LET FREEDOM RING.

"FREEDOM OVERSPIII"

STEVE WINWOOD

THE NEW SINGLE
FROM THE SMASH ALBUM
BACK IN THE HIGH LIFE

PRODUCED BY RUSs TITELMAN
AND STEVE WINWOOD

MANAGEMENT: NuVlSIONS MANAGEMENT, LTD.
RON WEISSNER   BENNETT FREED
HUMAN LEAGUE
Human
(Virgin/A&M)
105 Adds

PETER CETERA WITH AMY GRANT
The Next Time I Fall
(Full Moon/Warner Bros.)
93 Adds

COREY HART
I Am By Your Side
(EMI America)
81 Adds

TOP NEW AIRPLAY

CERTIFIED

PETER GABRIEL
In Your Eyes
(Geffen)

RIC OCASEK
Emotion In Motion
(Geffen)

RECORD TO WATCH

BANGLES
Walk Like An Egyptian
(Columbia)

Initial de-Nile is turning into strong positives from programmers in several markets.
The Queen cuts loose on this historic single, available only on her forthcoming Arista Album (Al.8442), and featured in the 20th Century Fox Film Jumpin' Jack Flash starring Whoopi Goldberg.

Watch for the video with Aretha, Keith, Woody, Whoopi & more – World Premiere September 12 on MTV.
Echoes of Freddy Cannon singing "Way Down Yonder In New Orleans" come to mind as this issue goes to press and I attempt to make my flight on time. Ron Fell and I will be in attendance at the NAB's Radio '86, so if you spot us in the crowd please say hello. We'll try and do the same.

I've been meaning to clarify a recurring question regarding Hit Factor. That question is, how come some records with fairly high Hit Factors never get into the Top 15 or sometimes charting a record top 20? It's very important to remember Hit Factor is the percentage of stations charting a record top 20. To accurately track a song's progress, don't forget to carefully check 1) how many weeks it's been on the page and 2) see where the bulk of activity is, chartwise. For example, one song may have 190 reports, 120 of which are between 21-30. Another song may have 90 reports, but 50 are in the Top 5 or Top 10. It's much easier to spot trends that way.

Hit number three for JANET JACKSON is her biggest. Moves of 6 places or more at KC101, WBEN, Z104, B-96, WBAY, KBBI, KPUK, KBQG, KROY, KZZP, KSTN, etc. DON JOHNSON has been busted...or should we say has bussed through...Harry Nelson jumps it 21-13 at Z 94 Boston, also big for Jeff McCartney 4Q Atlanta 21-15, John Raymond KIXY San Angelo 23-15, Kim Mcgee and Greg Rolling B97 New Orleans 21-14, Randy Kussman KQHO/WFY Boise 29-21, Tom Evans KYIS 25-18, etc.

ANITA BAKER was our Record To Watch back on August 8th with a handful of reports. That's all changed. a giant in Pittsburgh for Nick Ferrara B94 (12-3) and Keith Abrams WHTX (13-8). Also Top Ten for Roger Christian WBBN/FM, Bob Weil WSPK, Leo Davis Q104, Chris Sousa WDKQ, Steve Rivers and Keith Naftali KMEL, etc.

Unusual week with several hits topping Chartbound. Moves on LISA LISA are nothing short of incredible...KC101 (19-6), B104 (13-1), Y100 (15-8), B97 (13-4) KS103 (20-11) KZZP (25-19) B96 (19-15), etc. It was also a big week for ART OF NOISE going (6-3) at K104, (26-18) at WWFX, (30-21) Z103, (20-15) WYPK, (24-17) KIXS, (17-13) KZZP, (24-18) KFBD etc. A growing number of believers on Star with adds at Z100, WJFA, WCGB, Y100, KBEQ, KWSS, KGWW, KZZO, KHYT, KDJ, KBKU, KROJ, etc. CAMEO up 7% in Hit Factor, debuting Top 25 at WROQ, WWXH, B94 with add. Some positive stories are coming in on THE BANGLES. Moves 23-17 at KROC Rochester, 9-5 KROK Lompoc, 22-16 KHKW Tri-Cities/Kennewick. Has a 25% Hit Factor and Mo Matthews at KHT Seattle reports it "number one in requests for the third week" as it charts 19-17.

September 12, 1986 THE GAVIN REPORT
### HIT FACTOR

Hit Factor is a percentage of stations playing a record which also have it Top 20.  
*ie: 100 stations playing the record — 60 stations have it in their Top 20 — Hit Factor = 60%.*

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<tr>
<td>HUEY LEWIS &amp; THE NEWS - Stuck With You (Chrysalis)</td>
<td>283</td>
<td>1</td>
<td>240</td>
<td>35</td>
<td>6</td>
<td>--</td>
<td>1</td>
<td>99%</td>
<td>8</td>
<td>GENESIS - Throwing It All Away (Atlantic)</td>
<td>278</td>
<td>3</td>
<td>43</td>
<td>93</td>
<td>104</td>
<td>29</td>
<td>6</td>
<td>86%</td>
<td>6</td>
<td>CYNDI LAUPER - True Colors (Portrait)</td>
<td>267</td>
<td>12</td>
<td>--</td>
<td>6</td>
<td>68</td>
<td>134</td>
<td>47</td>
<td>27%</td>
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Research:
Keith Zimmerman
Lisa Smith
Betty Hollars

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The Gavin Report/September 12, 1986

www.americanradiohistory.com
THE NEW SQUIER ALBUM ISN’T HERE YET, BUT ITS FIRST HIT SINGLE IS.

BILLY SQUIER
LOVE IS THE HERO

AVAILABLE NOW ON Capitol
Produced by Peter Collins for Jill Music Limited
NORTHEAST

TORONTO, ON(BOB SAINT-CFTR) C.Lauper, Genesis, C.Hart.
BOSTON, MA(NELSON/DOLGINS-Z94) Lisa Lisa, E.Money, Toto.
CAPE COD, MA(McDONALD/McVIE-WKPE) Outfield, D.L.Roth, B.Carlisle, Beach Boys, C.Hart, Peter & Amy.
PROVIDENCE, RI(RAIN-MOORE-PRO) D.L.Roth, T.Tuesday, J.Osborne, Beach Boys, H.League, C.Hart.
KEENE, NH(BERNIE HARTNETT-WKNI/FM) Tuesday, E.Money, C.Hart, Chicago, Outfield, J.Osborne.
BURLINGTON, VT(THOM RICHARDS-95XXX) J.Stewart, H.League, Beach Boys, David + , Dave, C.Hart, Outfield, R.Ocasek.
BURLINGTON, VT(THOM RICHARDS-999) H.League, Peter & Amy, C.Hart, Lisa Lisa, Outfield.
BANGOR, ME(TONY PERKINS-WZON) D.L.Roth, Peter & Amy, Tuesday, Outfield, C.Hart, Beach Boys, B.Hornsby.
ELLSWORTH/BANGOR, ME(TIM MOORE-WKSO) No Report, Frozen.
BANGOR, ME(JIM LEVEN-WWFX) C.Hart, A.Baker, Lisa Lisa.
BURLINGTON, VT(THOM RICHARDS-999) H.League, Peter & Amy, C.Hart, Lisa Lisa, Outfield.
WILLIAMSTOWN, CT(DAVE EVAN-WIL/FM) No Report, Frozen.
WESTPORT, CT(STORM N. NORMAN-WEBE/FM) B.Hornsby, Peter & Amy, Oran Jones, Toto.
NEW YORK, NY(SCOTT SHANNON-Z100) Oran Jones, 5 Star.
SCHENECTADY, NY(JIM WALSH-3WD) No Report, Frozen.
KINGSTON, NY(THOM WILLIAMS-WBPM) H.League, Outfield, T.Tuesday, B.Carlisle.
POUGHKEEPSIE, NY(BOB WEIL-WSPK/FM) Vandross, Ocasek, C.Hart, Beach Boys, B.Hornsby, R.Stewart, Peter & Amy.
UTICA, NY(MAC/ANDREWS-WNYZ) C.Hart, Peter & Amy, Tuesday, A.of Noise, Cameo.
BINGHAMTON, NY(DON MORGAN-WAL/FM) Beatles, Bums Sis.

SOUTHEAST

ATHENS, GA(DAN MURRAY-WAGQ) Tuesday, Beach Boys, J.Stewart, Peter & Amy, 38 Special.
AUGUSTA, GA(BRUCE STEEVENS-WBBQ) Chicago, Ocasek, Triumph, Cameo, C.Hart, B.Hornsby, Beach Boys.
FT. VALLEY/MACON, GA(NAZAN HALE-WQBB) No Report, Frozen.

BALTIMORE, MD(KINGSTON/KRONTHAL-B104) Madonna, B.Joel, Nu Shooz, C.Hart.
OCEAN CITY, MD(J.J. "HTMAN" MCKAY-100KH) David + , Dave, B.Joel, C.Hart, H.League, T.Tuesday.
SANFORD, NC(BILL FREEMAN-WFAC) A.of Noise, Limited W., 5 Star, Beach Boys, Peter & Amy, T.Tuesday.
CHARLOTTE, NC(JACK DANIEL-WDQY) C.Lauper, Chicago, Genesis, C.Hart.
C.Lauper, Genesis, C.Hart.

B.J. Tuesday, E.Money.
PROVIDENCE, RI(TOM CUDDY-PRO) D.L. Roth, T.Tuesday, H.League, Beach Boys, J.Stewart.
E.Money, Tuesday, C.Hart.
BURLINGTON, VT(THOM RICHARDS-999) H.League, Peter & Amy, C.Hart, Lisa Lisa, Outfield.
NAHOMY, NY(MAC/ANDREWS-WNYZ) C.Hart, Peter & Amy, T.Tuesday, A.of Noise, Cameo.

JAVA REPORT/September 13, 1996

WORLD OF AMERICAN RADIO HISTORY

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IT'S FRANKIE AND FRANKIE ONLY.

LET THE TOURNAMENT BEGIN...
MILWAUKEE, WI (DENISE LAUREN-WKTI) No Adds.

MADISON, WI (JONATHAN LITTLE-2104) B.Hornsby, R.Ocasek, K.Loggins, Beach Boys, Easton.

GREEN BAY, WI (KIM BRADLEY-WKAW) Toto, H.League, Triumphant.

WAUSAU, WI (MIKE EDWARDS-WFC/FM) H.League, R.Ocasek, C.Thompson, K.Loggins, Beach Boys, Easton.


LA CROSSE, WI (CHUCK KNIGHT-H105) No Report, Frozen.

LA CROSSE, WI (GREEN/CAVRI-FM) Chicago.

EAU CLAIRE, WI (RICK JAMES-WBIZ) Van Halen, Chicago, C.Hart, Peter & Amy, Outfield.


**SHEENA EASTON**

"So Far So Good"

**THIS WEEK ADDS INCLUDES:**
- Z104
- WNVZ
- Y106
- KKRZ
- KYNO
- WFBG
- KNOE
- WCIL

**AND LOOK AT THESE JUMPS:**
- WXKS 34-28
- WIXX 43-33
- WBEN 35-31
- KEYN 18-16
- Z93 31-25
- KFIV 22-15
- KDWB 37-34
- 95XX 27-21
- KWK 28-25
- 100K-HI 27-19
- WLOL 27-22
- Q104 15-6
- K104 23-13
- OK95 29-23
- Q100 39-32

**COREY HART**

"I Am By Your Side"

**110 ADDS OUT OF THE BOX THIS WEEK INCLUDING:**
- WAVA PRO/FM
- KPKE
- WLOL Z93
- WLOS KWOD
- KRBE KRBE
- WMMS B97
- WPHD Z95
- B104 92X
- WXKS WCZY
- WKSE WHYT
- WCAU KDWB

- R&R #1 MOST ADDED
- GAVIN TOP 40 3RD MOST ADDED
- CHARTBOUND

**PET SHOP BOYS**

"Love Comes Quickly"

**THIS WEEK ADDS INCLUDE:**
- KRBE
- Q106
- KITS
- KWSS
- 93Q
- WCAU

**WITH DEBUTS ALREADY AT:**
- WBEN 39
- KBFM 29
- Q100 38
- KTUX 40
- WERZ 38
- KZOZ 40
- WGF 39
- KBIM 38
- WRCK 35
- KISS/FM 30-27
- KRBE 39
- KWOD 34
MANKATO, MN (GARVIN/McCORMICK-KDOG/FM) T.Tuesday, C.Hart, Burns Sis., R.Ocasek, Dave +, Outfield, B.Hornsby.

MANKATO, MN (GREG HUSAK-KEEZ/FM) T.Tuesday, R.Ocasek.


VERMILLION, SD (DEAN RUSSELL-KVRF) It Bites, L.Cardenas, Bon Jovi, D.L.Roth, Beach Boys, Outfield.

YANKTON, SD (RANDY KUSSMAN-KOHU/FM) D.L.Roth, C.Thompson, Chicago, H.League.

SIOUX FALLS, SD (CHARLIE O'DOUGLAS-KKRC) No Report, Frozen.

ABERDEEN, SD (SCOTT DANIELS-KG95) C.Thompson, Chicago, Boyz II Men, Outfield.


FARGO/MOORHEAD, ND (STAN MAIN-Y94) C.Hart, H.League, Peter & Amy, C.Lauper, Triumph.


BISMARCK, ND (BRANNAN/HARDT-KFYR) B.Joel, R.Ocasek, Knight/Med, C.Simon, Peter & Amy.


MINOT, ND (RICK MORGAN-KZZ) D.L.Roth, C.Hart, T.Tuesday, Lauper.

DE KALB, IL (LEW WHITE-WDEK/FM) P. Gabriel, C.Thompson, Toto, D.L.Roth, Rainmakers.


CHICAGO, IL (JEFFREIS/WELLS-KYTWZ) R.Ocasek, C.Hart, E. Money, Peter & Amy.

CHICAGO, IL (CHUCK CRANE-WLS/AM) E. Money, Peter & Amy.

CHICAGO, IL (JOE BOHANNON-B96) Loverboy, Mid. Star, J. Osborne.


ROCKFORD, IL (WALKER/ANTHONY-WYBR) C. Lauper.


BLOOMINGTON, IL (JUSTIN/ROBBINS-WBNO) C. Hart, T. Tuesday, A. Baker, H. League, B. Hornsby.


SPRINGFIELD, IL (GREG LAWLEY-WDBB) Peter & Amy, Outfield, B. Carlisle, D. L. Roth, C. Hart, T. Tuesday, It Bites, B. Hornsby, David +.

FAIRFIELD, IL (TOM LAVINE-WFVI) R. Stewart, Fab TBS', R. Ocasek, L. Cardenas.

CARBONDALE, IL (TONY WAITEKUS-WCIL/FM) Cameo, J. Stewart, Oran Jones, Easton.

MANHATTAN, KS (WAGNER/WILSON-KOLA/FM) Fab TBS, Peter & Amy, D. L. Roth, J. Stewart, T. Thompson, Conner, Limited W.


HOISINGTON, KS (BIEKER/AWATSON-KHOK) Chicago.


NORFOLK, NE (DOUG KOEHN-KZBB) B. Carlisle, Lisa Lisa, Limited W., Journey.


McCOOK, NE (CARL WRIGHT/TAPA-KZMC) Bangles, P. Gabriel, Oran Jones, Beach Boys, T. Tuesday, C. Hart, Outfield, Limited W.

EL DORADO, AR (DAN MURPHY-KLBO/FM) B. Hornsby, Peter & Amy, Beach Boys, David Pack, H. League, R. Ocasek.


FT. SMITH, AR (JOHN O'DEA-KZBB/FM) No Adds.

**SOUTHWEST**


DALLAS, TX (SHOMBY/BUDANA-92PS) Beach Boys, Vandross.

KIGLORE, TX (ROBERTS/SCHMAL-9KTX) A. Baker, H. League, B. Carlisle, Outfield, Device, Nu Shooz.

TYLER, TX (T. J. MCKAY-KEYP) Chicago, Outfield, Beach Boys, C. Hart, N. Martinez.


WICHITA FALLS, TX (BECK/KAY-KMIN/FM) Peter & Amy, Triumph, A. Baker, Bon Jovi, Outfield, D. L. Roth.

KILLEEN/TEMPLE, TX (PAULA MCCARTNEY-KKXS/FM) T. Tuesday, Peter & Amy, B. Carlisle, H. League, B. Hornsby, Beach Boys, D. L. Roth.

WACO, TX (VERN PECORE-KWTX/FM) A. Baker, Peter & Amy, H. League, Toto, C. Hart.

SAN ANGELO, TX (JOHN RAYMOND-KXY/FM) B. Hornsby, H. League, B. Carlisle, Beach Boys, Peter & Amy, Pet Shop, Madonna, Oran Jones.

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

BRYAN, TX (CARL GIDEON-KATM) No Report, Frozen.

BRYAN, TX (TURNER/OFFERMAN-KATW/FM) Messenger, T. Tuesday, Beach Boys, Outfield, Bangles, Peter & Amy, Stabilizer, Bon Jovi, Toto, Journey, H. League, A. Baker.


VICTORIA, TX (JAY ARENA-91S) C. Hart, N. Martinez, T. Tuesday, B. Hornsby, C. Thompson, Chicago.


SAN ANTONIO, TX (HUNTER/ATKINSON-99S) R. Stewart, B. Country, 38 Special, Journey, Arcadia, Outfield, Peter & Amy.
WESLACO, TX (ANNA DeHARO-KRGV) 5 Star, A of Noise, H.League, Peter & Amy, D. Johnson, B. Hornsby, T. Tuesday.

PAMPA, TX (MIKE KNEISL-KGRO) A. Baker, C. Thompson, Outfield, 5 Star, T. Tuesday, Peter & Amy, N. Martinez, L. Cardenas.

AMARILLO, TX (PATTERICK CLARK-KKUR) Beatles, P. Gabriel, Loverboy, Peter & Amy, B. Carlisle.

ABILENE, TX (DOMINIC TESTA-KFMN) T. Tuesday, A of Noise, Peter & Amy, A. Baker, Toto.

ODESSA/MIDLAND, TX (JIM SCOTT-KWES/WM) 5 Star, C. Thompson, Chicago.

PHOENIX, AZ (GUY ZAPOLEON-KZPP) H. League, Burns Sis., A. Baker, Cameo.


TUCSON, AZ (BEAU RICHARDS-KHYT) Chicago, Madonna, Beach Boys, 5 Star, R. Ocasek, T. Tuesday, Device.

COTTONWOOD, AZ (SEAN CONRAD-KSMK) H. League, E. Money.

ALBUQUERQUE, NM (KRUISE/RODGERS-KIVA/FM) L. Cardenas.

CLOVIS, NM (ROCKY BURNETTE-KZZO/FM) A. Baker, C. Thompson, 5 Star, Device, N. Martinez, B. Hornsby.


ROCKY MOUNTAIN

BILLINGS, MT (CHARLIE FOX-KYAA) T. Tuesday, H. League, Peter & Amy.

BILLINGS, MT (B. J. DONOVAN-KZLS) B. Hornsby, T. Tuesday, Peter & Amy, Fab TBS, Outfield, Glass Tigr.

KALISPELL, MT (BARRY BENNETT-KBBZ/FM) T. Tuesday, Peter & Amy, B. Hornsby, Chicago, Seger, TR & Allman.

DENVER, CO (RANDY JAY-KM) Stacey Q, E. Money.


DENVER, CO (DOUG ERCICKSON-KKKE) A. Baker, B. Hornsby, Lisa Lisa, Bon Jovi.


GRAND JUNCTION, CO (MICHAEL JENNINGS-KSTAR) R. Ocasek, P. Gabriel, H. League, B. Hornsby, Beach Boys.

CODY, WY (BRYAN SCOTT-KTAG) Beatles, T. Tuesday, C. Hart, P. Gabriel, H. League, Fab TBS, B. Hornsby.


LEWISTON, ID (JAY MCCALL-KOZE) T. Tuesday, Peter & Amy, B. Hornsby, Device, C. Hart, Outfield.

BOISE, ID (TOM EVANS-KYIS) Madonna, Peter & Amy, C. Hart, B. Hornsby, T. Tuesday, Device, L. Roth.

MOSCOW, ID (GARY CUMMINGS-KZFN) Peter & Amy, T. Tuesday, Lisa Lisa, B. Hornsby, A. Baker, Bon Jovi.


LOGAN, UT (JAY HALL-KSLO) Peter & Amy, C. Hart, B. Hornsby, Madonna, T. Tuesday, N. Martinez, Beach Boys.


PROVO/SALT LAKE CITY, UT (GINA SHURTS-KFMY) H. League, Device, P. Gabriel, Peter & Amy, T. Tuesday.

FAR WEST

LAKE TAHOE/RENO, NV (MICKEY LEES-KLKT) C. Thompson, Chicago, H. League, Toto.


RENO, NV (RICK JASON-KHTZ/FM) 5 Star, T. Tuesday, Outfield, B. Carlisle, OMD, R. Stewart.

RENO, NV (JEFF RYAN-KWNZ/FM) Peter & Amy, C. Hart, T. Tuesday, Beach Boys.

LOS ANGELES, CA (MIKE SCHAEFER-KIS/FM) Loverboy, R. Ocasek, Toto, OMD.


SAN DIEGO, CA (MIKE PRESTON-KS103) Madonna, B. Hornsby, H. League, Journey.

ANAHEIM, CA (GRAIG POWERS-KEZY) Journey, Pet Shop, Toto, Vandross.


BAKERSFIELD, CA (DARRYL ST JAMES-KKXX/FM) T. Turner.

SAN LUIS OBISPO, CA (JOE COLLINS-KSLY/FM) A. Baker, T. Tuesday, H. League, Beach Boys, David+.


SANTA MARIA, CA (MARIA RUBIO-KXFM) A. Baker, T. Tuesday, D. L. Roth, Paul Simon, Messenger, J. Stewart, Bangles, Easton, Crowded H.

FRESNO, CA (WALKER/DAVIS-KYNO) H. League, Journey, Van Halen.

FRESNO, CA (BERRY/CARTER-KMGX) D. Johnson, C. Hart, OMD, David+.


SAN FRANCISCO, CA (RIVERS/NAFTALY-KMEL) N. Martinez, OMD, T. Tuesday, J. Stewart.


SAN JOSE/LOS GATOS, CA (HARLOW/WEINSTEIN-KATD/FM) OMD, L. Cardenas, B. Hornsby, Peter & Amy, Device.

SAN JOSE, CA (ROBIN SILVA-KWSS) Journey, 5 Star, OMD, Toto, Pet Shop.

STOCKTON, CA (ROY WILLIAMS-KJOY) P. Gabriel, B. Hornsby, Peter & Amy, C. Thompson.


SANTA ROSA, CA (KEN MONTERO-KREO) No Report, Frozen.


EUREKA, CA (CHRIS KNIGHT-KFMY) B. Hornsby, Beach Boys, Icehouse, T. Tuesday.


SACRAMENTO, CA (BOB WEST-KROY) E. Money, H. League, Beatles, Genesis, Mid Star.


PARADISE/CHICO, CA (JONATHAN STEVENS-KNVR) No Report, Frozen.

REDDING, CA (KAHL/CARPENTER-KWEB) R. Ocasek, E. Money.
NORTHWEST

THE DALLES, OR (ED ROSS-KACI) J.Stewart, Peter & Amy, Beach Boys, Bangles, T.Tuesday, N.Martinez.

SEASIDE, OR (CHRIS CONWAY-KSWB) Beach Boys, Bangles, Outfield, Peter & Amy, N.Martinez, B.Carlisle, B.Hornsby, J.Stewart.


ALBANY, OR (ERIK PARKS-KGAL) No Report, Frozen.

ALBANY/CORVALLIS, OR (SHANNON/RYAN-KIOW) No Report, Frozen.

EUGENE, OR (SHAKES/HYATT-KSND/FM) T.Tuesday, Triumph, B.Hornsby, Peter & Amy, Beach Boys, J.Stewart, David +.

COOS BAY, OR (DAVE O'CONNOR-KYNG/FM) D.L.Roth, A. Baker, Beach Boys, 5 Star, R.Ocasek, Peter & Amy.


KLAMATH FALLS, OR (TERRY JAMES-KAGO/FM) B. Hornsby, Bangles, Krystol, H. League, C. Hart, Beach Boys, J. Stewart.


SEATTLE, WA (WENDY CHRISTOPHER-KUBE/FM) A. Baker, H. League, Peter & Amy.


OLYMPIA, WA (KEN PAIGE-KQEU) R. Palmer, David Pack, Outfield.

CHEHALIS, WA (ROGER DALE-KTH) Beach Boys, G. Nash, B. Rain, B. Hornsby, It Bites.


TRI-CITIES, WA (JONATHAN WALKER-KZZX) T. Tuesday, N. Martinez, Peter & Amy, B. Carlisle, Oran Jones, Cameo.


ANCHORAGE, AK (J.D. CHANDLER-KGOT) Peter & Amy, B. Hornsby, T. Tuesday, C. Hart, Outfield, Beach Boys, D. L. Roth, A. of Noise, Device.

WELCOME To Our New Top 40 Correspondent:
Harry Nelson & Ellen Dolgins, WZOU (294) RADIO 441 Stuart Street, Boston, MA 02116 (617)267-9090

JOBS

Air Talent - WKAU-Appleton, WI
Ron Ross (Box 310 - 54130)

Air Talent (nights) - HIT105-La Crosse, WI
Chuck Knight (Box 2017 - 54602)

Air Talents - KTHO-South Lake Tahoe, CA
Norm Hankoff (Box AM - 95705) or (916)544-6471

Air Talent (mid-days) - WBQQ-Augusta, GA
Harley Drew (Box 2066 - 30913)

Air Talent - KFMS-Las Vegas, NV
Randy Hood (1555 E. Famingo #335 - 89113)

Air Talents/Production - New FM station in McComb, MS
Brian English (904)243-9526

Air Talent/Program Director - KINN-Alamagordo, NM
Ben Noe (Box 618 - 88310)

Nova Person - WKAU-Appleton, WI
Ron Ross (414)648-5445

*No phone calls please.

AVAILABLE

BOB LILLEY from KIVS-Boise, ID is looking for a position as AT, contact him at (415)921-2106.

SCOTT ALEXANDER from B94-Pittsburgh, PA is looking for a position as AT, contact him at (412)571-2526.

CHESTER HOLMES from KSXX-Topka, KS is looking for a position as AT/News, contact him at (913)354-4720.

ROBIN BANKS from KCUB/KIM-Tucson, AZ is looking for a position as AT/MO, contact her at (602)824-2443.

T.J. McCAY from KEY-P-Tyler, TX is looking for a position as AT/MO/Cont. contact him at (214)593-0099 or 566-8514.

CHRIS MURRAY from WECR-Goldsboro, NC is looking for a position as AT/MO/Production, contact him at (919)734-2245.

BILL SELLSAR from WZYZ-Fairmont, NC is looking for a position as AT/MO/Cont. contact him at (919)671-0346.

CURT SAMSON from KYYY-Yuma, AZ is looking for a position as AT/MO/Cont. contact him at (719)223-2528.

CHUCK MARTIN from KBIM-Boise, ID is looking for a position as MO/Cont. contact him at (503)437-2229.

KURT MULHEFLEDER from WHAI-Greenfield, MA is looking for a position as MO, contact him at (413)773-7428.

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

SERVICE

WALC-Albany, GA - singles: Polydor
KILO-Grand Junction, CO - singles & LPs: all sources
KBBC-Cuba, MO - singles: J.D. Souther (EMI America), Simply Red (Elektra), all sources (PolyGram)
WIND-Wilmington, IL - singles: Beatles, P. McCartney (Capitol), Journey (Columbia), Rie Ocasek (Geffen)
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Washington, DC, radio listeners may soon have a choice of Howard Stern or the Greaseman in the morning. Infinity’s long-rumored acquisition of WBMW (B-106) has finally become reality, raising the specter that Stern’s show on WXRK-New York will be simulcast in Washington, as it currently is on WYSP-Philadelphia. Stern, of course, pioneered his morning gross-out act on WWDC (DC-101), where the Greaseman has been, if anything, even more controversial. Any decision on WBMW will probably have to wait until after the NAB meet in New Orleans.

Other changes in the nation’s capital see Chuck Morgan coming in from KTKS-Dallas to handle engineering at WRQX (Q107), as Randy Lane returns to Dittman Broadcasting as VP/Acquisitions. Sliding into the PD chair at KISS-106 in the Big D is former MT/Star Kevin Metheny, who joins newly-arrived VP/GM Al Brady Law from WHTC/WWOU-Boston.

Crosstown, rocker KZEW is going into the Fall book appealing to higher sensibilities. Former newswoman John Rody, now soliciting as a.m. driver, confided to Chinwag, “We’re getting a little more cerebral to counter the yuck stuff on other stations.” KZEW has launched a TV campaign, asking listeners to compare Rody’s act with the competition, a la the Pepsi Challenge.

Top-rated KGW-Portland has launched an even more ambitious TV campaign, asking listeners, “Can we play at your house?” The promotion sends morning man John Williams and his news, traffic and weather folks into people’s homes for a live broadcast of the morning show. “We’re very consumer-oriented,” says VP/GM Alan Mason. “We want to be the first to our listeners, instead of waiting for them to come to us.” The first remote saw John wander into a lucky listener’s bathroom to tell him to finish his shower so the station meteorologist could advise him on how to dress. Meanwhile, the KGW traffic cop landed outside to deliver a customized commute advisory. The promotion got a lot of media attention, and Mason predicts even more for the next stop: a local college sorority house. He does acknowledge the campaign is somewhat of a defensive move to combat the defection of nine-year morning man Craig Walker to upstart KKCW. “We had a hell of an investment in Craig,” says Mason, “well over a million dollars in promotion over those nine years.” The money has paid off in a 95 percent awareness factor for Walker, who caused KGW to make a hard decision when Craig gave notice last April. “I took him off the air immediately,” says Mason. “It’s part of the game.” Walker spent the remaining months his KGW contract putting 11,000 miles on his car, crossing the country and listening to radio in markets from coast to coast. “To tell you the truth, I was mildly surprised at the lack of personality,” he says. “I wasn’t real motivated to rush back home and rip off bits—but trust me, I’m not above that!” Walker debuted on KKCW right after Labor Day, teamed with newswoman John Erickson, a former KGW partner from years past.

Erickson describes the show as “absolutely foreground radio for adults—something this market has never heard on FM.”

Another market getting a taste of AM radio on the FM dial is Boston, where WMJX has dropped its soft Urban-Top 40 mix for a full-service A/C format under the direction of former WLTW-New York PD Phil Redo. “Our target is 25-54, with an emphasis on 35-44s,” he says. “We’re going to prove you don’t have to just stay with songs-in-a-row on FM. The audience that grew up with FM has needs that previously were served only on the AM dial.”

Volume 15, Number 39

CHINWAG
by Keith Zimmerman, Joe Belden and Kent Zimmerman

Radio-O-Rama. Best wishes to Bob Harlow and crew of Top Forty KATD-Los Gatos/San Jose, CA, on their first birthday celebration...Larry Williams is the newly promoted MD at WRCK-Utica, NY. Congratulations! Mike Ford is the last mid day gun for a co-owner/anchor at AK. Chinwag Get Well Wishes to Jimmy Boyd, PD of WNSL-Laurel, MS. Seems Jimmy spent a week in the hospital after slippering and dislocating his knee. We hear he’s doing fine, but don’t look to see him replace Herschel Walker or Tony Dorsett quite yet...Ben Noe called to report that his Top Forty KINN/FM in Alamogordo, NM, is no longer simulcasting on the AM. It’s now Country sounds with new calls KZZX. The continuing saga of WXXP/FM in Pittsburgh. The new MD is D.J. Bird. Also joining sister WURL-Long Island, NY, as asst. production director is Jill Tracy. Across town, WYDD is ready to officially proclaim itself Top Forty. AM album rock KRXX-Eugene, OR, has gone dark after 16 months and tripled ratings. MD John Napier is available. Give him a bell at 503-342-4111.

Checkin’ with C’wag...KMLE/Kommandos Steve Rivers and Keith Nattaly stopped by our bunker last week for a tour and a demonstration of the famous Gavin computers. Just celebrating their second Top Forty birthday, KMLE sees good things coming in on the Arbiton horizon. Nattaly was last seen escaping with an armload of R&B treasures. Also, Paulette McCubbin is on the scene with Capitol Records in a national secondary market capacity. A transplant Noo Yawker, Paulette specializes in Top Forty and A/C radio and is a lunatic about the new act Crowded House. She works out of Loz Angeles at 213-871-5383. A big c’wag hello to her!

You may have heard about the WEA convention held in Miami a couple of weeks past, but did you hear about the all-star Atlantic Records showcase jam blast? Genesis’ Phil Collins. Mike Rutherford and Tony Banks were augmented by Peter Frampton and Roger Daltrey to the tunes of “Stand By Me,” “Midnight Hour” and “On Broadway.” The ensemble was then joined by 15 or 20 Atlantic staffers as they rolled into monster versions of “Wild Thing,” “Mustang Sally” and “Peter Gunn.” Wild thing indeed!

College and Alternative radio/music scenemakers are talking about the mysterious exit of Craig Keel as PD of WUOG-Athens, GA, off the heels of a big splash article in Rolling Stone on the thriving format that features a lead photo of Keel himself. Manfred Jones is now interim PD and the replacement will be chosen by September 16th.
The Most Talked About Group Of The Summer.

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HUEY LEWIS: AMERICA'S LEAD STORY

by Dave Sholin

Special assistance provided by Natalie Cusenza.

It was 1979, and a decade of musical mediocrity was coming to a close. If ever there was a time for something new and fresh, this was it.

At the time, MTV's Les Garland was P.D. at KFRC, and I was National Music Director for RKO Radio, headquartered in Los Angeles. Bob Brown (then manager of Pablo Cruise) invited us to his home in Marin County to hear a tape of a new band he was very excited about. I instantly fell in love with the group's name, but would their music match up? Any doubts Les and I had about the material quickly disappeared. None of us knew at the time we were witnessing the birth of what would become one of the most successful bands of the 80's: Huey Lewis and the News. Several weeks later, after seeing the guys perform, we were convinced... and a few years later, the world would agree.

The following interview was conducted via phone with Huey, who was in Toronto on his current concert swing through Canada. Ironically, the date of the interview was August 28th--three years to the day after he and the News performed at the Fairmont Hotel for The Gavin Report's 25th Anniversary Banquet.

DAVE: Do you know what anniversary this is?
HUEY. Today's anniversary?
DAVE: Yes, August 28th?
HUEY: No.
DAVE: It was exactly three years ago that you and the News were performing at the Gavin 25th Anniversary bash.
HUEY: Was it really?
DAVE: Exactly.
HUEY: And our record was just about to come out.
DAVE: You performed the album for the first time.
HUEY: That's right, I remember that now...to 14 people--but (laughs) seven of them really dug it!
DAVE: They were the heavyweights, Huey.

These were the major guys in radio. The seven that stuck around were important people.
HUEY: I don't know what happened. It just took a long time to get on. I always have a great time once I get on the stage (laughs)--any stage.
DAVE: We'll never forget it. It was one of those special evenings.
HUEY: I'll never forget it either (laughs).
DAVE: Success hasn't seemed to spoil Huey Lewis. You're still the same guy that you've always been. How have you maintained that sense of balance with all the stardom that's come your way in the last two or three years?
HUEY: I think you have to work at it a little bit. You have to face it and push it back off ya'. First of all, we have to be honest and say that anybody that does what we do has to like it a little bit. Even if you like it most of the time, it's impossible to like it all of the time, and so it gets very tedious. There's a tendency to stay in your hotel room and not go down to the store for a quart of milk. But I think you have to face that and just barge on.
DAVE: You have paid a lot of dues over the years. Was there ever that moment that you wondered, "Is this ever gonna happen...is it all worth it? Should I go and do something else?"
HUEY: Not really, 'cause you don't think, "Well, I'll give it three years and if it doesn't pan out I'll find another occupation." Anybody who does this is just nuts. All I ever wanted to do was be in a great band, and as long as we were getting
better all the time, which I think we were, singing and writing. It was worth it.

DAVE: I remember when Bob Brown, your manager, first told me about the band. At that time you were Huey Lewis and the American Express. Why did you change the name and how did you decide on "the News"?

HUEY: I loved the name American Express. I thought it was what we sounded like. I still think it would have been a great name, but on the eve of the release of our first album, Chrysalis was afraid we would be sued. I think they had been sued for the Babys or something by somebody, and so they said we had to change the name of the group. We had 24 hours to come up with a new name and just sort of came up with "the News." Don't ask me how.

DAVE: Did you expect the debut album to make more of an impact than it did?

HUEY: I had no idea. We always took things one step at a time. The first objective was to get a record contract. Once we got a deal, the objective was to sound like a live band—to keep it sounding live. I thought if we ran into the studio, set up the microphones quickly and did everything in a maximum of three takes, it would come out sounding live. Unfortunately, that's not the case. Making records is not live. It's really taking it by its very definition, and you have to take that into consideration.

DAVE: Was that the change between the first album and "Picture This"? Listening to "Do You Believe In Love," there seemed to be a change that took place.

HUEY: That was it. I loved the band and it was pretty clear our first record had really stifled. I thought that some of the songs were great, but we hadn't nailed it on the record. I admitted to myself when I turned 30, we had to have a hit, or this could be it. We loved our band and we wanted to keep it together. So we tried out quote-unquote "commercial producers," but they were a little too slick for me. I thought, "Know what? We can do this." I felt that if anybody could draw that line between commerciality and what-not, it would be us. We would only have ourselves to blame.

DAVE: Was listening to the radio any influence over that period?

HUEY: Yeah, radio has always been an influence. I mean, there's nothing like a hit, ya know? The thing about a hit is you can work on a song 'til you're blue in the face, but you never know what will happen until you release it. Hits take on a life of their own. It's wonderful. Later on, you hear them and can't remember writing, singing, producing—it sounds like somebody else completely. It's like your child grows up to be a man.

DAVE: Do you remember what that feeling was like when you first heard "Do You Believe In Love"?

HUEY: It's well documented that the first time I heard it was on KFRC. I think it was Tuesday night when they played the new stuff. We listened to it, and I knew it was gonna be a hit right then, the first time I heard it. It had taken on a life of its own. It sounded completely different than it had in our studio.

DAVE: You, of course, were involved with "We Are The World" and with the "USA For Africa" album, which included a song of yours. But you decided not to play Live Aid. Can you once and for all clear up the issue of why you guys passed on the concert?

HUEY: It would take pages to tell the whole story, but suffice it to say that we thought it might have been a case of "great idea, wrong country." I felt that somebody needed to ask the question. We had already done a track for "USA For Africa," and I really felt it was an easy call for us to make. I didn't feel guilty about not doing it. The bill was already filled up with every band in the world. They didn't need us to carry Live Aid.

DAVE: You also turned down an offer to sing and write the theme to "Ghostbusters." Why?

HUEY: At the time, we were on a roll. "I Want a New Drug" was our second hit and we knew that we had more, so it would have been competing with our own record to release another right then. Number two, I thought the lyric was a little silly. It was a tough thing to write a song to—very hard. They wanted the word "Ghostbusters" in the song. But that's a minor thing. The truth is, we didn't really even consider it because of the timing conflict.

DAVE: After you appeared in "Back To The Future," a lot of people started casting you in a new role, as an actor. Do you foresee that in your future?

HUEY: (Laughing) The only reason I did any acting at all is because I want to be President of the United States one day!

DAVE: Well, you've got your vote.

HUEY: I don't know, I've been offered quite a few major film roles—which is hilarious, when you consider that, aside from seven seconds in "Back To The Future," I was a tree in the seventh grade play, and that's it. There are perfectly good actors out of work all over Hollywood, and they pursue me! I think that's pretty silly, but the fact is, we've finally gotten ourselves in a position where we can play our music as we want to. We write our songs with a certain assurance that they're going to get played on the radio and
we can travel the world playing our music. That's a dream come true for us. So we're just going to rock n roll for a while.

DAVE: How long did you rehearse for that second part?

HUEY: It took three hours. It was a lot easier than a video. There was a close-up, a medium shot, a long shot and then a behind-the-back, and that was it! There were different set-ups, but it was very, very quick.

DAVE: How did you get involved with the film?

HUEY: Bob Zemeckis, Sean Lowe. How long did you rehearse for the intro?

DAVE: Were you fans of the band?

HUEY: You like the intro a little bit. (Laughing). We just decided that we would make room for some of the other guys--like Bruce.

DAVE: You've always been trying to help out the little guy.

HUEY: Yeah, that's it. You know we wanted poor Bruce and Phil Collins to get a little play.

DAVE: How important do you think music videos have been in promoting your career?

HUEY: I think they sped it up. What they did initially was connect the face with the songs.

DAVE: Of all your videos, I like "If This Is It" the most.

HUEY: Now why would you like that video?

DAVE: (Laughing) I don't know I thought there was, uh...

HUEY: You like the intro a little bit, huh?

DAVE: Yeah, there was this announcer in the intro who was just phenomenal.

HUEY: Oh, okay. I got it, I got it (laughing). But I'll tell you something, honestly having said all that against videos, they can be a good laugh. We've had some fun with them, so you know they're not always evil things.

DAVE: In the process of recording "Sports," did you know you were creating something special?

HUEY: No. I thought we were making our best album, but we didn't know it was going to sell (laughs) six to seven million copies, or whatever it's done. It's that same thing--some of those songs just took on lives of their own and grew into their own animals.

DAVE: "Sports" was completed long before it was released. Can you tell us why there was a holdup?

HUEY: Chrysalis changed distribution from the independent to CBS and fired a lot of people. It was all very touch-and-go. We didn't know who was going to promote it and who was going to do all this other stuff, so we just hung onto the record and waited. That was a six or seven-month period.

DAVE: Did you go back in and re-record anything?

HUEY: We hit the road big time, 'cause we had to pay the bills. That was fun, actually. Everybody says it must have been frustrating, because we wanted the record to come out.

"I admitted to myself when I turned 30, we had to have a hit, or this could be it."

kept worrying that time was gonna pass us by, that the songs weren't gonna sound fresh any more. Basically, we were okay because we were playing live, and that's what we do best. And we were groovin', so that's okay. We did re-record "I Want A New Drug" and "Heart Of Rock And Roll" after we played them live out there a while.

DAVE: What was it that gave the "Sports" album its universal appeal?

HUEY: It's my golden voice (laughs). I don't know...I think of a number of things. Number one, we were lucky. Number two, I think there are people over thirty who still want to rock. Number three, we got better in the studio--we learned how to make records better, and it was a better studio. Number four, it just struck a nerve.

DAVE: I know you're a big sports fan, and you love the Niners. Would you ever rather be on the field than on stage? There is a sports and rock n roll connection. A lot of athletes would love to be rock n roll stars, and vice versa.

HUEY: It's funny, though, because that only happens at a certain age. Generally, it's opposite ends of the schoolyard. When you think about it, the musician kids and the sports kids don't hang together. One guy is on the varsity team and the other is playin' rock n roll 'til midnight.

DAVE: In between the "Sports" album and "Fore," you got involved with producing Nick Love. How did that relationship develop?

HUEY: He had helped us a lot through the years. He's just been a great friend. He asked me if I'd do it, and it took me two seconds to say yes. I was flattered. We hardly had any time at all--three days off between tours. We flew home

from Germany and went into the studio the next day. Incidentally, it's still one of my favorite records. I really love that record.

DAVE: The new album is really diversified, it's different musically than anything else.

HUEY: But how about "Sports," which has honky tonk blues, "Finally Found A Home," "Bad Is Bad?" How can you get more diverse than that? You cannot.

DAVE: Was that your intent on both these albums?

HUEY: The songs really are the things. I don't want to sound too cosmic, but I tell everybody this: the songs are a gift. They come from the music, at least the conception does, than it's hard work flushing it out and so on. But basically, the song comes to you, and if you listen to the song, it will tell you how it wants to be sung, produced, whether it wants 12-string or a synthesizer, etc. In fact, the best songs sort of write themselves, so the key in terms of production is to really be true to the song. I think if we capture the songs and the songs are good, people will understand them.

DAVE: Well you've got a few of them. I love "Jacob's Ladder." I'm knocked out by that one. It was written by Bruce Hornsby, who has his own album out. Where did you first discover Bruce?

HUEY: I heard a tape of Bruce's a long time ago. We were looking for producers right after the first record, and I liked it a lot, and so I met him. We just got along famously, and I got into his stuff.

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because you're waiting for success week to week. When you become successful, that's when the pressures start to mount. Suddenly, people don't have to do things that they had to do before. But the fact is we're very lucky in that our roles suit us as a band.

DAVE: The press has called you one of the sex symbols of the '60s. Do you ever think of yourself as a sex symbol?

HUEY: (laughs) No. Fame is sexy, that's what that is. I honestly think that a lot of it is the music, believe it or not. I know that sounds kind of silly, but it's because we're a good band and it really is true. If you put me alongside of any seven good looking guys on the street, man, I'd be the worst lookin' one of them all (laughs).

DAVE: Earlier you touched on not wanting to over-expose the band. Do you have a plan to guard against that?

HUEY: Yeah, it's called Bob Brown (laughs). That's what my manager does and it's a consideration. You don't mind doing stuff for the right reasons, but I think America will take a good horse and beat it to death.

DAVE: Can you run through the process you, Chris, Johnny and the other guys in the band go through writing a song, or is it always different?

HUEY: Well, it's usually different. Typically, Johnny or Chris would write the music, and I write the words and melody. Sometimes they come up with the music and melody, and I write the words. Sometimes I get a lyrical idea, a groove, a melodic sense and some chords. So it just starts, and really, truly everybody pitches in. I mean Billy really helps a lot. So our songs really are communally written, although the concepts are usually either from Johnny or Chris or me.

DAVE: Lots of your music is obviously influenced by early American rock n' roll. Who were Huey Lewis's major influences over the years?

HUEY: Gosh, they're numerous, having grown up in San Francisco with a KSan where you could hear Otis Redding so much. I always used the same four bands because I'm so used to saying it, but you can substitute any four you want. Otis Redding, The Flying Burrito Brothers, Cream, Dave Van Ronk. All in a set, you know what I mean? So it's very San Francisco, being that all those elements of that have found their way into our music. The message there is obvious. There are two kinds of music, good and bad. I'm really influenced by everything.

DAVE: When did you get the idea to have some of the 49ers take part in a couple of songs on the album?

HUEY: When I opened my big mouth and said, "Man, we oughta get you guys on the record." And they go, "Okay, when?" (laughs)

DAVE: That's really how it happened?

HUEY: Sort of. I mean I thought about it and realized I didn't have to, but I just thought it would be a fun thing to do, so we wrote the part in "Hip To Be Square." It really worked out great, and Dwight can sing. Dwight can really sing.

DAVE: Dwight Clark?

HUEY: Yes, and I'll tell you something. I don't know if we should reveal this or not, but if you listen right on the very fade of "It's Hip To Be Square," that's Dwight singing lead, singing great actually.

DAVE: Some radio folks were surprised when you didn't come out rockin' on this first single from "Fore." Any reason why you did something a little bit mellow like "Stuck With You"?

HUEY: Curve ball (laughs). No, I don't know. Number one, I thought this isn't me so much either, this is really Bob Brown. I use Bob objectively. I don't let him come to the studio, I just work up a bunch of stuff, then play and bounce it off him. He felt it was a strong song, a summer-type thing. We could finish it up and get it out and then finish the record. The other thing is that I thought it lent itself to video. That was kind of nice. There is a lot of marketing stuff that Bob and the record company had worked out. I didn't know. I just gave them the songs and of the first five things we cut, he really liked "Stuck With You" a lot. As time went on, he said, "I think we should release this song." So we finished that one up and then finished the rest of the album.

"Yeah, radio has always been an influence. I mean, there's nothing like a hit, ya know!"
POWER TRIO

HUEY LEWIS & THE NEWS
Stuck With You
(Chrysalis)

GENESIS
Throwing It All Away
(Atlantic)

BILLY OCEAN
Love Zone
(Jive/Arista)

CERTIFIED

CARLY SIMON
Coming Around Again
(Arista)

DAVID PACK
I Just Can't Let Go
(Warner Bros.)

MOST ADDED

PETER CETERA & AMY GRANT
Next Time I Fall
(Full Moon/Warner Bros.) 47 adds

TOTO
I'll Be Over You
(Columbia) 36 adds

CARLY SIMON
Coming Around Again
(Arista) 33 adds

Record to Watch

HUMAN LEAGUE
Human
(Virgin/A&M)

2W LW TW
1. HUEY LEWIS & THE NEWS - Stuck With You (Chrysalis)
2. GENESIS - Throwing It All Away (Atlantic)
3. BILLY OCEAN - Love Zone (Jive/Arista)
4. Gloria Loring & Carl Anderson - Friends And Lovers (Carrere/CBS)
5. EL DeBARGE - Love Always (Gordy/Motown)
6. Berlin - Take My Breath Away (Columbia)
7. NEIL DIAMOND - The Story Of My Life (Columbia)
8. AIR SUPPLY - Lonely Is The Night (Arista)
9. ANITA BAKER - Sweet Love (Elektra)
10. Lionel Richie - Dancing On The Ceiling (Motown)
11. PAUL SIMON - You Can Call Me Al (Warner Bros.)
12. MIAMI SOUND MACHINE - Words Get In The Way (Epic)
13. MOODY BLUES - The Other Side Of Life (Polydor/PolyGram)
14. TOTO - I'll Be Over You (Columbia)
15. CYNDI LAUPER - True Colors (Portrait)
16. BOB SEGER & THE SILVER BULLET BAND - It's You (Capitol)
17. Steve Winwood - Higher Love (Island/Warner Bros.)
18. Mike & The Mechanics - Take It (Atlantic)
19. Michael McDonald - Sweet Freedom (MCA)
20. GEORGE BENSON - Kisses In The Moonlight (Warner Bros.)
21. Double - The Captain Of Her Heart (A&M)
22. CARLY SIMON - Coming Around Again (Arista)
23. BILLY JOEL - A Matter Of Trust (Columbia)
24. DAVID FOSTER - Who's Gonna Love You Tonight? (Atlantic)
25. DAVID PACK - I Just Can't Let Go (Warner Bros.)
26. DARYL HALL - Dreamtime (RCA)
27. ROSIE VEGA - Magic Smile (A&M)
28. Sheena Easton - So Far So Good (EMI America)
29. Peter Cetera - Glory Of Love (Full Moon/Warner Bros.)
30. Thompson Twins - Nothing In Common (Arista)

ACTION SIDES

LOVERBOY - Heaven In Your Eyes (Columbia)
DAVE ADAMS - Dancing In My Sleep (Elektra)
DAVE VALENTIN & ANGELA BOFILL - Can't Change My Heart (GRP)
DOUBLE - Woman Of The World (A&M)
CHRIS DeBURGH - The Lady In Red (A&M)
GLADYS KNIGHT & BILL MEDLEY - Loving On Borrowed Time (Scotti/CBS)
LEVEL 42 - Leaving Me Now (Polydor/PolyGram)
PETER GABRIEL - In Your Eyes (Geffen)
JAMES TAYLOR - Only A Dream In Rio (Columbia)
SIMPLY RED - Money$ Too Tight (To Mention) (Elektra)
ROBERT PALMER - I Didn't Mean To Turn You On (Island)
ANNE MURRAY - My Life's A Dance (Capitol)
J.D. SOUTHER & NANCY SHANKS - Step By Step (EMI America)
DOWNES & PRICE - New York Hold Her Tight (Atlantic)

NEW

PETER CETERA & AMY GRANT - The Next Time I Fall (Full Moon/W.B.)
HUMAN LEAGUE - Human (Virgin/A&M)
BRUCE HORNBY & THE RANGE - The Way It Is (RCA)
BEACH BOYS - California Dreamin' (Capitol)
JEFFREY OSBORNE - Room With A View (A&M)
CHRIS THOMPSON - What A Woman Wants (Atlantic)
VIKTIM - Night Living (No Parking)
NEW EDITION - Earth Angel (MCA)
GLASS TIGER - Don't Forget Me (When I'm Gone) (Manhattan)

DROPPED

Whitney Houston Al Jarreau
Gordon Lightfoot Crystal Gayle
Patti LaBelle Paul McCartney

Stations Reporting Phone (415)392-7750
Reports accepted Mondays at 8 AM through 5 PM Tuesdays
Peter Cetera
with amy grant

"THE NEXT TIME I FALL"

kisses in the moonlight

GAVIN A/C
MOST ADDED

From the Peter Cetera Album SOLITUDE/SOLITAIRE
Produced by Michael Omartian
Huey's the story in more than one way. Though Genesis increases their HEAVY ROTATIONS by 67 stations, Huey & The News absolutely dominate that rotation. Nearly 98% of Huey's airplay is MAX. Poor Billy Ocean gets cut off by the aforementioned Genesis and needs an improbable collapse from Huey to tick upwards.

Last week's line under Anita Baker's 13 to 13 move was certainly justified, as she looks to have a top five future.

In two week's time both Toto and last week's covergirl, Cyndi Lauper, have cut the chart in half. Both should pull up to Anita Baker's bumper in the top five shortly.

Too CERTIFIED, Carly Simon's Coming Around Again has 135 stations and a 52% HIT FACTOR. Co-certified David Pack & friends score 122 reports and a 50% HIT FACTOR.

Rosie Vela, with a little help from Becker and Fagen of Steely Dan, charts solidly at 27. HIT FACTOR is strong (63%) and major A/C's including: WEZS, KBOI, WMT/FM and KSL.

Last week's RECORD TO WATCH, Ric Ocacek's Emotion In Motion was our fourth MOST ADDED record with 32 adds including: WSB/FM, WKRG, KGY, KIT and twelve from our Midwest/ Central districts.

Human League's Human this week's RECORD TO WATCH, debuts in the NEW section of the A/C chart page with 42 stations. We've gotta figure that's less than 20% of its eventual acceptance.

Janet Jackson's When I Think Of You (RECORD TO WATCH on August 22nd) should have a healthy chart debut next week. She's already HIT FACTORED at 57% of her 95 stations.

NOTE TO REPORTING STATIONS: As most of you know, The Gavin phone system is jammed for the greater part of every Monday and Tuesday. We're in the process of acquiring more phone lines with new equipment. In the meantime, A/C stations may call as early as 8AM on Mondays and Tuesdays. Deadline is, and will remain 5PM on Tuesdays.

R&D

RECOMMENDED FOR A/C RADIO

Boston
Amanda (MCA)
Eight years in the making and waiting, this epic took an epoch. In that time A/C radio has warmed to the kind of sound Tom Sholz and what remains of the former band made then and now.

Marti Jones
Change Of A Lifetime (A&M)
A lot of elements in this record, particularly around the chorus, remind me of Fleetwood Mac songs written by Christine McVie. The song was written by Dwight Twilley.

OMD
(Forever) Live And Die (A&M)
Perfect for A/C. It's all hook and harmony. When they've wanted to do a classic pop single, they've been extremely successful and their biggest pop hits have gained much of their impetus from A/C radio.

Peter Cetera & Amy Grant
The Next Time I Fall (Full Moon/Warner Bros.)
Much less Chicago-sounding than Glory Of Love. Peter and Amy sing a goodbye song with strings attached. I smell a video.

Research:
Diane Rufer
Ron Fell

A/C HIT FACTOR

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

Total Reports This Week 228 Last Week 221

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Adds</th>
<th>Hit Factor</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUEY LEWIS &amp; THE NEWS - Stuck With You (Chrysalis)</td>
<td>215</td>
<td>215</td>
<td>6</td>
<td>--</td>
<td>--</td>
<td>100%</td>
<td>8</td>
<td></td>
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<tr>
<td>GENESIS - Throwing It All Away (Atlantic)</td>
<td>215</td>
<td>166</td>
<td>35</td>
<td>9</td>
<td>5</td>
<td>93%</td>
<td>6</td>
<td></td>
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<tr>
<td>BILLY OCEAN - Love Zone (Jive/Arista)</td>
<td>204</td>
<td>160</td>
<td>34</td>
<td>7</td>
<td>3</td>
<td>95%</td>
<td>9</td>
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<tr>
<td>EL DeBARGE - Love Always (Gordy/Motown)</td>
<td>193</td>
<td>139</td>
<td>45</td>
<td>6</td>
<td>3</td>
<td>95%</td>
<td>8</td>
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<tr>
<td>NEIL DIAMOND - The Story Of My Life (Columbia)</td>
<td>195</td>
<td>132</td>
<td>51</td>
<td>12</td>
<td>--</td>
<td>93%</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIR SUPPLY - Lonely Is The Night (Arista)</td>
<td>197</td>
<td>101</td>
<td>83</td>
<td>11</td>
<td>2</td>
<td>93%</td>
<td>7</td>
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<tr>
<td>ANITA BAKER - Sweet Love (Elektra)</td>
<td>191</td>
<td>119</td>
<td>57</td>
<td>6</td>
<td>9</td>
<td>92%</td>
<td>10</td>
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<tr>
<td>PAUL SIMON - You Can Call Me Al (Warner Bros.)</td>
<td>189</td>
<td>73</td>
<td>97</td>
<td>12</td>
<td>7</td>
<td>89%</td>
<td>7</td>
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<tr>
<td>MOODY BLUES - The Other Side Of Life (Polydor/PolyGram)</td>
<td>160</td>
<td>55</td>
<td>82</td>
<td>12</td>
<td>11</td>
<td>85%</td>
<td>7</td>
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<tr>
<td>TOTO - I'll Be Over You (Columbia)</td>
<td>189</td>
<td>27</td>
<td>106</td>
<td>20</td>
<td>36</td>
<td>70%</td>
<td>4</td>
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<tr>
<td>CYNDI LAUPER - True Colors (Portrait)</td>
<td>173</td>
<td>32</td>
<td>102</td>
<td>23</td>
<td>16</td>
<td>77%</td>
<td>4</td>
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<tr>
<td>BOB SEGER &amp; THE SILVER BULLET BAND - It's You (Capitol)</td>
<td>167</td>
<td>36</td>
<td>106</td>
<td>15</td>
<td>10</td>
<td>85%</td>
<td>6</td>
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<tr>
<td>GEORGE BENSON - Kisses In The Moonlight (Warner Bros.)</td>
<td>124</td>
<td>19</td>
<td>70</td>
<td>25</td>
<td>10</td>
<td>71%</td>
<td>9</td>
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<tr>
<td>CARLY SIMON - Coming Around Again (Arista)</td>
<td>135</td>
<td>8</td>
<td>63</td>
<td>31</td>
<td>33</td>
<td>52%</td>
<td>4</td>
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<tr>
<td>BILLY JOEL - A Matter Of Trust (Columbia)</td>
<td>107</td>
<td>17</td>
<td>55</td>
<td>24</td>
<td>11</td>
<td>67%</td>
<td>6</td>
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<tr>
<td>DAVID FOSTER - Who's Gonna Love You Tonight? (Atlantic)</td>
<td>112</td>
<td>10</td>
<td>60</td>
<td>31</td>
<td>11</td>
<td>62%</td>
<td>6</td>
<td></td>
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<tr>
<td>DAVID PACK - I Just Can't Let Go (Warner Bros.)</td>
<td>122</td>
<td>10</td>
<td>51</td>
<td>31</td>
<td>30</td>
<td>50%</td>
<td>4</td>
<td></td>
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<tr>
<td>DARYL HALL - Dreamtime (RCA)</td>
<td>95</td>
<td>18</td>
<td>53</td>
<td>19</td>
<td>5</td>
<td>74%</td>
<td>7</td>
<td></td>
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<tr>
<td>ROSIE VELA - Magic Smile (A&amp;M)</td>
<td>94</td>
<td>17</td>
<td>43</td>
<td>17</td>
<td>17</td>
<td>63%</td>
<td>8</td>
<td></td>
<td></td>
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<tr>
<td>PETER CETERA &amp; AMY GRANT - The Next Time I Fall (Full Moon/W.B.)</td>
<td>49</td>
<td>1</td>
<td>--</td>
<td>1</td>
<td>47</td>
<td>2%</td>
<td>1</td>
<td></td>
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<tr>
<td>JANET JACKSON - When I Think Of You (A&amp;M)</td>
<td>95</td>
<td>13</td>
<td>42</td>
<td>19</td>
<td>21</td>
<td>57%</td>
<td>5</td>
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<tr>
<td>RIC OCASEK - Emotion In Motion (Geffen)</td>
<td>67</td>
<td>9</td>
<td>10</td>
<td>21</td>
<td>32</td>
<td>20%</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
Marti Jones
"Chance Of A Lifetime"
AM2871
NORTHEAST

SPRINGFIELD, MA (WALT PINTO-WYHN) Knight/Med. 
LEWISTOWN, ME (CHRIS LAYNE-WLAM) Toto, B. Joel, A. Baker. 
BANGOR, ME (FRED MILLER-WWMJ) No Report, Frozen. 
WHITE RIVER JCT, CT (CHARLIE TURNER-WKWE) J. Osborne, David Pack, Peter & Amy, Level 42, Beach Boys, R. Palmer, L. McNally, B. Hornsby. 
HARTFORD, CT (DAVID BERNSTEIN-WTIC/AM) A. Baker, Genesis, C. Lauper. 
NEW LONDON, CT (DANNY O'BRIEN-WNLC) Toto, Paul Simon, A. Baker, MetroPops. 
NEW HAVEN, CT (JAY MC CORMICK-WELL) Toto, Knight/Med. 
KINGSTON, NY (WAYNE FISK-WGHQ) J. Osborne, Peter & Amy. 
Poughkeepsie, NY (BILLY PFISTER-WJJB/FM) Toto, A. Baker, Kymanx. 
UTICA/ROME, NY (JOHN CARUCCI-U102) D. Foster, Daryl Hall, T. Turner. 
PITTSBURGH, PA (BOB CONRAD-WTAE) Ocean. 
JOHNSTOWN, PA (JACK MICHAELS-WKYE) Peter & Amy, R. Ocasek, Beach Boys, Outfield. 
NEW CASTLE, PA (GARY WEST-WKST) G. Benson, T. Twins. 
SHARON, PA (KEITH CORSO-WPIC) DeBarge, Air Supply. 
WILMINGTON, DE (NICK SENEGA-WDEL) Ocean. 
DOVER, DE (DONNA BEATY-WDOW) G. Benson, Daryl Hall, T. Twins. 

SOUTH

OCEAN CITY/SALISBURY, MD (KEN MEDEK-WQHO/FM) Jms Taylor, B. Hornsby, Peter & Amy, Beate Doro, J. Buffet, J. Osborne, Crowded H. 
WINCHESTER, VA (FRANK MITCHELL-WINC) Frozen. 
HARRISONBURG, VA (ADAM STUBBS-WQPO) Moody' B's, R. Ocasek, G. Benson. 
CHARLOTTESVILLE, VA (TOM GRAVES-WCHV) B. Hornsby, Beach Boys, H. League. 
RICHMOND, VA (GARY KING-WRVA) No Report, Frozen. 
RICHMOND, VA (DILLON-BEVIN'S-WEZS) Toto. 
NORFOLK, VA (NICK O'NEIL-WLTY) No Report, Frozen. 
WEIRTON/STEVENSBURG, WV (ANTHONY MITCHELL-WEIR) G. Benson, Moody' B's, Toto. 
GOLDSBORO, NC (ALAN HOOVER-WORQ) Journey, Chicago, R. Stewart. 
ROCKY MOUNT, NC (LESLIE JORDAN WEEDE) D. Foster, C. Simon, C. Thompson, Viktim. 
SWAN QUARTER, NC (MAZIE SMITH-WHYC/FM) David Pack, Dave Adams, Janet Jax, P. LaBelle. 
ALBEMARLE, NC (RIC PATTERSON-WABZ) B. Hornsby, T. Turner, Viktim, R. Vela, B. Joel, McCarty, Knight/Med, Beach Boys. 
CHARLOTTE, NC (MARY LAMBERT-WT) Toto. 
ASHVILLE, NC (BRIAN LEE WSKY) No Report, Frozen. 
ATLANTA, GA (CHAPPELL/MCCOY-SWB/FM) Beach Boys, R. Ocasek, Janet Jax. 

ALBANY, GA (RON MANN-WALG) B. Hornsby, Mid. Star, J. Osborne, Peter & Amy, C. Hart, Beach Boys. 
ST. AUGUSTINE, FL (JIM ANDREWS-WUUV) R. Ocasek, J. Osborne, D. Foster. 
SYLACAUGA, AL (R BATY-WLEE-FEB) S. Cookie, Dave Adams, Van Halen, Peter & Amy, OMD, H. League. 
TUSCALOOSA, AL (SANDER WALKER-WCFX/FM) Double, B. Hornsby, Vandross. 
HUNTSVILLE, AL (STEVE DALLAS-WAHR) Toto, Genesis, J. Buffet, Forresters. 
GUNTERSVILLE, AL (KERRY JACKSON-WGSV) Peter & Amy, B. Hornsby, Beach Boys, Knight/Med, J. Buffet. 
VALLEY HEAD, AL (CHRIS JAMES-WQIV) Jms Taylor, Toto, DeBurgh. 
SELMA, AL (BOB PAYTON-WDTN) David Pack, Level 42. 
CHATTANOOGA, TN (DALE DEASON-WGOW) Seger, C. Lauper. 
OXFORD, MS (DAVID KELLMAN-107) Outfield, Peter & Amy, C. Simon, Level 42. 
PARADAH, KY (CHARLIE RIVERS-WKYY) B. Hornsby, H. League, C. Thompson, Redstripe, Double. 
SHREVEPORT, LA (JEFF EDMAN-WKVL) Janet Jax. 
EL DORADO, AR (GARY TERRY-KKX) Loverboy.
POPLAR BLUFF, MO (KELLY URICH-KJEZ) David Pack, Dave Adams, Peter & Amy.

ST. JOSEPH, MO (BOB HEATER-KKJO) C. Simon.

JOPLIN, MO (EVERETT GREEN-KFEB) Double, P. Gabriel, Beach Boys, B. Hornsby.

CUBA, MO (TIM McNUTT-KBCC) C. Thompson, B. Hornsby.

LAWRENCE, KS (BILLY KLEW) Star & Amy, Knight/Med, A. Murray, Beach Boys.


LINCOLN, NE (CATHY BLAYTE-KFOR) No Report, Frozen.


CENTRAL


URBANA/SPRINGFIELD, OH (RUSS SHAFFER-WKSW) H. League, Janet Jax., DeBurgh, Dave Adams, Peter & Amy.

LOGAN, OH (CHUCK ANTHONY-WLGN) No Report, Frozen.

COLUMBUS, OH (DAVE BISHOP-WSNY) Loverboy, Janet Jax., Dave Pack.


MARION, OH (BILL MOORE-WDF) H. League, Journey, David Pack, Double, Chicago.

ARCHBOLD, OH (RICK CONTI-WHFD) P. Gabriel, Crowded H., Loverboy, Glass Tiger, Peter & Amy.

TOLEDO, OH (FRED HELLER-WSPD) C. Simon, Toto, Dave Pack.

TOLEDO, OH (JAY MATTHEWS-SWIM) Daryl Hall.

ZANESVILLE, OH (PETE PETONIA-KWHZ) C. Simon, Viktim, R. Ocasek.


HAMILTON, OH (MARK GIBSON-WMOH) Ocean, R. Ocasek, Metropol's, G. Benson, Peter & Amy, Air Supply.

SPRINGFIELD, OH (DALE GRIMM-WIZE) C. Lauper, Seger, Toto, T. Twins.


RUSHVILLE, IN (KEVIN L. STEINWURC) H. League, R. Ocasek, Seger, T. Twins.

LOWELL, IN (JIM HOLLY-WVZN) Peter & Amy, Dave Pack, C. Simon.

KOKOMO, IN (DARRYL PARKS-WIOU) C. Simon, Peter & Amy, C. Thompson.

VERSAILLES, IN (DALE M. GRAVES-WVOR) No Report, Frozen.

MUNCIE, IN (RANDY TANNER-WKLO) No Report, Frozen.

LAFAYETTE, IN (MIKE JOHNSON-WASK) DeBurgh, D.V. & A.B.

MONROE, IN (WILLIAM DAVIDS-WTRX) Peter & Amy, C. Hart.

FLINT, MI (BILL PEARSON-WTRX) Level 42, DeBurgh, J. Buffett.


KALAMAZOO, MI (DAVE KORI-KWM) Peter & Amy, C. Simon, Janet Jax.

BATTLE CREEK, MI (RICK CHAPMAN-WNKR) Janet Jax.

GRAYLING, MI (BOB DITMER-WQON) B. Hornsby, Vandross.

KENOSHA, WI (TERRY HAVEL-WLUP) Dave Adams, Peter & Amy.

H. League, C. Thompson.

MILWAUKEE, WI (BOBBY IRWIN-WISN) Seger, Toto, A. Baker.

MILWAUKEE, WI (JIMMY BISCOE-WMYX) Peter & Amy, C. Simon, DeBurgh, Beach Boys.

FT. ATKINSON, WI (ROB ANDERSON-WFWA) C. Lauper, G. Benson, Toto.

RICHLAND CENTER, WI (JOHN DOYLE-WRCE) R. Vela, G. Benson, Seger, Moody's.

MADISON, WI (PATO O'NEILL-WMGN) B. Hornsby, R. Ocasek, Level 42, DeBurgh, Double, David Pack.

SOUTHWEST


WICHITA FALLS, TX (DAVE LANDRY-KLTX) DeBarge, Toto.

HOUSTON, TX (BRUCE NELSON-KKNUZ) Beach Boys, Knight/Med, Southside, Genesis, B. Joel.

HUNTSVILLE, AL (KEVIN RIVIERA-KLET) Peter & Amy, C. Simon, B. Hornsby.


EL PASO, TX (BILL CLIFTON-KLTO) Frozen.

PHOENIX, AZ (SAM CHURCH-KHST) Janet Jax.

SEDONA, AZ (RANDY MAHANNAH-KAZM) Peter & Amy, DeBarge, J. Osborne, Metropol's.

GALLOP, NM (ERIC ALLEN-KK) Peter & Amy, David Pack.


ROCKY MOUNTAIN

HAVRE, MT (DAVID LEEDS-KJIM) R. Ocasek, Level 42, DeBurgh.

MISSOULA, MT (LEE CURTIS-KLYT) Peter & Amy, B. Hornsby, Knight/Med, R. Vela, Double.

HAMILTON, MT (STEVE FULLERTON-KLYQ) Jms Taylor, Beach Boys, C. Thompson.

BOULDER, CO (JEFFREY GOODWIN-KBOL) T. Twine, S. Foster, Knight/Med.

GREELEY, CO (ELLIOPTT-PLXIS-KF) B. Joel, Kymaxx, David Pack, Temps, S. Wariner.

COLORADO SPRINGS, CO (IRWIN-HOWARD-KVUU) Jms Taylor, Beach Boys.

PUEBLO, CO (RIP AVINA-KDZA) Janet Jax., Beach Boys.

SALIDA, CO (CHARLES DARWIN-KVRH) J. Osborne, Beach Boys, L. McNally, J. Stewart, Viktim.

MONTROSE, CO (TOM OWCA-KUGC) No Adds.

GRAND JUNCTION, CO (O'BRIANT-DAY-KJLO) Frozen.

RIFLE, CO (DEAN ANGELL-KTAC) DeBarge, Double, P. Gabriel, Jms Taylor.

VAIL, CO (CHRIS BAKER-KRVV) P. Gabriel, R. Ocasek, Knight/Med.

POWELL/CODY, WY (JERRY CLARK-KKU) P. Gabriel, Jms Taylor, H. League.

GILLETTE, WY (DENNIS SWITZER-KOLL) Frozen.

September 12, 1986-the GAVIN REPORT
SUN VALLEY, ID (JEFFREY BALLOU-KSKI) TR & Allman, T. Turner.
GRANGEVILLE, ID (JIM CROSS-KORT) J. Osborne, DeBarge, D. Foster, C. Hart, B. Hornsby, Level 42, Deniece Williams.
BOISE, ID (DREW HAROLD-KBOI) R. Vela, Seger, B. Joel.

FAR WEST
RENO, NV (JIM O'NEAL-KRNO/FM) Dave Adams, Vandross.
CARSON CITY, NV (SCOTT CARSON-KPTL) Toto, Jms Taylor, A. Murray, D. Foster.
LOS ANGELES, CA (KAYE/KILEY-KOST) H. League, Beach Boys.
LOS ANGELES, CA (LABEAU/TYLER-KFI) B. Aaker, Genesis.
SAN DIEGO, CA (MARK LARSON-KFMB) Toto, C. Simon, C. Lauper, Level 42.
SAN DIEGO, CA (RICH KNIGHT/B-100) H. League, C. Hart, Loverboy.
PALM SPRINGS, CA (TAY STEVENS-KDES) Beach Boys, DeBarg, H. League, Oran Jones, OMD, C. Thompson.
FRESNO, CA (SCOTT HUSKEY- KLT K) B. Joel.
SAN LUIS OBISPO, CA (DAN ARMSTRONG-KVEC) Peter & Amy, OMD, R. Ocasek.
SAN LUIS OBISPO, CA (CAROL MEYER-KKUS) Paul Simon, G. Benson.
SAN FRANCISCO, CA (JACK KULP-K101) A. Baker.
CONCORD, CA (RAVI PERUMAN-KKIS) R. Ocasek, DeBarg, R. Palmer, Dave Adams, Double, Metropol's.
CONCORD, CA (JIM HAMPTON-MO) Moody B's, C. Simon, Peter & Amy, B. Hornsby, Beach Boys, R. Vela.
LIVERMORE, CA (STACY EVERETT-KKIQ) No Report, Frozen.
SAN RAFAEL, CA (BOB CLARKE- KTIM/FM) DeBarg, P. Gabriel, B. Hornsby.
SAN JOSE, CA (BILLY WEAVER-KLKO) D. & Price, Toto, Genesis.
MODESTO, CA (EDWARDS/MCCULLOUGH-KO93) D. Foster, Level 42.
UKIHA, CA (DANNY VANMETER-KUKI) P. LaSelle, Klymaxx, T. Twins, Daryl Hall.
ARCA, CA (STEVE OCEAN-KATA) C. Thompson, D. Foster, Jms Taylor, DeBarg.
CRESCENT CITY, CA (RENE SHANLE-HUTZELL-KKRE) Jms Taylor, R. Palmer, D. V. & A.B.
VACAVILLE, CA (SHEILA BOWMAN-KUIC) C. Simon, Knight/Med, Janet Jax.
SO. LAKE TAHOE, CA (RON WEST-KOWL) Outfield, Beach Boys, Jms Taylor, C. Hart, Peter & Amy, B. Hornsby, Jms Osborne, Double.
SACRAMENTO, CA (IRON/ANDREWS-KHYL/FM) Moody B's, Vandross, Dave Adams.
CHICO, CA (DAVE KINDIG-KPAY) No Report, Frozen.
OROVILLE, CA (JEFF NELSON-KORV) T. Turner, Jms Osborne, B. Joel.
RED BLUFF, CA (KELLY FROST-KBLF) D. V. & A.B., Toto.
SUSANVILLE, CA (HARDAY/CRAIG-KSUE) T. Turner, Viktim, J. D. Verner, Jms Osborne, B. J. & D. S., P. Gabriel.

NORTHWEST
PORTLAND, OR (JOHN WILLIAMS-KGW) Level 42, Knight/Med, Peter & Amy, B. Hornsby.
CORVALLIS, OR (P. J. EMMERSON-KLOC/AM) R. Vela, Janet Jax.
EUGENE, OR (MITCHELL/MILLER-KDUX) Peter & Amy, H. League, TR & Allman.
MEDFORD, OR (JIM ZINN-KMFR) DeBarg, Double, Knight/Med.
MEDFORD, OR (JOHN O'BRIEN-KYJC) Level 42, R. Ocasek, DeBarg, Double, C. Thompson, Seger.

AUBURN, WA (CARL SAWYER-KSAY) Jms Taylor, Double.
CENTRALIA, WA (JIM KNUTSON-KELA) Double, Knight/Med, R. Vela.
SHELTON, WA (GLEN CONNOLLY-KMAS) Moody B's, Beach Boys, K. Mitchell.
KELSEO/LONGVIEW, WA (RAY BARTLEY-KLOG) C. Thompson, G. Benson.
YAKIMA, WA (FRANK TAYLOR-KMWX) B. Joel, Beach Boys.
TRI-CITIES, WA (BILL TEMPLETON-KALE) Beach Boys, C. Hart, T. Tuesday, B. Hornsby, Chicago, Beat Rodeo, J. Buffett.
ANCHORAGE, AK (CARL RODGER-KFOD) David Pack, P. Gabriel.
ANCHORAGE, AK (GREG WILKINSON-KKLV/FM) B. Hornsby, H. League, Beat Rodeo, J. Buffett, Glass Tig.

WELCOME To Our New A/C Correspondent:
Rene Shanele-Hutzell, KCRE Radio, P.O. Box 1089, Crescent City, CA 95531 (707-464-9561)

BIRTHDAYS

Our BEST WISHES and HAPPY BIRTHDAY To:
Bob Ort, KFEO-St. Joseph, MO 9/14
Amy KrontHAL, B104-Baton Rouge, MO 9/15
Roy Acuff 9/15
Jeff Edman, KVKI/FM-Shreveport, LA 9/16
Tony Mann, WNFI-Ormond Beach, FL 9/16
Peter Athanas, WRCO-Richland City, WI 9/16
B. B. King 9/16
Tom Mikkelsen, KGOR- Omaha, NE 9/17
Gary Cummings, KZFN-Moscow, ID 9/17
Brad Hockmeyer, KXRO- Idaho Falls, ID 9/17
Dave Evans, KZK-Freeborn, IA 9/17
Fae Waybill 9/17
Rafe Sampson, WDND-Wilmingon, IL 9/18
Michael Franks 9/18
Andy Henderson, WQKI-St. Matthews, SC 9/19
Robin Kips, KWSS-San Jose, CA 9/19
Michael McIver, WCAV/FM-Brockton, MA 9/19
Bill Moore, WDIF-Marion, OH 9/19
Jonathan Walker, KZK-Tri Cities, WA 9/19
Bill Medley, KHEL-Crewe 9/19
Jim Pruett, WAKW-Gadsden, AL 9/20
Mary Lou Badeaux, Warner Bros. Records 9/20
MOTIVE PROFILES AND LEADERS: HOW DO YOU FIT?

Have you ever noticed that some people seem--almost instinctively--to be effective managers? And have you noticed the reverse—that many people in managerial positions are basically not leaders? Is it possible that some people have a psychological make-up that allows them to be better suited for leadership positions? Evidence suggests that the answer to all these questions is "yes." Over the past 30 years, Harvard University's David McClelland has been doing some fascinating research. His work suggests that effective managers have a certain psychological profile that is different from less effective managers. Let's examine the evidence. All of us have at least three critical motives that help drive our everyday behavior: an Achievement Motive, an Affiliation Motive and a Power Motive.

△ Our Achievement Motive is our drive to do things well, to take personal responsibility for our work, to fix things and solve problems on our own, to personally complete a piece of work successfully and to attain a sense of satisfaction for personally accomplishing high standards.

□ Our Affiliation Motive is our drive to have good human relations with other people, to enjoy other people's company, to feel a sense of belonging, to like and love others, to be liked and loved, and to be cared for and supported by other people.

■ Our Power Motive is our drive to control and influence other people, to affect what they do and how they think, to have a direct impact on their lives, and to shape their ideas and behavior.

Each one of us has these three motives to some extent. That is, some of us may be high in one motive, medium in another and low on the third. Or we may be high in two motives and low on the third, or medium on two and low-medium on the third. As you can see, the possible combinations are quite varied, and perhaps that is why our personalities are so diverse. You may be wondering where you stand on these motives. McClelland administers carefully developed psychological inventories to people to determine their motive profile. This, unfortunately, is something I can't do in this column. However, you yourself can get a rough idea of where you stand by basically asking yourself some fairly basic questions, such as the following:

△ Are you turned on by tackling a challenging project or digging into an interesting piece of work at home or on the job? Do you find yourself choosing to work through an assignment, fine-tune all the details, and finish it yourself so it's just right and meets all those high standards that you've set? Do you wind up thinking a lot about the details of a project and how to make the final product even better? If the answers to these questions tend to be "yes," then you may have a high Achievement Motive.

□ Do you consciously put a lot of time and energy into your friendships and into your loved ones? Do you feel really good when people at home or at work are getting along "like a family," and does conflict among those people really bother you? Do you spend a lot of time thinking about--maybe even worrying about--your relationship with your "significant other"? Do you spend a lot of time wishing that you had "someone to love"? If the answer to these questions tend to be "yes," then you may have a high Affiliation Motive.

■ Does the idea of significantly influencing others' opinions and decisions really turn you on? Do you tend to give people lots of advice--even unsolicited advice? Do you get turned on by the idea of people looking up to you, waiting for your decisions, even hanging on "breathlessly" for your words of wisdom? Does the idea of giving commands and "taking charge" turn you on? If so, then you may have a high Power Motive.

Remember, these motives are not mutually exclusive. In other words, you can be high or low on all of them, or have different levels of intensity for all of them. Our interest here, of course, is how these motives affect a person's leadership potential, and McClelland's research points to some rather striking conclusions. McClelland and his colleagues have compared effective managers and less effective managers in a variety of businesses and industries. They found that effective managers tend to be characterized by a particular motive profile: A controlled "moderate" Achievement Motive, low Affiliation Motive and high Power Motive.

Next column, we'll examine this leadership motive profile. We'll also see how those of us who do not naturally come with this motive profile can still become effective managers. We do this by learning to manage our motives so that we behave as if we have this leadership motive profile while on the job. It's not as tricky as it sounds, but again, that's one of the stories of the next column.
It seems that you people are getting angrier and surlier than ever about the stuff which appears in this space. We only mean well, and yet the nastier among you keep taking it the wrong way. We shouldn’t do this, but in the interest of journalistic fairness, we’re reprinting here, just as received, no editing...some of the correspondence which has defiled our mailbag:

Dear Hairball: While perusing Gavin in my honeymoon suite several weeks ago, I chanced upon your cowardly diatribe. YOU, Dogbreath, are an insult to the word scumball! (let alone journalism) Your vitriolic attack upon my undernourished dreary self brings to mind the word LAWSUIT! When I subscribed to Gavin I thought I'd be catching up on The Blow Monkeys and fat jokes about promo-men. Instead I find myself assaulted by personal attacks and blasts. If THAT wasn't enough, I've never seen a word in your column about Carter Bradley, Freddie Brock or Jim O'Neil...and I've read too damn much about Dee Ann Metzger and Mike Diem. I mean, do those two play your records or WHAT? I hardly think so...at any rate, cancel my subscription, and that goes double for Vitas!

John McEnroe
John McEnroe, Tennis Guy

Dear Richland: One more, just ONE more with crack about The Screaming Blue Messiahs in your sleevebag articles, and you can just forget about donating your promo-man when you come to Atlanta, because you'll be less than welcome at my station again. The Messiahs are a part of Americana and your cheap libes tear of the very fabric of what this free land is all about. Why don't you start limiting your promotional calls to KGOY in Fooman, Ohio...God knows, no one ELSE will listen to your pitch!

Kelly McCoy
Kelly McCoy, WSB, Atlanta

Dear Lightweight: As an inveterate tip-sheet and trade-mag reader, I've always looked forward to my weekly Gavin...or did until your deck began appearing several years ago. After basking in the pleasures of witty Ken Barnes in another paper, I'd expect similar professionalism in Gavin. Instead, I'm treated to a weekly grab bag of sneaky wiseguys, with barely a mention of Christopher Cross! Not only that, but who is this Billy Bril person and HOW MUCH is he paying you to keep his name in print? The bottom line is: either Norberg & Boulding are expanded and you cancelled, or consider me a past subscriber.

Brian Lee, Top A/C programmer, Asheville

Dear Main Office of Gavin: This is a note of congrats for wisely eliminating the Hollywood column several times of late. Omitting the silly verbal meanderings of its alleged author lent an air of class to your report which has been sadly lacking since his inclusion. He has insulted far too many of the things I hold dear. Next thing you know he'll put down Raindrops on Roses and Whiskers on Kittens! Where does it stop?!! Here's hoping there are many more weeks when his submission arrives too late for publication.

Jack Kulp
Jack Kulp, K101, San Francisco

Dear Ron Fell: As a major publishing executive, making well in excess of six figures per annum, I've always looked forward to my weekly Shola/Elima/Hollars fix. That is, I DID until Richland's weekly Shola/Elima/Hollars fix. I personally find fat jokes about sewer-rumblings began appearing. I'm also up to here with slaps at such revered American institutions as The Lime Spiders, Mike Preston and Jack Raymond. EVEN Harvey Mednick's column is more fun than your Hollywood guy's jokes! And that's saying a lot!

Cordially, Arthur Braun, Dick James Music

Dear Richland: As a longtime subscriber, I'd like to make a constructive suggestion: I feel that your publication would be vastly improved if you expanded the very witty, informative and educational Hollywood column. It's the first thing my daughters and I turn to each week, and we'd like to see much much more. Perhaps you could shorten the BIO-FEEDBACK or Country sections. Art Buchwald, Big Tuna, Lenny Dear and Poe-Cat suck eggs in comparison to your guy Richland and his Blow Monkeys material is humorous as humorous can be. He's a looked-forword-to breath of fresh air in an all too boring world of cliches. Personally, I hold him in reverence!

Rosemary Richland
Rosemary Richland, Los Angeles
the GAVIN REPORT

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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.

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R&B 1967-1985
ALTERNATIVE RADIO 1983-1985

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PROMOTIONS
by LISA SMITH and BETTY HOLLARS

THE KANGAROO CAUSE

KOLA-Manhattan, Kansas morning man Gary Wilson found himself literally "up in the air" while capping off a promotion to raise money to bring four kangaroos to the local zoo. KOLA ended up raising $2400 from the Manhattan/Junction City/Ft. Riley area by combining sponsor contributions with private donations, collection cans and a guest D.J. series on Gary's morning show. Gary is pictured here broadcasting live from the station's billboard along with the zoo's education coordinator, who was the final guest D.J. in the series. The two spent about four hours on the billboard to reach the station's goal.

FIRST FREE CONCERT

KLAC-Los Angeles just held its first-ever free concert and it featured Steve Wariner. On hand were over 1,000 lucky KLAC contest winners at the Country Club in Reseda to see him and two other bands, and the event was emceed by morning man Gerry House and afternoon personality Scott Carpenter. Climaxing the end of the day-long festivities was the appearance of John Schneider, who assisted Gerry in raffling off a Takamine guitar, courtesy of KLAC.

FM102/WHYL "CUTS YOU A BREAK"

Listeners of FM102/WHYL in Harrisburg, PA spent less of their time doing lawn work and more of it thinking up excuses for not mowing the grass, thanks to a recent summer promotion done by the station. All they had to do was send in their best excuse, and morning man Shotgun Mike Kurtis judged for originality. Once a week a winner was selected and Shotgun Mike went to the winner's house, mowed their lawn and left behind a brand new mower. In addition to reading the letters on the air, Mike appeared each week at various shopping malls and read letters over a PA system, then provided paper and pencils to shoppers and invited them to enter the contest. He shared some of the best excuses with us: an invasion of little green men from space, Libyan terrorists coming to town, and an inability to read Japanese.
**BIO FEEDBACK**

by RON FELL

**HUMAN LEAGUE**
Prior to forming Human League, Phil Oakey earned his living as a porter in a Sheffield, England, hospital.

**LYLE LOVETT**
A graduate of Texas A&M, Lyle has degrees in journalism and German.

**BONNIE RAITT**
She's a fifteen-year veteran of the Warner Bros. label. Her sixth WB LP yielded her biggest hit to date, the 1977 re-make of Del Shannon's "Runaway."

**ASHFORD & SIMPSON**
Their first hit as writers came twenty years ago, when Ray Charles recorded "Let's Go Get Stoned."

**PHYLIS HYMAN**
She was nominated for a Tony Award for her performance in the 1981 musical "Sophisticated Ladies."

**TINA TURNER**
Her first solo LP, in 1974, had the premature title of "Tina Turns The World On."

**MADONNA**
She recently appeared with hubby Sean Penn at New York's Lincoln Center in a new play, "Goose And Tom Tom."

**LIVE AID/BAND AID**
More than $85,000,000 has now been raised by the two Bob Geldof-inspired charities, according to auditors of Britain's Charities Aid Foundation.

**LIONEL RICHIE**
The video for "Dancing On The Ceiling" was directed by Stanley Donen, who also directed Fred Astaire's ceiling strut in the 1951 film, "Royal Wedding."

**BOB DYLAN**
Bob should begin filming the movie "Hearts Of Fire" this month. He plays an aging rock star who retires to a Pennsylvania chicken ranch.

---

**MICK JAGGER**
CBS/Fox will release a feature length comedy/adventure, "Running Out Of Luck," starring Mick Jagger, Dennis Hopper and Jerry Hall. Directed by Julian Temple, this 88-minute video will list for $79.95 and will be released in October.

**GENE LOVES JEZEBEL**
The band, originally from Wales, is fronted by twin vocalists J. and Michael Aston. They're augmented by a three-piece band.

**DARYL HALL**
Joni Mitchell appeared on the song "Right As Rain." The two recently met on an airline flight.

**MARTI JONES**
She was formerly with the band Color Me Gone which recorded an album on A&M Records.

**TIMBUK 3**
Timbuk 3 is actually a twosome husband and wife team. Pat McDonald and Barbara K hail from Austin, Texas.

**THE TIME**
They've reformed and will be recording a new LP for A & M any moment.

**JOHN FOGERTY**
It appears as though legal complications will prevent John from performing songs from his Creedence Clearwater Revival days on his upcoming live tour.

---

September 12, 1986/the GAVIN REPORT
EDDIE MONEY
"Take Me Home Tonight"

Chart-Topping AOR Stats:
GAVIN ALBUM CHART 14*-10*
R&R AOR TRACKS 1*
Combined With CHR-Saturation:
#1 MOST ACTIVE CHR RECORD
GAVIN TOP 40 35*-29*

Equal An Obvious Hit Record!

THE OUTFIELD
"Every Time You Cry"

An AOR "MOST ADDED" Album and Track:
GAVIN ALBUM CHARTBOUND
R&R AOR TRACKS 40*
Out Only Two Weeks And Already On:

Just finished their second North American Tour with
STARSHIP, Now headlining and then joining JOURNEY
on the first leg of their long-awaited tour.

BANGLES
"Walk Like An Egyptian"
"Number one requests for the third week."
Mo Matthews, KHIT-Seattle

www.americanradiohistory.com
LISA-LISA
and CULT JAM with FULL FORCE

"All Cried Out"

GAVIN TOP 40 DEBUT 35*
GAVIN HIT FACTOR 42%

#1 at: B104 13-1 B94 1-1
WXKS 1-1 WAPE 2-1

Top 5 at: WKSE 15-5 FM102 4-3 WPOW 4-3
B97 13-4 KMEL 6-4 KMGX 5-4
WOUE 4-4 WYIC 11-5 Z102 5-3

Top 10 at: Y100 15-8 WDJX 15-10
KREQ 12-10 WRCK 15-10
KIIS/FM 14-9 KC101 13-6
KCMQ 14-9

THE BURNS SISTERS BAND
"I Wonder Who's Out Tonight"
NOW ON 37 GA VIN TOP FORTY STATIONS.

AND YOU'LL ADD:

ORAN "JUICE" JONES

"The Rain"

You know what kind of excitement LISA-LISA generated, so here's your chance to program yet another POWER-REACTION-Ratings-Winning record:

Out-Of-The-Box CHR Heavy Rotation:
FM102 16-7 WPLJ A-26
KMEL 20-15 Y100 A-25
B94 D-23

Chart-Topping Urban Positioning:
GAVIN URBAN CONTEMPORARY 2*
R&R BLACK/URBAN 2*

NOW ON 37 GA VIN TOP FORTY STATIONS.

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BUFFETT TRADES FLORIDA FOR CALIFORNIA
After a sold-out concert at the Greek Theater in Los Angeles, Jimmy Buffett drank Corona's backstage with a few friends. Pictured (left to right) are Myron Roth (MCA), Jimmi, Irving Azoff (MCA Music Entertainment Group), Howard Kaufman (Frontline Management), and Richard Palmese (MCA).

HIT THE ROAD IN '86
A&M Records National A/C Director Jon Konjoyan (right) presents B100-San Diego Music Director Gene Knight with the new Sergio Mendes LP "Brasil '86" while on a recent road trip. That's Gene on the left.

BOYS FROM FT. PAYNE
The boys from Ft. Payne, AL and Charlie Daniels and the Band appeared before a sell-out crowd recently at the Saginaw Civic Center. Pictured (l-r) are Mark Herndon (Alabama), Tom Samoray (WKCO PD) and Teddy Gentry (Alabama).

JETTING OFF TO VANCOUVER
While the Jets were in Vancouver, they took time out to stop by LG73 and deliver the single ("Private Number"). Pictured in the back center with the Jets are LG73's George Raymond (left) and Rick Shannon (right).

LONDON & ENGLEMAN LAUGH-IN ZOO
The infamous Gary Owens shared a morning zoo laugh-in with the duo of London & Engleman at K'MEL-San Francisco. Shown here after a few laughs are (l-r) Paulette Williams (GM-K'MEL), Ron Engelman (of the Zoo team), Gary Owens, John London (of the Zoo team) and Sue Hall (K'MEL).
JUMP BACK JACK
Aretha Franklin and rolling Stone Keith Richards posed for a flash after re-recording the Stone's classic "Jumpin' Jack Flash" for the film of the same name, starring Whoopi Goldberg. Shown here (left to right) are Jane Rose (Rolling Stones Records), Abbey Konowitch (Arista), Aretha, Dominick Sena (video director), Keith, Elliot Laurie (20th Century Fox Films), Traci Jordan (Arista).

STUART JOINSES THE SENATE
Marty Stuart (right) is pictured here with Senator Albert Gore Jr. of Tennessee (yes, Tipper's husband) following Stuart's appearance before a group of U.S. Senators in Washington, D.C. Stuart had been invited to perform at the U.S. Senator's Prayer Breakfast.

TWO WHIPLASH SMILES
Here's a shot of Billy Idol (left) and Chrysalis' Robert Nesbitt (right) taken while the two were dining at Frank's Restaurant in New York City.

FOUR OF A KIND
Ron Fell, Publisher of The Gavin Report was caught in Los Angeles schmoozing with members of GTR. Pictured here (l-r) are Steve Hackett (GTR), Joanie Lawrence (Arista promotion), Ron Fell (Gavin) and Steve Howe (GTR).
True Colors - Cyndi Lauper (Portrait)
Please believe me, outside of those intimately involved in recording and working this record, nobody's heard this tape more than me. Late nights pounding out last week's interview was done in the shadow of the songs over and over again. While many will be curiously checking out the cover of "What's Going On" (as you well should), my favorites are "Boy Blue," "Maybe He'll Know," and "Calm Inside The Storm." True Colors is a labor of lust, with Cyndi Lauper anxious to be taken seriously as a singer and contemporary performer. It is also a singer's album with the focus transferring from a trash vaudeville image to that of range and power. The fluctuating personalities of the songs emphasize her talents as a vocalist rather than as a media curiosity. True Colors, however, never betrays here role as a modern balladeer. Outside of Madonna and Whitney Houston, no other debut singer has made such impact on our industry. By making a musical and fashion statement, Cyndi Lauper has endeared herself to an entire generation of young listeners yearning to be the next Diana Ross. For Album Radio to gloss over this effort would be an injustice and a whitewash. Give a serious listen.

Daring Adventures - Richard Thompson (Polydor)
Though it's never really occurred to me before, there is a similarity to Richard Thompson and Mark Knopfler. Is RT responding by collaring Straits engineer Neil Dorfman? Produced by Mitchell Froom, Daring Adventures is the finest collection of songs since the hallowed Shoot Out The Lights LP with ex-wife Linda. On this LP, all personal airplay faves can be found on side one, a side filled with five consecutive stormers. The opening two trax have to do with Richard's place in the quirky world of eighties rock. Ironically, Thompson's most loyal fan base includes those who take in their Fairport Convention battled up next to REM and Peter Gabriel. Check the openings, "A Bone Thru Her Nose" into the single, "Valerie." Follow that with "Dead Man's Handle" and the slow but stirring "Missie." As usual, the guitar work is stunning, complemented by a bright and clear mix.

London Moon And Barnyard Remedies - Mark Germino (RCA)
Looks like the boys and girls who made Bruce Hornsby an Album Radio household name have blood in their eyes again for Mark Germino. As a songwriter, Germino takes a more cerebral approach. Stationed in Nashville, Germino crossed the Atlantic to cut his LP under the guidance of Paul Samwell-Smith, the former Yardbird who so eloquently presented Cat Stevens to the world. I don't suppose anyone involved with Germino is in any hurry to take radio by storm. This one'll take time. I dig the outro riff on "Barnyard." Quite dramatic. Also try the single, "Sally Baker's (Low Tar) Dream." Take your time on this one else you miss the smell of the flowers.

"Jumpin' Jack Flash" - Aretha Franklin (Arista)
I agree with Dave Sholin. This "official" cover has it all. No pontification necessary! So good, Aretha's decided to include it on her next LP. Some great bass work by Randy Jackson. Hit! "Cry For Love" - Iggy Pop (ASM)
To those who cherish their out-of-print copies of Iggy Pop's Lust For Life LPs, "Cry For Love" will be no surprise. The partnership of David Bowie and Iggy Pop is no surreal wonder. It's already viable and proven Iggy Pop, to those vaguely unfamiliar, is the essential, primal, physical gut performer. Whatever it took—guitar chords, peanut butter, mismatched shoes, broken glass, blazing curtains—Iggy did it. They used to call Iggy the Godfather of Punk. Now that punk has infiltrated the mainstream, no such label can be conveniently hung. Instead, I'd label Iggy as a survivor and innovator.

"Amanda" - Boston (MCA)
Entire governments and civilizations have risen and crumbled in the time it took Tom Scholz and Boston to follow up that second LP. If you sit down and think about it, the song "Amanda" is very similar to "A Man I'll Never Be." To say Boston's new LP is anticipated is an understatement. Recorded on a Rockman, I'll betcha.

"Walk Away" - The City (Chrysalis)
I guess it all depends on what part of the week you ask this question. What question? A-ha! Listen to the song. Not really a novelty, but a great song! Catchy as hell. A ton of folk should relate.

"So Much For Love" - Venetians (Chrysalis)
This record has been working well on stations with a modern bent. Yet Australia's Venetians travel well beyond America's tastemakers. Nice mix, nice production and a cool record.

"Gravity" - James Brown (Scoti)
Understand this. It's the gravity of the situation that JB has in hand. "Gravity" is sold. It's great to hear James Brown with a present that does justice to his legacy. Line of the week: "Gravity, the big G."
This week's shoker...REM captures number one for this week. Not since Peter Gabriel has an act reached number one on both of our Album charts. Looking over the entire chart, 65% are underlined. Among those looking strong for next week inside the Top Ten is Huey Lewis and The News. HL&TN is doing extremely well, but is meeting resistance from Steve Winwood and Peter Gabriel, two acts who look like they're going to maintain the number two and three slots for a few more weeks. Talking Heads will convert to Album status this week. David + David and Ric Ocasek represent the Top Ten's thinking person's ballads. Along with Smithereens and REM, the entire Top Ten is filled with adult-oriented progressive music. This could be one of the quality Top Tens of the year. Eddie Money broke through for our sample this week, entering the Top Ten--15-14-10. His was a breakthrough week all through the Gavin Report, especially Top Forty. Eddie's got himself a hit record, his first in a long while...John Fogerty's ode to terrorism is doing the still just in time for the album to bring on some fresh reinforcements. Timbuk 3 had another incredible week, jumping 39-24-15 which is an average weekly jump of 12 places. Last week's Certified status sure paid off. This week's performance earned Timbuk 3 a spotlight on this week's Gavin Album Frontline. Triumph keeps moving up each week. UB40 continue their upward streak. Bruce Hornsby did the royal turnaround as expected. "The Way It Is" is surely the track. Look for Hornsby's biggest success...Paul Simon has easily conquered the bottom twenty of our chart. As he makes his way up to 18, he'll find the air thinner and the competition more fierce. But Graceland is an acclaimed, special release. We will be featuring his story in the next few weeks. Oldtimers Pete Townshend and Paul McCartney both had up weeks. I feel quite strongly about the McCartney track "Strangehold." Apparently Paul has cut some additional trax with Phil Ramone to be included on the next LP, so rest assured, Paul is back for the long run. Check out side one of this new LP. It's his best work in ages...The Smiths make a surprising jump back up to #33. "Big Mouth Strikes Again" is the song...Til Tuesday dominated the Adds column on most of this week's reports. Their sophomore release, Welcome Home is consistent and strong...The Outfield return to Chartbound...Stabilizers keep it "Simple" by debuting as a Chartbound this week...Marti Jones debuts based on the strength of her appeal to upper demo Album stations. I absolutely loved the spread on college radio in the latest issue of Rolling Stone magazine entitled "The Tastemakers." All of the folks pictured and interviewed are proud contributors to the Gavin Album/Alternative charts. Now turn to page 83. Notice the picture of WRAS-Atlanta's Jennifer Grossbard? Now what's next to her on the table? Some people never leave home without it. Free Craig Keith now. KZ
**CERTIFIED**

1. R.E.M. (IRS) “FALL” SUPERMAN • BEGIN • GUIYAHOGA TOUCH (IRS)
2. UB40 (Virgin/A&M) “SING” MEET “BLAME”
3. WOODENDOTS (Rough Trade/Columbia) “GET” THING “SHOUT”
4. The Smiths (Rough Trade/Sire) “Queen” “Big” “Thorn” “Girls”
5. Eurothetics (RCA) “Tomorrow” “Thorn”
6. Talking Heads (Sire-12) “Wild”
7. Smithereens (Enigma) “Blood” “Cigarette” “Tuesday”
8. GENE LOVES JEZEBEL (Geffen) “HEARTACHE”
9. TIMBUK 3 (IRS) “SHADES” “HAIRSTYLES”
10. GAME THEORY (Enigma) “TOMORROW” “SUBTLETY”
11. DOCTOR & MEDICUS (IRS) “SPIRIT”
12. BILL NELSON (Portrait) “CONTEMPLATION”
13. Screaming Blue Messiahs (Elektra) “Smash” “Yonder”
14. Peter Gabriel (Geffen) “Red” “Eyes” “Big”
15. Van Morrison (Mercury/PolyGram) “Warm” “Paradise” “Ivory”
17. Steve Winwood (Island/Warner Bros.) “Higher” “Silit”
18. Peter Case (Geffen) “Steel” “Echo”
19. Peter Gabriel (Geffen) “Red” “Eyes” “Big”
20. Steve Winwood (Island/Warner Bros.) “Higher” “Silit”
21. Gary Nunn (MCA) “Steel”
22. Pat Benatar (Sire) “Love Is A Battlefield”
23. Peter Gabriel (Geffen) “Red” “Eyes” “Big”
24. Queen (Polydor) “Bohemian Rhapsody”
25. PETER DOHERTY (ES Dexter) “Criminal Minds”
26. NEW ORDER (Mute) “Blue Monday”
27. STEVE WINWOOD (Island/Warner Bros.) “Higher” “Silit”
28. Peter Gabriel (MCA) “Sledgehammer”
29. Peter Gabriel (MCA) “Red” “Eyes” “Big”
30. ROXETTE (CBS) “Foolish Heart”

**MOST ADDED**

1. Daring Adventures-RICHARD THOMPSON (Polydor/PolyGram)
2. Match Game-MARTI JONES (A&M)
3. S.I.D. & NANCY SOUNDTRACK (MCA)
4. Big Heart-LOUNGE LIZARDS (Island)

**IMPORT INDIE**

HOUSEMARTINS (Go-Disc) “Happy”
TSOL (Enigma) “Nothing” “Change”
LOVE DESTRUCTION (M.T./Celluloid) “Good”
FEELIES (Twin Tone-Coyote) “Rooftop”
ICICLE WORKS (Beggars Banq.) “Jane”
RAUNCH HANDS (Relativity) “Doin’”
CELIBATE RIFLES (What Goes On) “Red”
LEO KOTTKE (Private) “Shout”
THAT PETROL EMOTION (Demon)
NICK CAVE (Homestead) “Parties”
PUSHTWANGERS (Relativity) “Ticket”
QO-BETWEEN (Big Time) “Spring”
ADULT NET (Beggars Banq.) “White”

**CHARTBOUND**

THE FALL (Beggars Banq.) “Late”
RIC OCASEK (Geffen-12) “Emotion”
PETER MURPHY (Beggars Banq.) “Beauty”
DEAD MILKMEN (Resless) “Hippies”
PHIL ALVIN (Slash/Wamer Bros.) “Horn”
FRAK TOVEY (Sire) “Snakes”
BEAT RODEO (IRS) “Two”
RAINMAKERS (RCA) “People”
CROWDED HOUSE (Capitol) “Dream”
LOVE & ROCKETS (Big Time) “Express”
PETE TOWNSHEND (Ato) “Save”
NEIL YOUNG (Geffen) “Touch”
S.I.D. & NANCY S.D.T.K. (MCA) “Strummer”
THINKMAN (Island) “Adventures”

WWU, WUOG, WRAS, WTSR, and WPRB. We have a triple Certified this week from all three of our debuts, Hunters & Collectors, the B-52’s, and Easterhouse. Our two Most Added albums fail to make Chartbound, but it’s still early. Look for a big splash from them next week. Check out the current issue of Rolling Stone with a spotlight on some of our reporters. If you look closely at the picture of Jennifer Grossberndt, you’ll notice our Belinda Carlisle issue of Gavin on her desk. Another Gavin reporter featured in the article, WUOG in Athens, had a major personnel change this week. Check out Chinawag (page 15) for the details.

**SPOTLIGHT LP**

“Baby, The Stars Shine Bright” EVERYTHING BUT THE GIRL (Banco Negro/Siro)

In the past few years we have seen a noticeable influx of Alternative artists with an acoustic slant like, EBTG, The Jazz Butcher, Prefab Sprout, Dream Academy, Lloyd Cole, The Colour Field, The Waterboys, etc. Hearing these “quiet” Alternative artists alongside raw and crass bands on non-commercial radio may appear illogical on the surface, but it’s a testament to EBTG’s musical integrity and sense of adventure—be it in a peaceful form. EBTG perform wondrously, acoustically-influenced (and often orchestrated) music that’s not limited to non-commercial radio.

Look for the “Quiet Alternatives” to step in with songs like “Sugar Finney”, “Don’t Leave Me Behind” and “Come Hell Or High Water”. Pop radio shouldn’t be too far behind in taking notice of this talented group.

“Gumbo”—DR. JOHN (Alligator) It’s appropriate for alligator Records to release one of the best records to sprout from New Orleans over the past 14 years with the current appreciation of the Crescent City’s music—most celebrated Jazz & Heritage Festival—reaching new heights. Alternative radio has demonstrated its appreciation for re-releases of such influential artists in the past. The Velvet Underground’s LP “VU” did exceptionally well last year, reaching #2 on our Alternative chart and #16 on our year-end chart. On "Gumbo", Dr. John carries a deep sense of his roots and translates them in an aesthetic and imaginative manner.

Favorites of mine are the New Orleans classics "Junko Partner", "Big Chief", "Tiptina", and "Iko Iko". Kudos to the inclusion of Dr. John’s priceless liner notes which provide outstanding historical insights of New Orleans’ fertile musical soil. Peter
MILWAUKEE, WI
R. STEWART / LAWSON-WBOK 414-964-8300

ST. PAUL, MN
K. ORNBERG-KARL 612-647-5225

MINNEAPOLIS / ST. PAUL
BOBBY CHRISTIAN-KTCZ 612-339-0000

FARGO, ND
T. BANKS / S. STEELE-KQWB / FM 218-236-7200

CINDY T. THOMPSON - WOAK 414-964-3280

EVANSTON / CHICAGO, IL
D. OSBORN / WNWHR 312-491-7101

LITCHFIELD, IL
BRIAN TAYLOR / WSMI 217-324-5212

BELLEVILLE, IL
TED HAREK / KLOSE-WMIB 618-397-2002

COLUMBUS, OH
MARK VOCS. KOSBAH-KNA 319-351-9300
LOIS HILLS, CA

ROBERT ZEPERICK - KGJC 415-860-4250

SAN FRANCISCO, CA

C MILLER / J McCRAE - KROR 415-765-1097


SACRAMENTO, CA

L MULLER / A WATSON / KDJS 916-752-0772

THE GAVIN REPORT/September 12, 1986

PHOENIX, AZ

JOHN JOHNVON-KKUS 208-386-1984

seed

www.americanradiohistory.com
Out/Bounds, Timbuk 3. MODS: Dead Milk, P. Case, P. Murphy, Love Dele., C.Paradise, Andreas V, Cowboy M., David +, B. Nelson, Dream Sym., R. Crowell

PORTLAND, OR

KERI STONE-KINK 503-226-5080


CORVALLIS, OR

STEVE KIRBY-KKVR 503-754-2008


EUGENE, OR

TOM CRUMM-KZAM 503-731-1999


SEATTLE, WA

P.MAYS@HANLEY-KEZK 206-632-5590


SEATTLE, WA

WM KELLER-KJET 206-281-5600


SEATTLE, WA

FAIR: HENSCHELL-KCMU 206-542-4690


YAKIMA, WA

RON O'BIEN-KATS/FM 509-457-5117


SPOKANE, WA

SKY WALKER-KSOP 509-449-9999


ANCHORAGE, AK

CARTER B. VARGAS-KWHL-FM 907-331-0622


SEPTEMBER 17-20TH, 1986 AT THE HYATT ON UNION SQUARE IN SAN FRANCISCO — THE MUSIC NETWORK PRESENTS THE CONTEMPORARY MUSIC CONFERENCE

THE EDGE

PREVIEW OF PANEL AND WORKSHOP PRESENTATIONS:

- Music Video: Is it more than a promotional tool?
- Video Clubs: Shaping the image
- Closed Door Workshop: Video Broadcasters’ Record Labels: A frank discussion on programming
- Charts & Trade: Do they tell the real story?
- Creating Crossover: The impact of College Radio
- Legal Contracts: The need for an attorney
- Distribution: The key to success
- Independent labels: Tomorrow’s majors
- New Bands = New ground
- The power of the Film Soundtrack
- Building and maintaining an image
- Nightclubbing Image, Entertainment & Attitude
- Black Music: The Soul of Pop

OPENING RECEPTION WITH KEYNOTE ADDRESS BY BILL GRAHAM

September 17-20th 1986 at the Hyatt on Union Square in San Francisco — The City on the Edge.

THE MUSIC NETWORK PRESENTS

THE CONTEMPORARY MUSIC CONFERENCE

Sponsored by:

- The Music Network
- The Hyatt on Union Square
- The San Francisco Business Times
- The San Francisco Examiner

September 12, 1986 the GAVIN REPORT
### Certified

- **JUICE NEWTON**
  - *Cheap Love* (RCA)

- **THE GATLINS**
  - *She Used To Be Somebody's Baby* (Columbia)

### Most Added

- **ALABAMA**
  - Touch Me When We're Dancing (RCA) 56 adds

- **BELLAMY BROTHERS/FORESTER SISTERS**
  - Too Much Is Not Enough (MCA/Curb) 48 adds

- **MEL MCDANIEL**
  - Stand On It (Capitol) 30 adds

### Top Requests

- **RANDY TRAVIS**
  - Diggin' Up Bones (Warner Bros.)

- **RONNIE MILSAP**
  - In Love (RCA)

- **EDDIE RABBITT/JUICE NEWTON**
  - Both To Each Other (RCA)

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**2W LW TW**

<table>
<thead>
<tr>
<th>No.</th>
<th>Chart Position</th>
<th>Artist/Song Details</th>
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<tbody>
<tr>
<td>1.</td>
<td>2.</td>
<td>RONNIE MILSAP - In Love (RCA)</td>
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<tr>
<td>2.</td>
<td>4.</td>
<td>Dwight Yoakam - Guitars, Cadillacs (Reprise)</td>
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<td>3.</td>
<td>6.</td>
<td>Forester Sisters - Lonely Alone (Warner Bros.)</td>
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<td>4.</td>
<td>8.</td>
<td>EDDIE BELLAMY/JUICE NEWTON - Both To Each Other (RCA)</td>
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<td>5.</td>
<td>10.</td>
<td>JANIE FRICKIE - Always Have, Always Will (Columbia)</td>
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<td>6.</td>
<td>12.</td>
<td>CRYSTAL GAYLE - Cry (Warner Bros.)</td>
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<td>7.</td>
<td>14.</td>
<td>TANYA TUCKER - Just Another Love (Capitol)</td>
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<td>8.</td>
<td>16.</td>
<td>Rosanne Cash - Second To No One (Columbia)</td>
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<td>9.</td>
<td>18.</td>
<td>EXILE - I'll Be Me (Epic)</td>
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<td>10.</td>
<td>20.</td>
<td>STEVE EARLE - Guitar Town (MCA)</td>
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<td>11.</td>
<td>22.</td>
<td>EARL THOMAS CONLEY/ANITA POINTER - Too Many Times (RCA)</td>
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<td>13.</td>
<td>26.</td>
<td>SCHUYLER KNOLL &amp; OVERSTREET - You Can't Stop Love (MTM)</td>
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<td>14.</td>
<td>28.</td>
<td>RANDY TRAVIS - Diggin' Up Bones (Warner Bros.)</td>
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<td>15.</td>
<td>30.</td>
<td>John Conlee - Got My Heart Set On You (Columbia)</td>
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<td>16.</td>
<td>32.</td>
<td>SOUTHERN PACIFIC - A Girl Like Emmylou (Warner Bros.)</td>
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<td>17.</td>
<td>34.</td>
<td>RESTLESS HEART - That Rock Won't Roll (RCA)</td>
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<td>18.</td>
<td>36.</td>
<td>LEE GREENWOOD - Didn't We (MCA)</td>
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<td>19.</td>
<td>38.</td>
<td>MICKEY GILLEY - Doo Wah Days (Epic)</td>
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<td>20.</td>
<td>40.</td>
<td>SWEETHEARTS OF THE RODEO - Since I Found You (Columbia)</td>
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<td>21.</td>
<td>42.</td>
<td>MARIE OSMOND/PAUL DAVIS - You're Still New To Me (Capitol/Curb)</td>
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<td>22.</td>
<td>44.</td>
<td>Keith Whitley - Ten Feet Away (RCA)</td>
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<tr>
<td>23.</td>
<td>46.</td>
<td>WILLIE NELSON - I'm Not Trying To Forget You (Columbia)</td>
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<td>24.</td>
<td>48.</td>
<td>JOHN ANDERSON - Honky Tonk Crowd (Warner Bros.)</td>
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<td>25.</td>
<td>50.</td>
<td>STEVE WARINER - Starting Over Again (MCA)</td>
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<td>26.</td>
<td>52.</td>
<td>Nitty Gritty Dirt Band - Stand A Little Rain (Warner Bros.)</td>
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<td>27.</td>
<td>54.</td>
<td>BARBARA MANDRELL - No One Mends A Broken Heart Like You (MCA)</td>
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<td>28.</td>
<td>56.</td>
<td>JUICE NEWTON - Cheap Love (RCA)</td>
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<td>29.</td>
<td>58.</td>
<td>LYLE LOVETT - Farther Down The Line (MCA/Curb)</td>
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<td>30.</td>
<td>60.</td>
<td>Hank Williams Jr. - Country State Of Mind (Warner Bros./Curb)</td>
</tr>
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<td>31.</td>
<td>62.</td>
<td>GATLIN BROTHERS - She Used To Be Somebody's Baby (Columbia)</td>
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<td>32.</td>
<td>64.</td>
<td>Nicolette Larson/Steve Wariner - That's How I Know When Love Is Right (MCA)</td>
</tr>
<tr>
<td>33.</td>
<td>66.</td>
<td>Girls Next Door - Slow Boat To China (MTM)</td>
</tr>
<tr>
<td>34.</td>
<td>68.</td>
<td>JOHN SCHNEIDER - At The Sound Of The Tone (MCA)</td>
</tr>
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<td>35.</td>
<td>70.</td>
<td>MICHAEL MARTIN MURPHEY - Fiddlin' Man (Warner Bros.)</td>
</tr>
<tr>
<td>36.</td>
<td>72.</td>
<td>ANNE MURRAY - My Life's A Dance (Capitol)</td>
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<tr>
<td>37.</td>
<td>74.</td>
<td>Conway Twitty - Desperado Love (Warner Bros.)</td>
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<tr>
<td>38.</td>
<td>76.</td>
<td>Oak Ridge Boys - You Made A Rock Of A Rolling Stone (MCA)</td>
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<tr>
<td>39.</td>
<td>78.</td>
<td>GEORGE STRAIT - It Ain't Cool To Be Crazy About You (MCA)</td>
</tr>
<tr>
<td>40.</td>
<td>80.</td>
<td>ALABAMA - Touch Me When We're Dancing (RCA)</td>
</tr>
</tbody>
</table>
MEMO

TO: Mr. Joe Galante, RCA Records
FROM: Paul H. Keckley, Ph.D., President
       The Keckley Group
DATE: July 17, 1986
RE: Country Music Market Analysis

We have just concluded an analysis of the appeal of several singles from emerging artists.

We tested nineteen singles ranging from mass market favorites Kenny Rogers' "Tomb of the Unknown Love" and Neil Diamond's "Healed For the Future" in Denver, Austin and Atlanta as well as several cuts from unknown artists. Key measures of "strength" evaluated included the lyrical content, vocal style, and instrumental style of the single as well as the overall listener appeal of the music as presented in a typical radio format.

I am writing to make you aware of a significant finding: one new artist, to our surprise, outscored all others in the "Likely to Buy" factors and finished in the top three in "Likely to Listen" factors. That artist is Michael Johnson and the cut is "Wings."

All were unanimous in commending the song and the unique nature of its delivery. Most significant is the fact that regardless of the person's age or radio format preference, the Michael Johnson cut was in the top three.

Congratulations on the discovery of this soon-to-be hit!

Paul Keckley

Put it on your radio station and watch the number of phone calls soar!
September 12, 1986

**Reports Adds**

<table>
<thead>
<tr>
<th>Chart</th>
<th>Weeks</th>
<th>ARTIST &amp; TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>13</td>
<td>DOLLY PARTON - We Had It All (RCA)</td>
</tr>
<tr>
<td>87</td>
<td>23</td>
<td>SAWYER BROWN - Out Goin' Catlin' (Capitol/Curb)</td>
</tr>
<tr>
<td>83</td>
<td>2</td>
<td>CHARLY McCLAIN - So This Is Love (Epic)</td>
</tr>
<tr>
<td>83</td>
<td>14</td>
<td>RONNIE McDOWELL - When You Hurt, I Hurt (MCA/Curb)</td>
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<tr>
<td>72</td>
<td>11</td>
<td>GENE WATSON - Everything I Used To Do (Epic)</td>
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<tr>
<td>71</td>
<td>30</td>
<td>GEORGE JONES - Wine Colored Roses (Epic)</td>
</tr>
<tr>
<td>64</td>
<td>29</td>
<td>WAYLON JENNINGS - What You'll Do When I'm Gone (MCA)</td>
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<tr>
<td>60</td>
<td>20</td>
<td>ED BRUCE/LYNN ANDERSON - Fools For Each Other (RCA)</td>
</tr>
<tr>
<td>58</td>
<td>4</td>
<td>BILLY JOE ROYAL - I Miss You Already (Atlantic America)</td>
</tr>
<tr>
<td>57</td>
<td>15</td>
<td>KATHY MATTEA - Walk The Way The Wind Blows (Mercury/PolyGram)</td>
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<tr>
<td>54</td>
<td>14</td>
<td>MARTY HAGGARD - Talkin' Blue Eyes (MTM)</td>
</tr>
<tr>
<td>53</td>
<td>3</td>
<td>MARTY STUART - All Because Of You (Columbia)</td>
</tr>
<tr>
<td>49</td>
<td>48</td>
<td>BELLAMY BROTHERS/FORESTER SISTERS - Too Much Is Not Enough (MCA/Curb)</td>
</tr>
<tr>
<td>47</td>
<td>7</td>
<td>SHelly WEST - Love Don't Come Any Better Than This (Warner Bros.)</td>
</tr>
</tbody>
</table>

**Dropped:** #29 Lacy J. Dalton, #34 Eddy Raven, #38 Gary Morris, Mason Dixon, Chancey, John Denver.

**LP Cuts**

- HANK WILLIAMS JR. (Warner Bros./Curb) - Mind Your Own Business
- LIONEL RICHIE (Motown) - Deep River Woman
- RANDY TRAVIS (Warner Bros.) - Send My Body
- GEORGE STRAIT (MCA) - Deep Water
- SOUTHERN PACIFIC (Warner Bros.) - Road Song
- STEVE EARLE (MCA) - Someday
- DWIGHT YOAKAM (Reprise) - It Won't Hurt
- NICOLETTE LARSON (MCA) - That's More About Love
- T.GRAHAM BROWN (Capitol) - Don't Make A Liar Out Of Me
- CRYSTAL GAYLE (Warner Bros.) - Straight To The Heart
- SWEEHEARTS OF THE RODEO (Columbia) - Midnight Girl, Sunset Town
- ED BRUCE (RCA) - Quietly Crazy

**Recommended New Releases**

- JOHNNY CASH/WAYLON JENNINGS - The Ballad Of Forty Dollars (Columbia)
- STATLER BROTHERS - Only You (Mercury/PolyGram)

**Country Summary**

It was an extremely close race for number one, with Ronnie Milsap just barely edging out Dwight Yoakam for the second week in a row. Earl Thomas Conley and Ania Pointer are looking to enter the Top Ten next week, as the airplay-point totals and requests just keep growing. Randy Travis continues to make big chart jumps every week, and as Jeff Shackleford at KZMO-California, Missouri notes, "it appears that Randy has arrived!!" Southern Pacific's "Emmylou" is helping to establish the band as a force to be reckoned with in Country radio.

T.J. Hart at WFMB-AM in Springfield, Illinois tells us that Southern Pacific is developing quite a loyal following in his area. John Anderson moves to 24, and it's the most requested record for Ken Conlin at KRED-Eureka. The Gatlin Brothers are certified this week, and our guy Greg Harris at WCMI-Elkhart is being bombarded with requests for the Bros. We're getting a lot of positive reports in on Michael Martin Murphey's "Fiddlin' Man." It's the number one request for Bob Flicktie at WNAX-Yankton, and Jack Moran at WRNY-Rome, NY tells us that he has listeners begging to stop by the studio so that they could tape "Fiddlin' Man" before the stores had it in stock. The retailers now have stock of the record, but it's still Jack's number one request. George Strait's "It Ain't Cool To Be Crazy About You" seems to be following the same success pattern as "Nobody In His Right Mind Would've Left Her." Maybe that's no coincidence. Both of those songs were penned by the same person - Dean Dillon. Only the second week out, and Alabama already debuts on the chart at #40. They were also the Most Added again this week, and it looks like they're trying to keep their "consecutive number one's" streak going. Thirteen more adds take Dolly Parton to the top of Action Sides. Even though it's only getting play at 58 stations, we continue to hear good things about Billy Joe Royal's "I Miss You Already." It's Duke Hamilton at WUDE-Cincinnati's most requested record, and has been Al Parker at WGUD-Pascagoula's number one record for weeks. Merle's son Marty is getting some great support for his debut single on MMT, with fourteen more adds this week, including WFMX, WGAA, WRNS, WPFR-WGUD, WKNZ, KQKD, KBUF, KTGR, WRBI, KILT, KHSL, KROP, and KRDR. Bill King at KGAT-Jackson Hole, WY is getting immediate response to Michael Johnson's beautiful new single "Give Me Wings," especially from females. Newcomers The O'Kanes have really taken off for Kurt Phillips at KMTK-Mitchell, and debut in our Action Sides with 25 reports.
Presenting the finest album to date from Ricky Skaggs, the most influential country artist of this decade. The first single, "Love's Gonna Get You Someday" ships to radio this week. The album also includes "New Star Shining" (with special guest James Taylor), "Artificial Heart", and "I Won't Let You Down", and will be available instore September 23.

Love's Gonna Get Ya! (FE 40309), new Ricky Skaggs music available on Epic Records, Chrome Cassettes, and Compact Discs.

Produced by Ricky Skaggs.
## NORTHEAST

<table>
<thead>
<tr>
<th>City</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worcester, MA (TIM TOOD-WORC)</td>
<td>B. Mandrell, Kendalls, Everlys, Alabama, Greenwood, Bellamys</td>
</tr>
<tr>
<td>Lowell/Lawrence, MA (FRANK FITZ-WLHL)</td>
<td>Redless H, A. Murray, Holly Dunn.</td>
</tr>
<tr>
<td>New York, NY (PAM GREEN-WHN)</td>
<td>Sawyer B.</td>
</tr>
<tr>
<td>Carlisle, PA (ANN STEVENS-WHYL)</td>
<td>Marie/Paul, G. Strait, Juice, S. of Rodeo, Alabama, B. Mandrell.</td>
</tr>
<tr>
<td>Philadelphia, PA (BOB YOUNG-WXTU)</td>
<td>A. Murray, G. Strait.</td>
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## SOUTHEAST

<table>
<thead>
<tr>
<th>City</th>
<th>Stations</th>
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<tbody>
<tr>
<td>Baltimore, MD (GREG COLE-WPOC/FM)</td>
<td>Schneider, A. Murray, Alabama, G. Strait.</td>
</tr>
<tr>
<td>Frostburg, MD (MIKE STANLEY-WFRB)</td>
<td>Statlers, M. McDaniel, M. Johnson, R. McDowell.</td>
</tr>
<tr>
<td>Richmond, VA (VJIM ASKER-WRLN)</td>
<td>G. Jones, Everlys.</td>
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<tr>
<td>Danville, VA (ALAN ROWE-WCVA)</td>
<td>B. J. Thomas.</td>
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<tr>
<td>Statesville, NC (TIM WALKER-WFMX)</td>
<td>R. McDowell, Alabama, G. Strait, V. Gosdin, Marty Hag.</td>
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<tr>
<td>Conway, SC (DAVE DEMPSEY-WLAT)</td>
<td>V. Gosdin, G. Jones, Cal Smith, Slewfoot, Con Hunley, New Grass.</td>
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<tr>
<td>Carrollton, GA (PATRICK SHUMAKE-WLBB)</td>
<td>G. Strait, Alabama, A. Murray, T. G. Brown.</td>
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<tr>
<td>CederTown, GA (CHUCK WALLEY-WGAA)</td>
<td>K. Mattea, Hwy. 101, Marty Hag., Ed Bruce, G. Jones, Malinda Liberty.</td>
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<td>Atlanta, GA (NEIL McGINLEY-WPLQ)</td>
<td>A. Murray, G. Strait.</td>
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<tr>
<td>Albany, GA (JIM SHEPHERD-WWAK/FM)</td>
<td>Frozen.</td>
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<td>Destin, FL (SKIP DAVIS-K92/FM)</td>
<td>M. Johnson, Bellamys, M. McDaniel.</td>
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<td>Gainesville, FL (DAVIS/INCLAIR-WYGO)</td>
<td>S. Wariner, Dolly, T. G. Brown, G. Jones, S. West.</td>
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<td>St. Petersburg/Tampa, FL (BILL PYNE-WOXY/FM)</td>
<td>Frozen.</td>
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<tr>
<td>Arcadia, FL (CHARLIE B.-WOKD)</td>
<td>S. West, K. Mattea, V. Gosdin, J. D. Martin, M. Johnson, Bellamys, Statlers, L. Lovett.</td>
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## SOUTH

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<th>City</th>
<th>Stations</th>
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<tr>
<td>Talladega, AL (RICK ROBINSON-WEYY)</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>Jasper, AL (JOHNNY ELMORE-WARF)</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>Winfield, AL (DOUG THREADGILL-WEZ0)</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>Gadsden, AL (JIM PRUETT-WAAX)</td>
<td>M. Johnson, M. McDaniel, Bellamys.</td>
</tr>
<tr>
<td>Albertville, AL (JEFF ALLEN-WQSB/FM)</td>
<td>M. McDaniel, M. Johnson, Bellamys.</td>
</tr>
<tr>
<td>Atmore, AL (GARY BURKETT-WSKR)</td>
<td>J. Rodman, Statlers, Bellamys.</td>
</tr>
<tr>
<td>La Follette, TN (TONY LAWSON-WOLA)</td>
<td>M. McDaniel, Waylon.</td>
</tr>
<tr>
<td>Collins/Hattiesburg, MS (TOM BROOKS-WKNZ)</td>
<td>Marty Hag., G. Jones, Bellamys.</td>
</tr>
<tr>
<td>Biloxy, MS (DAVE TERRY-WVMI)</td>
<td>G. Jones, Ed Bruce, Alabama, Bellamys.</td>
</tr>
<tr>
<td>Pascagoula, MS (AL PARKER-WGUD)</td>
<td>Marty Hag., T. G. Brown, G. Jones, Ed Bruce.</td>
</tr>
<tr>
<td>Louisville, KY (COYOTE CALHOUN-WAMZ)</td>
<td>Schneider, Sawyer B., Holly Dunn, B. Baker.</td>
</tr>
<tr>
<td>Louisville, KY (LEE LAWRITE-WCII)</td>
<td>Alabama, M. Gilley, L. Lovett, Schneider, B. Mandrell, Holly Dunn, G. Strait.</td>
</tr>
<tr>
<td>Harlan, KY (SHARON CASE-WFSP)</td>
<td>J. Denver, R. Milsap, Chance, Marie/Paul, Lightfoot, Gatins.</td>
</tr>
<tr>
<td>Paducah, KY (KENT KING-WYKO)</td>
<td>Waylon, Nicolette, Bellamys.</td>
</tr>
<tr>
<td>Abbeville, LA (ANTHONY KEITH-KROF)</td>
<td>T. G. Brown, Alabama, G. Strait.</td>
</tr>
<tr>
<td>Shreveport, LA (LEDGETTER-WALDON-KWTK)</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>Ruston, LA (BOB DAY-KXKX)</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>El Dorado, AR (KEN JOHNSON-KDMS)</td>
<td>Sawyer B., Alabama, Ed Bruce, R. Stevens.</td>
</tr>
</tbody>
</table>

## UPPER MIDWEST

<table>
<thead>
<tr>
<th>City</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huron, SD (JEFF DUFFY-KKKX)</td>
<td>Bellamys, Waylon.</td>
</tr>
<tr>
<td>Redfield, SD (MYRON GRAGE-KKOG)</td>
<td>Bellamys, Marty Hag., Statlers, O'Kanes, M. McDaniel, M. Johnson, Con Hunley.</td>
</tr>
<tr>
<td>Rapid City, SD (STEVE BLAKE-KIMM)</td>
<td>Schneider, M. McDaniel, G. Strait.</td>
</tr>
<tr>
<td>Rapid City, SD (SCOTT KEARNS-KTOO)</td>
<td>Holly Dunn, Dolly, Alabama, G. Strait.</td>
</tr>
<tr>
<td>Fargo, ND (SCOTT WINTER-KVXX AF)</td>
<td>Gatlins, Alabama.</td>
</tr>
<tr>
<td>Grand Forks, ND (TIM LARSON-KKXK)</td>
<td>S. K. &amp; O., S. of Rodeo, Marie/Paul, Juice, S. Earle, B. Mandrell.</td>
</tr>
<tr>
<td>Minot, ND (JERI LEE-KKOA)</td>
<td>Marie/Paul, B. Mandrell, Willie N.</td>
</tr>
</tbody>
</table>
GREAT AMERICAN MUSIC MADE FOR GREAT AMERICAN RADIO.

JERRY REED
Lookin' At You

MARIE OSMOND
I Only Wanted You

MEL MC DANIEL
Just Can't Sit Down Music

SAWYER BROWN
Out Goin' Cattin'

Capitol
COUNTRY ADDS

**MIDWEST**


FORT DODGE, IA (DALE EICHER-KWM) V.Gosdin, Sawyer B., K.Mattea.

WATERLOO, IA (BRETT DAVIS-KXEL) Bellamys, M.McDaniel, M.Johnson, Statlers, Cash/Waylon.

SIOUX CITY, IA (TY COOPER-KMNS) Bellamys, Alabama, Con Hunley, Holly Dunn.

SPENCER, IA (RICK FRIDAY-KICD/FM) G.Jones, Sawyer B., Ed Bruce, Alabama, Waylon, B.J. Thomas, Kendall's.

FESTUS, MO (SUE CRESSWELL-KJCF) Sawyer B., T.G.Brown, B.J. Thomas, Ed Bruce, Waylon, Bellamys.

ST. LOUIS, MO (OAKES/LANGSTON-WIL) No Report.


ST. JOSEPH, MO (BOB ORF-KFEO) Cash/Waylon, Bellamys, Statlers, Kendall's, O'Kanes.

JOPLIN, MO (LISA ARMSTRONG-WMBH) Greenwood, B.Mandrell, Alabama, Schneider, M. Murphey.

CALIFORNIA, MO (JEFF SHAKLEFORD-KZMO) Sawyer B., Kendall's, Connie, O'Kanes, Alabama, New Grass, Waylon, T.T.Hall.

OSAGE BEACH, MO (LARRY HEABERLIN-KRMS) Schneider, G.Strait, M. Murphey, J.Denver, G.Watson, Ed Bruce.

JEFFERSON CITY, MO (JACK DANIELS-KLIK) No Report, Frozen.

COLUMBIA, MO (TOM BRADLEY-KTGR) Marty Hag., C.McClain, B.J.Royal, G.Jones.


TOPEKA, KS (MIKE JONES-KSKX) No Report, Frozen.


**CENTRAL**

NEWARK, OH (CATHY MULLINS-WHTH) No Report.

AKRON, OH (RICK CARDARELLI-WSLR) V.Gosdin, Dolly, R.Mcdowell, Sawyer B.


SPRINGFIELD, OH (TOM DANIELS-WBLY) L. Lovett, T.G.Brown, Alabama, Gatlin's.

ELKHART, IN (GREG HARRIS-WCMR) Alabama, G.Jones, Waylon.


RICHMOND, IN (MARILYN WILLIAMS-WHOW) R.Mcdowell, Sawyer B., S. West, Dolly.

VINCENNES, IN (CLINT MARSH-VAO) A.Murray, Waylon.

SAGINAW, MI (TOMMY SAMORA-WKCO) Bellamys, G.Jones, Ed Bruce, M.Johnson, Statlers, O'Kanes.

LANSING, MI (WAYNE WATERS-WITL/FM) Marie/Paul, J.ANDERSON, Schneider.

WAUKESHA, WI (DOUG YEAGER-WAU) L. Lovett, A.Murray, Gatlin's, Marie/Paul, Schneider.

DODGEVILLE/MINERALPT, WI (BRIAN JEFFREY-WMDP) Alabama, Waylon, Kendall's, B.J.Thomas, Connie, T.T.Hall, Con Hunley.

MADISON, WI (ALLAN/HUNTER-WWQM) Alabama, Holly Dunn.

MANTOWOC, WI (MURRAY-WCUB) G.Watson.

STEVENS POINT, WI (DAN OLESEN-WXYQ) Bellamys, A.Murray, Schneider, G.Strait.

LA CROSSE, WI (DAVE SHEPEL-WLXR/AM) Juice, L. Richie.

LA CROSSE, WI (JIM CROWLEY-WKTY) R.Mcdowell, G.Strait, Dolly, A.Murray, Leon, M. Stuart, Montgomery.

EAU CLAIRE, WI (TIM CLOSSON-WAXX/FM) Juice, M.Johnson, M.McDaniel, Sawyer B., Statlers, Evertys, Cash/Waylon, O'Kanes.

WHITEHALL, WI (JOHN R. SIMMONS-WHTL) M. Murphey, Schneider, R.Mcdowell.


ANNA, IL (RICH GRIFFIN-WRAJ) T.G.Brown, G.Strait, Sawyer B., M. Murphey, Schneider.

**SOUTHWEST**

TULSA, OK (BILL PAYNE-KTXF) M.McDaniel, G.Jones, Dolly, Sawyer B., T.G.Brown.

TEXARKANA, TX (MARIO GARCIA-KMLA) A.Murray, Bellamys, Dolly, G.Strait, T.G.Brown, Alabama.

DALLAS/FT. WORTH, TX (BILL MAYNE-WBAP) No Report, Frozen.


PT.ARTHUR/BEAUMONT, TX (MICKEY ASHWORTH-KYKR) Alabama, G.Jones, Marie/Paul, Bellamys, G.Pacific, Schneider, T.G.Brown, O'Kanes.


AUSTIN, TX (MIKE CARTA-KVET) Alabama, K.Mattea, Waylon, Connie, Juice.

AMARILLO, TX (ROB CASSIDY-KBUY) Alabama, Sawyer B., Waylon, G. Sutton.

MIDLAND/ODESSA, TX (CHUCK WOLFE-KCRS) G.Watson, M.McDaniel.

EL PASO, TX (BILL POWELL-KHEVY96) Bellamys.

PHOENIX, AZ (BUDDY OWENS-KNIX) S.Wariner, S.K. & O., Juice, S.of Rodeo, M.McDaniel.

ALBUQUERQUE, NM (FRANCINA RODRIGUEZ-KRST/FM) Bellamys.

LAS CRUCES, NM (BIG JOHN LIBYNSKI-KGRT) Alabama.

CARLSBAD, NM (BOB SWAYZE-KATK/FM) O'Kanes, Masters, A.Murray, Cal Smith, Alabama, Connie, M.Johnson.

**ROCKY MOUNTAIN**

DILLON, MT (MIKE KANDILAS-KDBI) Waylon, Kendalls, Evertys, T.T.Hall, Cash/Waylon.


POLSON, MT (MIKE DOTION-KERR) Statlers, Bellamys, Ed Bruce, K.Mattea.

MISSOULA, MT (PAUL PROCTOR-KYSS/FM) M.Johnson, Statlers.

HAMILTON, MT (JEAN PYSSON-KLYQAM) No Report, Frozen.

WHITEFISH, MT (ART JACKSON-KJUR) No Report, Frozen.

GREELEY/FT. COLLINS, CO (DON DANA-KYOU/FM) Beat Rodeo.

PUEBLO, CO (RANDY HILL-KIDN) M.McDaniel, Bellamys, Ed Bruce.

JACKSON HOLE, WY (GIL KING-KSGT) Bellamys, M.Johnson, Waylon.
COUNTRY ADDS

FAR WEST

LAS VEGAS, NV (KAREN CASEY-KYYX/FM) M.McDaniel, Restless H, G.Strait.
LAS VEGAS, NV (J.C. SIMON-KFMS) G.Jones, T.G.Brown, M.Johnson, Bellamys.
RENO, NV (TONY THOMAS-KOLO) Bellamys, G.Jones, M.McDaniel, M.Johnson.
RENO, NV (JOEL MULLER-KROW) A.Murray, M.Johnson, Waylon, M.McDaniel, Bellamys.
LOS ANGELES, CA (R.J. CURTIS-KZLA/FM) Schneider, G.Strait, M. Murphy.
BRAWLEY, CA (CHRIS OLIVAREZ-KROP) A.Murray, Waylon, Marty Hags, Statlers, Bellamys, M.McDaniel.
OAKLAND/SAN FRAN., CA (DENNIS DAY-KSAN) Alabama, A.Murray, T.G.Brown, G.Strait.
OAKLAND/SAN FRAN., CA (CARL BROWN-KNEW-G) G.Strait, J.Anderson, Schneider.
SAN JOSE, CA (JULIE STEVENS-KEEN) E.T.Conley, T.G.Brown, G.Watson, O'Kanes, Marie/Paul.
MODESTO, CA (J.W. FORD-KTRB) Gatlins, G.Strait, B.J.Royal, Schneider, A.Murray.
EUREKA, CA (KEN CONLIN-KRED) Statlers, M.McDaniel, Bellamys, Holly Dunn.
SACRAMENTO, CA (CAMMIE WINSTON-KHWW) No Report, Frozen.
SACRAMENTO, CA (RICK STEWART-KRKA/KAM) T.G.Brown, B.J.Royal, T.Wopat.
TURLOCK, CA (ED NICKUS-KMIX) Alabama, Waylon, Bellamys, Dolly, G.Jones.
CHICO, CA (MARK RATHBUN-KHSL) Marty Hags, Alabama, T.G.Brown, G.Strait, Waylon.

NORTHWEST

PORTLAND, OR (MARK WADE-KRDR) B.Clements, Alabama, Ed Bruce, Marty Hags, Waylon, Kendalls, Leon, E.Horn, K.Edge.
ASTORIA, OR (BOB LOUCKS-KVAS) B.J.Thomas, T.T.Hall, Bellamys, Connie, Alabama.
ALBANY, OR (H DAVID ALLAN-KRKT) Alabama, Bellamys, Connie, B.J.Thomas.
CORVALLIS, OR (P.J. EMMERSON-KFAT/FM) Cash/Waylin, A.Murray, M.McDaniel.
TOLEDO, OH (DENNIS EDWARDS-KTDO) M.McDaniel, Statlers, M.Johnson, Bellamys, Cash/Waylin.
REDMOND, OR (MIKE WEST-KPRB) M.McDaniel, Ed Bruce, J.Denver, Alabama, Kendalls, Lightfoot, Bellamys.
PENDLETON, OR (STEVE GREEN-KWHT) No Report, Frozen.
SEATTLE, WA (SUSAN FALCONER-KMPS) S. West, Bellamys.
EVERETT/SEA TLE, WA (WAYDE CORDRAY-KWYD) Bellamys, Waylon.
YAKIMA, WA (BOB MURPHY-KUTI) No Report, Frozen.
TRI-CITIES, WA (CHUCK MATHESON-KOTY) Dolly, G.Jones.
ANCHORAGE, AK (BILL CARDZOA-KYAK) A.Murray, O'Kanes, Alabama, T.G.Brown, R.McDowell, Ed Bruce.
ANCHORAGE, AK (STEVE CHAPMAN-KASH) Alabama, G.Jones, K.Mattea, Sawyer B.

COUNTRY JOBS

NEWS REPORTER - WSPT/WXYQ-Stevens Point, WI
  * Gary Wescott (Box 247 - 54481)
AIR TALENT (FM drive) - KTGR-Columbia, MO
  Tom Bradley (P.O. Box 459 - 65205)
AIR TALENT - KCOL-Clarkston, WA
  Program Director - (509)758-3361
AIR TALENTS - WHT-Manchester, CN
  Ken Borden (257 E. Center St - 06040)

COUNTRY AVAILABLE

BOB RANDALL from KZPR-Minot, ND, is looking for a position as AT/MD/PD, contact him at (701)852-4646.
BARBARA ANN from KZPR-Minot, ND, is looking for a position as AT/MD/Production, contact her at (701)852-4646 or (701)838-5999.
RANDY JENKINS from WWWI-Greensboro, NC, is looking for a position as AT/MD/PD, contact him at (919)852-7326.
MATHEW GRACE from KQKD-Redfield, SD, is looking for a position as AT/MD/PD, contact him at (605)472-1360 (mornings).
CHESTER HOLMES from KSKX-Topeka, KS is looking for a position as AT/NEWS, contact him at (913)354-4720.

COUNTRY CHANGES

MARK WILSON from KMON-Great Falls, MT to KGVO-Missoula, MT as Music Director.

COUNTRY SERVICE

WYGC-Gainsville, FL - singles: Willie Nelson, Gatlin Bros (COL)
WQLA-La Follette, TN-singles: V. Goss, (Compleat), L. Richie album (Motown)
WRNY-Rome, NY singles: Osmond & Davis (Capitol/Curb), Bellamys & Foresters (MCA/Curb)
KZZX-Alamagordo, NM - Singles & LP's -- all sources
"Crossover Television"
"An Urban Reality"

Continuous programming of familiar music has become increasingly important in the 80's. And what makes music familiar? Hearing it over and over again until it becomes popular or dies at mid-chart. And now that many stars have made super videos, it is obvious that artists like Lionel Richie, Stevie Wonder, Whitney Houston, Kool & The Gang, Prince and Patti LaBelle, for example, have an even wider following as a result of their exposure on national television. It used to be that you had to wait for variety shows and some specialty programs such as "Soul Train" and "American Bandstand" to see what the artists whose music you were hearing and playing looked like. All that has changed. Now, with the advent of MTV and VH-1, there is a whole lot more exposure of urban artists on the tube.

LOOK UP IN THE SKY
For a vision of the very near future...maybe even next year, try this on for size. It's prime time in a large urban city. It could be New York, Los Angeles, Chicago, San Francisco...even Metropolis. Just watch where you put the Kryptonite (make sure you have a couple of clean phone booths) The man with the "S" on his cape is wearing a walkman. No doubt, he wants a piece of the rock. As he passes overhead, he can't help but notice that everybody in the whole cell block is dancing to the television rock. In one apartment, a car explodes on "Miami Vice" followed by Don Johnson singing "Heartbeat." Next door are labelmates The Miami Sound Machine, whose "Words Get In The Way." Right next door, folks are viewing VH-1 and Lionel Richie has 'em "Dancing On The Ceiling." All this in stereophonic, Dolby Surroundsound from tweeters and woofers that could shiver the chandeliers at Madison Square Garden. The networks are betting on the audiophiles of America, and sales of stereophonic television sets indicate the gamble is a good one.

Stereophonic television was introduced in the mass market just a little over two years ago and unlike AM stereo, it caught on right away! Why even Radio Shack, The Fort Worth forerunners of fast electronic food, have entered the race with a 19-inch stereo television of their own, complete with comb filters and audio and video input/output jacks for VCR/disc, monitoring...for $500 even. The current demand already threatens to swamp set manufacturers. Alan Schlussler of the Electronic Industries Association (EIA), a Washington-based consumer group says, "Our estimates are that three million out of the 17.5 million color television sets we expect will be sold this year will have built-in stereo capability. Next year, (1987) we think 5 million will be sold with built-in stereo." RCA has little doubt that even "his master's voice" sounds better in stereo. In January they estimated more than half the sets sold this year, about 9 million, will be stereo adaptable so that they can be connected to stereo speakers. While the technology needed to transmit and receive stereo sound on television sets has been around for a long time, it wasn't until recently that the demand for stereo on TV has begun to climb. And what sounds best on stereo television? Why music, of course. The same hit songs that we play, coupled with visuals, makes for an exciting audio-visual presentation for everyone!

SIMULCASTS STILL VIABLE
There were a scant few urban stations that joined the simulcast bandwagon recently with a stereo track in FM simulcast in the early years. If United Negro College Fund wanted to have a more welcome product in the coming years, it would offer its radio-thons in compatible stereo television. But in urban radio, stereo, like color television before it, suffered from a bitter dichotomy. Manufacturers were reluctant to build stereo into their sets because almost no one was transmitting in stereo. No one was transmitting in stereo because there were no sets capable of receiving it. We had the same experience with AM stereo. But the difference is that until Kahn, Motorola and Harris, (who manufacture AM stereo hardware) were convinced AM stereo could make a difference. RCA, whose old parent, NBC and whose new one, General Electric, has taken the lead in breaking the logjam.

What does all this mean to us in urban music radio? Just this. When music comes through in stereo on television; it tends to reinforce the crossover aspect of those artists whose tunes are transmitted. And since the music mix on television is considerably more mainstream, our stations need to reflect this and add it as one more factor to our research equation. The question: "Is it in medium rotation on MTV and VH-1" has more meaning than ever. With Soul Train adding some mainstream rock artists and Bandstand reaching out for strong black superstans, it's obvious that we have some new areas to consider when we compile our research information.

So, yes, we have to consider what television is doing. TV's selling albums, concerts and artists. One of the finer points of progressive urban programming is getting consistency and variety at the same time. With many of our top artists also doing movie themes and getting great clips from some of Hollywood's finest productions, flicks like "Running Scared", "Woman In Red" and "Jewel Of The Nile" get additional exposure because they have movie music. Some of these artists may not build huge 12+ audiences, but they keep your core loyal. That loyalty leads to stronger cumes and stronger cumes lead to sustained revenues and tenure for the programmers and air talent.

Live broadcasts of concerts and simulcasts still have tremendous value for our format - if they are treated right. They must be promoted and made into events. Yes, it's still important to play 18 songs in a row, but it's also important to maintain image, and often paying attention to television's new role, in addition to the impact of live concerts, can be the difference.

Think about this: Color television encountered resistance when it first came out, and it was too expensive, with few broadcasts being offered. People would say, "I can get all my favorite shows perfectly well in black and white, thank you." But once they'd experienced color, there simply was no turning back. The same thing can happen here.

"Think about this: Color television encountered resistance when it first came out, and it was too expensive, with few broadcasts being offered. People would say, "I can get all my favorite shows perfectly well in black and white, thank you." But once they'd experienced color, there simply was no turning back. The same thing can happen here."
This year, there is a very good reason for all broadcasters to attend the BMA Convention and Talent Search Showcase...

BMA CONVENTION '86, FONTAINBLEAU HILTON MIAMI BEACH, OCTOBER 1 - 5

The new president will be one of you!

THE BLACK MUSIC ASSOCIATION
1500 LOCUST STREET, SUITE 1905, PHILADELPHIA, PA 19102 (215) 545 - 8600
### Certified

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMAN LEAGUE</td>
<td>Human</td>
<td>Virgin/A&amp;M</td>
</tr>
<tr>
<td>RENÉ &amp; ANGELA</td>
<td>No How, No Way</td>
<td>Mercury/PolyGram</td>
</tr>
<tr>
<td>JERMAINE STEWART</td>
<td>(Mercury/PolyGram)</td>
<td></td>
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</table>

### Most Added

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUMAN LEAGUE</td>
<td>How, No Way</td>
<td>Pop Pop Pop (Polydor/PolyGram)</td>
</tr>
<tr>
<td>GEORGE BENSON</td>
<td>Run DMC</td>
<td>Regret (Atlantic)</td>
</tr>
<tr>
<td>TINA TURNER</td>
<td>Typical Male</td>
<td>Capitol</td>
</tr>
<tr>
<td>JAMES INGRAM</td>
<td>Always (Capitol)</td>
<td>Always (Capitol)</td>
</tr>
<tr>
<td>GREGORY ABBOTT</td>
<td>Shake You Down</td>
<td>Columbia</td>
</tr>
<tr>
<td>MAXIMUS D</td>
<td>Midnight Star</td>
<td>Island</td>
</tr>
<tr>
<td>GEORGE BENSON</td>
<td>Kisses In The Moonlight</td>
<td>Warner Bros.</td>
</tr>
</tbody>
</table>

### Pop Crossover

- **JERMAINE STEWART**
  - **Jody**
  - **(Arista)**

### ChartBound

<table>
<thead>
<tr>
<th>ARTIST &amp; TITLE</th>
<th>Reports</th>
<th>Adds</th>
<th>On</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>RODNEY FRANKLIN</td>
<td>Look What's Showing Through (Columbia)</td>
<td>25</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>GENERAL KANE</td>
<td>Crack Killed Applejack (Gordy)</td>
<td>25</td>
<td>9</td>
<td>11</td>
</tr>
</tbody>
</table>

### Hit Factor

- **HOWARD HEWETT** - I'm For Real (Elektra)
- **NEW EDITION** - Earth Angel (MCA)
- **TEMPATATIONS** - Lady Soul (Gordy)
- **5 STAR** - Can't Wait Another Minute (RCA)
- **TINA TURNER** - Typical Male (Capitol)
- **GREGORY ABBOTT** - Shake You Down (Columbia)
- **GEORGE BENSON** - Kisses In The Moonlight (Warner Bros.)
- **REBBIE JACKSON** - Reaction (Columbia)
- **KRISTOL** - Passion From A Woman (Epic)
- **FORCE MD'S** - One Plus One (Tommy Boy/Warner Bros.)

<table>
<thead>
<tr>
<th>ARTIST</th>
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<tbody>
<tr>
<td>HOWARD HEWETT</td>
<td>I'm For Real (Elektra)</td>
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<td>Reaction (Columbia)</td>
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<td>KRISTOL</td>
<td>Passion From A Woman (Epic)</td>
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<tr>
<td>FORCE MD'S</td>
<td>One Plus One (Tommy Boy/Warner Bros.)</td>
<td></td>
</tr>
</tbody>
</table>

**Hit Factor** is a percentage of stations which have it in Heavy or Medium rotation. i.e. 100 stations have it in Heavy or Medium rotation - Hit Factor = 60%.
IMMEDIATE REACTION
WITH HIT SINGLES

STEPHANIE MILLS
"Time Of Your Life"

52nd Street
"You're My Last Chance"

MCA RECORDS
Market & Distributed by MCA Records © 1986
UP & COMING

Reports Adds On Chart ARTIST & TITLE

25 6 15 6 DAZZ BAND - Wild & Free (Getfem)
23 4 5 17 BILLY GRIFFIN - Believe It Or Not (Atlantic)
22 6 11 5 JONES NAVIN - S.O.S. (Cinematic)
22 13 6 3 *MILLS JONES - Holla! Wild! Unrestricted! Crazy Love (Jive/RCA)
21 8 10 3 HANSON & DAVIS - Hungry For Your Love (Frosty)
21 5 9 7 LENNY WILLIAMS - 10 Ways Of Loving You (Knob Hill)
21 13 5 3 SHIRLEY JONES - Last Night I Needed Somebody (P.I./Manhattan)
21 13 7 1 *CHICO DEBARGE - Talk To Me (Motown)
20 10 8 2 RUBY TURNER & JONATHAN BUTLER - If You're Ready, Come Go With Me (Jive)
19 6 10 3 JEAN CARNE - Flame Of Love (Omni/Atlantic)
18 3 12 2 SKIPWORTH & TURNER - Can't Give Her Up (Warner Bros.)
16 5 9 2 52ND STREET - You're My Last Chance (MCA)
16 4 9 3 CASH FLOW - Reach Out (Polaroid/PolyGram)
16 6 10 4 BEAU WILLIAMS - I'm Chillin' (PolyGram)
15 11 4 "KURTIS BLOW - That's Just Something About You (Capitol)
14 10 4 O'CHI BROWN - 100% Pure Pain (PolyGram)
14 4 8 2 ATLANTIC STARR - Armed & Dangerous (Manhattan)
14 3 9 2 *MISS THANG - Thunder & Lightning (Tommy Boy)
14 8 5 1 *SKYY - Non-Stop (Capitol)
13 2 7 4 GAVIN CHRISTOPHER - Back In Your Arms (Manhattan)
13 4 9 3 *RICK JAMES - Forever & A Day (Motown)
12 1 7 4 MAIN INGREDIENT - Do Me Right (Zakka)
12 4 7 1 MTUME - Body & Soul (Epic)
12 4 6 2 *SURFACE - Let's Try Again (Columbia)
12 2 5 3 *THE MOVIES - Juke Box (Columbia)

*First time listed on this page


LP CUTS

SHIRLEY MURDOCK - Can't Go On Without You (Elektra)
LEVERT - Kiss & Make Up (Atlantic)
PATTI LABELLE - Sleep With Me Tonight (MCA)
JEFFREY OSBORNE - In Your Eyes (A&M)
5 STAR - Please Don't Say Goodnight (RCA)
MIDNIGHT STAR - Searching For Love (Elektra)
GWEN GUTHRIE - Outside In The Rain (Mercury/PolyGram)

POTENTIAL SINGLES

MAZE - When You Love Someone (Capitol)
CAMEO - Candy (Atlantic Arista/PolyGram)
ANTA BAKER - Rapture (Elektra)
LEVERT - Let's Go Out Tonight (Atlantic)
SHANNON - Prove Me Right (Atlantic)
PATTI LABELLE - Kiss Away The Pain (MCA)
PRINCE - Girls & Boys (Warner Bros.)

URBAN CONTEMPORARY SUMMARY

Another week goes by with ORAN "JUICE" JONES as the number one, two or three request item at virtually every station that called in. Most of you indicated that you can't believe that it's held up in top requests for so long, thinking long ago that the novelty would wear off in time. I don't know if it's the way ORAN words the rap at the end, or the novelty of the words themselves that has caused it to keep its momentum for so long. Unless JANET JACKSON can hold on to the number one spot for two weeks running, look for "JUICE" to get to that spot next week. Of course, if you remember three or four issues back, I warned you that there should be a slow of answer records to the rap and sure enough, they're here. One out is the MISS THANG "Thunder & Lightning" and Mickey Arnold, WRDW-Augusta says he's already getting calls from teens for it. Tim Greene, WZFX-Fayetteville says he's got calls for that and the new ROBERT PALMER and Frank Barrow at KRIZ-Seattle says the calls for THANG "are coming in from all ages." Steve Harris, WCIN-Cincinnati checked in to say that the calls for MISS THANG are "really hot" and he's also getting calls for CLUB NOUVEAU "after only three weeks if made big jumps in requests" and that the CAMEO LP cut "Candy" is also pulling phone calls. Besides the MISS THANG version, two others, one by Chili (call Ron Atkins, KMYQ-Houston, 713-623-0102) and one from Lynn Tolliver, WZAK-Cleveland, 216-621-9300. They're both very, very good. If you've received the new ARETHA FRANKLIN single with KERRI RICHARDS, "Jumpin' Jack Flash", from the new Whoopi Goldberg movie, Arista called today and said that they have a 12" mix ready to go (it'll be on your desks as soon as possible) and the description I got of it was that it is less pop/rock & roll and more R&B flavored with more ARETHA. Sounds like a great mix! Watch for it. L.D. McCollum, b said this week that "the KURTIS BLOW is the rap that callers want to hear. It has that Miami/Latin flavor that's popular here." Ray Boyd, Y103-Atlanta says that the teens are calling for CAMEO and RUN DMC's "You Be Illin" and Ron Davis, WQIS-Laurel/Hattiesburg confirms that his listeners want "Illin" too. We're all hoping it is their next single. Dave Allen, OC104/FM-Ocean City said that "the 5 STAR is kickin' big time" in his city. Taking a look at newer product getting calls at different stations, Rick Thomas, KUKQ-Phoenix says that "after only two days of play, CLUB NOUVEAU is really big" and Melvin Jones, KRRB-Memphis says that the duet by b gets good requests and that he thinks the HUMAN LEAGUE looks like a smash already.

Chris Turner, WTMP-Tampa is already getting calls for the new SHIRLEY JONES and the LOOSE ENDS. THE CUT dance mix is getting phone calls at WOW-Norfolk according to Don "Early" Allen there. Doug Davis, KHY'S-PL Arthur says that the CLUB NOUVEAU is the hottest request item he's had in a long time. And when Jimmy Smith, K-37-Memphis called he said that he's got calls for the HOWARD HEWETT from the 25+ male and female generation. Clint Works, WDKX-Rochester, NY, says the JAMES INGRAM is a big song at his station and THE TEMPTATIONS jumped ten points, is getting good phones. When John Anthony, WAMO-Pittsburgh was reporting in, he stated that the PHYLIS HYMAN is doing well (she's from Pittsburgh by the way) and CLUB NOUVEAU is getting calls, too. Speaking of newer product getting calls already, Vernor Wells, WGOK-Mobile is getting calls for OLIVER CHEATHAM from females 25+, for BEAU WILLIAMS from 18-34 females, MELBA /FREDDIE from 18-34 female, and that SKYY "is gonna be big, getting calls already...and the LOOSE ENDS is coming on strong after being added this week from a test record to full time play."

Botty
(featuring Sly Stone)
The first single from the new album
"Shockadelica"
NORTHEAST

BOSTON, MA
TONYA PENDLETON-WILD
ADDS: H.League, Cl Nouveau, Barb. Roy, Surface, Temps, Pieces/Dr.,
BOSTON, MA
SUNNY JOE WHITE-WXKS/WM
ADDS: 5 Star, H.League. HOTS: Cameo, Vandross, Jets, A. Baker,
Lisa Lisa.

NEW YORK, NY
TONY GRAY-WKXK
ADDS: J.Ingram, Cl Nouveau. HOTS: Janet Jax., Ocean, S. Red,
J.Carne, H.W Hewett, S.Jones, Mid. Star, H. & Davis, O.Cheatem,
Whodini, SOS Band, Dougie Fr., Prince, Levert, S.Lattisaw,
Melba/Fred, Ashford & S., Loose Ends, 5 Star.

NEW YORK, NY
SCOTT SHANNON-Z100
ADDS: Oran Jones, 5 Star. HOTS: Cameo, Klymaxx, Nu Shooz, A. Baker,

ROCHESTER, NY
ANDRE MARCEL-WWYX
ADDS: O.Cheatem, A. Starr, Millie Jax, Turnor/B. 52nd St., Rene & A.,
HOTS: H.League, G.Abbott, A.O'Neal, Cl Nouveau, B.Williams,
Sweet Sen.

PITTSBURGH, PA
JOHN ANTHONY-WAMO
ADDS: F.Jackson, Millie Jax, J.Carne, S.Jones, Miami S.M., H.League,
Rene & A., Berlin, Toena M., Cl Nouveau, Dazz Bd. HOTS: Millie Jax,
H.Hewett, F.Jackson, B.Williams, Force MD's, J.Carne, Barb.
Roy, P.Hyman, S.Jones, The Cut, Miami S.M., H.League, Rene & A.,
Berlin, J.Stewart, L.Williams, J.Ingram, Teena M., Gen. Jeter,

PHILADELPHIA, PA
TONY QUARTERONE-WUSI-FM
ADDS: Melba/Fred, Chico DeB., S.Lattisaw, T.Turner, O.Cheatem.
HOTS: Run DMC, DeBarge, Ashford & S., J.Osborne, Vandross,
J.Osborne, P.Hyman, Jazz Jeff.

WASHINGTON, DC
MIKE ARCHIE-WHUR
ADDS: Dougie Fr., R.A.W., Mid. Star. HOTS: Ashford & S., P.Hyman,
Loose Ends, Reb. J., Whodini, D Train, R Franklin, Cameo,
G.Abbott, R.J's Last, L. Rich. 5 Star, Maze, G.Benson, Ocean,
Kenny G, Klymaxx, 52nd St., Gl. Jones, T.Turner.

Baltimore, MD
KINGSTON/KRONTHAL-B104
Run DMC, Lisa Lisa, Loring/And.

Baltimore, MD
ROY SAMPSON-WXXV/WM
HOTS: Ocean, Prince, Jets, Lisa Lisa, Cameo, Mid. Star, M.Morgan,
Controller, Deniece W., Chaka Khan, Maze.

OCEAN CITY, MD
DAVE ALLAN-CQ104-FM
ADDS: J.Osborne, Chico DeB., C.Lauper. HOTS: Loring/And, J.Ingram,
R. Palmer, Jets, Vandross, Cameo, 5 Star, Pet Shop, Melba/Fred,
M. Jagger, G.Benson, T.Twins, N.Edition, Darryl Hall, Kenny G,

RICHMOND, VA
DONNIE DEANE-WKJ
ADDS: Aretha, Millie Jax, Col.Abrams, One Way, DeBarge, D.Pittman,
Mtume, Rockwell, L. Rich., A. Baker. HOTS: Ora Jones, Krystal,
N.Edition, 5 Star, Kenny G, Y & People, Loring/And, Force MD's,
P.Hyman, T.Turner, Loose Ends, R.J's Last, J.Stewart, Gen. Jeter,
Jarreau, L. Williams.

NORFOLK, VA
DON "EARLY" ALLEN-WLOK
ADDS: J.Carne, Skippowth, S.Lattisaw, Steffy, R.J's Last, Rene & A.,
B.Wright, Wm. Bell, Millie Jax. HOTS: Loose Ends, Kenny G,
T.Turner, Y. & People.

BARRACKVILLE, VA
MASTER JAA-WPAK
ADDS: Kurt B., S. Jones, Tamiko J., Kenny J. & Melba/Fred, Horror City,
Denroy M., Nocera, Gen. Kane, J. Steward, B.Giffin, O. Cheatham,
P. Hyman, Rene & A., R. Palmer, J. Carne. HOTS: Y. & People,
Loose Ends, R.J's Last, L. Rich. HOTS:

BOANOKE, VA
STAN TOMPKINS-WTOY
ADDS: P. Hyman, Cl Nouveau, Tamiko J., H. & Davis. HOTS: H.Hewett,
L. Rich., J.Osborne, Rebbie J., Maze, Force MD's, Gl. Jones,
Loose Ends, Temps, Y. & People, Run DMC, Loring/And, J.Ingram,
Star, Ocean, Melba/Fred.

SOUTH

GREENSBORO, NC
DOC FOSTER-WQMG
ADDS: Boogie B's, Rick James, H. & Davis, Gen. Kane, Cash Flow,
Star, Force MD's, Maze, BB&B, Temps, O'Ch.Brown, G.Abbott,
Kenny G, Loose Ends, Wm. Bell, T. Turner, Rebbie J., Krystal,

CHARLOTTE, NC
DON CODY/K MACK-WQV
ADDS: Melba/Fred, Tamiko J., Carmichael. HOTS: Maze, Jarreau, Dazz
Bd., S.O.S. Band, P.Labelle, M.Morgan, Ashford & S., Zapp, J.Ingram,
G.Benson, Run DMC, Deniece W., G.Abbott, BB&B, D Train, P. Austin,
T. Turner, Force MD's, Chaka Khan.

FAYETTEVILLE, NC
BAE/CRUISE/MCKRAE-WWDS
HOTS: A. Baker, Temps, Run DMC, H.Hewett, G.Abbott, Full Force,
Kenny G, Jazz Jeff, Rebbie J., Mid. Star, 5 Star, Ashford & S.,
Loring/And, Levert.

FAYETTEVILLE, NC
LYNE GREENE/BENSON-WFX
ADDS: One Way, Gen. Kane, Kurtis B., Brilliant, 52nd St., Dazz Bd.,
P. Hyman, Turner/J.B., S.Lattisaw. HOTS: DeBarge, Lisa Lisa,
G.Abbott, Full Force, Ocean, Chaka Khan, Ashford & S.

WILMINGTON, NC
TONY GORE/JOE DIAZ-WWIL
HOTS: TMP Band, Lisa Lisa, Chaka Khan, Trinere, Mary Janes, J.Ingram,
Ashford & S., Levert, Dougie Fr., Oran Jones, Deniece W., DeBarge,
Fatboys, Cameo, Prince, J.Osborne, Janet Jax., O'Ch.Brown,
Maze, Gl. Jones.

ST. MATTHEWS, SC
ANDY HENDERSON-WQK
ADDS: Melba/Fred, Rockwell, J.Carne, Kurtis B., J.Osborne. HOTS:

COLUMBIA, SC
TONY DEAN/MCHUGH-WQDM-FM
ADDS: H. & Davis, H.Hewett, Krystal, T.Turner, Rebbie J., B.Giffin,
Whistle, R. Franklin, L. Williams, Gen. Jeter, Loose Ends.

GEORGETOWN, SC
SWINTON/WAKEFIELD-WBXY
ADDS: D Train, H. & Davis, Stacey Q, Melba/Fred, Chico DeB., 52nd St.,
Teena M., Prince. HOTS: T. Turner, G. Benson, Force MD's, Run
DMC, Krystal, G.Abbott, Loose Ends, Y. & People, S.Lattisaw,
Cl Nouveau.

FLORENCE, SC
ANDREW BAILLEY-WYN
HOTS: Maze, Force MD's, N.Edition, L. Williams, J.Ingram, Loose Ends,
L.Richie, Givens F., Chaka Khan, T.Turner, G.Abbott, Rebbie J.,
G.Benson, 5 Star, Loring/And, Kenny G.

HEMINGWAY, SC
DELL-ANVAR CAMPBELL-WLQC
ADDS: Pet Shop, P. Hyman, Kurtis B., C. Lauper, Turner/J.B., T.Twins,
Surface, Confunk S. HOTS: L. Rich., Maze, Vandross, MM/Kashif,
DeBarge, G.W. Guthrie, Janie Jax., A. Baker, SOS Band, Levert.

the GAVIN REPORT/September 12, 1986
GREENVILLE, SC
ANDRE CARSON-WHYZ

MARIELLA, GA
TONY SCOTT-WEKS

ATLANTA, GA
RAY BOYD-V103

AUGUSTA, GA
MICKEY ARNOLD-WRDW

ALBANY, GA
TONY WRIGHT-WJZ

TALLAHASSEE, FL
BOB BULLARD-WANM

MIAMI, FL
FRANK AMADAPE-Y100

TAMPA, FL
CHRIS TURNER-WIMP

MONTGOMERY, AL
FRENCHES CHAMPAGNE-WQMI

MOBILE, AL
VERNON WILLS-WGOK

MOBILE, AL
TONY BROWN-WBLLX

OPELIA, AL
KEITH REED-WZMG

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

CHATTANOOGA, TN
JAY RILEY-SWITCH-102-YNIO

MEMPHIS, TN
P. WELLS/JIMMY SMITH-K-97

MEMPHIS, TN
MELVIN RYANS-KRB

JACKSON, TN
FRED HARVEY-WFKX

JACKSON, MS
CARL HAYNES-WJMI

LAUREL HATTIESBURG, MS
RON DAVIS-WQIS

MCCOMB, MS
SARA KAY-WHNY

CENTRAL

COLUMBUS, OH
RICK STEVENS-WCKX

COLUMBUS, OH
K.C. JONES-WKDO

September 12, 1986/WWW.AMERICANRADIOHISTORY.COM
Cleveland, Oh
Dean Dean-WDST

Cleveland, Oh
Lynn Tollever J.R-WZAK

Cincinnati, Oh
B. Castle/G. Weiler-WBLZ

Cincinnati, Oh
Steve Harris-WCIN

Indianapolis, In
Kelly Karson-WTLC

Detroit, Mi
Gary Berkwitz-Whyt
Hots: H. League, Jets, A. Baker, T. Turner, Vandross, DeBarge, Ocean, Janet Jax., Run DMC.

Detroit, Mi
J. Alexander/Whitmore-WLB

Saginaw, Mi
David Rosas-WWHS/FM

Kalamazoo, Mi
Michael Jackson-WKMI

Milwaukee, Wi
B. Miller/Er Stérling-WLUM
Adds: S. Lattisaw, O. Cheatham, Glass Tig, C. Thompson, Toto, Cash Flow, Skipworth, Fantasy. Hots: Loring/And, Krystol, R. Franklin, P. Hyman.

Milwaukee, Wi
Rob Hardy-WNOW

Minneapolis, Mn
Pete Rhodes-CBS1

Chicago, Il
Marco Spoon-WBXM/FM

Chicago, Il
Lee Michaels-WGCI/EM

Chicago, Il
Dee Handley-WPAC

St. Louis, Mo
Andre Fuller-WZEN

St. Louis, Mo
Mike Stratford-KKQJ

New Orleans, La
Del Spencer-WYLD/FM

New Orleans, La
O’Kelly Rolling-887

Maurice/Lafayette, La
Stephanie Smallwood-KFYZ

Lake Charles, La
C. Scott-KKZ

West Helena, Ar
Dell Simies-KCUL

Southwest
Dallas, Tx
T. Avery/M. Spears-KKDA

Killeen, Tx
Bill St. John-KJIZ/AM

Houston, Tx
R. Atkins/J. Michaels-KMJO
SAN FRANCISCO, CA
MARVIN ROBINSON-KSOL/EM

OAKLAND, CA
BARRY POPE/CHERIE S-KDIA
HOTS: Cameo, Lisa Lisa, Chaka Khan, Loose Ends, H.Wellett.

STOCKTON, CA
ROY WILLIAMS-KJOY

STOCKTON, CA
JOHN HAMPTON-KSTN

EUREKA/ARCATA, CA
JIM NELLY-KXGO/EM

SACRAMENTO, CA
GILLETTE COLLINS-FM102

RENTON/SEATTLE, WA
FRANK BARROW-KRIZ

SEATTLE, WA
LARRY SNIDER-KQIN

AVAILABLE
Scott Alexander, former afternoon drive personality at B-94 Pittsburgh, PA is available and looking. He can be reached at 412-571-2526.

CHANGE
John Austin, Jr. (better known to us all as Master Jaa) has moved from Farmville, VA to San Francisco, while still consulting WPAX back there. He can be reached at 415-285-3891 or by mail at 76 Liberty St., San Francisco, CA 94110.

SERVICE
KFXX-Tucson, AZ needs service from all sources. Audre's is: 3222 So. Richey Avenue, Tucson, AZ 85713 or phone Royce at 602-748-1450. Thank you.

BIRTHS
Our CONGRATULATIONS to KEN ANTHONY, Music Director of KSJO-San Jose, CA, and his wife MARILYN on the birth of their daughter LONI REGINA. Born on September 6th, weighing 8 lbs. 5 oz.

September 12, 1986/AEGINAL REPORT

www.americanradiohistory.com
Nostalgia formats are hot again. Everything from old rock and roll to big band. Many AM stations, unwilling to face the challenges (still winnable) of programming music for today's audience, are retreating into the past, scarcely noticing the cume erosion as their share holds up, or even rises, for a little while. Eventually, though, all nostalgia formats fail.

I make that as a flat statement, and yet there are stations around the country that emphasize non-current music and still succeed. They show no signs of inevitable failure to come. What's the difference? Those stations are not nostalgia stations. It is amazing to me that so many apparently intelligent programmers so easily fall into the traps of speech and thought of our industry that they fail to understand things that appear so simple: Nostalgia is not just "old" programming material. Many PD's may not grasp this, but Walt Disney would have; Disneyland was and still is a masterpiece of manipulating the environment of the visitor so that they can experience things that are far away, and things that never were. Disneyland shows the strong influence of childhood, yet if Disneyland were simply a nostalgic look back at childhood, it would not be endlessly fascinating for adults. What Walter did there was place these environments in juxtaposition with today.

The visitors are "today" people, and they experience it from the context of "today". The constant changes and improvements at the Disney theme parks are not to keep them fresh specifically, but to keep them relevant in the context of the lives of the visitors.

In radio, even the elderly cannot live forever in the past, as some formats would have them do. Will people who grew up in the '50's forever seek to recapture those years—or even find the music from that era still relevant for them, if selected for that? And the same for the '60's kids—although the music from that era may still be relevant for them, if selected for that.

The successful way to program noncurrent music is to bear in mind the context in which the target listener will consume it. The context is today's world. Stations that represent a retreat from today's world are doomed; those who use yesterday's music, programmed for relevance as well as familiarity, in the context of a station not only accepting of, but enthusiastic about, today, is programming to the point of view of the listener. It will build and hold a loyal audience (or can, if all programming elements work together towards this goal).

When researching your station and its music probe for its relevance to your target audience!
HUGGIN' THE JUDDS ▲

The Judds got a special welcome from KNIX-Phoenix morning personality W. Steven Martin at a recent in-store appearance that attracted more than a thousand KNIX listeners. Prior to their debut Phoenix concert later that day, Wynonna and Naomi attended a special private KNIX Pre-Concert Party with 100 listeners. There they signed autographs and posed for pictures.

NAME THAT TUNE ▼

An annual week-long food and music festival was held along Chicago's lakefront in Grant Park. WCLR air personality, Sue Berg, was hostess in the station's contribution to the festivities, a "Name That Tune" booth. The festival is called "Taste Of Chicago" and it drew a record attendance this year. Food was provided by 89 of Chicago's finest restaurants and involved the Mayor's Office of Special Events and the Illinois Restaurant Association.

WLRW's TAILGATOR MAKES FIRST APPEARANCE ▲

The Fourth Of July parade in Champaign, Illinois was a special one for the crew at WLRW, because it gave them the opportunity to introduce the newest member of their staff, the LRW Tailgator. The Tailgator appeared in the parade with the LRW jocks, who all rode Honda scooters. The Tailgator will be featured at LRW tailgate parties at all University Of Illinois games. LRW provides free beer and Pepsi, free food and music for the thousands who show up at the parties.

Sue Berg, air personality at WCLR-Chicago takes answers from contestants in the station's "Name That Tune" contest booth at annual festival.
ARTISTS AND SONG HELP, THE THAT'S GOT

SUBSCRIPTION RATES: $240 FOR FIFTY ISSUES OR $130 FOR TWENTY-FIVE ISSUES.
THE GAVIN REPORT / SEPT. 12, 1984

FRANKLIN - "Jumpin' Jack Flash" (Arista) Looking for a record that's got it all? Here it is. As much as I loved the original, I honestly don't know which one's my favorite now. Keith Richards' involvement is a noticeable plus to say the least. Though this release doesn't need any help, the fact that it's the title song of Whoopi Goldberg's new picture assures it'll be that much bigger. A stone winner!!!

PETER CETERA WITH AMY GRANT - "The Next Time I Fall" (Full Moon/Warner Bros.) All couples who've ever said to each other... "Let's make beautiful music together" should take a lesson from Amy & Peter. Artists and song are the perfect match. Can't miss.

OMD - "Four World" (Ador Map/A&M) Over the past year they've become one of my Top Five favorite bands and it's because of songs like this lastest release. I'm one of those who never burned out on "So In Love" or "If You Leave", something that doesn't happen often. They just don't make 'em any better than this.

BOSTON - "Amber" (MCA) From the very start Boston was a true phenomenon, achieving celebrity status virtually overnight. Their debut album turned out to be a megahit during the second half of the 70's. A decade later, these hard-driving rockers are back with, (surprise, surprise) a ballad. Group mastermind Tom Scholz gets writer and producer credits, once again demonstrating his remarkable creative abilities.

BRUCE HORNBY AND THE RANGE - "The Way It Is" (RCA) Huey Lewis believes in the artist and his music (see cover story), and I'll second the motion. His debut single, "Every Little Kiss", was a former Record To Watch and helped expose his unique talents. This time around, Bruce delivers a powerful message, in a song highlighted by excellent instrumentation including an ear-catching piano on the intro. Truly deserves to be played.

STEVE WINWOOD - "Freedom Overspill" (Island/Warner Bros.) Add this to the list of smashing rhythm tracks he's come up with during his career. Lots of heavy traffic out there these days, but quality usually wins out in the end. Upper demos are gonna love it.

TINA TURNER - "Break Every Rule" (Capitol) I couldn't believe it when I read a scathing review of this LP and Tina in the Sunday L.A. Times a couple of weeks ago. Apparently its author, and I use the term loosely, expected and wanted Tina to turn her back on the very modus operandi which rejuvenated her career. Should we put her down for using many of the successful members of a team which created Private Dancer? She didn't sell mega millions 'cause the public was duped into buying the last LP out of sympathy for a middle-aged woman reclaiming her dignity. And how many women could do so dressed like a high-heeled hooker hiding under the mantle of a schizophrenic lioness? Tina's got a style which cuts through any imagined hype, just as her hit music cuts through some of the crap the guy from the Times holds so holy. His pester meter rating on this LP won't set any record, but the LP is gonna walk out of every store in America on a fine pair of legs. Tina's singles status will be enhanced if TYPICAL MALE is followed in no particular order by: WHAT YOU SEE IS WHAT YOU GET, TWO PEOPLE, BREAK EVERY RULE, OVERNIGHT SENSATION, and maybe even a Paul Brady song PARADISE IS HERE.

HUMAN LEAGUE - "Human Crash" (Virgin/A&M) On the dance tracks, the bottom line and rhythm beds nudge HL a bit closer to the Urban side than on previous LPs. Credit producers Jimmy Jam and Terry Lewis for going with the band's strengths. Jimmy and Terry embellish rather than alter the band's power points. The absolutely brilliant lead single HUMAN (written by Terry and Jimmy) has its own pace and it's buried between tracks with progressive rhythms and intriguing chord changes. And that just makes it stand out that much more. MONEY, SWANG and JAM have exceptional dance-ability while LOVE IS ALL THAT MATTERS has the second strongest hook in the set. All this LP does is compound the League's credibility and expand their horizons. More than you should expect from one album.

DAVE SHOLIN'S
Personal Picks — SINGLES

RON FELL'S
Personal Picks — ALBUMS

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HIT IT!

GRAVITY
the first single from the new album by
MR. JAMES BROWN