pake: It takes a lot of dedication and hard work. It also takes the right mental attitude - you have to stay very positive.

Lisa: Do you think there's a chance of "The Singing McIntires" getting back together?
Pake: I don't ever say that anything won't happen. I would love for that to happen, because we had some harmony back then that was comparable to the Gatlins if only we'd had some help and guidance. So maybe it'll happen. I'd sure like for it to anyway!
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<td>'RANDY TRAVIS&lt;br&gt;Diggin’ Up Bones&lt;br&gt;(Warner Bros.)</td>
<td>HANK WILLIAMS JR.&lt;br&gt;Country State Of Mind&lt;br&gt;(Warner Bros./Curb)</td>
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<td>ROSANNE CASH&lt;br&gt;Second To No One&lt;br&gt;(Columbia)</td>
<td>JOHN ANDERSON&lt;br&gt;Honky Tonk Crowd&lt;br&gt;(Warner Bros.)</td>
<td>REBA MCENTIRE&lt;br&gt;Little Rock&lt;br&gt;(MCA)</td>
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<td>*JUICE NEWTON&lt;br&gt;Cheap Love&lt;br&gt;(RCA)</td>
<td>DON WILLIAMS&lt;br&gt;Heartbeat In The Darkness&lt;br&gt;(Capitol)</td>
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Station Reporting Phone (415)392-775u
Reports accepted Mondays 8AM through noon Wednesdays

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CHARTBOUND

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August 8, 1986

RESTLESS HEART - That Rock Won't Roll (RCA)
SWEETHEARTS OF THE RODEO - Since I Found You (Columbia)
ACTION SIDES

Reports Adds On Chart Weeks
75 38 35 2 2 JOHN ANDERSON - Honky Tonk Crowd (Warner Bros.)
73 24 46 3 3 WILLIE NELSON - I'm Not Trying To Forget You (Columbia)
70 13 48 9 7 RAY CHARLES - The Pages Of My Mind (Columbia)
64 33 29 2 2 BARBARA MANDRELL - No One Mends A Broken Heart (MCA)
63 47 15 1 1 "RANDY TRAVIS - Diggin' Up Bones (Warner Bros.)
59 15 43 1 3 CHARLY McClAIN - So This Is Love (Epic)
59 26 33 2 2 STEVE WARNER - Starting Over Again (MCA)
57 -- 38 19 7 BILLY BURNETTE - Soldier Of Love (MCA/Curb)
57 10 47 -- 4 MALCHAK & RUCKER - Slow Motion (Alpine)
56 9 33 14 5 LYLE LOVETT - Farther Down The Road (MCA/Curb)
53 12 39 2 4 LEON EVERETTE - Sad State Of Affairs (Orlando)
43 11 30 2 4 ALMOST BROTHERS - What's Your Name (MTM)
43 35 6 2 1 "JUICE NEWTON - Cheap Love (RCA)
42 10 28 4 3 MARTY STUART - All Because Of You (Columbia)
41 8 29 4 4 DAVID ALLAN COE/WILLIE NELSON - I've Already Checked On You (Columbia)
40 5 31 4 4 LARRY BOONE - Stranger Things Have Happened (Mercury/PolyGram)
38 4 26 8 6 DOBIE GRAY - The Dark Side Of Town (Capitol)
38 5 26 7 4 TOM T.HALL - Suzy's Beauty Shop (Mercury/PolyGram)
38 6 31 1 3 ROSIE FLORES - I'm Walkin' (Reprise)
36 2 29 5 5 GLEN CAMPBELL - Call Home (Atlantic America)
30 3 24 3 3 TARI HENSLEY - I've Cried A Mile (Mercury/PolyGram)
29 10 18 1 2 DONNA FARGO - Woman Of The '80's (Mercury/PolyGram)
28 7 18 3 2 THE KENDALLS - Too Late (MCA/Curb)
28 5 31 2 2 A.J.MASTERS - Love Keep Your Distance (BDR)
27 27 -- -- 1 "GATLIN BROS. - She Used To Be Somebody's Baby (Columbia)
20 6 14 -- 1 JERRY LEE LEWIS - Sixteen Candles (PolyGram)
20 20 -- -- 1 "ANNIE MURRAY - My Life's A Dance (Capitol)

Dropped: #27-Michael Martin Murphey, #29-Randy Travis, #38-T. Graham Brown, #40-Vince Gill, Gene Watson

LP CUTS

GEORGE STRAIT (MCA) - Deep Water
HANK WILLIAMS JR. (WB/Curb) - Mind Your Own Business
PAKE MCENTIRE (RCA) - I'm Havin' Fun
RANDY TRAVIS (Warner Bros.) - My Heart Cracked
DWIGHT YOAKAM (Reprise) - It Won't Hurt
OAK RIDGE BOYS (MCA) - What You Do To Me

T. GRAHAM BROWN (Capitol) - Don't Make A Lie Out Of Me
FORESTER SISTERS (Warner Bros.) - 100% Chance Of Blue
STATLER BROTHERS (Mercury/PolyGram) - We Got The Money
SOUTHERN PACIFIC (Warner Bros.) - Road Song
STEVE EARLE (MCA) - Someday
SWEETHEARTS OF THE RODEO (Columbia) - Midnight Girl - Sunset Town

RECOMMENDED NEW RELEASES

JOHN SCHNEIDER
At The Sound Of The Tone (MCA)

MICHAEL MARTIN MURPHEY
Fiddlin' Man (Warner Bros.)

"Straight To The Heart" Crystal Gayle (Warner Bros.)

ONLY LOVE CAN SAVE ME NOW/NOBODY SHOULD HAVE TO LOVE THIS WAY

COUNTRY SUMMARY

There's plenty of movement inside the top ten this week. Conway Twitty fought his way up to number two, and his 95% hit factor indicates a showdown next week with labelmate Hank Jr., for number one. Ronnie Milsap breaks into the top ten, with help from KJNN-Houma (4), KBMR-Bismarck (3), KVOX-Fargo (5), KLK-Jefferson City (5), KATK-Carlsbad (2), KWH-Arlington (5), etc. Dwight Yoakam's "Guitars, Cadillacs" finally shifted into high gear this week and made a strong 8 point jump from 20-12. He's also edging ever closer to the "Top Requests", and had a hit factor jump from 38% to 63%. Not a bad week's work! The Eddie Rabbit/Julie Newton version of the love theme from "Days Of Our Lives" shows no signs of burn-out, with big jumps at WMMK-Destin (25-20), WMFX-Savannah (27-21), WFTP-Pierce (26-20), WLBB-Carrollton (27-22), WOKD-Arcadia (26-20), WOW107-Pensacola (28-23), WPOC-Baltimore (28-18). WCII-Louisville (22-12), etc. Another duet, the Earl Thomas Conley and Anita Pointer, debuts this week at 37, with 24 more adds including KZLA, KNEW, KMLA, KATK, WWOM, WUBE, WRJ, WHTH, etc. John Anderson tops our Action Sides, and Dennis Edwards at KTDQ-Toledo reports it's in his Top Three requests after only one week of play. Diane Richey reminds us this week that the spelling of Malchak is with an "a", not "check". So, ok, we'll conform. Dave Davis from WWRK/FM-Elberton tells us that the Billy Joe Royal record is selling out as soon as it gets delivered in the local stores. If you've received a record recently by a group called Burbank Station, be sure and listen closely when you're playing it. The bass player in the group is none other than our own Don Roberts from KFGO-Fargo. (A star is born?) If you're looking for a new LP cut, Mike West tells us that he's getting a lot of response to the "Harvest Moon /St.Louis Blues" cut from Hank Jr.'s new LP. Another great cut to consider is on an LP from an artist who's not exactly an "automatic" on Country stations, but the "Deep River Woman" cut on Lionel Richie's new LP includes background vocals by the boys in Alabama, and is definitely worth a listen. On another note, Big John Libynski from KGRS-Las Cruces would appreciate phone interviews from artists. His phone number is 505-224-8588. Thanks!

(Be sure to check out the Jake McEntire interview starting on page 39.)
NORTHEAST


Lowell/Lawrence, MA (Frank Fitz-WLH) C. Gayle, E. Rabbitt, Kendalls, C. Riggs Hall.

Brockton, MA (Mark Burns-WCAV/WM) Almost B’s, Masters, R. Travis.

Ft. Lauderdale, ME (Hal Knight-WPOR) Kendalls, Restless H, Masters, L. Boone.

New York, NY (Pam Green-WHNY) A. Murray.


South


Jasper, AL (Johnny Elmore-WAR) No Report.

WINFIELD, AL (Doug Threadgill-WEZO) Almost B’s, Greenwood, R. Travis, B. Mandrell, T. T. Hall.

Gadsden, AL (Jim Pruett-WWAC) Orleans, A. Murray, Juice, Holly Dunn, Gatlins, J. D. Martin, Chance, M. Dixon.

Albertville, AL (Jeff Allen-WQSB) Gatlins, A. Murray, J. Anderson, Holly Dunn.

Atmore, AL (Gary Burkett-WSKR) M. Murphy, Schneider, Gatlins, Holly Dunn, Juice, S. Earle.


Collins/Hattiesburg, MS (Tom Brooks-WKZ) No Report.

Biloxi, MS (Dave Terry-WVMT) Willie N., J. Anderson, B. Mandrell, Dobie Gray, R. Charles.

Pascagoula, MS (Al Parker-WGUD) Greenwood, S. West, D. Fargo, G. Campbell, Juice, R. Travis.

Louisville, KY (Coyote Calhoun-WAMD) C. Gayle, R. Travis, S. K. O., M. Gilley, J. L. Lewis.


Harlan, KY (Sharon Case-WFSS) No Report.

Pudach, KY (Kent King-WKTY) M. Gilley, S. of Rodeo, R. Charles, Willie N.

Houma, LA (Larry Hyatt-KJIN) Gatlins, A. Murray, B. Mandrell, L. J. McAnally.


Fayetteville, AR (Tom Sleeker-KRX) R. Travis.

SOUTHEAST

Baltimore, MD (Todd Grimsted-WPOC) E. T. Conley, Exile, Restless H.

Frostburg, MD (Mike Stanley-WFRA) A. Murray, D. Fargo, R. Travis, J. Anderson, L. Everette.

Richmond, VA (Jim Asker-WRL) G. Morris, M. Gilley, E. T. Conley.

Danville, VA (Alan Rowe-WVDA) B. Mandrell, Juice, Chance.

Charlotte, NC (Bob Jones-WJQB) M. Stuart, J. Denier, S. Wariner.

Clarksville, W.V. (Terry Mathews-WKKW) B. J. Royal, Jerry Reed, Gatlins, Fairchild, Greenwood, S. Wariner, Orleans, R. Travis, Slewfoot.

Goldboro, NC (Bill Wiggs-WFM) S. of Rodeo, B. Mandrell, Juice.

Coastal, NC (Oneal/Wolfe-WRNS) No Report.


Canton, GA (Jim Quinton-WCHK) S. of Rodeo, M. Gilley, E. T. Conley.


Cedar City, GA (Chuck Walley-WGAA) Juice, R. Travis, Restless H., R. Flores, C. McClain, T. Georgia Bd.


Elberton, GA (Dave Davis-WWRI) A. Murray, Gatlins, Juice, T. Hensley, T. Wynette, T. G. Brown, S. Mantelli.


Pensacola, FL (Steve Ryan-WWOT) R. Travis, D. A. Coe, Greenwood.

Destin, FL (Skip Davis-K92) Gatlins, Holly Dunn, Orleans, L. Boone, A. Murray, Juice, S. West, Schneider, M. Murphy, B. J. Royal.


St. Petersburg/Tampa, FL (Bill Pyne-WQYK) Restless H., T. Wopat.


UPPER MIDWEST


Yankton, SD (Bob Flittie-WNAX) Everlys, T. Wynette, Orleans, R. Travis, Roy Clark, Holly Dunn, Juice, A. Murray, Jerry Reed, Gatlins, B. Caron, R. Lampey Sgrs.


Huron, SD (Jeff Dufly-KKOK) S. Pacific, Greenwood, Willie N., Juice, Gatlins.

Aberdeen, SD (Steve Small-KKAA) S. Pacific, S. K. O., V. Gill, M. Gilley, S. of Rodeo.

Redfield, SD (Myron Grage-KKQD) Juice, Fairchild, J. Denier, Holly Dunn.

Rapid City, SD (Steve Blake-KIRM) Oaks, E. T. Conley.

Rapid City, SD (Scott Keans-KTQ) Willie N., Greenwood, M. Gilley, S. of Rodeo.
WAHPETON, ND (LARRY SLABIK-KBMW) L.Everette, Almost B's, T.Wynette, B.J.Royal, R.Flores.
GRAND FORKS, ND (TIM LARSON-KYCK) C.Gayle, L.J.Dalton.
BISMARCK, ND (DEAN HOLMES-KBMN) M.Gilley, G.Morris.
MINOT, ND (JERI LEE-KKOA) Exile, S.Earle.

**MIDWEST**

WATERLOO, IA (BRETT DAVIS-KXEL) Juice, A.Murray, Gatlin's, Murphey, Holly Dunn, L.Everette, B.Stevens.
SIOUX CITY, IA (TY COOPER-KMNS) Sylvia, M.Gilley, Restless H, Gatlin's, B.Mandrell, Almost B's.
JOPLIN, MO (OAKES-LANGSTON-WI) S.Pacific, Greenwood, S.K. & O.
JOPLIN, MO (LISA ARMSTRONG-WMBH) J.Frickie, Almost B's, Exile.
JEFFERSON CITY, MO (JACK DANIELS-KLKL) A.Murray, Juice, Gatlin's, C.McClain, M.Rucker.
COLUMBIA, MO (ERIC BELL-KTGR) J.Anderson, M.Stuart, Gatlin's, Willis N.
SPRINGFIELD, MO (JOHN HENDERSON-KWTO/AM) B.J.Royal, J.D.Martin, Orland, Holly Dunn, Juice, T.Wynette, A.Murray, R.Travis, Dobie Gray, Slowfoot.
WICHITA, KS (PETE BRIER-KFHK) S.Pacific, R.Travis, E.T.Conley, Restless H.

**CENTRAL**

AKRON, OH (RICK CARDARELLI-WSLR) S.Pacific, Restless H, Willie N.
CINCINNATI, OH (DUKE HAMILTON-WUBE) E.T.Conley, S.Pacific, M.Gilley, S.K. & O.
INDIANAPOLIS, IN (J.D. CANNON-WFMS/FM) No Report.
ELKHART, IN (GREG HARRIS-WCMR) L.Lovett, Restless H, G.Campbell, M.Rucker.
SOUTH BEND, IN (K.DEARING-WNDD) C.Gayle, G.Morris, R.Cash, J.Conlee.

**SOUTHWEST**

TULSA, OK (BILL PAYNE-KTFX) G.Morris, R.Charles.
DALLAS/FT.WORTH, TX (BILL MAYNE-WBAP) Girls N.D., Foresters, J.Frickie.
HOUSTON, TX (JANICE MURPHY-WATW) No Report.
FT. WORTH, TX (BILL MAYNE-WBAP) Girls N.D., Foresters, J.Frickie.
 PT. ARTHUR/BEAUMONT, TX (MICKEY ASHworth-KYKR) J.Denver, Greenwood, Restless H, R.Travis.
 SPRINGFIELD, IL (T.J. HART-WMBF) T.Cutter, C.Gayle, Sylvia.

**ROCKY MOUNTAIN**

WOLF POINT, MT (ROSS STRAUSSER-KVCK) No Report.
DILLON, MT (MIKE KANDILAS-KDII) B.Mandrell, S.Wariner, Juice, T.Wynette.

FT.WAYNE/KENDALL, IN (DOUG WAGNER-WBTO) Frozen.
RICHMOND, IN (MARILYN WILLIAMS-WHON) R.Charles, L.O'Lovett, Greenwood, S.Pacific.
VINCENNES, IN (CLINT MARSH-WAOV) R.Cash, R.Travis, Greenwood, M.& Rucker.
SAGINAW, MI (TOMMY SMORAY-WKCC) Juice, C.Clain, S.Wariner, Willie N., A.Murray, Mary/Paul.
MINATOMIC, WI (JON MURRAY-WCUB) B.Mandrell, E.Rabbitt, D.Fargo.
HOLLY, WI (WILLIAM JUNTER-WWWM) No Report.
WHITEHALL, WI (JOHN R. SIMONSON-WPHL) S.of Rodeo, R.Charles, L.Boone, Almost B's, M.& Rucker.
ROCKFORD, IL (CURTIS KING-WKKN) No Report.
SPRINGFIELD, IL (T.J. HART-WMBF) T.Cutter, C.Gayle, Sylvia.
POLSON, MT (ROGER NELSON-KERR) No Report.
MISSOULA, MT (DAVE WILSON-KGVO) Jerry Reed, Gatlings, Fairchild, R. Travis, Orleans, Cat Smith, Juice.
HAMILTON, MT (JEAN PYSSON-KLYQ/AM) R. Travis, Restless H., Gatlings, A. Murray.
WHITEFISH, MT (ART JACKSON-KJUR) R. Travis, Burbank Sta, Roy Clark, Willie N., Juice, Ticea.
GREELEY/FT. COLLINS, CO (DON DANA-KYOU/AM) Lightfoot, L. Lovett, Everly's, Greenwood, Gatlings, J. Denver, R. Travis, Juice, Rob, Juice, B. Mandrell, A. Murray, J. Strong, Trace.
PUEBLO, CO (RANDY HILL-KIDN) Juice, M. & Rucker, S. Wariner.
JACKSON HOLE, WY (GIL KING-KSST) No Report.

FAR WEST
LAS VEGAS, NV (STEVE RANDALL-KYX/AM) Kendalls, T. Wopat, R. Travis, Segger.
LAS VEGAS, NV (J. C. SIMON-KFMS) No Adds.
RENO, NV (TONY THOMAS-KOLO) A. Murray, Juice, B. J. Royal, T. Wynne, G. Morris, Masters.
BRAWLEY, CA (CHRIS OLIVAREZ-KROP) J. Anderson, L. Boone, Holly Dunn.
OAKLAND/SAN FRAN, CA (DENNIS DAY-KSAN) Exile, Sylvia, S. K. & O.
EUREKA, CA (KEN CONLIN-KRED) C. McClain, J. Anderson, B. Mandrell.
SACRAMENTO, CA (RICK STEWART-KRAK/KF) C. Gayle, S. Earle, Greenwood.
SACRAMENTO, CA (RICK STEWART-KRAK/AM) S. O. Rodeo, R. Travis, Willie N., S. Wariner.
CHICO, CA (MARK RATHBURN-KHSL) No Report.

NORTHWEST
ASTORIA, OR (BOB LOUCKS-KVAS) S. Pacific, Juice, R. Travis.
ALBANY, OR (H. DAVID ALLAN-KKRT) A. Murray, Juice, Gatlings, R. Travis, Orleans, B. Mandrell.
CORVALLIS, OR (P. J. EMMERSON-KFAT/AM) R. Travis, Orleans, Seger.
TOLEDO, OR (DENNIS EDWARDS-KTDO) A. Murray, B. J. Royal, Juice, J. Denver, Holly Dunn.
EUGENE, OR (BILLY PILGRIM-KEED) J. Anderson, Masters.
PENDLETON, OR (STEVE GREEN-KWHT) R. Travis, A. Murray, Juice.
SEATTLE, WA (SUSAN FALCONER-KMPS) R. Travis, L. Lovett, Greenwood, Juice.
EVERETT/SEATTLE, WA (WAYNE CORDRAY-KWYZ) Seger, Greenwood, Gatlings, S. Willoughby.
ELLENSBURG, WA (MIA CARLSON-KXLE/AM) Juice, Holly Dunn, S. Wariner, B. Mandrell.

COUNTRY JOBS
NEWS PERSON - KRDR-Portland, OR
Don Lane (503) 667-1230
PROGRAM DIRECTOR - KERR-Polson, MT.
*Jack Stevens (Rt. 1 - Box 48 - 59860)
PROGRAM DIRECTOR - WQRK-Ft. Wayne, IN
John Curry (919) 481-1061
PROGRAM DIRECTOR - KISB-Birmingham, AL
*Chris O'Kelly (Box 10904 - 35202)
AIR TALENT - KRKT-Albany, OR
Bill O'Brien (Box 1207 E. 9th. - 97321)
AIR TALENT - KFMS-Las Vegas, NV
*Randy Hood - 1555 E. Flamingo #435 - 89119
AIR TALENT (future) - WAOV-Vincennes, IN
*Dave Millar (Box 2000 - 47591)

*COUNTRY AVAILABLE
RANDY JENKINS from WWWI-Greensboro, NC is looking for a position as AT/MD/PD/Production, contact him at (919) 852-7326.
D.C. CAVENDER from KKKI-Des Moines, IA is looking for a position as AT/MD/PD, contact him at (515) 964-9876.
MIA CARLSON from KXLE-Ellensburg, WA is looking for a position as AT/MD/Production, contact her at (509) 925-1240.
KENT GLANZER from KJSB-Jamestown, ND is looking for a position as AT/MD, contact him at (701) 252-6398(after 2:30).
RANDALL EDWARDS from KML-Gillette, WY is looking for a position as AT/Production, contact him at (307) 666-3753.

COUNTRY CHANGES
BOB DAVIS from WOHS-Shelby, NC to WYGC/FM-Gainsville, FL as Program Director.
STEVE AMARI returns to KMIX-Modesto, CA as Program Director and AT (email: jap).
SUSAN FALCONER from KMPS-Seattle, WA was promoted to Music Director.
BILL POWELL is now handling the music at KHEY-967 - El Paso, TX.
BLAKE ROBINSON to KRKT-Albany, OR as Air Talent.

COUNTRY SERVICE
WGAA-Cedartown, GA - single: Mason Dixon (Premier)
WEZO-Winthfield, AL - single: Tanya Tucker (Capitol)
WRNY-Rome, NY - singles: (RCA & CBS)
KATK/FM-Carlsbad, NM - albums: (RCA/Warner Bros.)
WOLA-La Follette, TN - singles: (RCA)
"SALES THROUGH THE AIR WITH THE GREATEST OF EASE"

By Jerry Boulding

It is most apparent that as we wind through the 80's, economics is the arena in which the strongest gains must be made in our on-going struggle for total liberation and parity. This is certainly true for black and urban radio and music. One reason why so much attention has been called to it is because it's big business. It can and does generate big dollars. This means improvements in the quality of life in a number of areas.

URBAN MUSIC IS SELLING

For the first time, black and urban radio stations are taking full advantage of research ...and making better decisions because they have better information. For the first time, many black and urban stations are buying new state-of-the-art equipment because one of the things that can and does show up in research involves the technical sound of the radio station. Real or perceived, the net effect is the same. If a song sounds better on your competition than it does on your station, even if you do everything else right, you've got a problem. People who listened to you when they had a single speaker or listened with the main button pushed in, hear your station differently once they move on up to a better system. They are constantly comparing your station with your competition, whoever they may be. In some cities, it's the other black or urban station. In other cities it may be an urban-flavored Top 40. And yet, there are many markets where the Top 40 station sounds like it's trying to capture a portion of that huge audience that wants to hear Whitney Houston, Kool & The Gang, Stevie Wonder, Lionel Richie, along with Simply Red and Jermaine Stewart. The problem is how to combine these artists with Duran Duran, Dire Straits and Peter Gabriel.

BLACK DOLLARS ARE GREEN

It's a pretty well established fact that black music and concerts and even videos are selling... so is black and urban radio. Black America is a $175 billion plus market that must be developed and traded like any other economic market. We spend over $163 billion annually with corporate America, yet they give us back less than $20 billion in reciprocal trade. Just as we gained our human and civil rights in the 60's and 70's, we must use our economic power to extract gains from America's industries today. But most agencies welcome the opportunity to do business with a station that has the numbers. All you've got to do is get some numbers. And certainly there will always be those companies and agencies that, no matter how high our numbers get (even when we are the format and market leaders) will find some ways to buy around us. Often, we have observed bulletins coming down from major advertising agencies which say simply, "no ethnic." When asked the reason for this stipulation, the answers vary from, "We're not sure, but this is what the client requested," to "Well, our studies show that we just don't have a basis currently to justify the buy, even though your numbers look good and your cost per thousand (CPM's) are right on target."

CASHING IN ON COVENANTS

In some instances there are signs indicating that problems are cropping up in the implementation of the covenants designed to give back to minorities a return on their investments. Some companies are reluctant to advise specifically who is benefiting from the agreements. There have been delays in implementing the specifics of the covenants and, in some case, there is the perception that the moral agreement does not warrant the same priority as other areas of a company or agency's business.

Since 1981, the PUSH organization, headed by the Rev. Jesse Jackson, has negotiated major covenants with Coca-Cola, Heublein, Seven-Up, Coors and Burger King, just to mention a few. The latter covenant, with Burger King, seems to have worked the best and represents a half-billion dollars, a larger dollar share value than the others combined. And just as Burger King and McDonalds and others can tell precisely how many more hamburgers were served over any previous year, a fast food chain should be able to say specifically who its new franchises and vendors are as a result of the covenant, what the sales figures are at the new restaurants, which minorities have been promoted at the corporate level, who the new minority middle management employees are, and which individuals or companies, to include both radio and print, are involved in negotiations to receive contracts or advertising under terms of the covenant.

TRUTHS NOT SELF-EVIDENT

Finally, while the idea and reality of the covenants and urban radio's soaring ARBTrons have forced some progress in arriving at equitable dealings with corporate America, and while we urge many more enlightened companies to enter into such agreements, the covenants and ascending ARBTrons alone will not assure that we get our fair share of the American advertising pie. We must continue to pursue higher numbers, better communications, and organize more strongly in the political arena at the grassroots level to insure electoral gains. Then, we must treat our ratings and success stories like "truths that are not self-evident." These stories must be told and re-told again and again. We do have a story to tell. And the real story is one of challenge: the challenge to industry marketers to attract and hold more product users than their competition. And as we have shown time and time again, our listeners can play a pivotal role in this competitive war.

With the increasing education levels of many of our minority listeners and the resultant larger incomes, this growing consumer base is becoming more sophisticated. No longer can advertisers rely on serendipity or historical behavior to capture shares of this lucrative market. We are in a new enlightened era... one in which segmentation marketing will be the measure of success, an era in which previously untargeted markets will take on much more importance. A couple of questions come to mind. What impact has the economy had on the minority market? What impact have the increased advertising efforts on our radio stations of certain aggressive category marketers exerted on current brand preferences? The answers are not necessarily written in the wind, but perhaps in the air, or on-the-air, helping our new high-cumers to make up their minds about products and services that might have been ignored if we hadn't called attention to them. The recognition that our audience is important to a company's business is the first step to developing brand loyalty. For brand loyalty is the key to efficient advertising and promotional expenditures and more importantly, the bottom line - profit or loss. Sales through the air, just became easier... perhaps the wind shifted.
GEORGE Duke

WITH MUSIC FOR THE 80'S

THE SINGLE

"Broken Glass"

(7-09524)

FROM THE ALBUM,

GEORGE DUKE

[60480]

PRODUCED BY GEORGE DUKE FOR GEORGE DUKE ENTERPRISES, INC.

...IT MUST BE ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS

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---

GRANDMASTER FLASH

...YOU KNOW THE NAME....NOW LET'S INTRODUCE YOU TO THE MUSIC...

"BEHIND CLOSED DOORS"

(7-09525)

THE NEW SINGLE WITH AN INFECTIOUS BEAT FROM THE ELEKTRA ALBUM

THE SOURCE

PRODUCED BY JOSEPH SADDLER & VINCENT CASTELLANO FOR GRANDMASTER FLASH PRODUCTIONS

...IT MUST BE ON ELEKTRA MUSIC CASSETTES, RECORDS AND COMPACT DISCS

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## Certified

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<th>#</th>
<th>2W</th>
<th>LW</th>
<th>TW</th>
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<tr>
<td>1</td>
<td>SHIRLEY JONES - Do You Get Enough Love (P.I./Manhattan)</td>
<td>47%</td>
<td>41%</td>
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<td>2</td>
<td>Anita Baker - Sweet Love (Elektra)</td>
<td>40%</td>
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<td>3</td>
<td>MELBA MOORE &amp; KASHIF - Love The One I'm With (Capitol)</td>
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<td>4</td>
<td>Luther Vandross - Give Me The Reason (Epic)</td>
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<td>5</td>
<td>BILLY OCEAN - Love Zone (Jive/Arista)</td>
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<td>6</td>
<td>GWEN GUTHRIE - Ain't Nothin' Goin' On But The Rent (Polydor/PolyGram)</td>
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## Most Added

### Reaction

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<tr>
<th>Artist</th>
<th>Label</th>
<th>Added</th>
<th>On</th>
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<tr>
<td>REBBIE JACKSON</td>
<td>Columbia</td>
<td>39</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>NEW EDITION</td>
<td>(MCA)</td>
<td>39</td>
<td>9</td>
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## Pop Crossover

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<tr>
<td>ANITA BAKER</td>
<td>Sweet Love</td>
<td>Elektra</td>
<td>132</td>
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## URBAN CONTEMPORARY Hit Factor

Research:
Betty Hollars

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<tr>
<th>Hit Factor</th>
<th>Description</th>
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<th>Reports This Week</th>
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<th>Label</th>
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<th>Weeks</th>
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<tr>
<td>GWEN GUTHRIE</td>
<td>Ain't Nothin' Goin' On But The Rent (Polydor/PolyGram)</td>
<td>Polydor/PolyGram</td>
<td>65%</td>
<td>6</td>
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<tr>
<td>PRINCE</td>
<td>Anotherloverholenyohead (Paisley Park/Warner Bros.)</td>
<td>Elektra</td>
<td>50%</td>
<td>4</td>
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<tr>
<td>LEVERT</td>
<td>Pop Pop Goes My Mind (Atlantic)</td>
<td>Atlantic</td>
<td>60%</td>
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<tr>
<td>FULL FORCE</td>
<td>Temporary Love Thing (Columbia)</td>
<td>Columbia</td>
<td>75%</td>
<td>6</td>
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<tr>
<td>CHAKA KHAN</td>
<td>Love Of A Lifetime (Warner Bros.)</td>
<td>Atlantic</td>
<td>41%</td>
<td>3</td>
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<td>LISA LISA AND CULT JAM WITH FULL FORCE</td>
<td>All Cried Out (Columbia)</td>
<td>Columbia</td>
<td>47%</td>
<td>6</td>
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<tr>
<td>WHODINI</td>
<td>One Love (Arista)</td>
<td>Arista</td>
<td>50%</td>
<td>3</td>
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<td>JETS</td>
<td>Private Number (MCA)</td>
<td>MCA</td>
<td>25%</td>
<td>4</td>
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</tbody>
</table>
"Carl Anderson & Gloria Loring. Two friends who have made listeners lovers of radio. It's a song that says what every woman, 18 to death, wants their man to hear."

Bernie Miller, WLUM BRE Program Director of the Year

Merry Christmas From EPA
Reports Adds On Chart | ARTIST & TITLE
---|---
37 | 7 | 23 7 | 5 STAR - Can't Wait Another Minute (RCA)
33 | 19 | 11 3  | NEW EDITION - Earth Angel (MCA)
32 | -- | 15 17 | DENEICE WILLIAMS - Wiser & Weaker (Columbia)
27 | 4 | 16 7 | STACEY Q - Two Of Hearts (Atlantic)
27 | 3 | 14 10 | KRYSTOL - Passion From A Woman (Epic)
25 | 2 | 17 6  | CARL ANDERSON & GLORIA LORING - Friends & Lovers (Carrere/Epic)
24 | 2 | 17 5 | MARY JANE GIRLS - Walk Like A Man (Motown)
24 | 8 | 13 3 | GREGORY ABBOTT - Shake You Down (Columbia)
23 | 2 | 16 5 | TRINERE - How Can We Be Wrong (Jam Packed)
22 | 4 | 7 11 | YARBOROUGH & PEOPLES - Wrapped Around Your Finger (Total Experience)
21 | -- | 14 7 | FATBOYS - In The House (Sutra)
20 | 20 | -- | *REBBIE JACKSON - Reaction (Columbia)
19 | 7 | 8 4 | KENNY G - What Does It Take To Win Your Love (Arista)
18 | 1 | 11 6 | TROUBLE FUNK - Good To Go (Island)
18 | 4 | 5 9 | BOBBY JIMMY & THE CRITTERS - Roches (Jay)
18 | 2 | 7 9 | ATLANTIC STARR - In The Heat Of Passion (A&M)
18 | 4 | 9 5 | RAPPIN' DUKE - The Duke Is Back (Tommy Boy)
18 | 2 | 10 6 | LOOSE ENDS - Stay A Little While (MCA)
17 | -- | 11 6 | DHAR BRAXTON - Jump Back (Sleeping Bag)
17 | 2 | 10 5 | JUNIOR - Not Tonight (Mercury/PolyGram)
17 | 6 | 10 1 | RJ'S LATEST ARRIVAL - Heaven In Your Arms (Manhattan)
15 | 2 | 9 4 | O.C. SMITH - Whatcha Gonna Do (Rendezvous)
15 | 1 | 3 11 | L.A. DREAM TEAM - Nursery Rhymes (MCA)
15 | 5 | 9 1 | *JAMES "D TRAIN" WILLIAMS - You Are Everything (Columbia)
14 | 2 | 6 6 | TMP BAND - Ring Ring (Critique)
14 | 1 | 11 2 | TEASE - Better Wild Than Mild (Epic)
14 | 8 | 5 1 | *PHYLLIS HYMAN - Old Friend (Manhattan)
14 | 9 | 4 1 | *FORCE MD'S - One Plus One (Tommy Boy/Warner Bros.)
14 | 1 | 8 5 | RANDY CRAWFORD - Can't Stand The Pain (Warner Bros.)
14 | 4 | 8 2 | *STEVE WINWOOD - Higher Love (Island/Warner Bros.)
14 | 14 | -- | *AL JARREAU - L Is For Lover (Warner Bros.)

*First time listed on this page.

DROPPED: #22-Rick James, #28-George Clinton, #32-Stevie Wonder, #33-Cash Flow, #40-Jeffrey Osborne (Should), Madonna, Janice Kristie, Patti Austin, Spencer Jones

LP CUTS

SHIRLEY MURDOCK - I Can't Go On Without You/As We Lay (Elektra)
RUN DMC - You Be Illin' (Profile)
JEAN CARNE - Everything Must Change (Atlantic)
SOS BAND - Even When You Sleep/Nothing But The Best (Tabu)
MIDNIGHT STAR - Close To Midnight (Solar)
ANITA BAKER - You Bring Me Joy (Elektra)
RICK JAMES - Save It For Me/Slow & Easy (Gordy)

POTENTIAL SINGLES

FIZZY QUICK - You Want It Your Way, Always (Motown)
4 TOPS - Hot Nights (Motown)
SMOKEY ROBINSON - Because Of You (Tamla)
JOHNNY KEMP - Cover Girl (Columbia)
JEAN CARNE - Candy Love (Atlantic)
JERMAINE STEWART - Jody (Arista)
MORRIS DAY - Love Addiction (Warner Bros.)

URBAN CONTEMPORARY SUMMARY

This was a hot week for the more unusual product that's out there facing radio...ORAN "JUICE" JONES had a great week. Frank Cerami at WUSL-FM-Philadelphia says that the "...long version with the rap at the end is getting heavy, heavy requests" and Don Allen at WOWI-Norfolk says that "the number of requests for ORAN from both young and older demos is really surprising." More on "JUICE": Rick Stevens at WCX-Columbus says it gets requested like crazy, Stephanie Smallwood at KFXZ-Maurice says that it's one of her top requests, along with LISA LISA and PHILIP BAILEY, and Tony Brown at WBLX-Mobile is getting calls from 18-34 year old callers. The next thing that is big on most request lines is the RUN DMC LP cut we've been talking about for weeks: "You Be Illin'" and the story on that shapes up like this: Cecilia Whitmore at WJLB-Detroit says it's number one in requests, Gary Weiler at WBLZ-Cincinnati says "You Be Illin' if you don't play "Walk This Way" (translation: don't be concerned about playing them both...you can't overexpose RUN DMC at this point in time)...he's playing both and they're both lighting up the phones; Tony Wright at WJIZ-Albany reports it's still his number one request record and these are just a few of the comments. Dave Allen at OC104/FM-Ocean City calls to say that the ASHFORD & SIMPSON is "bustin' loose to the point where we're not only getting calls, we're getting letters in the mail with positive reaction to the record..." Keith Reed at WZMG-Opelika says "the JAMES INGRAM is hot here...along with everything else..." including the weather.

Fred Harvey at WFKX-Jackson reports instant requests for the NEW EDITION "Earth Angel" as soon as he started playing it, and it gets a headline this week under Most Added. The other Most Added, REBBIE JACKSON's "Reaction", gets a good endorsement from Tony Wright at WJIZ-Albany who says "That REBBIE JACKSON is my "Pick of the Week", out of the box dynamite hit!" Tony reports heavy female requests for HOWARD HEWETT, as is Paul Perrodi at KACE-Los Angeles from adults 25+ who call in to say they like the record. Needless to say, ORAN "JUICE" JONES gets the Certified award and has to share it with CAMEO, who had an incredible week, and MIDNIGHT STAR who did the same. Pop Crossover choice goes to ANITA BAKER's continued on page 56
BLOODLINE
THE NEW ALBUM FROM
LeVert

INCLUDING THE SINGLE
"POP, POP, POP, POP GOES MY MIND"
AN OUT-OF-THE-BOX RADIO AND RETAIL HIT!

BROTHERS GERALD AND SEAN LEVERT ARE THE SONS OF EDDIE LEVERT OF O'JAYS FAME. TOGETHER WITH MARC GORDON THEY DELIVER A DYNAMIC BLEND OF R&B/POP. BLOODLINE IS SOLID PROOF THAT MUSICAL BRILLIANCE CAN INDEED BE PASSED ON FROM ONE GENERATION TO THE NEXT.

PRODUCED BY KEG JOHNSON AND WILMER RAGLIN FOR THE PRODUCERS ALLIANCE. EDDIE LEVERT, IN COLLABORATION WITH GERALD LEVERT AND MARC GORDON, JAMES MTUME
MANAGEMENT HARRY J. COONBS

ON ATLANTIC RECORDS & CASSETTES
URBAN CONTEMPORARY ADDS

NORTHEAST

BOSTON, MA
TONYA PENDLETON-WILD

NEW YORK, NY
TONY GRAY-WRKS

NEW YORK, NY
SCOTT SHANNON-Z100

ROCHESTER, NY
ANDRE MARCEL-WDKX

PITTSBURGH, PA
JOHN ANTHONY-WAMQ

PHILADELPHIA, PA
TONY QUARTERONE-WUSL/FM

WASHINGTON, DC
MIKE ARCHIE-WHUR

BALTIMORE, MD
KINGSTON/KRONTHAL-B104
ADDS: Anita Bakr, Style Q. HOTS: Jets, Klymaxx, Run DMC, L.Richie, Regina, Ocean, Lisa Lisa, Janet Jax., J. Osborne, M.McDonald, Loring/And.

BALTIMORE, MD
ROY SAMPSON-WXYV/FM

OCEAN CITY, MD
DAVE ALLAN-OC104/FM

BOSTON, MA
DONNIE DEANE-WKIE

NORFOLK, VA
DON "EARY" ALLEN-WOWI

RICHMOND/PETERSBURG, VA
PHIL DANIELS-WPLZ-2/FM

ROANOKE, VA
AMY LEE-WTOY

SOUTH

GREENSBORO, NC
DOC FOSTER-WQMG

CHARLOTTE, NC
DON CODY/MURPHY-WGIV

FAYETTEVILLE, NC
BAEZ/CRUISE/MCKRAE-WDKS

FAYETTEVILLE, NC
LYPE/GREEN/EASON-WZFX

WILMINGTON, NC
TONY GORE/OTIS-JAWS-WWIL

ASHVILLE, NC
S.MINTYRE/ROBINSON-WBMB/FM

ST.MATTHEWS, SC
ANDY HENDERSON-WQKI
ADDS: N.Edition, Rebbie J., RJ'S LaSt, Run DMC.

COLUMBIA, SC
JEFF MCWHORT/DEAN-WWDFM

COLUMBIA, SC
SAUNDERS/MICHAELS-WMMC

GEORGETOWN, SC
ROBERT SWINTON-WVBF

FLORENCE, SC
ANDREW BAILEY-WYNN

GREENVILLE, SC
ANDRE CARSON-WHYZ


MIAMIETT, GA
TROY SCOTT-WEK

ATLANTA, GA
RAY BOYD-V103

AUGUSTA, GA
DEMETRA MERRITT-WFXA
HOTS: S.Mills, Arrington, Pieces/Dr., L.Richie, Levert, Trinere, M.McDonald, Jermaine J., Dazz B'd.

AUGUSTA, GA
Mickey ARNOLD-WWD
ADDS: Wonder, Dougie Fr., H.Hewett, DeBarge, Lisa Lisa, TMP Band.

ALBANY, GA
TONY WRIGHT-WJIZ

TALLAHASSEE, FL
JOE BULLARD-WAHM

Tampa, FL
CHRIS TURNER-WTMP

MOBILE, AL
MAD HATTER-WCOK

MOBILE, AL
TONY BROWN-WBLX
ADDs: Mary Jones, Force MD's, Rappin D., O.C.Smith, R.Crawford, G.Benson, Rose Bros. HOTs: Mid Star, Krystal, Jets, Prince, Janice Jax., G.Clinton, Controller, P.LaBelle, Levert, Chaka Khan, M.Morgan.

NASHVILLE, TN
J.C. FLOYD-WQKM/FM

CHATTANOOGA, TN
JAY RILEY-SWITCH 102-WNQC

Nashville, TN
P.WELLS/JIMMY SMITH-K57

MEMPHIS, TN
MELVIN JONES-KRNB

JACKSON, MS
FRED HARVEY-WFXK

JACKSON, MS
CARL HAYNES-WJMJ

LAUREN HATTIESBURG, MS
RON DAVIS-WQIS

MCMBB, MS
SARA KAY-WHNY
ADDs: Loring/And, Klymaxx. HOTs: Jets, L.Richie, Ocean, G.Benson, DeBarge, Chaka Khan, Mary Janes.

CENTRAL

COLUMBUS, OH
RICK STEVENS-WCKX

COLUMBUS, OH
K.C. JONES-WKKO

CLEVELAND, OH
DEAN DEAN-WDMT

CLEVELAND, OH
LYNN TOLLIVER JR-WZAK

CINCINNATI, OH
B.CASTLE/G.WEILER-WBLZ

CINCINNATI, OH
STEVE HARRIS-WWIN

INDIANAPOLIS, IN
KELLY KARSON-WTLC

DETOUR, MI
GARY BERKOWITZ-WHYT

DETOUR, MI
J.ALEXANDER/WHITMORE-WJLB

SAGINAW, MI
DAVID ROSAS-WWWS/FM

KALAMAZOO, MI
MICHAEL JACKSON-WKMI
ADDs: Y.& People, Prince, M.McDonald, Vandross, Tease, LA D.Team, LaBelle & M.

MILWAUKEE, WI
B.MILLER/MAK Fyre-WLUM

MILWAUKEE, WI
ROB HARDY-WNOV
ADDs: Rick James, Freestyle, Mt.Kashif, Full Force, Cash Flow, Trinere, BobbyJimmy, Main Attr.

MINNEAPOLIS, MN
PETE RHODES-CBLS

CHICAGO, IL
MARCO SPOON-WBMX/FM
Jones, Chaka Khan, Whodini, Cash Flow, Pieces/Dr., G. Clinton, Madonna.

CHICAGO, IL
LEE MICHAELS-WGCI/FM

CHICAGO, IL
DEE HANDLEY-WJFC
ADDS: M. McDonald, Chaka Khan, Levert. HOTS: Rick James, S. Mills, Wonder, Teena M., Gw. Guthrie, Pieces/Dr., Full Force, Arrington, Ocean, Cash Flow, Rainy D.

ST. LOUIS, MO
ANDRE FULLER-WZEN

ST. LOUIS, MO
MIKE STRADFORD-KMM

KANSAS CITY, MO
LORRIN PALAGI-KBKC/FM

NEW ORLEANS, LA
DEL SPENCER-WYLD/WM

NEW ORLEANS, LA
O'KELLY/ROLLING-B97

MAURICE/LAFAYETTE, LA
STEPHANIE SMALLWOOD-KFXZ
ADDS: Trinere, William Bell, 4 Tops, Klymaxx, RJ's Latest Arrival. HOTS: Con Funk S., Trinere, Klymaxx, S. Mills, MM/Kashif, M. Osborne, Chaka Khan, Rick James, Skyy, Arrington.

LAKE CHARLES, LA
C.C. SCOTT-KVZZ

WEST HELENA, AR
DELL SINES-KCLT
ADDS: RJS Last, Loose Ends, Madonna, Temps, Dougie Fr., Whodini, Cameo, DeBarge. HOTS: Con Funk S., Cash Flow, Prince, Chaka Khan, P. LaBelle, Mid. Star, L. Richie.

SOUTHWEST
DALLAS, TX
T. AVERY/M. SPEARS-KKDA

KILLEEN, TX
BILL ST. JOHN-KIZ/AM

HOUSTON, TX
RONT ATKINS-KMJO

PT. ARTHUR, TX
DOUG DAVIS-KHY

ENGLEWOOD/DENVER, CO
DANNY HARRIS/ROM ASH-KDKO

PHOENIX, AZ
RICK THOMAS-KUKQ

TUCSON, AZ
TODD FISHER-KHYT
ADDS: Gw. Guthrie, Janet Jax., SOS Band, Vandross, DeBarge. HOTS: Lisa Lisa, Jets, Nu Shooz, L. Richie, J. Ingram, Run DMC, Chaka Khan, Loring/And, Stacey Q.

RENO, NV
JEFF RYAN-KWNZ/FM

FAR WEST
LOS ANGELES, CA
CLIFF WINSTON-KLJH

LOS ANGELES, CA
GREG MACK-KDAY

MIKE SCHAFFER-KKIS/FM

SAN DIEGO, CA
ROBINSON/PERRIN- KACE

SAN DIEGO, CA
L. D. MCCULLOM-KHXR

QUA, CA
HOWARD THOMAS-KMYX

FRESNO, CA
WALKER/DAVIS-KYNO
ADDS: DeBarge, Lisa Lisa. HOTS: Run DMC, Janet Jax., Klymaxx, Jets, P. LaBelle, Loring/And, Prince, Stacey Q, L. Richie.

BERRY/CARTER-KMGX
ADDS: Lisa Lisa, S. Red. HOTS: Jets, Mary Janes, P. LaBelle, Y & People, Miami S. M., Prince, Ocean, L. Richie, Run DMC, Loring/And, Stacey Q.

SAN FRANCISCO, CA
KEITH NAFTALY-KMEL

SAN FRANCISCO, CA
MARRIN ROBINSON-KSOL/FM
OAKLAND, CA
BARRY POPE-CHELLE S-KDIA

STOCKTON, CA
ROY WILLIAMS-KJOY
ADDS: DeBarge. HOTS: Mary Janes, Ocean, Nu Shooz, Loring/And, Klymaxx, Miami S.M., Regina, L.Richie.

STOCKTON, CA
JOHN HAMPTON-KSTN

EUREKA/ARCATA, CA
JIM NELLY III-KXQGF
ADDS: Janet Jax., DeBarge. HOTS: M.McDonald, Timex S.C., Regina, Stacey Q, Klymaxx, Mary Janes, L.Richie, Loring/And, Ocean, Run DMC, Madonna.

SACRAMENTO, CA
GILLETTE/COLLINS-FM102

RENTON/SEATTLE, WA
FRANK BARROW-KKFI

SEATTLE, WA
STEVE MITCHELL-KKFX

SEATTLE, WA
LARRY SNIDER-KQIN

TRICITIES, WA
JONATHAN WALKER-KZZK/FM

SERVICE
WOKI-St. Matthews, SC needs service from Elektra. Address is P.O.Box 777, St. Matthews, SC 29135.
WVBF-Georgetown, SC needs service from RCA and Arista. Address is P.O. Box 1898, Georgetown, SC 29440.
KMYX-Ojai, CA needs service from Atlantic and CBS. Address is P.O. Box 1060, Ojai, CA 93023.
KCLT-West Helena, AR needs RCA, Elektra and Reality service. Address is P.O.Box 2870, Zip 72390 - or phone 501-572-9506.

JOB OPENINGS
WQLM-Montgomery, AL has an opening for full-time air talent to do nights. There’s a part-time opening for a news person, too. Interested parties call French Be at 205-365-0393 or send tapes and resumes to P.O. Box 604, Zip 36067.
KMYX-Ojai/Oxnard/Ventura, CA has an opening for full-time air talent to do mornings, experience necessary. Contact Howard Thomas at P.O.Box 1060, Ojai, CA 93023.
KXZZ-Lake Charles, LA has an opening for morning drive. Contact C.C. Scott at P.O.Box 1725, Lake Charles, LA 70602 or call 318-436-7277. 3 years experience required and there is a possibility of a Music Director’s spot there too.

IN MEMORIAM
We were saddened to learn of the death of James P. Blakely, ex-GM of KACE RADIO in Los Angeles, who passed away on Saturday, August 2nd of Sickle Cell Anemia. Our condolences to his family and friends.

URBAN CONTEMPORARY ADDS
continued from 51
“Sweet Love” due to Top 40 adds topping the mark this week to make “Up & Coming” in that section for the first time. ANITA is getting calls at WRDW-Augusta, says Mickey Arnold. Among the lines of requests, Tony Brown at WBLX-Mobile reports requests for both the WHODINI and the MIDNIGHT STAR from the teens; Jay Riley at WNOO-Chattanooga reports “great phones for 5 STAR”; C.C. Scott at KXZZ-Lake Charles reports calls for the SOS BAND, MAZE and STEVE AARRINGTON. Melvin Jones at KRNB-Memphis says of the OLIVER CHEATMAN “…this is a hit...absolutely!'; Danny Harris at KDKO-Denver reports CAMEO phone calls are huge and at WZFX-Fayetteville Tim Greene reports CAMEO requests are “Major!”. Chris Turner at WTMP-Tampa reports teens and males are requesting the BOBBY JIMMY & THE CRITTERS. Getting to the newer product, GREGORY ABBOTT picked up 8 new adds this week and looks like it will be a contender for Chartbound or the chart itself next week. 5 STAR barely missed being Chartbound this week, but watch for it to go directly into the chart without stopping in 'bound. KENNY G picks up 7 adds this week and picks up "requests from the adult crowd here..." says Joe Bullard at WAMM-Tallahassee. AL JARREAU picks up 14 adds, making Up & Coming, and FORCE MD's gets 9 at the same time, debuting in the same section, as does PHYLLIS HYMAN. The only other debut goes to JAMES "D TRAIN" WILLIAMS "You Are Everything" who had good reports left over from last week, adding 5 more this week and continuing to gain. Some of you have remarked that you have an "answer" record to the ORAN "JUICE" JONES "The Rain" consisting of a woman answering her rap at the end of the extended version 12" mix. There doesn't seem to be a commercial copy of any answer tune (yet) but some of you say that you've done your own dub of it. Please let us know next week about these as there are other stations that are interested in hearing them and getting copies of them. I'm sure it's just a matter of time before we're deluged with them...Thanks! Betty
TALKING HEADS - *Wild Wild Life* (Sire/Warner Bros.) Only a handful of bands can claim the fanatical following of Talking Heads. That in mind, I find it hard to believe they've only scored one major Top 40 success, "Burning Down The House". David Byrne gathered his troops and gives us a mass-appeal performance while remaining true to his trend-setting, thought-provoking style.

ROBERT PALMER - "I Didn't Mean To Turn You On" (Island). Cherelle did it last year and Palmer goes her one better. Bernard Edwards produced a gem...I just can't help wondering why this wasn't released sooner. At long last THIS is Palmer's Year.

DON JOHNSON - *Heartbeat* (Epic). Sonny sings and does it with feeling! This track deserves to make it on its own merit, not just on his "Miami Vice" connection. Easy to imagine how hot it'll sound in a station's music mix...and I can already hear those female hearts beating.

BOYS DON'T CRY - *Cities On Fire* (Profile). As an early believer in "I Wanna Be A Cowboy," my faith was restored in the belief that unknown groups not on major labels can make it with that "extra special" element. This effort proves they're not about to hit and run.

KENNY LOGGINS - *Playing With The Boys* (Columbia). Any programmer who hasn't yet seen "Top Gun" should put it on top of the list of movies to attend. If you're like me, you'll quickly figure out why the album has been a top seller for many weeks. Loggins' soundtrack record can't be denied.

DARYL HALL - "Three Hearts In The Happy Ending Machine" (RCA). Both Daryl and co-producer David A. Stewart have often been associated with urban rhythms, so it must have been a jam-up of ideas as they created this music in five studios on two continents. David seems to have brought new guitar ideas while Daryl held fast to his rhythm trax. My favorite songs include the brilliant, full-boat production piece, DREAMTIME, already leaping up the Top Forty chart. Other obvious future singles: I WASN'T BORN YESTERDAY, FOR YOU and the one track that links-up most effectively with Hall & Oates' projects, FOOLISH PRIDE. Certainly four formats of music (Top Forty, A/C, Urban, and Album Rockers) will have plenty of material with which to associate. Great title for an LP, too.

BONNIE RAITT - "Nine Lives" (Warner Bros.). Four years and a lotta rock n' roll water under the bridge since her last LP. But time and temperature haven't been lost on Bonnie. Those four years must have been put to good use 'cause she comes out smokin'. The lead single, NO WAY TO TREAT A LADY, written by Bryan Adams and Jim Vallance, is a powerful fusion of great rock writing and a performer who knows how to close a sale. WHO BUT A FOOL and CRIME OF PASSION moderate the mood but not the attitude. The risk inherent in comebacks is that you get compared to your own past performance. "Nine Lives" meets and exceeds all expectations. She lands on her feet, cat-quick and cool-out.

EDDIE MONEY - "Can't Hold Back" (Columbia). My idea of a working class rocker is Eddie Money. There are never any airs of glam and glitter--no smoke pots or lazer beam illumination. Money music is basic, cash crop direct. The first single, TAKE ME HOME TONIGHT, with a cameo from Ronnie Spector, is his finest single in years. I WANNA GO BACK (written and originally cut by BILLY SATELLITE) is gonna be a hit for somebody, someday, so why not Eddie? Other choice choices include ONE LOVE and a metallic rocker WE SHOULD BE SLEEPING, which features some killer guitar work by producer Richie Zito. A lean and mean LP, but not musically musclebound.

**NEXT WEEK**

Larry King

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“WHO’S GONNA LOVE YOU TONIGHT”

THE NEW SINGLE FROM DAVID FOSTER

From his self-titled album
DAVID FOSTER
(81642)

Produced by Humberto Gatica and David Foster

On Atlantic Records, Cassettes & Compact Discs
the first single from Don Johnson's debut album

On Epic Records