**TALKING HEADS**

**TRUE STORIES**

**WAZY/FM Lafayette, IN.**

*Steve Louizos, M.D.*

"Despite all the heavy competition in new releases, the Talking Heads LP is #1 in sales in this market with no close second place. Anyone programming in a college market should absolutely be playing this record."

**KIIS/FM Los Angeles, CA.**

*Gene Sandbloom, M.D.*

"THE band of the 80's - the Talking Heads' albums go platinum every release with or without radio support. The new album debuts this week #1 at most Los Angeles accounts. The single just went Top 20. It is our #1 most requested 18+ song."

**Sound Warehouse, Dallas, TX.**

*Tracy Donihoo*

"First week re-orders from retail stores place Talking Heads Top 5 in sales."

**Cambridge, One-Stop, Boston**

*James Allbury*

"Sold 1,300 copies first week! It's our #1 record."

**Electric Fetus, One-Stop, Minneapolis, MN.**

*Leila Wimar*

"Sales talk for themselves in a strong field of competition. Sold 800 units in its first week. It's our #1 record of the week."

**Sound Warehouse, Downers Grove**

*Al Rac!

"The Heads are blowing out! We sold over 150 pieces the first week - #1LP & Tape."

**Rolling Stones Records, Norridge**

*Wally Szymansky*

"Sales are phenomenal. #1 HOTTEST over the weekend. Continues to be #1 and will be for a long time."

**Tower Records, Anaheim**

*Dan*

"The #1 record - 2 weeks in a row."

**Pacific Coast One-Stop, Los Angeles**

*Tom Mehren*

"It's the #3 record and tape in our Top 50. 'Wild Wild Life' is the strongest single track they've ever had."

**Show Industries - (Music Plus Chain), Los Angeles**

*Lory Shaw*

"It's #7 OUT-OF-BOX! Great sounding record. It has the potential for longevity."

**Danjay/ Budget Tapes & Records**

*Don*

"The Talking Heads have been re-ordered twice. Excellent album and I hope it gets the shot it deserves from radio."

**WHCN, Hartford**

*Bob Buttens*

"'Wild Wild Life' continues to generate Top 5 requests. The album material grows stronger every day."

**Camelot Records**

*Lew Garrett*

"This has been the fastest selling album from the start for the Talking Heads."

**"WILD WILD LIFE"**

*From the LP - TRUE STORIES*

©1986 Warner Brothers Records
WANG CHUNG
Have Fun Tonight
(Geffen)
93 Adds

BILLY IDOL
To Be A Lover
(Chrysalis)
78 Adds

LIONEL RICHIE
Love Will Conquer All
(Motown)
76 Adds

A TOP NEW AIRPLAY

CERTIFIED

ARETHA FRANKLIN
Jumpin' Jack Flash
(Arista)

LIONEL RICHIE
Love Will Conquer All
(Motown)

RECORD TO WATCH

BEN E. KING
Stand By Me
(Atlantic)

The great ones stand the test of time... request and sales activity is huge where played.
LUTHER VANDROSS
"Give Me The Reason"

JAMES BROWN
"Gravity"

JOAN JETT
"Good Music"
CBS Associated/Blackheart Records

'TIL TUESDAY
"What About Love"
## UP & COMING

**ARTIST & TITLE**

<table>
<thead>
<tr>
<th>Reports</th>
<th>Adds</th>
<th>On Chart</th>
<th>ARTIST &amp; TITLE</th>
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<tbody>
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<td>67 10</td>
<td>OMD - Forever (Live And Die) (Virgin/A&amp;M)</td>
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<td>OUTFIELD - Everytime You Cry (Columbia)</td>
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<td>WHAM! - Where Did Your Heart Go (Columbia)</td>
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<td>31 24</td>
<td>BANGLES - Walk Like An Egyptian (Columbia)</td>
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<td>45 15</td>
<td>DAVID LEE ROTH - Goin' Crazy (Warner Bros.)</td>
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<td>8</td>
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<td>TRIUMPH - Somebody's Out There (MCA)</td>
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<td>46 2</td>
<td>BILLY SQUIER - Love Is The Hero (Capitol)</td>
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<td>NEW EDITION - Earth Angel (MCA)</td>
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<td>NU SHOOG - Point Of No Return (Atlantic)</td>
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<td>23</td>
<td>19 9</td>
<td>BEN E. KING - Stand By Me (Atlantic)</td>
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<td>TALKING HEADS - Wild Wild Life (Siro/Warner Bros.)</td>
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<td>BELINDA CARLISLE - I Feel The Magic (IRS/MCA)</td>
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<td>FAR CORPORATION - Stairway To Heaven (Atco)</td>
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<td>LABAN - Love In Siberia (Critique)</td>
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<td>DAVID &amp; DAVID - Welcome To The Boomtown (A&amp;M)</td>
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<td>GREGORY ABBOTT - Shake You Down (Columbia)</td>
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<td>*BAD COMPANY - This Love (Atlantic)</td>
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<td>5</td>
<td>19 12</td>
<td>CARLY SIMON - Coming Around Again (Arista)</td>
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<td>*ROBBIE NEVIL - C'est La Vie (Manhattan)</td>
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<td>21</td>
<td>10 4</td>
<td>*TEMPTATIONS - Lady Soul (Gordy)</td>
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<td>11</td>
<td>19 2</td>
<td>QUIET RIOT - The Wild And Young (Pasha)</td>
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<td>31</td>
<td>31</td>
<td>31 -</td>
<td>*JOAN JETT &amp; THE BLACKHEARTS - Good Music (Blackheart/CBS)</td>
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<tr>
<td>30</td>
<td>--</td>
<td>20 10</td>
<td>LIMIT WARRANTY - Hit You (Atco)</td>
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<td>JAMES BROWN - Gravity (Scoti Bros.)</td>
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<td>9</td>
<td>11 8</td>
<td>*MIDNIGHT STAR - Midsa Touch (Elektra)</td>
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<td>19</td>
<td>9 -</td>
<td>*TIMBUK 3 - The Future's So Bright I Gotta Wear Sunglasses (IRS/MCA)</td>
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<td>5</td>
<td>18 4</td>
<td>STABILIZERS - One Simple Thing (Columbia)</td>
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<td>20 -</td>
<td>ARCADIA - Say The Word (Atlantic)</td>
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<td>1</td>
<td>15 7</td>
<td>NANCY MARTINEZ - For Tonight (Atlantic)</td>
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<tr>
<td>23</td>
<td>9</td>
<td>13 1</td>
<td>*FMUK - Frozen Heart (Epic)</td>
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<tr>
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<td>6</td>
<td>17 -</td>
<td>*a-ha - I've Been Losing You (Warner Bros.)</td>
</tr>
<tr>
<td>20</td>
<td>--</td>
<td>15 5</td>
<td>TERRI RICE &amp; GREGG ALLMAN - In You (I Found Me) (21/Atco)</td>
</tr>
</tbody>
</table>

**Dropped:** #19-Lionel Richie, #26-Run DMC, #29-Simply Red, #30-Berlin, #34-Miami Sound Machine, #37-Beatles, Pet Shop Boys, Sheena Easton, Luther Vandross, Bob Seger, Kenny Loggins, Burns Sisters Band, Honeymoon Suite, John Fogerty, Ian Messenger, Level 42, Moxy Blues

### INSIDE TOP 40 WITH DAVE SHOLIN

While I was in Hawaii sitting under a palm tree watching the waves a ton of new product made a splash in the new music arena. Thanks to Lisa, Keith and Ron for helping out in my absence. All the airplay activity those days points to more and more stations taking agressive music stances in the marketplace...a positive sign. It does prove that when the material is available programmers will react.

EDDIE MONEY's name hasn't appeared in our top ten for quite some time but get ready to see it there again...starting next week. Not many holdouts left on this giant comeback effort. noteworthy jumps include

**TTIC/FM 17-9, 95IZ/1-4, WGTU 22-13, WHKW 17-10, KYYY 23-17, WLS 24-17, Z104 22-15, Q96 17-9, KXON 14-7, KSFL/FM 24-17 etc.**

Also in the comeback column is BOSTON whose activity makes it seem like they never left...out two weeks and hit factor jumps from 4% to 34%! Top Twenty for Harry Nelson and Ellen Dolgens Z-94 Boston, Bob Boswell and Martin Green 106X Florence, Bob Kaghan and Marty Dempsey B106 Wash D.C., Bobby Rich Q105 Tampa, Steve Perun KBEQ Kansas City, Bob Harlow KATD/FM San Jose/Los Gatos, Charlie Kirk KFMJ Grants Pass etc.

PETER "Karate Kid" CETERA making it two in a row this time with his teammate AMY GRANT poised and ready for next week's top twenty. Debuts #27

**WWHB, #29 KC101, #30 WANS, #24 WBAM, #27 KOHU, #27 KZBB, #29 KROY etc.**

COREY HART is moving up quickly in Utica WRCK 31-22, Hamilton CKOC 19-13, Gillette KGWY 15-9, Calgary AM106 19-6 etc.

Message songs still have a place in the publics heart...witness the fast moving BRUCE HORNSBY. KZPS Dallas charts it 29-19, KROF Tusconco 30-21, KTUP Kirkville 29-17, WKQO Myrtle Beach 29-18, etc. Hot week for BON JOVI, who slipped right by Chartbound with a 19% hit factor and 49 new believers...currently Top 30 at 2100 New York, B94 Pittsburgh, Y100 Miami, KPKE Denver, etc.

Several more generated enough points to go straight on the Top 40. ORAN JUICE JONES began crossing in the West where he's Top Ten in more than a half dozen markets. Now on WROQ, WBEN, WPST, WZOK, WQUT, KVIC, KIYS, KJQN, WBNQ etc. Record to Watch on September 5th was CAMEO who began crossing at that time. Urban Radios number one record for the second week is also on the move at KHYT 32-19, WQTI 21-15, KKSS debut #21, WNNI 34-19, WBBO 21-16, WZKS 30-18 etc.

Another former Record To Watch continuing to show upward growth is The Bangles. Bob Case charts it #12 at Z-93, Tony Waitekus moves 21-17 at WCLL, also top twenty at KWSD, K2ZK, KWTX, KOKY, KUBE, KQKE, etc. First it was THE BEATLES and "Ferris Bueller"...now it's happening again as BEN E. KING is drifting back on Top 40 playlists. KMEI San Francisco reports it "number one in phones, callout, and sales" debuting it as #22 Confirmed by KATD San Jose/Los Gatos where it's "outselling the competition two to one." Other moves at KIIS/FM 29-24, KBEQ debut #23, KCPO debut #36, B104 debut #29, KSTN debut #28, etc.

October 3, 1986/*the GAVIN REPORT*
## HIT FACTOR

Hit Factor is a percentage of stations playing a record which also have it Top 20. 
\[ \text{Hit Factor} = \frac{\text{Top 20 stations}}{\text{Total stations playing}} \times 100\% \]

### Total Reports This Week

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Adds</th>
<th>1-5</th>
<th>6-10</th>
<th>11-20</th>
<th>21-30</th>
<th>Uncharted</th>
<th>HIT FACTOR</th>
<th>Weeks</th>
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<tr>
<td>BOSTON - Aflonica (MCA)</td>
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<td>12</td>
<td>83</td>
<td>121</td>
<td>51</td>
<td>34%</td>
<td>3</td>
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<tr>
<td>CYNDI LAUPER - True Colors (Portrait)</td>
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<td>--</td>
<td>71</td>
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<td>76</td>
<td>12</td>
<td>2</td>
<td>95%</td>
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<td>TINA TURNER - Typical Male (Capitol)</td>
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<td>56</td>
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<td>ROBERT PALMER - I Didn't Mean To Turn You On (Island)</td>
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<td>31</td>
<td>97</td>
<td>128</td>
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<td>91%</td>
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<td>214</td>
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<td>HUMAN LEAGUE - Human (Virgin/A&amp;M)</td>
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<td>--</td>
<td>7</td>
<td>112</td>
<td>109</td>
<td>35</td>
<td>43%</td>
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<td>162</td>
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<td>96%</td>
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<td>MADONNA - True Blue (Sire/Warner Bros.)</td>
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<td>25</td>
<td>90</td>
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<td>DON JOHNSON - Heartbeat (Epic)</td>
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<td>74</td>
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<td>3</td>
<td>94%</td>
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<td>5</td>
<td>41</td>
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<td>BRUCE HORNSBY &amp; THE RANGE - The Way It Is (RCA)</td>
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<td>PETER GABRIEL - In Your Eyes (Geffen)</td>
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<td>1%</td>
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<td>86</td>
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<td>73%</td>
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<td>TIL TUESDAY - What About Love (Epic)</td>
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<td>--</td>
<td>5</td>
<td>43</td>
<td>94</td>
<td>2%</td>
<td>4</td>
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<td>BON JOVI - You Give Love A Bad Name (Mercury/PolyGram)</td>
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<td>58</td>
<td>19%</td>
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<td>WANG CHUNG - Have Fun Tonight (Geffen)</td>
<td>163</td>
<td>93</td>
<td>--</td>
<td>6</td>
<td>64</td>
<td>--</td>
<td>2</td>
<td></td>
<td></td>
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<tr>
<td>BILLY IDOL - To Be A Lover (Chrysalis)</td>
<td>145</td>
<td>78</td>
<td>--</td>
<td>7</td>
<td>60</td>
<td>--</td>
<td>2</td>
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<tr>
<td>BEACH BOYS - California Dreamin' (Capitol)</td>
<td>139</td>
<td>22</td>
<td>--</td>
<td>13</td>
<td>104</td>
<td>--</td>
<td>4</td>
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<tr>
<td>CHICAGO - 25 Or 6 To 4 (Warner Bros.)</td>
<td>134</td>
<td>8</td>
<td>--</td>
<td>3</td>
<td>20</td>
<td>55</td>
<td>48</td>
<td>17%</td>
<td>5</td>
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<tr>
<td>ART OF NOISE - Paranoid (Chrysalis)</td>
<td>132</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>32</td>
<td>41</td>
<td>48</td>
<td>31%</td>
<td>9</td>
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<tr>
<td>JIMMY STEWART - Jody (Arista)</td>
<td>118</td>
<td>20</td>
<td>--</td>
<td>1</td>
<td>2</td>
<td>24</td>
<td>71</td>
<td>2%</td>
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<tr>
<td>OMD - (Forever) Live &amp; Die (A&amp;M)</td>
<td>116</td>
<td>39</td>
<td>--</td>
<td>10</td>
<td>67</td>
<td>--</td>
<td>3</td>
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<tr>
<td>ORAN &quot;JUICE&quot; JONES (The Rain) (Def Jam)</td>
<td>114</td>
<td>41</td>
<td>5</td>
<td>7</td>
<td>15</td>
<td>21</td>
<td>25</td>
<td>23%</td>
<td>4</td>
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<tr>
<td>CAMEO - Word Up (Polydor/PolyGram)</td>
<td>102</td>
<td>27</td>
<td>7</td>
<td>3</td>
<td>16</td>
<td>21</td>
<td>28</td>
<td>25%</td>
<td>4</td>
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<tr>
<td>OUTFIELD - Everyday You Cry (Columbia)</td>
<td>102</td>
<td>7</td>
<td>--</td>
<td>12</td>
<td>29</td>
<td>54</td>
<td>11%</td>
<td>5</td>
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<tr>
<td>WHAM! - Where Did Your Heart Go (Columbia)</td>
<td>93</td>
<td>43</td>
<td>--</td>
<td>3</td>
<td>47</td>
<td>--</td>
<td>2</td>
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STAIRWAY TO HEAVEN
FAR CORPORATION

GAVIN TOP 40
RECORD TO WATCH
SEPTEMBER 19TH

GAVIN TOP 40 UP & COMING
INCLUDING:
WROQ 35-32
98Q 40-34
KDWB 36-33
Q96 D-34
KZZU 34-31

ON:
WBBQ 95XXX
KATD WPFM
OK95 KAFX

ADDS:
Z104
WCIL/FM
KZFM
KFMY

Watch For The Album DIVISION ONE
**NORTHEAST**

HAMILTON, ON (NEVIN GRANT-CKOC) Madonna, B. Idol.
TORONTO, ON (BOB SAINT-CFTR) Triumph, Paul Simon, Janet Jax., H. League, Eye Eye.
CAPE COD, MA (MACDONALD/McCORMICK WKEP) A. Baker, Pretenders, K.T.P., B. Idol, David +, Oran Jones, W. Chung, B. Squier, Bananarama.
KEENE, NH (BERNIE HARTNETT-WKNE/FM) No Report, Frozen.
BANGOR, ME (ROGER CHRISTIAN-WBEN/FM) Oran Jones, L. Richie, C. Hart, Messenger.
BANGOR, ME (TONY PERKINS-WILI/FM) Peter & Amy, B. Idol, Regina, L. Richie, Bon Jovi.
NEW HAVEN, CT (STEVE RYBAK-KC101) H. Lewis, Cameo, Bon Jovi, S. Latissaw.
NEW YORK, NY (SCOTT SHANNON-Z100) Loverboy, R. Palmer, L. Richie.
SCHENECTADY, NY (JIM WALSH-3WD) L. Richie, Timbuk 3, Joan Jett, Julian, Yeahmakers.
UTICA, NY (LARRY WILLIAMS-WRCK) Rob Nevil, Pretenders, B. Idol, Oran Jones, Bangles, REM.
BUFFALO, NY (ROGER CHRISTIAN- WBEN/FM) Oran Jones, L. Richie, T. Tuesday, Device, Laban.

**SOUTHEAST**

ATLANTA, GA (JEFF MCCARTNEY-94Q) Pretenders, B. Idol, W. Chung.
ROME, GA (DANNY HOWARD-WTOU) B. Idol, Lisa Lisa, L. Lewis.
ATLANTA, GA (BOB CASE-Z93) Oran Jones, Pretenders, T. Tuesday, David +.
SWAINSBORO, GA (CHARLIE FRI-WKGS/ FM) B. Idol, Bon Jovi.
VALDOSTA, GA (STEVE SUTTON-WLGA) H. Lewis, B. Winwood, OMD, David +.
DAVTONA BEACH, FL (TONY MANN-WNFL) W. Chung, Oran Jones, Peter & Amy, L. Richie.
TALLAHASSEE, FL (RICH STEVENS-Z103) W. Chung, Beach Boys, Panama City, FL (JEFF DAVIS-WPFM) Madonna, Oran Jones, T. Tuesday.
VALDOSTA, GA (STEVE SUTTON-WLGA) H. Lewis, B. Winwood, OMD, David +.
ALTOONA, PA (TODD HALLIDAY-WFBG) No Adds.
WASHINGTON, DC (KAGHAN/DEMPSEY-B106) W. Chung, B. Idol, W. Chung, E. King, OMD.
A HIT FOR THE '80s???

BELIEVE IT!

The original #1 classic by your listeners' favorite "new" group of the year...with six albums on the charts, a phenomenal SRO tour and an undefeated record, beating Huey Lewis, David Lee Roth, Run-DMC, Daryl Hall, Lionel Richie and Bon Jovi, on MTV's Friday Night Video Fights.

The Monkees. "Daydream Believer"

Specially Re-Mixed For '80s Radio

From the nearing-platinum Arista album
Then & Now...The Best Of The Monkees.
They were hot then.
And they're even hotter now.

Produced by Chip Douglas. Additional Production and Mixing by Michael Lloyd.
**EAST CENTRAL**


**SOUTHERN STATES**


BIRMINGHAM, AL (PAUL DAVIS-WXXX) B. Idol, Pretenders, Bananarama, Temps.


MONTGOMERY, AL (MIKE RAINIER-99FM) W. Chung, R. Palmer, Cameo.

ALEXANDRIA, LA (CHRISTIE ATWOOD-WWOOD) B. Idol, Aretha, A. Baker.

**UPPER MIDWEST**


FT. DODGE, IA (JIM DAVIS-KKEZ) Boston, Ben E. King, L. Richie, B. Idol.


SIOUX CITY, IA (SCOTT SHANNON-KZSF) L. Richie, W. Chung, B. Idol, Far Corp.

SIOUX CITY, IA (PAT PAXTON-KGLI) B. Idol, L. Richie, S. Winwood.

IOWA CITY/CEDAR RAPID, IA (STEWARD/NEUGENT-KKRO) B. Hornsby, E. Money.

CEDAR RAPIDS, IA (MANN/DIXON-KOCR) Pretenders, Beach Boys, M. Simon, B. Idol, T. Tuesday.


DAVENPORT, IA (GWYNNE O'HARA-KIIK) B. Hornsby, Pretenders, Julian, Lisa Lisa.

LA CROSSE, WI (CHUCK KNIGHT-HIT105) B. Hornsby, R. Ocasak, L. Richie.

LA CROSSE, WI (GREER/CARR-WIWM) B. Hornsby, Triumph, B. Idol, S. Winwood, T. Tuesday.

EAU CLAIRE, WI (RICK JAMES-WBIZ) H. Lewis, OMD, Beach Boys, Wham!, B. Idol, Julian, Lisa Lisa.
### TOP 40 ADDS

<table>
<thead>
<tr>
<th>City</th>
<th>Station/Call Letter</th>
<th>Artist/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAU CLAIRE</td>
<td>W(RICK ROBERTS-WIAL)</td>
<td>Madonna, Aretha</td>
</tr>
<tr>
<td>MANKATO</td>
<td>MN(GARVIN/McCORMICK-KDOQ/FM)</td>
<td>J.Stewart, Pretenders, Laban, B.Stewart.</td>
</tr>
<tr>
<td>ALBERT LEA</td>
<td>MN(PAUL JOHNSON-KCFI/FM)</td>
<td>B. Squier, Artha, A.of Noise, T.J. Tuesday, Bad Co., B. Idol.</td>
</tr>
<tr>
<td>RAPID CITY</td>
<td>SD(ROBERT T. LEWIS-JOHNSTON)</td>
<td>Chicago, Pretenders.</td>
</tr>
<tr>
<td>RAPID CITY</td>
<td>SD(ROBERT T. LEWIS-JOHNSTON)</td>
<td>Chicago, Pretenders.</td>
</tr>
<tr>
<td>FARGO/MOORHEAD</td>
<td>ND(STAN MAIN-Y94)</td>
<td>T.Tuesday, Beach Boys, B. Idol.</td>
</tr>
<tr>
<td>BISMARCK</td>
<td>ND(BRANNAN/HARDT-KFYR)</td>
<td>C. Cross, L. Richie, H. League, DeBurgh.</td>
</tr>
<tr>
<td>JOHANNESBURG</td>
<td>IL(BOB WEBER-WLNI)</td>
<td>L. Richie, Laban, Wham!, B. Idol, W.Chung, Stabilizer, FM/uk.</td>
</tr>
<tr>
<td>ROCKFORD</td>
<td>IL(WALKER ANTHONY-WYBR)</td>
<td>W. Chung, Bad Co., B Hornsby, S. Winwood.</td>
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</table>

### CENTRAL

<table>
<thead>
<tr>
<th>City</th>
<th>Station/Call Letter</th>
<th>Artist/Group</th>
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</thead>
<tbody>
<tr>
<td>EAST PRAIRIE</td>
<td>M(GREG LANDIS-KYMO)</td>
<td>A. Baker, Boston, D. Johnson, Pretenders, Timbuk 3, H. Lewis.</td>
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</tbody>
</table>

### SOUTHWEST

<table>
<thead>
<tr>
<th>City</th>
<th>Station/Call Letter</th>
<th>Artist/Group</th>
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</thead>
<tbody>
<tr>
<td>LAWTON</td>
<td>OK(GARY MITCHELL-KMGZ)</td>
<td>H. Lewis, B. Idol, Cameo, W.Chung, Pretenders.</td>
</tr>
<tr>
<td>DALLAS</td>
<td>TX(SHOMBY/BUDANAURO-KZPS)</td>
<td>Boston, W.Chung, C. Hart, O.MD.</td>
</tr>
<tr>
<td>LUFKIN</td>
<td>TX(ERNIE BROWN-KAFX)</td>
<td>A. of Noise, B. Carlisle, Ben E.King, L. Richie.</td>
</tr>
<tr>
<td>BRYAN</td>
<td>TX(CARL GIDEON-KTM)</td>
<td>T. Tuesday, S. Winwood, R. Stewart, Chicago, Pretenders.</td>
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</tbody>
</table>

October 3, 1986 the GAVIN REPORT
### ROCKY MOUNTAIN

<table>
<thead>
<tr>
<th>Location</th>
<th>Station ID</th>
<th>Call Letters</th>
<th>City</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>BILLINGS, MT</td>
<td>CHARLIE FOX-KYYA</td>
<td>C.Hart</td>
<td>Lisa Lisa</td>
<td>Bon Jovi, Pretenders, H. Lewis</td>
</tr>
<tr>
<td>BILLINGS, MT</td>
<td>DAVE WEISSMAN-KZLS</td>
<td>Frozen</td>
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<tr>
<td>KALISPPELL, MT</td>
<td>BARRY BENNETT-KBBZ</td>
<td>H. Lewis,</td>
<td>Pretenders</td>
<td>Beach Boys</td>
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<tr>
<td>DENVER, CO</td>
<td>RANDY JAY-KMIN</td>
<td>L.Richie</td>
<td>Madonna</td>
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<tr>
<td>DENVER, CO</td>
<td>TODD CAVANA-Y108</td>
<td>Lisa Lisa</td>
<td>Madonna, OMD</td>
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<tr>
<td>SENDEN, CO</td>
<td>DOUG ERICKSON-KPK</td>
<td>H. Lewis,</td>
<td>W.Chung</td>
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<tr>
<td>WINDSOR, CO</td>
<td>FRANSEN-KUAD</td>
<td>W.Chung</td>
<td>L.Richie</td>
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<tr>
<td>GRAND JUNCTION, CO</td>
<td>DARREN TAYLOR-KSTAR</td>
<td>Pretenders,</td>
<td>B. Idol,</td>
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<tr>
<td>CODY, WY</td>
<td>BRYAN SCOTT-KTAG</td>
<td>No Report,</td>
<td>Frozen</td>
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<tr>
<td>CASPER, WY</td>
<td>WYKELLY GORDON-KTR</td>
<td>L.Richie</td>
<td>OMD</td>
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<td>CLOVIS, NM</td>
<td>ROCKY BURNETTE-KZZO</td>
<td>Madonna,</td>
<td>Chicago</td>
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<td>ALAMOGORDO, NM</td>
<td>BEN NOE-KNN/FM</td>
<td>Boston,</td>
<td>Aretha, LRL</td>
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<tr>
<td></td>
<td></td>
<td>B. Idol</td>
<td>Star</td>
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<tr>
<td></td>
<td></td>
<td>W.Chung</td>
<td>L.Richie,</td>
<td></td>
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<td></td>
<td>F.Goes To</td>
<td>T.Ojy, Toto</td>
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### FAR WEST

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<tr>
<td>LAKE TAHOE/RENO</td>
<td>MICKEY LEES-KLKT</td>
<td>OMD, S. Winwood, Madonna, Sis. Sledge, L. Richie</td>
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<tr>
<td>RENO, NV</td>
<td>GARY PAGE-KRZQ/FM</td>
<td>B. Squier, Madonna, Aretha, W. Chung</td>
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<td>RENO, NV</td>
<td>JEFF RYAN-KWZ/FM</td>
<td>L. Richie, OMD, S. Winwood, A. Taylor, Oran Jones</td>
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<tr>
<td>RENO, NV</td>
<td>CLAY/JASON-KHTZ/FM</td>
<td>Beach Boys, W. Chung, H. Lewis, Peter&amp; Amy, B. Idol, Bon Jovi</td>
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<tr>
<td>LOS ANGELES, CA</td>
<td>MIKE SCHAFFER-KIIS/FM</td>
<td>E. Money, B. Hornsby, Wham!, W. Chung</td>
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<td>CARLSBAD, CA</td>
<td>CLARK NOVAK-KKOS/FM</td>
<td>W. Chung, L. Richie, Toto</td>
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<tr>
<td>SAN DIEGO, CA</td>
<td>MIKE PRESTON-KS103</td>
<td>Oran Jones, Cameo, Ben E King, E. Money, W. Chung</td>
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<tr>
<td>SAN BERNARDINO</td>
<td>SHAWN DEMORY-KGGI</td>
<td>F. Jackson, S. Lattisaw, W. Chung, Ben E King, Oran Jones, R. Palmer</td>
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<td>ANAHEIM, CA</td>
<td>CRAIG POWERS-KEY</td>
<td>Chicago, Beach Boys, Bagels, Beaux, W. Chung, Bon Jovi, Outfield, Chattanooga, J. Stewart, B. Idol, B. Squier, Beach Boys</td>
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<tr>
<td>BAKERSFIELD, CA</td>
<td>DARRYL ST.JAMES-KXX/</td>
<td>A. Baker</td>
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<td>SAN LUIS OBIPO</td>
<td>JOE COLLINS-KSLY/</td>
<td>Oran Jones, B. Idol, 5 Star, Device, Bagels</td>
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<tr>
<td>LOMPAC/SANTA MARIA, CA</td>
<td>JACKSON/NEWMAN-KRQ/</td>
<td>a, Ha</td>
<td>Pretenders, T. Tuesday</td>
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<tr>
<td>SANTA MARIA, CA</td>
<td>MARIA RUBIO-KXFM</td>
<td>Oran Jones, OMD, H. Lewis, W. Chung, Pretenders, Mid. Star</td>
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<td>FRESNO, CA</td>
<td>WALKER/DAVIS-KYNYO</td>
<td>L. Lewis, P. Gabriel, Bananarama, J. Stewart, Rob Nevil</td>
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<td>FRESNO, CA</td>
<td>BERRY/CARTER-KMGX</td>
<td>Ben E King, Boston, Jesse/Sly, W. Chung, Temps, Rob Nevil</td>
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<tr>
<td>MONTEREY/SALINAS, CA</td>
<td>KIRK CLATT-KDON/</td>
<td>Ben E. King, W. Chung, Beach Boys, Device, O. Qiot, Rob Nevil</td>
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<tr>
<td>SAN FRANCISCO, CA</td>
<td>RICHARD SANDS-KITS/</td>
<td>J. Stewart, B. Idol, W. Chung, David, REM</td>
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<tr>
<td>SAN FRANCISCO, CA</td>
<td>RIVERS/NAFTALY-KMEL</td>
<td>H. Howett, B. 52s, S. Lattisaw, Ben Jovi, B. Hornsby</td>
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<tr>
<td>NAPA, CA</td>
<td>JEFFREY/DEFESE-KVY/FM</td>
<td>Pretenders, Ben E King, 5 Star, Beach Boys</td>
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<tr>
<td>SAN JOSE, CA</td>
<td>HARLOW/WEINSTEIN-KATD/</td>
<td>Ben Jovi, W. Chung, Pretenders, Rob Nevil</td>
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<tr>
<td>SAN JOSE, CA</td>
<td>ROBIN SILVA-KWSS</td>
<td>Cameo, Peter&amp; Amy, L. Richie, W. Chung</td>
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<tr>
<td>STOCKTON, CA</td>
<td>ROY WILLIAMS-KJOY</td>
<td>Pretenders, OMD, Bad Co.</td>
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<tr>
<td>STOCKTON, CA</td>
<td>JOHN HAMPTON-KSTN</td>
<td>Peter&amp; Amy, Rob Nevil, F. Jackson, S. Lattisaw</td>
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<tr>
<td>MODESTO/STOCKTON, CA</td>
<td>DAVRA KRAHAM-FM104</td>
<td>H. Lewis, Ben E King, B. Hornsby</td>
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<tr>
<td>MODESTO, CA</td>
<td>FISHER/EDWARDS-KFIV/</td>
<td>Jesse/Sly, Bagels, Pretenders</td>
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<tr>
<td>SANTA ROSA, CA</td>
<td>KEN MONTERO-KREG</td>
<td>B. Idol, W. Chung, B. Squier, L. Richie</td>
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<tr>
<td>EUREKA, CA</td>
<td>CHRIK KNIGHT-KMF/</td>
<td>No Report, Frozen</td>
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<tr>
<td>ARCAT/EUREKA, CA</td>
<td>JIM NELLY III-KXGO</td>
<td>No Report, Frozen</td>
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<tr>
<td>SACRAMENTO, CA</td>
<td>GILLETTE/COLLINS-FM102</td>
<td>H. Hewett, A. Taylor, G. Abbott, Jesse/Sly</td>
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</table>
SACRAMENTO, CA (BOB WEST-KROY) Chico DeB., Toto, W. Chung.
SACRAMENTO, CA (HUNTER-CHASE-KWOD) L. Richie, H. Lewis, Mid.
Star, Pretenders, T. Heads.
REDING, CA (KAHL-CARPENTER-KWEB) Madonna, L. Richie, Bon
Jovi, S. Winwood, Chicago.
MT. SHASTA, CA (FRED GERDING-KWSD) H. League, Madonna, S.
Winwood, Aretha, Laban, L. Richie.
HILO, HI (GUY W. BELLO-KWXX) S. Winwood, D. L. Roth, F. Goes To,
W. Chung, B. Idol, Temps, H. Lewis.
HILO, HI (DANNY AUSTIN-KKBS) L. Richie, S. Winwood, Bon Jovi,
B. Squeer, Jms. Brown, Laban.
HONOLULU, HI (JAY STONE -I 94) Cl. Nouveau, N. Martinez, OMD,
C. Simon, F. Goes To, H. Lewis.

NORTHWEST

THE DALLES, OR (ED ROSS-KACI) Cameo, Far Corp., Wham!, Temps,
Arcadia, Laban, Bon Jovi, W. Chung.
SEASIDE, OR (CHRIS CONWAY-KSWB) Jms. Brown, Bon E. King,
Wham!, Pretenders, B. Idol, Temps.
PORTLAND, OR (BARRY/NAGANUMA-KMJK) H. Lewis, Toto, Wham!, S.
Winwood.
ALBANY, OR (ERIK PARKS-KGAL) Pretenders, Joan Jett, FM/uk,
ALBANY/CORVALLIS, OR (SHANNON/RYAN-KIOY) B. Hornsby, Timbuk
3, Pretenders, Oran Jones, B-52s, Bon E. King, David +.
EUGENE, OR (SHAKES/HYATT-KSND/FM) Bananarama, Cameo,
Wham!, J. Lorber, Laban, Pretenders.
COOS BAY, OR (DAVE O’CONNOR-KYNG/FM) S. Winwood, B. Idol,
Cameo.
ALBANY, OR (BOB SHANNON-KHSN) L. Richie, Lisa Lisa, OMD,
W. Chung, Arcadia, Bad Co.
MEDFORD, OR (R CHARLES SNYDER-KTMT) Pretenders, S. Winwood,
OMD, Wham!, B. Idol, Triumph, T. Heads.
GRANTS PASS, OR (CHARLIE KIRK-KFJM) Peter & Amy, S. Winwood,
KLAMATH FALLS, OR (MIKE METZGER-K Castro/ FM) F. M. uk, Madonna,
Dave Adams, Bad Co., B. Carlisle, Wham!, Timbuk 3, David +,
F. Jackson, M. DeBarres, D. L. Roth.
SEATTLE, WA (WENDY CHRISTOPHER-KUBE/FM) Lisa Lisa, L. Richie,
H. Lewis.
OLYMPIA, WA (KEN PAIGE-KOEU) P. Gabriel, C. Hart, Crowded H.,
ASBENIN, WA (RANDY ROADZ-KDUQ) F. Goes To, Bon Jovi, Wham!,
Bangles, C. Hart, P. Gabriel, Aretha.
CHEHALIS, WA (ROGER DALE-KITI) Isle/M an, Joan Jett, C. Hart,
L. Richie.
LONGVIEW, WA (BOB HART-KLKY) H. League, B an gles, Bon Jovi,
Wham!.
YAKIMA, WA (KEVIN JAMES-KZHR) No Report, Frozen.
SPOKANE, WA (JOHN LANGAN-KZKU/FM) Jms. Brown, W. Chung,
TRI CITIES, WA (JOHN PURDY-CK95) Pretenders, Joan Jett, A. Taylor,
Mid. Star, Timbuk 3, Cameo.
TRI CITIES/KENNEWICK, WA (CHUCK MATHESON-KHKW/FM) Wham!,
TRI CITIES, WA (JONATHAN WALKER-KZKZ) OMD, S. Winwood,
Wham!, Pretenders, B. Hornsby.
VANCOUVER, BC (SHANNON/RUSSELL-LG73) Bangles, Boston,
M. Money.
SASKATOON, SK (GARTH KALIN-KCOM) Madonna, Peter & Amy,
R. Palmer.
CALGARY, AB (DON STEVENS-AM106) A. Baker, Peter & Amy, Ben
E. King, Doc. & Medic, T. Free han.

WELCOME To Our New TOP 40 Correspondents:
Randy Roadz, KDUZ RADIO - P. O. Box 47 Aberdeen, WA 98520
(206)533-1320

TOP 40 ADDS

Rick Roberts, WIAL RADIO - P. O. Box 1 Eau Claire, WI 54702
(715) 832-3453 from A/C

Bear O’Brien, WKWS/FM RADIO - P. O. Box 687 Columbus, GA
31902 (404) 576-5800

JOBS

Air Talent (AM drive) - KSKG-Salina, KS
Steve Wall (Box 6198 - 67402)
Air Talent (part time) - KIOY-Albany/Corvallis, OR
Mike Shannon (503) 928-0104
Air Talent - KDLK-Del Rio, TX
Paul Kellinger (Box 1489 - 78840)
Air Talent (FM drive) - WFRB-Frostburg, MD
Jeff Krone (Box 430 - 21532)
Air Talent (nights) - KKEG-Fayetteville, AR
J. L. Fisk (Box 878 - 72701)*
Air Talent (AM drive) - KTRS-Casper, WY
Kelly Gordon (251 West First Street - 82601)
Air Talent (future) - KSEZ-SiouxF City, IA
Tim Harrison (Box 177 - 51102)
Air Talent (evenings) - WSB/FM-Atlanta, GA
Program Director (1601 Peachtree Street - 30309)
Air Talent (morning) - WMEI-Melbourne, FL
Program Director (Box 1318 - 32936)
Air Talent (morning) - WLAC/FM-Nashville, TN
David Manning (10 Music Circle Court - 37203)
Air Talent (future 2-6PM) - KZZO/FM-Clovis, NM
Rocky Burnette (Drawer K - 88101) or (505)769-2108
Air Talent/Production - KQ92-Po lton, Mt.
Jim Seybert (307) 666-2242
Air Talent/Production - KKVY-Vermillion, SD
Dean Russell (Box 282 - 57069)
Air Talent/Music Director - Y108-Denver, CO
Mark Bolke (7075 West Hampden - 80227)
Air Talent/Program Director - KINN/FM-Alamagordo, NM
Ben Noe (Box 618 - 88310)
Air Talent/Program Director (AM drive) - KTUF-Kirksville, MO
Jack Stevens (Route 1, Box 48 - 59680)
Production - KGKY-Gillette, WY
Jim Seybert (307)666-2242
Production - KVRF-Vermillion, SD
Dean Russell (Box 282 - 57069)
Production Director - KSYZ/FM-Grand Island, NB
Mark Baer (308)364-9200
Sales/Sp ort Director - KFAT/KLNO-Corvallis, OR
Larry Blair (503)753-4493
News Director - KTXX/KLIK-Jefferson City, MO
Brian Miller (Box 414 - 65102)

AVAILABLE

DON ELLIOT from 96HUM/FM-Lawrence, KS is looking for a position as
AT/Production, contact him at (913)242-2245.
CHRIS MURRAY from WEGR-Goldsboro, NC is looking for a position as
AT/MD, contact him at (919)734-2245.
BROTHER BILL from WKSF-Asheville, NC is looking for a position as
AT/PD, contact him at (704)684-0221 or (803)457-4556.
KEITH GREER from KFMX-Salt Lake City, UT is looking for a position as
AT/MD, contact him at (801)377-4316.
JACK GILLEN from KSKG-Salina, KS is looking for a position as
AT/MD/Production/PD, contact him at (715)832-3453 from A/C.
ROBERT J. TRIGGEN from KFLK-Portland, OR is looking for a position as
PD/GM, contact him at (503)753-4493.
J. L. FISK from KGAL-Salt Lake City, UT is looking for a position as
News Director/Sports Director, contact him at (801)377-4316.
JOHN SMITH from WATT-Cadillac, MI is looking for a position as
AT/AM drive, contact him at (206)533-1320.

*No phone calls please.

October 3, 1986/ the GAVIN REPORT
PHOTO FILE by LISA SMITH and BETTY HOLLARS

JUDDS, POINTERS, NIPPERS AND ETC. ▲
Following a concert at the Starwood Amphitheater in Nashville, the Pointer Sisters visit backstage with some of their RCA Nashville labelmates. Shown from left: Earl Thomas Conley, June Pointer, Ruth Pointer, Wynonna Judd, Anita Pointer, newly-signed RCA artist Kyle Petty and RCA Division Vice-President Joe Galante.

PALMER RIDES RIPTIDE ▲
Robert Palmer boarded the CFNY 3 Buoys Houseboat in Brampton, Ontario, Canada for a trip on the water. Shown here, signaling his approval of either the Houseboat or the fact that his Riptide LP has gone double platinum in Canada, are (I-r) CFNY Asst.P.D./M.D Don Berns, Lee Silversides (Island-Canada President), Robert Palmer.

THE NAIL BUSTERS ▲
Cooling off after the show at New York's Bottom Line, RCA Records artists, The Nails, share a moment with David Johansen, known to those in the show as Buster Poindexter. Pictured here (I-r) are David Marguies (New Music Report), Marc Campbell (lead singer-Nails), Hugh Foley (WNYU-New York), Emily Anton (WNYU), David Johansen, John Sigler (RCA) and Douglas Guthrie (saxophonist-Nails).

CASH SIGNS ▼
When Johnny Cash went to PolyGram for his official signing on at the label, he presented Senior V.P. Steve Popovich with an antique button accordion from Yugoslavia. Popovich is the producer of the Grammy Award-winning "70 years of Greatest Polka Hits" and "America's Polka King" Frank Yankovic. That's Johnny on the left and Steve on the right.

TONY BACK FOR HIS HEART ▲
During a recent promotion tour for his new Columbia Records LP, Tony Bennett dines with some Bay Area locals. This picture was taken in the "Tony Bennett Room" of the famous restaurant "Fior d'Italia" and if you look closely behind Ron's head, you will see an oil painting done by Tony Bennett himself. Pictured here (I-r) are Ron Fell (Gavin), Diane Rufer (Gavin), Tony Bennett, Michael Reading (KWAV-Monterey PD), and Larry Finkel (KNBR-San Francisco PD).

Care to be "Foto Filed" by the Gavin Report? Send your favorite photo of yourself or anyone else to Betty and Lisa, c/o Gavin, One Hallidie Plaza, Suite 725, S.F., CA 94102.

the GAVIN REPORT/October 3, 1986
### POWER TRIO

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<tr>
<td>2.</td>
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<td>GENESIS - Throwing It All Away (Atlantic)</td>
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<td>3.</td>
<td>TOTO - I'll Be Over You (Columbia)</td>
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<td>4.</td>
<td>Anita Baker - Sweet Love (Elektra)</td>
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<td>Huey Lewis &amp; The News - Stuck With You (Chrysalis)</td>
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<td>CYNDI LAUPER - True Colors (Portrait)</td>
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<td>PAUL SIMON - You Can Call Me Al (Warner Bros.)</td>
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<td>17.</td>
<td>14.</td>
<td>CARLY SIMON - Coming Around Again (Arista)</td>
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<td>4.</td>
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<td>El DeBarge - Love Always (Gordy/Motown)</td>
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<td>PETER CETERA &amp; AMY GRANT - The Next Time I Fall (Full Moon/W.B.)</td>
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<td>Neil Diamond - The Story Of My Life (Columbia)</td>
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<td>Moody Blues - The Other Side Of Life (Polydor/PolyGram)</td>
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<td>15.</td>
<td>12.</td>
<td>BOB SEGER &amp; THE SILVER BULLET BAND - It's You (Capitol)</td>
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<td>Billy Ocean - Love Zone (Jive/Arista)</td>
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<td>7.</td>
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<td>Air Supply - Lonely Is The Night (Arista)</td>
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<td>DAVID PACK - I Just Can't Let Go (Warner Bros.)</td>
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<td>BILLY JOEL - A Matter Of Trust (Columbia)</td>
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<td>JANET JACKSON - When I Think Of You (A&amp;M)</td>
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<td>Gloria Loring &amp; Carl Anderson - Friends And Lovers (Carerre/CBS)</td>
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<td>RIC OCASEK - Emotion In Motion (Geffen)</td>
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<td>BRUCE HORNBY &amp; THE RANGE - The Way It Is (RCA)</td>
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<td>Berlin - Take My Breath Away (Columbia)</td>
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<td>HUMAN LEAGUE - Human (Virgin/A&amp;M)</td>
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<td>CHRISS DEBURGH - The Lady In Red (A&amp;M)</td>
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<td>BEACH BOYS - California Dreamin' (Capitol)</td>
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<td>LIONEL RICHIE - Love Will Conquer All (Motown)</td>
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<td>28.</td>
<td>23.</td>
<td>Tina Turner - Typical Male (Capitol)</td>
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<td>26.</td>
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<td>DAVE ADAMS - Dancing In My Sleep (Elektra)</td>
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<td>27.</td>
<td></td>
<td>Miami Sound Machine - Words Get In The Way (Epic)</td>
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### CHARTBOUND

#### MOST ADDED

- MADONNA - True Blue (Sire/Warner Bros.)
- BOSTON - Amanda (MCA)
- GLADYS KNIGHT & BILL MEDLEY - Loving On Borrowed Time (Scotti/CBS)

#### ACTION SIDES

- LEVEL 42 - Leaving Me Now (Polydor/PolyGram)
- DOUBLE - Woman Of The World (A&M)
- LOVEBOY - Heaven In Your Eyes (Columbia)
- CHRISTOPHER CROSS - Loving Strangers (Arista)
- OMD - (Forever) Live And Die (A&M)
- CHRIS THOMPSON - What A Woman Wants (Atlantic)
- COREY HART - I Am By Your Side (EMI America)
- PETER GABRIEL - In Your Eyes (Geffen)
- KENNY ROGERS - They Don't Make Them Like They Used To (RCA)
- BEN E. KING - Stand By Me (Atlantic)
- GLASS TIGER - Don't Forget Me (When I'm Gone) (Manhattan)
- NEW EDITION - Earth Angel (MCA)
- METROPOLITANS - Camden Tide (T.C.)
- JAMES TAYLOR - Only A Dream In Rio (Columbia)
- JEFFREY OSBORNE - Room With A View (A&M)
- VIKTIM - Night Living (No Parking)
- JIMMY BUFFETT - Creola (MCA)
- STEVE WINWOOD - Freedom Overspill (Island/Warner Bros.)

#### NEW

- WHAM! - Where Did Your Heart Go? (Columbia)
- LUTHER VANDROSS - Give Me The Reason (Epic)
- GREGORY ABBOTT - Shake You Down (Columbia)
- GORDON LIGHTFOOT - Stay Loose (Warner Bros.)

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October 3, 1986
In a true Battle Of The Bands, Toto edges up on Genesis (actually passing in total reports). A predictable rotation improvement for Toto and they're home free.

The next biggest story is Cyndi Lauper's growth. She picks up 42 HEAVY rotation reports, with two of every three reports in that rotation.

Carly Simon has now cleared more than 200 stations. Now HIT FACTORED at 86% of her 204 reports.

The Beach Boys are this week's highest chart debut with 25 adds. A HIT FACTOR of 57% in four weeks, though even this version of the song has got to be more than a decade old.

Lionel Richie is "conquering" the chart and patiently is Boston with 90 reports. Both will be one of this fall's pop music anthems. Two versions on my copy. The longer version (3:57) is a shade quieter. The shorter version (3:33), punches up the rhythm track. Both good.

Sergio Mendes Brazil '86
Take This Love (A&M)

Vocalist Joe Pizullo stole the show on Sergio's last album and he's gonna do it again with strong, strong ballad.

Benjamin Orr
Stay The Night (Elektra)

Ben's the lead on the Car's classic song Drive. His vocal style is less affected than fellow traveller, Ric Ocasek - more straight forward. Expect this one to take a quick lead in A/C radio.

Huey Lewis & The News
Hip To Be Square (Chrysalis)

I think they're singing about us. You and me bub. It's not yet hip to dress like Al Davis, walk like Pee Wee Herman or sip tea with Tipper Gore, but the encyclopedia of cool is expanding none the less.

William Lee Golden
You Can't Take It With You (MCA)

One of this year's finest records. I literally got a chill down my spine on the first listen. Golden's natural delivery gives the lyric an extra layer of integrity. The song's arrangement, complete with whispering winds, Fairlight synthesizer and acoustic guitar make it special. If I promised you "phones" would you play it?

Elton John
Heartache All Over The World (Geffen)

An absolutely great track which'll likely be one of this fall's pop music anthems. Two versions on my copy. The longer version (3:57) is a shade quieter. The shorter version (3:33), punches up the rhythm track. Both good.

RECOMMENDED FOR A/C RADIO

The current RECORD TO WATCH, Ben E. King's Stand By Me, stands up to the test of time and has received excellent, unsolicited phone response from those who've seen Rob Reiner's film of the same title. Thirty-eight A/Cs are already part of the song's revival.

GENESIS - Throwing It All Away (Atlantic)
219 200 14 5 -- 97% 9
TOTO - I'll Be Over You (Columbia)
220 181 30 5 4 95% 7
ANITA BAKER - Sweet Love (Elektra)
199 168 22 6 3 95% 13
CYNDI LAUPER - True Colors (Portrait)
200 135 49 11 5 92% 7
PAUL SIMON - You Can Call Me Al (Warner Bros.)
192 143 41 7 1 95% 10
CARLY SIMON - Coming Around Again (Anista)
204 96 81 18 9 86% 7
PETER CETERS & AMY GRANT - The Next Time I Fall (Full Moon/W.B.)
210 54 106 24 26 76% 4
MOODY BLUES - The Other Side Of Life (Polydor/PolyGram)
166 95 66 3 2 96% 10
BOB SEGER & THE SILVER BULLET BAND - I ts You (Capitol)
175 79 84 11 1 93% 8
DAVID PACK - I Just Can't Let Go (Warner Bros.)
167 51 98 13 5 89% 7
BILLY JOEL - A Matter Of Trust (Columbia)
144 48 82 9 5 90% 9
JANET JACKSON - When I Think Of You (A&M)
143 48 72 12 11 83% 8
RIC OCASEK - Emotion In Motion (Geffen)
139 21 79 30 9 71% 5
BRUCE HORNBY & THE RANGE - The Way It Is (RCA)
143 19 72 23 29 63% 4
HUMAN LEAGUE - Human (Virgin/A&M)
141 15 69 25 32 59% 4
CHRIS DeBURGH - The Lady In Red (A&M)
125 15 62 25 23 61% 5
BEACH BOYS - California Dreamin' (Capitol)
126 11 62 28 25 57% 4
LIONEL RICHIE - Love Will Conquer All (Motown)
168 11 49 39 69 35% 2
DAVE ADAMS - Dancing In My Sleep (Elektra)
87 9 52 18 8 70% 7
MADONNA - True Blue (Sire/Warner Bros.)
130 2 29 29 70 23% 2
BOSTON - Amanda (MCA)
93 4 40 29 20 47% 3
GLADYS KNIGHT & BILL MEDLEY - Loving On Borrowed Time (Scoti/CBS)
76 7 46 15 8 69% 7

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%

Research:
Diane Rufer
Ron Fell
### NORTH EAST

<table>
<thead>
<tr>
<th>City</th>
<th>Station/Format</th>
<th>Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrollton, GA</td>
<td>BOBBY DEE-WPPI</td>
<td>No Report, Frozen.</td>
</tr>
<tr>
<td>Conway/Myrtle Beach, SC</td>
<td>BOB VANDERGRIFT-WYAV/FM</td>
<td>ASHEVILLE, NC</td>
</tr>
<tr>
<td>Asheville, NC</td>
<td>BRIAN LEE-WSKY</td>
<td>Lightfoot, J.Osborne, Madonna</td>
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<tr>
<td>Charlotte, NC</td>
<td>BILL CONWAY-WEZC</td>
<td>L.Richie, Madonna, C. Cross</td>
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<tr>
<td>Salisbury, NC</td>
<td>DAVE STILLER-WSTP</td>
<td>Boston, Madonna, C. Cross</td>
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<tr>
<td>Albequerque, NC</td>
<td>J.BELTON-WSKV1</td>
<td>Madonna, Lisa Lisa, DeBurgh</td>
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<tr>
<td>Charlotte, NC</td>
<td>MARTY LAMBERT-WBT</td>
<td>Paul Simon, L. Richie</td>
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<td>Salisbury, NC</td>
<td>DONNA BEATY-WDOV</td>
<td>Janet Jax., B. Hornsby, C. Hart</td>
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<tr>
<td>Wilmington, DE</td>
<td>NICK SENECA-WDEL</td>
<td>L. Richie, Madonna, C. Hart</td>
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<tr>
<td>Sharon, PA</td>
<td>KEITH CORSO-WPCI</td>
<td>No Report, Frozen.</td>
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<tr>
<td>Dover, DE</td>
<td>DONNA BEATY-WDOV</td>
<td>Janet Jax., B. Hornsby, C. Hart</td>
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<tr>
<td>Williamson, WV</td>
<td>TONY WICK-BWTH</td>
<td>Level 42, Tonio K, Sam &amp; Lou</td>
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<td>Ocean City/Salisbury, MD</td>
<td>(KEN MEDEK-WQO/FM)</td>
<td>L. Richie, K. Rogers, F. Jackson, H. Hewett, M. Goulet, Lightfoot</td>
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<tr>
<td>Winchester, VA</td>
<td>FRANK MITCHELL-WINC</td>
<td>Beach Boys, Madonna, C. Cross, Glass Tigr</td>
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<td>Harrisonburg, VA</td>
<td>ADAM STUBBS-QPO</td>
<td>L. Richie, Wham!, B. Hornsby, K. Rogers</td>
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<td>Morgantown, WV</td>
<td>CRAIG COCHRAN-WCLG/AM</td>
<td>No Report, Frozen.</td>
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<tr>
<td>Goldsboro, NC</td>
<td>ALAN HOOVER-WGRO</td>
<td>Madonna, Lisa Lisa, L. Richie</td>
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<td>SWAN Quarter, NC</td>
<td>MAZIE SMITH-WHYC/FM</td>
<td>Knight/Med, Lightfoot, C. Cross, Glass Tigr</td>
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<td>Albemarle, NC</td>
<td>RIC PATTENSON-WABZ</td>
<td>L. Richie, K. Rogers, B. Hornsby, Beach Boys</td>
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<td>Salisbury, NC</td>
<td>DAVE STILLER-WSTP</td>
<td>Madonna, Double, C. Cross, Glass Tigr</td>
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<td>Madonna, L. Richie</td>
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<td>Waterloo, IA</td>
<td>ROGER DAVIS-WKLO</td>
<td>L. Richie, Madonna, C. Cross</td>
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<td>Dubuque, IA</td>
<td>WES DAVIS-KAT/FM</td>
<td>L. Richie, Madonna, C. Cross</td>
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<td>Cedar Rapids, IA</td>
<td>GARY EDWARDS-WMT/AM</td>
<td>Peter &amp; Amy, K. Rogers</td>
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<td>Cadiz, OH</td>
<td>RICHARD DAVIS-KGHR</td>
<td>Madonna, Lisa Lisa, L. Richie</td>
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<td>Forest Lake, MN</td>
<td>CATHELEEN CARY-LKX/FM</td>
<td>H. Hewett, J. Buffett, Madonna</td>
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<td>Northfield, MN</td>
<td>RICH HARRIS-KYMN</td>
<td>Beach Boys, B. Hornsby, DeBurgh, Wham!</td>
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<tr>
<td>Minneapolis, MN</td>
<td>CHUCK KNAPP-KSTP/FM</td>
<td>L. Richie, Madonna, C. Cross</td>
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<tr>
<td>Rochester, MN</td>
<td>RICH PETERSON-KROC/AM</td>
<td>Madonna, C. Cross, Glass Tigr</td>
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<tr>
<td>Austin, MN</td>
<td>CHRIS DAVIS-KGHR</td>
<td>C. Simon, T. Turner, B. Hornsby, DeBurgh</td>
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<td>Pipestone, MN</td>
<td>BERNIE WIEME-KLIO/FM</td>
<td>Pretenders, B. Hornsby, C. Cross, Glass Tigr</td>
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<tr>
<td>Willmar, MN</td>
<td>PAUL DAVIS-KQI/FM</td>
<td>Metropol's, L. Richie, Madonna, C. Cross, Glass Tigr</td>
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<tr>
<td>Marshall, MN</td>
<td>CRAIG ALLEN-KKCK/FM</td>
<td>Viktim, Metropol's, L. Ritchie</td>
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MONTEVIDEO, MN (LCU KUNO-KMG) DeBurgh, Madonna, Beach Boys, Metropol's.
ALEXANDRIA, MN (MIKE LOMMEN-KSTQ) Double, L.Richie, Toto, Jms Taylor, Wham!, Mendes.
ABERDEEN, SD (DAN ZERR-KSDN) Janet Jax, H.League, Beach Boys.
GRAND FORKS, ND (PAUL KERO-KNOX) C. Simon, L.Richie, Ben E. King, Madonna, K.Rogers.
HANNIBAL, MO (CHUCK YATES-KRC) No Report, Frozen.
POPLAR BLUFF, MO (KELLY URICH-FM) No Report, Frozen.
ST. JOSEPH, MO (BOB HEATER-KWJB) Janet Jax, T. Turner, Beach Boys, B. Joel.
CUBA, MO (TIM McNUTT-KBC) Ben E. King, Sam & Lou, B. Carlisle.
LAWRENCE, KS (BILL LEE-KLWN) No Report, Frozen.
TOPEKA, KS (ROSE RICHIE MAJ) B. Hornsby, Madonna, L. Richie, Beach Boys.
SANDUSKY, OH (BILLY ZIMMERMAN-WLEC) Lightfoot, Ben E. King, Madonna, L. Richie.
YOUNGSTOWN, OH (JIM MARTIN-WFMJ) Ben E. King, Madonna, Beach Boys, Wham!
DOVER, OH (STEVE KELLY-WJER) DeBurgh, Janet Jax, Wham!, B. Hornsby, Madonna, Viktim.
NEWARK, OH (DAVE BLACK-WKNO) B. Hornsby, L. Richie, Dave Adams, Madonna, Glass Tig.
URBANA SPRINGFIELD, OH (RUSS SHAFFER-WKSW) OMD.
LOGAN, OH (CHUCK ANTHONY-WLGN) C. Hart, K. Rogers, Ben E. King.
COLUMBUS, OH (DAVE BISHOP-WKCN) No Report, Frozen.
MARION, OH (BILL MOORE-WKDF) Madonna, L. Richie, Beach Boys.
TOLEDO, OH (FRED HELLER-WSPD) No Report, Frozen.
ROCKFORD, IL (BRILL HECKLER-WROK) L. Richie, Beach Boys, H. League.
JOLIET, IL (TODD KLEIN-FM) S. Winwood, Ben E. King.
BLOOMINGTON, IL (RAFE SAMPSON-WNN) S. Winwood, Ben E. King, Madonna.
CHICAGO, IL (JANIE BAKER-KTYL) Madonna, M. Jones, H. Hewett, Lightfoot, Wham!
SOUTH BEND, IN (KURT MANN-KTCB) Wham!, Madonna, B. King, S. Winwood, C. Thompson, P. Gabriel.
TODD FALLS, TX (DAVE LANDRY-KTLD) No Report, Frozen.
DEL RIO, TX (PAUL KALLINGER-KDLJ) C. Cross, T. Tuesday, Moody B's, H. Lewis, Oran Jones.
AUBURN, ME (JAN WEISS-WJAX) L. Richie, Beach Boys.
EL PASO, TX (BILLY CLIFTON-KLTO) H. League.
PHOENIX, AZ (SAM CHURCH-KKLT) Frozen.
SEDONA, AZ (RANDY MAHANNAH-WKCR) No Report, Frozen.
ALBUQUERQUE, NM (JAY SCOTT-KKB) Peter & Amy, Double.
LAS CRUCES, NM (JUAN VELASCO-KOBE) Ben E. King, Madonna, L. Richie.
REEDSBURG, WI (KEVIN KELLOGG-WWRD) Janet Jax, Peter & Amy, Madonna.
BEAVER DAM, WI (STEVE BAKETE-WBVE) B. Hornsby, DeBurgh, L. Richie, Beach Boys.
GRAND FORKS, ND (PAUL KERO-WWLN) Madonna, OMD, Level 42, Peter & Amy, Viktim.
BLOOMINGDALE, OH (BILLY HOFER-WJJN) L. Richie, Madonna, C. Cross.

SOUTHwest

TYLER, TX (JANIE BAKER-KTTY) Madonna, M. Jones, H. Hewett, Lightfoot, Wham!
NA COOGDOCHES, TX (KURT MANN-KBQ) Wham!, Madonna, B. King, S. Winwood, C. Thompson, P. Gabriel.
WICHITA FALLS, TX (DAVE LANDRY-KTLD) No Report, Frozen.
DEL RIO, TX (PAUL KALLINGER-KDLJ) C. Cross, T. Tuesday, Moody B's, H. Lewis, Oran Jones.
AUBURN, ME (JAN WEISS-WJAX) L. Richie, Beach Boys.
EL PASO, TX (BILLY CLIFTON-KLTO) H. League.
PHOENIX, AZ (SAM CHURCH-KKLT) Frozen.
SEDONA, AZ (RANDY MAHANNAH-WKCR) No Report, Frozen.
ALBUQUERQUE, NM (JAY SCOTT-KKB) Peter & Amy, C. Simon.
LAS CRUCES, NM (JUAN VELASCO-KOBE) Ben E. King, K. Rogers, C. Thompson, Madonna, L. Richie.

ROCKY MOUNTAIN

HAYVER, MT (DAVID LEEDS-KOJM) C. Cross, Lightfoot, Wham!, Madonna, OMD, Regina.
MISSOULA, MT (VERN ARGO-KLX) OMD, Lightfoot, Wham!, H. League.
HAMILTON, MT (STEVE FULLERTON-KLYQ-FM) OMD, Boston, Tono K. Wax.
BOULDER, CO (JEFFREY GOODWIN-KBOL) J. Joel, Double, C. Cross, H. League, J. Buffett.
COLORADO SPRINGS, CO (JOHN T HOWARD-KVJO) Peter & Amy, Double.
SALIDA, CO (CHARLES DARWIN-KVCR) Madonna, Lightfoot.
MONTROSE, CO (TOM OWEN-KUB) B. Hornsby, L. Richie, Madonna, Viktim, Wham!, Madonna.
GRAND JUNCTION, CO (PAT O'BRIANT-KKCB) S. Winwood, B. Hornsby, L. Richie, Dave Adams, Madonna, OMD, C. Cross, C. Hart.
RIFLE, CO (DEAN ANGEL KDBL) No Report, Frozen.
POWELL/CODY, WY (JERRY CLARK-KLOM) L. Richie, C. Cross, Madonna, OMD, Level 42, Peter & Amy, Boston.
GILLETTE, WY (DENNIS SWITZER-KOLL) L. Richie, B. Hornsby, C. Simon.


GRANGEVILLE, ID (JIM CROSS-KORT) No Report, Frozen.

BOISE, ID (DREW HAROLD-KBOI) K. Rogers, H. League.

SALT LAKE CITY, UT (LEEMICH/JESSOP-KSL) No Report, Frozen.


FAR WEST

RENO, NV (JIM O'NEAL-KRNO/FM) B. Hornsby, Madonna, K. Rogers.

CARSON CITY, NV (SCOTT CARSON-KPTL) Ben E. King, C. Thompson, B. Hornsby, L. Richie.

LOS ANGELES, CA (LABEAU/TYLER-KF!1) No Report, Frozen.

SAN DIEGO, CA (MARK LARSON-KFMB) No Report, Frozen.

SAN DIEGO, CA (RICH/KNIGHT-B100) Boston, J. Osborne, Beach Boys, Journey.


PALM SPRINGS, CA (DILL STEVENS-KDES) Mid. Star, E. Money, Rob. Nevil, Glass Tigr.

FRESNO, CA (SCOTT HUSKEY-KLTK) Peter & Amy.

SAN LUIS OBISPO, CA (DAN ARMSTRONG-KVEC) Lightfoot, Madonna, DeBurgh, K. Rogers, L. Richie, J. Buffett, Janet Jax.

SAN LUIS OBISPO, CA (CAROL MEYER-KKUS) No Report, Frozen.

MONTEREY, CA (MICHAEL READING-KWAV/FM) L. Richie, K. Rogers, Madonna, G. Abbott, C. Hart.

SAN FRANCISCO, CA (JACK KULP-K101) L. Richie, K. Rogers, L. Richie, C. Thompson.

CONCORD, CA (RAVI PERUMAN-KKIS) No Report, Frozen.

CONCORD, CA (JIM HAMPTON-KWUN) Lightfoot, Kenny G, OMD, Wham!

LIVERMORE, CA (STACY EVERETT-KKIQ) Ben E. King, Wham!, OMD, C. Cross, B. Joel.

SAN RAFAEL, CA (BOB CLARKE-KTM/FM) W. Chung, T. Tuesday, Pretenders.

SAN JOSE, CA (BILL BEAVER-KLOK) R. Ocasek, C. Simon.

MODESTO, CA (EDWARDS/MCCULLOUGH-KO93) B. Hornsby, H. Lewis, Beach Boys, Chicago.


ARCATA, CA (STEVE OCEAN-KATA) J. Osborne, Level 42.

CRESCENT CITY, CA (RENE SHANLE-HUTZELL-KCRE) S. Winwood, Wham!, Beach Boys, DeBurgh, Double, Madonna.


VACAVILLE, CA (SHEILAH BOWMAN-KUIC) C. Cross, D. Foster.

SO. LAKE TAHOE, CA (RON WATSON-KTLO) Pretenders, Rob. Nevil, Outfield, Regina.

LAKE TAHOE, CA (SUSAN STOGUER-KTHO) Peter & Amy, S. Winwood, Pretenders.

SACRAMENTO, CA (FIRENS/ANDREWS-KHYL/FM) H. League, Madonna.

CHICO, CA (DAVE KINDIG-KPAY) Toto.

GRASS VALLEY, CA (RICK BROCK-KNCO) Madonna, Wham!, D. Foster.

OROVILLE, CA (JEFF NELSON-KORV) Madonna, DeBurgh, B. Hornsby, Lightfoot.


ED BLUFF, CA (KELLY FROST-KBLF) No Report, Frozen.

SUSANVILLE, CA (HARDWAY/CRAGA-KSUE) David Pack, D. Foster, Knight/Med, Metropol's, C. Hart, S. Winwood.

NORTHWEST

THE DALLES, OR (BRIAN HANSON-KMCQ) Madonna, L. Richie, Beach Boys.
WKTI-Milwaukee's morning team of Gene Mueller and Bob Reitman are taking their show to Moscow this month. The two will provide wake-up service from the Soviet capital for two weeks, as part of a cultural exchange agreement resulting from the Reagan-Gorbachev summit in Geneva. In return, WKTI will play host to Soviet radio commentator Mikhail Taratouta. "He will be our guest," says PD Tim Fox. "We'll take him around to listener parties and show him some real Milwaukee hospitality." Gene and Bob will actually be on air in mid-afternoon, Moscow time, with local weather forecasts and traffic reports from Radio Moscow's studios. Their stay will end with a two-way question-and-answer "Space Bridge" with live audiences at both ends. Fox says the detention of American journalist Nicholas Danloff had no effect on the project. "This is a true people-to-people exchange," he says. "Politics didn't enter into it at all."

Chinwag congratulations to WTIC-Hartford morning legend Bob Steele, celebrating his 50th year on the air at the same station. Steele signed on as junior sports announcer on Oct. 1, 1936, moving to morning drive when the regular host enlisted in the Army in 1942. Since then, he has become one of the highest-rated morning legends Bob Steele, celebrating his 50th year on the air at the same station. Steele's Silver Anniversary, including bringing the cameras of WTIC-TV into the studio for a simulcast. PD David Bernstein convinced Gov. William O'Neill to declare "Bob Steele Day" throughout Connecticut on Oct. 1 and put together a series of taped tributes from fellow morning hosts ranging from Don Imus to Rick Dees. Steele's pipes show no signs of rusting!

"I deny there's been any format change," sayeth Richard Sands from KITS-San Francisco. However, we did notice records like David + David and REM sweetening up the KITS Top Forty sound. Their sound could be roughly described as Top Forty with a Modern tinge. That may be due to the appointment of Steve Masters as Music Director. Masters will retain his evening shift as well as his Modern Music show. And by the way, we noticed the absence of station jingles as well.

After pushing KSJO-San Jose, CA from the low 2's into the 4's, PD Dana Jang is no longer at the station. GM Gary Rodriguez appointed Ken Anthony interim PD until a replacement, formally named. Pitter patter on the street has KSJO moving more into a Classic Rock Album Radio direction. KSJO is still being consulted by Jon Sinton.

According to the man himself, Bill Bennett will be leaving EPA in the Big Apple to head up MCA's Album Radio promotion efforts on the left coast. We will be gracing you with an official statement in next week's Wag.

Mary Catherine Sneed, the nationally known A/C radio consultant, has joined DKM Broadcasting Corporation as Vice President/Operations. She will coordinate programming and promotion activities for all the group's twenty radio stations. Congrats and good luck to her!

Right now it looks like the reluctant departure of Craig Keith at WUOG - Athens, GA will be a permanent one. Manfred Jones has been named MD and PD at America's most prominent Alternative station. Another former Alternative reporter, David Sadow former KSHU-Huntsville, TX has landed at KLOL-Houston. David is co-producing KLOL's New Music show.

BAD News... Depending on what side of the fence you're sitting on, BAD is happening. BAD, short for Broadcasters Against Drugs, spearheaded by Rick Dees is on the march in Washington. Dees and other committee members are informally talking to members of Congress for assistance. Other bad news pertains to Big Audio Dynamite, whose latest single, "C'Mon Every Beatbox" has been released, also marks the reunion of Clashmen Joe Strummer and BADass Mick Jones.

Talk about strange bedfellows. One of America's hippest Alternative Album Rockers, KCGL (The Seagull in Salt Lake City is owned by the Mid-America Gospel Radio Network, Inc. That organization has just announced the appointment of Richard D. Rees to the post of General Manager of KCGL. Rees had been Sales Manager since the inception of KCGL in March of '84. Rees replaces Richard Schwartz who has left the station.

RCA Records kingpin Joe Galante has been promoted to the new position of Vice President and General Manager, Nashville. Galante joined the label in 1973 and has turned into one of the icons of Country. As Division VP and head of A&R, Galante played a key role in the signing and development of such acts as The Judds, Earl Thomas Conley, Restless Heart, and Pake McIntire. HeartCongratulations!

Atlantic Records has announced the appointment of Richard Nash as Director of National Promotion for the Black Music Division. Nash joined the Atlantic/WEA organization in 1980 and was selected as the Atlantic Promotion Rookie of the Year in 1981. Formerly stationed in Cleveland, Nash is New York bound.

Radio Q-Rama... Chuck Crane departs WLS-Chicago to become PD of A/C outlet WNYN New York. Jan Jeffries leaves sister station WYTZ to become GM of WXLK-Roanoke, VA... John Chomnie, former PD of KHTZ-Reno, NV is alive and well as PD of WGBB-Freeport, NY... Bud Stiker is the new VP/GM of WHDH/94 in Boston. New faces at WWFX-Bangor: Dave Cooper comes from WPST-Trenton, NJ to tackle morning drive, Nikki Summers is promoted to production director and Larry Clark was upped to music director... J.J. Morgan was promoted to MD at KHYT-Tucson, AZ... Henry Morgan is now MD at WWYD-Pineville, WV... Randy Parks is GM... Air personalities on the move... B.J. Donovan moves from KZLS-Billings, MT... Curt Sampson goes from Y93-Bismarck, ND to crosstown KYF... KAGO/VM-Klamath Falls, OR music director is now Mike Metzger... Marc M. Rayfield has been named promotion director at WUSL/WFIL in Philadelphia.

A 'C'wag welcome to the staff of brand new KXVO/FOX in Spokane, WA. They're playin' volitive Top Forty and the studios are being built around them as they beam out on the air as of October 1st. Morning drive/ass. PD Brian Christian (formerly with KLUC-Las Vegas) also points out that 75% of the music is carted directly from CDs! To round out the line-up is MD Vickie McCarthy (1-7pm), Jackson O'Hara (1-4pm) both formerly of KKPL, PD Steve Thomas (4-7pm), the energetic Tracey Lee (7-midnite) and the Unknown DJ on all nights. Their number is 509-534-1059. Give 'em a bell.

As former Nationwide group/KWSS-San Jose PD Dave Van Stone reunites with Western Cities and their KLMO-Boulder, CO venture, could there be another "guy" waiting in the wings to take the group PD gig? And if that happens, could it result in one of Nationwide's programmers being reunited with the Northern California area? Stay tuned.

Former Gavin Report staffer Dawn Atkinson is doing a nifty job of climbing the Windham Hill Records ladder. Dawn is now director of A&R for the "New Age" entertainment company.

Columbia Records is gearing up for a giant release in late Fall. Bruce Springsteen and The E-Street Band Live 1975-1985 is a five lp set, complete with a 36-page lyric/photo booklet. Produced by Springsteen, Jon Landau and Chuck Plotkin, the material was digitally mixed by Bob Clearmountain. Look for a simultaneous disc, cassette AND CD release... great news for Chinwag CD junkies who still haven't gotten over Bob Dylan's Biograph.
QUIET
NO
MORE!

"The Wild and the Young"

QUIET RIOT

Radio Programmers Speak Out

DAVE ANTHONY — PD, KDWB
"For stations like KDWB which depend on a percentage of rock to maintain a true Top 40 stance, the new Quiet Riot single is right on target!"

CONNIE LINDELL — MD, KDON
"Quiet Riot is still the champ after one solid week on KDON's rock wars. It's headed for the hall of fame. It draws heavy voter response. One of the strongest contenders of the year."

WALT BENNETTI — OM/PD, WRQN
"After we tested and added Quiet Riot's 'The Wild And The Young,' the phones came in at #7! Immediate response!!"

JIM PAYNE — PD, WRVQ
"After blowing away the like of Chicago, Cameo, and Eddie Money, Quiet Riot is under serious consideration at Q-94."

STEVE SMALL — MD, KSMB
"The tests on 'The Wild And The Young' are running 96% positive."

Distributed by CBS Records
Produced by Spencer Proffer
SALES SKILLS  

by GARY DONOHUE CRMC

KEEPING THE CONVERSATION ON TRACK

Perhaps the biggest hassle for the active salesperson is dealing with the buyer of advertising who likes to talk away from the subject. While it's important to empathize with your prospect, it can be frustrating to allow them to get completely off track. To avoid this, try saying, "That gives me an idea..." or "You just made me think of something..." and segue into:

THE FOUR CRITERIA FOR THE SELECTION OF MEDIA:

1. REACH
How many people must you reach to get results? How many people does this medium reach? How many people does this specific station reach? How many people do you reach at the end of one week? At the end of four?

If you subscribe to Arbitron, you have cume or average quarter-hour estimates to work with in positioning your answer. Don't forget to increase your station's cume by as much as 50 percent by using a four-week schedule and the new Arbitron multi-week slide rule. Remember to turn the hard numbers, which are impossible for anyone to visualize, into PICTURES.

EXAMPLE: Station cume=100,000
PICTURE: Our audience would fill Lambeau Field almost twice!

EXAMPLE: Station Average Quarter-Hour Estimate=10,000
PICTURE: Every time your spot goes on our air, it's like talking to 10 captive audiences in 10 movie theaters!

People have devised thousands of ways of turning numbers into pictures. Radio is the only product that lets you make those numbers anything you can be creative enough to describe. REACH gives you this opportunity.

2. FREQUENCY
How many times must you reach consumers with your message to motivate them? How many ads are you running per day? Per week? Per station? Per medium? How many have you run? How many would you like to run?

Time is the subject here. The past, present and future are all locked up in FREQUENCY. Frequency may affect reach. The more you buy, the more you reach, right? Did you do this last time, this time, or do you want to change in the future?

I learned one of the greatest techniques for showing frequency from Chris Lytte. What he does is prepare a grid made up of 35 dayparts - mornings, middays, afternoons, evenings and overnights for every day of the week. Then he prepares the station schedule with the name of the client typed into each day and daypart as many times as there are spots for that client. Instead of showing a grid of spots with X's, if the client proposal is for 28 spots, Lytte shows a grid with the client's name appearing 28 times. For the client to reduce his schedule, he must strike out his name on the page...using Lytte's J. Douglas Edwards pen! How many times do you think client schedules are reduced?

3. SELECTIVITY
What kind of people want to buy your products? Who are they? Where do they live? How much money do they spend? How old are they? What do they wear? Look like?

The list is endless: While reach and frequency help quantify campaign criteria, SELECTIVITY forces us to qualify the consumer's purchasing potential. Most radio salespeople leave this out of their pitch. The temptation is great to talk only of reach and frequency, of grps and cpm's.

Selectivity may be your only chance to set yourself apart from the rest of the pack. More often than not, the real reason stations are bought is that the buyer understands a specific selective reason to buy.

EXAMPLE: Stations ranked 14th and 24th in the market. A five-deep buy is being planned. REASON: Stations 14th and 24th proved they have the most active audience at remote, which makes the agency look good to the car dealer when at least that portion of his ad dollars shows real results.

The 'selective" reason you get bought doesn't always have to appear in Scarborough, Media Audit or Birch Qualitative! However, speaking from experience, qualitative data are the most effective tool for getting bought for a "selective" reason.

4. EFFICIENCY
How many people will this campaign reach? How many times among real prospective buyers? At what cost?

You see, cost is the last consideration. Due to weak negotiating skills, radio salespeople have traditionally allowed buyers to make cost efficiency the #1 criterion. They make statements like "Your rate is too high," "Your cost per point is too high," "Your cost per thousand is too high" or "The cost of this schedule is out of my budget."

The salesperson who has done his homework and built the case for reach, frequency and selectivity can calmly reply to these statements with "Compared to what?" And, after a little more probing to get the real, hidden objection clarified, can move closer to the sale with the trial close, "If I could... Would you?" (These are subjects covered in my last two columns.)

The four criteria don't stop at the point of sale. Think about all the written pitches produced at your station every day. What do they say? What do they address? If your station's written proposals are getting to your clients without stressing benefits based on the four criteria for the selection of media, as Don Beveridge would say, "You are in trouble." Written or verbal presentations that miss these four criteria do not address the satisfaction of customer needs.

If you start using the FOUR CRITERIA technique and theory today, you will increase your sales productivity for now and as long as you sell in radio.
Corey Hart doesn't run with the pack. His music and the obligatory videos which accompany his hits portray him as a modern-day James Dean, but he's a loner who's anything but lonely.

The Montreal native writes sweet, sensitive songs, some with a lyrical bite. A reluctant teen idol, his hard-won credibility now stretches far beyond that adolescent adulation.

Hart is always either touring or promoting his music, so we were fortunate to catch up with him at home in Canada as his new album, "Fields of Fire," was just hitting the streets.

RF: Was "Sunglasses At Night" your first recording experience?
CH: Yes, that was my first shot at it. My first album and my first single off "First Offense."
RF: I read somewhere that all the songs on that album were written before you were nineteen but I can't figure out how that would work. You're only twenty-four now, and that album came out in 1983.
CH: I got signed when I was nineteen, and recorded that album when I was twenty. I wrote most of the songs when I was fifteen or sixteen.
"I was very much into my own thing and very independent, quiet and reserved. That's just my style. I'm the antithesis of David Lee Roth."

PHOTO BY ERIKA GAGNON

because that's when I started writing. "Sunglasses" was one of the last songs I wrote. In fact, it was a last-minute addition to the album. It wasn't part of the first ten songs. There was nothing written after the age of nineteen. "First Offense" came out in Canada at a different time period than it did in America by about eight months.

RF: Where does someone like yourself develop your musical skills? How did this come to you that all of a sudden you're in a recording studio recording an album?

CH: It's a very simple story. From very early on I only wanted to do one thing, and that was to write, sing and perform my songs for people. I didn't have any other choice. I basically knew that was what I was going to do. I spent all of my time devoted to that cause. I went through the regular artist routine where you go into your songs to record, you practice and you try to showcase your material, etc. I had the inevitable rejections, and eventually I first kicked the door through.

RF: Where did you grow up, and what were the musical influences that inspired you?

CH: I was born in Montreal, and we moved away when I was about twelve. We moved to Spain and then Mexico. My early years were in foreign countries, so I really wasn't exposed to that much music. When I came back to Canada, I was ten, and I was hard to readjust to school and a different culture. So I just gravitated towards music. It was like my best friend. I used to buy a lot of 45's and listened to Top 40 radio. I guess that was my first exposure to music. Was it a huge fan?

RF: Do you remember the first single you bought?

CH: "Tracks Of My Tears" by Smokey Robinson. That was an oldie in 1972 also, my sister left me all her records. You see, I missed out on the Beatles and the Stones because when they were really happening I was about seven or eight. I was never exposed to them there. The first real influence that I'd say really shaped me, a songwriter would be the Police. As a band they really hit me over the head, I said, "Wow, these guys are really doing something very unique."

RF: It's interesting that you say that because you write about their song "Roxanne" in one of the songs on your new album, "Fields Of Fire."

CH: It's true. I always loved that song "Roxanne." "Dancin' With My Mirror" is the song you're referring to. The story behind that is it's a song about exploring your own fantasies and "Dancin' With My Mirror" is one of them. We were in Luxembourg, of all places, and it was late and I couldn't fall to sleep. I turned on the radio and "Roxanne" was on. I just started to groove to it and a mirror was in front of me. I had a fine old time. So I wrote a song about it.

RF: Did "Roxanne" hit you the first time?

CH: It blew me away. I thought there was an animal quality to the way Sting was singing it. I thought the lyrics were very intelligent, and I knew he was writing about a prostitute. The way that he approached that was very novel to me. It has the reggae influence to it, and it was a sparse record. It wasn't cluttered. A lot of records at that time were being overly produced. Here was one that had a lot of raw energy to it. I also remember hearing it on CHOM in Montreal. In fact, the very first time I heard myself on radio was on the same station.

RF: What do you consider to be your most successful single to date?

CH: I think there will always be a special feeling for "Sunglasses" because it was the first one. You mentioned the Canadian situation. In Canada, my success has been incredible, and I'm very proud of being Canadian, so it makes it more special to me that I'm so well received here. Initially, "Sunglasses" was very slow happening in Canada. It really wasn't until my American success took off that I was really endorsed in Canada. But I know that was a problem inherent in the Canadian industry. That's changed since 1983 because of the success of Bryan Adams and myself, and now someone like Glass Tiger think the Canadian industry really breaks its own acts now.

RF: In past interviews, we have talked to Canadian artists about the Canadian Content situation - the obligation of Canadian radio to play a quota of Canadian-produced, recorded, written and performed music. What are your feelings on Can Con?

CH: When it was instituted I think it was a very necessary legislation because it gave the record companies the incentive to sign Canadian acts. Before, they figured, "Why sign a Canadian band because they're not going to get played on the radio. They probably are not as good as the Americans of, shall I say, anyway. With the legislation, they knew they could make it. It was a policy that sort of when they signed a band, so that helped. I really think it's created an identity for Canadian bands. Then there is the other side of it which is in a way I think forces the radio programmer to play something that he may not on his own inclination play if he had to choose between having it or not having it. I still think we should have it. I still think we should have a "Canadian sound." Do you think there is anything indigenous to Canadian music that we should be noticing?

CH: No, I don't believe there is. I could ask you, what would be an indigenous American sound? I'm sure Springsteen and Couger's sound American, and I guess Bryan Adams sounds American. I do think what is very distinctive about the Canadian acts is that, as with the Americans, we are very patriotic.

RF: It seemed when you first came on the scene, and to a degree even today, you're packaged in a way to appeal primarily to young females, to the point of being a teen idol. And yet your music has a certain maturity that goes beyond that. How did all that develop? Was it a conscious effort through management, and are you doing anything to alter that?

CH: That begins with, I like the way I look. To purposely affect the way I look would be a conscious effort to try to get away from something. You are what you are and hopefully people will accept it. I never set out in my mind to appeal to any one demographic, because to me that would defeat the whole purpose of why I write songs. I write to reach people, young, old, in between, fat, ugly and everyone. I cross all borders when I'm writing a song. I don't give it much thought that I have a young following. So did the Beatles and they grew up with them. I know my music stands on its own merit. I let it speak for itself. I'm sure whatever preconceptions people have concerning my image will wash away.

RF: In your videos there seems to be a different image, a conscious effort to portray yourself as somewhat of a loner. I know the comparison has been made between you and the late James Dean.
October 3, 1986

**GAVIN REPORT**

**RF:** One of the big breaks in your career came when you got some help from members of Billy Joel's band in New York. I bring this up only because, one place you don't want to be alone. A loner is probably the street of Manhattan. Was that a particularly trying time for you?

**CH:** It was a point when I felt I needed some sort of concrete step in my career. I needed to get out there and see if I could cut it with some of the heavyweights out there. I hooked up with some of the guys from his band and we went into the studio together and did a demo. They were into what I was doing and very encouraging. I think that sort of acceptance really made an impression on me. It was an endorsement from musicians, not family. It was tough down there because it was very competitive and I was only seventeen.

**RF:** Was "Boy In The Box" the song that related to the experiences of a James Dean and the experiences of a Corey Hart?

**CH:** Yes, absolutely. I've never made any reservations about saying that. It's a fact that there was a barrage of comparisons. At every concert gig I played, the reviews said "This James Dean-like figure" or "with his James Dean sneer". It became such a thing with me that I said, "I might as well find out what they're talking about," and read a little bit about this guy. I accumulated a lot of information on him. Actually the phrase "Boy In The Box" comes from a jock on the radio. Montpellier, who was a big fan of Landecker's. He had this song, but didn't have the title for it. It just clicked. James Dean, Corey Hart. It just made sense.

**RF:** How did Landecker's coming up with that phrase lead to your doing it?

**CH:** It was part of his rap on the radio. I never heard him do that. I got it from a jock up in Montreal who was a big fan of Landecker's. He picked up the phrase and started using it. We were doing a show in Montreal and while driving to the gig this jock on the air said, "This is Steve Anthony, the boy in the box." I heard that and I had this song, but didn't have the title for it. It just clicked. James Dean, Corey Hart. It just made sense.

**RF:** And "Don't let it happen to me"?

**CH:** Absolutely. Where there's a similarity is that we were both young and I think we both believed very strongly in what we were doing. It doesn't go much further than that. I think he felt trapped though. I believe very strongly in not letting that happen to me.

**RF:** Is it truth or fiction that you were seriously being considered for the role that Michael J. Fox ended up with in "Back To The Future"?

**CH:** It's somewhere in between truth and fiction. I was sent a script and asked if I was interested in going to Los Angeles and doing a screen test. I'm sure many people were sent a script, and I'm sure I was never in the position of being a candidate for the role. Film is another thing that everyone sees me about and as I said before, it is something I never considered doing until I actually saw myself in videos. I enjoy being in front of the camera, creating visuals. It's something that would never take priority over my music, so I still have a few more albums to do.

**RF:** You could do a movie called "Rebel Without A Pause" or "Rebel Without Applause."

**CH:** There is a line from the "Angry Young Man" of the new album. It sort of pokes fun a bit at the angry young man that people perceive me as, in the James Dean thing. "Rebel Without A Pause" is a line from it.

**RF:** On the new album "Fields Of Fire" you take a rather heroic and courageous step in redoing a song Elvis made famous: "Can't Help Falling In Love." No one has ever had a hit covering a song Elvis had a hit with first. It just seems so logical that it has to come out as a single down the line.

**CH:** Well, that's up to the record company. It's on the album because they wanted it on the album. There is an interesting story behind it. When we finished "Fields Of Fire," "Can't Help Falling In Love" wasn't included. I was going to be a Wurlitzer jukebox as a gift from my record company. I hadn't had a chance to listen to all of the songs on it because I had gone right from touring into the studio. We had two weeks off before we were going to do more remixing in England. I started playing the Wurlitzer jukebox. I kept going back to "Can't Help Falling In Love" and playing it over and over. I fell in love with that song. I was familiar with the song, but I never, never intended to record it. I took the 45 out of the jukebox and brought it to England. We were supposed to do the mixing and I said, "Can I have the Wurlitzer jukebox of my song?" They gave it to me. I just felt like I could be able to give it justice because I love the song. It basically was recorded and mixed in twenty-four hours. The next day we finished what we were supposed to do, which was mix the rest of "Fields Of Fire." We came back and when it was played for the record company as a B-side, it quickly changed to an A-side and became a part of the album. We were supposed to do the mixing and I said, "Can I have the Wurlitzer jukebox of my song?" They gave it to me. I just felt like I could be able to give it justice because I love the song. It basically was recorded and mixed in twenty-four hours. The next day we finished what we were supposed to do, which was mix the rest of "Fields Of Fire." We came back and when it was played for the record company as a B-side, it quickly changed to an A-side and became a part of the album.

**RF:** You have always spent a lot of time promoting your music and visiting radio stations.

**CH:** As I was getting started with EMI, Jack Satter pick me up and called him and thanked him for adding my record because he believed in my music. Those friendships are invaluable.

**RF:** Has backslag gotten more and more crowded as you get more and more successful?

**CH:** (laughs) Yes, though I leave right after a show, I don't know what goes on when I'm not around. But it does get pretty hectic. Basically, before we go out on stage there are always people there from radio that want to say hello and usually some contest winners.

**RF:** Interesting that you do that before a show. Most artists don't want that kind of distraction.

**CH:** I've spent the show. I couldn't possibly do any justice to contest winners or radio people. I am a dead man. When I started out, I wasn't playing live. I was always working in the studios, so I didn't realize how much I love playing live. It is the most incredible experience that I have gone through. When I leave the stage nothing can match it or come close to it.

**RF:** I know that you have been doing "Jailhouse Rock" in your live show, and now you're doing "Can't Help Falling In Love." You could do an Elvis medley pretty soon.

**CH:** "Jailhouse Rock" was something that was very spontaneous. In my show I like to have someone come up from the audience. When I was opening up for Hall & Oates and Rick Springfield, and singing "Sunglasses At Night" on the "Boy In The Box" tour, someone ran up on stage and started dancing. She said, "Why don't you play 'Jailhouse Rock'?" It's my favorite song. We started playing it from that night on, and it became a staple in the show.
“On a 1-10 scale, a talent who can give consistent 'sevens' is always a better choice than someone who comes up with a higher score once a week."

I encourage you to write in with your thoughts for this column, and you do. Here's the first of several thoughtful letters I've received. Bill Martin, till recently the PD at WBCY-Charlotte, NC, wrote in reference to the column of June 27, "Developing Talent":

"As a one-time smaller-market PD, I took great pride in helping to develop young, upcoming talents. It's exciting to see someone develop into what we in the industry consider a major-market talent."

"When searching for talent, I was always one to ask for multiple airchecks. These additional tapes were to be taken directly from the station's aircheck machines. Usually, a couple of days' worth of tapes with only the music edited out is a sure-fire way of spotting a doctored aircheck. I always asked for these skimmed tapes from recent shows, usually the two days prior to my phone call. Generally, it doesn't put the talent in a situation where they feel they're airchecking for you. I've always recommended that jocks aircheck every day. It's the best way to learn, and it's a great habit to get into as well."

"Hire someone who is consistent. On a 1-10 scale, a talent who can give consistent 'sevens' is always a better choice than someone who comes up with a higher score once a week. Be wary of someone who has 'been around.' Usually, the best talent has moved for the right reasons."

"Finding the bright, young, aggressive talents is at times difficult. If you search, though, you will find them. Look to your local university radio station. Find someone who is working toward a degree in broadcasting. Give them a taste of the Real World of Radio. Generally, they will do just about anything to help. Get them involved in your research department, promotions or many other projects. Not only are you helping to ease your and other's workloads, they are gaining valuable knowledge that they will carry with them the rest of their broadcasting lives. It's important they understand every facet of the radio station."

"The all-night show is another excellent vehicle for developing young talent. Use this daypart as a kind of training ground for future daytime openings. Work with the talent. Give them freedom to develop and grow as personalities. Guide them in the direction that's best for their career. Do they have the potential to do mornings some day? Would they be better suited relating to a nighttime audience? By listening, we can all learn from one another."

"Every Program Director in the world is looking for that rare 'special' talent. Unfortunately, not everyone is willing to take the time to develop that talent."

"If you're in a situation where you can develop young talent, take advantage of it. You'll find some very talented and willing young people out there."

Another letter, this from an old friend, Frank Colbourn, who programmed FM stations in Seattle and in Houston, where he's currently involved in developing a Christian talk format on KTEK. His letter was stimulated by a column I wrote over a year ago, discussing how the brain works and some natural approaches to making it work better, including lecithin and the amino acid L-tyrosine.

Frank writes: "Very little has been published on the subject of developing and increasing creativity. Some artists and professionals have boosted their creativity by various consciousness-raising exercises. I propose the use of boosting creativity by physical exercise..."

"Many talented, creative people are puzzled as to why they have high periods of creativity and then go dry for a time. The professional communicator often maintains a file of information, jokes and bits to use during the dry periods, but I find it interesting that some talents never have down times. I wondered why and began to look for a common ingredient among the so-called 'creative talents.' I found certain similarities, not only among the artistic professions, but among businesses people and professionals, too. These people are not necessarily happy, but they do share an enthusiastic frame of mind about some elements of their lives. Since I was in radio, I've hit certain times when my creativity was sparked by outside activities. I hit a very creative period when I was dating and romancing my wife. I hit another very creative period when I became a Christian. During the last three years, I've hit another creative period which I believe was sparked by aerobic activity. I'll try to explain what these three experiences have in common...

"First, let's take a look at how the brain works: Beta endorphins are produced in the brain when we go through periods of high excitement. When the beta endorphins are released in the brain, their molecular structure is similar to morphine. They tranquilize the body, and the individual is relaxed and uninhibited, so the creative aspect of the personality can develop."

"Three years ago, I began working out with weights and doing aerobic exercises. After about seven weeks, not only did I notice a physical but a mental difference: I was more alert and creative. In the three years I have been exercising, I have yet to meet a person involved in aerobics who is not a positive achiever. Almost all the achievers I've interviewed have been involved in some sort of activity which gets those beta endorphins going."

Frank has provided the best reason for exercise. I appreciate the letters and information, and again I invite you to write in yourself. Send care of The Gavin Report, or write me directly at the Adult Contemporary Music Research Letter, 1837 SE Harold St., Portland, OR 97202-4932.
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VAN HALEN
For five consecutive years, Edward Van Halen was the readers' choice in Guitar Player Magazine as "Best Rock Guitarist."

HUMAN LEAGUE
Phil Oakey can't take it on the road until he hires a guitarist and a keyboard player.

WHAM!
Their swan song, "Music From The Edge Of Heaven," is available in England as an EP. The U.S. version includes "Last Christmas" and that apparently makes it an album.

JERMAINE STEWART
Credit Culture Club's Mikey Craig with financing Stewart's first demo tape. Jermaine later sang with Boy George on the Culture Club track "Miss Me Blind."

RATT
Their song "Body Talk" will be featured in the new Eddie Murphy film, "Golden Child."

SIMPLY RED

BON JOVI
Jon Bon Jovi is a twenty-four-year old native of New Jersey.

SIMPLE MINDS
Jim Kerr and mates are on their way to Australia to record a live album.

TRIUMPH
Guitarist Rick Emmett changed the official spelling of his first name to Rik after a typo appeared on an earlier album. He said it was easier to change his name than recall and reprint the album cover.

JANIE FRICKIE
Readers of Britain's Country Music Roundup recently chose Janie as the Most Popular International Female Solo Act Of The Year.

GATLIN BROTHERS
Their recent St. Louis Concert helped provide over 16,000 meals for the needy. Each ticket-holder brought fruit and meat for the St. Louis Area Food Bank.

ORAN "JUICE" JONES
He got his start in showbiz writing songs for his Harlem neighbor, Kurtis Blow.

BELLAMY BROTHERS
Both Howard and David are natives of Darby, Florida. Four generations of Bellamys currently live on an 85-acre estate (farm) in Darby.

LIONEL RICHIE
Cynthia Weil, co-writer on Lionel's new single "Love Will Conquer All" also co-wrote his "Running With The Night."

JERMAINE STEWART
Credit Culture Club's Mikey Craig with financing Stewart's first demo tape. Jermaine later sang with Boy George on the Culture Club track "Miss Me Blind."

BON JOVI
Jon Bon Jovi is a twenty-four-year old native of New Jersey.

SISTER SLEDGE
Their new single, "Here To Stay," has been adopted as the Chicago Bears theme song. In 1979 the, Pittsburgh Pirates did the same for the sister's, "We Are Family."

CHICAGO
New bassist/vocalist Jason Scheff is the son of Jerry Scheff, bass player for Elvis Presley.

FATS COMET
Band members Doug Wimbish (bass), Keith LeBlanc (drums) and Skip McDonald (keyboard & guitar) were the backing band on the groundbreaking rap songs "Rappers Delights" (Sugarhill Gang) and "The Message," White Lines" (Grandmaster Flash).
WHAM!
“Where Did Your Heart Go?”

GREGORY ABBOTT
“Shake You Down”

Gavin
Up & Coming
93/43

A Hot 40 Week
Gavin Up & Coming
40/11

WKSE Y100 FM102
WSSX WPOW KTX U WJAD
WROQ KIT Y WDL X WCGQ
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Debut in NEW

THE OUTFIELD
“Everytime You Cry”

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WPHD KRBE
95INZ WRSR
Z95 WMMS
KWK

Gavin Album Radio
Debut 39*

COLUMBIA RECORDS
BANGLES
"Walk Like An Egyptian"

B

Gavin Top 40
Up & Coming
79/24

Top 15:
Z93 17-12
KEGL 10-13
KPLZ 17-13
KUBE 15-9

KZZB 14-7
KITY 20-13
KZZU 10-4
KOZE 2-2

ORAN JONES
"The Rain"

ORAN "JUICE" JONES
"The Rain"
Gavin Top 40
Debut 39*
114/41
Hit Factor 23%!

STABILIZERS
"One Simple Thing"

STABILIZERS
"One Simple Thing"

A Top 40
Must Listen!!
Gavin 27/5

Top 10:
WPLJ 13-8
B94 13-8
KIIS/FM 10-7
WPOW 10-4

Z100 17-7
Y100 14-10
FM102 3-2
I94 11-4
KITS 10-7

Gavin Album
Radio Chartbound

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NEW ARTISTS AND:
Independent Record Labels
Music Publishing
International Licensing
The Underground Concert Circuit
College Radio
Management
Underground Networking
Fanzines And Local Press
New Technology
A&R

Genre Workshops—The Development Of:
Metal  Rhythm  Folk
Jazz  Reggae  Country

Evening:
First-Ever “Scary Monsters” Halloween Costume Ball & Showcase
Plus Club Weekend in NYC & Record Company Suites

Day 2—DEVELOPMENT & MARKETING
Saturday, November 1

NEW ARTISTS AND:
Major Record Labels
Progressive Album Radio
The College Radio Audience
Indie Distribution
CHR Radio
The Video Medium
The Retail Connection
Visual Marketing
Music Journalism
SUCCESSFULLY MARKETING A NEW ARTIST—TYING IT ALL TOGETHER

THE ARTIST ENCOUNTER AND FREE FOR ALL
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TALKING HEADS

October 3, 1986

The instrumentation sweeps and especially the classical string synth lines is instance, the long outro on "All Day Long" contains some of the band's best work. For must feel like. Side two of Brotherhood "Bizarre Love Triangle." This is what skydiving Bunker Song of the Week: New Order's Brotherhood - New Order (Qwest)

BROTHERHOOD

Brotherhood-New Order (Quest)

Bunko Song of the Week. New Order's "Bizarre Love Triangle." This is what skyscraping must feel like. Side two of Brotherhood contains some of the band's best work. For instance, the long outro on "All Day Long" (especially the classical string synth lines) is astounding. The instrumentation sweeps and soars to heights the band hasn't touched before. Brotherhood seems to be staunchly charging into a neoclassic direction. The orchestral arrangements (performed on keyboards) on side two give the band a perfect balance between the architecture of their early work and their more recent excursions into dance.

"It's the New Style"-Beastie Boys (Def Jam/Columbia)

Psycho record of the week: Sex, violence, and rock n roll. "Jimmy Page" does rhyme with "underage."

TUTU-Miles Davis (Warner Bros.)

After twenty five years on Columbia, Miles Davis joins Warner Brothers, collaborating with producer Tommy Lipuma and bassist Marcus Miller. Tutu is a modern montage of jazzy funky tonk. Here's to another forty-odd years of innovation. "You Know I Love You... Don't You?"- Howard Jones (Elektra)

Fast paced and aggressive up-tempo stuff makes for automatic Album Radio appeal. Are those real guitars? HoJo bounces back hard and fast. Produced by Arif Mardin.

EXPRESS-Love & Rockets (Big Time)

Love & Rockets defy their Bauhaus roots, opting for harmonies and upbeat excursions like "All In My Mind." Though they walk the dark edge, Love & Rockets have a bright bright future. They've toured this country three times, gaining lots of steam. Check these great trax, "C'mon, Every Beatbox" is "Summertime Blues" and "Dancing In The Street" for the spikey lads and lasses who are hopeless Clash fans. Besides the fact that BAD is dancey and still political, there's solace in the fact that Mick Jones and Joe Strummer are no longer apart. Don't be surprised if the Clash remains an entity as well. After all, Jones has always maintained that he never left the band, but was, rather, fired. If the egos are kept in check, everyone will win out as BAD and the Clash co-survive.

October 3, 1986/ the GAVIN REPORT
Editors: Kent Zimmerman

Certified

The Pretenders (MCA)

LW

TW

1. Talking Heads (SIRE) "Wild" "Evidence" "Sale" "Radio"
2. Ric Ocasek (Geffen) "Emotion" "Laughin'" "True"
3. Huey Lewis & The News (Chrysalis) "Ladder" "Hip" "Whole" "Like"
4. John Fogerty ( Warner Bros.) "Change" "Headlines" "Zombie"
5. Steve Winwood (Island/Warner Bros.) "Freedom" "Split" "Take"
6. David + David (A&M) "Boomtown" "Cracks"
7. Timbuk 3 (IRS) "Bright" "Hairstyles"
8. R.E.M. (IRS) "Fall" "Superman" "Begin"
9. Boston (MCA) "Amanda" "Cool" "Ready" "Holyann" "Like"
10. Til Tuesday (EPIC) "What"
11. Peter Gabriel (Geffen) "Big" "Eyes" "Rain"
12. Smithereens (Enigma) "Blood"
13. Eddie Money (Columbia) "Home" "Sleeping"
14. Bruce Hornsby & The Range (RCA) "Way" "Every"
15. Billy Idol (Chrysalis-12) "Lover"
16. Paul Simon ( Warner Bros.) "Grace" "Al"
17. Pretenders (Sire-12) "Wrong"
18. TINA TURNER (CAPITOL) "Started"
19. Eurythmics (RCA) "Tomorrow" "Man" "Thorn"
20. Bono Jovi (Mercury) "Bad" "Wanted"
22. Triumph (MCA) "Somebody's"
23. Iggy Pop (A&M) "Cry"
24. UB40 (A&M) "Song"
25. Neil Young (Geffen) "Weight" "Touch"
26. David Lee Roth ( Warner Bros.) "Crazy" "Buffalo"
27. Genesis (Atlantic) "Deep" "Throwing" "Tonight"
28. Elvis Costello (Columbia) "Tokyo"
29. Pete Townshend (ATCO) "Bare"
30. Robert Palmer (Island) "Turn"
31. Woodentops (Columbia) "Get"
32. Billy Squier (Capitol-12) "Hero"
33. Richard Thompson (Polydor) "Valerie"
34. Paul McCartney (Capitol) "Angry" "Stranglehold"
35. Icehouse (Chrysalis) "Border" "Paradise"
36. Bad Company (Atlantic) "The Burning"
37. The Georgia Satellites (Elektra) "Hands"
38. Aretha Franklin (Arista-12) "Jumpin"
39. The Outfield (Columbia) "Cry"
40. Wang Chung (Geffen-12) "Fun"

Most Added

1. "Don't Get Me Wrong" - Pretenders (Sire-12)
2. "It's Not You, It's Not Me" - KBC (Arista-12)
3. Third Stage - Boston (MCA)
4. Georgia Satellites (Elektra)
5. Good Music - Joan Jett (Blackheart/CBS)
6. "C'mon Every Beatbox" - Big Audio Dynamite (Columbia-12)

Computers. They're a necessary evil. Can't live without them. Without them we wouldn't be able to bring you these charts. Speaking of charts, here's what lies 'tween the numbers...Talking Heads claim number one, before, if I may boast, the Alternative Chart next door. Ric Ocasek, though nudged off the top spot, has spread his appeal, picking up more reports on additional trax. Next is a hot and heavy Huey, whose new single, "Hip To Be Square" just may set off a siege for the number two or even number one slot. Timbuk 3 keeps making incredible gains, boring a hole in our LP of 1986. By retaining the Attractions, Elvis retains his fan base as well. Me? I think King Of America is far superior and was sorely underrated...Pete Townshend, by popular demand, is no longer a collector's item. It is, instead, a full blown soundtrack album of the video filmed in Brixton. Do catch the video if you have the chance, especially if you or a friend have a stereo hi-fi machine. Hey! That might be a good investment for the future. Depending on Uncle Ronnie's new tax law, you may be able to write it off. Meanwhile don't write Pete off. He's got double action on both this makeshift LP and the Playing For Keeps soundtrack...Some pretty impressive debuts on the bottom end of the chart this week, i.e. Bad Company along with the exploding Georgia Satellites (scoring big Most Added for two weeks running), the Outfield (again) and Wang Chung which sounds suuuuuuperpe on the air. Big week for the KBC Band out-of-the-box. Expect a debut next week on the chart. See ya later. X0 KZ
The text contains information about music releases and radio play dates. It includes information about various artists and their songs, along with the stations where they are being played. The text also mentions the release of a new album and an upcoming single. The layout is designed to be visually appealing with a mix of text and images.
**CERTIFIED**

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**MOST ADDED**

1. **Georgia Satellites** - GEORGIA SATELLITES (Elektra)
2. **Friends** - THE BOLSHOI (IRS)
3. **Brotherhood** - NEW ORDER (west)

**IMPORT INDIE**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
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<tr>
<td>VIRGIN PRUNES</td>
<td>Touch &amp; Go</td>
<td>Moon</td>
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<td>ICICLE WORKS</td>
<td>Beggars Banquet</td>
<td>Jane</td>
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<tr>
<td>GONE FISHIN'</td>
<td>Restless</td>
<td>Rapture</td>
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<tr>
<td>LEO KOTTEE</td>
<td>Private</td>
<td>Shout</td>
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<tr>
<td>LOVE DELEGATION</td>
<td>(M.T./Celluloid)</td>
<td>Good</td>
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<td>HOUSEMARTINS</td>
<td>(Go-Disc)</td>
<td>Happy</td>
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<td>PETER MURPHY</td>
<td>Beggars Banquet</td>
<td>Beauty</td>
</tr>
<tr>
<td>ADULT NET</td>
<td>Beggars Banquet</td>
<td>Waking</td>
</tr>
<tr>
<td>JOHNSONS</td>
<td>(Restless)</td>
<td>Open</td>
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<td>TSOL</td>
<td>(Enigma)</td>
<td>Nothing</td>
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<td>SCOTT GODDARD</td>
<td>(Greenworld/818)</td>
<td>Triple</td>
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<tr>
<td>DAVE SYLVIAN</td>
<td>(Virgin/UK)</td>
<td>Veil</td>
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<tr>
<td>EXECUTIVE SLACKS</td>
<td>(Fundamental)</td>
<td>Rock</td>
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**ALTERNATIVE ACTION**

The Woodentops continue to close the gap from REM (down to 15%) but they now have the Talking Heads to contend with. The Heads have the potential to sling shot past both. Elvis Costello and Iggy Pop are our two new entries within the top ten, both with astounding moves.

**THE WOODENTOPS (ROUGH TRADE/COLUMBIA)**

The debut album was preceded by a series of 12" vinyl releases. "Dynamite" is the centerpiece here, with its stretched-out blues feel and slide guitar. The full album, which was released in October, is set to be followed by a full EP. We're big fans of Winter Hours here at WUNH, WUSB, WFNX, CFNY, WRAS, WUOG, WXYC, WRU, KABL, WOXY, WWVU, WXYC, etc. Richard Thompson's modest move on the chart is deceiving. He's gaining strength and was delayed by some fatigue recorded above him on their way down. Everything But The Girl's persistence lands them on the chart, while Human League debuts below the play of the single, "Human". Scruffy The Cat is growing consistently and should have a legitimate shot at debuting in the coming weeks. Among those behind this Boston-based band: WMDK, WDBN, WOXY, WRAS, WUOG, WXYC, WTUL, KCPR, KXLU, etc. The **Georgia Satellites** is our Most Added album for the second straight week, this week's newcomers include: WMDK, WHPS, WHNY, WOXY, WXYC, WTUL, and KXLU.
DON'T WAIT
UNTIL DECEMBER
TO GET YOUR PIECE OF
"HEAVEN"

From the LP UNTIL DECEMBER
On 415/Columbia Records
**SOUTHEAST**

**WASHINGTON, DC**

EINSTEIN/SHOWCASE-WHFS  301-263-1430


**RICHMOND, VA**

SHUGUROW/GROSSMAN-WRLX  202-922-9791


**MORGANTOWN, WV**

SUSAN KENNEDY-WWVLFM  304-293-3329


**CHAPEL HILL, NC**

LISA MARIE JERNIGAN-WXYC  919-962-7768


**CHARLESTON, SC**

B. G. JONES/JON EDAHAHL-WXFB  803-556-8881


**ATLANTA, GA**

J. GROSSBERNDT-WRAS  404-658-2210


**MODS:** R. Thompson, Nails, S. Blue M., Love Dele., D. L. Roth, R. Wyatt, P. Case, Agent C., S. Goodard, The Veils, F. Tovey, Love Spikes, E. Grant, Sig Sig S., S. Sidnany, Nuns, Thinkman, The Dele, M. Sweet, REM, Eurythmics, Smithereen, Bananarama.

**ATHENS, GA**

MANFRED JONES/WUGFM  404-542-7100


**SAVANNAH, GA**

THOMPSON/WESTON-WXFW  912-897-1529


**TAMPA, FL**

RONDIAZYNIEF  813-228-5000


FARO, ND

T. BANKS & STEEL / KOBW-FM 219-236-7000


REGINA, SK

ED WALKER / K FOR 39 306-353-9393


EVANSTON, CHIC.

DAN DONOHUE / WNUW 312-491-7101

ADDS: Chameleons, Spiral, Drums / Guitars, Sunny, Psychic TV, Jini Hendrix, MODS: Effigies, G. Theory, Good To Go, Smithereen, V. Morrison, B. Barn., EBTG, G. Diary, REM, P. Murphy, Smiths, Dead Milk., The Fall, Untouchables, L. TSOL, Dead Milk., B. Ferry, True B., G. Diary, Smithereen, BoDeans, Nixon & Roper., Dele., Crowded H., Scruff, Cat, P. Murphy, Men & Volts, Pushtwang., Hunters & C., Communards, Indoor Life.

SOUTH

NASHVILLE, TN

LAURA MITROVICH / WRUV 615-322-3691

FT. COLLINS, CO
JAI YVES-KTCL/FM 303-493-5300

LARAMIE, WY
JOHN EDWARDS-KROQ 307-745-7996

SALT LAKE CITY, UT
HILARE-KUCI 714-856-6868

LOUISVILLE, KY
JEFF RIEDEL-KKDJ 209-226-5991
FRESNO, CA

SANTO DOMINGO, DOM.
JEFF REDEL-KKDJ 209-226-5991

1986 ALBUM/ALTERNATIVE

October 3, 1986 the GAVIN REPORT
<table>
<thead>
<tr>
<th>CERTIFIED</th>
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</table>
| BELLAMY BROTHERS/FORESTER SISTERS  
Too Much Is Not Enough  
(MCA) |
| ANNE MURRAY  
My Life's A Dance  
(Capitol) |

<table>
<thead>
<tr>
<th>MOST ADDED</th>
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</thead>
</table>
| *THE JUDDS  
Cry Myself To Sleep  
(RCA)  
48 reports |
| HANK WILLIAMS JR.  
Mind Your Own Business  
(Warner Bros./Curb)  
37 reports |
| *DON WILLIAMS  
Then It's Love  
(Capitol)  
37 reports |

<table>
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<tr>
<th>TOP REQUESTS</th>
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</table>
| RANDY TRAVIS  
Diggin' Up Bones  
(Warner Bros.) |
| ALABAMA  
Touch Me When We're Dancing  
(RCA) |
| EDDIE RABBITT/JUICE NEWTON  
Both To Each Other  
(RCA) |

<table>
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<tr>
<th>CHARTBOUND</th>
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<table>
<thead>
<tr>
<th>Number</th>
<th>Artist/Recording/Label</th>
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<tbody>
<tr>
<td>3</td>
<td>CRYSTAL GAYLE - Cry (Warner Bros.)</td>
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<tr>
<td>7</td>
<td>EXILE - I'll Be Me (Epic)</td>
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<td>9</td>
<td>EARL THOMAS CONLEY &amp; ANITA POINTER - Too Many Times (RCA)</td>
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<tr>
<td>12</td>
<td>RANDY TRAVIS - Diggin' Up Bones (Warner Bros.)</td>
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<td>5</td>
<td>Tanya Tucker - Just Another Love (Capitol)</td>
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<td>1</td>
<td>Eddie Rabbitt &amp; Juice Newton - Both To Each Other (RCA)</td>
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<tr>
<td>15</td>
<td>restless heart - That Rock Won't Roll (RCA)</td>
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<tr>
<td>14</td>
<td>SOUTHERN PACIFIC - A Girl Like Emmylou (Warner Bros.)</td>
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<tr>
<td>16</td>
<td>LEE GREENWOOD - Didn't We (MCA)</td>
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<td>19</td>
<td>MARIE OSMOND/PAUL DAVIS - You're Still New To Me (Capitol/Curb)</td>
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<tr>
<td>13</td>
<td>Schuyler, Knobloch &amp; Overstreet - You Can't Stop Love (MTM)</td>
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<tr>
<td>23</td>
<td>STEVE WARNER - Starting Over Again (MCA)</td>
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<td>18</td>
<td>SWEETHEARTS OF THE RODEO - Since I Found You (Columbia)</td>
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<td>22</td>
<td>JOHN ANDERSON - Honky Tonk Crowd (Warner Bros.)</td>
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<tr>
<td>24</td>
<td>BARBARA MANDRELL - No One Mends A Broken Heart Like You (MCA)</td>
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<tr>
<td>11</td>
<td>Rosanne Cash - Second To No One (Columbia)</td>
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<tr>
<td>21</td>
<td>ALABAMA - Touch Me When We're Dancing (RCA)</td>
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<td>21</td>
<td>JOHN SCHNEIDER - At The Sound Of The Tone (MCA)</td>
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<td>25</td>
<td>JUICE NEWTON - Cheap Love (RCA)</td>
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<td>Janie Fricke - Always Have, Always Will (Columbia)</td>
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<td>32</td>
<td>GEORGE STRAIT - It Ain't Cool To Be Crazy About You (MCA)</td>
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<td>26</td>
<td>THE GATLINS - She Used To Be Somebody's Baby (Columbia)</td>
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<td>2</td>
<td>Dwight Yoakam - Guitars, Cadillacs (Reprise)</td>
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<td>17</td>
<td>Mickey Gilley - Doo Wah Days (Epic)</td>
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<tr>
<td>33</td>
<td>ANNE MURRAY - My Life's A Dance (Capitol)</td>
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<td>6</td>
<td>Forester Sisters - Lonely Alone (Warner Bros.)</td>
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<td>20</td>
<td>Willie Nelson - I'm Not Trying To Forget You (Columbia)</td>
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<td>36</td>
<td>T.GRAHAM BROWN - Hell And High Water (Capitol)</td>
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<td>Michael Martin Murphey - Fiddlin' Man (Warner Bros.)</td>
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<td>Steve Earle - Guitar Town (MCA)</td>
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<td>HOLLY DUNN - Daddy's Hands (MTM)</td>
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<td>38</td>
<td>BELLAMY BROTHERS/FORESTER SISTERS - Too Much Is Not Enough (MCA)</td>
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<td>33</td>
<td>DOLLY PARTON - We Had It All (RCA)</td>
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<td>40</td>
<td>SAWYER BROWN - Out Goin' Cattin' (Capitol/Curb)</td>
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<td>Ronnie Milsap - In Love (RCA)</td>
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<td>BILLY JOE ROYAL - I Miss You Already (Atlantic America)</td>
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<td>38</td>
<td>GEORGE JONES - Wine Colored Roses (Epic)</td>
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<td>40</td>
<td>RONNIE MCDOWELL - When You Hurt, I Hurt (MCA)</td>
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<td>39</td>
<td>WAYLON JENNINGS - What You'll Do When I'm Gone (MCA)</td>
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<td>40</td>
<td>MICHAEL JOHNSON - Give Me Wings (RCA)</td>
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Station Reporting Phone (415) 392-7750
Reports accepted Mondays at 8 AM through 11 AM Wednesdays
**COUNTRY**

**REPORT/October 3, 1986**

**LP CUTS**

<table>
<thead>
<tr>
<th>Artist &amp; Title</th>
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<tr>
<td>Lionel Richie (Motown) - Deep River Woman</td>
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<td>Steve Earle (MCA) - Someday</td>
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<tr>
<td>Hank Williams Jr. (W.B./Curb) - Montana Cafe/Judge</td>
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<tr>
<td>Randy Travis (W.B.) - Send My Body</td>
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<tr>
<td>George Strait (MCA) - Deep Water</td>
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<tr>
<td>Crystal Gayle (W.B.) - Straight To The Heart</td>
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</table>

LIONEL RICHELIE (Motown) - Deep River Woman
STEVE EARLE (MCA) - Someday
HANK WILLIAMS JR. (W.B./Curb) - Montana Cafe/Judge
RANDY TRAVIS (W.B.) - Send My Body
GEORGE STRAIT (MCA) - Deep Water
CRYSTAL GAYLE (W.B.) - Straight To The Heart

**RECOMMENDED NEW RELEASES**

-Wine Colored Roses"-George Jones (Epic)
THE VERY BEST OF ME/I TURN TO YOU/IF YOUR EYES COULD Lie

"Just Can't Sit Down Music"
-Mel McDaniel (Capitol)
LOVE WILL/MEMPHIS MIGHT AS WELL BE ON THE MOON/LOWER ON THE HOG

"Partners"-The Gatlin Brothers (Columbia)
GOT A LOT OF WOMAN ON HIS HANDS/LITTLE WHITE LIES/CHANGIN' PARTNERS

**COUNTRY SUMMARY**

The chart looks like a lot of stations are cleaning house this week. Earl Thomas Conley & Anita Pointer are making a bid for number one, with a 97% Hit Factor. Ken Conlin at KRED-Eureka tells us that the duet has been his number one record for the last three weeks, and that's the first time this year he's had a record at the number one spot for more than two weeks. (There's a cute picture of Earl Thomas with ALL the Pointer Sisters in this week's PhotoFile on page 13.) Another duet, the Marie Osmond/Paul Davis pairing, is coming on strong in the Requests category. Some other notable jumps this week are Steve Wariner, Barbara Mandrell, John Anderson, Juice Newton, George Strait, and of course our Certified's, Anne Murray and the Bellamys/Forersers combination. George Jones is starting to make a lot of noise. Tony Lawson at WQLA -LaFollette/Knoxville says requests for George are "ringing the phones off the wall", and Layne Thomas at WXKY-Milan says it's "smelling like a hit." (cute, Layne) Mel McDaniel stays in Chartbound for one more week, and looks even stronger with 16 more adds. Rich Griffin at WHAJ-Ann says that Mel is "even hotter than the weather this week." Our Most Added record, The Judds, is already getting tons of calls for Mark Wilson at KGVO-Missoula. Newcomer Kaylee Adams hangs in there this week with 7 more believers. If Kaylee's voice sounds familiar, you may have heard her singing "The Change In Me Is You" - a song that's currently being featured in the soap "Santa Barbara." We continue to get comments about the Lionel Richie/Alabama duet, and it's still the most played LP cut at Country stations. Billy Pilgrim at KEED-Eugene is playing Huey Lewis' "Stuck With You", and it's doing incredibly well for him as he moves it 21-12. This week's birthday boy Mark Burns at WCAV-FM - Brockton had an added birthday surprise. He was named the #1 Country personality in Massachusetts for the third year in a row. Congratulations, Mark! (And Happy Birthday!) And finally, for any of you having a problem getting your reports in on Tuesdays and Wednesdays because of busy phone lines, Jesse Lee at KORD-Tri-Cities has come through with a helpful hint that he SWEARS will work. If you call and get a busy signal, then try again four times in a row and, according to Jesse, you'll get through every time. By the way, if you try it and it doesn't work, remember that it was Jesse's suggestion! Take care!! Lisa & Elma

**REPORT/October 3, 1986**

<table>
<thead>
<tr>
<th>Week</th>
<th>Reports</th>
<th>Adds</th>
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Dropped: #33-Lyle Lovett, #36-Reba McEntire, Charly McClain, Highway 101, Marty Stuart
<table>
<thead>
<tr>
<th>NORTHEAST</th>
<th>SOUTHEAST</th>
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<tbody>
<tr>
<td>WORCESTER, MA (TIM TODD-WORC) Sawyer B., S.Wariner, O'Kanes, Judds.</td>
<td>TALLADEGA, AL (RICK ROBINSON-WEYY) No Report, Frozen.</td>
</tr>
<tr>
<td>LOWELL/LAWRENCE, MA (FRANK FITZ-WLLH) Gatlins.</td>
<td>JASPER, AL (JOHNNY ELMORE-WARF) Judds, B.J.Royal, Pake, Hank Jr.</td>
</tr>
<tr>
<td>BROCKTON, MA (MARK BURNS-WCAV/FM) Reba, Conway T., Kaylee A., Everly's.</td>
<td>WINFIELD, AL (DOUG THREADGILL-WEQZ) Marty Hag., J.Rodman, Conway T., Pake, J.Conlee, Judds, Don Wms..</td>
</tr>
<tr>
<td>PHILADELPHIA, PA (BOB YOUNG-WXTU) No Report, Frozen.</td>
<td>LaFOLLETTE/KNOXVILLE, TN (TONY LAWSON-WQLA) Bellamys, J.Conlee, Conway T., Don Wms..</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>MIDWEST</th>
<th>UPPER MIDWEST</th>
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</thead>
<tbody>
<tr>
<td>BALTIMORE, MD (GREG COLE-WPOC/FM) T.G.Brown, Dolly.</td>
<td>ROCHESTER, MN (KEITH PHILLIPS-KWWK/FM) Hank Jr., Don Wms., Judds, Pake, G.Strait.</td>
</tr>
<tr>
<td>COASTAL, NC (O'NEAL/WOLFE-WRNS/FM) Statlers, Judds, Reba, New Grass, Don Wms..</td>
<td>EL DORADO, AR (KEN JOHNSON-KDMS) Frozen.</td>
</tr>
<tr>
<td>JACKSONVILLE, NC (B.J./TIM-MLAS) Nicolette, T.T.Hall, Kaylee A., Cannons, Con Hunley, Don Wms.</td>
<td>FAYETTEVILLE, AR (TOM SLEDGER-KHIX) M.Haggard, Pake, Conway T., Don Wms..</td>
</tr>
<tr>
<td>ALABAMA, GA (JIM SLEEKER-KKIX) M.McDaniel, R. Skaggs, Statlers, J.Conlee, Conway T., Don Wms..</td>
<td></td>
</tr>
<tr>
<td>YANKTON, SD (BOB SHEPPARD-WHAV) No Report, Frozen.</td>
<td>FAYETTEVILLE, AR (TOM SLEDGER-KHIX) M.Haggard, Pake, Conway T., Don Wms..</td>
</tr>
</tbody>
</table>

October 3, 1986 / THE GAVIN REPORT
WAHPETON, ND (LARRY SLABIK-KBMW) Conway T., Judds, M. Haggard, Pake, Don Wms.
FARGO, ND (DON ROBERTS-KFGO) No Report, Frozen.
FARGO, ND (SCOTT WINSTON KVOX AF) J. Rodman, R. Skaggs, Pake.
GRAND FORKS, ND (TIM LARSON-KYCK) Bellamys, Schneider.
BISMARCK, ND (DEAN HOLMES-KBMR) Gatlins, G. Jones, Ed Bruce, K. Mattea, Waylon.
MINOT, ND (BOB RANDALL-KZPR) No Report, Frozen.
MINOT, ND (JERI LEE-KKOIA) Frozen.

MIDWEST

DES MOINES, IA (JIM PATRICK-KSO) Cash/Waylin, Con Hunley, Statlers, R. Skaggs.
FORT DODGE, IA (DALE EICHOR-KWMT) Pake, M. Haggard, Judds, Con Hunley, S. Pacific, Southern R.
WATERLOO, IA (BRETT DAVIS-KXEL) Don Wms., Conway T., Seger, J. Conlee.
SIoux City, IA (TY COOPER-KMNS) Judds, Don Wms., Hank Jr., M. Johnson, B.J. Royal.
FESTUS, MO (SUZE CRESSWELL-KJCF) No Report, Frozen.
ST. LOUIS, MO (OAKES/LANGSTON-KWDL) M. Haggard, Reba.
ST. LOUIS, MO (GEORGANN HARRIS-KUSA) Nicolette, TGS Sheppard, Pake, Reba, Hank Jr.
JOPLIN, MO (LISA ARMSTRONG-WMIB) G. Jones, Reba, Judds.
CALIFORNIA, MO (JOE CHAFFEORD-KZMO) No Report, Frozen.
OSAGE BEACH, MO (LARRY HABERLIN-KRMS) No Report, Frozen.
JEFFERSON CITY, MO (JACK DANIELS-KLKL) Judds, J. Conlee.
B.J. Royal, Conway T., Don Wms.
SPRINGFIELD, MO (JOHN HENDERSON-KWTO/AM) R. Skaggs, Statlers, TGS Sheppard.
TOPEKA, KS (MIKE JONES-KSKX) Dolly, Waylon, M. Johnson.

SOUTHWEST

TULSA, OK (BILL PAYNE-KTXF) Reba, Bellamys.
SHERMAN, TX (TIM STEWART-KKIM) M. Johnson, Holly Dunn, G. Jones, Sawyer B., Ed Bruce, Bellamys.
DALLAS/FORT WORTH, TX (BILL MAYNE-WBAP) Bellamys, Gatlins.
HOUSTON, TX (CANDEA/RAY-KILT) No Report, Frozen.
PT. ARTHUR/BEAUMONT, TX (MICKEY ASHWORTH-KYKR) Conway T., Reba, Waylon.
BRYAN/College Stat., TX (ANDY GALLO-WTAW) Hank Jr., B.J. Royal.
AUSTIN, TX (MIKE CARTA-KVET) Frozen.
AMARILLO, TX (ROB CASSIDY-KBUY) No Report, Frozen.
MIDLAND/ODESSA, TX (CHUCK WOLFE-KCRS) Pake, R. McDowell.
EL PASO, TX (BILL POWELL-KHEY/YB) Frozen, No Adds.
PHOENIX, AZ (BUDDY OWENS-KWIT) Conway T., Judds, Don Wms., M. Haggard, Hank Jr.
SACRAMENTO, CA (FRANCINA RODRIGUEZ-KRST/FM) No Report, Frozen.
CARLSBAD, NM (BOB SWAYZE-KATX/FM) Waylin, Conway T., Judds, Statlers, Hank Jr.,

ROCKY MOUNTAIN

WOLF POINT, MT (ROSS STRAUSSER-KVCK) No Report, Frozen.
POLSON, MT (MIKE DOTY-KERR) M.Haggard, Judds, Don Wms., TGSSheppard.
WHITEFISH, MT (ART JACKSON-KJJR) Bellamy's, M.Haggard, TGSheppard, Judds, J.Collins, Pennington, Dow Jones.
GREELY/FT. COLLINS, CO (DON DANA-KYOU/FM) Judds, Don Wms., Judds, TGSheppard, M.Haggard.
FAR WEST

LAS VEGAS, NV (KAREN CASEY-KYYX/FM) B.Mandrell, Gatlins, Conway T.
LAS VEGAS, NV (J.C. SIMON-KFMS) K.Mattea, Con Hunley, TGS Sheppard.
REN0, NV (TONY THOMAS-KOLO) Judds, Conway T., M.Haggard, W.L.Golden.
REN0, NV (JOEL MULLER-KROW) Hank Jr., Reba, Judds, TGS Sheppard.
LOS ANGELES, CA (J.R. CURTIS-KLAC) Bellamy's, Dolly.
LOS ANGELES, CA (J.R. CURTIS-KZLA/FM) R.Skaggs, Waylon, Judds.
OAKLAND/SAN FRAN., CA (CARL BROWN-KNEW) M.Johnson, Waylon, A.Murray.
OAKLAND/SAN FRAN., CA (DENNIS DAY-KSAN) Sawyer B., Judds, Hank Jr.
SAN JOSE, CA (JULIE STEVENS-KEED) No Report, Frozen.
MODESTO, CA (J.W. FORD-KTRB) Waylon, Bellamy's.
EUREKA, CA (KEN CONLIN-KRED) O'Kanes, G.Watson, Pake, Judds.
SACRAMENTO, CA (CARRIE WINSTON-KHWY) G.Jones, R.McDowell, M.Johnson.
SACRAMENTO, CA (RICK STEWART-KRAK/FM) Bellamy's, Sawyer B., Judds.
SACRAMENTO, CA (RICK STEWART-KRAK/AM) Hank Jr., Skaggs, Judds.
TURLOCK, CA (ED NICKUS-KMIX) Judds, Reba, Judds, R.Skaggs, TGS Sheppard, Judds.
CHICO, CA (MARK RATHBUN-KHSL) Reba, TG Sheppard, Statlers.

COUNTRY JOBS

SALES/SPORTS DIRECTOR - KFAT/KLOO-Corvallis, OR
Larry Blair (503)753-4493
NEWS DIRECTOR - KTXY/KLIX-Jefferson City, MO
Brian Miller (Box 414 - 65102)
NEWSPERSON - WBAP-Ft. Worth, TX
*Bill Mayne (1 Broadcast Hill - 76103)
AIR TALENT (immediate & future) - WYGC-Gainsville, FL
*Randy Hood (1555 E. Flamingo Rd., Suite 435 - 89119)
AIR TALENT - WBAP-Ft. Worth, TX
*Bill Mayne (1 Broadcast Hill - 76103)

*No phone calls please.

COUNTRY AVAILABLE

NORTHWEST

ASTORIA, OR (BOB LOUCKS-KVAS) Pake, M.Haggard, Statlers, Conway T.
ALBANY, OR (H.DAVID ALLAN-KRKT) K.Rogers, Pake, Con Hunley, TGSheppard, Reba, Don Wms., Conway T., Carlette.

EUGENE, OR (WILLIAM WILLIAM-KEED) G.Jones, M.Haggard, Judds, Statlers, TGSheppard.
REDMOND, OR (MIKE WEST-KPRB) Pake, Con Hunley, M.Haggard, Conway T., Don Wms., O'Kanes.
PENDLETON, OR (STEVE GREEN-KWHT) TGSheppard, B.J.Royal, Don Wms.
SEATTLE, WA (SUSAN FALCONER-KMPS) Pake, Judds, Holly Dunn, M.McDaniel.
EVERETT/SEATTLE, WA (WAYNE CORDRAY-KWYZ) Conway T., Don Wms., TGSheppard, Reba, Judds.
TRI-CITIES, WA (JESSIE LEE-KORD) J.Rodman, TGSheppard, M.Daniel.

ANCHORAGE, AK (BILL CARDOSA-KYAK) Frozen.

WELCOME To Our NEW COUNTRY Correspondents:
Tim Stewart, KIKM RADIO - P.O. Drawer E. Sherman, TX 75090
(214)893-1151
CLEARING THE AIR

Urban radio's hiring challenge is really no different than any other format's employee selection process, except that there are perhaps fewer qualified employees available to those who have adopted the highest performance standards for their stations. Where does the responsibility really lie? What happens after you have made the hiring decision? Suppose you have made a mistake? What if the tape and resume over-represent the candidate? Or suppose you find that your new employee is just not working out. Let's say that your new music director is a great jock but the first day he was late to work. The record promotion executives are lined up in the reception area and he is not around. Does this reflect on you and your radio station? Undoubtedly. And let's suppose that the second day, he calls in sick. The third day he doesn't show up at all. And after placing your faith and trust in your new choice, based on the past six working days you kind of wish he or she would stay home more often.

Making effective hiring choices is crucial to a smoothly running business. This is true whether you are trying to fill a part-time weekend position or a top management post. How can you make better hiring decisions? How do you recognize a competent employee when you see one? Can you believe the tape that would indicate that your new prospect is a superior air talent? What about the resume which lists nothing but top stations and resume, you're wasting valuable time - yours, the company's and the applicants. Besides, you have to make a hiring decision, and sometimes those answers require carefully worded questions. For example, you need to know why an applicant left his or her last job. You might begin by saying, "Are there any number of reasons that a person decides to look for new employment? Could you tell me why you decided to leave your position with your last station?" Begin your questions by legitimizing the response. Let your applicant know that you are not sitting in judgment, but that you need to ask certain delicate questions. And you need to avoid asking questions already answered in the resume, you're wasting valuable time - yours, the company's and the applicants. Besides, you could make a poor initial impression as a future boss for an applicant who senses that you're nervous, unprepared and perhaps don't know when to stop talking.

A QUESTION OF ANSWERS

There are always a few awkward moments when interviewing new talent applicants. I suggest that if you can't arrange an in-person interview, at least talk to the applicant on the telephone and plan to ask some key questions. You should avoid leading questions which tend to have a low potential for generating truthful responses. After all, no applicant is going to let himself look bad if he can avoid it. Sensitive questions allow you to explore delicate issues in a non-threatening manner. There are certain answers that you must have to make a hiring decision, and sometimes those answers require carefully worded questions. For example, you need to know why an applicant left his or her last job. You might begin by saying, "Are there any number of reasons that a person decides to look for new employment? Could you tell me why you decided to leave your position with your last station?" Begin your questions by legitimizing the response. Let your applicant know that you are not sitting in judgment, but that you need to ask certain delicate questions. And you need to avoid asking questions already answered in the resume, you're wasting valuable time - yours, the company's and the applicants. Besides, you could make a poor initial impression as a future boss for an applicant who senses that you're nervous, unprepared and perhaps don't know when to stop talking.

SCREEN TEST

Let's say you're the program director for a medium-market radio station. You have advertised for a new evening air talent and assistant music director in all the major trade publications, and your desk is now piled high with tapes and resumes, many of them from novice broadcasters just out of school. What do you do now? How do you screen for the best possible applicant? Well, the first thing you need to do - something you should have done before you put up the ads - is determine the specifications for the job. What does the applicant absolutely have to have? Set up your specifications before you ever look at the applications so there is less chance you will be fooled by impressive, though ill-suited, resumes and doctored production room tape. Then, establish a checklist. Go through each resume and tape automatically disqualifying those who do not meet your specifications.

Don't be swayed by applicants who write persuasively, who call you frequently bemoaning their present or last job situation and how unfairly they were treated. Watch those who build up their "practical experience" and ignore your education and experience requirements or who try to convince you that their extensive education is experience enough. The number of qualified applicants per 100 responses is very low. Most hiring consultants and studies we've reviewed suggest that you try to weed your choices down to a maximum of five candidates.

"How can you make better hiring decisions? How do you recognize a competent employee when you see one? Can you believe the tape that would indicate that your new prospect is a superior air talent?"

BODY LANGUAGE

If you're a male and you're interviewing a prospective female employee, you have to be especially careful not to say anything that could have possible sexual overtones. And there is a tendency with males who want to impress a female applicant, to do all the talking. Your task is to create an atmosphere that will encourage the applicant to talk. You must learn to lead the discussion, but do not dominate it. Guard against accepting the presence of unnecessary distractions. A good rule of thumb is that the applicant should be talking about 70 percent of the time.

Finally, what does the real "body language" tell you about a new employee? How are they dressed? Would they make a good showing when it's time to make public appearances? Based on the applicant, how well do they speak when not scripted or behind the microphone? Many jocks are still shy and do not fare well in public. Sometimes these weaknesses show up in interview situations. When you select a new employee, you are not only selecting a new member of your air staff, but also a new member of your work team. The good applicants will automatically appear good; the poor applicants will automatically appear bad. And although first impressions can occasionally be inaccurate, they are assuredly incomplete. When you rely on friends, subjective hunches, or let yourself make premature decisions, you risk the possibility of creating a self-fulfilling prophecy. And if you're one who's looking to become employed, remember ambition never gets anywhere until it forms an alliance with work. And America's number one energy crisis is still Monday morning!
Two Irresistible Invitations...

SHARE AN UNFORGETTABLE LOVE SONG:

"COME SHARE MY LOVE"

THE STUNNING DEBUT SINGLE FROM

MIKI HOWARD

FROM THE FORTHCOMING ALBUM, COME SHARE MY LOVE

PRODUCED BY LEMI, HUMUS FOR KURL PRODUCTIONS

SET ASIDE SOME TIME FOR:

LEVERT

"LET'S GO OUT TONIGHT"

THE PERFECT FOLLOW-UP TO THEIR #1 SINGLE,

"(POP, POP, POP, POP) GOES MY MIND"

FROM THE L.P. BLOODLINE (81669)

PRODUCED BY ERNEST LEVERT IN COLLABORATION WITH

GERALD LEVERT AND MARC GORDON

MANAGEMENT HARRY J. COOMBS

© 1986 Atlantic Recording Corp. & Warner Communications Co.
## Certified

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIONEL RICHIE</td>
<td>Love Will Conquer All</td>
<td>Motown</td>
</tr>
<tr>
<td>JEAN CARNE</td>
<td>Flame Of Love</td>
<td>Omni/Atlantic</td>
</tr>
</tbody>
</table>

## Most Added

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>LEVERT</td>
<td>Let's Go Out Tonight</td>
<td>Atlantic</td>
</tr>
<tr>
<td>PATTI LABELLE</td>
<td>Kiss Away The Pain</td>
<td>MCA</td>
</tr>
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## Pop Crossover

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREGORY ABBOTT</td>
<td>Shake You Down</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

## Gavin Report

- **Editor:** Betty Hollars
- **Certified Songs:**
  - LIONEL RICHIE: Love Will Conquer All (Motown)
  - JEAN CARNE: Flame Of Love (Omni/Atlantic)
- **Most Added Songs:**
  - LEVERT: Let's Go Out Tonight (Atlantic)
  - PATTI LABELLE: Kiss Away The Pain (MCA)
- **Pop Crossover:**
  - GREGORY ABBOTT: Shake You Down (Columbia)

## URBAN CONTEMPORARY Hit Factor

- **Reports:**
  - **2W**: 66
  - **LW**: 73
  - **TW**: 59

## Artist & Title

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>CHARTBOUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTUME</td>
<td>P.O.P. Generation/Epic</td>
<td>35 8 20 7</td>
</tr>
<tr>
<td>SHIRLEY JONES</td>
<td>Last Night I Needed Somebody/P.I./Manhattan</td>
<td>35 1 16 18</td>
</tr>
</tbody>
</table>

## Hit Factor

- **Reports:**
  - **Heavy:** 23
  - **Medium:** 24
  - **Light:** 16
- **Add Factors:**
  - **Heavy:** 3
  - **Medium:** 1
  - **Light:** 4
- **Hit Factor:**
  - **Heavy:** 34%
  - **Medium:** 41%
  - **Light:** 32%

- **Reports Added On Chart:**
  - **Heavy:** 23
  - **Medium:** 24
  - **Light:** 16

## Weekly Report

- **Reports Accepted Mondays at 8 AM through 4 PM Tuesdays**
- **Hollars Research:**
  - **Total Reports This Week:** 94
  - **Last Week:** 95
Q:

HOW MANY LOVERS Does It Take To Turn A TIGHT FIT Into JEALOUSY?

A:

Play These Three Singles And Find Out.

Anthony
And
The
Camp
"How
Many
Lovers"
Produced
By
Jellybean

Chaka
Khan
“Tight
Fit”
From
The
Album
Destiny

Club
Nouveau
“Jealousy”
From
The
Forthcoming
Album

© 1984 Warner Bros. Records
UP & COMING

Reports Adds On Chart ARTIST & TITLE
--- --- --- -------------------------------
35  9 15 11 PEABO BRYSON - Good Combination (Elektra)
34  20 13 1 LEVERT - Let's Go Out Tonight (Atlantic)
33  3 24 6 RUBY TURNER & JONATHAN BUTLER - If You're Ready, Come Go With Me (Jive/RCA)
32  12 10 10 READY THE WORLD - Love You Down (MCA)
31  3 15 13 DAZZ BAND - Wild & Free (Geffen)
29  17 6 6 PATTI LaBELLE - Kiss Away The Pain (MCA)
25  7 9 9 KURTIS BLOOM - I'm Chillin' (Mercury/PolyGram)
24  12 7 5 *FULL FORCE - Unfaithful So Much (Columbia)
22  2 8 12 OLIVER CHEATOM - S.O.S. (Critique)
21  1 14 6 CASH FLOW - Reach Out (Polydor/PolyGram)
20  1 14 5 HANSON & DAVIS - Hungry For Your Love (Fresh)
20  1 13 6 52ND STREET - You're My Last Chance (MCA)
20  1 10 9 ATLANTIC STARR - Armed & Dangerous (Elektra)
17  2 12 3 *MADONNA - True Blue (Sire/Warner Bros.)
17  4 10 3 WORD OF MOUTH - Coast To Coast (Profile)
16  3 9 4 TEENA MARIE - Love Me Down Easy (Epic)
15  6 8 1 *TAMIKA JONES - I Want You (Sutra)
15  2 9 4 CON FUNK SHUN - She's A Star (Mercury/PolyGram)
15  3 12 -- DENIECE WILLIAMS - Healing (Columbia)
14  7 3 4 SHIRLEY MURDOCK - As We Lay (Elektra)
14  5 6 3 *EDDIE TOWNES - Magic In The Air (Total Experience)
14  3 8 3 STEPHANIE MILLS - Time Of Your Life (MCA)
14  5 5 4 *ERIC B - Eric B Wants To Be President (Island)
14  5 7 2 *SOS BAND - Even When You Sleep (Tabu)
13  6 7 -- WHISTLE - Just For Fun (Select)
13  3 9 1 SURFACE - Let's Try Again (Columbia)
13  1 9 4 MARCUS ANTHONY - One Night Of Love (Radio & Records)
13  11 1 1 *ANITA BAKER - Caught Up In The Rapture (Elektra)
12  9 3 THE MOVIES - Juke Box (Columbia)
12  4 2 6 MISS THANG - Thunder & Lightning (Tommy Boy)
11  3 5 3 *BARBARA ROY - Gotta See You Tonight (RCA)
11  2 5 4 *PIECES OF A DREAM - Careless Whisper (Manhattan)
10  2 4 4 *NOCERA - Summertime, Summertime (Sleeping Bag)
10  8 2 -- *JEFF LORBER - Facts Of Love (Warner Bros.)
9  4 4 4 GAVIN - Let's Go Out Tonight (Warner Bros.)

*First time listed on this page.

DROPPED: #25-James Ingram, #26-DeBarge, #31-Levert (POP), #32-Al Jarreau, 
#37-George Duke, #38-James Williams, Billy Griffin, Gavin Christopher, Rick James.

LP CUTS

MAZE - When You Love Someone (Capitol)
SHIRLEY MURDOCK - Go On Without You (Elektra)
GREGORY ABBOTT - Got The Feeling It's Over (Columbia)
CAMEO - Candy/She's Mine (Atlanta Artists/PolyGram)

POTENTIAL SINGLES

EL DeBARGE - Someone (Gordy) (2 weeks)
BILLY OCEAN - Love Is Forever (Jive/Arista)
JOHNNY KEMP - Anything Worth Having (Columbia)
NEW KIDS ON THE BLOCK - Stop It Girl (Columbia)
GLENN JONES - Stay (RCA) (this week)

URBAN CONTEMPORARY SUMMARY

CAMEO maintains. HOWARD HEWETT maintains. 5 STAR makes gains and THE TEMPTATIONS are hot! Don Allen.

WOWI-Norfolk reports heavy calls on the GREGORY ABBOTT "Shake You Down" from the females 18-34 and we've made it our Pop Crossover choice because of the 45 stations reporting it Top 40. Stan Tompkins,
WTOY-Roanoke reports calls for HUMAN LEAGUE and CLUB NOUVEAU...the novelty has not worn off yet, according to Stan.

JESSE JOHNSON & SLY STONE were probably the most talked about duo in this week's calls. Listeners are making it...our number one requested tune " says Tony Brown, WBLX-Mobile, and he reports that it's mostly males that are calling. When he heard from Joe Diaz, WWIL-Wilmington he stated that he's getting "munch requests" for the JESSE & SLY. The listeners are still calling for the GENERAL KANE and it's getting to be "an instant floor packer" at the clubs, according to Clint Works, WDXX-Rochester. Terri Avery, KKDA-Dallas said the calls for THE COMMODORES are great, and the demos are 12+. Tony Scott, WEKS-Atlanta is already getting calls on NOCERA from 16-25 and when Tonya Pendleton, WILD-Boston reported it, she said NOCERA is already number one requests there.

Licia Torres, KJLH-Los Angeles reported the HEWETT is hot, and "the men are really calling in for the READY FOR THE WORLD...it must be that older woman/younger man thing they like." Ray Boyd, W103-Atlanta reported that "ONE WAY is gonna be a big, big song." Don Cody, WGIV -Charlotte checked in to say that the new SHIRLEY MURDOCK "As We Lay" is "without a doubt getting top requests here in Charlotte." Thanks for the calls...tune in next week... Betty

WELCOME

Bruce Washington, P.D., WQDE Radio, P.O. Drawer 1948, Albany, GA 31702 (912-436-0544)

SERVICE

WOQS-Laurel/Hattiesburg, MS requests the Eric B single from Island. Address is P.O. Box 1229, Laurel, MS 39441. Thanks.
The Long Awaited Smash Album Of The Year Is Here!

The New Luther Vandross
"GIVE ME THE REASON"

From EPA—Always Bringing You The BEST.
POLYGRAM RECORDS
THANKS
BLACK/URBAN RADIO
FOR MAKING
"WORD UP" #1!!!

Gavin: #1
Billboard: #1
Radio & Records: #1
LP: #3*

IT WAS YOU WHO
BUILT THE BRIDGE
THAT TOOK US ACROSS!

BLACK/URBAN RADIO
CAMEO U.S. DATES
CAMEO U.S. DATES
CAMEO U.S. DATES

OCTOBER:
10 CHARLOTTE, NC
11 HAMPTON, VA
12 RICHMOND, VA
16 JACKSON, TN
17 NASHVILLE, TN
18 GREENSBORO, NC
19 COLUMBIA, SC
23 LITTLE ROCK, AR
24 ST. LOUIS, MO
25 KANSAS CITY, MO
26 LOUISVILLE, KY
30 SAVANNAH, GA
31 ATLANTA, GA

COURSEUM COURSEUM COURSEUM
couriseum couriseum couriseum

ARENA GENTRY HALL
courtroom courthouse

NOVEMBER:
1 JACKSONVILLE, FL
2 MIAMI, FL
6 LAFAYETTE, LA
7 DALLAS, TX
8 HOUSTON, TX
9 NEW ORLEANS, LA
13 CHATTANOOGA, TN
14 MEMPHIS, TN
15 JACKSON, MS
16 (TO BE FILLED)
20 INDIANAPOLIS, IN
21 DETROIT, MI
22 CHICAGO, IL
23 CLEVELAND, OH
26 TUCSON, AZ
27 PHOENIX, AZ
28 LOS ANGELES, CA
29 SAN DIEGO, CA
30 TUCSON, AZ

COURSEUM COURSEUM COURSEUM
couriseum couriseum couriseum

BARTON COLISEUM FOX THEATER MIDLAND THEATER LOUISVILLE GARDENS

COURSEUM COURSEUM COURSEUM
couriseum couriseum couriseum

Civic Center Fox Theater

CONVENTION CENTER MASONS TEMPLE CHICAGO THEATER

THE ROUNDHOUSE MID-SOUTH COLISEUM

CONVENTION CENTER MASONS TEMPLE CHICAGO THEATER

PUBLIC HALL

COMMUNITY CENTER CELEBRITY THEATER SHRINE AUDITORIUM

SPORTS ARENA
URBAN CONTEMPORARY


ST. LOUIS, MO
MIKE STRADFORD-KKM

NEW ORLEANS, LA
DEL SPENCER-WYLD/FM

MAURICE LAFAYETTE, LA
STEPHANIE SMALLWOOD-KFXZ
ADDS: Jorber, Levert, Mk Howard, Stacey O, S Murdock, Nocera, Commodores.

C C SCOTT-KXZZ
ADDS: Jms. Brown, Peabo, J Osborne, 52nd St, P Hyman, Jesse/Sly, J Stewart.

WEST HELENA, AR
DILL SIME-S-KLCT

FT. WORTH, TX
MICHELLE MADISON-KLZ

KILLEN, TX
BILL ST JOHN-KIZAM

HOUSTON, TX
RATTKINS-MICHAELS-KW9

PT. ARTHUR, TX
DOUG DAVIS-KHY5

ENGLEWOOD/NEW YORK
DANNY HARRIS-RON ASH-KKDO

PHOENIX, AZ
RICK THOMAS-KUKO

TUCSON, AZ
ROYCE BLAKE-KFXZ
ADDS: Wham!, Jesse/Sly, One Way, B Williams, Millie Jax, P Hyman. HOTS.
HUEY LEWIS AND THE NEWS - *Hip To Be Square* (Chrysalis)
Another brilliantly executed play with Montana, Clark, Lott, and Ellison helping Coach Lewis and his Newsteam take it in for a quick 6.

ELTON JOHN - *Heartache All Over The World* (Geffen)
Elements from past hits are barely detectable but they make a perfect blend with new ingredients supplied by Elton and Bernie. Elton has been causing excitement on radio for a mighty long time with music such as this power-packed entry. Four star performance.

HOWARD JONES - *you know I love you...don't you?* (Elektra)
Not about to get typecast as a balladeer HoJo fires off a burnin' rocker. "Driving Rhythm" is a phrase sometimes overused by reviewers but it sure applies in this case. Active listeners will demand this attention-getter.

THE MONKEES - *Daydream Believer* (Arista)
Right time of year for this John Stewart composition and one of my favorite Monkees tunes to be re-released. Yes, it was during the Fall of 1967 that it played almost hourly on stations everywhere (peaking in mid-November). Their wide demo appeal, aided by MTV exposure and a sold-out tour, makes them a force to be reckoned with once again. Michael Lloyd did a super job of remixing the track. The highly successful re-emergence of this group is one of the year's truly amazing stories.

DARYL HALL - *Foolish Pride* (RCA)
Back to H&O basics ala "Say It Isn't So". It's the direction and sound that's sure to please a lot of folks. Top 40 and A/C mainstay bound to join the Hall Of Hits.

JULIAN LENNON - *Time Will Teach Us All* (Capitol)
Dad sang "Give Peace A Chance" and "Imagine". Son Julian delivers the message in a touching and sincere rendition of this song from the musical "Time". Stevie Wonder joining in for the big finish is a wonderful addition.

SAMANTHA FOX - *Touch Me* (Jive/RCA)
After seeing the picture sleeve and calender this release arrived in; I can't believe she'd have a problem getting a line of volunteers to fulfill the request suggested by the song's title. Samantha is a British model who has already sold over a million copies of this record internationally, where it's gone number one in seven countries. KMEL's Keith Naftaly hipped me to this one and told me I'd love it...he was right.

ORCHESTRAL MANOEUVRES IN THE DARK - *The Pacific Age* (Virgin/A&M)
Literate, digitally brilliant, pop/progressive music which is both challenging and accessible. Their ability to harness the electricity of modern studio technology prevents them from being coppedale by same. When they scope out a song, they seem to be concerned with harmony. When they put an album together, they throw in the hit, or in this case, hits. When they drift into the gaseous ether of Art Rock, it's only an incidental mental overdose. We'll remember the majority, the less indulgent tracks like: (FOREVER) LIVE AND DIE, SHAME, STAY and THE PACIFIC AGE and maybe GODDESS OF LOVE. What does it all mean? I don't think we must know to like it.

THE GAVIN REPORT

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ELTON JOHN. "HEARTACHE ALL OVER THE WORLD."
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FROM THE FORTHCOMING ALBUM LEATHER JACKETS. MANAGEMENT: JOHN REID.
You know to play these... don't you?

Howard Jones
one to one

The first release since his No. 1 smash “No One Is To Blame”—

“you know i love you... don’t you?”

from the new LP One To One.

Produced by Arif Mardin
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You know Benjamin Orr.
A driving force in the Cars’ success story takes the wheel for one helluva solo ride.
You know the voice.
The lead vocalist on major hits like “Drive,” “Best Friend’s Girl,” “Just What I Needed” and “Let’s Go.”

“Stay the Night”

from the forthcoming solo debut album, The Lace.

Produced by Mike Shipley, Ben Orr and Larry Klein
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