An Exclusive Interview with Alabama's RANDY OWEN

“I'd Rather Be In Alabama’”
PAUL SIMON
GRACELAND

WILL YOU STILL LOVE ME?
From the album 18

CHICAGO

DEDECORATE YOUR PLAYLIST WITH THESE FOUR SINGLES.

© 1986 Warner Bros. Records Inc.

VAN HALEN
BEST OF BOTH WORLDS
From the video "Live Without A Net" and the album 5150

ROD STEWART
EVERY BEAT OF MY HEART
From the album Rod Stewart

From the album Graceland
**Most Added**

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**Record to Watch**

DEAD OR ALIVE
Brand New Lover
(Epic)

Ten new believers gives lots of life to a record that already has a 12% Hit Factor.

**Top New Airplay**

**Certified**

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**Top 40 Chart**

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<td>Paul Young - Some People (Columbia)</td>
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<td>Lionel Richie - Ballerina Girl (Motown)</td>
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<td>Jets - You Got It All (MCA)</td>
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UP & COMING

Reports Adds On Chart ARTIST & TITLE

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<td>EIGHT SECONDS - Kiss You (When It's Dangerous) (Polydor/PolyGram)</td>
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<td>RUN DMC - You Be Illin' (Profile)</td>
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<td>JOHN PARR - The Last Of The Radio (Atlantic)</td>
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<td>BOB SEGER - Miami (Capitol)</td>
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<td>COREY HART - Can't Help Falling In Love (EMI America)</td>
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<td>GRACE JONES - I'm Not Perfect (But I'm Perfect For You) (Manhattan)</td>
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<td>DEAD OR ALIVE - Brand New Lover (Epic)</td>
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<td>ANITA BAKER - Caught Up In The Rapture (Elektra)</td>
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<td>*EDDIE MONEY - Wanna Go Back (Columbia)</td>
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<td>COMMODORES - Going To The Bank (Polydor/PolyGram)</td>
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<td>FREDDIE JACKSON - Tasty Love (Capitol)</td>
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<td>TONIIO K - Perfect World (What'AM)</td>
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<td>*STACY Q - We Connect (Atlantic)</td>
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*Debuts This Week

Dropped: #28-OMD, #31-Cameo, #38-Steve Winwood, #40-Eddie Money, Matthew Sweet.

INSIDE TOP 40 WITH DAVE SHOLIN

Santa hasn't arrived but nevertheless Top 40 programmers seem to have been granted at least one wish for Christmas... a long list of hot titles to choose from for the wrap-up of the Fall book. ROBBIE NEVIL is poised and ready to make his first appearance in the Top Ten next week... already there for Dom Testa Y108 Denver. Gary Cummings KZFN Moscow, David Krahm FM104 Modesto, Steve Taylor and Mark Potter WQUT Johnson City, Roger Gaither WKQB/WM Charleston, Deni Yasner 95XXX Burlington etc.

Anyone looking for proof that great records can overcome obstacles should review GREGORY ABBOTT's performance. Best week so far with a hit factor increase of 41% to 62% and massive jumps at 100KHI 18-6, WHSY 22-10, WHHY 22-14, KOKZ 30-15, KRXQ 22-16, KZPP 18-10, KSTR 28-14, KMGX 26-15.

Another artist from the 60's is back in a big way. BILLY VERRE. Debuts in the Top 20 include 106X, KTRS, WSPK, WEBE, plus debuts in the Top 30 at Z103, WBAM, KFIV, plus debuts in the Top 30 at Z103, WBAM, KFIV, 93Q, KELY etc. GEORGIA.

SATELLITES explode and blow right by Chartbound with a 5% hit factor and 45 adds including: KC101, Q99, WCIL, KYMO, KWES, KCPX, KHTZ, LG73, KHT etc.

JETS taking off on both coasts with gains at #94-30 24-7, #104 30-28, B97 24-20, WIOQ 29-25, KKLS 23-18, KRRG 30-24, FM102 19-15, KMEL 35-30, KWSS 32-28 #4 4-3 etc.

LUTHER VANDROSS is building a nice Top 40 foundation currently Top 15 in Atlanta at
HIT FACTOR

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

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

<table>
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<th>ARTIST TITLE</th>
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<th>LABEL</th>
<th>Total Reports This Week</th>
<th>Last Week</th>
<th>HIT FACTOR</th>
<th>Uncharted</th>
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<td>Faded Love</td>
<td>Wang Chung</td>
<td>RCA</td>
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<td>The Way It Is</td>
<td>Bruce Hornsby &amp; The Range</td>
<td>RCA</td>
<td>271</td>
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<td>98%</td>
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<td>Don't Get Me Wrong</td>
<td>Pretenders</td>
<td>Sire/Warner Bros.</td>
<td>270</td>
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<td>87%</td>
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<td>War (Columbia)</td>
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<td>Is This Love (Scotti Brothers)</td>
<td>Survivor</td>
<td>Sire/Warner Bros.</td>
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<tr>
<td>Walk Like An Egyptian</td>
<td>Bangles</td>
<td>Columbia</td>
<td>262</td>
<td>3</td>
<td>97%</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>C'est La Vie (Manhattan)</td>
<td>Robbie Nevil</td>
<td>Manhattan</td>
<td>256</td>
<td>11</td>
<td>77%</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Love Is Forever (Jive/Arista)</td>
<td>Glass Tiger</td>
<td>Sire/Warner Bros.</td>
<td>255</td>
<td>5</td>
<td>43%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Control (A&amp;M)</td>
<td>Janet Jackson</td>
<td>A&amp;M</td>
<td>250</td>
<td>16</td>
<td>50%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Open Your Heart</td>
<td>Madonna</td>
<td>Sire/Warner Bros.</td>
<td>250</td>
<td>68</td>
<td>4%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>You Know I Love You...Don't You?</td>
<td>Howard Jones</td>
<td>Elektra</td>
<td>250</td>
<td>1</td>
<td>86%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Change Of Heart (Portrait)</td>
<td>Cyndi Lauper</td>
<td>Epic</td>
<td>249</td>
<td>45</td>
<td>2%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Love Is Forever (Jive/Arista)</td>
<td>Billy Ocean</td>
<td>Jive/Arista</td>
<td>237</td>
<td>3</td>
<td>59%</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Two People (Capitol)</td>
<td>Tina Turner</td>
<td>Capitol</td>
<td>235</td>
<td>17</td>
<td>4%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Shake You Down (Columbia)</td>
<td>Gregory Abbott</td>
<td>Columbia</td>
<td>232</td>
<td>12</td>
<td>62%</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Victory (Polydor/PolyGram)</td>
<td>Kool &amp; The Gang</td>
<td>Polydor/PolyGram</td>
<td>232</td>
<td>11</td>
<td>26%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>All I Wanted (MCA)</td>
<td>Kansas</td>
<td>Capitol</td>
<td>232</td>
<td>5</td>
<td>37%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Falling In Love Again (Uh Oh) (Epic)</td>
<td>Miami Sound Machine</td>
<td>Epic</td>
<td>226</td>
<td>15</td>
<td>18%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>This Is The Time (Columbia)</td>
<td>Billy Joel</td>
<td>Columbia</td>
<td>221</td>
<td>15</td>
<td>11%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Future's So Bright (IRS/MCA)</td>
<td>Timbuk 3</td>
<td>IRS/MCA</td>
<td>215</td>
<td>9</td>
<td>40%</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Stand By Me (Atlantic)</td>
<td>Ben E. King</td>
<td>Atlantic</td>
<td>212</td>
<td>2</td>
<td>75%</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>We're Ready (MCA)</td>
<td>Boston</td>
<td>MCA</td>
<td>212</td>
<td>120</td>
<td>71%</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Falling In Love Again (Uh Oh) (Epic)</td>
<td>Billy Vera &amp; The Beaters</td>
<td>Epic</td>
<td>208</td>
<td>42</td>
<td>20%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Goldmine (Arista)</td>
<td>Pointer Sisters</td>
<td>Arista</td>
<td>208</td>
<td>11</td>
<td>11%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Coming Around Again (Arista)</td>
<td>Carly Simon</td>
<td>Arista</td>
<td>191</td>
<td>25</td>
<td>15%</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Will You Still Love Me (Full Moon/Warner Bros.)</td>
<td>Chicago</td>
<td>Full Moon/Warner Bros.</td>
<td>185</td>
<td>20</td>
<td>22%</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>To Be A Lover (Chrysalis)</td>
<td>Billy Idol</td>
<td>Chrysalis</td>
<td>173</td>
<td>1</td>
<td>92%</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Stay The Night (Elektra)</td>
<td>Ben Orr</td>
<td>Elektra</td>
<td>171</td>
<td>27</td>
<td>12%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Keep Your Hands To Yourself (Elektra)</td>
<td>Georgia Satellites</td>
<td>Elektra</td>
<td>152</td>
<td>45</td>
<td>5%</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>I'll Be Alright Without You (Columbia)</td>
<td>Journey</td>
<td>Columbia</td>
<td>147</td>
<td>67</td>
<td>2%</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Wild Wild Life (Sire/Warner Bros.)</td>
<td>Talking Heads</td>
<td>Sire/Warner Bros.</td>
<td>138</td>
<td>3</td>
<td>60%</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Some People (Columbia)</td>
<td>Paul Young</td>
<td>Columbia</td>
<td>135</td>
<td>16</td>
<td>2%</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Ballerina Girl (Motown)</td>
<td>Lionel Richie</td>
<td>Motown</td>
<td>131</td>
<td>70</td>
<td>3%</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>You Got It All (MCA)</td>
<td>Jets</td>
<td>MCA</td>
<td>121</td>
<td>28</td>
<td>4%</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Heartache Away (Epic)</td>
<td>Don Johnson</td>
<td>Epic</td>
<td>109</td>
<td>20</td>
<td>28%</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

December 5, 1986/the GAVIN REPORT
Stay Hot During The

Cyndi Lauper

"Change Of Heart"
Gavin Top 40
39* - 34*
249/45

Miami Sound Machine

"Falling In Love (Uh-Oh)"
Gavin A/C
#1
Gavin Top 40
30* - 25*

Epic, Portrait & CBS Associated Records, Cassettes and Compact Discs

www.americanradiohistory.com
Holidays
Gavin Top 40
Up & Coming
92/21
Gavin
Urban/Contemporary
5* - 3*

Luther Vandross
"Stop To Love"

Don Johnson
"Heartache Away"
Produced by Chas Sanford
Gavin Top 40
109/20

Dead Or Alive
"Brand New Lover"
Gavin Top 40
Record To Watch
NORTHEAST

HAMILTON, ON (NEVIN GRANT-CKOC) Madonna, C. Lauper.
TORONTO, ON (BOB SAINT-CFTR) Pretenders, Paul Simon, Elton, P. Gabriel.
BOSS, MA (NELSON/DOLGINS-Z94) Miami S.M., B. Vera, B. Joel, Georgia S.
CAPE COD, MA (RANDALL/McVIE-KWPE) N. Martinez, Journey, L. Richie, Chico DeB., C. Hart.
PROVIDENCE, RI (TOM CUDDY-PRO/FM) Journey, B. Vera, L. Richie, Aretha, Bon Jovi, Georgia S., D. Johnson.
KEENE, NH (BERNIE HARTNETT-WKNE) L. Richie, Chicago, D. Johnson.
RUMFORD, ME (RIVERS/PERRY-WMR) Miami S.M., J. Fisher, S. Fox, P. Gabriel, L. Richie, E. Money, Georgia S.
BANGOR, ME (TONY PERKINS-WZON) Bon Jovi, E. Money, H. League, KBC, Beastie B.
ELLSWORTH/BANGOR, ME (TIM MOORE-WKSO) No Report, Frozen.
HARTFORD, CT (MIKE WEST-WTC/FM) RFTW, J. Lorber, H. League, C. Hart.
WILLIAMSTOWN, CT (EVAN/SPENCER-WILL/FM) Boston, C. Simon, B. Squier.
NEW HAVEN, CT (STEPHEN RYBAK-KC101) Georgia S., Miami S.M., Vandross, Chico DeB., C. Lauper.
WESTPORT, CT (STORM/NORM-WHFB/FM) T. Heads, Miami S.M., Bangles, W. Chung.
NEW YORK, NY (SCOTT SHANNON-Z100) Kool/Gang, Pretenders, Janet Jax.
UTICA, NY (EDWARDS/ANDREWS-WNYZ) E. Money, RFTW, Chico DeB., Ann Wilson, Boston, S. Fox.
BINGHAMTON, NY (DON MORGAN-WAAL/FM) H. League, Miami S.M., Rob Blevin, Chicago.
BUFFALO, NY (ROGER CHRISTIAN-WBEN/FM) Bangles, B. Vera, Cindarella, P. Gabriel, C. Lauper, Grace J.
ITHACA, NY (PETER KNIGHT-WVBR) Madonna, Journey, Ann Wilson, KBC.

MID ATLANTIC

ASBURY PARK, NJ (PAT GILLEN-JLJ/FM) Crowded H., P. Young, Dead/Alive, Grace J.

ERIE, PA (JIM COOK-WJET) Boston, Madonna.
ERIE, PA (BILLY SHANNON-K104) No Report, Frozen.
ALTOONA, PA (TODD HALLIDAY-WFBS) Madonna, B. Vera, B. Joel.
WASHINGTON, DC (KAGHAN/DEMPSEY-B106) B. Joel, S. Fox, Bon Jovi, RFTW.
BALTIMORE, MD (KING/STRAHALL-B104) Chicago, S. Fox.
OCEAN CITY, MD (J. J. "HITMAN" MCKAY-100KH) C. Lauper, B. Vera, Pet Shop, P. Gabriel, F. Jackson, Bon Jovi.
NORFOLK, VA (MARY ANN RAYMENT-WNVL) Madonna.
SANFORD, NC (BILLY FREEMAN-WJAY) Georgia S., Boston, Journey, Vandross, R. Stewart.
DURHAM/RALEIGH, NC (CINDY WRIGHT-G105) Aretha, Run DMC.
CHARLOTTE, NC (JACK DANIEL-WBCY) Bon Jovi, B. Joel, Aretha, Chicago, Ronst J.
CHARLOTTE, NC (REGGIE BLACKWELL-WROQ) A. Baker, L. Richie, E. Money, John Parr, J. Hicks, Jesse/Sl.

SOUTHEAST

ATLANTA, GA (JEFF McCARTNEY-94Q) Bon Jovi, E. Money, Madonna.
ROME, GA (DANNY HOWARD-WQUT) L. Richie, Ben Orr.
ATLANTA, GA (BOB CASE-293) Bon Jovi, T. Turner, Miami S.M., P. Gabriel.
SW VAINSBOGA, CHARLIE FREI-WKJS/FM) Lone Just., Vandross, E. Money, Journey, RFTW, Boston.
ATHENS, GA (JUAN MURRAY-WAGQ) No Report, Frozen.
AUGUSTA, GA (BRUCE STEVENS-WWBO) Chicago, Journey, C. Hart, RFTW, Beastie B.
FT. VALLEY, GA (NATHAN HALE-WQBB) Journey, Boston, C. Hart, B. Joel, Dead/Alive, Grace J., Ben Orr.
HINESVILLE, GA (SHANNON EAST-WBUL) E. Money, Boston, R. Ocasek, Bon Jovi, RFTW.
VALDOSTA, GA (STEVE SUTTON-WLGA) Boston, L. Richie, C. DeB., Madonna, Journey, Clapton.
COLUMBUS, GA (MCARD/DAVINSON-WGQG) B. Joel, Aretha, Pet Shop, Bon Jovi, Boston.
TALLAHASSEE, FL (RICH STEVENS-Z103) C. Lauper, L. Richie, Jesse/Sl.
PANAMA CITY, FL (JEFF DAVIS-WPWF) B. Vera, Chico DeB., R. Ocasek, C. Lauper, Journey, Bon Jovi.
FT. WILTON BEACH, FL (MIKE BRIDGES-WFTW/FM) Frozen.
PENSACOLA, FL (J. D. NORTH-WLJQ/FM) Boston, Jts, Georgia S., H. League.
GAINESVILLE, FL (JERI BANTA-WPDZ) Journey, Jts, Boston, Madonna, B. Vera, Chico DeB., C. Hart.
ORLANDO, FL (MCKAY/HAYES-Y106) Vandross, Survivor, Aretha, Seger.
December 5, 1986/87's GAVIN REPORT

MIAMI, FL (FRANK AMADEO-Y100) Frozen. MIAMI, FL (MARK SHANDS-95/NZ) P. Young, P. Gabriel, Bananarama. TAMPA, FL (BOBBY RICH-Q105) Pretenders, C. Lauper, Boston, Beastie B.

SOUTH


GREENVILLE, MS (DAN DIAMOND-WWTO) L. Richie, Stacey Q., Ann Wilson, Grace J., Boston. TUPELO, MS (LISA LANDAU-KZ103) No Report, Frozen.

HATTIESBURG, MS (WAYNE MICHAELS-WSHY/FM) Madonna, Boston.

LAUREL/HATTIESBURG, MS (JIM SCOTT-WNSL) A. Baker, C. Lauper, El DeBarge, Pointers.

BILOXI, MS (SANDI STEVENS-VOID) L. Richie, Boston, Pointers. Journey, Madonna, Georgia S., D. Harry.

MCComb, MS (SARA KAY-WHNY) Sandi Feva, Ann Wilson, J. Lorber, B. Squier, Seger.

STARKVILLE, MS (WILLIAMS/CROCKETT-WKOR) Boston, Jets, Ben Orr, Vandross, E. Money.


NEW ORLEANS, LA (MCCLELLAN/ROLLING-B97) Glass Tigr, B. Vera, Rob Nevil, H. League.

HOUma, LA (MARK KELLY-KCLI/FM) B. Vera, Jms. Brown, Depeche M., One To One, Boston, Bananarama.

LAKE CHARLES, LA (HARRISON/GILBERT-KBIU/FM) Rob Nevil, S. Fox, Journey, L. Richie.

BATON ROUGE, LA (RICEWAY-WFMF) No Report, Frozen.


ANGOLA, IN (OSBORNE/ST. JOHN-WKLN/FM) Glass Tigr, Miami S.M., Janet Jax.

RICHMOND, IN (JASON ROBERTS-K96) B. Vera, Jets, Boston, L. Richie, Madonna, Journey.


TERR HAUTE, IN (MIKE ARENTT-WPFB) Georgia S., E. Money, Janet Jax., Bruce Sp...

ANN ARBOR, MI (BRENT ALBERTS-WOQB) Survivor, G. Abbott, Boston.

DETROIT, MI (MARK JACOBY-WHTY) Frozen.

LANING, MI (MARK MALONEY-WVIC) Pretenders, Kansas, Boston.

JACKSON/LANSING, MI (ALIX/WESTER-WJXO) RFTW, Georgia S. Ben Orr, Boston.

GRAND RAPIDS, MI (MIKE TINNES-WKLO) Kool/Gang, C. Lauper, Ocean, Pointers, Madonna.

CADILLAC, MI (GARY BURTON-WATT) Journey, Madonna, Boston.

ALPENA, MI (DARRELL KELLEY-WHJS) Journey, Boston, E. Money.

CREEVAN, MI (MICHAELES/STEVENS-WOLZ/FM) B. Vera, F. Stewart, H. League.


UPPER MIDWEST

DES MOINES, IA (OAKES/HALL-KDWZ) H. League, Jets, L. Richie, Bon Jovi, Jesse/Sly, Lone Just.

DES MOINES, IA (KNIGHT/SARP-KRNO) Kool/Gang, Chicago, Madonna.


SIoux CITY, IA (HARRISON/BROWN-KSEZ/FM) 8 Seconds, C. Simon, H. League, L. Richie.

SIoux CITY, IA (PAT PAXTON-KKGL) S. Fox, G. Abbott, E. Money, C. Simon.

DUBUQUE, IA (JEFF DAVIS-KLYV) Boston, B. Vera, Jets.

IOWA CITY/CEDAR RAPIDS, IA (STEVENSTURNER-KRKO) Bruce Sp., Kool/Gang, Boston, A. Starr, Cinderella, Bananarama.

CEDAR RAPIDS, IA (MANN/DIXON-KCQR/FM) No Report, Frozen.

DAVENPORT, IA (GYNNY O'HARA-KKED) C. Hart, Boston, L. Richie, Madonna.

KENOSHA, WI (TERRY HAVEL-WJZQ) Chicago, Madonna, E. Money, Uptown, Wham!

MILWAUKEE, WI (DENISE LAUREN-WKTI) Chicago, Madonna, C. Lauper.

MADISON, WI (JONATHAN LITTLE-Z104) Boston, P. Gabriel, P. Young, Janet Jax.

GREEN BAY, WI (KIM BRAYLIGH-WKWW) C. Lauper, B. Vera, Boston, Georgia S.


LA CROSSE, WI (HEBE/LANDERS-HIT105) Kool/Gang, Madonna, Boston, M. S.

EAU CLAIRE, WI (RICK JAMES-WBIZ) L. Richie, Boston, G. Abbott, D. Harry, Jets.

EAU CLAIRE, WI (RICK ROBERTS-WIAL) Boston, L. Richie, Timbuk 3, Pointers.

EAST CENTRAL


CHARLESTON, WV (JARVIS/ROSE-WSR/FM) C. Simon, Chicago, Georgia S., Journey.

OAK HILL/BECKLEY, WV (JIM MARTIN-WOAY/FM) Bon Jovi, Boston, E. Money.


COLUMBUS, OH (COOK/HAINES-92X) S. Fox, Timbuk 3, H. League.

www.americanradiohistory.com
MINNEAPOLIS/ST. PAUL, MN (ANTHONY/MICHAELS-KDWB/FM)
Madonna, P Gabriel, Journey, Georgia S., Grace J., Boston, Bon Jovi.
ROCHESTER, MN (BILL DAVIS-KROC/FM)
Madonna, Journey, Dead Alive, C. Hart, L. Richie, Boston.
MANKATO, MN (GARVIN/McMORRICK-KDCG/FM)
Georgia S., Boston, B. Vera, E. Money, Aretha, D. Johnson, KBC.
MANKATO, MN (SEGER/KING-KEEZ/FM)
P. Young, C. Lauper, D. Johnson, Georgia S.
ST. CLOUD, MN (BLAKE PATTON-KCLD/FM)
VERMILLION, SD (DEAN RUSSELL-KKV)R)
L. Just., B. Vera, Cindrella, Janet Jax.
YANKTON, SD (RANDY KUSSMAN-KQHU/FM)
B. Vera, Journey, Georgia S., L. Richie.
STILLWATER, OK (KQNU/FM)
L. Just., B. Vera, Janet Jax.

CENTRAL

KIRKSVILLE, MO (BILLY BRIAN-KTUF)
Kool/Gang, Pointer, E. Money, RFTW, Boston, Madonna, T. Turner, S. Fox, Mune, Journey, C. Lauper.
EAST PRAIRIE, MO (GREG LANDIS-KYMO)
Duran, Georgia S., Madonna, Rob Neville.
KANSAS CITY, MO (PERUN/BARBER-KBEQ)
S. Fox, T. Turner.
JEFF. CITY/COLUMBIA, MO (BRIAN MILLER-KTXY)
Boston, Janet Jax, G. Abbott, P. Young, S. Fox.
WAYNESVILLE, MO (KEVIN BARTON-KFBD)
Boston, E. Money, Dead Alive, B. Squier.

SOUTHWEST

LAWTON, OK (GARY MITCHELL-KMGZ)
Boston, L. Richie, D. Johnson, C. Simon, P. Young, Georgia S.
LONGVIEW, TX (ROBERTS/FULHAM-KKTX)
Boston, Beastie B., Mel & Kim, RFTW, B. Vera, Kool/Gang, L. Richie, T. Turner, S. Fox.
TYLER, TX (DAVE GOLDMAN-KEYP)
LUFKIN, TX (ERNE BROWN-KAFL)
WICHITA FALLS, TX (BRENT BROWN-KNIN/FM)
B. Vera, C. Hart, Georgia S., S. Fox, Aretha, S. Fox.
KILLEEN/TEMPLE, TX (PAULA MCCARTNEY-KXKS/FM)
Boston, Journey, B. Vera, N. Martinez, C. Lauper, S. Fox.
WACO, TX (VERN PECORE-KVTX/FM)
Boston, B. Vera, N. Martinez, C. Lauper, S. Fox.
SAN ANGELO, TX (JOHN RAYMOND-KXKS/FM)
Journey, B. Vera, R. Ocasek, L. Richie, S. Fox.
SAN ANTONIO, TX (BOB NEILSON-KVPR)
R. Ocasek, L. Richie, S. Fox, Aretha.
HOUSTON, TX (LANDER/HAMILTON-KQ9)
BEAUMONT, TX (MURPHY/JACKSON/B95)
No Report, Frozen.
BEAUMONT, TX (MACMURPHY-ROBERTS-K106)
Bryan, TX (CARL GIDEON-KTAM)
No Report, Frozen.
BRYAN, TX (TURNER/OFFERMAN-KTAM/FM)
VICTORIA, TX (JAY ARENA-KVJC)
LAREDO, TX (KIRK DAVIDSON-KRRG)
SAN ANTONIO, TX (HUNTER/CARRINGTON-KQ96)
L. Richie, B. Vera, Janet Jax., B. Squier, T. Turner, S. Fox.
WESLACO, TX (ANA DEHARO-KRKG)
B. Vera, Stacey Q.
DEL RIO, TX (DON WAYNE-KTDR/FM)
Dead Alive, T. Turner, B. Joel, E. Eumichy, S. Fox, The City.

MANHATTAN, KS (WAGNER/WILSON-KQLA/FM)
No Report, Frozen.
TOPEKA, KS (ROGER HEATON-WIBW/FM)
Chicago, Madonna, C. Lauper, Janet Jax., Survivor.
TOPEKA, KS (KEVIN RABAT-KVDM/FM)
B. Vera, B. Vera, T. Turner, C. Lauper, J. Just., VANDRASS.
KANSAS CITY, MO (DENE HALLAM-KCPW)
Boston, Uptown, Jets, Bob, Brown, R. DC Crew.
SALINA, KS (JERRY WALL-KQKG)
HOISINGTON, KS (BINGER/ATKINSON-KHOK)
HAYS, KS (JACK CREES-KUL)
Ann Wilson, Journey, Madonna, Boston, City, Tourers, C. Lauper.
OMAHA, NE (TOM MINKELSEN-KGCR)
Madonna, T. Heads, Rob Nevil, Janet Jax.
NORTHFOLK, NE (DOUG KOEHN-KNEW)
Boston, Kool/Gang, Madonna, B. Vera, L. Richie.
GRAND ISLAND, NE (DEAN GORDON-KSYZ/FM)
KEARNEY, NE (RICK JEFFREY-KOKY/FM)
No Report, Frozen.
MC COOK, NE (CARTWRIGHT-TAPIA-KZMC)
Boston, Madonna, Kool/Gang, Ann Wilson, Journey.
EL DORADO, AR (BEN ROBBINS-KLBQ/FM)
B. Vera, Rob. Nevil, Madonna.
COREY, AR (JIM DONELLY-KSER/FM)
Boston, Miami, S. M., Jets.
HARRISON, AR (MARY FLEINER-KHOZ)
Madonna, T. Turner, Grace J., Boston, Segreg, Clapton, Aretha.
FAYETTEVILLE, AR (BORIS FISCH-KKEG)
Boston, S. Winwood.

AMARILLO, TX (PETER STEWART-KAKS/FM) L. Richie, Jets, Journey, 8 Seconds. E. Money.

ABILENE, TX (KELLY JAYE-KEY-J) Madonna, S. Fox, N. Martinez, Cindarella, D. Harry, L. Richie.

ODESSA/MIDLAND, TX (JIM SCOTT-KWS/FM) Madonna, Georgia S., F. Jackson, Jets, H. League, Timbuk 3, Pet Shop.

PHOENIX, AZ (GUY ZAPONLive-ZKPP) S. Fox.

TUCSON, AZ (GILLIE JOHNSON-KRQ) H. League, E. Money, C. Lauper, RFTW, Grace J.

TUCSON, AZ (BEAU RICHARDSON-KHYT) Boomerang, E. Money, C. Lauper, RFTW, Grace J.


SANTA FE/ALBUQUERQUE, NM (RICH BAILEY-KKSS/FM) L. Richie, H. League.


ALAMOGORDO, NM (MEL SNODGRASS-KZLO/FM) A. Aretha, Boston, Journey, Madonna, RFTW, Bob Geldof, Lone Just.

GRAND JUNCTION, CO (DARREN TAYLOR-KDME) Madonna, Boston, Journey, Lone Just, P. Gabriel.

DENVER, CO (RANDY JAY-KIMN) B. Vera, T. Turner.

DENVER, CO (DOM TESTA-Y105) B. Vera, T. Turner.

DENVER, CO (DOUG ERICKSON-KPKE) Madonna, Miami S., B. Vera, Chicago, Aretha, B. Vera.

WINDSOR, CO (FRANSEN/WEBER-KUAD/FM) Madonna, B. Vera, Aretha, B. Vera, Atlanta.

GRAND JUNCTION, CO (WILLIAM TAYLOR-KGSD) Madonna, Madonna, Madonna, B. Vera, B. Lambert.

CODY, WY (D. DANIELS-KTAG) C. Lauper, Madonna, B. Vera, M. Ogden.


BILTMORE, WY (ALLEN WEISSMAN-KCPX/FM)Madonna, B. Vera, Aretha, B. Vera, Timbuk 3.

SANTA FE/ALBUQUERQUE, NM (RICH BAILEY-KKSS/FM) L. Richie, H. League.

LANOPOLOHOC, NM (MEL SNODGRASS-KZLO/FM) A. Aretha, Boston, Journey, Madonna, RFTW, Bob Geldof, Lone Just.

SAN MIGUEL, NM (RAY RODGERS-KIVA/FM) Aretha, Boston, Journey, Madonna, RFTW, Bob Geldof, Lone Just.


LOGAN, UT (JAY HALL-KBLO) Aretha, Boston, B. Vera, L. Richie.


PROVO/SALT LAKE CITY, UT (GINA SHURTS-KFM) Boston, H. League.

RENO NV (JEFF RYAN-KKNW/FM) G. Abbott.


LOS ANGELES, CA (MIKE SCHAEFER-KLIS/FM) C. Simon, B. Richie, L. Money.

CARLSBAD, CA (CLARK NOVAK-KKGS/FM) Journey, B. Lauper, Boston, B. Richie, L. Money.


SAN BERNARDINO, CA (SHAWN DEMORY-KGII) B. Lauper, Madonna, B. Richie, D. Johnson, E. Yurthymics.

ANAHEIM, CA (CRAIG PETERS-KEZ) C. Lauper, Madonna, B. Richie, D. Johnson, E. Yurthymics.

Bakersfield, CA (DARRYL ST. JAMES-KXXX/FM) Madonna, Ocean, Genesis.


LOMPOC/SANTA MARIA, CA (JACKSON/NEWMAN-KRQK/FM) Boston, B. Richie, E. Money, B. Richie.

SANTA MARIA, CA (MARIA RUBIO-KF/KM) Boston, Georgia S., B. Richie, B. Richie, B. Richie.

SAN FRANCISCO, CA (RICHARD SANDS-KITS/FM) Paul Simon, Beastie B., B. Lauper, B. Lauper.

SAN FRANCISCO, CA (RIVERS/NAITALY-KMEL) Sweet Sen., Cameo, B. Richie, B. Richie.

NAPA, CA (JEFFREY DEFESE-KVY/FM) S. Miller, B. Richie, Georgia S., R. Ocak, Dead/Alive.


MONTEREY/SALINAS, CA (CONNIE LINDELL-KDFM) C. Lauper, B. Richie, B. Richie, B. Richie.

FRESNO, CA (BERRY CARTER-KMGX) Timbuk 3, T. Turner, J. Lauper, B. Richie, B. Richie.

MONTCLAIR, CA (CARL PERKINS-KRQ) Boston, Madonna, B. Richie, B. Richie.

STOCKTON, CA (R. WILMS/BISHOFERGER-KJOY) B. Joe, Madonna, B. Richie, B. Richie, B. Richie.

STOCKTON, CA (JOHN HAMPTON-KSTN) Frozen.

MODESTO/STOCKTON, CA (DAVID KRAHAM-KFM104) Boston, Pointers, D. Barney.

MODESTO, CA (FISHER/EDWARDS-KFV/FM) S. Fox, D. Barney, Vandross, Kansas, D. Johnson.


SACRAMENTO, CA (WILLIAM POWER-KKGR) L. Richie, Jesse/Sly, D. Barney, Chaka Khan.


PARADISE/CHICO, CA (JEFF NELSON-KNVR) Boston, Clapton, B. Richie, B. Richie, B. Richie.

REDWOOD/CHICO, CA (KAULI CARPENTER-KKW) B. Falk, Madonna, B. Richie.

MT. SHasta, CA (FRED GERING-KWDG)3 Madonna, B. Richie, B. Richie, B. Richie, B. Richie.

HILDE, HI (GUY W. BELL-KWXX) Madonna, Madonna, B. Richie, B. Richie, B. Richie.

HILDE, HI (DANNY AUSTIN-KKB) Madonna, Madonna, Madonna, B. Richie, B. Richie, B. Richie.

HILDE, HI (JAY STONE-194) Stacey Q, Topper & J.J, C. Hart.

FAR WEST

LAKE TAHOE/RENO, NV (MICKEY LEES-KLT) D. Johnson.

R. Stewart, Madonna.

THE DALLES, OR (ED ROSS-KACL) C. Hart, Boston, E. Money, Madonna, 8 Seconds, J. Lauper, Alan Stone.


EUGENE, OR (SHAKES/HYATT-KNOM) D. Johnson, Vandross, RFTW, Chico DeB., Bon Jovi, R. Ocasaek, Amy Grant.

COOS BAY, OR (DAVE O’CONNOR-KVNG/FM) B. Vera, Boston, RFTW, KBC. 8 Seconds.

COOS BAY, OR (BOB SHANNON-KHISN) Boston, C. Hart. Lone Just.


SEATTLE, WA (WENDY CHRISTOPHER-KUBE/FM) Boston, Glass Tigt. J. Lorber.


OLYMPIA, WA (KEN PAIGE-KQEU) Janet Jax., Aretha, Bruce Sp.

ABERDEEN, WA (RHYS DAVIS-KDUX) C. Lauper, Georgia S., Kansas, N. Martinez. Lone Just.

CHEHALIS, WA (ROGER DALE-KITI) Grace J., Aretha, 8 Seconds, P. Young, Boston.


YAKIMA, WA (KEVIN JAMES-KZH) Madonna, Boston, Chicago, S. Fox, C. Simon, John Parr, Lone Just.


TRI CITIES, WA (JOHN PURDY-OK95) J. Lorber, Bon Jovi, Georgia S., Jms. Brown, Grace J.


TRI CITIES, WA (JONATHAN WALKER-KZKK) Boston, L. Rich, Journey, 8 Seconds.

SASKATOON, SK (GARTH KALIN-CKOM) No Report, Frozen.

VANCOUVER, BC (SHANNON/RUSSELL-LG73) Georgia S., Janet Jax.

CALGARY, AB (DON STEVENS-AM1058) B. Joel.


WELCOME To Our New Top 40 Correspondents: Ken Barlow & Ted Bilodeaux, WHDQ RADIO P.O. Box 1230 Claremont, NH 03743 (603)542-7735

AVAILABLE

GARY ALLEN from KKIQ-Livermore, CA is looking for a position as AT, contact him at (415)932-8429.

MARThA STEELe from KOLL-Gillette, WY is looking for a position as AT/Production, contact her at (307)786-2138.

BROTHER BILL from WKS/FM-Flashville/Greenville, SC is looking for a position as AT/MD/PD, contact him at (704)884-0221.

STEVE JENCKS from KBOY-Medford, OR is looking for a position as AT/MD, contact him at (503)779-4065.

WOODY from North America One is looking for a position as AT/Sports, contact him at (608)647-2751.

RANDY FOX from Huntsville, AL is looking for a position as PD, contact him at (205)247-1728.

JOBS

Air Talent (AM drive) - KVSF-Sante Fe, NM
Skip O’Neil (505)382-4455

Air Talent - WICO-Wausau, WI
*Duff Damos (Box 5585 - 5401)

Air Talent - WDDJ-Paducah, KY
Tony Richards (Box 450 - 42001)

Air Talent (nights) - KCPW-Kansas City, MO
Dene Hallam (913)777-7339

Air Talents - KOMP-Las Vegas, NV Sherman Cohen (Box 26629 - 89126)

Air Talent/Production (7-mid) - WFXR-Charleston, SC
*Jon Erdahl (60 Mankfield Drive #4 - 29407)

Air Talent/Production - WPTF-Terre Haute, IN
*Both Surette (643 Ohio Street - 47807)

Air Talents/Production - WSKY-Asheville, NC
*Chris James (Box 2956 - 28802)

Air Talent/Production (future) - KSTAR-Gfand Junction, CO
*Darren Taylor (Box 1120 - 81502)

News Reporter/Anchor - KOLO-Reno, NV
Rebecca Blessings (Box 10800 - 89510)

*No phone calls please.

SERVICE

980-Vidalia, GA - singles & LP’s: A&M

KBCC-Cuba, MO - Journey, Toto (Columbia), Amy Grant (A&M), Human League (Virgin/A&M)

KOPE-Las Cruces, NM - singles: Don Henley (Geffen), David & David (A&M)

WLCSC-Loris, SC - singles: Aretha Franklin (Arista), Billy Vera (Rhino), W.L. Golden (MCA), Survivor (Scotti Bros.)

THE COMPUTER CONNECTION TO GAVIN

TOP 40 & A/C CHART ADVANCES NOW ALSO URBAN CONTEMPORARY!

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BAUD RATES 300-2400

TRY IT OUT WITH A FREE SAMPLE!
W-BEE GEES
The Bee Gees have found a new home, and Warner Bros. threw a media party to celebrate. The smiling cast of characters here are (l-r) Gary Borman, Harriet Sternberg (Kragan & Co.), Barry Gibb, Mo Ostin (W.B.), Robin Gibb, Ken Kragan. Down in front (l-r) are Arif Mardin (producer) and Maurice Gibb.

ONE WAY STRAIGHT TO ROCHESTER
In town for a special WDKX Club Night, MCA Records recording artists One Way, featuring Al Hudson, stop by the studios for a guest D.J. slot. One Way also did a live "tracking" performance at City Limits club in front of hundreds of fans. Pictured (l-r) are One Way's "Kurt," WDKX's Jeff Grant, One Way's "Yaz-Toe" and Al Hudson. Kneeling is WDKX's Roger Moore.

FREDA "BANDS" TOGETHER WITH BELINDA

KATHY MATTEA IN THE SHOW-ME STATE
Brent Harmon, of KFEQ-St. Joseph, Missouri, stopped by Kathy Mattea's performance with George Strait and managed to get his mug shot with K.M. Brent's the guy on the left and the lady with her arm around him is Ms. Mattea.

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.

December 5, 1986 / The Gavin Report
1. Good news for Gavin Readers: In a recent edition of the National Enquirer (the paper you all read although you won’t admit it), there was a feature on the Marie Osmond nuptials (which immediately followed the wedding). Marie released exclusive photos of the event to The Enquirer, saying she wanted their readers to be the first to glory in the ceremony snapshots. We wrote Marie asking her if The Gavin Report was chopped liver or what? Therefore, you can expect to see exclusive Osmond honeymoon shots right here in Gavin...coming up in a few weeks. Watch for them either in BIO-FEEDBACK or Jerry Boulding’s column. You’ll see actual shots of Marie and her new husband praying, singing and reading Elma Greer’s Country picks. Just another service of your Gavin Report, the FULL service trade.

2. While thinking of The Enquirer, we can’t help sharing with you the sad news about Julio Iglesias. Seems that Julio confided to Enquirer reporters that his life is empty and that international success “isn’t enough.” There’s “something missing,” he’s “lonely” and in a bit of a funk. We felt this was a more important story than arms sales to Iran. I mean JULIO IS LONELY! As a major Julio fan, we thought something should be done to cheer him up. So we’ve mailed him a package of LP’s which he can listen to during those quiet moments of melancholy. If BAD BRAINS, BEASTIE BOYS, MIGHTY LEMON DROPS and SPLAT CATS can’t cheer this guy up, nothing can. Yep--ANOTHER service of your sensitive Gavin Report.

3. On the way to our workstation this morning, we passed the theater where STAR TREK IV is opening. At least 85 Trekkies (THEY call themselves Trekkies—we call them nerds) were waiting for the box office to open. This was at SIX A.M.! Now, with due respect to the sorts who would DO that, we give them absolutely no due respect. I mean, why don’t these people go to screenings like the rest of us? What’s with them? Why are they bundled up all night in blankets in the freezing L.A. 78-degree temperature to view another rehash of equipment and special effects of stuff flying through the air? These pictures are interchangeable, and don’t think the dorks would know the difference if the projectionist accidentally ran STAR TREK III or MR. ED IV. We plan to line up for something a lot more sensible this holiday season. Look for our review of of colorized version of ON THE WATERFRONT in these pages next week.

4. We’re starting our Xmas shopping today, Dec. 8th, and most of you are on our list. It’s part of our new program of not waiting ‘till Xmas Eve for our expensive purchases. In past years, we’ve actually pounded on department store doors about a minute after they’ve closed. In an effort to help support our business, we’re only giving records this year...not promo copies: RECORDS—purchased ones without holes or stickers! Most of you will be receiving VOLCANO SUNS, but some of you can look forward to BURNING SPEAR and AFRIKA BAMBAATA. Just a select few will be receiving the Nervous Norvus Songbook, Part I. Be patient. Your gifts are on the way.

5. We’ve decided to stop smoking. We know we can do it. We have will power. Bette Davis doesn’t have it. Johnny Carson doesn’t have it. Joan Collins doesn’t have it. Come to think about it, Pat (Laker coach) Riley doesn’t have it, Earl Weaver doesn’t have it, Winston Churchill, Bogart and Sid Vicious didn’t have it. And Ron Fell, John Hey, Kenny Benson, George Burns, Milton Berle, Joan Crawford, Mary Tyler Moore, Frank Sinatra, Rosemary Richland and Alice Cooper also don’t have it...will power. We just talked ourself out of quitting smoking. We want to be like all of the above. We’ll wait ’til New Year’s Day. we’ll STILL smoke. AND we’ll foul your airspace. Have a nice day.
PHOTO FILE
by LISA SMITH and BETTY HOLLARS

MONEY TAKES IT HOME
Local hero Eddie Money takes San Francisco to heart and visits KQOR in that fair city. Shown during the visit (l-r) are Program Director Chris Miller, Music Director John McCrae and smokin' Eddie Money.

AS AMERICAN AS APPLE PIE
Following his concert with Kenny Rogers and T. Graham Brown at Market Square Arena in Indianapolis, Lee Greenwood stopped by WFMS for a guest appearance on J.D. Cannon's morning show. While on the air, Lee was presented with the 'Americanism' Award by the American Legion for his continued commitment to veterans' rights.

WHERE WERE THE P.S. BOYS ON HALLOWEEN?
Neil Tennant and Chris Lowe, better known as the Pet Shop Boys, were excited about visiting WLIR-Garden City, NY, because, as they told WLIR's Donna Donna, it was one of the first stations to play their record. 'West End Girls' was the WLIR Screamer of the Week in November...of 1984! Pictured (l-r) on Halloween are Neil Tennant (P.S.Boys), Donna Donna (WLIR air talent), Chris Lowe (P.S.Boys).

HALLOWEENIES
It's amazing the lengths that some people will go to just to appear in Gavin's Photo File!! The gang at KIIS/FM-Los Angeles actually went to work looking like this on October 31st. See if you can find M.D. Gene Sancbloom, P.D. Mike Schaefer and Gavin Awards Emcee Gary Owens among this motley crew.

TRINERE DOES PHOENIX
By the time she got to Phoenix, Trinere was greeted by KUKQ-Phoenix M.D. Rick Thomas and Robert Wideman. Shown here backstage are (l-r): M.D. Rick Thomas, Trinere and Robert Wideman.
MAILBAG

O
casionally, I get mail that either deals with a
rather specific programming question or is too
short to make a column by itself. Today I’ll present
some bits and pieces of that sort, with the hope
that they might be of help to others with similar
problems.

From a young DJ in the West, at his first radio
station, came a question: “My fellow employees
keep telling me to sound more personal, such as
the way I say ‘you’ and so on. Can you offer any
advice other than ‘Talk as if you’re talking to one
person,” which I understand and try to do’?”

In response, I wrote: “The advice you have
received to sound ‘more personal’ is probably
good, since radio is the most personal of all
media. As for how to do it—that’s the trick! In a
nutshell, you must believe in your own mind that
you are talking to one person who is nearby but
can’t see you, and who is interested in what you
are saying and doing. It isn’t so much a matter of
sounding personal as it is of actually being
personal. With that belief, you will sound
personal. Another way of getting at it is to pretend
you are sitting on a sofa next to someone you
know, with a curtain between you. You can’t see
their reactions, and you can’t even see for
yourself if they’re there, but you know they are,
and speak and act accordingly. This is also a
helpful way to handle content. If you would feel
dumb or silly saying something to your friend in
that context, you shouldn’t be saying it blithely
on the air! If you can’t win listeners’ respect for
you as a person, they won’t act upon the
commercials you deliver or pay attention to what else you have
to say.”

An AM daytimer in the Midwest has a dilemma
that quite a few such stations can identify with:
“The real problem deals with our nighttime signal.
We are located in a city of about 10,000, but are
only fifteen miles from a major market, giving us a
major-market audience for our daytime signal.
Come sundown, we must drop from 500 watts
down to eight watts. Thus, our signal goes from
clearly audible to virtually nonexistent (even in our
city of license). The FCC tells us we must drop
eight watts in the pre-dawn/post-sunset hours so
as not to interfere with the signal of a distant
clear-channel station. It seems a bit odd that that
station would be so concerned about how well its
signal is received here in the Midwest;
meanwhile, our local listeners can barely get their
local station. We would like to petition the FCC to
raise our power to audible wattage. We have
heard that if a station in our position is not
properly serving the needs of the community
because of the low power, we could influence the
FCC’s decision by obtaining signatures from area
advertisers, groups and civic leaders, etc., stating
this to be true. What we would like to know is
whether this tactic will help our cause.”

In a word, no. I checked with the FCC to make
sure, but this is a question entirely dealing with
interference. The input of civic leaders is
irrelevant. The issue is not how well the
clear-channel station is received in your area, it is
how much interference you cause the station in
their area, and even low-power levels that cannot
be clearly received at any distance can cause a
surprising amount of noise and interference
under another signal at a distance by skywave.

This station’s pre/post daytime levels are
established by the FCC through computer
calculation. What you can do is hire a consulting
engineer to recalculate those levels, perhaps
perform some additional local measurements and
terrain/conductivity measurements, and see if
you can have any additional power and still avoid
exceeding the prescribed interference levels. If
you can demonstrate this, the FCC will entertain
an application to allow the increased power levels.

Other alternatives would be to install a
directional antenna system—a consulting
engineer can perform the necessary study to
determine what this may allow in additional
radiation in the desired direction(s) and, of
course, a change in frequency.

In my columns of May 30 and August 8, I
commented on the problem of the “old and
crusty, famous but old-fashioned morning man.”
Some time ago, I got a PS from my friend Don
Hofman at KNBO in Tacoma, Washington, with a
pragmatic comment on this programming
problem:

“Your article glossed over the very sensitive
part of the ‘problem’—the sales department. As
you well know, these long-term employees are
generally the most salable element on the station,
with the possible exception of a major sports
franchise. Thus, they literally ‘control’ certain
accounts, and are directly responsible for a great
deal of station billing. Your solution is a proper
one from the standpoint of a P.D., but will the
sales department buy it? In many stations, the
Sales Manager, who must be responsive to his
own people, has the clout to override what you
and I would believe are sound programming
decisions—i.e., the short-term vs. the long-term
benefits.”

As Shakespeare said, “Ay, there’s the rub.”
The P.D. may find that a major part of the station’s
billing is going into the morning show. This can be
used to demonstrate that, if the rest of the day
was more salable, the total income potential of the
station would rise considerably—that is, if the
whole station were consistently programmed.
(Many stations in this situation find most of their
morning listeners go away for the rest of the day
at the shift change.) But if the programming is
seriously compromised by sales decisions, the
P.D. might as well look for another job, because
eventually, the inevitable poor ratings will be
blamed on—who else?—the P.D. •
December 5, 1986

the Gavin Report

Editor: Ron Fell
Associate Editor: Diane Ruler

Power Trio

MIAMI SOUND MACHINE
Falling In Love (Uh-Oh) (Epic)

BILLY OCEAN
Love Is Forever (Jive/Arista)

BILLY JOEL
This Is The Time (Columbia)

Certified

TINA TURNER
Two People (Capitol)

MICHAEL McDoNALD
Our Love (Theme from "No Mercy") (Warner Bros.)

Most Added

LIONEL RICHIE
Ballerina Girl (Motown) 70 adds

BILLY VERA & THE BEATERS
At This Moment (Rhino) 38 adds

ARETHA FRANKLIN
Jimmy Lee (Arista) 37 adds

Record To Watch

JOURNEY
I'll Be Alright Without You (Columbia)

Dropped

Beach Boys
Chris DeBurgh
Eurythmics
William Lee Golden

Action Sides

CROWDED HOUSE - Don't Dream It's Over (Capitol)
KANSAS - All I Wanted (MCA)
LINDA RONSTADT - When You Wish Upon A Star (Asylum)
BILLY VERA & THE BEATERS - At This Moment (Rhino)
THE JETS - You Got It All (MCA)
BOB SEGER & THE SILVER BULLET BAND - Miami (Capitol)
KOOL & THE GANG - Victory (Mercury/PolyGram)
ROD STEWART - Every Beat Of My Heart (Warner Bros.)
LIONEL RICHIE & ALABAMA - Deep River Woman (Motown)
EVERYTHING BUT THE GIRL - Don't Leave Me Behind (Branco y Negro/Sire)
CYNDI LAUPER - Change Of Heart (Portrait)
COREY HART - Can't Help Falling In Love (EMI America)
JOURNEY - I'll Be Alright Without You (Columbia)
JENNIFER WARNEs - Ain't No Cure For Love (Cypress)
SURVIVOR - I Can't Help Falling In Love (EMI America)
STEVE MILLER BAND - I Want To Make The World Turn Around (Capitol)
GLORIA LORING - Don't Let Me Change The Way You Are (Atlantic)
DON JOHNSON - Heartache Away (Epic)

New

MADONNA - Open Your Heart (Sire/Warner Bros.)
CARPENTERS - Honolulu City Lights (A&M)
JERMAINE JACKSON - Words Into Action (Arista)

A/C Chart

Reports accepted Mondays at 8AM through 5PM Tuesdays
Station Reporting Phone (415)392-7750

www.americanradiohistory.com
**A/C ANALYSIS**

By now you've received your *Gavin Seminar* packet, so please be sure to fill out your *Award Nominations* ballot and get it in the mail. December 14th is the deadline. Please vote in the format and record categories you're most familiar with. Please don't delay - your vote is very important to us. After mailing your ballot, give some thought to planning your trip to San Francisco on February 20th and 21st. Our host hotel, The Westin St. Francis, has some reasonable room rates available for you 'til December 31st. Act now and hope to see ya there.

A close call for number one as Miami Sound Machine edges out Billy Ocean and a tenacious Bruce Hornsby. Billy Joel's 94% HIT FACTOR in just five weeks will probably lock him up at the top of the chart by the holidays. Benjamin Orr stalls in ranking only as he picks up 39 HEAVY rotation reports.

Ben's playmate in The Cars, Ric Ocasek makes a strange ranking move this week as he climbs back into the top ten. It's what you might call a statistical aberration as other records dropped harder and farther in point values than did Ric.

Chicago took full advantage of a soft middle of the chart by leaping eight places. It's now ranked seventh in total reports and should clear 200 A/C stations next week.

Gregory Abbott has been ignored so far by 77 A/C stations, but he's playing well enough for an 81% HIT FACTOR. Check it out!

Tina Turner turns on the afterburner with a 52% HIT FACTOR and 32 more adds including: WEZC, KAT/FM, WJON, 3WM, WIOU, WTRX, KOIP, K101 and KFQD.

Last week's RECORD TO WATCH, Aretha Franklin's *Jimmy Lee*, is this week's 3rd most added record with the likes of: WBTH, KVKI, WGOL, KWLO, WTWB, KKL, KO63, KATA and WBC.

This week's RECORD TO WATCH, *Journey's* I'll Be Alright Without You, shows the early signs of an A/C hit, with these calls already WQHO, WCHV, WKYE, WFX, WKCO, KFGS, KTL, KBOI, KHYL, KASY and KSK.

**RECOMMENDED FOR A/C RADIO**

**GLADYS KNIGHT & THE PIPS**

Send It To Me (MCA)

A great track from the Miami Vice II soundtrack and the kind of commercial, multi-format appeal which has eluded Gladys and her Pips for nearly a decade.

**JAMES BROWN**

How Do You Stop (Scotti Bros.)

I could think of a million excuses for A/C's not to play this record but I can't think of one reason. The man's a legend and probably a decade older than our target audience, yet he defies age and the supposed credibility gap between the teen and the musically senile.

---

**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%

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Adds</th>
<th>Hit Factor</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIAMI SOUND MACHINE - Falling In Love (Uh-Oh)</td>
<td>222</td>
<td>184</td>
<td>32</td>
<td>2</td>
<td>4</td>
<td>97%</td>
<td>7</td>
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<tr>
<td>BILLY JOEL - This Is The Time</td>
<td>219</td>
<td>122</td>
<td>85</td>
<td>10</td>
<td>2</td>
<td>94%</td>
<td>5</td>
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<tr>
<td>BENJAMIN ORR - Stay The Night</td>
<td>202</td>
<td>154</td>
<td>36</td>
<td>6</td>
<td>6</td>
<td>94%</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERGIO MENDES BRASIL '86 - Take This Love</td>
<td>192</td>
<td>132</td>
<td>48</td>
<td>10</td>
<td>2</td>
<td>93%</td>
<td>9</td>
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<tr>
<td>LINDA RONSTADT &amp; JAMES INGRAM - Somewhere Out There</td>
<td>207</td>
<td>112</td>
<td>73</td>
<td>13</td>
<td>9</td>
<td>89%</td>
<td>9</td>
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<tr>
<td>RIC OCASEK - Emotion In Motion</td>
<td>160</td>
<td>101</td>
<td>48</td>
<td>10</td>
<td>1</td>
<td>93%</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHICAGO - Will You Still Love Me</td>
<td>188</td>
<td>38</td>
<td>121</td>
<td>17</td>
<td>12</td>
<td>84%</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BEN E. KING - Stand By Me</td>
<td>161</td>
<td>64</td>
<td>83</td>
<td>9</td>
<td>5</td>
<td>91%</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMY GRANT - Stay For Awhile</td>
<td>180</td>
<td>40</td>
<td>109</td>
<td>17</td>
<td>14</td>
<td>82%</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GREGORY ABBOTT - Shake You Down</td>
<td>158</td>
<td>67</td>
<td>61</td>
<td>9</td>
<td>21</td>
<td>81%</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANITA BAKER - Caught Up In The Rapture</td>
<td>176</td>
<td>37</td>
<td>96</td>
<td>25</td>
<td>18</td>
<td>75%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DARYL HALL - Foolish Pride</td>
<td>146</td>
<td>59</td>
<td>79</td>
<td>5</td>
<td>3</td>
<td>94%</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUEY LEWIS &amp; THE NEWS - Hip To Be Square</td>
<td>121</td>
<td>46</td>
<td>58</td>
<td>13</td>
<td>4</td>
<td>85%</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAUL SIMON - Graceland</td>
<td>132</td>
<td>23</td>
<td>83</td>
<td>20</td>
<td>6</td>
<td>80%</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TINA TURNER - Two People</td>
<td>141</td>
<td>8</td>
<td>66</td>
<td>35</td>
<td>32</td>
<td>52%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIR SUPPLY - One More Chance</td>
<td>116</td>
<td>12</td>
<td>81</td>
<td>19</td>
<td>4</td>
<td>80%</td>
<td>8</td>
<td></td>
<td></td>
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<tr>
<td>GLASS TIGER - Someday</td>
<td>108</td>
<td>14</td>
<td>57</td>
<td>26</td>
<td>11</td>
<td>65%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRETENDERS - Don't Get Me Wrong</td>
<td>96</td>
<td>19</td>
<td>44</td>
<td>23</td>
<td>10</td>
<td>65%</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOWARD HEWETT - I'm For Real</td>
<td>88</td>
<td>9</td>
<td>47</td>
<td>24</td>
<td>8</td>
<td>63%</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MICHAEL MCDONALD - Our Love (Theme from &quot;No Mercy&quot;)</td>
<td>100</td>
<td>4</td>
<td>47</td>
<td>40</td>
<td>9</td>
<td>51%</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JEFFREY OSBORNE - In Your Eyes</td>
<td>103</td>
<td>1</td>
<td>36</td>
<td>38</td>
<td>28</td>
<td>35%</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIONEL RICHIE - Ballerina Girl</td>
<td>112</td>
<td>2</td>
<td>16</td>
<td>23</td>
<td>70</td>
<td>16%</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POINTER SISTERS - Goldmine</td>
<td>80</td>
<td>9</td>
<td>36</td>
<td>22</td>
<td>13</td>
<td>56%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NORTHEAST

SPRINGFIELD, MA (WALT PINTO-WHYN) L. Richie, Ben, Ben King, B.Vera.
GREENFIELD, MA (RICHARD ARCHER-WHAL) Device, R. Stewart, El DeBarge, J. Wames, L. Richie.
LEWISVILLE, ME (CHRIS LAYNE-WLAM) G. Abbott, Chicago.
BANGOR, ME (FRED MILLER-WMJW) L. Richie, Ben King.
PRESQUE ISLE, ME (JEREMY SUMNERS-WKZX) H. Jones, J. Osborne, Carpenters.
HARTFORD, CT (DAVID BERNSTEIN-WTIC) A. Baker, L. Ronstadt.
WILLIAMSTOWN, CT (EVAN/NORMAN WILLIAM-J) J. Wames, Jets.
NEW LONDON, CT (DANNY O'BRIEN-WNLC) L. Richie, Frozen.
NEW HAVEN, CT (JAY MC CORMICK-WELI) L. Richie.
NEW YORK, NY (ART TOLLER-WSNS/FM) B. Vera.
ALBANY, NY (CHRIS HOPMBERG-WKLI) No Report, Frozen.
NEW KENSINGTON, PA (GREG COSTANTINO-WKPA) No Report, Frozen.
PITTSBURGH, PA (KEITH ABRAMS-WHTX) Pretenders, L. Richie.
PITTSBURGH, PA (BOB CONRAD-WTAE) No Adds.
JOHNSTOWN, PA (JACK MICHAELS-WKYE) Journey, Bananarama, B. Vera, L. Richie.
NEW CASTLE, PA (GARY WEST-WKST) G. Abbott, H. Lewis.
WILMINGTON, DE (NICK SENEGA-WDEL) H. League, Ronstadt & J.J.
Winston-Salem, NC (MAYOR'S OFFICE) Ronstadt.

SOUTH

OCEAN CITY/SALISBURY, MD (KENNEDER-WQH) Crusaders, Ruby Turner, B. Vera.
HARRISBURG, VA (ADAM STUBBS-WQPO) L. Richie, Paul Simon, Kansas, Skaggs & J.
CHARLOTTE, VA (BOB JAMES-WCHV) Carpenters, L. Richie.
RICHMOND, VA (GARY KING-WRVA) Chicago, L. Richie.
RICHMOND, VA (DILLON/ECONOMYZE) L. Richie.
NORFOLK, VA (NICK O'NEIL-LY) B. Joel.
LYNCHBURG, VA (BOB ABBOTT-WGOF) Daryl Hall, L. Richie.
WEIRTON, WV (GEORGE SCHIFFER) Journey, Aretha, B. Vera.
GOLDSBORO, NC (ALAN HOOVER-WEQ) L. Richie, C. Lauper, Ann Wilson, Madonna, KBC, F. Jackson.
ROCKY MOUNT, NC (LESLIE JORDAN-WEQ) H. Hewett, B. Vinton, J. Osborne, Jermaine J.
SALISBURY, NC (DOUG RICE-WSTP) No Report, Frozen.
SHELBY, NC (ANDY FOSTER-WOHS) L. Richie, Madonna, Jermaine J. A. Baker.
CHARLOTTE, NC (MARTY LAMBERT-WBT) Frozen.
CHARLOTTE, NC (BILL CONWAY-W2CC) T. Turner, L. Richie, Aretha.
TRYON, NC (DAVID BIVENS-WTRY) R. Stewart, El DeBarge, S. Miller.
ROM, GA (T. J. MCCAIN-WKCCX) T. Turner, Journey, Jermaine J.
ATLANTA, GA (CHAPPELL/MCCRAY-WSB/FM) L. Richie, B. Vera.

ATHENS, GA (BRENT JOHNSON-WRCF) Glass Tig, Kansas, L. Richie, Madonna, E. Money.
AUGUSTA, GA (HUMPHREYS/PATRICK-WZNY) No Report, Frozen.
ALBANY, GA (RON MANI-WALG) J. Wames, A. Murray, Art & Amy, Wham.
ST. AUGUSTINE, FL (JIM ANDREWS-WJU) El DeBarge, T. Turner, B. Vera, Madonna, Pointers.
STUART, FL (GREG ARCHER-WSTU) Ronstadt & J.J., Aretha, B. Vera, El DeBarge, Madonna.
TUSCALOOSA, AL (SANDEY WALKER-WFFX/FM) E. Money, Rob Neil, L. Richie, Survivor, B. Vera, J. Osborne.
HUNTSVILLE, AL (STEVE DALLAS-WAHR) A. Murray, L. Ronstadt, D. Vera, J. Wames, R. McDowell.
GUNTERSVILLE, AL (KERRY JACKSON-WGUS) Jermaine J. Kenyan, J. Kansas, Device, A. Murray, Carpenters.
VALLEYSIDE, AL (CHRIS JAMES-WQRT) Amy Grant, L. Richie.
ANNISTON, AL (CHRIS ERIC STEVENS-WDNG) L. Richie, C. Hart, L. Ronstadt.
BAY MINETTE, AL (FRED EARS-BCBA) Glass Tig, Aretha, Journey.
MOBILE, AL (HILTON/GOLDEN/WKFG) Madonna, Pointers, Journey, L. Ronstadt.
SELMA, AL (BOB PAYTON-WTUN) T. Turner, J. Osborne, L. Richie.
CHATTANOOGA, TN (DALE DEASON-WGOW) Crowded H., L. Richie.
OXFORD, MS (DAVID KELLUM-J107) A. Baker, Jermaine J., M. McDonald.
PADUCAH, KY (CHARLIE RIVERS-WKXY) L. Richie, B. Vera, Kansas, Carpenters, Jermaine J.
SHreveport, LA (JEFF EDMAN/WKVI) Chicago, Aretha.
PINEVILLE/ALEXANDRIA, LA (TOM HOLIDAY-KISY/FM) Air Supply, Amy Grant.
EL DORADO, AR (GARY TERRILL-KKX) No Adds.

MIDWEST

MASON CITY, IA (HARRY O'NEIL-WLSS) No Report, Frozen.
MASON CITY, IA (CINDY HUBER-KRIB) Ocean, Madonna, Eurythmics, Air Suppl, Carpenters, R. Travis.
MASON CITY, IA (STEVE LOCKER-KGLO) L. Richie, Carpenters, C. Hart.
WATERLOO, IA (ROGER DAVIS-WKLO) Aretha, El DeBarge, L. Richie.
CEDAR RAPIDS, IA (GARY EDWARDS-WMT/AM) No Report, Frozen.
CEDAR RAPIDS, IA (DENNIS GREEN-WMT/FM) Carpenters, J. Wames, Jermaine J., C. Hart, M. Manning.
FOREST LAKE, MN (CATHELINE CARY-WLXK) C. Hart, L. Richie, Carpenters.
NORTHFIELD, MN (RICH HARRIS-KYMN) Carpenters, L. Richie, T. Turner, C. Hart, EBTG.
MINNEAPOLIS, MN (CHUCK KNAPP-KSTP/FM) Glass Tig.
DULUTH, MN (DANN COLUM-WCHV) Glass Tig, L. Richie, Aretha.
ROCHESTER, MN (RICH PETERSON-KRCOM) J. Wames.
ROCHESTER, MINN (AXELSON/MITCHELL-WKBB) L. Richie, B. Vera.
WILLMAR, MN (PAUL DAVIS-KOIC) Glass Tig, Crowded H., C. Hart, E. Money.
MARSHALL, MN (CRAIG ALLEN-KCKC/FM) B. Vera, P. Young, Madonna, R. Stewart, D. Johnson, Ben E. King.
MONTEVIDEO, MN (LOU KUNO-KMGM) Glass Tig, T. Turner, J. Osborne, Pia Zadora, J. Wames.
ST. CLOUD, MN (MIKE DIEM-WEON) Carpenters, Pia Zadora, M. McDonald, T. Turner, J. Wames, B. Vera.
A/C ADDS

ALEXANDRIA, MN (MIKE LOMMEN-KSTQ) A. Baker, Crowded H.

ABERDEEN, SD (DAN ZERR-KSDN) L. Richie, Pointers, Aretha.

GRAND FORKS, ND (PAUL KERO-KNOX) No Report, Frozen.

BISMARCK, ND (BRANNAN/HARDT-KFYR) Madonna.

POPLAR BLUFF, MO (KELLY URRICH-KJJEZ) Glass Tigr, T. Turner,
Kool/Gang.

ST. JOSEPH, MO (BOB HEATER-KKJO) A. Baker.

JOPLIN, MO (TIM MCNUTT-KBCD) Glass Tigr, B. Vera, McDonald, Madonna.

L. Richie, Pointers, R. Stewart, Seger.

BETHEL, WA (DICK KERNS-WBTT) Aretha, Madonna.

SHOBO, NE (JIM HANSEN-WMGN) A. Baker, L. Richie.

JOLIET, IL (TED BROWN-WJTW) Glass Tigr, B. Vera, Madonna.

WILMINGTON, IL (LOUIE HONDROS-WND) Frozen.

ROCKFORD, IL (JIM REED-KMQ) J. Osborne, El DeBarge, L. Richie.

BLOOMINGTON, IL (JIM ANDERSON-WIH) L. Richie, Pointers, L. Ronstadt.

SOUTHWEST

TYLER, TX (JAMIE BAKER-KTTL) B. Vera, Madonna.

NACOGDOCHES, TX (KURT MANN-KTCP) EBTG, Jets, Crusaders,
Journey, L. Richie, Survivor, D. Harry.

WICHITA FALLS, TX (DAVE LANDRY-KLTL) B. Vera.

HOUSTON, TX (BRUCE NELSON-KNUZ) No Adds.

WASHINGTON, D.C. (KEN McEVEY-WASH) Glass Tigr, L. Richie,
DeBarge, Madonna.

SAINT LOUIS, MO (CHRIS HOLLAND-WLIM) Aretha, L. Richie,
DeBarge, Madonna.

BLOOMINGTON, MN (ORR SUMMER-WKML) L. Richie, Pointers,
L. Ronstadt.

ROCKY MOUNTAIN

SIDNEY, MT (SCOTT LILLEHAG-KGCH) A. Baker, Genesis, R. Stewart.

HAVRE, MT (DAVID LEEDS-KOJ) L. Richie, J. Osborne, Kansas,
Pretenders.

MISSOULA, MT (VERN ARGO-KVLT) L. Richie, J. Osborne, Amy Grant,
J. Osborne, J. Osborne.


HAMILTON, MT (STEVE FULLERTON-KLYQ/AM) L. Richie, J. Osborne,
Egbert, S. Miller, Survivor.

BOULDER, CO (JEFFREY GOODWIN-KBOL) G. Abbott, L. Richie,
M. McDonald, Pointers, Jets.

LOVELAND, CO (LEE MELOTTI-KLOV) L. Richie, D. Johnson,

GREELEY, CO (ELLOTTI-PLY-KSF/AM) L. Richie, J. Osborne,
Pointers, Dick Band.

COLORADO SPRINGS, CO (JOHN T. HOWARD-KVU) L. Richie, J. Osborne,

PUEBLO, CO (RIP AVINA-KDZA) No Report, Frozen.

SALIDA, CO (CHARLES DARWIN-KVRI) No Report, Frozen.

MONTEZUMA, CO (TOM OWCA-KUBC) G. Abbott, El DeBarge, Aretha.

GRANITE JUNCTION, CO (PAT CROW-KIL) Frozen.

Rifle, CO (JEAN ANGELL-KDBL) B. Vera, Survivor, G. Loring,
Eurythmics, Pointers.

VAIL, CO (FRED MCCONKEY-KVME) No Report, Frozen.

POWELL/CODY, WY (JERRY CLARK-KLZ) J. Osborne, Journey,
GRANGEVILLE, ID (JIM CROSS-KORT) No Report, Frozen.

BOISE, ID (DREW HAROLD-KBOI) Amy Grant.

SALT LAKE CITY, UT (LEON MESSOP-KSL) Chicago, A. Murray, Carpenter.

MANTI, UT (STAN ERIKSEN-KMTI) Aretha, Carpenters, M. McDonald.

T. Turner.

FAR WEST

RENO, NV (JIM O'NEAL-KRNO/AM) Pointers, L. Richie.

LOS ANGELES, CA (LASSO/TYLER-KFI) L. Richie.

LOS ANGELES, CA (KAYE/KILEY-KOST) Jermaine J.

SAN DIEGO, CA (MARK LARSON-KMB) No Added, Frozen.

SAN DIEGO, CA (RICH/KNIGHT-B100) Seger, L. Richie, Madonna, C. Lauper.

PALM SPRINGS, CA (JILL FOX-KCMJ/AM) T. Turner, B. Vera, Chicago, Pretenders.

PALM SPRINGS, CA (TY STEVENS-KDES) L. Richie, Madonna, El DeBarge, Jermaine J.

SAN LUIS OBISPO, CA (CAROL MEYER-KKUS) Mendes, Ronstadt.

SACRAMENTO, CA (IRONS/ANDREWS-KATI) Aretha, Carpenters, C. Hart.

SACRAMENTO, CA (RICK FOX-KCMJ/AM) T. Turner, B. Vera, Chicago, Pretenders.

LAKE TAHOE, CA (B. VERA-KTek) T. Turner, B. Vera, Chicago, Pretenders.

ARCATA, CA (JILL HENRY-KATA) Aretha, El DeBarge, Crowded H., R. Stewart, T. Turner.

PLACEVILLE, CA (TINA KAWAI-KHNT) J. Warnings, RFTW, B. Vera, L. Richie.

VACAVILLE, CA (BOWMAN/BISLE-KUIC) Madonna, Glass Tigr, J. Osborne, B. Vara.


LAKE TAHOE, CA (BRIAN BECK-KTHO) R. Ocasek, Madonna, T. Turner, M. McDonald, J. Osborne.

SACRAMENTO, CA (RICK AUSTIN-KAER) L. Richie.

SACRAMENTO, CA (IRON/ANDREWS-KHYL/AM) J. Osborne, El DeBarge, Journey.

CHICO, CA (DAVE KINDIG-KPAY) Amy Grant.

GRASS VALLEY, CA (RICH BROCK-KNCO) Glass Tigr, L. Richie, Carpenters, C. Hart, L. Richie.

OROVILLE, CA (STEVE ATREIDES-KORY) H. Hewett, Carpenters.

BURNLEY/REDLANDS, CA (JIM LEE-KZAR) B. Hornsby, Miami S.M., Ronst & J.

SUSANVILLE, CA (HARDWAY/CRAIG-KSUE) C. Hart, J. Warnings, L. Ronstadt.

NORTHWEST

THE DALLES, OR (KEVIN MALCOLM-KMCO) R. Mitsap, T. Turner.

PORTLAND, OR (TOM SCOTT-KGW) A. Baker, Seger.


MEDFORD, OR (JIM ZINN-KMFR) C. Hart, Kansa, B. Vera, G. Abbott.

MEDFORD, OR (JOHN O'BRIEN-KYJO) L. Richie, Madonna, Crusaders, Ruby Turner, Jermaine J, Carpenters.


MOUNT VERNON, WA (MIKE HARTMAN-KBRC) L. Ronstadt, EBTG, Survivor, C. Hart, J. Warnings.

OAK HARBOR, WA (DAVID BOWDEN-KSD) Kansas, B. Vera, J. Warnings.


OLYMPIA, WA (DICK PUNT-KGY) L. Richie, B. Vera, Madonna, G. Loring, Jets.


CENTRALIA, WA (JIM KNUTSON-KELA) M. McDonald, J. Osborne, L. Ronstadt.


YAKIMA, WA (DAVE HANSON-KIT) Pretenders, El, DeBarge, L. Richie, Carpenters, Tonight S.

YAKIMA, WA (FRANK TAYLOR-KMXW) Madonna, A. Baker, C. Hart.


ANCHORAGE, AK (GREG WILKINSON-KKLV) L. Richie, Madonna, B. Vera, Pretenders.


WELCOME To Our New A/C Correspondent

Skip O’Neil, KVSF Radio, 1718 West Alameda, Santa Fe, NM 87501
(505-982-4455)

BIRTHDAYS

Our Best Wishes and HAPPY BIRTHDAY To:

Brian Miller, KTXY-Jefferson City, MO 12/7
Jim Cross, KORT-Grangerville, ID 12/7
Charlie Fox, KYWA-Billings, MT 12/7
Stan Eriksen, KMTI-Mant, UT 12/8
Brian Lee, WSXY-Ashville, NC 12/8
Gregg Allman 12/8
Joan O’Rourke 12/9
Johnny Rodriguez 12/10
John Wetherbee, WFR-Y-Chicago, IL 12/11
Dave Shedlock, WYD-D-Pittsburgh, PA 12/11
Danny O’Brien, WNLC-New London, CT 12/11
Jermaine Jackson, Brenda Lee 12/11
Liz Kelly, KOST-Los Angeles, CA 12/12
Ed Nickus, KMX-Modesto, CA 12/12
Tom Samaray, WKCQ-Saginaw, Mi 12/12
Frank Sinatra, Charlie Rich, Dionne Warwick, Grover Washington 12/12
Steve Brill, WZOK-Rockford, IL 12/13
Randy Owen (Alabama), John Anderson, Ted Nugent 12/13

Our Beloved Birthday Wishes To:

Steve Bise, KUIC-Vacaville, CA 12/3

BIRTHS

Our CONGRATULATIONS to DEAN ANGELL, Operations Director of KDBL-Rifle, CO, and his wife RONADA on the birth of their daughter

AUBREY JEAN. Born November 16th, weighing 6 lbs, 13 1/2 oz.

December 5, 1986/the GAVIN REPORT

20
Katz Communications has issued a 17-page attack on the newly renovated Arbitron diary (see Gary Donohue’s article, page 27) alleging that the revamped diary had a “surprising and disturbing” effect on last summer’s book. The study, mailed to Arbitron and Katz clients on the eve of Arbitron’s radio advisory board meeting, claims reported radio use dropped four percent overall as a consequence of the diary changes. Katz’s documentation involves a certain amount of apples and oranges, since only the top 14 markets have a history of summer books. For the rest, Katz compared summer listening to spring listening, and says the new diary apparently resulted in a five percent drop in persons using radio. At press time, Arbitron was still studying the critique in preparation for a rebuttal.

A funny thing happened on John Sebastian’s way to his new consultancy: He found a job as a program director. Sebastian is the new PD at Phoenix classic rocker KDKB. His arrival follows the mass exit of VP/GM Tommy Vascocu, PD John Larson and the morning team of Keith Larson and Don DeWolf. “There are definitely some holes to be filled,” Sebastian says. “But I’m excited by the challenge of taking a classic rock station and really making it work.” Sebastian says his consultancy is in hibernation. “I will be 100 percent devoted to KDKB,” he said, adding, “I really missed the day-to-day rush of working in a radio station.” Sebastian may not be the only album consultant moving back to radio—stay tuned!

“It’s permanent—for now,” is how WNEW-New York OM Scott Muni describes his assumption of programming duties in the wake of the sudden but somehow amicable departure of PD Charlie Kendell. Muni says the Big Apple’s top rocker is looking for a “visionary” to replace Kendell, “but that could take a year—or a day. In the meantime, I’ll be hanging in here.”

KSEZ-Sioux City, IA, observed the tenth anniversary of rock guitarist Tommy Bolin’s death Dec. 4 with a four-hour tribute including interviews with family, friends and fellow musicians. The Sioux City native began his career as a jazz fusion artist before moving into rock n roll as a member of the James Gang and Deep Purple. He died in 1976 of multiple drug intoxication. The show’s producer, KSEZ News Director John Bentzinger, admits Bolin’s drug abuse was “a very sensitive subject, particularly since his parents worked with me so closely.” He says the Bolin tribute is “a very positive presentation, but we are definitely not glorifying that lifestyle. Artists who worked with him, like Joe Walsh and Jan Hammer, describe how his music deteriorated because of drugs.” Stations interested in airing the Bolin tribute can contact John at (712) 255-6397.

Radi-O-Rama: KPKE Denver p.m. driver Bill Lee moves to evenings at WQMT (HOT103)-New York. Smokin’ Southern station WJMX (106X)-Florence, SC, sees the departure of morning man Scott Summers, who joins staff at Q106-Tampa. 106X Music Director B.B. Boswell moves to mornings and P.D. Martin “Henley Smythe” Green goes back to afternoons...After seven years at KNIX-Phoenix, Jim West has taken over middays and production duties at WFMS-Indianapolis...KRQ- Reno has switched from Top 40 to Album Rock, bringing in former KOZZ PD Daniel Cook from KZEP-San Antonio. “We’re optimistic about being able to slice off a piece of the Album Radio pie,” says MD Eric Ray...Brian Christian, former music man at KLAC-Las Vegas, has been moved up to PD at KVXO (Power104), Spokane’s latest Top 40 outlet. He’ll still handle music...Reminder: Mark Edwards is now PD at WNYZ-UTica, NY, replacing Chris Mac, who was transferred to program sister Top 40 WTNZ-Knowske, TN...WBKG-Milwaukee promotes Brian Jarrett to PD...Steve West is the new GM at Sharronick’s newly acquired KQXT-Seattle, coming crosstown from KISW, where PD Beau Phillips moves to GM...Lorrin Palagi, former MD/talent at KCPW-Kansas City, is available for his next challenge as MD, PD and/or air talent. Give him a ring at (813) 649-7981...Chuck Matheson, fresh off his first Top 40 anniversary at KHKG-True Cities, WA, steps up to PD, replacing Dan Murphy. Chuck will still do music...Happy birthday also to his 32nd year (to the day) in radio. On that day, Don will kick off his zany morning show on KISW (“Kiss”) AM and FM in Concorde, CA—just a few minutes east of metro San Francisco. Rose has made a five year commitment to KISW/AM and KQI/FM (soon to be changed to KQI/AM and FM) as Vice President in charge of programming as well as morning air personality. According to Don, the money and benefits were “in the ballpark” plus a combination of “sweat equity” (turning manhours into equity) and a cash investment making Rose part owner of the AM/FM combo in the one million plus populated Contra Costa County. Rose’s new situation reflects on trendsetting proportions, i.e., the decentralization of major market talents into outlying areas, enabling them to realize their lifelong dreams of ownership and a piece of a radio station pie. KISW will adopt a Top Forty programming stance and Rose gets to work with his son Jay Rosenberg who is Chief Engineer at the station.

Reminder: Deadline for Gavin Seminar host hotel registration (for extra special rates) is December 31st! Please send those hotel room cards directly to The Westin St. Francis in San Francisco. Call us if you have any questions. Also, the Gavin Award nomination ballots are due December 15th, so send them out to us here at the Gavin Report.
MACK & BROOKS • SERENADE ONE ANOTHER

The infamous Lonnie Mack is back, and Lonnie Brooks joined him in the studio in Chicago to "ham it up," as the impromptu singalong was described to us. Both artists are finishing LPs at Streeterville Studios. Looking on indisbelieving are, seated, (l-r) Justin Niebank (Mack's associate producer), Bruce Iglauer (Alligator Records) and Russ Miller (Mack's manager). Standing next to Lonnie Brooks is Mindy Giles (Alligator).

CRUISIN' WITH THE ▲ BRUISERS AT CBS

The CBS Yacht Party was the place to be if you were ANYBODY at the BMA Conference in Miami! Here's Rebbie Jackson surrounded by, from left, CBS reps Cecil Holmes and Ruben Rodriguez and labelmates Pauli Carmen, Oran "Juice" Jones, Gregory Abbott (peeking over Rebbie's head) and Carl Anderson. Everyone raved about the waves!

GIVIN' HIM WINGS ▲ IN DETROIT

Detroit was the place and Michael Johnson was the guy with the crowd around him at a recent get-together with radio and retail types. Wing'it at the event were RCA Detroit branch staff members as well as personnel from WWWW/FM and their newly acquired AM'er, WCXI.

PHOTO FILE

by LISA SMITH and BETTY HOLLARS

THESE GIRLS CAN'T HELP IT ▲

Journey's Neil Schon and Steve Perry dropped by Columbia's promotion department during a recent stay in New York. Shown here (left to right) are Linda Kirishjian, Eva Destruction, Lisa Wolfe, Neil Schon, Steve Perry and Cathy Thiele. Seated (left to right) are Chrissy Murray and Robin Solomon.

HE'S FOR REAL ▲

Yes, Howard Hewett is for real! The former Shalamar member visited Los Angeles and ran into some Phoenix, Arizona types. Pictured here clutching each other are (l-r) Rick Thomas, M.D. of KUKQ-Phoenix, Howard Hewett and KUKQ's Robert Wideman.

December 5, 1986/the GAVIN REPORT
By Lisa Smith
Special Assistance provided by Ron Fell

Rarity has a Country group experienced the kind of success and overwhelming popularity that Alabama has seen in six short years. The sales figures for Alabama's record releases are virtually unprecedented in the Country market. They have had nineteen consecutive number one singles since joining RCA in 1980. The three founding members of Alabama, Randy Owen, Teddy Gentry and Jeff Cook were all raised around the small town of Ft. Payne, Alabama. The three formed a band in 1969, and spent the next ten years playing in various clubs in the Southeast. After going through seven drummers, they met up with a Yankee rock 'n' roller named Mark Herndon in 1979, and the quartet was complete. Today, the four members of Alabama still reside in Ft. Payne. The most visible and well-publicized of the band's many community activities is the annual "June Jam" held in Ft. Payne. This year's Jam drew more than 61,000 people and grossed over $1,000,000, with the proceeds distributed among dozens of community organizations. Their first network television special, "My Home's in Alabama" aired on November 28th. We talked to lead singer Randy Owen while he was waiting to go on stage in Tucson.

The members of Alabama are (left to right) Mark Herndon, Jeff Cook, Teddy Gentry, and Randy Owen.

By Lisa Smith
Special Assistance provided by Ron Fell
"We're a Country band and everyone knows
that, but I do get disappointed when A/C
stations won't give our records a shot just
due to it's Alabama."

RO: It's a beautiful day here. There's not a cloud
in the sky, and it's 77 degrees with no humidity.
I've been sitting out by the pool. It's a great day
to be in Tucson.

LS: What are you doing in Tucson?
RO: We're doing a concert tonight. If I wasn't
doing a concert, I'd be in Alabama.

LS: Are you familiar with The Gavín
Report at all, Randy?
RO: Yes, I'm very familiar with The Gavín Report.
We worked very hard in the early days to get
consideration from The Gavín Report. We hired
people who were working just with Gavín stations
to promote our records. The first time I went
to San Francisco, one of my vivid memories was
seeing Embarcadero Center and knowing that
The Gavín Report was there. It's always amazed
me that The Gavín Report has stayed centered
in San Francisco.

LS: When the four of you first got
together, were you called Alabama?
RO: No, we were originally known as Young
Country. We did one show, a talent search show
at a high school in Section, Alabama, and won first
prize. The next time we played together--which
was a few days later--we changed our name to
Wild Country. We stayed that way for a while, but
then we found out that Avon had some products
called Wild Country, and our lawyer told us that we
should probably change the name of the group.
We then changed to The Alabama Band, and people
confused us with the Million Dollar Band
from the University of Alabama. They kept
wanting to know where all the horns were. It finally
evolved to Alabama in 1977. I've never been in a
band except this band. I hesitated about being
in groups until I found some guys who were really
serious, because I didn't want to waste my time
with people who went from band to band.

LS: How did you get your first record
deal?
RO: The first deal was with GRT Records. It was
put together because we had a song called "I
Wanna Be With You Tonight"--a very suggestive
song. We had done an album with our own
money, and a couple of guys in Nashville told us
that they could get us a single deal. That was in
1977, and as they were getting the deal, the
song came on the charts. I think it holds the
record for staying at #100 in Billboard for the
longest amount of time. Anyway, the irony of the
thing was that as we were starting out with GRT,
the label was going bankrupt in Nashville. In other
words, we didn't get a lot out of that record.
Unfortunately, we were stupid and got into a
contractual thing with them, so we couldn't really
do anything for two years. By this time, it was
1979. We worked out a deal with a label called
MDJ, and that ended up to be a squarely deal. A lot
of good people there worked hard for us, but
there were other people who were not very
honest. That eventually led to the signing with
RCA on April 17th, 1980. The great thing about
RCA was the reason that we wanted to sign with
them so badly, was that they had a willingness
and a youthfulness. They didn't have an attitude
like, "We'll sign them and if they do well, fine, but
if they don't, then so what?" They knew we were
different and that there really wasn't anything out
there like us. Our first single was "Tennessee
River," and it went to number one. When we
originally did "Tennessee River," they asked me
to leave the second verse out of it. That really hurt
me, because I wrote the song and I thought the
second verse really told what the song was all
about. But it went number one anyway, so what
do I know?

LS: I know you went to college--did you
finish?
RO: Yes, I graduated, and that's one of the things
in my life that I'm really proud of. I was the first
person in my community to graduate from
college. I got a degree in English Literature, and
my minor was Spanish. I have a B.A. degree. For
me it was very special. The last two semesters
were so hard--I was wanting to get on with my
music so bad. But I had dropped out of school
when I was thirteen years old, and I didn't go back
until I was sixteen. I graduated from high school
in three years, and I told myself that I had gone to
that much trouble, that I ought to go on and finish.
In a little less than four years, I finished college.
That was something that I wanted to do for my
people. Nobody in my family--my immediate
family--had ever gone to college, much less
graduated. I just wouldn't give up.

LS: When you guys first started out,
before you got your first record deal,
you were playing around Myrtle Beach,
covering songs by other groups like
Lynyrd Skynyrd. Did you ever sing
"Sweet Home Alabama"?
RO: (laughs) We did "Sweet Home" quite a few
times. As a matter of fact, a lot of people thought
we were the ones who recorded that song
because, as people were beginning to catch on
to us in clubs was when most of the people in
Lynyrd Skynyrd got killed. We still have people
who come up to us and say, "I love that song
called 'Sweet Home Alabama' that you guys do."
Then some people get "My Home's In Alabama"
confused with "Sweet Home Alabama." It's real
hard to disassociate a fan like that.

LS: When you were with GRT and MDJ,
were you involved in the process
of promoting your own records?
RO: We were before then, and we've always
been. We call radio stations all the time. We don't
really promote the record, we just call the people
and say thanks for playing our records. We let
them know that we appreciate it, because I put
myself in the dealers' position. If I was playing
someone else's records, just a call to say thanks
would mean a lot to me. These people get little
enough recognition. They are the ones who play
the music. You could put out the greatest album
in the world, but if no one played it on the radio, I
can almost guarantee you that you're not going to
sell any. We also appreciate the people who sell
the records, the people who put the records on
display and work out the special deals and sell
that product. That's the whole theme of next
year's tour--the "Touch" tour. It means staying in
touch with the people in radio and the record
stores and the fans, just staying in touch. That
tour will start on January 22nd in Hampton Roads,
Virginia. We finished up this year in Hollywood,
Florida, on November 30th.

LS: That's not much of a break for you.
RO: That's a lot for us. I don't like to take time off.
I don't like to work over four days in a row, but
when I take three of four weeks off, I feel like I lose
that sharpness. It's like going out and starting
spring training all over again.

LS: You've got a lot of energy, Randy. I
don't know how you do it.
RO: It's because I'm nervous. I feel like if I don't
stay anxious, I might get lazy. I don't want to get
lazy and take everything for granted.

LS: Your most recent single, "Touch Me
When We're Dancing," has been
recorded by The Bama Band and The
Carpenters. You guys don't seem to
mind releasing singles that are re-makes
of someone else's records.
RO: I have strong feelings about that. If a song is
a hit and you feel like you should record it, you
shouldn't be consumed by the fact that
somebody did it before you. The public will speak
and let you know whether or not they like it. "The
Closer You Get" and "Take Me Down" are two
more examples of songs that were really big
records for us that had been previously recorded
by other people.

LS: When The Gavín Report interviewed
Phil Everly, he told us that he believed
that the Everly Brothers harmonies were
better because they came from the same
family. Do you think that holds true for
the three vocalists in Alabama?
RO: No, I don't think that's it. I think that being
from the same part of the country is what makes
good harmonies. You say your words the same,
you have the same twang to your voice. When
you speak the same, it makes it easier to
harmonize with each other.

LS: What is the exact relationship
between the three of you?
RO: Jeff Cook is a distant cousin, and Teddy
Gentry is my second cousin. His grandmother was
my daddy's oldest sister. My daddy came from a
family of twelve kids.

LS: Tell me what's so special about Ft.
Payne.
RO: I like the four seasons there. I like the leaves

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the GAVIN REPORT

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changing in the fall and then the new leaves and flowers in the spring. We also get snow in Ft. Payne. I actually live on Lookout Mountain, which starts in Chattanooga, Tennessee, and goes all the way to Gadsden, Alabama. I live close to a very scenic area called Little River Canyon, which is the only river east of the Mississippi that is formed and runs its entire course on a mountain. I think that canyon is the best kept secret in the world. We take people down there, and they can’t believe how beautiful it is and how clear the water is. When I was a kid, that’s where I learned to swim. This is the place I was thinking about when I wrote “Mountain Music.” Of course, all the songs I write are kind of homespun.

LS: Have you ever been tempted to move to Nashville?
RO: No, not even close. I count myself among the luckiest musicians ever, because I could do whatever I wanted to do and keep my sanity by not being involved with all the hype of Nashville. I’m a farm boy. I still live on a farm in Ft. Payne and I can do whatever I want there. I can drive my tractor or go out and cut firewood—just do whatever. I’m very thankful.

LS: What’s the largest crowd you’ve ever played in front of?
RO: I guess at the Charlotte Motor Speedway—there were about 125,000 people there. That was three or four years ago. This past year’s June Jam was our biggest yet—it had over 61,000 people there.

LS: What was it like doing your TV special?
RO: We had some footage from last year’s and this year’s June Jams. I think it was a real action-packed network special. One of my favorite parts was when we got everyone together over at my mother’s house, and The Judds sang “Grandpa.” My grandfather and Teddy’s grandfather were both there. Another favorite part was when we sang the spiritual “I’ll Fly Away” with my mother playing piano. I thought the sound on a couple of the live tracks could have been better, but overall I’m real happy with it.

LS: When Alabama first started happening, your songs crossed over to the A/C charts quite a bit. But these days, it seems like no Country artists are crossing over. Do you think that’s because A/C has changed or because Country artists like Alabama have gone back to their roots?
RO: It’s because A/C has changed. That’s one thing I’m concerned and even a little disappointed about. I know who our fans are and what age group our fans are. I get letters all the time from fans asking me why our music isn’t heard on their radio station, and I don’t know the answer to that question. The audience at our shows consists of everyone from kids to grandparents. We’re a Country band and everyone knows that, but I do get disappointed when A/C stations won’t give our records a shot just because it’s Alabama. We’re who we are, but you don’t sell a million albums by just selling to the so-called “straight Country” audience. I’m happy to hear everyone’s music on the radio, but I wonder for example why A/C stations will play Alabama with Lionel Richie, but not Alabama alone. We sound exactly the same on our own records as we do on Lionel Richie’s record.

LS: How did that song with Lionel come about?
RO: Lionel called me and said he’d written this song that he thought we could do together. After talking about it for six or eight months, Alabama got together and decided if we were going to do a single with anybody else, we’d want it to be with Lionel Richie. He’s a great entertainer and besides, he’s from Alabama. Plus, of course, we loved the song.

LS: Did you and Lionel all record the song at the same time?
RO: Lionel brought the tape to Nashville, and we met him there and recorded our part. I don’t know whether Lionel re-did his part after that or not.

LS: Why didn’t you put the single on the most recent Alabama album?
RO: It was for Lionel’s album, and I didn’t want to get into that bullshit thing where artists say, “If I do a song for you, you’ve got to do one for me.” I’m sure that one day Lionel will do a song with us, but I don’t want him to feel obligated. He doesn’t owe me anything. I’m just real happy we did the song with him. It’s something we’re real proud of.

LS: Now that “Deep River Woman” has been released as a single, is RCA going to hold up the release of the next Alabama single?
RO: Yes, I’m sure they will. RCA’s very much into what we’re doing, so I’m sure that our next single won’t be out until after the first of the year. The fans and the people in radio seem to like “Deep River Woman” and that’s what’s important to us. We really enjoyed performing it on the CMA Awards Show. I was nervous because I’d never worked on stage with Lionel. He was nervous too.

LS: Were you upset that Alabama was not nominated at the CMA Awards?
RO: No, I wasn’t upset. I did wonder why, though, because we’ve certainly never done anything that wasn’t positive for Country music.

LS: Do you think it was because Alabama has already won so many awards?
RO: I think that’s something that a lot of people don’t understand. We’ve won a lot of awards, but it’s been over a short period of time. I even had people come up to me after this year’s award show and congratulate me on winning!

LS: You always make it a point to be there to accept your awards, don’t you?
RO: Yeah, we have, except when we won People Magazine’s “Favorite Group” award. We didn’t know about that until after the fact.

LS: That’s right, you’ve won that a couple of years. And that’s not just for “Country” group, that’s favorite overall group.
RO: Well, Lisa, I think that’s what bothers me about the A/C stations. If we are the choice of the people—and that’s who votes for the awards in People Magazine—then A/C stations should give us a chance. If they have people call up with complaints about the record, then take it off, but at least give it a chance.

LS: Alabama has been so successful and you’ve gotten so much adulation from your peers and fans alike, that I’m wondering how you keep your edge. You have to keep that edge, because

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SALES SKILLS by GARY DONOHUE CRMC

GAVIN SPECIAL REPORT
ON THE NEW ARBITRON DIARY

For those of you who may be unaware, Arbitron introduced a new, highly tested diary in the recent Summer survey that is getting the attention of experts and novices alike. In the weeks and months to come, much more controversy will surface over its potential effect on radio listening. One manager called me to ask about that very thing and was notably shocked to find out that the new diary had already been used—and that its ratings shot up! That really is the bottom line, right? Will my ratings go up or down with the new diary in use? Not in reality. The real issue is.. accuracy of retrieving consumer behavior.

In the past 60 days, I have personally reviewed several thousand of the old and new diaries alike, and have collected the thoughts of my client programming managers who have attended those reviews. Only by going to Laurel and handling the new diary yourself will you settle this issue in your own mind. But I contend the new, modified diary is better in every respect than the old diary, which wasn’t all that bad. Let’s remember that what has happened in reality is only that the diary has been dressed in a new suit. We in radio take note of the change, but diary keepers don’t know the difference. They will probably only get one chance in a lifetime to fill out a diary, and it’s doubtful they will critique it. On the basis of evoking a more accurate response from the diary keeper, the new Arbitron diary has done its job well. I’m one of the few who will disagree with the detractors who comment purely out of self-interest.

The most striking difference is noticeable when you first open the diary. Now it’s easy to see the habits of the listener. Entries for the morning are at the top of the page; middays are in the second quarter, afternoon drive in the third quarter, and nights are at the bottom. The old diary had everything bunched at the top of the page. The programmers who joined me agreed unanimously it was easier to get something out of the new diary, whereas the old diary was frustrating at best. This fact leads us to believe the new diary prompts a better response from the diary keeper as well. It certainly has worked with a group of diary consultants and group research wizards. It’s obvious that the reason so much is being said by some folks is that they can finally read the new diary and thus have something to talk about.

Enter Critic A. He will no longer get the benefit of radio listening speedily entered as 6a-12m. While a minuscule number of respondents ignored the quarters on the page of the new diary, the even more minuscule number of people who listened 18 hours filled it in properly as 6-10 and 10-3 and 3-7 and 7-12. How many of you out there actually believed it in the past when you saw a diary filled out 6a-12m? Typically, Easy Listening and Soft A/C stations seem to be in the middle of the arena of disagreement with Arbitron. Critic A is obviously upset about the drop in his ratings, and by his complaint has validated that, while it was a tough decision, Arbitron was forced to change the diary to get better, more accurate responses from the diary keepers.

Enter Critic B. Due to his ability to finally read and understand the handwritten diary, he’s joined the folks who have come up with a new bit of Arbitron mythology which you will hear as the “rounding effect.” Critic B has finally noticed that diary keepers round off their entries, often to the nearest hour. Most notably, Critic B has noticed that rounding occurs at the breaks on the page at 10 a.m., 3 p.m., and 7 p.m. Someone has actually spent an endless amount of time trying to prove this “rounding effect” has caused their ratings to go down. It’s a fairly interesting fiction, but we chose to turn fiction into facts, and actually conducted a sample analysis of the Baltimore Metro.

**DAYPART** | **DIARIES SHOWING ROUNding**
--- | ---
5-30-10 a.m. | 19%
10 a.m.-3 p.m. | 17%
3-7 p.m. | 13%

While these figures may seem interesting, they shouldn’t be alarming. It wouldn’t surprise me to find out that, in previous Baltimore surveys, the old diary generated similar percentages. There’s no question that rounding occurs—and no question that it isn’t a new problem. Some people have just finally noticed it.

That brings us to the only real issue I expect Arbitron to act on—“ghost listening.” When I first went to work at Arbitron in Chicago in 1979, I learned that, if a diary entry indicates listening but no station is on the same line as the listening, no station gets credit. It was described to me by a famous Arbitron person as “unaccountable” listening—“sort of like ghosts are unaccountable.” Now the new diary has opened the door to a possible solution, meaning no more ghosts in the closet and increased listening for everyone. Here’s what’s been happening:

A diary keeper lists an entry correctly, immediately followed by a start-time only. The diary keeper extends the listening by drawing a line to cross over dayparts and completes the entry with a stop time in the next section. No call letters are written down. Despite the separated dayparts, it appears as a logical assumption that this person has not changed stations. It appears the diary keeper was assuming WE understand what he was doing. Well, as you know, the strength of research is not assumptions. So, as you read this, Arbitron is analyzing this problem through a research study (and perhaps some call-backs) and will probably give us a resolution by January.

I can’t help but reiterate that this is another OLD PROBLEM. I carefully calculated the potential impact had we been credited with the unidentified “ghost listening” that we felt was actually to our station. In this case, our overall quarter-hours of listening would have increased, and the net effect was about a half-share point in the market. However, this sword has two edges. Obviously, every station in the market would benefit by a change in the editing procedure, making the increase relative. The difference now is that the new diary may have unlocked a solution to this age-old problem. Believe it or not, Arbitron has taken note and may do something about it!

Furthermore, Katz has released a very negative report on the new diary. The report has some weaknesses, but hopefully it will help everyone By comparing this year’s and last year’s summer books in the top 14 markets, Katz has shown lost-listening of 500 persons per station per spot Arbitron may find a new ghost-listening editing procedure is a way to quiet the gnashing teeth at Katz. Let’s cheer Katz on!

Some other observations by me and my client program managers were validations of what Arbitron learned in the two tests conducted before the diary was introduced:

a) Easy Listening shows decreases, do some Country FMs, due to more accurate responses in the diary.

b) More diary entries per diary, indicating higher accuracy.

c) Minimal effect on the age-old edit problems like slogan conflicts, call-letter aberrations, etc.

Hopefully, Arbitron will validate its new diary against the old diary, and tell us across the nation what the effects are. From someone who has seen a lot of diaries in a variety of markets recently, the new diary is good.
FEEDBACK

by RON FELL

TOTO
They're the recipients of The Crystal Globe Award from CBS. The award goes to artists who sell five million units outside their native country.

TIMBUK 3
Pat and Barbara McDonald contributed two songs to the soundtrack of "Texas Chainsaw Massacre II."

PIA ZADORA
After working on two critically acclaimed albums with The London Philharmonic Orchestra, Pia will record in Minneapolis next with Jimmy Jam and Terry Lewis.

PAUL SIMON
Cinemax will feature a Simon-hosted special, A Gospel Session, which will include performances by Luther Vandross, The Oak Ridge Boys, Andre Crouch and Jennifer Holliday.

RON WOOD
Look for another Stone solo album this winter. Wood has been laying down tracks with Bobby Womack.

VANILLA FUDGE
The publication Pollstar reports that Carmine Appice, Tim Bogert and Mark Stein have re-grouped for a six-week live tour next year.

DAVID LEE ROTH
David Lee Roth's latest album, "Eat' em And Smile," has been released in a Spanish-language version titled "Sonrisa Salvaje." Roth also made a video for "Loco Del Color," known originally as "Goin' Crazy."

LOVERBOY
Loverboy keyboardist Doug Johnson did not perform on "Heaven In Your Eyes" off of the Top Gun soundtrack. Johnson wasn't wild about the film's pro-military posturing.

KATE BUSH
On her upcoming "Best Of," The Whole Story, Kate recut the vocal on her first-ever single, "Wuthering Heights."

THE MIGHTY LEMON DROPS
They were originally called the Sherbert Monsters and first formed in the spring of 1985 near Dudley, England. They've since moved to London.

PAKE McENTIRE
Pake has a fondness for unusual names. His real name is Del Stanley.

MOE BANDY
Moe signed his new recording contract with MCA in front of 50,000 people at a concert at Central State University in Oklahoma.

ANDY WILLIAMS
In a recording career which has spanned more than two decades, he's had seventeen certified gold albums.

BILLY VERA
His biggest hit came in early 1968. It was a duet with Judy Clay called "Country Girl-City Man."

GLASS TIGER
This Canadian band was originally known as Tokyo. When they signed their first label deal, they adopted the name Glass Tiger.
EDDIE MONEY

"I Wanna Go Back"

Fresh New Money from his TOP 20 Can't Hold Back LP. Look for the same TOP 5 reaction that you got by playing "Take Me Home Tonight"

35 OUT-OF-THE-BOX ADDS

INCLUDING:

WMR  WNYZ  WWHB  WZON  94Q
WPST  WROQ  WBLU  KQID  WOAY
WBNQ  WDBR  KFBD  KRQ  KWOD

Columbia Records  ALBUM RADIO 33*

From the (" and
135 TOP FORTY RE
CHAR ALBUM R

BEASTI
"Fight For Your

www.americanradiohistory.com
PAUL YOUNG
“Some People”

same artist who’s had a #1 HIT
Everytime You Go Away")
has sold over 1 million lp’s!
PORTERS STRONG
TBOUND
ADIO 29*-25*

E BOYS
Right (To Party) ”

LP sales now: 325,000+
TOP 4 Response.
KEGL 93FM Q105
BJ105 WBBQ WSSX
WROQ WRVQ KITS
Z102 WZON WJXQ
KKTX WHDQ

JOURNEY
“I’ll Be Alright Without You”
The Second Week In A Row Of Heavy TONNAGE Airlplay

TEENA MARIE
“Lead Me On”

Y100 WNOK KKFR KHYT
WHHB WBPM KGRO KGWY

GAVIN TOP FORTY
147/67 CHARTBOUND
GAVIN A/C RECORD TO WATCH

www.americanradiohistory.com
Crowded House (Capitol)

Crowded House first crept into our lives in August of this year. Recently resurfaced, the album is surely worthy of a re-listen and staunch re-evaluation. Starting from scratch, I found solace in trax like “Now We’re Getting Somewhere” and the balladish “Don’t Dream It’s Over.” “Love You ‘Til The Day I Die” contains some raunchy guitar tones. “Something Over.” “Love Somewhere” and solace album August Crowded House surely worthy trax Mack will host consideration the Stevie Lightning, follow played “Roadhouse fury. That thing inside -out when Collins’ crispest example of cold, death-defying Fenderization yet. Utilizing state-of-the-art rock sounds, I hear a new lease-on-life in so far as presenting a guitarist to young guitar-hungry rock radio listeners goes. While us “white guys” tend to lean towards interpretation, Collins keeps alive the flame of the original spirit. Obviously the success Collins has been experiencing this year has a positive effect on his music and sense of humor. In addition to some serious playing, check out “Too Many Dirty Dishes.” Albert uses his guitar to wash the dishes. How is that possible? Check out side two, the hot side.

Second Sight-Lonnie Mack

In 1958, when Gibson made a freaky guitar they called a Flying V. Lonnie Mack bought number 5, a guitar he still plays with fury. Cincy’s Mack has since worked that thing inside-out of every roadhouse, not to mention the Door’s “Roadhouse Blues” (on which Lonnie played bass). Second Sight is a mature follow-up to his last, Strike Like Lightning, co-produced by Mack and Stevie Ray Vaughan. In addition to the Memphis Horns, the rhythm section is champion shuffle drummer Jim Keltner and bassist Tim Drummond, considered by some as the best in the biz. In addition to cutting this LP, Lonnie Mack will host a 13 week PBS summer television series entitled American Caravan. To support both the album and show, LM will tour America, working with PBS affiliates, local trade unions and national sponsors renovating community centers and raising the roof playing rockin’ blues.

Cold Snap-Albert Collins (Alligator)

1986 has been a good year for blues, both on a pure and mainstream level. Above and beyond Stevie Ray Vaughan (whose new live LP contains some magic playing), the latest efforts by Johnny Winter, Robert Cray and the Fab T.Birds are joined by Albert Collins’ new LP as a forceful revitalization of the medium. Cold Snap is really something special. Aside from guests like organist Jimmy McGriff and guitarist Mel Brown, this is Collins’ crisperst example of cold, death-defying Fenderization yet. Utilizing state-of-the-art rock sounds, I hear a new lease-on-life in so far as presenting a guitarist to young guitar-hungry rock radio listeners goes. While us “white guys” tend to lean towards interpretation, Collins keeps alive the flame of the original spirit. Obviously the success Collins has been experiencing this year has a positive effect on his music and sense of humor. In addition to some serious playing, check out “Too Many Dirty Dishes.” Albert uses his guitar to wash the dishes. How is that possible? Check out side two, the hot side.

“I Wanna Go Back”-Eddie Money

(Columbia)

Like a groundball through the legs of Bill Buckner, Billy Satellite’s “I Wanna Go Back” narrowly escaped its day in the sun. Almost from the moment of conception, Eddie Money has been keen to try his hand at bringing this song to the forefront. With this track just now receiving the grand commitment, the song has a shot at “going back” for a rare second chance.

The Whole Story-Kate Bush (EMI America)

While The Whole Story isn’t quite the entire story, as an anthology it does an amazing job of chronicling Kate Bush’s peak performances. The sequencing isn’t arranged chronologically. Instead each track flows conceptually into the next. What we have are twelve reasons why Kate Bush can be considered the most talented and innovative female performer on the planet. America came close to acknowledging the phenomenon in ’85 when “Running Up That Hill” nearly clicked in as a hit single. Although Kate Bush has more than mastered the singles medium overseas, in the U.S. she’s perceived solely as an artist of the album kind. By distilling the most noteworthy of her five albums/eight year span of art into one “best-of,” her integrity is not overly simplified. Instead what we have is a concise primer as to the varying degrees in which Kate Bush expresses herself as a writer, producer, arranger and singer. “Experiment IV” is the sole unreleased track of the package, winning respectable airplay already.

“Still In Hollywood”-Concrete Blonde (IRS)

Only a Los Angeles band could so fondly reconstruct the Hollywood experience like Concrete Blonde has on “Still In Hollywood.” The song’s a rocker, to be sure. Concrete Blonde are a trio who play tight and aggressive wave rock. Those of us into mass urban transit will relate to the lunacy depicted in the lyrics and brash chord work. The difference between the “clean” side and the “dirty” side is one mere four letter expletive undeleted. KZ.
"TODAY"

A Hot New Version Of A Great Old Song.
The Torch Is Passed.

TRANSLATOR

"Translator has captured the spirit of the '60s with an utterly contemporary-sounding rendition of this Jefferson Airplane song that my folks used to play when I was in my crib."

Jimmy D.,
KUSF

Available from your pals at 415/CBS Records.
MY 2 CENTS

It has nothing to do with any holiday spirit, but 28 records out of the entire 40 are underlined. Since very little new music has been released during the past few weeks, most of the underlines are a direct result of new tracks regaining ground. Bruce stays on top, although Steve Miller and the Pretenders could threaten his standing during the remaining two charts you will be receiving. Eric Clapton’s new LP is strong out-of-the-box. While the legal eagles sort out the details regarding single status of “Tearing Up,” Album Radio should go on a tear with the song. It’s a great tune and format perfect. Lone Justice is the surprise of the year, as Maria McKee and company make a real threat on Benjamin Orr’s hind quarters. Could Lone Justice close out ’86 in the Top Five? Tune in next week...Boy was I wrong in dipping the Georgia Satellites last week. It comes back with a vengeance up to #11. Bob Geldof enters the Top Ten with additional play on “Love Like A Rocket” featuring Eric Clapton on even more guitar. Just as the twelve inch of “Cool The Engines” by Boston hits the stations, many stations are already on the “Ready” track. I also noticed that “Rock N Roll Band” and “More Than A Feeling” on the Epic label has been re-released as push tracks. According to Musician Magazine, Boston’s actual label transfer hasn’t been settled in court as of yet. Apparently the band’s royalties from the previous albums go into an escrow fund that just keeps getting bigger. Anyway, Boston is as big as ever...Robert Cray had a fantastic week, breaking all of the rules. It’s been a great year for blues fans. Robert streaks up both of our charts, especially this one, 25-21-14. The

Kinks are this week’s biggest movers with action on a myriad of trax...Like a said, lots of acts are moving back up. Examples include: Billy Idol, Georgia Satellites, Boston, Bruce Hornsby (who has the number one single this week), Peter Gabriel (who is tearing things up on the road with Yousou N’dour), Timbuk 3, Bon Jovi (who had a sensational ’86), Til Tuesday, Iggy Pop, Huey Lewis and Billy Joel. Among those making a significant dent first time up: Jason and his Scorchers at #20, Paul Young going 29-25, Ann Wilson debuting at #34, Love & Rockets reappearing at #36 and Kate Bush coming awfully close to debuting this week. She rests at the top of Chartbound...Schedule for the rest of 1986 is this: The very next issue you receive will be our special year-end Top 100 issue. Who will finish number one? Next week you shall see. One additional issue will be published after that special year-end issue. The last week for reports will be the week of December 15...I was sorry to hear about the passing of Lee Dorsey at the young age of 59. He leaves behind a legacy of wonderful music that is still available on import compilations. Now that Lee is gone, I truly feel a loss. His spunky approach to music will be sorely missed. Adios Lee... XO KZ
CERTIFIED

 FETCHIN' BONES (CAPITOL)
 GOLDEN PALOMINOS (CELLULOID)
 JULIAN COPE (ISLAND)

MOST ADDED

1. World Shut Your Mouth - JULIAN COPE (Island-EP)
2. The Whole Story - KATE BUSH (EMI America)

IMPORT INDIE

UPS & DOWNS (What Goes On) "Living" "Kind"
THIS MORTAL COIL (4AD) "Live" "Glory"
SCRUFFY THE CAT "Relativity" "40"
RESIDENTS (Ralph) "Hey" "Jambalaya"
SPLAT CATS (Celluloid) "Second"
COOLIES (DB) "Baby"
FELT (Creation) "Rain" "Grey"
JOHNNY WINTER (Alligator) "Love"
VOLCANO SUNS (Homestead) "Elephant"
DRIVIN' N CRYN' (600) "Smarter" "Fire"
MINIMAL COMPACT (Crammed Discs) "12"
BURNING SPEAR (Slash) "People"

ALTERNATIVE ACTION

It was close, but Robyn Hitchcock edges out Shriekback to join the Hoodoo Gurus as our only other number 1 album in 1986 from an independent label. Elsewhere inside the top 10, the action centers around the Mighty Lemon Drops (check out their biofeedback on page 32) and Robert Cray who certainly has "shown us." The Jazz Butcher leaps over Love Tractor as they converge the high end of our chart. And don't overlook Lone Justice who are well on their way. Fetchin' Bones, the Golden Palominos and Julian Cope (Most Added) are all Certified and flying high. Commercial Alternative Additions on Julian Cope included: WBCN, WHFS, WMDK, KABL, KTCL, KJET, etc. The Palominos quick success can be attributed to instant maximum rotation at: WMDK, WNCS, WTSR, WUNH, WUSB, WFNX, WUOG, WUSC, WWVU, WXJC, KABL, WXKX, KUSB, etc. The Beastie Boys are having a huge impact within a few other formats - most notably our

CHARTBOUND

BOB GELDOF (Atlantic) "World" "Rocket" "Rain"
DIE ANOTHER PRETTY (What Goes On) "Blue" "Laughing"
LAWER RAY VAUGHAN (Epic) "Superstition"
UNTIL DECEMBER (415/Columbia) "Heaven"
SOMETHING WILD SOTK. (MCA) "FVC" "Byrne"
LYRES (Ace Of Hearts) "Not"
DON DIXON (Enigma) "Praying"
RED DORY YELLOW LORRY (Homestead) "Stir"
KATE BUSH (EMI America) "Experiment"
DEBBIE HARRY (Geffen) "French"
CAMPER VAN BEETHOVEN (P.A.T./Rough Trade)
BAD BRAINS (SST) "Gun" "Help"
DEAD OR ALIVE (Epic) "Brand"
NEW MODEL ARMY (Capitol) "Hunt" "Western"
DAWN (MCA) "Decorum"
WINTER HOURS (Link) "Confessional"
FRANKIE GOES... (ZTT/Island) "Rage" "Warriors"

Urban chart - And Alternative radio is taking notice. The B.B.'s debut at #27 behind the Maximum support of: KUSB, WOXY, KABL, WFWL, WRAS, WWXJ, WUSB, WUNH, WRUW, WPRB, WNYU and added at WBCN. If you haven't already done so, please send your
Award Nominations Ballot to us by the end of this week. Our deadline is December 14th. Also our deadline for the great room rates at the St. France Hotel is fast approaching - December 31st.

SPOTLIGHT LP

The Gateway-Figures (Twin/Tone)
The Figures last album, In A Chalk Circle, was

one of the most overlooked albums of 1985. Now we're winding up 1986 with yet another fine release by this Twin Cities group. The Gateway - their third record - is a no-frills rock n roll pop, distinguished by harmonious vocals and timely guitar leads. Vocalist and guitarist Jeff Waryan writes most of their songs, and the album also features "Twin/Tone" record engineer Steve Fjelstad (Husker Du, Dreams So Real, etc.) on bass. Fjelstad was forced to leave the band shortly after the release of this album due to other studio recording projects. The Golden Palominos pilot Anton Fier lends his production expertise. Stand-out tracks include: "In Five Days I'm Leaving Here," "Dear Lee," "Lyndon Station," "It's All Quite Clear," "Words Unsaid" and a cover of the Little Feat classic "Easy To Slip."

Floyd's House DREAMS SO REAL

Dreams So Real represent another generation from the Athens, Georgia music punning ground. R.E.M. guitarist and musician Peter Buck is the producer of this debut album. Dreams So Real music has neo-psychadelic overtones - not unlike Rain Parade - that invite daydreaming. "Birds Of A Feather" is my favorite song followed by "History," "Drifting Away" and "Maybe I'll Go" Today. The trio will be included in the upcoming documentary film 'Athens Inside Out" along with neighbors R.E.M., Love Tractor, Kilkenny Cats and Flat Duo Jets. Peter

December 5, 1986/the GAVIN REPORT

www.americanradiohistory.com
December 5, 1980 (the Gavin Report)
SOUTH

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COLUMBUS, OH

NICKOLA OFNER-WWKC - 314-871-7297


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MIAMI, FL

PHIL BRUTZ-KGKJ - 754-944-8854


MIAMI, FL

AVIS MARKO-MFRR - 954-354-8865

FIRING THE WRONG PERSON

I'd like to tell you stories about two people. Neither of them was fired, although one of them should have been. The stories are based on real people, although the names have been changed to protect the innocent—and guilty.

The first story involves a stock checker we'll call Bill. He was considered a real "problem employee." Although he had been with the company for 15 years, his attitude was hostile, he was suspected of having a personal vendetta against management, and his performance was substandard. Of course, John, a new manager, was assigned to supervise Bill's performance with specific instructions to gather evidence on Bill to be used as a legal rationale to let him go.

Instead, John went up to Bill and said, "I'm new here and I know you're a pro at your job. I wonder if you could teach me what you do and help me learn the job." Bill was stunned. Nobody had ever asked him to teach anyone something. Nobody, in fact, had asked his opinion on any subject. Remarkably, his performance improved a little.

A few days later, John said, "Look, Bill, I'm not going to b.s. you. You know management considers you a troublemaker. Well, I'm not going to buy their story, but the fact is that you're not meeting their standards. You know that. But after working with you for the past few days, I think you're a great guy. Besides, you're our most experienced person here. I'd like you to teach some of the other new hires the technical ends of the job." Again, Bill was astounded. As John explained it, "Nobody trusted Bill. When his attitude soured, nobody talked to him. He's a proud guy. I was the first manager who talked to him, who worked with him and took a personal interest in him and his ideas." Bill's attitude improved dramatically, and his productivity rose above standard within two weeks. He turned out to be a good teacher, too.

John again: "I would have fired him had he not responded. But the fact is that many people are unfairly branded as 'troublemakers' because nobody really communicates with them. It often turns out they have a lot of good ideas, if anyone will take the time to really listen and do something about them. Once Bill knew that I expected high standards from him, that I believed he could do it and was on his side, he came through."

The second story involves a senior plant foreman we'll call Fred. Technically, he was brilliant. He knew the business inside out—so well that he was frequently used as an in-house consultant by senior management. Jerry, the plant manager, wanted to institute a "participative management" program with the employees. He thought participative management would ultimately lead to higher quality products and greater efficiency, as well as raising morale and thus blunting a possible unionization drive. But, while Jerry was sincerely committed to the program for humanitarian as well as pragmatic reasons, Fred thought "participative management" was a bunch of crap. What's more, he freely expressed that opinion to everyone, even after Jerry explained the whys and hows of the program in detail. Jerry shrugged and said, "Fred and I have an honest disagreement, but he does his job and technically, he's the best foreman in the plant."

When a consultant friend of Jerry's heard about Fred, he said, "Fire that man, and today." Jerry was surprised, because his friend was a big believer in bringing out the best in every employee. But his friend said, "Jerry, you are trying to institute a new culture—a new set of values—into the plant. You've got someone in management sabotaging it. It doesn't matter if he's technically brilliant. If he doesn't support what you're doing, he's not doing his job, and your plan will fail, because he's in direct touch with the employees you're trying to reach. And the damage he will cause you is far greater than the damage he could cause by making a technical error."

Jerry disregarded his friend's advice, and six months later regretted it. He said, "I worked like a dog trying to institute what I thought was vital to the health of my company. Fred seemed to go along with it because I'm his boss. But it turns out that behind my back, he was undermining it in many subtle ways. The plan never took off. Neither did productivity. On top of that, the employees were so unhappy with Fred's autocratic style that they started to talk more and more about unionizing. Ultimately, Fred "quit." Since then, Jerry's participative management program has flourished along with productivity in his union-free labor force.

As Jerry's consultant friend said, "Managers represent the company to employees and the public. Yes, managers should be encouraged to think independently, but no company can thrive without a commonly held set of values. Jerry was committed to participative management. He had a right to expect his managers to buy into it and then to institute it in the ways they thought appropriate. Fred, despite Jerry's attempts to work with him, sabotaged the culture. In a management or supervisory position, that's a much more serious problem than not having certain technical skills. The damage is far greater."

What's the moral of these stories? Usually it's the Bills who are fired—but it's the Freds who should be let go.

Are you thinking of firing the wrong people?
# Gavin Report

**Editor:** Elma Greer  
**Associate Editor:** Lisa Smith

## Country Chart

### Certified
- **LIONEL RICHIE/ALABAMA**  
  Deep River Woman  
  (Motown)
- **Dwight Yoakam**  
  It Won't Hurt  
  (Reprise)

### Most Added
- **RANDY TRAVIS**  
  There's No Place Like Home  
  (Warner Bros.) 50 adds
- **STATLER BROTHERS**  
  Forever  
  (Mercury) 41 adds
- ***RESTLESS HEART**  
  I'll Still Be Loving You  
  (RCA) 38 adds

### Top Requests
- **LIONEL RICHIE/ALABAMA**  
  Deep River Woman  
  (Motown)
- **THE JUDDS**  
  Cry Myself To Sleep  
  (RCA/Curb)
- **DAN SEALS**  
  You Still Move Me  
  (EMI America)

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### Chartbound

**Total Reports this week:** 170  
**Last week:** 159

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<th>Artist/Music</th>
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<td>114</td>
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<td>WILLIE NELSON - Partners After All (Columbia)</td>
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Station Reporting Phone (415)392-7750  
Reports accepted Mondays at 8 AM through 11 AM Wednesdays.

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December 5, 1986 / The Gavin Report

www.americanradiohistory.com
They'd be...Jim will be...but they'll now be...Chuck Edwards...you've only got...deadline...do so and return them...ballots...aid...Dallas...KVOX-Moorhead/Fargo, North Dakota, will be...interesting situation...taping...RANDY TRAVIS (W.B.)...Dan Winston...Chuck's at KSCS/FM and Jim's...for over...a couple of weeks left...it...year...a...and...couple of weeks left...it...year...a...and...GAVIN (Warner Bros.)...RANDY TRAVIS (W.B.) - Send My Body/Storms Of Life

*Debuts This Week

Dropped: #27-Holly Dunn, #34-Alabama, #37-George Jones, Leon Everette.

ALABAMA (RCA) - Vacation/You've Got The Touch
RICKY SKAGGS (Epic) - Walkin' In Jerusalem
HANK WILLIAMS JR. (W.B./Curb) - Montana Cafe
DAN SEALS (EML America) - Lullaby
RESTLESS HEART (RCA) - Wheels
RANDY TRAVIS (W.B.) - Send My Body/Storms Of Life

REBA McENTIRE (MCA) - No Such Thing
GEORGE STRAIT (MCA) - Deep Water
GEORGE JONES (Epic) - The Very Best Of Me
SAWYER BROWN (Capitol/Curb) - Graveyard Shift
LYLE LOVETT (MCA/Curb) - God Will
WILLIE NELSON (Columbia) - Heart Of Gold

THE GATLIN BROTHERS
Talkin' To The Moon
(Columbia)

RECOMMENDED NEW RELEASES

STEVE WARINER
Small Town Girl
(MCA)

COUNTRY SUMMARY

Those of you who have yet to fill out their ballots for The 1987 Gavin Awards please do so and return them to us right away. The deadline for their return is December 14th, so you've only got a couple of weeks left.

An interesting situation is shaping up in Dallas. Chuck Edwards and Jim Tyler worked together over a year at WGBK/FM-Memphis, but they'll now be crosstown rivals. Chuck and Jim will be battling it out for afternoon numbers in Dallas - Chuck's at KSCS/FM and Jim's at KPLX.

KVOX-Moorhead/Fargo, North Dakota, will be celebrating it's 50th Anniversary in 1987! They'd appreciate calls from former air talents to aid in taping an on-air salute. Former KVOX'ers contact Scott Winston at 218-233-1522. Thanks!!

If you've received a record called "How Do You Tell Someone You Love" by Roger Donald on the Stargem label, then give it another listen. Jim Swanson, Operations Manager and our new correspondent at KQUS-Hot Springs, AR co-wrote the song along with Jimmy Payne. We're proud!

The hosts for next year's Academy Of Country Music Awards have been announced. Patrick Duffy and Naomi and Wynonna Judd will be the hosts of the show, which will take place on April 6, 1987.

This week is definitely Alabama week at The Gavin Report. Our feature interview is with Randy Owen (starting on page 23) and Alabama's pairing with Lionel Richie has earned them top honors in the Certified and Top Requests categories. Dean McMartin at KWOY-Sheridan, WY, tells us that The O'Kanes (31-31) is the fastest record to take off in Sheridan in quite a while. Ty Cooper at KMNS-Sioux City, IA says that Gary Morris (12-9) is picking up a lot of steam. Pete Runnels at KSFA-Nacadoches, TX, reports that Lyle Lovett (21-18) is really taking off in Texas. And finally, a couple of strong reports on Paul Simon's "Graceland." Alan Rowe at WDVA-Danville, VA says that "Graceland is tearing up the phones", and Billy Pilgrim at KEED-Eugene reports "a ton of female requests for Simon."

Hope your Thanksgiving was a good one! Talk to you next week.

Lisa & Elma

www.americanradiohistory.com
NORTHEAST

WORCESTER, MA (TIM TODD-WORC) Ed Bruce, L.J. Dalton, T.G. Sheppard.

LOWELL/LAWRENCE, MA (FRANK ZITTLA) Almost B's, L. Everett, R. Milap, S.K. & O.


PORTLAND, ME (HAL KNIGHT-WPOR/FM) M. Stuart, Juice, Kendalls, T. Wopat, Statlers, R. Travis.


CARLISLE, PA (ANN STEVENS-WYHL) No Report, Frozen.

PHILADELPHIA, PA (BOB YOUNG-WXTU) E. Raven.

SOUTHEAST


FROSTBURG, MD (GEORGE DENTON-WFBR) S. Wariner, Juice, Statlers, Whites.

EXMORE, VA (JOHNNY B. BAUBLIS-WKRE) Whites, R. Travis, Almost B's.

DANVILLE, VA (ALAN ROWE-WDVA) R. Travis, A. Murray.

CHARLESTON, WV (BOB JONES-WOBE/FM) R. Travis, S. of Rodeo, P. Loveless, S.K. & O.


GOLDSBoro, NC (BILL WIGGS-WFMC) Schneider, R. McDowell, A. Murray.


JACKSONVILLE, NC (B.J. TIM-WLAS) Juice.

STATESTES, NC (TIM WALKER-WFXM) S.K. O., R. Travis, S. of Rodeo.

CONWAY, SC (DAVE DEMPSEY-WLAT) Ed Bruce, Schneider, Statlers, A. Murray, Restless H.

CANTON, GA (CHRIS GRIFFIN-WCH/KF) No Report, Frozen.


PENSACOLA, FL (STEVIE RYAN-WWNO) L. Richie, Restless H, L.J. Dalton, Juice, Statlers.


GAINESVILLE, FL (TERRY SINCINCLAIR-WYGC) Juice, Ed Bruce, Statlers.

FT. PIERCE, FL (GEORGE GORDON-WPTP) Schneider, Restless H.

ST. PETERSBURG, FL (JAY ROBERTS-WSU) Moe Bandy.

ST. PETERSBURG/TAMPA, FL (BILL PYNE-WOYK/FM) Dirt Band, Juice, C. Handy.


SOUTH

TALLADEGA, AL (RICK ROBINSON-WEY) No Report, Frozen.

JASPER, AL (JOHNNY ELMORE-WAR) P. Loveless, Juice, S. Pacific, Schneider, A. Murray, Restless H, S.K. & O., Statlers, G. Stroman.

WINFIELD, AL (DOUG THREADGILL-WEOZ) R. Crowell, C. McClain, Juice, Schneider, Whites.

GADSDEN, AL (JIM PRUETT-WAAW) No Report, Frozen.

ALBERTVILLE, AL (JEFF ALLEN-WOSB/FM) Schneider, Restless H, Willie N.

ATMORE, AL (GARY BURKETT-WSKR) K. Rogers, Restless H, Statlers, Schneider, S. Wariner.

NASHVILLE, TN (ERIC MARSHALL-W6X) No Report, Frozen.

LaFOLLETTE/KNOXVILLE, TN (TONY LAWSON-WQLA) Restless H, Juice.


COLLINS/HATTIESBURG, MS (TOM BROOKLUND-KWN) Juice, Restless H, S. Pacific, O'Kanes, S.K. & O.

BILOXI, MS (RICK MIZE-WWM) Ed Bruce, L.J. Dalton, R. Travis, R. Skagg.


LOUISVILLE, KY (COYOTE CALHOUN-WAMZ) Greenwood, T. Tucker, Statlers, Restless H.

HARLAN, KY (MIKE STANLEY-WFSC) L. J. Dalton, D. Fargo, Juice.

PADUCAH, KY (KENT KING-WKYO) Schneider, A. Murray, Restless H.

HOUMA, LA (LARRY HYATT-KJIN) R. Travis, S. K. & O., Juice, Willie N.

HAMMOND, LA (KEVIN CARLISLE-WFPR) J. Paycheck, Juice.

ABBEVILLE, LA (ANTHONY KEITH-KROF) K. Whitey, Moe Bandy, Almost B's, R. Travis.

BATON ROUGE, LA (L. J. WILLIAMS-WKJN) Restless H.

RUSTON, LA (BOB DAY-KKQZ) Restless H, A. Murray, Schneider.

EL DORADO, AR (KEN JOHNSON-KDJS) Frozen.

HOT SPRINGS, AR (JIM SWANSON-WKS) No Report, Frozen.

FAYETTEVILLE, AR (TOM SLEEPER-KKX) R. Milap, L. J. Dalton, Restless H.

UPPER MIDWEST

ROCHESTER, MN (KEITH PHILLIPS-WKFW/FM) L. J. Dalton, R. Travis, S.K. & O.

MARSHALL, MN (PAUL BACHMAN-KMHL) S.K. O., Greenwood, C. Gayle, R. Stuart, Almost B's, P. Loveless.

ST. CLOUD, MN (STEVE STEWART-WWJO/FM) Frozen.

BRAINERD, MN (DAVE TORKELSON-KQBR) R. Travis, S. Pacific, R. Milap, C. Gayle, Paul Simon, Restless H, R. Travis, Connie Lee (local)

YANKTON, SD (BOB FLITIE-WNAX) A. Murray, R. Travis, R. Price, R. McDowell, Statlers, Juice, Restless H, Schneider, N. Seeger, G. Stroman.

MITCHELL, SD (KURT PHILLIPS-KMIT) Restless H, A. Murray, Schneider.

HURON, SD (JEFF DUFFY-KKK) R. Travis, Ed Bruce, S.K. & O., Statlers.


REDFIELD, SD (DYLAN GRAGE-KQDK) A. Murray, Jerry Reed, Schneider.

RAPID CITY, SD (STEVE BLAKE-KIM) J. Frickie, Greenwood, E. T. Conley.

RAPID CITY, SD (SCOTT KEARNS-KTOO) No Report, Frozen.

WAHPETON, ND (LARRY SLABIK-KBMW) Ed Bruce, R. McDowell, P. Loveless, R. Crowell.


FARGO, ND (SCOTT WINTON-KVOS-AF) S.K. & O., R. Travis, S. Pacific.

GRAND FORKS, ND (TIM LARSON-KVY) R. Travis, S.K. & O.


BISMARCK, ND (DEAN胡MPS-KBMI) R. Travis, S. Pacific, R. Travis, S. Pacific.

MIDWEST

WATERLOO, IA (BRETT DAVIS-KXEL) G. Stroman, RV Shelton, Schneider, Almost Bs.
SIOUX CITY, IA (TY COOPER-KMNS) S.K., O., Ed Bruce, Moe Bandy.
SPENCER, IA (RICK FRIDAY-KICD/FM) R. Travis, Statlers, Juice, R. McDowell, Bama Bd., S.K. & O.
FESTUS, MO (SUE CRESSWELL-KJCF) Restless H, A. Murray.
ST. LOUIS, MO (OAKES/LANGSTON-WIL) R. Travis, Juice, K. Whitley.
ST. LOUIS, MO (GEORGANN HARRIS-KUSA) R. Travis, Statlers, Juice.
JOPLIN, MO (LISA ARMSTRONG-KJOS) G. Stroman, RV Shelton, Schneider, Almost Bs.
SIOUX FALLS, SD (PETE BRIER-KFH) R. Travis, Statlers, Juice, R. McDowell, Bama Bd., S.K. & O.
JEFFERSON CITY, KS (LORI WILLIAMS-KBUF) R. Travis, Juice.
SPRINGFIELD, IL (GEOFF CHAPMAN-KUSA) R. Travis, Statlers.
JACKSON, MI (J.J. SHEPHERD-WJMR) Almost Bs, Statlers, L. Anderson.
WINNIPEG, MB (WAYNE WATERS-CTWW) T. Tucker.
FORT DODGE, IA (DALE EICHOR-WKMT) R. Travis, Statlers, Juice, R. McDowell, Bama Bd., S.K. & O.
E. T. CONLEY, AUSTIN, TX (STEVE GARY-KASE/AM) R. Travis, Statlers.
JEFFERSON CITY, KS (JACK DANIELS-KLIK) Schneider, A. Murray, Restless H.
COLUMBIA, MO (TOM BRADLEY-KTGR) Juice, Statlers, J. L. Dalton, Restless H.
GARDEN CITY, KS (LORI WILLIAMS-KBUF) R. Travis, Juice, S. Pacific, Ed Bruce, Almost Bs, Statlers, L. Anderson, J. Higdon.

CENTRAL

CINCINNATI, OH (DUKE HAMILTON-WUBE) E. T. Conley, Greenwood.
ELKHART, IN (GREG HARRIS-WCMR) Willie N., R. Travis, Statlers.
SOUTH BEND, IN (J. K. DEARING-WWDF) M. McDaniell, Dirt Band.
RICHMOND, IN (MARTIN WILLIAMS-WHON) D. Fargo, R. Travis, S. K. & O., R. Crowell.
SAGINAW, MI (TOMMY SOMORAY-WKCO) L. J. Dalton, Willie N., Schneider, Kendalls, P. Loveless.
LANDSKING, WI (WAYNE WATERS-KFLO/AM) T. Tucker, Dirt Band, K. Whitely.
MADISON, WI (MARK HUNTER-WWQM) J. Conlee, R. Travis, Willie N., Kendalls, Almost Bs.
MANITOWOC, WI (JON MURRAY-WCUB) No Report, Frozen.
STEVEN POINTS, WI (DAN OLSEN-WVXQ) E. T. Conley, S. Pacific, S. of Rodeo.
LA CROSSE, WI (DAVE SHEPEL-WLXR/AM) E. T. Conley, Greenwood.
EAU CLAIRE, WI (TIM CLOSSON-WXW/AM) E. Rabbitt, Restless H, Kendalls, Almost Bs, Statlers.

SOUTHWEST

TULSA, OK (BILL PAYNE-KTFX) No Report, Frozen.
TEXARKANA, TX (MARIO GARCIA-KMLA) Almost Bs, Restless H.
NACOGDOCHES, TX (PETE RUNNELS-KSFA) E. T. Conley, R. Travis, Willie Bruce, Schneider, S. Pacific.
DALLAS/FORT WORTH, TX (JOHNNY O'NEIL-KSCS/AM) No Report, Frozen.
DALLAS/FORT WORTH, TX (BILL MAYNE-WBAP) T. Tucker, C. Gayle.
HOUSTON, TX (CANDEA/MURRAY-KILT) C. Gayle, R. Travis, D. Yoakam, R. Travis, Statlers.
PT. ARTHUR/BEAUMONT, TX (MICKEY ASHWORTH-KEYK) R. Travis, Statlers.
AUSTIN, TX (MIKE CARTA-KVET) Statlers, S. Pacific, R. McDowell.
AMARILLO, TX (KIM CROSS-KBUY) Willie N., Statlers, Restless H, Schneider, A. Murray.
LUBBOCK, TX (CHUCK LUCK-KLLL) No Report, Frozen.
MIDLAND/ODESSA, TX (CHUCK WOLFE-KCRS) Whites.
EL PASO, TX (BILL POWELL-KHEVY) No Report, Frozen.
ALBUQUERQUE, NM (FRANCIS RODRIGUEZ-KRST/AM) Restless H, T. Wopat, Schneider.
LAS CRUCES, NM (BIG JOHN LIBYNSKI-KGRT) No Report, Frozen.
ALAMOGORDO, NM (BOB SWAYZE-KATK/FM) J. Anderson, S. Pacific, T. Wopat, Schneider, Fab TB'S.

ROCKY MOUNTAIN

WOLF POINT, MT (ADRIENNE STARR-KVCK) Schneider, R. Price, A. Murray, G. Stroman.
POLSON, MT (BILL ROBERTS-KERR) Almost Bs, P. Loveless, Kendalls, Ed Bruce, M. Stuart, Whites, R. Travis.
MISSOUA, MT (MARK WILSON-KGVO) Jerry Reed, Schneider, RV Shelton, Ed Bruce, Willie N., L. J. Dalton.
MISSOULA, MT (PAUL PROCTOR-KYSS/AM) Restless H, Juice, R. McDowell.
HAMILTON, MT (JEAN PYSSON-KLYQ-AM) Juice, Restless H, R. Milsap, S. K. & O.
WHITEFISH, MT (ART JACKSON-KJHR) S. Pacific, D. Robbins, Statlers, R. McDowell.
GREELY/FT. COLLINS, CO (DON DANA-KYOU/AM) No Adds.
SHERIDAN, WY (DEAN MCARTIN-KWYO) Ed Bruce, E. T. Conley, Schneider, R. Travis, Adam Baker.
JACKSON HOLE, WY (GIL KINGS-SGT) S. of Rodeo, Schneider, Restless H.
COUNTRY ADDS

FAR WEST

RENO, NV (TONY THOMAS-KOLO) Restless H., L. Anderson, RV Shelton.
RENO, NV (JOEL MULLER-KROW) R. Travis, Statlers, Juice.
Greenwood.
LOS ANGELES, CA (R.J. CURTIS-KZLA/FM) C. Trickle.
BRAWLEY, CA (CHRIS OLIVAREZ-KROP) No Report, Frozen.
OAKLAND/SAN FRAN., CA (CARL BROWN-KNEW) Girls N.D.
Greenwood, E. T. Conley.
SAN JOSE, CA (JULIE STEVENS-KEEN) No Report, Frozen.
EUREKA, CA (KEN CONLIN-KRED) Statlers, J. Anderson, Juice, Whites.
SACRAMENTO, CA (CANNIE WINTON-KHWY) L. Richlie, S. K. & O., S. Pacific, R. Travis, S. of Rodeo, Restless H.
SACRAMENTO, CA (RICK STEWART-KRAK/AM) E. T. Conley, Whites.
TURLOCK, CA (ED NICKUS-KMIX) Kendalls, Statlers, Whites, Will N., R. Crowell.

NORTHWEST

ASTORIA, OR (BOB LOUCKS-KVAS) L. Anderson, Restless H., R. Travis, Statlers, R. McDowell, A. Murray.
TOLEDO, OR (DENNIS EDWARDS-KTDO) Greenwood, S. of Rodeo, Schneider, A. Murray, Restless H., S. K. & O.
REDMOND, OR (MIKE WEST-KPRB) R. McDowell, R. Travis, Juice.
PENDLETON, OR (STEVE GREEN-KWHT) Statlers, L. Anderson, Whites, Moe Bandy, T. Malchek, A. Murray, Schneider.
EVERETT/SEATTLE, WA (WAYNE CORDRAY-KWYZ) Schneider, Willie N., Statlers.
YAKIMA, WA (BOB MURPHY-KUTI) R. Travis, Juice, Statlers, L. Richie, D. Yoakam.
TRI-CITIES, WA (CHUCK MATHEY-KOTY) S. K. & O., R. Crowell.
CLARKSTON, WA (ED KELLY-KLK) Juice, Restless H., Statlers, R. McDowell, S. Pacific, A. Murray, Schneider.
ANCHORAGE, AK (JAY JENNINGS-KYAK) J. Trickle.
ANCHORAGE, AK (STEVE CHAPMAN-KASH) Juice, Kendalls, Schneider, Restless H.
CALGARY, AL (RAY MACKENZIE-CFAC) No Report, Frozen.

COUNTRY JOBS

Air Talent (morning drive) - KPRB-Redmond, OR
Bob Smith (Box 1240 - 97756)
News Reporter/Anchor - KOLO-Reno, NV
*Rebecca Blessing (Box 1050 - 89510)
Program Director/AM drive - WOKD-Willow, FL
Bob Davis (Box 794 - 33821)
Air Talent/News Director - KQKD-Redfield, SD
Myron Graz (605)742-1380 or (Box 110 - 57469)
Music Director/Air Talent (mornings) - WDSD-Dover, DE
*Dennis Hazzard (Drawer B) - 19903
Air Talent (PM drive) - WTAW-Bryan, TX
*Ron Elliot (Box 3008 - 77805)
Air Talent/Newsperson - WFSR-American, KY
Mike Stanley (606)573-1470
Air Talent (7-mid) - KFLS-Las Vegas, NV
*Randy Hood (1555 E. Flamingo #535 - 89119)
*No phone calls please.

COUNTRY SERVICE

KASH-ANCHORAGE, AK - single: S-K-O (MTM)
KVCK-WOLFE, MT - single: Kenny Rogers (RCA)
KWWK-Rochester, MN - LP's: Dan Soles (EMI-America), Sawyer Brown (Capitol/EPI)

COUNTRY AVAILABLE

DON LANE from KRDR-Portland and KSTONE-Salinas is looking for a position as AT/MD/PD, contact him at (503)665-9889.
JIM ASKER from WRNL-Richmond, VA is looking for a position as AT/MD/PD, contact him at (804)282-9731.
MIKE JONES from KSXK-Topeka, KS is looking for a position as AT/MD/PD, contact him at (913)272-2122.
JOE LANGLEY from KWZV-Everett/Seattle, WA is looking for a position as AT/MD, contact him at (206)258-1815.
DON ELLIS from 96HUM/FM-Lawrence, KS is looking for a position as AT/Production, contact him at (913)242-1220.
JERRY WILSON from KUTY-Yakima and KOTY-Kennewick is looking for a position as AT, contact him at (206)631-8011.
MIKE NASSIF from KWWK-Rochester, MN is looking for a position as AT, contact him at (507)282-9382.

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Jim Williams, WKJN RADIO - 3029 S. Shankwood Forest Blvd. #20
Baton Rouge, LA 70816 (504) 292-9556

December 5, 1986 (THE GAVIN REPORT)
Don't resist.

"She"
(I can't resist)
AM-2901

The new single from the smash album by
JESSE JOHNSON
SHOCKADELICA

Produced by Jesse Johnson for J.W.J. Productions Inc.
Executive producer: John McClain

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“URBANIZING”  
by JERRY BOULDING

HOT AIR  
OR  
THE SKY IS NOT THE LIMIT

GROUND RULES
In order to keep the ‘air’ hot, we must have a few ground rules. This issue we thought we’d take a quick look in the “answer book” under the general heading "ground rules." Today, in market after market, you hear "more music" formats up and down the airways. You hear it in Top 40, modern country, A/C and naturally Urban Radio, with all running their concept of more music or 10 songs in a row. Oh, you can still hear the smile in the air personality’s voice. In nearly all cases, he/she has a format clock to follow morning drive finds a vertical clock with a stop set at .06, quickie weather at .15, never play two red dot songs or three blue dot songs back-to-back, only yellow dots after 5:00 AM and before 9:00 AM ad infinitum. All these devices are designed to reach more of the average listeners, according to research strategists. And yes, you still have to have jocks who sound like they’re having big fun on the radio, particularly in morning drive.

The question of what is hot and who is fresh may vary from programmer to programmer and market to market, but what has not changed is that there is a general consensus that there is a need for the audience to perceive that your station is hot and that it is the one place on the dial to hear all the hits and the hitmakers! And it is a continuous and on-going effort on the part of the entire team. All these ground rules mean being better prepared before you take to the air.

GREAT ESCAPE
There are some who say that even the winningest radio does little or certainly not enough to alter the course of life. While it may make some things a little more convenient, a little more bearable, add a chuckle or laugh to a boring workday, how much has it really done? Now, with satellites and faster, computer-generated news services and network features and feeds, we can get the news to you more quickly, but information is not going to make us intelligent. The thin layer of information about hostage crises, international alliances, research into chlorophyll, does not seem to make any fundamental difference in our lives.

We are as war-minded as ever. Some of us hate some other groups of people, we despise this group of people, we despise this political leader and support that one. We are duped by organized religions. We are nationalistic and our miseries continue, but we are intent on escapes, the more respectable, the more organized, the more entertaining, the better.

To escape collectively is the highest form of security. In facing what is, we can do something about it, but to take flight from what is inevitable makes us slaves to sensation and confusion. Does hit music really offer us, in a kind of subtle way, a happy release? Does it take us away from ourselves, from our daily sorrows, pettiness and anxieties? Does it make us forget, or give us strength to face life? Yes, it inspires, invigorates and pacifies us. But more than anything, music radio, combined with a strong air talent and presentation, is like Coca-Cola: it seems to make life go better.

MATTER OF STYLE
Just as what works well in one market for one station may not work at all in another market for another station, the blend of music and personality must be something that the audience feels comfortable with.

Suppose your station has made some format adjustments which you, as an air talent, don’t particularly agree with? Suppose new consultants and researchers have adjusted your station’s music so that now it leans toward more currents and re-currents? Call-out research confirms the strong appeal of goldens that were previously unplayed and now available on CDs. It may be that your station has de-emphasized some re-currents, because the active audience you are seeking could be dialing around looking for some familiar music and might not want to hear even some strong-testing re-currents again. Only the passive audience that listens for shorter periods of time may still want to hear those songs. And it’s been our experience that it’s those reactionary listeners who have a strong interest in current and recent hits, while the passives, for the most part, want to get into the oldies and re-currents. But a word of caution: those same actives may soon tire of the oldies and go back to stations that include currents. In a “lunar” rotation, they could sound great, but after 20 or 25 times a month, they can actually turn off an audience. You can often see this action happening in other formats, like modern country or AOR or Top 40. Take the case of a well-programmed Top 40 station that still features lots of currents and long-term re-currents, many of which were black classic hits and they wind up with an ARBtron score of 3.5 down from a 4.8. What may be somewhat illusory is the fact that the new number 3.5 is not all the same people they had when they had that 4.8, less than half of the same loyal core audience. The other part of the diminished audience is probably a new set of actives who have only recently found the station. They came aboard to replace an initial set of actives who discovered the station quickly but then moved on.

In fact, it’s a pretty well-established fact that the “gold stations,” including those satellite-delivered gold stations, have to continually find new listeners to replace those that are defecting. Some of these suggestions may require some experimenting on the part of the program managers and air talent. Now, we’re not saying that you should take huge chances in the middle of the Fall sweeps, but experience will tell you how far to go, and what chances you can take. Experience is a form of knowledge acquired in only two ways - by doing and by being done. So it’s important to growth and freshness that your station be perceived as one who is on top of everything that’s important to your target audience. And remember, promises may get some audience for you, but it is performance that keeps them.

"Just as what works well in one market for one station may not work at all in another market for another station, the blend of music and personality must be something that the audience feels comfortable with."

December 5, 1986/the GAVIN REPORT
CERTIFIED

THE JETS
You Got It All
(MCA)

MELBA MOORE
Falling
(Capitol)

MOST ADDED

GEORGE BENSON
CHAKA JAMES "D-TRAIN" WILLIAMS
GRACE JONES
DONNA MELBA O'BRYAN
ROBBIE NEVIL

ARTIST TITLE LABEL

KOOL & THE GANG - Victory (Mercury/PolyGram)
JANET JACKSON - Control (A&M)
LUTHER VANROSS - Stop To Love (Epic)
Bobby Brown - Girlfriend (MCA)
ANITA BAKER - Caught Up In The Rapture (Elektra)
Ready For The World - Love You Down (MCA)
Billy Ocean - Love Is Forever (Jive/Arista)
Commodores - Going To The Bank (PolyGram)
JEFF LOBER featuring KARYN WHITE - Facts Of Love (Warner Bros.)
New Edition - Once In A Lifetime Groove (MCA)
ARETHA FRANKLIN - Jimmy Lee (Arista)
Vesta Williams - Once Bitten Twice Shy (A&M)
POINTER SISTERS - Goldmine (RCA)
Klymaxx - Sexy (Constellation/MCA)
GRACE JONES - I'm Not Perfect (But I'm Perfect For You) (Manhattan)
RUN DMC - You Be Illin' (Profile)
MIKI HOWARD - Come Share My Love (Atlantic)
ISAAC HAYES - Ike's Rap/Hey Girl (Columbia)
JAMES "D-TRAIN" WILLIAMS - Misunderstanding (Columbia)
CHAKA KHAN - Tight Fit (Warner Bros.)
EL DEBARGE - Someone (Motown)
GEORGE BENSON - Shiver (Warner Bros.)
Levert - Let's Go Out Tonight (Atlantic)
Chico DeBarge - Talk To Me (Motown)
CAMEO - Candy (Atlantic Artists/PolyGram)
KRYSTAL - Precious, Precious (Epic)
MAZE featuring FRANKIE BEVERLY - When You Love Somebody (Capitol)
ROBBIE NEVIL - C'est La Vie (Manhattan)
MANHATTANS - Where Did We Go? (Columbia)
One Way - Don't Think About It (MCA)
TINA TURNER - Two People (Capitol)
O'BRYAN - Tenderoni (Capitol)
GAP BAND - Big Fun (Total Experience)
AL JARREAU - Tell Me What I Gotta Do (Warner Bros.)
Shirley Murdock - As We Lay (Elektra)
JETS - You Got It All (MCA)
MELBA MOORE - Falling (Capitol)
Freddie Jackson - Tasty Love (Capitol)
DONNA ALLEN - Serious (Atlantic)
RAY GOODMAN & BROWN - Take It To The Limit (EMI)

POPE CROSSOVER

HUMAN LEAGUE
I Need Your Loving
(Virgin/A&M)

CHARTBOUND

Reports Adds Weeks ARTIST & TITLE

44 21 2 LIONEL RICHIE - Ballerina Girl (Motown)
40 17 2 5 STAR - If I Say Yes (RCA)

URBAN CONTEMPORARY HIT FACTOR Research: Betty Hollars

Total Reports This Week 101 Last Week 94

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%

ARTIST TITLE LABEL

ARETHA FRANKLIN - Jimmy Lee (Arista)
GRACE JONES - I'm Not Perfect (But I'm Perfect For You) (Manhattan)
JAMES "D-TRAIN" WILLIAMS - Misunderstanding (Columbia)
CHAKA KHAN - Tight Fit (Warner Bros.)
GEORGE BENSON - Shiver (Warner Bros.)
ROBBIE NEVIL - C'est La Vie (Manhattan)
TINA TURNER - Two People (Capitol)
O'BRYAN - Tenderoni (Capitol)
MELBA MOORE - Falling (Capitol)
DONNA ALLEN - Serious (Atlantic)

Reports Heavy Medium Light Adds Hit Factor Weeks

78 21 36 15 6 73% 4
68 22 34 9 3 82% 7
60 15 34 10 1 81% 6
59 17 29 12 1 7% 9
60 14 28 17 1 70% 5
63 22 22 9 10 69% 5
57 12 18 15 12 52% 4
53 9 20 17 12 45% 4
39 4 18 10 7 56% 4

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the GAVIN REPORT/December 5, 1986
EPA HIT LIST

LUTHER VANDROSS "STOP TO LOVE"
SOS BAND "EVEN WHEN YOU SLEEP"
KRYSSTOL "PRECIOUS PRECIOUS"
CLAUDJA BARRY "DOWN AND COUNTING"
CARL ANDERSON "CAN'T STOP THIS FEELING"
TEASE "I WISH YOU WERE HERE"
MIAMI SOUND MACHINE "FALLING IN LOVE (UH OH)"

PLUS DYNAMITE NEW RELEASES

MTUME "BODY & SOUL (TAKE ME)"
WORLD CLASS WRECKIN' CRU "LOVE LETTERS"
JOI "I NEED A PRINCE"
JAMES BROWN "HOW DO YOU STOP"

YOU CAN COUNT ON US TO DELIVER

EPA ALWAYS BRINGING YOU THE BEST

www.americanradiohistory.com
## UP & COMING

<table>
<thead>
<tr>
<th>Reports</th>
<th>Adds</th>
<th>Weeks</th>
<th>ARTIST &amp; TITLE</th>
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<tr>
<td>37</td>
<td>6</td>
<td>4</td>
<td>ORAN “JUICE” JONES - Curiosity (Def Jam/Columbia)</td>
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<td>FORCE MD’S - I Wanna Know Your Name (Warner Bros.)</td>
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<td>ROSE ROYCE - Doesn’t Have To Be This Way (Omni)</td>
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<td>9</td>
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<td>TEMPTATIONS - To Be Continued (Gordy)</td>
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<td>10</td>
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<td>LOOSE ENDS - Slow Down (MCA)</td>
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<td>13</td>
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<td>HOWARD HEWETT - Stay (Elektra)</td>
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<td>*FREDDIE JACKSON - Have You Ever Loved Somebody (Capitol)</td>
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<td>9</td>
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<td>LUTHER INGRAM - Baby Don’t Go Too Far (Profile)</td>
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<td>28</td>
<td>5</td>
<td>4</td>
<td>JENNY BURTON - Do You Want It Bad Enuff (Atlantic)</td>
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<td>28</td>
<td>10</td>
<td>3</td>
<td>J.BLACKFOOT - U Turn (Edge)</td>
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<td>8</td>
<td>3</td>
<td>BOBBY WOMACK - I Want To Make Love To You (MCA)</td>
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<td>28</td>
<td>8</td>
<td>3</td>
<td>RJ’S LATEST ARRIVAL - Hold On (Manhattan)</td>
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<td>7</td>
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<td>GEORGE DUKE - Good Friend (Elektra)</td>
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<td>11</td>
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<td>HUMAN LEAGUE - I Need Your Loving (Virgin/A&amp;M)</td>
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<td>SYLVESTER - Someone Like You (Warner Bros./Megatone)</td>
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<td>JANICE CHRISTIE - Heat Stroke (Superromix)</td>
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<td>GWEN GUTHRIE - Outside In The Rain (Polydor/PolyGram)</td>
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<td>JANICE MCCLAIN - Passion &amp; Pain (MCA)</td>
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<td>*CLUB NOUVEAU - Situation #9 (Warner Bros.)</td>
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<td>*JAMES INGRAM - Never Felt So Good (Qwest)</td>
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<td>MIAMI SOUND MACHINE - Falling In Love (Uh-Oh) (Epic)</td>
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<td>BEASTIE BOYS - The New Style (Def Jam/Columbia)</td>
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<td>DARYL HALL - Foolish Pride (RCA)</td>
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<td>16</td>
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<td>4</td>
<td>TRINERE - I Know You Love Me (Jam Packed)</td>
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<td>16</td>
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<td>BEASTIE BOYS - Paul Revere (Def Jam/Columbia)</td>
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<td>15</td>
<td>3</td>
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<td>KENNY G - Don’t Make Me Wait For Love (Anita)</td>
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<td>5</td>
<td>DURAN DURAN - Notorious (Capitol)</td>
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<td>4</td>
<td>1</td>
<td>*NAYOBE - Good Things Come To Those Who... (Fever)</td>
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<tr>
<td>14</td>
<td>6</td>
<td>1</td>
<td>*JEFFREY OSBORNE - In Your Eyes (A&amp;M)</td>
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<td>MADONNA - Open Your Heart (Sire/Warner Bros)</td>
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<td>13</td>
<td>3</td>
<td>2</td>
<td>EGYPTIAN LOVER - The Lover (TSR)</td>
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<tr>
<td>13</td>
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</tbody>
</table>

DROPPED: #19-Jesse Johnson/Sly Stone, #26-SOS Band, #28-Lionel Richie (Conquer).

#31-Full Force.

## LP CUTS

LUTHER VANDROSS - I Really Didn’t Mean It/So Amazing/It’s Really Love / Anyone Who Had A Heart (Epic)

ONE WAY - Set It Out/You Better Quit (MCA)

CAMEO - She’s Mine/Back & Forth/Fat, Fierce & Funny (A.A./PolyGram)

BEASTIE BOYS - Brass Monkey/Slow Ride/Time To Get It (Def Jam/Col)

## RECOMMENDED NEW RELEASES

PHYLLIS HYMAN - Living All Alone (Philadelphia Int’l)

GLADYS KNIGHT & THE PIPS - Send It To Me (MCA)

THE IMPRESSIONS - Can’t Wait ’Til Tomorrow (MCA)

UPTOWN - (I Know) I’m Losing You (Oak Lawn)

## URBAN CONTEMPORARY SUMMARY

Historic milestone this week: the Gavin Urban Contemporary section hits an all-time high of 101 total reports for the week! What a way to come back after the Thanksgiving holidays, guys! As we (The Gavin Report) approach our thirtieth year (30 years?) and I approach my 16th year of editing this page, we’re real proud of what we’ve managed to accomplish in such a short time! Hottest gainers in the chart go to the POINTER SISTERS (22-13), JAMES “D-TRAIN” WILLIAMS (27-19), GEORGE BENSON (33-23), CAMEO (38-25), and TINA TURNER (40-31).

Donnie Deane, WKEI-Richmond reports adult calls for D TRAIN, as does Stan Tompkins, WTOY-Roanoke. The new CAMEO “Candy” is already generating calls at stations after only a few days play. Calvin Hicks, POWER108-Cleveland is getting calls from 18-34. Danny Harris, KDKO-Denver gets them from all demos. Andy Henderson, WQKJ-El Matthews says he’s getting calls after several weeks of play. John Anthony, WAMO-Pittsburgh said he’s getting calls from young adults. By now you’ve all received the new mix of the JANET JACKSON “Control” labeled “Edited Video Mix” which is the one she did live with Jimmy Jam, Terry Lewis and Jerome Benton, original members of The Time, which is remixed by Steve Hodge. It’s replacing the airplay of the edited LP version you received first. Doug Davis, KHYS-Pl. Arthur raved about the many requests he’s getting for JANET’s “Control.” JETS and MELBA MOORE fly from Chartbound into debut positions, with JETS getting calls from women, reports John Anthony, WAMO-Pittsburgh, and both are this week’s Certified. Big requests reported for BEASTIE BOYS, but the play is split: 19 stations for “New Style” and 16 are on “Paul Revere.” Many of you reported that you’re playing both. J.C. Floyd, WQOK/FM-Nashville is getting calls for both, he says “they’re burning it up” on the phones. L.D. McCollum, XHRM-San Diego is giving heavy airplay to “Revere” and says: “Without a doubt, most requested after the first day of play, the kids are calling like crazy.” Then, Tony Wright, WJIZ-Albany.

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the GAVIN REPORT/December 5, 1986
First it was SAY LA LA—now it's JOYRIDE. The spectacular new single from PIECES OF A DREAM. Three guys who take their fun very seriously. JOYRIDE—the single and the album. Watch for the JOYRIDE video on BET.
NORTHEAST

BOSTON, MA
TONY PENDLETON-WILD
ADD: F.Jackson, G.Knight, Daryl Hall, S.Murdoch, Kenny G, Boogie B's.
G.Abbott, F.Jackson, Nocera, Chico DeB., Loose Ends, J.Lorber,
Cameo, L.Richie.

SUNNY JOE WHITE-WXKS/FM
ADD: H.League, Madonna. HOT: Daryl Hall, Pointers, F.Jackson, Grace J.,
Jesse/Sly, Ocean, Run DMC, Chico DeB.

NEW HAVEN, CT
HANNIBAL-DICKSON-WHIC
HOT: Commodores, RFTW, J.Lorber, D.Train, Levert, Bob. Brown,
Kool/Gang, A.Baker, Gw.Guthrie, Klymax, Vesta Wms., L.Richay,
Vandross.

NEW YORK, NY
TONY GRAY-WRKS
ADD: Aretha, Mtume. HOT: G.Abbott, F.Jackson, H.League, A.Baker,
Bob Brown, Oran Jones, Chico DeB., S.Murdoch, Melba/Fred, L.Richie.

NEW YORK, NY
SCOTT SHANNON-Z100

ALBANY, NY
BRIAN SINGLETON-WCDB
ADD: P.Hyman, Nayobe, RFTW, Shannon, Melba M. HOT: G.Abbott,
Kool/Gang, S.Lattisaw, Sybil, Loose Ends, F.Jackson, Commodores,
Cl.Nouveau, A.Baker, S.Star, Jesse/Sly, Oran Jones, Nayobe, O'Bryan,

ROCHESTER, NY
ANDRE MARCEL-WDKY
ADD: Jermaine J. Controller, B.Womack, L.Ingram, Jarmou, HOT: Full
Force, A.Baker, Jesse/Sly, RFTW, D.Train, Run DMC, Vandross,
F.Jackson, Sweet Sen., Kool/Gang, Bob. Brown, Janet Jax., I. Hayes,
Pieces/Dr., Klymax, Mlk.Howard, S.Murdoch, Beastie B., Ocean, Vesta
Wms., Loose Ends, Nocera, O'Bryan, Force MD's.

PITTSBURGH, PA
JOHN ANTHONY-WAMO
ADD: G.Benson, Geo.Duke, F.Jackson, S.Star, Miami S.M., HOT: Chico
DeB., Commodores, Vandross, One Way, Levert, J.Ingram, Grace J.,
Gap Band, Jets, Kool/Gang, Melba M., Cameo.

ERIE, PA
TONI D'ANGELO-WBLO
ADD: M.Morgan, B.Williams, Maze, Temps, T.Turner. HOT: G.Abbott,
Melba/Fred, Chico DeB., Jesse/Sly, A.Baker, Cl.Nouveau, F.Jackson,
H.League, Millie Jax., L.Richie, Loose Ends, S.Lattisaw, Janet Jax.,
G.Benson, S.Murdoch, H.Hewett, D.Train, One Way, G. Jones,
Vandross, Cameo, RJ'S Last, Osbourne, Peabo.

PHILADELPHIA, PA
TONY QUARTERONE-WUSL-FM
ADD: Nocera, H.Hewett, Sylvester, Manhattans. HOT: Bob. Brown,
F.Jackson, Chico DeB., S.Lattisaw, G.Abbott, Geo.Duke, Beastie B.,

WASHINGTON, DC
MIKE ARC-HIE-WHHR
ADD: Yarborough & P., L.Ingram, Rose Royce, Mtume, Tina Turner,
Rebbie Jackson, Cameo, Midnight Star, Jean Carne, Freddie Jackson,
Impressions, L.Richie, Rodney Franklin, Club Nouveau. HOT: Janet Jax.,
Jesse/Sly, James D.Train Wms., A.Baker, Mlk.Howard, Grace J.,
Commodores, Janis W., Hayes, Vandross, Bobby Brown, Kool &
Gang, S. Murdoch, El Debarge, G.Benson.

BALTIMORE, MD
KINGSTON-KRONTHAL-B104
ADD: Chicago. HOT: Jets, Madonna, Janet Jax., Vandross, G.Abbott,
Miami S.M., Ocean, RFTW, Run DMC, Ben E.King.

BALTIMORE, MD
ROY SAMPSON-WXVY-FM
HOT: Ocean, A. Baker, Full Force, Vandross, S.Murdoch, Bob. Brown,
G.Benson, Levert, Commodores, RFTW, Janet Jax.,

RICHMOND, VA
DONNIE DEANE-WKIE
ADD: Cameo, O'Bryan, D. Allen. Rose Royce, J.Kristie, Jets, J.McClain,
Controller, Geo.Duke, J.Blackfoot, L.Richie, J.Osborne, Cl.Nouveau,

URBAN CONTEMPORARY

ADD: Nayobe, Rose Bros., J.Ingram, Wee, H.Hewett, Kenny G, 5 Star. HOT:
Commodores, A. Baker, J.Lorber, J. Hayes, Kool/Gang, Janet Jax.,
Chaka Khan, Vesta Wms., G.Benson, El Debarge, Kristol, Klymaxx,
Maze, Pointers, Grace J., S. Murdoch, Manhattans, Jarreau, Aretha, D.

NORFOLK, VA
DON EARLY-ALLEN-WW
ADD: Geo.Duke, Rose Royce, Gap Band, Bunny Sig., J.Ingram, Temps,
Pr.Pr.M., B.Williams, Egypt Lr., Oran Jones. HOT: Jesse/Sly, L.Richie,
Kool/Gang, Commodores, Levert, A. Baker, Janet Jax., Vandross,

FARMVILLE, VA
STAN WILLIAMS-WPAK
ADD: W.Crew, H.League, S.Star, Aretha, Confunk S., HOT: Cameo,
G.Abbott, Dazz B., Geo.Duke, A. Baker, Janet Jax., J.Lattisaw,

ROANOKE, VA
STAN TOMPKIN-NO
ADD: Rob.Nevil, Ben E.King, Jarreau, Cameo, L.Richie, Jms. Brown,
H.League, 5 Star, D. Allen. HOT: Commodores, Kool/Gang, Duran,
Janet Jax., Bob. Brown, Run DMC, A. Baker, Levert, J. Hayes,
Ocean, Vandross, J.Lorber, Vesta Wms., N.Edition, Klymaxx,
Mlk.Howard, Chaka Khan, D.Train, Grace J., El Debarge, Pointers, Aretha,
S.Murdoch.

SOUTH

GREENSBORO, NC
DON FOSTER-WQMS
ADD: J.Ingram, B.Womack, Cameo, Rose Royce, Timex S.C., Doogie Fr.,
Brown, Levert, RFTW, Vesta Wms., J.Lorber, Kool/Gang, Run DMC, I.
Hayes, Mlk.Howard, Vandross, Janet Jax., Ocean, N.Edition, Aretha,
Beastie B., Grace J., Chaka Khan, Klymaxx, Pointers.

CHARLOTTE, NC
DON DODY-WW
ADD: F.Jackson, 911, Emanon. HOT: P.LaBelle, Commodores, RFTW,
Chico DeB., Kool/Gang, Bob. Brown, Janet Jax., Vandross, Pointers,
G.Benson, Aretha, Melba M., F.Jackson, D.Train.

FAYETTEVILLE, NC
BAAZ LEDESMA-NAWDS
Run DMC, Aretha, I. Hayes, Janet Jax., Grace J., S.Murdoch, Rob.Nevil,
Oran Jones, Pointers, Vandross, F.Jackson, F.Jackson.

FAYETTEVILLE, NC
DWAYNE GREEN-WZFX
ADD: Cl.Nouveau, L.Richie, 5 Star, Mtume, B. Davis, J.Osborne,
G.Knight, Club House. HOT: F.Jackson, S.Murdoch, Cameo,
Commodores, A. Baker, RFTW, Vesta Wms., Bob. Brown, One Way, Full
Force.

WILMINGTON, NC
TONY GORE/JOE DIAZ-WW
ADD: D. Davis, L.Richie, Jarreau, F.Jackson, Melba M., Oran Jones,
Temps, Bronners, Bunny Sig., H.Hewett, 5 Star, Rose Royce. HOT:
Chico DeB., Run DMC, Peabo, SOS Band, Levert, Full Force, Shannon,
Octavia, A. Baker, Commodores, RFTW, J. McClain, Chaka Khan,
Mlk.Howard, Kool/Gang, Ban Vesta Wms., Bob. Brown,
Gw.Guthrie, O'Bryan, D. Allen.

ASHVILLE, NC
CHUCK MCKESSON-WBMULF
ADD: F.Jackson, Najee, Rob.Nevil, Oran Jones, B.Williams, Pointers, RJ'S
Last, B.Womack, Grace J., J.Osborne, Pieces/Dr., Geo.Howard, Vesta
Wms., Vital Inf., R.Brookins, Gw.Guthrie, J. McClain, D. Allen, J.Graham,
Loose Ends, O'Bryan, T.Turner, Maze, Manhattans. HOT: Cameo, Janet
Jax., Bob James, SOS Band, J.Lorber, Commodores, Ocean, L.Richie,
G.Benson, RFTW, G.Abbott.

ST.MATTHEWS, SC
ANDY HENDERSON-WOKI
ADD: Cameo, F.Jackson, Rebbie J., Jms. Brown, Focus. HOT:
Commodores, RFTW, Jesse/Sly, F.Jackson, Kool/Gang, Janet Jax.,

COLUMBUS, SC
TONY DEAN-WW/FM
ADD: Gap Band, L.Richie, J.Blackfoot, D. Allen, R.Brookins, Dougie Fr.,
Timex S.C.. HOT: Aretha, Camel, L.Richie, Commodores, A. Baker,
Vandross, Run DMC, Full Force, Janet Jax., J.Kristie, Beatste B.,
S.Murdoch, Klymaxx, Grace J.
Cleveland, OH
LYNN TOLLIVER JR-WZAK

Cincinnati, OH
B.CASTLE CINCINNATI.
LYNN TOLLIVER JR-WZAK
ADDS: Melba Kelly Karson INDIANAPOLIS.

Cincinnati, OH
STEVE HARRIS-WCIN

Indianapolis, IN
KELLY KARSON-WLTC

Detroit, MI
MARK JACKSON-WHYT

Detroit, MI
JAMES ALEXANDER-WLBP

Saginaw, MI
DAVID RUGOS-WWWFM

Milwaukee, WI
BERNIE MILLER-WLUM

Milwaukee, WI
ROB HARDY-WNOY

Minneapolis, MN
PETE ROHDES-CBLS

Minneapolis, MN
M SQUARED-KMQJ

Chicago, IL
MARCO SPON-WXFM-X

Chicago, IL
LEE MICHAELS-WGCFM

Chicago, IL
DEE HANDLEY-WJPG


St. Louis, MO
DEL SPENCER-KATZ FM

St. Louis, MO
MIKE STRADFORD-KJHM

New Orleans, LA
OL'KELLY ROLLING-BSHT

Maurice Lafayette, LA
STEPHANIE SMALLWOOD-KKZ

Lake Charles, LA
JAY MOORE-KKZ

West Helena, AR
PELL SINES-KGTL

SOUTHWEST

Dallas, TX
T.AVER/ Y-M SPEARS-KKDA

Fort Worth, TX
MICHELLE MADISON-KDLZ

Killeen, TX
BILL JOHN-KZAM

Houston, TX
R. ATKINS/J.MICHAELS-KMJO

PT. Arthur, TX
DOUG DAVIS-KHYS

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remarked that his most requested tune is the LP cut from BEASTIE BOYS' called "Brass Monkey" which is getting airplay at many other stations, including KSOL/FM-San Francisco. Speaking of LP cuts, Tony Scott, WEKS-Atlanta reports calls for CAMEO's "Back & Forth" from young adults.

FREDDIE JACKSON checks in with a new single "Have You Ever Loved Somebody" and gets the listing of Most Added, a repeat performance for him, since he did the same with "Tasty Love" when it was first released.

LIONEL RICHIE's "Ballina Girl" is the other Most Added, making FREDDIE and LIONEL the only two who acquired more than 20 Adds for the week. A Pop Crossover that is one of those crossing over the other way, which is happening more and more frequently lately, is HUMAN LEAGUE's new one, "I Need Your Loving." It's another Jam & Lewis conspiracy that "looks to be big." Thanks for the nice comments on our future expansion. We'll work together on the phones for the next couple of weeks and perhaps be ready to go by the first of the year. Betty
PROMOTIONS
by LISA SMITH and BETTY HOLLARS

BACK TO THE GRIND
The crew at KRQK/KLLB in Lompoc, CA, helped get students in Lompoc back into the habit of answering questions by throwing a "Back To School/Back To Trivia" promotion at a local mall. By answering a trivia question, the contestant would win a Cherry Coke or a California Get-Away weekend. Sam Jackson, Chris Cute and Michael Newman hosted the event and decided that nothing less than tuxedos would do! (Their ties are all red - we assume that was in honor of the Cherry Coke.)

FREE FIREWORKS
Power 106 in Los Angeles continues to celebrate its impressive debut in the L.A. market by sponsoring exciting events for Power listeners. On October 26th, a fireworks-synchronized-to-music Skyshow was held alongside the Queen Mary in Long Beach. Following the Skyshow, Power 106 moved on board for an "After Party" dance, featuring live performances by NuShooz, Stacey Q, Rebbie Jackson, The Movies and Nice N' Wild. The dance party was hosted by Max Headroom and the Power 106 air personalities. Power 106 and party sponsor Coca-Cola contributed a portion of the sale price of each ticket to the Long Beach D.A.R.E. (Drug Abuse Resistance Education) program.

DOUBLE PLAY/INSTANT PAYOFF
$5,000 is the prize but it doesn't happen just once at FM-98 WJLB-Detroit. Listeners get their "Tune-Up Card" and prepare to identify the "Double Play" songs to win...but if they don't win the Grand Prize of $5,000 this time, they always get another chance at it! Payoff is instant...winners arrive at the station and receive their check, it's as simple as that!

In last week's PROMOTIONS (November 28th), we ran a picture of a Volkswagen given away by WLXR-LaCrosse. The caption stated that the guy in the picture was WLXR Promotions Director Dave Shepel. WRONG! The man pictured is the winner o' the car. Dave Shepel is taller and much better looking. Sorry, Dave!!

Robert Haynes of Detroit is shown receiving his check for $5,000 and shaking hands with WJLB afternoon drive personality "Doc" Larry Elliott (left) and promotions manager Lisa Orlando (second from right) and Program Manager James Alexander (right).

Hosting the Back To Trivia contest were (l to r) Sam Jackson, Chris Cute and Michael Newman.
HIP TO SING LIKE HUEY

KIXS/FM Program Director B.J. McCrae writes to us from Killeen/Temple, TX and describes one of his greatest promotions to date. Huey Lewis & The News were performing at the Frank Erwin Center in Austin, TX, and the station promised to take a busload of listeners to the show if they were the lucky winners. All they had to do to qualify was sing fifteen seconds of any Huey Lewis & The News song! B.J. McCrae comments: "Most of our listeners can't carry a tune, but it was fun!"

KONGFRONTATION

KIIS/FM-Los Angeles never misses a chance to capitalize on the more bizarre attractions in their West Coast city. The latest of these events was the premiere of the newest attraction on the Universal City Studios Tour that features King Kong in the flesh (or in the fur). Over 3,000 guests of KIIS/FM experienced "Kongfrontation" during its debut at a mini-tour of the backlot especially arranged for the occasion. Rick Dees greeted his fans and, joined by Lorna Love and Ed Mann, gave out prizes that included videos of the original King Kong film, safari outfits from Abercrombie & Fitch, a two-week Kenya, African safari and a grand prize of a brand new Jeep Wrangler. Great prizes to tie-in with Kong, don't you think?

HELP LINE HELPS OUT

For a second time, CFX-Victoria, B.C., has been honored by the League for Human Rights for its community service on behalf of "alerting, informing and sensitizing the public with regard to the nature and value of Human Rights." CFX's first award several years ago was for their programming on Native Indian rights. This year, they were saluted for the installation of the "CFX Help Line" that has helped hundreds of individuals with a variety of problems from landlord-tenant disputes to consumer rip-offs. In addition, the Help Line has provided information on a variety of subjects. C-FAX President and GM Mel Cooper says the station is proud of this unique program and the service it has provided to people from all walks of life.
EDDIE MONEY - "I Wanna Go Back" (Columbia) When Billy Satellite put this out, it instantly became a favorite of mine. Now, nearly three years later, Eddie goes back and resuscitates a song that was sitting around just waiting for a new treatment. Put Money on the revived version for a winning follow-up to "Take Me Home Tonight."

GLADYS KNIGHT & THE PIPS - "Send It To Me" (MCA) From her very first hit, "Every Beat Of My Heart," to her version of "I Heard It Through The Grapevine," and the string of hits that followed, Gladys Knight has earned her stripes as one of Pop and R&B's finest vocalists. This newest effort from the Miami Vice vocalist and new treatment. Put Money on this out, Eddie Money!

RON JOVI - "Livin' On A Prayer" (Mercury/PolyGram) Timely lyrics, a strong performance and a "Springsteen-like" melody line all make for an irresistible package. Bon Jovi paid their dues with a lot of hard road work and it's all paying off now.

NEW EDITION - "Under The Blue Moon" (MCA) I figure they gotta get this one in before their voices change. All of these chestnuts were in K-TEL packages before any of the New Edition were born. These little shavers have already proven their ability to sing with excellent clarity and harmony, but they prove another point with this project. They can interpret the author's original intent. Producer/arranger Freddie Perren, no stranger to the original versions of these songs and no stranger to classy soul/pop arrangements, gives the Boston boys a solid musical foundation upon which to sing. And other than Duke Of Earl and Blue Moon, which require a baritone New Edition can't deliver (yet), the songs are full of spirit and nostalgia.
can’t help falling in love

GAVIN TOP 40 UP & COMING 49/25
THIS WEEK ADDS INCLUDE:

KRBE  WMBH  99DTHX  WLOL  KATD  KPLZ #1 PHONES  W2IC @34  WKEE  WBBQ  WCKN  B98  KIIK  KZ10  KCMQ

AND LOOK AT THIS EARLY ACTION:

WCQM  Q107  B104  B106  WAVS  WPHD  WDBX  WNCX  WXKS  PRO/FM  KWSS  LG73

from the album

Field of Fire

produced by julian mendelssohn

GAVIN TOP 40 UP & COMING
ADDYS THIS WEEK INCLUDE:

100KHI  WRKZ  WSSX  99KG  KZFS  ... AND MORE!!

WITH EARLY ACTION AT:

KIIS/FM  KATD  KS103  KITS  KOZE  KHTZ  OK95  KZSU  3WQ  WGBQ  KFMY  KKOS

produced by phil chapman and corey hart

from the platinum album please

SUBURBIA
The New Single from 'Til Tuesday

Comming UP

CLOSE

Taken From The Album Welcome Home

Produced by: RHETT DAVIES

On Epic Records, Cassettes and Compact Discs. Distributed by CBS Records.

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