GAVIN GOES TO HOLLYWOOD!

THE SILVER SCREEN MEETS BLACK VINYL
AN INTERVIEW WITH FILMMAKER JOHN HUGHES

DIRECTOR OF THE BREAKFAST CLUB
PRODUCER OF SOME KIND OF WONDERFUL
AND PRETTY IN PINK
Peter Cetera

"only love knows why"

The New Single • Produced by Michael Omartian • From the album SOLITUDE/SOLITAIRE

www.americanradiohistory.com
**TOP 40 CHART**

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

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**RECORD TO WATCH**

**CERTIFIED**

- **FLEETWOOD MAC**
  - Big Love
    - (Warner Bros.)
  - 134 Adds

- **BRYAN ADAMS**
  - Heat Of The Night
    - (A&M)
  - 83 Adds

**TOP NEW AIRPLAY**

- **HUEY LEWIS & THE NEWS**
  - I Know What I Like
    - (Chrysalis)
  - 133 Adds

- **DAVID BOWIE**
  - Day-In Day-Out
    - (EMI America)
  - 83 Adds

- **THOMPSON TWINS**
  - Get That Love
    - (Arista)
  - 84 Adds

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March 27, 1987/the GAVIN REPORT
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Dropped: #29-Bon Jovi (PRAYER), #30-Peter Gabriel, #35-Bruce Willis, #39-Beastie Boys (PARTY), Sammy Hagar, Billy Brigan, Georgio, Burns Sisters Band, Venetians, Alan Parsons Project, Billy Vera & The Beaters (MYSELF).
TUNE UP
Your Radio Station With This Hot New Release
From Columbia Records

EDDIE MONEY
“Endless Nights”
Taken from the Columbia LP “Can’t Hold Back” FC 40096
Produced by Richie Zito and Eddie Money
Eddie Money for Money Madness Productions

LISA LISA and CULT JAM
“Head To Toe”
Taken from the BRAND NEW Columbia LP
“Spanish Fly” FC 40477

MONDO ROCK
“Primitive Love Rites”
Taken from the forthcoming Columbia LP
“Boom Baby Boom” BFC 40470
Produced by Bill Drescher
# HIT FACTOR

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

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<td><strong>TINA TURNER</strong> - What You Get Is What You See (Capitol)</td>
<td>185</td>
<td>1</td>
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<tr>
<td><strong>CYNDI LAUPER</strong> - What's Going On (Portrait)</td>
<td>251</td>
<td>11</td>
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<td><strong>ROBBIE NEVIL</strong> - Dominos (Manhattan)</td>
<td>214</td>
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<tr>
<td><strong>U2</strong> - With Or Without You (Island)</td>
<td>264</td>
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<td><strong>HIPSWAY</strong> - The Honeychill (Columbia)</td>
<td>182</td>
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<td><strong>KOOL &amp; THE GANG</strong> - Stone Love (Mercury/PolyGram)</td>
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<td><strong>PETER WOLF</strong> - Come As You Are (EMI America)</td>
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<td><strong>GLASS TIGER</strong> - I Will Be There (Manhattan)</td>
<td>218</td>
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<td><strong>MADONNA</strong> - La Isla Bonita (Sire/Warner Bros.)</td>
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<td><strong>BOSTON</strong> - Can'tcha Say (You Believe In Me) (MCA)</td>
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<td><strong>JODY WATLEY</strong> - Looking For A New Love (MCA)</td>
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<td><strong>ROBERT CRAY BAND</strong> - Smokin' Gun (Mercury/PolyGram)</td>
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<td><strong>FLEETWOOD MAC</strong> - Big Love (Warner Bros.)</td>
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<td><strong>BARBUSTERS</strong> - Light Of Day (Blackheart/CBS)</td>
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<td>8</td>
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<td><strong>WORLD PARTY</strong> - Ship Of Fools(Save Me From Tomorrow)(Chrysalis)</td>
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<td><strong>DONNA ALLEN</strong> - Serious (Atco)</td>
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<td><strong>SIMPPLY RED</strong> - The Right Thing (Elektra)</td>
<td>153</td>
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<td><strong>BRYAN ADAMS</strong> - Heat Of The Night (A&amp;M)</td>
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<td>68</td>
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<td><strong>CHICAGO</strong> - If She Would Have Been Faithful (Full Moon/W.B.)</td>
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<td>34</td>
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<td><strong>BREAKFAST CLUB</strong> - Right On Track (MCA)</td>
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<td><strong>SURVIVOR</strong> - How Much Love (Scotti Bros.)</td>
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<td><strong>PATTY SMITH</strong> - Never Enough (Columbia)</td>
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<td><strong>HUEY LEWIS &amp; THE NEWS</strong> - K I D I (I Like (Chrysalis)</td>
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<td><strong>THOMPSON TWINS</strong> - Get That Love (Arista)</td>
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<td><strong>LIONEL RICHIE</strong> - Se La (Motown)</td>
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<td><strong>POISON</strong> - Talk Dirty To Me (Capitol)</td>
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<td><strong>KENNY LOGGINS</strong> - Meet Me Half Way (Columbia)</td>
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THE BARBUSTERS
Featuring Joan Jett & Michael J. Fox
"Light Of Day"
Gavin Top 40 #31 154/8

LUTHER VANDROSS & GREGORY HINES
"There's Nothing Better Than Love"
Gavin Top 40 Up & Coming 51/5
Gavin A/C Action Sides 84/20

GINO VANNELLI
"Wild Horses"
Gene Swedberg, PD, WLLOL
"The perfect record for females... they love Gino. This is a real standout record when a lot of the music out there sounds the same."
Mark Bolke, PD, Y108
"Reaction has been positive from the beginning!
Great adult phones!"
Jack Alexander, PD, KKAZ
"The phones are smokin! Both male and female 25+.
Kelly Gordon, PD, KTRS
"Predominantly female phones. However, males are also responding. These are quality 25+ calls."

GAVIN TOP 40
Up & Coming 66/9
Gavin A/C
Debut 27* 96/16

I'm No Angel"
Gavin Top 40 Up & Coming 38/20
Gavin Album #3

GREGG ALLMAN
"Wild Horses"
Gene Swedberg, PD, WLLOL
"The perfect record for females... they love Gino. This is a real standout record when a lot of the music out there sounds the same."
Mark Bolke, PD, Y108
"Reaction has been positive from the beginning!
Great adult phones!"
Jack Alexander, PD, KKAZ
"The phones are smokin! Both male and female 25+.
Kelly Gordon, PD, KTRS
"Predominantly female phones. However, males are also responding. These are quality 25+ calls."

DELIVERS DELIVERS DELIVERS
Does success breed conservatism? That question came up in two conversations I had this week, one with a major-market programmer and another with a medium-market air talent. Both witnessed their ratings soar during the formative period when the stations were on the attack, building audience from book to book. In both instances, once success was realized, the powers-that-be began pulling back from the aggressive posture, creating an unhappy atmosphere and lower shares in the ratings battle. All too frequently, air talent and programmers who feel handcuffed creatively depart, and are replaced by those who accept the status quo. It's clear, judging by the perennial leaders in market after market, that the winning management credo is, "If it ain't broke don't fix it."

In only their third week on the chart, CUTTING CREW is hanging just outside the Top Ten! KUBE's Gary Bryan and Wendy Christopher move it all the way from 29-12, other big gains at KKXX Bakersfield 23-16, KPKE Denver 29-19, KIXY San Angelo 23-16, KYYY Bismarck 23-16, KDWB Minneapolis 23-15, WKDD Akron 25-17, Q105 Tampa 12-5, WTCI Hartford 27-19, etc. February 20th was the date JODY WATLEY became a crossover pick and it's bustling through for just about everyone at this stage of development. Scott Shannon debuts it number 14 at Z100, plus jumps of seven places or more at Z95 Chicago 29-21, KEYP Tyler 31-23, KYOS Merced 15-8, KIIS Los Angeles 14-5, WBBQ Augusta 29-19, B94 Pittsburgh 30-21, etc.

Immediate impact on CERTIFIED entry FLEETWOOD MAC. Heading straight into the Top Thirty in all regions. Debuts at #20 for Steve Kelsey WFBG Altoona, #21 with Craig Ashwood 94Q Atlanta and #23 for Tony Davis KVIC Victoria. Also debuting Top Thirty at KOEU, Y108, KIMN, Y94, KGLI, WYSR, WBAM, WYAV, Q99, WWFX, etc.

Radio is giving BRYAN ADAMS the warm welcome that everyone expected. Over 200 reports in only two weeks, with adds at B104 Baltimore, WBPM Kingston, KROC Rochester, 92X Columbus, KBIU Lake Charles, KWSS San Jose, CKOM Saskatoon, KKYK Little Rock WKLO Grand Rapids, WJET Erie, etc.

HIT FACTOR up to 11% for SIMPLY RED, who are just above the 150 mark in total reports. Excellent chart picture coming out of Boston, where Sunny Joe White takes it up 23-14 at WXKS and crosstown Harry Nelson lists it 29-24 at Z94. Other noteworthy moves include WPDX 30-21, WCGQ 16-11, WKZO 32-24, KVFM 28-22, KKLS 19-15, etc.

Market after market is confirming that POISON is taking effect, or should I say getting the expected reaction Number One for the second week in a row in conservative Salt Lake City at KCPL. Also big in Dallas at Y95 13-10, KS103 San Diego 13-10, KDVY Topeka 36-15, Y100 Miami 21-14, Z93 Atlanta 25-21, PRO/FM Providence 30-24, etc.

Teen appeal ranking is also strong for the followup by BEASTIE BOYS, HIT FACTOR is already 19%. Adds at Q99 Burlington, Y100 Miami, WROQ Charlotte, KIIS Los Angeles and KSND Eugene. Debut #26 in Houston at 93Q.

CHRIS DEBURGH has been fighting an uphill battle since early Fall of last year but continues to prove a winner at many stations. HIT FACTOR is a significant 24% with Top 5 activity reported in Atlanta by Steve Davis at PWR 99.7, Bob Harlow KATD Los Gatos/San Jose, Mike Preston KWSS San Jose, Tony Waitekus WCIL Carbondale, etc. Now over 100 reports with 23 new believers including WKNE, WHKW, WYKS, WAGQ, KS103, KSLY, KZZP, WZOK, WZKX, etc.

Former Record To Watch PSYCHEDELIC FURS picks up another 10 adds including 106X, WPFM, KTMT, KMGX, Y95, KTUF, etc. Climbs 22-17 at KHIQ Seattle, 30-24 at B94 Houston, 16-16 WPST Trenton, and debuts #29 at B106 Washington D.C.

Big Big airplay week on last week's Record To Watch, KIM WILDE. New on 32 stations including Z93, Z100, KCPW, WPOW, Q105, KCM, KFMY, KZZP, I94, KRQ, KKS, KZZU, KXYO, KGOT, KIYS, WBBQ, etc. Debuts at #15 in San Antonio at KITY, and #10 at B97 New Orleans.

ATLANTIC STARR moves into the URBAN CONTEMPORARY Top Ten and checks in with Top 40 HIT FACTOR of 20%. New on G105, WTNZ, WBBQ, KNYG, KWXX, KCM, KSYZ, etc. Moves 12-10 for early believer Guy Zapoleon at KZZP. Keep careful tabs on PSEUDO ECHO, who are quietly building a case worthy of mention. KZZU's Randy Robbins charts it 24-15 and Jay McCall at KQ9E Lewiston moves it 13-11. New on KITY, WKPE, KIYS, KVKO, KTH, KGOT, KUBE, KSND, etc. Excellent gains on COMPANY B at WTCI Hartford 25-15, Y100 Miami 10-7, KITY San Antonio 5-3, KCM San Francisco 13-8, etc. Added at WQBZ, Z100, WYDD, KTXT, I94, KS103, KREO, KZWP, KINN, 93Q, JLK/FM, etc.
In this critic-on-every-corner country, no one's had a bad word to say about

Goodbye Saving Grace
the new single from
Jon Butcher

"GOODBYE SAVING GRACE is proving itself as a great rock 'n roll record for our 16-24 year old rockers."
Russ Mottola WAAF

"The Jon Butcher record is mesmerizing."
Anthony Alaimo WMNY

"Excellent!"
Em Ralz WMHR

"Best track of the year!"
Chris James WPTS

"Hypnotic!"
Jim Alexander WBN

"Within 2 days, we're getting incredible phones--it's fabulous, everyone loves it! The whole album is phenomenal!"
Russ Mottola WAAF

"This is the quintessential album radio track."
Pepe Lopez KNCN

"Hottest thing this year--a future classic!"
Joe Marino WQCH

"This Jon Butcher record really jumps out of the groove and grabs you. Excellent vocals."
Rick Farnock WNTI, Appleton/Green Bay

"Great upper demos."
John Leisman KQRS

"GOODBYE SAVING GRACE is a headphone dream record--great guitar work and a nice progressive edge. It's a top notch song."
Rip Merrick WIZA, Orlando

"GOODBYE SAVING GRACE is not to be overlooked. It's got a style all its own, a real beauty."
Andi Liscio WPYA, Albany

"Jon has matured with a great song--the best thing he's ever done."
Dane Nimmer KNSO

"This should be the album to put him on the tips of people's tongues."
Scott Commer WIZX

"I found it to be deeper than any album I've heard in a long time."
Joe Marino WQCH

Produced by Spencer Proffer & Jon Butcher Jr. (C) 1990

Now an MTV SNEAK PREVIEW 30 DAY WORLD PREMIERE VIDEO EXCLUSIVE!
NORTHEAST

HAMILTON, ON(NEVIN GRANT-CKOC) C. Crew, C.Lauper.
BOSTON, MA(NELSON/DOLGINS-Z94) J.Watley, H.Lewis, P.Gabriel, P.
Smyth.
BOSTON, MA(WHITE/OCONNELL-WXKS/FM) F. Ghost, T. Twins,
CAPE COD, MA(RANDALL/McVIE-WKPE) Bowie, H.Lewis, Kenny G, P.
Echo, Paul Simon, P. Smyth, S.Robinson.
PROVIDENCE, RI(TOM CUDDY-PRO/FM) L. Richie, H. Lewis, Bowie, F.
Ghost, S. Red, K.Loggins.
KEENE, NH(TROMBLY/LYNOTT-WKNE/FM) DeBurgh, B.Vera, Level
42, H.Lewis.
CLAREMONT, NH(BARLOW/BILODEAU-WHDO) L. Richie, T. Twins,
RUMFORD, ME(ROBERTS/JAMES-WMR) No Report, Frozen.
EddSWORTH/BANGOR, ME(TIM MOORE-WKSO) Aretha/G.M,
BANGLES, Prince, W.Chung.
BURLINGTON, VT(DENA YASNER-95XXX) Bowie, H.Lewis, L.Richie,
Psych.Furs, Level 42, P. Gabriel.
BURLINGTON, VT(THOM RICHARDS-Q99) G.Medeiros, H.Lewis,
Bowie, Company B, T. Twins, DeBurgh, S.Mendes, Beastie B.
HARTFORD, CT(MIKE WEST-WTIC/FM) Paul Simon, Bowie, L.Richie.
WILLIAMSTOWN, CT(ETC/SPENCER/WILLI-FM) P. Gabriel, H.
Lewis, Level 42, Company B, Farrenheit.
NEW HAVEN, CT(STERE YBAK-KC101) Paul Simon, B.Adams, F.wood
Mac, L. Richie, T. Twins, H. Lewis, Bowie, Europe.
NORWALK, CT(BRET RICHARDS-WLYQ) B. Adams.
NEW YORK, NY(SCOTT SHANNON-Z100) Crowded H., Company B,
Kim Wilde.
HAMPDEN BAYS, NY(REOUS POULIN-WHWH) B. Willis, E. Money,
Level 42, N. Martinez, Heaven 17, Kraftwerk.
SCHENECTADY, NY(JIM WALSH-SWDF) H. Lewis, B. Spence, P. Gabriel,
Clapton.
KINGSTON, NY(WILLIAMS/TAYLOR-WBPM) D. Allen, Paul Simon,
B. Adams, T. Twins, Level 42, Bowie, P. Gabriel, Poiso, New City R.
POUGHKEEPSIE, NY(BOOS WELL-WSPK/FM) F. wood Mac, G. Allman,
A. Baker, Nite Rangr, P. Gabriel, Bowie.
UTICA, NY(EDWARDS/ANDREWS-WNYZ) T. Twins, H. Lewis, Chicago,
B. Club, L. Richie.
UTICA, NY(LARRY WILLIAMS-WROK) H. Lewis, Bowie, P. Gabriel,
E. Money, Kim Wilde.
BINGHAMTON, NY(DON MORGAN-WAAL/FM) No Adds.
BUFFALO, NY(ROGER CHRISTIAN-WBEN/FM) S. Robinson, G. Allman,
Psych.Furs, Bowie, Level 42, F. Ghost.
ITHACA, NY(JESSICA ETTINGER-WVBR/FM) DeBurgh, B. Club,
L. Richie, Don Dixon, B. Willis.

MID ATLANTIC

ASBURY PARK, NJ(PAT GILLEN-JLKF/FM) Lisa Lisa, Jul. Cope,
Company B.
TRENTON, NJ(LOM CUNNINGHAM-WPS) Bowie, Chicago, H. Lewis,
L. Richie, Paul Simon, T. Twins, B. Willis.
PITTSBURGH, PA(LORI CUNNINGHAM-B94) U2, Hipsway, H. Lewis.
PITTSBURGH, PA(McQUEEN/SHEDLOCK-WYDD) Chicago, Level 42,
Bowie, H. Lewis, Company B.
ERIE, PA(JIM COOK-WJET) B. Adams, F. wood Mac, J. Watley, S. Red,
H. Lewis.
ERIE, PA(BILL SHANNON-K104) Bangles, T. Twins, G. Medeiro,
Bowie, New City R, Clapton.
ALTOONA, PA(STEVE KELSEY-WFBG) Boston, B. Adams, H. Lewis,
B. Willis, Level 42.
WASHINGTON, DC(MARTY DEMPSEY-8106) H. Lewis, L. Richie,
Chicago, F. wood Mac, W. Party.
BALTIMORE, MD(WILLY B. O'BRIEN-B104) B. Adams, Lou Gramm,
Crowded H.
NORFOLK, VA(STEVE DAVIS-WVNZ) S. Winwood, Paul Simon,
L. Richie.
SANFORD, NC(BILL FREEMAN-WFJA) T. Twins, S. Murdoch, P. Simon,
A. Starr, P. Lekakis.
DURHAM/RALEIGH, NC(CINDY WRIGHT-G105) B. Adams, L. Richie.

SOUTHEAST

CHARLOTTE, NC(JACK DANIEL-WBCY) Kim Wilde, Paul Simon,
Chicago, W. Party, P. Gabriel.
CHARLOTTE, NC(CHRIll WILLAM-WROQ) H. Lewis, Bowie, G. Allman,
Bon Jovi, E. Money, Chicago, T. Twins, Beastie B.
FAIRMONT, NC(BILL SELLARS-W22Z) Stranglers, H. Lewis, E. Money,
J. Wamnes, L. Richie.
CHARLESTON, SC(ROGER GAITHER-WKGB/FM) Starpoint, Kool
FLORENCE, SC(GREEN/BOSWELL-106X) Paul Simon, P. Echo,
CHERAW, SC(MITCH CLARK-WPZ) B. Vera, L. Richie, A. Baker, T.
Twins, Level 42, P. Gabriel, W. Party.
KINGSTREE, SC(ERIC KNOOP-KWSP) Paul Simon, Pia Zadora,
Westside H., Company B, S. Shitka, Kraftwerk, L. Richie, Chicago,
S. Spance.
MYRTLE BEACH, SC(MARY MARINER-KWZ) E. Money, L. Richie,
P. wood Mac, H. Lewis, P. Gabriel, Los Lobos, B. Willis, J. Watley,
Lisa Lisa, T. Twins, Klymaxx, Bowie.
MYRTLE BEACH, SC(BLAKE/MANCHESTER-YY/FM) B. Adams,
L. Richie, T. Twins, P. Gabriel.
GREENVILLE, SC(TOMMY SMITH-WANS/FM) Chicago, H. Lewis,
Poison, Bon Jovi.

SOUTHWEST

VIRGIN ISLANDS, PR(JONATHAN KEYES-ILE-95) No Report,
Frozen.
ATLANTA, GA(BOB CASE-Z93) T. Twins, Kim Wilde, L. Richie, W. Party,
G. Allman.
ATLANTA, GA(CRAIG ASHWOOD-94Q) Chicago, T. Turner, P. Gabriel,
Kim Wilde.
ROME, GA(DANNY HOWARD-WQTU) P. Gabriel, T. Twins, DeBurgh,
K. Loggins, B. Willis, B. Club, J. Watley, Nite Rangr.
ATLANTA, GA(DAVIS/WYROSTOK-PWR-997) Madonna, H. Lewis,
P. Simon, Bowie.
SWAINSBORO, GA(CHARLIE FRI-WGKS/FM) T. Twins, H. Lewis,
E. Money, B. Willis, Poison, P. Gabriel, Paul Simon.
ATHENS, GA(DAN MURRAY-WAGG) DeBurgh, E. Martin, Mono Rock.
G. Allman, P. Simon, P. Shiel, M. Richie.
GASTONIA, GA(BRUCE STEVENS-WBBQ) L. Richie, T. Twins, H.
Lewis, P. Gabriel, A. Starr, Kim Wilde, Restless H.
FT VALLEY/MACON, GA(NAZAN HALE-WQBB) Survivor, H. Lewis,
J. Watley, Paul Simon, Company B.
HINESVILLE, GA(JAY/DAWSON-WBLU) L. Richie, T. Twins, Bowie,
Synch.
VALDOSTA, GA(SUTTON/STEVENS-WLID) T. Twins, Bowie,
DeBurgh, J. Watley, Chicago, L. Richie, E. Money, Bon Jovi.
COLUMBUS, GA(McCORD/ARMILL-WQCO) Level 42, Bowie,
DAYTONA BEACH, FL(JEFF CLARK-WB) Frozen, No Adds.
TALLAHASSEE, FL(RICH STEVENS-Z103) No Report, Frozen.
PANAMA CITY, FL(JEFF DAVIS-WDFM) Madonna, L. Richie, Bowie,
J. Wames, H. Lewis, Psych. Furs.
FT WALTON BEACH, FL(BRUCE CAMPBELL-WFTW/FM) F. wood
Mac, Chicago, S. Morduck, B. Joel.
PENSACOLA, FL(NORTH HART-WJLO/FM) D. Allen, Poison,
L. Richie, T. Twins, Paul Simon, B. Willis.
GAINESVILLE, FL(JERI BANTA-WYK) J. Watley, DeBurgh, W. Party,
L. Richie, Poison, Bowie, P. Smyth.
MIAMI, FL(FRANK ARADEO-Y100) Chicago, C. Crew, Beastie B,
L. Richie, A. Starr, Glass Tig.
MIAMI, FL(TANNER/LOMBANA-POWER98) Bon Jovi, Kim Wilde, Lisa
Lise, Amorato.
TAMPA, FL(BOB MYRICK-Q105) S. Winwood, Glass Tig, Kim Wilde,
Kenny G.
**EAST CENTRAL**

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<td>Jarvis/Rose-WSR-FM</td>
<td>B. Club, Bowie</td>
<td>D. Allen, H. Lewis, Paul Simon, Poisson</td>
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<tr>
<td>Oak Hill/Beckley, WV</td>
<td>Paul Wolfe-WQAY-FM</td>
<td>Bowie, B. Vera, Company B., J. Butcher, Venetian</td>
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<td>Morgantown, WV</td>
<td>John Delaney-WCLG-FM</td>
<td>P. Gabriel, D. Allen, Farronheit, B. Adams</td>
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<td>Columbus, OH</td>
<td>Richards/Kelly-WNCI-FM</td>
<td>H. Lewis, T. Twins, Chicago, S. Murdock</td>
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<td>Columbus, OH</td>
<td>Cook/Haines-92xK</td>
<td>A. Starr, H. Lewis, Bowie, B. Adams</td>
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<td>Akron</td>
<td>Reed Kittredge-WKDD</td>
<td>Prince, Madonna, E. Money, B. Club, B. Vera, New City R. Bowie, H. Lewis</td>
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<td>Cincinnati, OH</td>
<td>Jim Fox-Q102</td>
<td>J. Watley, D. Allen, Fwood Mac</td>
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<td>Angola, IN</td>
<td>Osborn/ST John-WLKI-FM</td>
<td>Fwood Mac, S. Red, C. Crew, Madonna</td>
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<td>Richmond, IN</td>
<td>Jason Roberts-K96</td>
<td>Fwood Mac, D. Allen, L. Richie, H. Lewis</td>
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<td>Vincennes, IN</td>
<td>Danny Wayne-106RTB</td>
<td>B. Adams, Madonna, H. Lewis, J. Watley, T. Twins, D. Allen</td>
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<td>Detroit, MI</td>
<td>Kathy Means-Z95.5</td>
<td>Barbusters, Level 42, H. Lewis, S. Robinson, Glass T. Paul Simon, W. Party</td>
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<td>Lansing, MI</td>
<td>Mark Maloney-WVIC</td>
<td>No Report, Frozen</td>
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<td>Jackson/Lansing, MI</td>
<td>Alx/ Webster-WJXQ</td>
<td>DeBurgh, Bowie, New City R. Paul Simon, E. Money</td>
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<tr>
<td>Grand Rapids, MI</td>
<td>Mike Tinnes-WKLO</td>
<td>B. Adams, Fwood Mac, D. Allen, Poison</td>
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<td>Cadillac, MI</td>
<td>Gary Burton-WATT</td>
<td>D. Allen, Fwood Mac, B. Adams, Chicago</td>
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<tr>
<td>Alpena, MI</td>
<td>Darrell Kelley-WHSE</td>
<td>Bowie, H. Lewis, Stranglers</td>
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**UPPER MIDWEST**

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<td>Oakes/Hall-KDQZ</td>
<td>J. Watley, Chicago, L. Richie, P. Gabriel, H. Lewis, Poisson</td>
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<tr>
<td>Des Moines, IA</td>
<td>Night/Sharp-KRNQ</td>
<td>Madonna, J. Watley, H. Lewis</td>
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<td>Clear Lake/Mason City, IA</td>
<td>Carla Keis-KZEV</td>
<td>B. Adams, B. Club, P. Gabriel, Bowie, Eddie Tidie, C. Lauper</td>
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<td>Ft. Dodge, IA</td>
<td>Kelly O'Shea-KKEZ</td>
<td>Nite Rang, Fwood Mac, G. Medeiros, L. Richie, T. Twins, E. Money</td>
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<td>Sioux City, IA</td>
<td>Harrison/Brown-KFZ-FM</td>
<td>L. Richie, S. Red, H. Lewis, T. Twins</td>
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<td>Sioux City, IA</td>
<td>Pat Paxton-KGLI</td>
<td>DeBurgh, R. Cray, L. Richie, H. Lewis</td>
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<td>Dubuque, IA</td>
<td>Jeff Davis-KLYV</td>
<td>No Report, Frozen</td>
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<td>Iowa City/Cedar Rapids, IA</td>
<td>Stewart/Ingen-KKRO</td>
<td>H. Lewis</td>
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<td>Davenport, IA</td>
<td>Gynny O'Hara-KLJG</td>
<td>B. Adams, H. Lewis, D. Allen, L. Richie, B. Gabriel</td>
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<td>Milwaukee, WI</td>
<td>Denise Laurent-WKTI</td>
<td>J. Watley, Rob Nevil</td>
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<td>Madison, WI</td>
<td>Jonathan Little-2104</td>
<td>Kool/Dang, D. Allen, B. Club, L. Richie, H. Lewis</td>
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<td>Green Bay, WI</td>
<td>Kim Bradleigh-WKFX</td>
<td>U2, H. Lewis, C. Lauper</td>
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<td>Wausau, WI</td>
<td>Duff DAMOS-WFC</td>
<td>H. Lewis, Bowie, Level 42, Clapton, F. Ghost</td>
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<td>Stevens Point, WI</td>
<td>Bouley/Steffen-WSPT</td>
<td>H. Lewis, Bowie, B. Club, G. Medeiros, Georgia S.</td>
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<td>La Crosse, WI</td>
<td>Shebel/Sanders-HIT105</td>
<td>B. Adams, Fwood Mac, Madonna</td>
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<td>Eau Claire, WI</td>
<td>Rick Roberts-WIAL</td>
<td>H. Lewis, T. Twins</td>
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<td>Minneapolis/ST. Paul, MN</td>
<td>Anthony/Michaels-KDWB-FB</td>
<td>Boston, B. Club, Stabilizer, Level 42, Poison, J. Warnes</td>
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<td>Duluth, MN</td>
<td>Jim Gilles-WTXX</td>
<td>U2, Madonna, Fwood Mac, K. Loggins, W. Party, G. Medeiros, H. Lewis, B. Adams, Chicago, L. Richie</td>
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<td>Mankato, MN</td>
<td>Garvin/McCormick-KDOG-FM</td>
<td>DeBurgh, L. Richie, T. Twins, H. Lewis, D. Allen, Nite Rang</td>
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<td>Mankato, MN</td>
<td>Seeger/King-KZEE-FM</td>
<td>Fwood Mac, T. Twins, Paul Simon, P. Gabriel, D. Allen, H. Lewis</td>
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<td>Albert Lea, MN</td>
<td>Paul Johnson-KCFP-FM</td>
<td>L. Richie, C. Lauper, B. Adams, R. Cray, Boston, J. Butcher, Stranglers</td>
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<td>St. Cloud, MN</td>
<td>Blake Patton-KCLD-FM</td>
<td>No Report, Frozen</td>
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<td>Vermillion, SD</td>
<td>Dean Russell-KVRF</td>
<td>E. Money, B. Willis, Bowie, D. Allen, 1028, B. Spence</td>
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<td>Yankton, SD</td>
<td>Randy Kussman-KOHU-FM</td>
<td>B. Club, H. Lewis, B. Adams, R. Cray, Don Dixon</td>
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<td>Winner, SD</td>
<td>John Ford-KWYR-FM</td>
<td>Madonna, S. Murdock, Fwood Mac, Chicago</td>
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<td>Rapid City, SD</td>
<td>McDaniel/Austin-KGGF</td>
<td>No Report, Frozen</td>
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<td>Rapid City, SD</td>
<td>Sherry/Kallaway-KKLS-FM</td>
<td>Fwood Mac, L. Richie, T. Twins, Chicago, A. Baker</td>
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<td>Fargo/Moorhead, ND</td>
<td>Jack Lundy-Y94</td>
<td>H. Lewis, L. Richie, Chicago, Bowie, Level 42</td>
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<tr>
<td>Grand Forks, ND</td>
<td>North/Hendrickson-KXKL-FM</td>
<td>J. Watley, G. Medeiros, R. Cray, T. Twins, Ratt, B. Club, Nite Rang, W. Party, Paul Simon, P. Lekakis</td>
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### CENTRAL

- **SIKESTON, MO (DOUG LANDIS-KYLA-FM)** - L. Richie, M. Madonna, F'wood Mac,sr.
- **KANSAS CITY, MO (DENE HALLAM-KCPS)** - C. Crew, Kim Wilde, L. Richie.
- **JEFF. CITY/COLUMBIA, MO (BRAD MILLER-KTXY)** - T. Twins, Level 42, E. Money, L. Richie.
- **WAYNESVILLE, MO (KEVIN BARTON-KFBD)** - Paul Simon, E. Money, H. Lewis, Bowie, Los Lobos, M. Rock.
- **TOPEKA, KS (ROGER HEATON-WIBM/FM)** - Expose, F'wood Mac, Boston, S. Winwood.
- **OMAHA, NE (TOM MIKELSEN-KGOR)** - F'wood Mac, S. Winwood, Boston.
- **NORTHFOLK, NE (DOUG KOEHN-KKEN)** - B. Adams, H. Lewis, Restless, G. Vannelli, T. Twins, B. Vera, B. Willis.
- **GRAND ISLAND, NE (JEFF ST JOHN-KSRY/FM)** - B. Spence, F'wood Mac, B. Adams, T. Twins, A. Starr, H. Lewis, B. Vera, K. Kamon.
- **KEARNY, NE (RIK JEFFREY-KQFY/FM)** - J. Watley, B. Club, Stranglers, P. Gabriel.
- **McCOOK, NE (CARTWRIGHT/TAPIA-KZMC)** - F'wood Mac, J. Watley, B. Adams, Chicago, T. Twins, B. Vera, H. Lewis, New City, 1028.
- **EL DORADO, AR (DONNELLY-JOHNSON-KLBQ/FM)** - Madonna, F'wood Mac, R. Cray, B. Club, U2.
- **LITTLE ROCK, AR (MARK MC CAIN-KKKY)** - B. Adams, F'wood Mac.

### SOUTH WEST

- **TYLER, TX (DAVE GOLDMAN-KEYP)** - H. Lewis, Nate Rangr, G. Vannelli, Stranglers, E. Money, Kim Wilde.

### ROCKY MOUNTAIN

- **BILLINGS, MT (CHARLIE FOX-KYKA)** - J. Watley, DeBurgh, Chicago, H. Lewis.
- **BILLINGS, MT (DAVE WEISSMAN-KLZS)** - F'wood Mac, G. Allman, T. Twins, DeBurgh, B. Spence.
- **BOZEMAN, MT (BEE/ROBERTS-KLUB)** - Bowie, New City, R.
- **DENVER, CO (RANDY JAY-KIMMU)** - Madonna, U2, L. Richie, H. Lewis.

LOGAN, UT (TIM EBERTH-KVFM) E.Money, B.Vera, Don Dixon, K. Kamoon.


RENO, NV (BEAU REYES-KKNZ/FM) No Report, Frozen.


LOS ANGELES, CA (STEVE RIVERS-KKOS/FM) Beastie B., D. Allen, Bowie, Glass Tigr, W. Party.

CARLSBAD, CA (CLARK NOVAK-KKOS/FM) T. Twins, L. Richie, B. Adams, Paul Simon, H. Lewis.


SAN BERNARDINO, CA (SHAWN DEMORY-KGGI) Starpoint, Kenny G., Bon Jovi, S. Robinson.


BAKERSFIELD, CA (DARRYL ST. JAMES-KKKX/FM) Paul Simon, U2.


SANTA MARIA, CA (JOHN QUIMBY-KXFM) F'wood Mac, Madonna.

FRESNO, CA (JEFF DAVIS-KYNO) C. Crew, Hipsway, U2, Lou Gramm, R. Cray.

FRESNO, CA (BERRY CARTER-KMIX) Psych. Furs, Heaven 17, R. Cray, B. Willis, Kenny G., B. Vera.


SAN FRANCISCO, CA (RICHARD SANDS-LIVE 105) C. Lauper, Bowie, F'wood Mac.

SAN FRANCISCO, CA (KEITH NAFTALY-KMEL) S. Red, Kim Wilde, L. Vandross, H. Lewis, A. Starr.

CONCORD, CA (RAVI PERUMA/KKFS/FM) P. Lakakis, J. Watley, D. Allen, B. Adams, A. Starr, H. Lewis.

NAPA, CA (DON DEFESI-KKSY/FM) A. Baker, Level 42, Boston.

SAN JOSE/LOS GATOS, CA (HARLOW/WEINSTEIN-KATD/FM) Paul Simon, Bowie, H. Lewis.


STOCKTON, CA (R. WMS/BISHOFERGER-KJOY) R. Cray, T. Twins, B. Adams.

STOCKTON, CA (JOHN HAMPTON-KSTN) Bowie, Cameo, Lisa Lisa, B. Willis.


MERCED, CA (GARCIA/CANNON-KYOS) Madonna, Snitta, Levert.

MODESTO, CA (FISHER/EDWARDS-KFIT/FM) B. Adams, T. Twins, Bowie, Level 42.


EUREKA, CA (NATHAN/THOMAS-KFMJ) P. Gabriel, Don Dixon, E. Money, B. Adams, H. Lewis, Heaven 17, Oringo B.


SACRAMENTO, CA (MR. ED LAMBERT-KWOD) J. Watley, Poison.

CHICO, CA (JONATHON HART-K100) Boston, B.Club, K. Loggins, Madonna, T. Twins.


REDDING, CA (KAHL/ CARPENTER-KEWB) Madonna, B. Club, L. Richie, B. Adams, R. Cray.

MT. SHASTA, CA (FRED GERDING-KWSD) Bowie, B. Adams, New City R., Don Dixon, B. Spencer, Level 42.


HILO, HI (DANNY AUSTIN-KQBG) F'wood Mac, T. Twins, L. Richie, G. Vannelli, B. Vera.

NORTHWEST

HONOLULU, HI (STONE/SHISHIDO-I94) L. Richie, L. Ingram, A. Baker, Kenny G., Kim Wilde, Lisa Lisa, U2, Company B.


COOS BAY, OR (BOB SHANNON-KHSN) Frozen.


SEATTLE, WA (WEED/MATTHEWS-KHIT) Paul Simon, P. Echo, C. Smyth, Kool M. Dee, Kim Wilde, Deniece W.

SEATTLE, WA (WENDY CHRISTOPHER-KUBE/FM) Chicago, Barbusters, P. Echo, B. Vera, W. Party.

TACOMA/SEATTLE, WA (SANDY LOUIE-KBNO/FM) H. Lewis, L. Vandross.

OLYMPIA, WA (KEND PAIGE-KOEU) T. Twins, A. Baker, L. Richie, L. Vandross.


YAKIMA, WA (KEVIN JAMES-KZHR) No Report, Frozen.

SPOKANE, WA (BRIAN CHRISTIAN-KXVO) P. Echo, Paul Simon, Kim Wilde, G. Allman, XTC.


TRI CITIES, WA (STEVE CRUZ-KZZQ) L. Richie, J. Butcher, K. Loggins, H. Lewis, P. Echo, The Dig.

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

SASKATOON, SK (GARTH KALIN-KCOM) Prince, B. Adams, C. Crew, U2, Madonna, GOWAN.

CALGARY, AB (DON STEVENS-AM106) C. Lauper, C. Crew, R. Cray.


WELCOME To Our New Top 40 Correspondents:
Brett Richards, WLTY RADIO – PO Box 1350 Norwalk, CT 06852 (203)-938-5566
Dan Michaels, KWKR RADIO – PO Box 878 Garden City, KS 67846 (316)27-3251

March 27, 1987/ the GAVIN REPORT
STONEWALLING
An aggrieved Garry Wall, PD at KKLO (Q106)-San Diego, checks in to declare, "Despite what one trade is saying, we are not going head-to-head against anyone." Gracefully sidestepping the format of the former KLZZ, he says, "People have compared us to everything from B100 to POWER106. I don't care what they say—as long as they listen!" Crosstown, Nick Ferrara at KS103 critiques, "Very Gracefully sidestepping An gets bigger."

CARDIAC ROCK
"Its not exactly an all-'Don Johnson format—we throw in a lot of Huey Lewis, Lionel Richie and Phil Collins," says Kipper McGee, skipper of WHBT, Milwaukee's new "Heartbeat." The former WRKR-Racine is now targeted to 18-40 females—"Top 40 without the Beattles," is PD McGee's description. He credits consultant Gary Guthrie for helping to "take off the Top 40 blinders," adding, "We tested 'Heart,' but people thought it was soft rock. 'Beat' was too urban. 'Heartbeat' was just right. We're up tempo, but all our songs are lyrically meaningful. We hope it's the kind of station Laverne and Shirley would listen to—and Lenny and Squiggy would have on at home, too." Station is still in the board-op stage, with air staffers arriving in April. Kipper promises some McGee-style interesting promos, so stay tuned.

BILLBOARD BOUGHT
Billboard Magazine has joined the parade of broadcast trade publications gobbled up by media giants. (Chinwag is still dickering with The National Enquirer.) A $100 million deal brought Billboard and its many sister publications (including Musician and Music & Media) under the wing of Affiliated Publications, parent of the Boston Globe. Former owner Billboard Publications, Inc., which took over from the Littleford family in 1985, will realize about a $60 million profit and retain minority interest. Sale gives Vox Jox columnist Kim Freeman a chance to turn the tables on radio: "Tell everyone, 'No Change In Format!'"

EARLY ANNIE
Lou Simon of Power99 (KCPX)-Salt Lake City reports the hottest response in years to "I Only Want To Be With You" by The Tourists. Simon says the 1980 Annie Lennox cover of Dusty Springfield's hit charted briefly, then disappeared until he resurrected it. "Adults—particularly females—liked it right off. Then teens made it the number one on our nightly 'Hot Nine at 9.' It's a smash. Stores are getting people asking for the "new Eurythmics." It's a real listener-awakening. See for yourself—test it in any daypart." The cut is available only on an Epic compilation album.

RECORD ROTATION
After 21 years in radio, WLUM-Milwaukee PD Bernie Miller is moving on to the other side of the business. He's been named Vice President/A&R for Black Music at Epic Records in New York. Bernie, for you trivia buffs, wrote Ann Peeble's 1973 hit, "I Can't Stand The Rain..." Simon Low has been promoted to Vice President/A&R for RCA Records. Heinz Henn is now Vice President/ International A&R Marketing for RCA, Ariola and Arista Records, and Marilyn Lipsius is RCA's Director, Publicity & Video. Arista has also named Debra Stein, Manager, Tour Press... PolyGram Records names Tony Joseph as A&R Manager for subsidiary Wing Records...Lisa Barbaris has been appointed Manager, East Coast Publicity for Elektra/Asylum Records...One of the industry's most consistent, persistent and talented promo men is weighing offers. Former Elektra guy Harry Levy—Gavin's 1987 Alternative/College Man of the Year—comes highly recommended. No one works a phone better. Give him a bell at (212) 825-1168.

YOU DON'T NEED A WEATHERMAN
Rockford, IL, breeding ground of Milwaukee programmers (see RADI-O-RAMA) was mistakenly wiped off the map by the National Weather Service earlier this month. The RTNDA Intercom says a March 2nd WNS bulletin sent to Midwest broadcast and cable outlets reported a predawn tornado had "demolished" the town of 140,000. The report—actually a test message gone astray—caused little stir in Rockford, but was aired on two radio stations, WJVL-Janesville, WI, and Chicago's WLAK, before a disclaimer moved on the wires. The NWS blames the foulup on software problems that have since been solved.

RADI-O-RAMA
WKLH-Milwaukee PD Joe Krause packs his bags for Detroit to spread the "Classic Rock" gospel at WCSX (known as WMJC until its A/C "majic" faded). Replacing him is Steve Britt from WROK/WZOK-Rockford, IL—also the alma mater of "Heartbeats" Kipper McGee (see above) and scene of a mythical disaster (see above). Taking over in Rockford are PD Steve Summers and MD Scott Manning, who will no doubt be in Beer City one day.

Our own Dave Sholin has resigned his PD position at KFRC-San Francisco to concentrate on his duties as Top 40 Editor for the Gavin Report. He'll continue to host IS inc's weekly syndicated "Countdown USA..."Shifting in the Elton Spitz empire: WXPP-Pittsburgh MD D.J. Bird returns to announcing duties at Long Island's WLIR, turning music chores over to PM driver Deb Brady...Afternoon host Victor John adds MD title at KNIN/FM-Wichita Falls, TX, as Chuck Roberts rides in from KEYJ-Abilene to take wakeup shift...David Sadof is Asst. MD at KLOL-Houston...Debby Baker is upped to PD at KLOO/KFAT-Corvalis, OR...Carol Handley rises to Asst. PD at KEZK-Seattle, and Ben Chalkes does same at WYPK-Birmingham, AL...

CONTINUED ON PAGE 15
JOIN THE STARS
WE’LL SEE YOU IN LOS ANGELES ON
APRIL 2, 3, & 4
AT THE

T.J. MARTELL CHARITY WEEKEND
FOR THE CELEBRITY GOLF TOURNAMENT, CELEBRITY SOFTBALL GAMES, AND THE ROCK 'N BOWL PARTY
WE’D LIKE TO THANK THE FOLLOWING PATRONS WHO’VE ALREADY PURCHASED A LANE, GOLF TEE, OR A SOFTBALL INNING FOR CHARITY.

MICHAEL JACKSON/FRANK DILEO
TOM PETTY AND THE HEARTBREAKERS
MR. MISTER
BRUCE SPRINGSTEEN
WNEW-FM (NEW YORK)
WMNS-FM (CLEVELAND)
KLX (LOS ANGELES)
WMIR-FM (PHILADELPHIA)
BOSTON
HUEY LEWIS AND THE NEWS
LOVERBOY
ALBUM NETWORK
SMALLWOOD TAYLOR GROUP LTD.
McGHEE ENTERTAINMENT
THE COMPANY
RADIO AND RECORDS
GLOBAL SATELITE NETWORK
MCA RADIO NETWORK
AVALON ATTRACTIONS
IRVINE MEADOWS AMPHITHEATRE
JOSEPH ENTERTAINMENT GROUP
LEE ARNOLD
ART E KORNFELD
BILL MCGATHY
BUDDWEISER BEER
MTV
A&M RECORDS
ATLANTIC/ATCO RECORDS
CHRYSLIS RECORDS
ELEKTRA/ASYLUM/NONESUCH RECORDS
EPA RECORDS
IRE RECORDS
MCA RECORDS
POLYGRAM RECORDS
RCA RECORDS
WARNER BROTHER RECORDS
MOTLEY CRUE
PAT BENATAR/NEIL GERALDO STARSHIP
HALL AND OATES
JOHN MELLENCAMP
CHICAGO
ZZ TOP
ERIC TEARS
SMOB
MUSIC AWARENESS IMAGE CONSULTANTS
NIJI MANAGEMENT
NIKE
JOHN BARUCK MANAGEMENT
EAGLE 105FM (SAN DIEGO)
MUSIC EXPRESS
WESTWOOD ONE
ABC RADIO NETWORK
R.P.M.C.
CHAMPION ENTERTAINMENT
BILL HARD REPORT
PAUL YESKEL
B.R.A.S.H.
MOOSEHEAD BEEF
WJH BROADCASTING
ARISTA RECORDS
CAPITOL RECORDS
COLUMBIA RECORDS
EMI AMERICA/MANHATTAN RECORDS
GEFFEN RECORDS
ISLAND RECORDS
NTM RECORDS
QUANTUM MEDIA INC.
VIRGIN RECORDS
JOAN JETT & THE BLACK-HEARTS
THE GAVIN REPORT

FOR MORE INFORMATION CALL:
JON SCOTT (MUSIC AWARENESS) 1-818-883-7625
JUDY LIBOW (ATLANTIC RECORDS) 1-212-484-6062
BILL BENNETT (MCA RECORDS) 1-818-777-4020
CONTINUED FROM PAGE 13

Greg Edwards, PD at KOSO (KO93)-Modesto, CA, moves on to KUBB-Merced... WQRC-Cleveland's new morning driver is Dancin' Danny Wright, shifting Jim Shea into middays and Scott James to afternoons... Lee Logan motors out of WUSN (US99)-Chicago to program KLAC-Los Angeles.

KSND-Eugene, OR, PD Dave Shakes hires Dan Michaels as midday host/production director. Dan is a veteran of Z100-Portland under the name Danny Knight. The rest of the station lineup is Bwana Johnny & Joan Murray, mornings, Jamie Hyatt, p.m. drive, Joni Erickson eves., and Ron Holloway overnights. Dave is now also moonlighting as consultant to Reno's hot SEXY101.7... Dave Robie takes over from the departing John Clay at KHTZ-Reno. Dave was MD under the name of "The Ninja"... KBUG-Salt Lake City metabolizes into KCJP/AM, still programmed separately from the FM, now known as Power99.

MD Mike Stanley leaves WFSR-Harlan, KY, to program WDVM-Pocanoke, MD... WZNS-Myrtle Beach, SC, welcomed vacationing Canadians during Spring Break week this year with a daily Canadian-content newscast. Hosting the program was CKSL/CIQM-London, Ontario, anchor Andy Oudman, who followed the vacationing hordes to the sun.

In wake of PD Reggie Blackwell's departure from WROO-Charlotte, NC, morning zooster Steve Norris splits for WBIG/FM-Greensboro, traffic person Lynn White now newsmongers at WWKX-Nashville and researcher Jugg Shelton belligies up to The Record Bar in Charlotte. Chris Williams is currently acting PD at  WROO, while Reggie is looking for "the right situation with a good, aggressive company." Call him up at (704) 567-2670 and say Chinwag sent ya... Another hot talent in the job market is Steve Crockett, who resigns as Music Director but keeps evening air shift at Top 40 WQOK-Starkville, MS. Steve, a veteran of KTMT-Medford, OR, WKRG-Mobile, AL, and KZ103-Tupelo, MS, is available for further challenges & opportunities in music, programming and production at (601) 323-7649.

LEADERS OF THE PLAQUE

ABC-Entertainment's Paul Harvey nailed down the 1, 2, 3, and 5 spots in the RADAR 34 survey of most-listened-to network programs. CBS morning newscasts and Charles Osgood's daily "Newsbreak" filled out the Top 10... Alternative KXLU-Los Angeles was named top local station in poll by the L.A. Weekly... KIIS-FM's traffic copter pilot was honored March 24 when Mayor Tom Bradley proclaimed Commander Chuck Street Day. Street also won a commendation from the California Highway Patrol for his traffic monitoring efforts and his "Commander Chuck's School Patrol," which encourages kids to read.
PHOTO FILE  by LISA SMITH and BETTY HOLLARS

SHE'S NOW A VICE PRESIDENT
Mo Ostin, Warner Bros. Records board chairman, and Bob Merlis, Vice President and National Director of Publicity, proudly announced the appointment of Liz Beth Rosenberg to the position of Vice President/ Publicity. Liz, who joined WB in 1972, is shown here with Bob (left) and Mo.

GLASS TIGER AND B106
Glass Tiger dropped by WBMW (B106)-Washington, D.C., before a concert date at the Patriot Center. Pictured, from left: Glass Tiger's Phil Crockett and Mike Hanson, B106 Production Director D.C. Stevens, Glass Tiger's Allen Frew, Jack Satter (Manhattan), then- B106 PD Bob Kaghan and Tommy Schoberg (EMI).

IDLE EYES SEEN
Atlantic/Atco was there in force when Idle Eyes performed three shows at New York City's Ritz. Shown after one of the shows are (from left) Atco National Album Promotion Coordinator Alex Miller, Atco National Singles Promotion Director Bruce Tenenbaum, Atco National Singles Promotion Coordinator Barbara Seltzer, Idle Eyes' Allan Webster and Tad Campbell, Atlantic Vice President of National Promotion Judy Libow, Idle Eyes' Scotty Hall, Bruce McKenzie and Bud Omstead; Atco General Manager Margo Knesz and Atco College Promotion rep Eric Lodge.

ARISTA CELEBRATES "CHAMPIONSHIP SEASON"
Arista execs congratulate each other on the success of the label's "Championship Season" at a company convention in Palm Springs. From left: Senior Vice President/Marketing & Promotion Don Ienner; Vice President/Sales James Cawley; President, RCA/Arista/A&M Distribution Sal Licata and Senior Vice President/Operations Roy Lott.

COMPARING COLUMBIA NOTES
Two of Columbia's top execs, Bob Shenwood (left) and Bob Wilcox are caught at the Gavin Cocktail Party discussing the latest antics of The Beastie Boys.
Several years ago, we profiled a few of you record and radio biz mavens in this space. A deluge of letter and phone call has convinced us you want to know MORE about the lives of your peers, underlings, bosses, sycophants, flunkies and associates. With that in mind, we present Edition II of the highly lauded...

PHIL QUARTARARO/ VIRGIN RECORDS
This guy's meteoric rise has sparked myriad questions. Some of them are 1) Does he actually know a guy who knows Gerry DeFrancesco? 2) While at Island, did he pick out Robert Palmer's suits? and 3) Is he a flash in the veritable pan, or will he be around as long as Billy (MCA) Brill's Kuala Lumpur local guy?

No one knows these answers, but we DO know that Phil's success and rapid rise through the ranks to the visible spot as a boss of Virgin have afforded him the luxury of an opulent and well-deserved lifestyle. While still residing in The Apple, Phil had much to do with the success of "Addicted To Love." His now-legendary comment, "How should I know which track to release? They all sound alike to me," was a portent of the '87 Grammys. When the cut hit, Phil moved out of his four-story walkup in Greenwich Village into a plush Fifth Avenue townhouse adjoining that of Percy Sledge.

Virgin recognized the Phil-guy's talent and moved him lock, stock and BMW to the West Coast, where he purchased Witt Chamberlain's old mansion. Protected by electrified barbed-wire fences, mean-spirited Dobermans and a complex alarm system, Villa Phil rests on a 100-acre parcel high above the Gentile ghetto of Beverly Hills. Here he relaxes in splendid fashion after a hard day of trying to get Steve Rivers on the phone. A protective moat greets visitors after the three-mile trek up Phil's Southfork-like driveway. Six alligators screen guests arriving for one of Phil's 18-course Sunday brunches, and guards dressed as Marriott doormen check credentials. When arriving for this interview, we were greeted by the affable promo-domo, who was walking his six Camels on the massive lawn. Never asking why he walked his cigarettes, we settled down for a buffet of egg creams, candied gefilte fish and deep-fried sushi-on-a-stick. Cowherding servants served at every request and calls from Scott Shannon were waved off with dispatch. The Quartararo lifestyle should inspire any young record person. I, myself, could only muse, "There, but for The Nazz, go I!"

ELMA GREER/ THE GAVIN REPORT
A classic riches-to-more-riches story! No one could have dreamed that the once all-powerful KSFO Music Director could ascend even greater heights by a chance move into what used to be called Country & Western. Western hasn't been heard from in a while...It's just Country, and Elma is the undisputed Queen of same. Her speedy rise is astonishing, when you consider that this is a woman who, a mere 10 years ago, thought Lacy J. Dalton was the wife of a train robber. From maid-of-honor at Jerry Lewis' ninth wedding to being a witness at the Marie Osmond/hockey-player guy divorce, she's ever in the forefront when C&W is involved. And she's been duly rewarded. Residing in a Victorian showplace high above San Francisco's Tenderloin, she lives in the lap of down-home luxury. Her 12-room castle, built in the shape of Eddy Raven, nestles on a plot of land she couldn't have imagined when she was programming Hurricane Smith records in her two-by-two-foot office at the old KSFO. Country has been good to Elma, who now enjoys past with lines like, "Howdy, Bub" and, "Have you heard the new Pinkard Bowdins?" Her faithful servant, Billy Bob Swig, responds to her calls for spiked lemonade; Juice Newton makes pilgrimages with her new CDs; and Jerry Clower, William Lee Golden and Junior Samples work security on revolving shifts. We don't begrudge the Elm-girl living in this sort of grits 'n gravy version of a Dynasty world. She got it the old-fashioned way...She earned it!

WALT PINTO/ WHYN-SPRINGFIELD, MA
Nestled in the gorgeous New England countryside sits the chalet in which A/C programmer Pinto and his patient bloodhound Gumby make their home. Years of picking hits (after Sheila Chlanda TOLD him they were hits) have brought Walt a reputation. Despite this, there is a continuing feeling that a mere luncheon date will not insure a Pinto Pick To Click. A vision in polyester, Walt scoffs at his detractors and utters his now famous catch-phrase: "I just play the hits...and all other records good enough to be sold at K-Mart."

This positive attitude has given Walt a lifestyle envied by Christina Onassis, Larry Bird and Michael Deaver. His custom Delorean station wagon brings awe to the hearts of Springielders who see him tooling through the city's skid row. Often he will stop and, with his characteristic spirit of altruism, purchase Lean Cuisine hor d'oeuvres for down-and-out all-night guys. His sense of fair play is the reason this radio legend reports to virtually every trade publication, including "Guns & Ammo," "Boot & Shoemaker" and "Modern Slug Management." The luxury in which this paragon of the industry resides is living testimony to the motto by which he conducts his life: "Is the new Helen Reddy out yet?"

www.americanradiohistory.com
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Any film written, directed or produced by John Hughes starts with an imaginary soundtrack drawn from his personal record collection. Even before a single camera rolls, he already has the sound of his movies in his head, setting up the basic feel and, most important, the attitude. The films Hughes has directed and produced—Sixteen Candles, Breakfast Club, Weird Science, Pretty In Pink and Ferris Bueller's Day Off—have grossed $200 million in the short span of three years. His current film, Some Kind Of Wonderful, features an array of groundbreaking bands virtually unknown in this country. He's just finished She's Having A Baby with Kevin Bacon and Elizabeth McGovern and is about to start Planes, Trains and Automobiles, starring Steve Martin and John Candy. All this without once using the words "rock n roll" on a movie poster.

Originally an advertising copywriter and freelance writer, Hughes joined National Lampoon magazine as an editor. It was there that he first revealed his skills as a screenwriter, turning out screenplays for National Lampoon's Vacation and Mr. Mom. Even though he'd never set foot on a movie set, Hughes bargained for his directorial debut of Sixteen Candles, starring Molly Ringwald and Anthony Michael Hall. The topic at hand for this interview revolved around the release of Some Kind Of Wonderful, both the movie which Hughes produced and the soundtrack sampler album released on the newly-launched Hughes label via MCA Records. We spoke to him about his music tastes, his insight into the world of disenfranchised teenage America and the prospect of giving unknown art bands a shot at reaching the masses via the silver screen.
KZ: The prospect of this interview intrigued us. We’re movie fans. When you listen to music all day, films become your life raft.

JH: I’ll switch with you.

KZ: I don’t know how familiar you are with the Gavin Report.

JH: I read you all the time. You were very kind to me with a review of the Some Kind Of Wonderful LP. During the dark, dismal quiet before the storm, it was awfully nice to read that.

KZ: The soundtrack was released on the Hughes label. Is your new label a long-term project? Will you be signing bands, as opposed to merely licensing songs for your films?

JH: We’re in business with MCA. We’re going to sign bands. Hopefully, you will not have heard of all of them. We’re going to work the other side of the street.

KZ: What made you decide to enter the record business?

JH: I’ve been wanting to do this since I was fourteen. (laughs) I started getting serious with it around the time of Pretty In Pink. When you do soundtracks, every label is inclined, and rightly so, to promote their bands. Say it’s an Atlantic soundtrack. They naturally would like an Atlantic artist leading it off. That doesn’t always serve the film the best. It was frustrating on Pretty In Pink to not have the Psychedelic Furs as a strong push for the second single.

KZ: As opposed to OMD?

JH: I was very happy with OMD. I liked them very much and had approached them first because of the old CBS problem with music and films—the video cassette buy-outs and all those other horror stories. I was quite pleased with OMD, but I foresaw problems in the future. If you have an obscure band versus a well-known band or a band more inclined to break, you can’t necessarily force a record company to push something they’re not interested in. So the label is ultimately about control. I have faith in MCA because Irving (Azoff) has been understanding about what I’m trying to do, which is using more obscure bands and people who are not so well known. I had always dealt with bands that may have not yet broken Top Forty, but had built reputations. Now I’m dealing with bands that haven’t even had domestic releases.

KZ: Stephen Hague produced all of the sessions on the album. How did his role differ from Keith Forsey’s, who oversaw the Breakfast Club soundtrack?

JH: Something I learned from Keith was to get the (music) producer involved early on. There are compilation soundtrack albums where you’ve got ten different producers submitting ten different tracks. They’re all on the album but there isn’t any uniformity to the sound. Keith came to the Breakfast Club rehearsals. He was in from the very beginning. There he was in the background, watching the actors read through the material, watching the way I was working with them. There were extensive conversations about the film and what it would sound like. Will it be all in one room? Will it be very confined? The music should be percussive. All these thoughts came out. Keith then went off and very quickly wrote the songs. He came back with the demos in a phenomenally short time. He really determined the sound of the movie. Then we went to Stephen. That was the same thing. We wanted him to produce all the songs on the album, plus the score. Then the movie will have a completely uniform sound. The individuality of the songwriters will be linked by one common producer. His sound will be applied to all these bands.

KZ: Lately, I feel the overall concept of a soundtrack album has been raped and plundered.

JH: A lot of people wrongly believe that a single will open the movie, that here is this great free marketing tool. In isolated incidents, singles have broken movies. There have been times like Saturday Night Fever, where something will catch. But what a single is good for is sustaining the movie. I think too much emphasis is being put on the single. If the single charts, will the video get played? There’s all this marketing jazz. Film people tend to go for bands that will get them chart position immediately without thinking about what’s right for the movie or what makes most sense.

KZ: "Don’t You Forget About Me" was a Gavin number one on our Album and Top Forty charts. In that case, the song stood on its own.

JH: What I wanted was an anthem for these five very different characters. This would be their personal anthem. Keith came back with “Don’t You.” There was a lot of discussion over who should do the song. I had been listening to Simple Minds pretty heavily. I had actually tried to put them into Sixteen Candles, but there wasn’t the right slot for them. So I had “Up On A Catwalk” temped in. For a while I thought Simple Minds were Australian because I bought New Gold Dream in Australia. I found out they were an A&M band. Oh great! This is great! That cut out all the singles rights issues and all those legal things.

KZ: Were any other acts being considered to record that song?

JH: Bryan Ferry. Keith was into that. That was interesting, but for whatever reason, it wasn’t the right move for Bryan Ferry at the time. Corey Hart was also mentioned and I said no. I liked the political stance Simple Minds took. Whoever wrote that thing in the Gavin Report two weeks ago (February 6, 1987) hit it perfectly. I read it aloud to the staff at the end of the day. We all hang around and the guys from music come up and play stuff and hang around. So I read it and said, “Whoever wrote this really understands exactly what I’m doing. That’s exactly it.” “Get hip or sink.” We were thinking about putting that on tee shirts. That’s our battle cry. Put it on the flag.

KZ: When I see kids portrayed in your movies, for example, in the Breakfast Club, I wonder if Album Radio can really reach kids like that with AC/DC and Rush?

JH: Do you know what my biggest problem is? What music to play at the bad guy’s house. My inclination is to think that these guys would be listening to Cinderella. This is so interesting. We put it in a temp dub.

KZ: A temp dub?

JH: A temp dub is before you have your final music, you go through your record collection and put in what you think might go there so you can preview and do research screenings to see what people think of the movie. I put the music in and after the screening we hold about 25 people afterwards and we just talk. “What did you like? What didn’t you like? Were you confused about anything? Was there anything stupid?” The we ask about the music. These people are sitting there, you know, little Westwood-type kids. They said, “That party song really sucked.” Why? “It wasn’t good like the other stuff.” What happens is that the songs you combine, the songs off the charts and the Top Forty stuff, mixed in context with the the newer music, is perceived as grossly unhip. So much so, that the character in the movie listening to it isn’t hip. They spot the charted music in the context of the newer songs and they feel that it sticks out like a sore thumb.

KZ: Where do you get your perception of youth? In Breakfast Club, the kids, the architecture of the school, the BMWs were all so different from Blackboard Jungle, or my school for that matter? How old are you?

JH: Thirty-seven.

KZ: I’m thirty-three, so we’re almost the same age.
A lot of these directors experience a rude awakening when they're looking at their rough cuts and find a character doesn't make any sense. She's beautiful, but who is she?

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<td>Wild Horses (CBS) -- -- 17</td>
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<td>GINO VANNELLI</td>
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<th>Most Added</th>
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<tr>
<td>LIONEL RICHIE</td>
<td>Se La (Motown) 77 adds</td>
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<td>MADONNA</td>
<td>La Isla Bonita (Sire/Warner Bros.) 51 adds</td>
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<td>ANITA BAKER</td>
<td>Same Ole Love (365 Days A Year) (Elektra) 48 adds</td>
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<th>Record to Watch</th>
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<td>Don't Give Up (Geffen)</td>
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<td>SIMPLY RED</td>
<td>The Right Thing (Elektra)</td>
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<td>EL DeBARGE</td>
<td>Starlight Express (MCA)</td>
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<td>LUTHER VANDROSS &amp; GREGORY HINES</td>
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<td>THOMPSON TWINS</td>
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<td>PETER GABRIEL &amp; KATE BUSH</td>
<td>Don't Give Up (Geffen)</td>
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<td>TINA TURNER</td>
<td>What You Get Is What You See (Capitol)</td>
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<td>CLUB NOUVEAU</td>
<td>Lean On Me (Warner Bros.)</td>
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<td>THE TRIO (Dolly, Linda &amp; Emmylou)</td>
<td>To Know Him Is To Love Him (Warner Bros.)</td>
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<td>DAN SEALS</td>
<td>I Will Be There (EMI America)</td>
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<td>WANG CHUNG</td>
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<td>Everyday I Think Of You (Capitol)</td>
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<td>KBC BAND</td>
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A/C ANALYSIS

On the strength of 12 more HEAVY rotation reports, The Starship takes control of the hot spot from Janet Jackson.

Aretha & George add 32 HEAVY reports and leap into the POWER TRIO. In only seven weeks, they have 80% of their airplay in the highest possible rotation. Similarly, Steve Winwood and Restless Heart have dominant HEAVY reports.

Smokey Robinson's HIT FACTOR is now cruisin' in the mid-80's. Only 18 adds this week, but nearly everybody who will play him already is.

The ebony & ivory duet of 1987, Billy Joel and Ray Charles' Baby Grand, leaps from 45% to 72% in HIT FACTOR and scores 28 more adds.

Kenny Loggins' accomplished a ten-point chart jump by passing eight records with no underlines on last week's chart, while his HIT FACTOR clears the two-thirds mark at 67%.

The sleeper, Shirley Murdoch's As We Lay, still doesn't have 100 stations, but she's got the kind of HIT FACTOR, 69%, which implies respectability.

Anita Baker is this week's third most added record with 48 adds after being picked on this page back on February 20th.

Last week's RECORD TO WATCH, Paul Simon's You Can Call Me Al, has been added or (re-added) at KSL, WEBE/FM, WMMJ, WJEH, and WLS.

This week's RECORD TO WATCH, Don't Give Up by Peter Gabriel and Kate Bush, can count among its faithful WSKY, KWAV, KORG, WCHV, KKLV and KLOV. With all the musical junk food out there, it's good to hear something with a little substance.

Lionel Richie will debut big next week. He's got 113 stations in two weeks and its genuine reggae beat doesn't seem to be a deterrent.

Next week, Marvin Gaye would have celebrated his 48th birthday. It also will be the week Cyndi Lauper's incredible re-make of What's Going On debuts on the chart.

RECOMMENDED FOR A/C RADIO

LISA LISA and CULT JAM

Head To Top (Columbia)

This record has a fun attitude to it. It's about as pop as she/they will ever sound. The Lisa Lisa sound developed at the club level, then Urban Radio, then Top 40. This should light fires everywhere simultaneously.

AL JARREAU

Give A Little More Lovin' (Warner Bros.)

Stylistically this is a different sound for Al. Producer Nile Rodgers gives Al more guitar and less keyboard for support and AJ's usual scatologue of vocalese has been put on the shelf, at least for one song.

STEVE WARNER

The Weekend (MCA)

Michelob time for Steve and his part-time heartbreaker. The memory of the all-to-brief affair lingers, after she took him to the deep end, he fell for her, hook, line and sinker and then left him high and dry. Bummer!

Research:
Diane Rufer
Ron Fell

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%

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<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Heavy</th>
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<th>Adds</th>
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<td>THE STARSHIP - Nothing's Gonna Stop Us Now (Grun/RC A)</td>
<td>205</td>
<td>191</td>
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<td>JANET JACKSON - Let's Wait Awhile (A&amp;M)</td>
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<td>ARETHA FRANKLIN &amp; GEORGE MICHAEL - I Knew You Were Waiting (Arista)</td>
<td>204</td>
<td>161</td>
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<td>RESTLESS HEART - I'll Still Be Loving You (RC A)</td>
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<td>STEVE WINWOOD - The Finer Things (Island/Warner Bros.)</td>
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<td>SMOKEY ROBINSON - Just To See Her (Motown)</td>
<td>189</td>
<td>64</td>
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<td>THE BURNS SISTERS BAND - Listen To The Beat Of A Heart (Columbia)</td>
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<td>86</td>
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<td>SERGIO MENDES - What Do We Mean To Each Other (A&amp;M)</td>
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<td>KOOL &amp; THE GANG - Stone Love (Mercury/PolyGram)</td>
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<td>91</td>
<td>44</td>
<td>5</td>
<td>4</td>
<td>93%</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BILLY JOEL duet with RAY CHARLES - Baby Grand (Columbia)</td>
<td>191</td>
<td>42</td>
<td>97</td>
<td>24</td>
<td>28</td>
<td>72%</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GREGORY ABBOTT - I Got The Feeling (it's Over) (Columbia)</td>
<td>153</td>
<td>27</td>
<td>98</td>
<td>17</td>
<td>11</td>
<td>81%</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC STARR - Always (Warner Bros.)</td>
<td>148</td>
<td>32</td>
<td>88</td>
<td>19</td>
<td>9</td>
<td>81%</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KENNY LOGGINS - Meet Me Half Way (Columbia)</td>
<td>129</td>
<td>11</td>
<td>76</td>
<td>29</td>
<td>13</td>
<td>67%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHEILA E. - Hold Me (Paisley Park/Warner Bros.)</td>
<td>115</td>
<td>21</td>
<td>73</td>
<td>20</td>
<td>1</td>
<td>81%</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BILLY VERA &amp; THE BEATERS - I Can Take Care Of Myself (Rhino)</td>
<td>118</td>
<td>15</td>
<td>69</td>
<td>22</td>
<td>12</td>
<td>71%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANITA BAKER - Same Ole Love (365 Days A Year) (Elektra)</td>
<td>145</td>
<td>13</td>
<td>55</td>
<td>29</td>
<td>48</td>
<td>46%</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHIRLEY MURDOCK - As We Lay (Elektra)</td>
<td>94</td>
<td>28</td>
<td>37</td>
<td>14</td>
<td>15</td>
<td>69%</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BANGLES - Walking Down Your Street (Columbia)</td>
<td>83</td>
<td>13</td>
<td>48</td>
<td>14</td>
<td>8</td>
<td>73%</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GINO VANNELLI - Wild Horses (CBS)</td>
<td>96</td>
<td>11</td>
<td>42</td>
<td>27</td>
<td>16</td>
<td>55%</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHICAGO - If She Would Have Been Faithful (Full Moon/Warner Bros.)</td>
<td>126</td>
<td>6</td>
<td>39</td>
<td>42</td>
<td>39</td>
<td>35%</td>
<td>3</td>
<td></td>
<td></td>
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<tr>
<td>MADONNA - La Isla Bonita (Sire/Warner Bros.)</td>
<td>108</td>
<td>4</td>
<td>30</td>
<td>23</td>
<td>51</td>
<td>31%</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIONEL RICHIE - Se La (Motown)</td>
<td>113</td>
<td>2</td>
<td>20</td>
<td>14</td>
<td>77</td>
<td>19%</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CYNDI LAUPER - What's Going On (Portrait)</td>
<td>91</td>
<td>2</td>
<td>48</td>
<td>23</td>
<td>18</td>
<td>54%</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JENNIFER WARNE S - First We Take Manhattan (Cypress/PolyGram)</td>
<td>90</td>
<td>4</td>
<td>38</td>
<td>29</td>
<td>19</td>
<td>46%</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NORTHEAST

SPRINGFIELD, MA (WALT PINTO-WHYN) B. Joel, S. Robinson, LaBelle/BC.

GREENFIELD, MA (RICHARD ARCHER-WHAI) No Report, Frozen.

LEWISTON, ME (CHRIS LAYNE-WLAM) L. Richie.


PRESQUE ISLE, ME (GARY LEIGH-WKZX) A. Starr, G. Allman, L. Richie.

HARTFORD, CT (DAVID BERNEHART-WTIC/AM) A. Baker.

WILLIMANTIC, CT (EVAN/NORMAN-WLAM) No Report, Frozen.

NEW LONDON, CT (DANNY O'BRIEN-WLNL) The Trio.

NEW HAVEN, CT (JAC MY CORMICK-WELL) L. Richie, Chicago.

WESTPORT, CT (STORM N. NORMAN-WEDE/AM) Paul Simon, F. Mercury.

NEW YORK, NY (ART TILLER-WNSR/FM) No Report, Frozen.

LONG ISLAND, NY (CHOMMIE/LOMBARD-WEGB) M. Scott, Chicago, El DeBarge.


KINGSTOWN, NY (WAYNE FISK-WGHQ) Klymaxx, Madonnna, Kenny G.

POUGHKEEPSIE, NY (LYON RON-WKZX) F. Wood Mac, Madonna, Restless H.

UTICA/ROME, NY (JOHN CARUCI-UI02) Madonnna, K. Loggins, J. Warnes, F. Wood Mac.

AMBRIDGE, PA (BOBBIE VAUGHN-WMBA) B. Joel, K. Loggins, B. Vera.

NEW KENOSHA, PA (GREEN COSTANTINO-WKPA) B. Joel, Kool/Gang.

PITTSBURGH, PA (BOB CONRAD-WTAE) No Adds.

PITTSBURGH, PA (KEITH ABRAMS-WHHT) Madonna.

JOHNSTOWN, PA (JACK MICHAELS-WKYE) H. Lewis, P. Gabriel, A. Starr, Madonnna.

NEW CASTLE, PA (GARY WEST-WKST) B. Joel, Kool/Gang, Burns Sis.

SHARON, PA (KEITH CORSO-WPC) S. Robinson, A. Baker.

PHILADELPHIA, PA (STEPHANIE BARSAMIAN-WNSN) A. Baker, F. Wood Mac, L. Richie.


SOUTH

OCEAN CITY/SALISBURY, MD (KEN MEDEK-WGWH/AM) Hoosiers, Kenia.

WINCHESTER, VA (FRANK MITCHELL-WINC) Chicago, B. Joel, KBC.

HARRISONBURG, VA (ADAM STUBBS-WQPO) No Report, Frozen.

CHARLOTTESVILLE, VA (BOB JAMES-WCHV) No Report, Frozen.

RICHMOND, VA (GARY KING-WRVA) No Report.

RICHMOND, VA (RYAN ELLIOTT-WEZS) B. Joel, S. Robinson.

LYNCHBURG, VA (BOB ABBOTT-WGFL/AM) A. Baker, Chicago, L. Richie.

MONTGOMERY, WV (JEFF BATTEN-WMOM) No Report, Frozen.


WEIRTON/STEUBENVILLE, WV (ANTHONY/MITCHELL-WEIR) S. Mendes.


ROCKY MOUNT, NC (LESLEY JORDAN-WED) J. Warnes, A. Baker, Chicago, S. Murdock, Bangles, K. Loggins, Westside H.


SHELBY, NC (ANDY FOSTER-WOH) L. Richie, E. Martin, Fwood Mac, U2, T. Twins, LaBelle/BC, Morris/JW.

CHARLOTTE, NC (BILL CONWAY-WZEC) B. Vera, L. Richie, S. Murdock.

NEW BEIN, NC (JOEL PORTER-WSFU/FM) G. Abbott, Chicago, K. G.

TROY, NC (DAVID BIVENS-WJNY) Fwood Mac, KBC, LaBelle/BC.

ASHENII, NC (BRIAN LEE-WSKY) Los Lobos, Level 42, Madonna, L. Richie, LaBelle/BC.


ROME, GA (T. J. McCRAE-WKCC) A. Baker, Madonna, L. Varnes.

ATLANTA, GA (LOCASCO/COOY-WSB/FM) S. Robinson.


AUGUSTA, GA (HUMPHREYS/PATRICK-WZNY) No Adds.

ALBANY, GA (RON MANI-WALG) S. Murdock, B. Willis, H. Lewis, Morris/JW.


FT. WALTON BEAC, FL (DAVE LYONS-WZFB/FM) Fwood Mac, G. Abbott.

WEST PALM BEACH, FL (DAVE PARKS-WRMA) Fwood Mac, L. Richie.

STUART, FL (GREG ARCHER-WSTU) Madonna, L. Richie, K. Loggins, Chicago.


TUSCALOOSA, AL (WALKER/NELSON-WFFX/FM) C. Crew, H. Lewis, Chicago, El DeBarge, R. Cray.


GADSDEN, AL (DAVID FORD-WGAD) LaBelle/BC, A. Grant.

GUNTERSVILLE, AL (KERRY JACKSON-WGSV) LaBelle/BC, L. V. W. D. K. Loggins, Chicago, Morris/DE.


BAY MINETTE, AL (FRED EARLS-WBCA) No Report, Frozen.

SELMA, AL (JOHN ROGERS-WTUN) L. Richie, KBC, Madonnna, H. Lewis, Fwood Mac.


OXFORD, MS (DAVID KELLM-107) H. Lewis, R. Cray, B. Joel, G. Vannini, A. Baker.

PACUCAH, KY (CHARLES RIVERS-WKYY) B. Joel.

MIDWEST

MASON CITY, IA (HARRY O'NEIL-KLSS) No Report, Frozen.

MASON CITY, IA (STEVE LOCKER-KGIO) B. Joel, F. Mercury, A. Baker, L. Richie, K. Loggins.

MASON CITY, IA (LAWRENCE KRB) J. Warnes, B. Vera, B. Joel, S. Mendes.

WATERLOO, IA (ROGER DAVIS-WKLO) A. Baker, L. Richie, Fwood Mac, Kenny G.

CEDAR RAPIDS, IA (CHRIS CAINE-KCRG) DeBargh, H. Jones, P. Gabriel.

CEDAR RAPIDS, IA (GARY EDWARDS-WMT/AM) No Report, Frozen.

CEDAR RAPIDS, IA (DENNIS GREEN-WMT/AM) L. Varnes, G. Vannini, Kenia, G. Medeiros.


MINNEAPOLIS, MN (CHUCK KNAPP-KSTP/FM) Restless H. Madonna.

DULUTH, MN (DANN COLLUM-WBWC) B. Vera, Madonna, P. Gabriel.

ROCHESTER, MN (RICH PETERSON-RCOM) S. Robinson, B. Joel, C. Lauper.


ALBERT LEA, MN (MIKE WOITAS-KATE) Frozen.

LUVERNE, MN (KEITH MAINE-KOAD) K. Loggins, K. G. L. Richie.

PIPESTONE, MN (BERNIE WIEM-KLHO/FM) Bangles, Chicago, C. Nouveau.

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www.americanradiohistory.com
MARSHALL, MN (CLAUD ALLEN-KKCK/FM) L. Richie, G Vannelli, B. Joel, Fwood Mac.
MONTPELIER, MN (LOU KUNO-KGM) G Vannelli, J. Warnes, L. Richie, Fwood Mac.
ST. CLOUD, MN (MIKE DIEM-WJON) G Medeiros, KBC, T. Twins, LaBelle/BC, Kenia, Chicago.
ALEXANDRIA, MN (MIKE LOMMEN-KSTO) J. Warnes, A. Baker, Chicago, B. Vera.
ABERDEEN, SD (DAN ZERR) A. Baker, L. Richie.
GRAND FORKS, ND (PAUL KERO-KNO) Madonna, Kenny G, L. Richie.
LINCOLN, NE (CATHY BLYTHE- KFOR) Amy Grant.
HARRISON, AR (KATHY WHEELER-KHOZ) T. Twins, B. Vera, Madonna, Amy Grant, S. Murdoch.

CENTRAL

URBANA/SPRINGFIELD, OH (RUSS SHAFFER-WKSW) Bangles, Boston, C. Lauper, Lou Gramm, L. Lewis.
LOGAN, OH (CHUCK ANTHONY-WLGN) L. Richie, Fwood Mac, KBC.
COLUMBUS, OH (BOB NUNNALLY-WSNY) L. Richie, A. Baker, Burns Sl.
MARION, OH (JAN CHAMBERLIN-WDIF) T. Twins, S. Red, G Vannelli, J. Butcher, B. Club.
MARION, OH (JIM HOWELL-WMRN) Fwood Mac, Kenny G, LaBelle/BC.
ARCHBOLD, OH (RICK CONTI-WWOOD) Frozen.
TOLEDO, OH (FRED HELLER-WSPD) A. Baker.
TOLEDO, OH (JAY MATTHEWS-3WM) S. Winwood, A. Baker, B. Joel, L. Richie, Fwood Mac.
ZANESVILLE, OH (PETE PETONIA- WHIZ) Fwood Mac, L. Richie, H. Lewis.
YOUNGSTOWN, OH (JIM MARTIN-WFMJ) Chicago, S. Ballad, Madonna, Kenia.
DOVER, OH (STEVE KELLY-WJER) L. Richie, C. Lauper, Amy Grant, G. Vannelli.
SPRINGFIELD, OH (DALE GRIMM-WIZE) No Report, Frozen.
LOWELL, IN (JIM HOLLY-WZMV) No Report, Frozen.
KOKOMO, IN (ALAN WARNER-WIOU) B. Joel, K. Loggins, Fwood Mac.
VERSAILLES, IN (DALE M. GRAVES-WOVR) S. Mendes, M. Howard.
MUNCIE, IN (E. KIMBLE-WWOZ) G. Vannelli, B. Joel, E. Money, K. Vannelli.
EVANSVILLE, IN (CLARK/GAGER-WKQD) S. Mendes, Daryl Hall.
LAFAITTE, IN (KEITH HARRIS-WASK) L. Richie, J. Warnes, LaBelle/BC.
FLINT, MI (BILL PEARSON-WTRX) Fwood Mac, Madonna, LaBelle/BC, J. Warnes, B. Willie.
KALAMAZOO, MI (BILL ANTHONY-WKMI) B. Vera.
GRAND RAPIDS, MI (SKIP ESSICK-WWOOD) S. Robinson, Madonna.
PETOSKEY, MI (GEORGE MCINTYRE-WJML) Burns Sis., B. Joel.
KENOSHA, WI (TERRY HAVEL-WLIP) A. Baker, Fwood Mac, F. Mercury, L. Richie.

SOUTHWEST

NACOGDOCHES, TX (KURT MANN-KTBC) P. Gabriel, Level 42.
SONORA, TX (MAX DANGER-KHS) No Report, Frozen.
DEL RIO, TX (PAUL KALLINGER-KDLK) Dr. Dave, E. Money, K. Vannelli.
AMARILLO, TX (BUTLER/CLARK-PUR) No Report, Frozen.

ROCKY MOUNTAIN

SIDNEY, MT (STEVENS/SWENSON-KGCH) T. Turner, Chicago, Madonna.
HAVRE, MT (DAVID LEEDS-KOJM) L. Richie, A. Baker, Chicago, Madonna.
MISSOULA, MT (VERN ARGO-KYT) El DeBarge, L. Richie.
NORTHWEST

THE DALLES, OR(KEVIN MALCOLM-KMCO) B.Joel.
PDXPORTLAND, OR(SCOTT TOM-KG2) Janet Jax
CORVALLIS, OR(P J. EMERSON-KLOO/AM) S.Murdock,
Bangles, A. Baker, Chicago, G Vannelli, J. Warnes, S. Red, F'wood
Mac.
NEWPORT, OR(HOWARD WRIGHT-KXQT) F'wood Mac, A. Baker,
K.Loggins.
EUGENE, OR(MOULTRIE/MILLER-KDU) G Vannelli, Restless H,
Chicago.
MEDFORD, OR(JIM ZINN-KMFR) L.Richie, S. Red, J. Warnes,
G.Medeiros.
MEDFORD, OR(CARLIE KIRK-KYJC) Cl Nouveau, W.Chung
LaBelle/BC, G.Medeiros, L.Vandross, Level 42, H.Lewis.
KLAMATH FALLS, OR(KATIE Mcgee-KKRB) G Vannelli, F'wood
Mac, P. Gabriel, L.Richie, Madonna, K.Loggins, KBC.
WARM SPRINGS, OR(SCOTT FREE-KWSI/FC) S.Mendes,
Mac, S. Robinson, B. Joel, U2.
AUBURN, WA(CHARL SAWYER-KASY) S.Murdock, L.Richie, El
DeBarge, F'wood Mac.
MOUNT VERNON, WA(MIKE MARTIN-BC) LaBelle/BC,
Madonna, F'wood Mac.
OAK HARBOR, WA(DAVID BOWDEN-KSD) H.Jones, Amy Grant,
Kenya.
LACEY, WA(ROBIN MORENO-KDY) Chicago, G Benson, J. Warnes,
Madonna, DeBurgh, C. Lauper, LaBelle/BC.
OLYMPIA, WA(DICK PUST-KGY) S.Murdock, G.Vannelli, L.Richie,
LaBelle/BC, P. Gabriel.
ABERDEEN, WA(RHYS DAVIS-KXRO) E. Martin, L.Richie, F'wood
Mac, Madonna, L.Vandross.
CENTRALIA, WA(JIM KNUTSON-KKRO) J. Martin, L.Richie, F'wood
Mac, Madonna, L.Vandross.
SHELTON, WA(GLENN CONNOLLY-KMRS) B. Vera, Madonna.
KELSEY/LONGVIEW, WA(RAY BARTLEY-KLOG) K.Loggins, A.
Baker.
YAKIMA, WA(GARY BRYANT-KIT) A. Baker, L.Richie, P. Gabriel,
Bangles, B. Vera, S.Warner, Amy Grant.
YAKIMA, WA(FRANK TAYLOR-KMWX) G. Abbott, L.Richie,
S. Robinson, H. Lewis.
ANCHORAGE, AK(CARL B-KFQD) Chicago, L.Vandross.
ANCHORAGE, AK(GREG WILKINSON-KKL/FC) L.Vandross,
Madonna, F'wood Mac, LaBelle/BC, Level 42.
SOLDOTNA, AK(MCCARTNEY/PRES A-C) F'wood Mac,
VANCOUVER, BC (PAUL MCKNIGHT-1040 AM) Kool/Gang, A.
Baker, Chicago, L.Richie.

WELCOME TO Our New A/C Correspondents:
Howard Wright, KYQT RADIO - PO Box 1430
Newport, OR 97365 (503) 265-2266

J.C. Haze, WMVQ/FM RADIO - 126 Market Street
Amsterdam (Albany), NY 12010 (518) 843-1570

Our Best Wishes and HAPPY BIRTHDAY To:
Rick Andrews, WNYZ-Utica, NY 3/29
Pete Rhodes, CBLs-Minneapolis, MN 3/30
Eric Clapton 3/30
Barry O'Neil, Motown Records 3/31
Herb Alpert 3/31
Chris Bailey, WEK-Dora, MI 4/1
Mark Hunter, WWQM-Madison, WI 4/1
Narvel Felts 4/1
Bob Heater, KKJO-St. Joseph, MO 4/2
Emmylou Harris, Leon Russell, WI 4/2
David Robinson (Cars) 4/2
Vicki Sharp, KRNO-Den Moines, IA 4/3
Eddie Murphy, Tony Orlando, Wayne Newton 4/3
Kerry Wolfe, WRNS-FM-Greenville, NC 4/4
John Berry, KMGX-Fresno, CA 4/4
Denise Dodge, KVNF-Paonia, CO 4/4
Chris Michaels, KQIC-FM-Willmar, MN 4/4
Gail Davies, Dave Hill (Slade) 4/4

March 27, 1987/ the GAVIN REPORT
ONE MORE TIME

Last December, I printed a comment from Don Hoffman of KNBQ-Tacoma, WA, concerning my columns of the previous August and May about the "old and crusty, famous but old-fashioned morning man." The subject must have struck quite a few nerves, because I'm still getting mail on it. From Dick Pust, morning man and PD at KGY-Olympia, WA:

"Think again, Eric. At least this old guy reads GAVIN and other trade magazines, attends conferences, etc., to pick up new ideas. It is true that I reject some of the ideas of younger announcers, but often the reason is that the 'new' idea isn't new at all. It might be an old one found to be unworkable. I try, however, to be constantly receptive to 'better' ideas. For example, one of our part-time announcers recently came up with a practical way to provide better rotation of the music I play in the morning. The idea worked, and I feel my show improved greatly because of it.

"Another thing! Your 'old and crusty' references imply that there's no preparation for the job. I get up at 2:30 a.m., six days a week. After breakfast and some time to wake up, I'm on the job by 4 a.m.—even though my show doesn't start until 5:30. I spend that first hour and a half getting ready for the program. That includes a quick visit to the local police station and to the dispatch center, and even to a local 7-11 to look for information on what happened during the night. If there's a bad snow or windstorm, I sometimes make a tour of some of the roads to see if there are going to be any traffic problems for people that day. It's easier and better to describe a personal experience than to relay second-hand information. When I get to the studio, I skim two morning papers and make phone calls to people I wasn't able to visit. Every minute counts, and I move quickly.

"You make it sound like it's the salespeople who are keeping the 'old-timer' on the air. That's not true. The salespeople at KGY will support anybody who can get results for their clients and help their sales increase. Perhaps the 'old and crusty' morning man has learned through the years that cooperation—not constant confrontation—will be more rewarding to everyone."

Thanks to Dick Pust for his comments. An aspiring PD in the Midwest wrote in to ask, "Why do stations still break at :10, :20, :30, :40, :50 if you can't garner more than one daypart from Arbitron?" In response, I wrote, "My first reaction is that anyone who programs to a ratings service is foolish; there are so many problems with the Arbitron method that they really do not fall within the laws of probability. There is enough variability in the results that an attempt to gimmick the ratings by responding to their 15-minute breaks could warp the programming sufficiently to reduce the audience appeal of the station. Since it is audience appeal that is the most important factor in listener response to commercials, audience appeal is ultimately even more important than a station's ratings. You can keep selling a station with poor ratings if the advertisers get satisfactory results (although this is less so when a station is dominated by ad agency, since ad agencies seldom are aware of how good the response may have been, they rely more on ratings). The bottom line: If it makes good programming sense to break at those times, then do it, because (if you are programming correctly and have made a good decision to do so) it would be a decision that should heighten the station's audience appeal!" What do you think?

And James Lawson, technical director for the Wally Phillips show at WGN-Chicago and part-time air talent at Top 40 WDEK-DeKalb, IL, offers three questions in hopes of stimulating some interesting discussion:

1) How fast should a station move its current to recurrernts and then oldies?
2) What's the best way to get your first PD job?
3) What sort of checklists do PDs use, listing the steps to take upon being hired as PD?

I'll print any responses received in future columns! ✓

Perhaps the "old and crusty" morning man has learned through the years that cooperation—not constant confrontation—with the sales department can be more rewarding to everyone.
OPENINGS

ALLIGATOR RECORDS is interviewing for an experienced National College/Public radio/Alternative promotion director. Must be familiar with blues, roots-rock and contemporary music. Send resumes to: Promotion Job, Alligator Records, Box 60254, Chicago, IL 60680.

TOP 40 station WYAV-Myrtle Beach, SC, seeks current and future A/Ts. T&R: Kris Black, PO Box 1020, Myrtle Beach, SC 29578. No calls, please.

TOP 40 station KYOS-Merced, CA, needs an AT (7-mid)/MD/News Director. Contact Vince Garcia: (209) 763-2191.

TOP 40 station WZIX/FM-Columbus, MS, needs an AT with strong production skills who can handle remotes. T&R: Ray Fisher, Box 1247, Columbus, MS 36703.

TOP 40 station KHSN-Coos Bay, OR, seeks PD/AT. T&R: J.J. Jensen, PO Box 180 Coos Bay, OR 97420 or call (503) 267-2121.

TOP 40 station K106-Beaumont, TX, has opening for an AT. T&R: Neil Harrison, 1725 Evangeline Drive, Vidor, TX 77662. No calls, please.

TOP 40 station KQY-Lebanon, OR, needs 10PM-2AM AT w/production skills. T&R: Mike Shannon, 743 Main Street, Lebanon, OR 97355.

TOP 40 station KXKX-El Dorado, AR, has opening for AT w/production skills. T&R: Larry O'Neal, Box 1624, El Dorado, AR 71731.

TOP 40 station KZKZ-Tri Cities seeks experienced overnight AT. T&R: Jeff Ripley, Box 5486, Richland, WA 99350. No calls, please.

TOP 40 Station KRKQ-Cedar Rapids, IA, needs second half of morning team, also to do middays. T&R: Box 2308, Iowa City, IA 52244 or call (319) 365-9500.

A/C station KATW-Lewiston, ID, needs an AT w/production skills. T&R: Todd Nelson, Box 1540, Lewiston, ID 83501.

A/C station WINY-Putnam, CT, desperately needs a news director w/heavy local coverage exp. T&R: Jonathan Pearson, 45 Pomfret Street, Putnam, CT 06260. No calls, please.

A/C station Y94/FM (KJYV)-Fresno, CA, wants mature, enthusiastic, friendly AT. Good pay, long-term commitment. T&R: Jeff Tyson, 576 West Shaw, Suite 1A, Fresno, CA 93704.


URBAN station WWDM/FM-Sumter, SC, needs an announcer/AT, preferably from Southeast region. At least 3 yrs exp. T&R: Andre Carson, PO Box 50, Sumter, SC 29190.

URBAN station WTOY-Roanoke, VA, is looking for an AT w/production exp. T&R: Stan Tompkins, PO Box 6188, Roanoke, VA 24017. No calls, please.

COUNTRY station KFAT/FM-Corvallis, OR, seeks an AT (6-10PM) also production, newsperson. T&R: Debbi Baker, Box 965, Corvallis, OR 97350.


URBAN station WWDM/FM-Sumter, SC, needs an announcer/AT, preferably from Southeast region. At least 3 yrs exp. T&R: Andre Carson, PO Box 50, Sumter, SC 29190.

URBAN station WTOY-Roanoke, VA, is looking for an AT w/production exp. T&R: Stan Tompkins, PO Box 6188, Roanoke, VA 24017. No calls, please.

COUNTRY station KFAT/FM-Corvallis, OR, seeks an AT (6-10PM) also production, newsperson. T&R: Debbi Baker, Box 965, Corvallis, OR 97350.

AVAILABILITIES

AT, Urban format. AARON C. SULLIVAN: (303) 454-7355.

AT, hardworking, entry-level broadcasting, preferably Midwest. Any format. JIM SCHMIDT: (701) 824-2813 or 924-2813.

Major market pro seeks any format. DAN O'BRIAN: (303) 680-9941.

AT/MD, Top 40 format. LOU KUNO: (612) 269-9941.

AT, Top 40 format. DARREN ALLEN: (503) 636-7648.

PD/MD, Top 40/AOR formats. DANNY WAYNE: (916) 264-4200.


HELP! Four-yr. pro needs change. Can handle all shifts & MD. Top 40, A/C. RICK: (413) 774-4301.

LOOKING for AT/MD/HD position in Top 40. STANTON JAY: (912) 363-4928 or 365-2928.

PD/MD/Prod. Dir. 8 yrs exp. seeks position in S. Idaho. J.J. JENSEN: (503) 287-2121 or (503) 287-2111.

production/HD for small market. DON ELLIOTT: (913) 242-1220.


AT, copy writer. SEAN MICHAEL LISLE: (209) 827-2929.

Major market pro seeks any format. DAN O'BRIAN: (303) 680-9241.

AT/HD, production/promotion. Top 40 & A/C formats. BILL SHAKESPEAR: (916) 595-5105 or (415) 495-9616.

AT/news/sports (mornings), any format. 3 yrs. experience. MARK MORGEN: (206) 745-0379.

AT/MD, production, any format. KELLY FROST: (916) 527-4112.

PD/MD, Urban format. TONY SCOTT: (404) 669-8410.

AT/MD/Production director in medium market. Top 40 format. SHAWN ST. JAMES: (505) 723-9025.

PD/MD/AT, preferably in midwest or east Tennessee. MICHAEL STEWART: (615) 854-7645.

The "Real" Rockestman needs to work. Eight-year vet. All formats/mkts considered. SCOTT: (916) 644-6783 or 726-8518.

NEEDED

KGY: Albums for New Music Hour, plus A/C and Album product, all labels. Box 1179, Gillette, WY 82716.

KRRG: Urban singles & albums, all sources. Box 6117, Laredo, TX 78042.

WZIX/FM: Motown & Portrait Top 40. Box 1247, Columbus, MS, 35903.


WDFC: CDs from all sources. 355, E. Center St., Marion, OH 43302.

WZYZZ/FM: Requests information on compact disc service from all sources. Bill Sellars, Box 685, Fairmont, NC 28540.

Send notices of job openings or availables to Natalie Cusenza, c/o Gavin Classifieds, One Hallidie Plaza #728, San Francisco 94102 or call (415) 392-7750.
On Management

by DR. OREN HARARI

Instant Replay

At last month’s Gavin Seminar, I made a presentation entitled “Practical Management Tips.” For those of you who were unable to be there, as well as those who were kind enough to attend but didn’t take notes, here is a recap of my remarks. I do need to point out that I am abbreviating my comments considerably in this article, but I think you’ll get an overview of the themes I covered.

1. Have a vision, and communicate it to all hands. Programming excellence, innovation, teamwork within, receptivity to the challenge; these things are what you want your organization to be best in. Is it a product? A service? What are the strengths in your business? Programming excellence? Innovation? Teamwork within the office? Finding a niche of customers you can serve best? A vision inspires employees, gives them a direction and tells customers why they should patronize your business.

2. Convey the rules of the game to all hands. Players need to know how the rules are played and where the goals and boundaries are. The same is true in business. Tell your employees some basic do’s and don’ts. What’s basically okay and what’s not. What the priorities are, and on what basis you’re going to evaluate their performance. Once you do that, let them run with the ball the way they see fit.

3. Learn to delegate. There’s no way you can do it all alone. If you’re not delegating, you’re going to be overworked and inefficient. You’ll also lose your good people. And if you believe that your people aren’t capable of handling more responsibilities and authority, then you’re doing a poor job of selecting and developing employees. Learn to act the role of a coach, and gradually build up your people’s confidence and competence so they can take on more and be more innovative.

4. Learn to empower. Do whatever you can to make your employees feel stronger and more confident about using their brains to do whatever is necessary to fulfill the vision and goals of the organization. Empower means they understand that, as long as they stay on course and within the rules of the game, they have the power to make decisions appropriate to their charge. Empowering means people feel trusted, that they have the power to make decisions, and that you don’t micromanage. This is particularly important when it comes to new technologies or processes.

5. Carry water. Find out what your people need from you in order to do a good job. Ask them frequently, and then provide it. Maybe they need some training. Maybe they need to get rid of some Mickey Mouse rules. Maybe they need you to take charge of things. Listen, and act. Carry water for them. Run interference for them. Let them know that you’re there to do whatever you can to help them do a great job.

6. Catch people in the act of heroism. Every day, your people are doing beyond their job descriptions. They’re going that extra inch to make your business succeed. They’re going that extra inch to make sure no one is left behind. They’re going that extra inch to make sure your business is thriving.

7. Be open—admit mistakes and celebrate failures. Research shows that effective leaders make mistakes, and have used them as learning opportunities. Educate your people by telling stories of your past mistakes and what you’ve learned from them. Encourage them to do the same with the team. If people are afraid to make mistakes, they won’t—and they also won’t try anything innovative. Celebrate mistakes, as long as someone tried something thoughtfully and learned something important from it.

8. Keep your promises. If you tell your employees you’re going to do something, you’d better follow through on it. Sounds obvious, but many managers often ask employees for input, or they’ll say they’ll consider an employee’s request, and then forget about it. Actions like these damage your credibility.

9. Build a team by sharing information and rewards. The less you hide, the better. Share good news and bad. Share company plans, sales data, financial data, and the like with everyone—not just those who’ve traditionally considered the elite. Give team rewards as well as individual rewards. Share the good news, the bad news; and the fun events. The act and frequency of doing these things is more important than how much money you spend. Finally, don’t hog the limelight. Share credit with the team players who got you that success.

10. Network. Cultivate meaningful professional relationships with others in your field, within your organization and beyond, within your community, and beyond. Effective managers are constantly in communication with colleagues for the purpose of bating around ideas, getting updates on what’s going on, and getting encouragement for the kinds of things they’re trying.

11. Learn to manage your own boss. Five basic rules of thumb: Admit your boss is the boss—don’t fight it! Know their style and relate to it accordingly; Don’t keep bad news from them—bosses don’t like surprises; Be prepared and do your homework prior to seeing your boss; Finally, tell them what you need from them in order to do a great job for them.

12. Accept the fact that things will never settle down. Our research suggests that less effective managers are always waiting for things to “settle down,” while more effective managers know that things will never settle down. Accept this fact, see it as an opportunity to improve and create, and go for it! Remember, your competitors are facing the same environmental factors, and they’ve got their own problems. Things will never settle down for them, either.

13. Talk to people. Don’t hide behind office doors, secretaries, memos, reports, or miscellaneous paperwork. Talk face-to-face with employees, customers, regulators, vendors, distributors and anyone whose efforts contribute to your business’s success. Do this frequently. Confront the problems; confront the good things that are going on. Establish relationships. Listen. Only by eyeballing people on a regular basis can you stay in touch with what’s going on.

14. Always look to improve. We’ve found effective managers are always impatient with a "steady state." No matter how well things seem to be going, they’re always thinking of ways to make things even better, and they’re always thinking about ways to improve their managerial skills. Don’t stagnate. Don’t get smug. Don’t relax—or the market will nail you. Keep your focus on being better, and your odds of succeeding will improve dramatically.

So that’s our instant replay. In past columns I’ve discussed a few of the above tips (3, 5, 6 and 9) in some depth. In the future, I’ll discuss some of the others.
COLUMBIA-
GAVIN
Contest Winners!!

WE'VE GOT THE WINNERS

We thank all the Gavin Correspondents who participated in the fun Columbia Report Contest.

We appreciate your involvement and comments and we're more than pleased to announce the grand prize winners and the runners up.

GRAND PRIZE:
CD PLAYER
JIM HAMPTON, KWUN

The runner up prizes:
a CD Box Set of Bruce Springsteen Live 1975-1985
Awarded To:
Mr. Greg Wilkinson, KKLV
Mr. Brian Lee, WSKY
Mr. Dennis Green, WMT/FM
Mr. Bill Lee, KLWN

STAY TUNED FOR MORE COLUMBIA FUN IN THE FUTURE

Columbia Records

www.americanradiohistory.com
ROCK and HYDE

"DIRTY WATER"

THE FIRST SINGLE FROM THE DEBUT ALBUM UNDER THE VOLCANO.
Produced by Bruce Fairbairn.
Rob Rock and Paul Hyde.
JENNIFER WARNES
She performed the themes for two Academy Award-winning songs: "Up Where We Belong" with Joe Cocker for "Officer An A Gentleman" and "It Goes Like It Goes" from the Sally Field movie, "Norma Rae."

CRYSTAL GAYLE
She is currently appearing in several episodes of the soap opera "Another World."

ERIC CLAPTON
"Behind The Sun" is his first certified Gold record since 1981. Clapton's upcoming live show in Providence, Rhode Island, will feature Phil Collins on drums.

U2
A brief U.S. tour by the band will begin next week in Tempe, Arizona, home to real Joshua trees.

JON BUTCHER
After being referred to as Mr. Axis once too often, Jon Butcher shortened the name of his band from Jon Butcher Axis to Jon Butcher. Now people just misspell his first name.

AL GREEN
Al sang in a family gospel group, The Greens, until his father caught him listening to the "profane music" of Jackie Wilson.

FARRENHEIT
The band's name has nothing to do with the temperature scale. Two of the three members of the band are Charlie Farren and David Heit.

STARSHIP
Grace Slick was born in Chicago in 1939. Her original name was Grace Wing.

WHITNEY HOUSTON
Her first album, released two years ago this month, has been certified by the RIAA for exceeding 8,000,000 units sold - the biggest-selling debut album in history.

SPANDAU BALLET
The band adopted their name after seeing the two words scrawled on the Berlin Wall. Guitarist Gary Kemps writes the songs.

SIMPLE MINDS
Their next recording project is a live double album to be released this summer.

DUANE EDDY
He has signed to record an album for Capitol Records. Expect a cameo performance from Paul McCartney.

WAYLON JENNINGS
He was one of the first acts signed to Herb Alpert's A&M Records in 1963.

LUTHER VANDROSS & GREGORY HINES
Mr. Vandross is producing the entire debut album for Mr. Hines. One of the tracks is their current duet, "There's Nothing Better Than Love."
PATTY SMYTH

“Never Enough”

TOP FIVE at AOR and selling strong.

TOP 20:
WPHD  WROQ  Z93  WKDD
WLOL  KXYQ  KOZE  OK95

BEASTIE BOYS

“Brass Monkey”

The masters of high charting debuts, moves and requests.

TWO WEEKS OUT, 19% HIT FACTOR
WAVA 27-19  Q105 18-12  KS103 9-7
KROY 12-8  Z100 26-23  Y100 ADD 31
KIIS ADD 25  KPKE ADD

PSYCHEDELIC FURS

“Heartbreak Beat”

Early Top 40 believers now moving into heavy rotation in response to AOR saturation and big album sales.

MAKING MAJOR MOVES IN MAJOR MARKETS!
KITS 2-2  KMEL 28-19  KIIS 20-16
Q107 29-22  KATD 22-15  WMMS 27-19
WXKS 33-26  Z100 27-24  KKBQ 28-24

STABILIZERS

“One Simple Thing”

Performs better than records with 20 times as many stations.

Y108 5-5  KPKE 18-15
WMMS 33-26

www.americanradiohistory.com
GREGORY ABBOTT
“Get The Feelin’ (It’s Over)”

Top 40 traditionally plays the best of all formats of radio — and Gregory’s a chart topper at both AC and Black/Urban.

GAVIN URBAN: 9*-7*
GAVIN A/C: 20*-16* 81% HIT FACTOR
GAVIN TOP 40: 73 STATIONS 19% HIT FACTOR

KENNY LOGGINS
“Meet Me Half Way”

This record’s a hit wherever it’s played.

GAVIN A/C: 28*-18* 67% HIT FACTOR
GAVIN TOP 40: 113/15

GAVIN A/C: 21*-13* 191/28 72% HIT FACTOR

Also:
WBLI WMMS
94Q WCZY

BURNS SISTERS BAND
“Listen To The Beat Of A Heart”

The majority of AC stations now moving into heavy rotation

GAVIN A/C: 10*-9* 91% HIT FACTOR

K104 3-1
Music Is A Note.

Listen.

"White Magic Spell"

From The Debut Album.
Into The Fire Bryan Adams (A&M)

Bryan Adams got this far, amazingly enough, without the aid of styling mousse. In fact, I'm not so sure I'd recognize him if I bumped into him in the subway station. But his drum sound is as unique as a fingerprint. As he's pointed out in the past, when asked his occupation, the standard reply is "songwriter." Though he's contributed to a number of acts, he seems to save the good ones for himself. Besides the single, which sounds damn strong as an opener, there's the title track that has a "It's All Over, Baby Blue" refrain. Unlike his previous efforts, there's a solemn strain running through most of the songs on this disc, giving a strong indication as to how seriously Adams and Jim Vallance take their craft. Songs like "Native Son" and "Rebel" set a serious tone. Into The Fire maintains a lot of the fervent respect listeners have for Bryan Adams as a creator of deep, textured rock n roll songs.

"Jammin' Me" - Tom Petty & The Heartbreakers (MCA)

After three or four listens you realize he's singing, "Take back Vanessa Redgrave, Joe Piscipio and Eddie Murphy. Give 'em all some place to go." Right up there with those three is "ugly scandal" and "El Salvador." Petty's odd hit list should have no trouble making Album Radio's. Mind if I join in? Take back Jim and Tammy Faye Bakker, Oral Roberts and Al Haig. Hey! I feel a whole lot better already...this could turn into something.

Washington Squares (Gold Castle)

One-third lighter, Tom Bailey and Alannah Currie seemingly enlisted Hine as a triplet. But it was Hine's objectivity that keeps the results unpredictable. High points include the single, "Get That Love," which nearly missed the cut for the album. "Twentieth Century" attacks the same subject as Ray Davies' song of the same name, but from the opposite angle. While the word "modern" may be constantly associated with the Squares, expect a streamlined live presentation focusing on band and music, not fashion and props.

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Close To The Bone Thompson Twins (Arista)

I'll go along with producer Rupert Hine. If it had to be just one track, it would have to be "Long Goodbye." In an effort to strip things "close to the bone," the Thompson Twins re-examine how far they've come and where they're going.

Running In The Family Level 42 (Polydor)

I'd rate Simply Red and Level 42 as superior musicians. They play light music, capturing American soul music much the same way Hall & Oates and AWB did so during the 70's. All seem to worship inside the Church of Stevie Wonder. This is the kind of record we'll receive reports on well over a period of several months. Trax: "Lessons In Love," "Running In The Family" and "Two Solitudes."

She Was Only A Grocer's Daughter Blow Monkeys (RCA)

This is British fascination with soul music different from that of Level 42 and Simply Red. The Blow Monkeys operate on the same plane as Paul Weller's Style Council. Common ground is guest singer Curtis Mayfield, whose "Move On Up" Weller covered with the Jam, and who makes a cameo appearance on this LP. She Was Only A Grocer's Daughter isn't nearly so innocent. "How Long Can A Bad Thing Last" (watch out for the "nasty") and "Out With Her" are adrenaline and hormones in overdrive. KZ
**CERTIFIED**

1. **DAVID BOWIE** (EMI AMERICA) **THE CULT** (SIRE)

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**MOST ADDED**

1. "Day In Day Out" - DAVID BOWIE (EMI AMERICA-12"
2. "Good Times" - HOODOO GURUS (ELEKTRA-12"
3. "We Are What We Are" - THE OTHER ONES (VIRGIN-12"

**My 2 cents**

As Cutting Crew climbs into the number two slot, it's doubtful they will ever consume the lead U2 has over everyone. However, the Crew did muscle its way to #2 amid some pretty fierce competition--hence its line. Meanwhile, U2's emphasis trax actually ran off the page. If we could extend the page a couple of inches, perhaps all eleven trax could have been listed. That's how extensive the airplay has been.

Peter Wolf's album arrived just under the gun this week. Come As You Are is a grittier album for Wolf, revolving around strong contributions from a quartet. Los Lobos re-enter the Top Five as "Set Me Free" takes over from "Shakin' Shakin' Shakes." There's still lots of gold to be mined from this LP. As expected, Jon Butcher is looking at his very first Top Ten album. Next week an aggressive Bryan Adams is going to go Top Ten. Somebody's got to go. I expect Lou Gramm will step down, even though there will be increased interest in "Ready Or Not." That creates a dilemma as the real Album Radio trax off of Gramm's record begin to find the forefront. After all, "Midnight Blue" was a compromise between Album and Top Forty radio. Frozen Ghost is home this week. The success of this record reminds me of the adventures of Mike & his Mechanics. Top Forty look out! Album Radio has just broken another one. Lots of rave reaction all week to the new David Bowie. This will be a sensational comeback after Bowie's last few soundtrack singles. Excellent weeks for Cult and Night Ranger. The Cult, produced by

**CHARTBOUND**

1. **THOMPSON TWINS** (Arista) "That"
2. **EDDIE MONEY** (Columbia) "Endless"
3. **DAMNED** (MCA) "Alone"
4. **DOKKEN** (Elektra) "Dream"
5. **HOODOO GURUS** (Elektra) "Good"
6. **WHITESNAKE** (Geffen) "Still"
7. **EUROPE** (Epic) "Rock"
8. **SAINTS** (TVT) "Fire"
9. **LITTLE AMERICA** (Geffen) "Walk"
10. **OTHER ONES** (Virgin) "We"
11. **CINDERELLA** (Mercury) "Somebody"
12. **SIMPLY RED** (Elektra) "Right"
13. **FARRENHEIT** (Warner Bros.) "Fool"
14. **77'S** (Exit/Island) "Can't"
15. **JENNIFER WARNES** (Cypress) "Manhattan"
16. **ROBIN TROWER** (Chrysalis) "Careless"
17. **MONDO ROCK** (Columbia) "Primitive"
18. **WARD BROS.** (A&M) "Run"
19. **THRASHING DOVES** (A&M) "Beautiful"

Def Jam's Rick Rubin, looks like they'll be enjoying their biggest American success to date. Like the Fure, the Cult will be gathering a huge buzz among young listeners. Chris

Isaak, who appeared this week on the Johnny Carson show, continues his gradual, concentrated surge up the chart. The Del Fuegos, as expected, made their debut this week at #34. While the majority seems to favor the 12" push track, there are those out there who are deviating towards the "Scratching At Your Door" track featuring Tom Petty. Glass Tiger, who graced the cover of our very first 1987 issue, returns yet again at #35. Watch Rock & Hyde, who hit #30. They'll jump substantially next week. It's a safe prediction that they will loop at least ten places, possibly into the Certified category. Hooodoo Gurus picked up a few more bellowers, scoring #3 Most Added status. Other hot biscuits occupying Chartbound include Thompson Twins, Eddie Money, Whitesnake, and Dokken. Look out for the very bottom debut on Chartbound. Thrashing Doves, once it makes its way around more radio stations, could very well be one of this year's surprises. Check out their new LP, Bedrock Vice. See you at the T.J. Martell Bowlathon. If you can't make it down there, why not send a check anyway? It's a worthy cause that deserves the mobilized industry support it gets each and every year. Stay well. KZ

www.americanradiohistory.com
SHE WAS ONLY A GROCER'S DAUGHTER
THE NEW ALBUM
FEATURING THE SINGLE "IT DOESN'T HAVE TO BE THIS WAY"

RCA Records and Cassettes
As expected, U2 detonates the Furs as our #1 record. U2 obviously hasn’t compromised their adventurous stance and their long-time supporters at college radio appreciate it—as do commercial programmers who have seen the public grow to appreciate these true leaders. Look for their present 20% chart lead to grow even further in the coming weeks. Julian Cope improves his chart points by almost 50% and should drive through the soft top 10 without much resistance. Behind the strength of an entire album, Wire Train is certified as our highest debut with Maximum play at WLR, WXIP, WUGC, WOWY, KVRE, KSF, KZEL, etc. Oningo Boingo is our sole other debut, as a fresh new batch of Most Added records are lining in Chartbound, including Style Council (#1 Most Added last week).
Sophisticated dedicated uncompromising

THE STYLE COUNCIL all add up to

THE COST OF LOVING

THE DEBUT LP BY
THE STYLE COUNCIL
ON POLYDOR RECORDS

Play the "HEAVENS ABOVE" 12"
THE #1 MOST ADDED RECORD
ON THE GAVIN ALTERNATIVE CHART.

THESE STATIONS HAVE ALREADY SEEN THE LIGHT!:

WLIR  WHFS  CFNY  KEYX  KTCL  KVRE  KTAO
WMDK  WNCS  WBNY  WCDB  WRUV  WUSB  WXCI
WRAS  WUOG  WWVU  WXYC  WRVU  WOXY  KUNV
NORTHEAST

BOSTON, MA
PETERBOROUGH, NH
ADDS: Bowie, Smith, Bowie, Other Ones, Big Dipper.
U2, Del Fuegos, XTC, Siouxie & the Bribe, P. Party, W. Party, Bon Jovi, P. Smith.
U2, Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
NEW YORK, NY
ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
LONG BRANCH, NJ
JOY CROSSLIN/WMVJ 201-122-1071.
ADDS: Bowie, Smith, Bowie, Frederick, U2, Mac, B. Adams, Bon Jovi.
Southside Band, Bowie, Other Ones, Big Dipper.
U2, Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
DOVER, NH
ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
NEW YORK, NY
LEIGH LUSTBERG-WNYU 212-518-0208.
ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
NEW YORK, NY
MARK CHESSOFF-WENM 212-518-7000.
ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.

ALBUM/ALTERNATIVE


MONTREAL, VT
JODY PETERSON-WNCS 802-223-2396.

PRINCETON, NJ
JOHN MARSHALL-WZON 201-748-4565.
ADDS: Rose A, July, Fertig Spot, Green, Red, T. Dover, MODS: Siouxie & the Bribe, Front 242, Mission, Husker Du, DOA, J. Tovey, R. Strange, Cult, Descendant, XT, K. Jole, The The, Siouxie & the Bribe, Los Lobos, Meatmen, Murphy's, W., Wire Concrete B.
NEW YORK, NY

ALBUM/ALTERNATIVE

ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
NEW YORK, NY

ALBUM/ALTERNATIVE

ADDS: Bowie, Smith, Bowie, Saints, Ward Bros., Other Ones, Wire Train.
F. Smith, Bowie, Mondo Linder / Boyle - WDHA 201-328-1055.
BIG TIME STRIKES BACK!
TIRED OF SUPERSTARS?
PROGRAM THE "AUTOMATICS" OF TOMORROW

THE LUCY SHOW
"NEW MESSAGE"
(NEW VERSION) ON YOUR DESK NOW
AND STILL ROCKIN' ON ALL CHANNELS:

STAGE DOLLS
"COMMANDOS"
EXPLODING AT WBCN,
WLIR, WXXP, KXRX,
KBCO, 91X, KATT, KVRE
AND LOTS MORE!

LOVE AND ROCKETS
"BALL OF CONFUSION"
TOP 10 AT KROQ, WLIR
AND 91X. PERFORMING
ON 22 MORE AOR'S
INCLUDING KBCO & KFUG!
BREAKING CHR IN HOUSTON!

THE DREAM SYNDICATE
"50 IN A 25 ZONE"
HEAVY AT KZEL AND
KABL. ALSO ON KKCY,
KKBR, WHFS & WKXE

LOVE TRACTOR
"PARTY TRAIN"
NOW A COMMERCIAL
12". BREAKOUT ON MTV!
HAPPENIN' AT KOPE,
KEYX, KKBR, WMDK &
WMRY

HUXTON CREEPERS
"12 DAYS TO PARIS"
MELBOURNE'S LATEST,
PERFORMING AT 91X,
KJET, KEYX & WOXY
THEY WILL PERSUADE
YOU

SCIENTISTS
"WEIRD LOVE"
YEARS IN THE MAKING
AND RECOGNIZED FOR IT
AT WDCR, WOXY & KABL
TOP 20 IN CMJ

THE DELUGE CONTINUES: REDD KROSS
AND THE PASTELS OUT THIS WEEK AND HOT!

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MBS 3 is the place to be to network, increase your contacts and profile and do the business you need to do!

Panels Include:

**ROCK MUSIC'S INFLUENCE ON OUR SOCIETY**

- Howard Bloom, H.B. Org.
- Bob Guccione, Jr., Spin Mag.
- Greg Bodenheimer, Back in Control
- Jay Bernstein, R.I.A.A.
- Danny Goldberg, Gold Mnt.
- Jello Biafra, Artist
- Ann Katin-Ninth P.T.A.
- Dennis Erkaner, B.A.M. Mag

- Frank Zappa, Artist
- Ed Rosenberg, Geffen Rec.
- Marianne Hattfied, Rock Rag
- Jennifer Norwood, PMRC
- Al Mexican, Mexican
- Ministries/Media Update
- Melissa and David Beadon, D.L. Records

**INDY INDIES**

Moderator: T.B.A.

- Bonnie Levin-Chammond
- Chuck Dukowski, SST Records
- Terence Brown, Airwave Records
- Sean Screen, B.O.Y. Records
- Scott Vonderholt, Westside Records
- Lisa Fanti, Frontier Records

**A&R, THE OUTSIDE LOOKING IN**

Moderator: Mika Gilmour-Journalist

- Bob Sos-Moby Disc Records
- Rick Carroll, PDO, KROQ
- David Jordan, Arista Records
- Kip Cohen, Former A&R Executive
- Alan Oken, A&M Records
- Carole Childs, Former A&R Executive
- Allan Kline, Former A&R Executive
- Rich Festa, Former A&R Executive
- Brendan O'keefe, Club langene

**RADIO! RADIO!**

Moderator: Steve Bruck, Chrysalis

- Jeff Ryan, KPWR/Power 106
- Tommi, Nast, Album Network
- Thom Feem, Westwood One
- Lee Bailey, Lee Bailey Productions
- Phil Harvey, Harvey Productions
- Steve White, Aust, Rock Manager
- Kelly Summers, A&M Records
- Larry Gross, B.B.C. Radio 1

**AGENTS AND PROMOTORS**

Moderator: Claire Rahn, Forum

- Bob Fugard, Variety Artists
- Peter Shields, William Morris
- Jay Marcus, Universal Amphitheatre
- Robert Stein, Beverly Theatre
- Jim Money, Gaffin/Money
- Gregg W Perlott, Bill Graham Co
- Terry Clare, Jan Halsey Productions
- Michael Goldman, Music Futures

**MUSIC PUBLISHING**

Moderator: T.B.A.

- Linda Blum-Champel
- David Rents, Zuhtrie Music

- Kathleen Carey, Unity
- Evan Medow, Attorney
- Mimi Shannon, Songwriter
- Dana Warren, Songwriter
- Kevin Odegard, N.A.
- Jonathan Stone, Qwest Music

**RECORD MARKETING**

Moderator: Lou Main, MCA Records

- Mike Shalett, Street Pulse Group
- Tom Divonne, MCA Records
- Bob Reisman, A&M Records
- Joel Webber, Island Records
- Harold Childs, Qwest Records
- Scott Pang, William Morris Agency
- Sam Kasner, VP Programming, MTV

**MUSIC RETAILING**

"WHERE IT ALL PAYS OFF"

Moderator: Tami Prezza, Hiss Mag.

- Henry Ford, Vinyl Feenish
- Stan Goman, Tower Records
- Mitch Perfis, Music Mags
- Tom Grace, Moby Disc
- Jayne Netches, A&M Records
- Jim Swindell, Island Records
- Robert Blackman, Image Marketing
- Scott Marton, SRO Marketing
- Colin Stewart, PMI Records
- Norman Hanner, Record Bar

**INDEPENDENT LABELS**

"WORKING WITH THE BIG GUYS"

Moderator: Sam Sutherland, Windham Hill

- Bill Horn, Enigma Rec.
- Fred Bestall, Big Time Records
- Boone Schar, Slash Rec.
- Bruce Slagel, Metal Blade
- Don MacNeill, Mocula
- Downstream
- Tom Silverman, Ten-4
- Boy Records
- Harold Brown, Rhino
- Craig Scanlon, Cypress Records

**THE CHARTS**

Moderator: Tom Noonan, Billboard

- Lennox, Beat-Quake Magazine
- Joel Denver, Billboard Rec.
- Paul Grein, Billboard
- Spence Herland, Cash Box
- Rick Forward, Emerge Records
- Steve Meyer, MCA Records
- Mark Cooper, Alabam Network

**THE BUSINESS OF NEGOTIATING DEALS**

Lecturer: Kent Kaven, Attorney

**MOCK RECORD DEAL**

Jeff Fenster, Attorney

Gary Standler, Attorney

Van Wiles, Crowded House

Eric Gardner, Manager (Todd Rundgren, Bill Wyman, Elvis)

Richard Storch, Warner Bros.

**A&R**

Moderator: John Bratayley, L.A.S.

- Thron Travers, MCA & R
- Paul Atkinson, RCA & R
- Ronnie Vince, Geffen Music
- Wendi, Goldkamp, RCA & R
- Ron Greene, Columbia & R
- Bob Storm, Polygram & A&R
- Matt Reilly, Regular Records, Aust

**ARTIST MANAGEMENT**

Lecturer: Wendy, Don-Nag, Management

- Ross Weary, Nu Visions
- Ed Lettieri, E.L. Management
- Harriet Steinberg, Kramer & Co.

**RECORDING CONTRACTS**

**IN THE 80's AND THE 90's**

Moderator: Miles, Harris, R&B

- Mark Fleisch, Lawyer
- Lindsay Fichten, Attorney
- Larry Larson, Manager
- Peter Paizter, Attorney

- Ali Schlesinger, Attorney
- Eric Greenspan, Attorney
- Curtis Shaw, Attorney
- Anthony Spick, DeMars Ent.
- More Panels: T.B.A.

**NEW AGE/JAZZ MUSIC**

Moderator: Michael Gundinsky

- mushroom Records, Australia
- Ichiro Kasein, Fuji Pacific
- Music disposable Records
- Phil Topp, Australia Multi-Media Productions
- Kim van Hengel, Capitol Records Int.
- Kevin Wall, Radio Vision Int.
- Jeff Looset, A&M Records Int.
- Chris Hill, MCA Records Int.
- John Woodruff, Dirty Pool Mfg.

**WHAT'S WRONG WITH THIS PICTURE**

Doug Fieger, The Knack

Michael Sembello, Artist

Efrat Mazur, Producer

Paul Rechel, Producer

Matt Kramer, My Place

Jim Halsey, Halsey Co.

**PLUS... These and more exciting panels:**

- Press & Publicity
- Putting It All Together
- Digital Audio Tape (D.A.T.)
- Artists And Producers

**MUSIC BUSINESS SYMPOSIUM 3**

April 2nd – 5th, 1987

Ambassador Hotel

Los Angeles, California

**MUSIC BUSINESS IS OUR MIDDLE NAME**

www.americanradiohistory.com
heard it, sounded like Eric Stoltz. I like Pete Shelley and have been a fan of his ever since he was with the Buzzcocks. Pete had worked with Stephen Hague. Pete wanted to do something, so we showed him the film. He came up with "Do Anything." I like Jesus & Mary Chain very, very much. I wanted someone who was really trying something new. Originally the problem was their stuff was a little too far out there. A lot of things were lost in the production. But they really deserved to be heard. So if the movie is a hit, and the song is on the album, people will hear them and know who the band is. That's the step-up for them. Hopefully people will investigate their other material and watch for their new stuff.

KZ: Stephen Hague working with the Jesus & Mary Chain is a strange combination. They're very much a minimalist band, influenced by early Velvet Underground.

JH: My instructions to Stephen were, "Please don't compromise the sound of the band. Don't do something they'll artistically regret. If it's not right, we do lots of movies and we'll do something some other time." Stephen Hague and the Jesus & Mary Chain got on well. What he did was bring the vocals forward. They have wonderful voices and you can really hear the words. It's a great song. I think you should be able to take the album and listen aside from the movie and learn more about the movie from listening to the soundtrack. There's a lot of information about the movie in the soundtrack, especially that song.

KZ: What about March Violets?

JH: There's a great store in Chicago called Wax Tracks. I bought a track by the March Violets a couple of years ago. A friend of mine was going to London, so I asked him to please bring me back some music. He brought back "Turn To The Sky." What I like about these projects is that you get someone like Stephen Hague and he takes young bands who have worked on demos or very low productions. Stephen takes them into major-league studios with a producer, treats them like kings and lets them just work. It's a great moment for them. They really get a chance to step forward.

KZ: Has MTV's effect on you and your movies been exaggerated?

JH: We've never had much exposure on TV. I don't know that the marriage of film footage and video is a good one.

KZ: Video directors like Russell Mulcahey and Julien Temple have yet to make the definitive transition from directing videos to directing successful feature films.

JH: Video is completely different. It's all visual information. The Peter Gabriel videos are inventive and interesting, but they're not movies. Movies are a story-telling medium. If it was just a matter of visuals, The Gods Must Be Crazy wouldn't be such a great movie. It's a great movie and it's as cheap as it could possibly be. Successful movies are movies that tell a good story. You use the camera to tell the story as opposed to using the camera as an end unto itself. When you intend to make only an incredibly visual movie, you end up with two hours of what YOU think are good shots.

KZ: Movies like 9 1/2 Weeks and Flashdance tended to look like a string of thirty-second television commercials.

JH: You're going to see a lot more of that, the marriage of commercials and film. They're now very close. But commercials are a very different thing. They don't tell a story, they stimulate an interest to buy something using one-dimensional images. A lot of these guys experience a rude awakening when they're looking at their rough cuts and find a character doesn't make any sense. She's beautiful, but who is she?

KZ: Has that ever happened to you?

JH: No. My pictures are not visually stunning (laughs). I've just recently taken an interest in the camera. I always went for basic camera work. A lot of people have taken their cues from Hitchcock, but visually he's very simple. When he did a trick shot, it was to make a story point. Dolly in, zoom out. That wasn't done because it was cool. It was done to create the impression of vertigo. He designed the shots around the story.

KZ: Who's making good movies these days? Do you go out and see a lot of films?

JH: No I don't. I'm cautious about that. Top Gun and Crocodile Dundee are big hits. You can look at those movies and see what works. I would rather remain somewhat in a vacuum and take my influences from non-related things. I like French films. I like Eric Rohmer. What I like about his work is that it isn't about characters. It's about characters. If you watch Pauline At The Beach, you know Pauline. It's these people, it's her, it's what she says. That's what's interesting to me. My things are not heavily plotted. If you take all my films, what you get out of them is that you meet people. That's what the Breakfast Club was. It's not, "What's going to happen?" It's who are these people and why are they talking this way?

KZ: There's the old filmmaker's axiom that it's easier to make a movie based on a short story than a novel.

JH: It's very difficult to compress a film. She's Having A Baby covers six years. My first cut was three and a half hours long—an enormous movie. Then you have to trim it down.

KZ: This is your new movie with Kevin Bacon. Are you going to rescue him? He hasn't made a great picture since Diner.

JH: You won't recognize him. He's very funny and deathly serious. He will rise and go past all the guys in his generation. He's the first actor of all those guys to truly make the jump into an adult film.

KZ: What was your background before you started directing movies?

JH: I was an advertising copywriter in Chicago. I was at Lampoon. Then when Animal House became such a big hit, everyone who had ever walked by the Lampoon building got a development deal. They were looking for lightning to strike again. I just happened to get one. I made good on mine. It took about three years of writing to get something made. Then Mr. Mom and Vacation hit. I actually had my directing deal set before Mr. Mom or Vacation came out. I wrote Sixteen Candles and told them if they wanted the script, I had to direct it, which, in retrospect was incredibly presumptuous. I had never been on a movie set before. It was a little bold. But I would rather do it my way or not do it. I just didn't know. I was sitting in a little house in Chicago writing scripts thinking that if I could write them, I could certainly direct them. Now what's involved? A HUNDRED AND HOW MANY PEOPLE? Now what's that large thing over there with the wheels? That's the camera?

KZ: Did you turn it into an advantage?

JH: I did things that old time line producers would say, "Oh no, you don't want to do that." But I became good at communicating what picture I had in my head to the people around me. I just watched the movie as I was making it. It's like watching a movie and being able to change it while you're watching it.

KZ: As you finish She's Having A Baby, critics are already writing about how you're growing up. I would guess that's not true.

JH: No. I'm working on the next teen film. Kids are like the general audience, if they connect to a film, they'll see it. If it's about them, great. If not, that's okay. They obviously went out and saw Crocodile Dundee and they saw Pretty In Pink, two movies that are as different as they possibly can be. As soon as you try to figure out what people want, you're dead. The youth market is hard because it changes every six months.

KZ: Do you have any kids?

JH: Two. They're still in grade school. The older one is becoming territorial. I can see it and I can feel it. He's trying to establish himself. It's like his room. Stay out of my room. He's in my room. His room is beginning to mean something. I'm doing everything I can to remember what it was like. I watch what I say. No hair jokes.
NEW & HOT!

PAKE McENTIRE
"HEART VS. HEART"
...A LITTLE HARMONY FROM SOMEONE YOU KNOW! FROM HIS ALBUM, "TOO OLD TO GROW UP NOW"

MICHAEL JOHNSON
"THE MOON IS STILL OVER HER SHOULDER"
...FOLLOWING UP HIS FIRST #1 SINGLE "GIVE ME WINGS" FROM THE ALBUM, "WINGS"

EARL THOMAS CONLEY
"THAT WAS A CLOSE ONE"
...ANOTHER #1 HIT FROM THE ALBUM, "TOO MANY TIMES"

EDDY RAVEN
"YOU'RE NEVER TOO OLD FOR YOUNG LOVE"
...HIS GREAT MUSIC JUST KEEPS GETTING BETTER — FROM THE ALBUM "RIGHT HAND MAN"

THE JUDDS
"DON'T BE CRUEL"
...FIRST SINGLE FROM THE "HEARTLAND" ALBUM — IT'S READY GOLD!

RCA Records and Cassettes
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<td>SOUTHERN PACIFIC</td>
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<td>Don't Let Go Of My Heart (Warner Bros.)</td>
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<td>T.G. SHEPPARD</td>
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<td>You're Not My First Lady (Columbia)</td>
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<td>DWIGHT YOAKAM</td>
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<td>Little Sister (Reprise) 51 adds</td>
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<td>NITTY GRITTY DIRT BAND</td>
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<td>Baby's Got A Hold On Me (Warner Bros.) 34 adds</td>
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<td>ARTIST &amp; TITLE</td>
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<tr>
<td>EDDY RAVEN</td>
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<td>CHARLEY PRIDE</td>
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Reports accepted Mondays at 8 AM through 11 AM Wednesdays.
Reports Adds  Weeks  ARTIST & TITLE
88  8      7  MOE BANDY - 'Til I'm Too Old To Die Young (MCA/Curb)
86  12  4  WILLIE NELSON - Heart Of Gold (Columbia)
78  35  2  SWEETHEARTS OF THE RODEO - Chains Of Gold (Columbia)
71  25  3  TANYA TUCKER - It's Only For You (Capitol)
70  6  5  BRUCE HORNBY & THE RANGE - Mandalin Rain (RCA)
68  2  6  GENE WATSON - Honky Tonk Crazy (Pcap)
66  29  2  EARL THOMAS CONLEY - That Was A Close One (RCA)
63  15  3  MICKEY GILLEY - Full Grown Fool (Pcap)
60  29  2  JOHN SCHNEIDER - Love, You Ain't Seen The Last Of Me (MCA)
59  2  6  JOHN ANDERSON - What's So Different About You (W.B.)
59  9  4  DESERT ROSE - Ashes Of Love (MCA/Curb)
58  51  1  *Dwight Yoakam - Little Sister (Reprise)
57  4  4  BILLY MONTANA & THE LONG SHOTS - Crazy Blue (V.B.)
53  9  3  JOHNNY CASH - The Night Hank Williams Came To Town (Mercury)
49  6  4  LARRY BOONE - Back In The Swing Of Things Again (Mercury)
46  1  4  MARTY HAGGARD - Weekend Cowboys (MTM)
40  1  7  THE WHITES - There Ain't No Bounds (MCA/Curb)
36  7  3  PATSY LOVELESS - I Did (MCA)
33  8  2  RODNEY CROWELL - She Loves The Jerk (Columbia)
31  30  1  *MARIE OSMOND - Everybody's Crazy 'Bout My Baby (Capitol)
26  2  4  DANA McVICKER - I'd Rather Be Crazy (EMI America)
20  --  4  RAY STEVENS - Can He Love You Half As Much As I Do (MCA)

*Drops This Week

Dropped: #27-The Gatlins, #31-Steve Wariner, #32-Kenny Rogers, #38-Restless Heart, Johnny Paycheck

LP CUTS

GEORGE STRAIT (MCA) All My Ex's Live In Texas
THE JUDDS (RCA/Curb) Turn It Loose/Cow Cow Boogie
WAYLON JENNINGS (MCA) Chewy Van
STEVE WARINER (MCA) It's A Crazy World
BELAMY BROTHERS (MCA/Curb) Country Rap
THE GATLINS (Columbia) Don't Blame Me For Colorado
EARL THOMAS CONLEY (RCA) Right From The Start
DAN SEALS (EMI America) Three Times A Loser
ASLEEP AT THE WHEEL (Epic) Boogie Back To Texas/Coast To Coast
NANCY GRIFFITH (MCA) Ford Econoline
JUDY RODMAN (MTM) What's A Broken Heart
MICHAEL MARTIN MURPHEY (W.B.) A Long Line Of Love

RECOMMENDED NEW RELEASES

STEVE WARINER
The Weekend
(MCA)

Randy Travis
Forever And Ever, Amen
(Warner Bros.)

COUNTRY SUMMARY

Based on this week's research, Reba McEntire is a strong #1 song in all regions of the country. The O'Kane's get their first Top Ten record, with 158 reports and a 94% HIT FACTOR. Another great week for Judy Rodman, as she moves 18-13 and is getting HEAVY rotation at KQED, KOKK, KNIX, KLIK, KCLK, KVBR, WAQV, KRRV, KLYQ/AM, KVAS, KPGO, etc. Both of this week's CERTIFIED records, Southern Pacific (debuting at 34) and T.G. Sheppard, WPOC/FM, WGKX/FM, KFAT/FM, etc. Dwight Yoakam tops our MOST ADDED this week with 56 reports and 51 adds. Johnny Cash keeps getting stronger every week - 9 more believers take him to 53 reports. Rick Robinson at WVEY-Talladega reports immediate phones on Johnny B at WKRE-Eimore says that Tim Malchek is pulling in Top 3 requests at his station. T.J. Hart at WFMS-Springfield tells us that Michael Johnson is tearing up his request line. Tim Todd at WORC-Worcester says Billy Joe Royal is picking up some good action, and Ed Paulson at WHTL -Whitehall tells us that folks there really like the Bruce Hornsby. Listeners to KTDO-Toledo are crazy about the "Snake Boots" cut from Conway Twitty's LP. And look for the new single &'80's Ladies" by K.T.Osland to be released some time in April.

We'd like to welcome three new reporting stations to our Country family. Marvin Allen from KLXX-Bismarck, ND, P.O.Box 1377, Bismarck - 58502, phone number is 701-663-6411. Dan Moore from KEYK-Wenatchee, WA, P.O.Box 79, Wenatchee - 98801, phone number is 509-664-5186. And finally welcome back to Alan Rowe from WDVA-Danville, VA. One Radio Lane, Danville - 24541, phone number is 804-797-1250. Welcome one and all. Talk to you next week. Lisa & Elma
EUREKA'S FOURTH ANNUAL LIP SYNCH

KXGO/FM-Eureka, CA's fourth annual original Lip Synch contest was, according to GM/PD Jim Nelly, "The biggest yet." Listeners lip synched their favorite acts--Madonna, Tina Turner, the Talking Heads and many others. KXGO raised $14,000 for the local Boys and Girls Clubs. Reports Nelly: "The line to the front door was three blocks long, and we had listeners camping out for the best seats." Those in attendance were from ages 3 to 75, proving that this was definitely a mass appeal event.

POWER99/FM LISTENERS DRIVEAWAY

Two lucky Power99/FM-Philadelphia listeners drove away in new Oldsmobiles after winning the Power99/FM Driveaway Sweepstakes. Listeners were eligible to win keys to the automobiles (one in 40 chance, not bad) after initially winning $99 on Power99/FM. Both cars were gone early, as the winners started their engines before thousands of envious onlookers at the Philadelphia Spectrum. But everyone went home a winner--each contestant received a Driveaway Sweepstakes Sweatshirt and a ticket to a 76ers game.

A VEGAS VALENTINE

To celebrate Valentine's Day, 1987, WGAD-Gadsden, AL, in conjunction with a local travel agency, gave away a vacation for two to Las Vegas. Every day for the two weeks prior to February 14th, the station played a "key song," with daily winners each getting a key. On Valentine's Day, WGAD locked up the airline tickets, hotel reservations and discount coupons in a strongbox, and the listener with the correct key won the trip.
DOMINATED THE CHARTS WITH HER #1 1986 SMASH HIT "DOWN AND COUNTING"

1987 HER NEW SINGLE "CAN'T YOU FEEL MY HEART BEAT" HAS EXPLODED ON R&B RADIO AND WILL BE EVEN BIGGER.

1986 SMASH HIT "DOWN AND COUNTING"

1987 HER NEW SINGLE "CAN'T YOU FEEL MY HEART BEAT"

WWW.AMERICANADIOHISTORY.COM
CONTESTING

In this final part of our three-part series on "Fixing the Format," we want to take a look at contesting. Everyone has an opinion about it, but, after sifting through all the facts, we come up with a few basics: The most effective contests, in terms of building cume and listership, are on-air cash giveaways and, more lately, direct mail campaigns.

Both can be effective, but they serve different functions. Cash giveaways, regardless of their form or the size of the prize, are designed primarily to build cume—to get a large number of different people to listen to the radio station for at least five minutes within a given daypart, ideally across the quarter-hour. Direct mail campaigns are meant to increase quarter-hour listening. Many black and urban formatted stations have tremendous loyalty (or quarter-hours), but they ignore the direct benefits to be derived from direct mail.

Let's talk cost for a minute. In a medium or major market, a direct mail campaign can run anywhere from $150,000 to $400,000, depending on printing, mail follow-through, etc. One way to control cost is by paying attention to what you mail, and where you mail it. Instead of a general mailing, you can eliminate a lot of waste by making a run to Laurel, Maryland, reviewing your Arbitron diaries and seeing which zip codes would truly benefit your station.

You don't want to do a direct mail campaign without a lot of planning first. And there must also be a time commitment. It usually takes at least three months to run an effective campaign.

One major-market station recently ran a very successful campaign by mailing 350,000 pieces out to specific zip codes. Each mailer had a different serial number, like the lottery or those magazine mailers with Ed McMahon's picture on the front. Listeners were asked to match the numbers on their mailers with those called out on the air for various amounts of cash. Naturally, there was some forced listening, which helped build the station's cume. The station not only experienced real growth, in terms of getting new people to try the station, but also reinforced its image among those who were already listeners.

Because the urban format, in many markets, has never done direct mail, there seems to be some question about its effectiveness, given the expense and involvement that is required. In fact it does cost more than other forms of cume-building contests and/or promotions. Done right, the results are nothing short of phenomenal.

DIRECT TELEVISION

Television spots are designed to attract potential listeners and build awareness of what is going on at the radio station. Many of you may be familiar with the direct TV spots that Fimmhouse continues to run for various formats in markets both large and small throughout the country. The most effective of these is the birthday promotion—a station gives away cash to someone whose birthday is contained in an envelope displayed on television. In this case, radio is using television to help with its promotion. It's another case of getting new people to try the station and thus build cume.

If television is used in connection with direct mail or a huge cash giveaway, the results, once again, can work wonders. But you have to use enough spots to be effective. We've seen this kind of effort fail because a radio station, hoping to save money, either didn't buy enough spots, or doesn't produce the highest-quality spots. A raggedy, "bargain-basement" television spot can trash a station's overall image. So the decision to be competitive must be coupled with a commitment to see the promotion all the way through.

Make sure you have your "house in order" before you launch a television and/or direct mail campaign. Contesting and other promotions are like inviting people into your home. If your station sounds tacky when the potential new comers arrive, they will quickly depart, and you will be left with more problems than when you started. Therein lies the responsibility of program and music directors. It would be wise to do a really close inspection of your "house" before you begin a campaign. Make sure the overall sound of the station is the way you would like it to sound...consistently. If not, it would be prudent to delay any new promotional efforts. That way, your station will improve in several ways. By lifting your standards, you will have a better overall sound—and you will have to maintain it. Secondly, you now have a newly redecorated "house" to invite people into. And this is the goal of every program and music director—and those who aspire to be—to have a station that sounds good, one that people try, and come back to again and again.

The two most difficult things to do with your radio station are much like the same two things you might want to do for yourself: make a good name, and then keep it. Remember the collapse of character often begins on compromise corner.

"Because the urban format, in many markets, has never done direct mail, there seems to be some question about its effectiveness, given the expense and involvement that is required. In fact it does cost more than other forms of cume-building contests and/or promotions. Done right, the results are nothing short of phenomenal."
<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Weeks</th>
<th>Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREDDIE JACKSON</td>
<td>I Don't Want To Lose Your Love</td>
<td>(Capitol)</td>
<td>26 20 19</td>
</tr>
<tr>
<td>CAMEO</td>
<td>Back &amp; Forth</td>
<td>(Atlanta Artists/PolyGram)</td>
<td>37 29 27</td>
</tr>
<tr>
<td>SURFACE</td>
<td>Happy</td>
<td>(Columbia)</td>
<td>13 13 13</td>
</tr>
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</table>

**MOST ADDED**

**CHARTBOUND**

<table>
<thead>
<tr>
<th>REPORTS</th>
<th>ADDS</th>
<th>WEEKS</th>
<th>ARTIST &amp; TITLE</th>
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</thead>
<tbody>
<tr>
<td>74</td>
<td>31</td>
<td>2</td>
<td>LIONEL RICHIE - So La (Motown)</td>
</tr>
<tr>
<td>60</td>
<td>14</td>
<td>3</td>
<td>SHIRLEY MURDOCK - Go On Without You (Elektra)</td>
</tr>
</tbody>
</table>

**POP CROSSOVER**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Weeks</th>
<th>Adds</th>
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</thead>
<tbody>
<tr>
<td>LISA LISA &amp; CULT JAM</td>
<td>Head To Toe</td>
<td>(Columbia)</td>
<td>36 Adds</td>
</tr>
<tr>
<td>LIONEL RICHIE</td>
<td>Se La</td>
<td>(Motown)</td>
<td>31 Adds</td>
</tr>
<tr>
<td>ISLEY, JASPER, ISLEY</td>
<td>8th Wonder Of The World</td>
<td>(CBS Associated)</td>
<td>23 Adds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHARTBOUND</th>
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</tr>
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<tr>
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</tr>
<tr>
<td>60</td>
<td>SHIRLEY MURDOCK - Go On Without You (Elektra)</td>
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</tbody>
</table>

**URBAN CHART**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Weeks</th>
<th>Adds</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINCE</td>
<td>Sign 'O The Times</td>
<td>(Paisley Park/Warner Bros.)</td>
<td>4 2</td>
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<tr>
<td>Jody Watley</td>
<td>Looking For A New Love</td>
<td>(MCA)</td>
<td>1 1</td>
</tr>
<tr>
<td>HEBR ALPERT</td>
<td>Keep Your Eye On Me</td>
<td>(A&amp;M)</td>
<td>10 5</td>
</tr>
<tr>
<td>Kool &amp; The Gang</td>
<td>Stone Love</td>
<td>(Mercury/PolyGram)</td>
<td>5 4</td>
</tr>
<tr>
<td>Aretha Franklin/George Michael</td>
<td>I Knew You Were Waiting (For Me)</td>
<td>(Arista)</td>
<td>8 7 6</td>
</tr>
<tr>
<td>Sheila E</td>
<td>Hold Me</td>
<td>(Paisley Park/Warner Bros.)</td>
<td>3 3</td>
</tr>
<tr>
<td>GREGORY ABBOTT</td>
<td>I Got The Feeling (It's Over)</td>
<td>(MCA)</td>
<td>12 9 7</td>
</tr>
<tr>
<td>THE SYSTEM</td>
<td>Don't Disturb This Groove</td>
<td>(Atlantic)</td>
<td>11</td>
</tr>
<tr>
<td>ATLANTIC Starr</td>
<td>Always</td>
<td>(Warner Bros.)</td>
<td>10</td>
</tr>
<tr>
<td>SMOKY ROBINSON</td>
<td>Just To See Her</td>
<td>(Motown)</td>
<td>9</td>
</tr>
<tr>
<td>MILLIE SCOTT</td>
<td>Ev'ry Little Bit</td>
<td>(4th &amp; Broadway/Island)</td>
<td>8</td>
</tr>
<tr>
<td>LUTHER VANDROSS</td>
<td>There's Nothing Better Than Love</td>
<td>(Epic)</td>
<td>7</td>
</tr>
<tr>
<td>Club Nouveau</td>
<td>Lean On Me</td>
<td>(Warner Bros.)</td>
<td>6</td>
</tr>
<tr>
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<td>I Knew You Were Waiting (For Me)</td>
<td>(Arista)</td>
<td>5 4 3</td>
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<tr>
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<td>(Warner Bros.)</td>
<td>2 1</td>
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The Title Is "BABY LET'S KISS" And We Are Sending You The Remix Right Out Of The Box And It's Slammin' Real Hard From A&M Records.

Produced by Jesse Johnson for J.W.J. Productions, Inc.

Executive Producer: John McClain

From the A&M album "Shockadelica" SP-5122

www.americanradiohistory.com
UP & COMING

Reports  Adds  Weeks  ARTIST & TITLE

54  5  6  JOCELYN BROWN - Ego Maniac (Warner Bros.)
46  5  5  JAMES "D-TRAIN" WILLIAMS - Oh How I Love You (Girl) (Columbia)
45  4  6  O'BRYAN - Driving Force (Capitol)
40  23  2  ISLEY, JASPER, ISLEY - 8th Wonder Of The World (CBS Associated)
38  --  5  CHICO DeBARGE - The Girl Next Door (Motown)
37  3  7  BLAKE & HINES - Sherry (Motown)
37  36  1  "LISA LISA & CULT JAM - Head To Toe (Columbia)
35  12  3  NORWOOD - I Can't Let Go (MCA/Magnolia Sound)
34  7  3  MANHATTANS - All I Need (Columbia)
32  16  2  LAKESIDE - Relationship (Solar/Capitol)
30  6  3  AL GREEN - Everything's Gonna Be Alright (A&M)
30  1  6  CHUCK STANLEY - Day By Day (Def Jam/Columbia)
27  20  1  "S STAR - Are You Man Enough (RCA)
27  9  3  CLAUDIA BARRY - Can't You Feel My Heartbeat (Epic)
27  10  2  DAVID SANBORN - Chicago Song (Warner Bros.)
26  3  6  ROSE ROYCE - Lonely Road (Omni/Atlantic)
25  1  6  TRINERE - They're Playing Our Song (Jam Packed)
22  1  4  LUTHER INGRAM - Don't Turn Around (Profile)
22  3  3  SIMPLY RED - The Right Thing (Elektra)
21  4  4  FIRST CIRCLE - Workin' Up A Sweat (EMI America)
20  7  1  "CYNDI LAUPER - What's Going On (Portrait)
19  5  3  GEORGE BENSON - Teaser (Warner Bros.)
19  5  2  CYRE - Last Chance (Fresh)
19  1  5  ORAN "JUICE" JONES - Here I Go Again ((Def Jam/Columbia)
18  4  3  SINITTA - Feels Like The First Time (Omni/Atlantic)
18  7  1  "NAJEE - Feel So Good To Me (EMI)
18  2  3  BEASTIE BOYS - Brass Monkey (Def Jam/Columbia)
18  2  3  MANTRONIX - Who Is It? (Sleeping Bag)
17  3  2  BARBARA ROY - Put Up A Fight (RCA)
17  7  1  "KENNY G - Songbird (Arista)
17  9  1  "RAY, GOODMAN & BROWN - Celebrate Our Love (EMI America)
17  3  3  GRANDMASTER FLASH - You Know What Time It Is (Elektra)
16  5  1  "COMPANY B - Fascinated (Atlantic)
16  6  1  "EGYPTIAN LOVER - Freak-A-Holic (TSR)
15  2  1  "BEAU WILLIAMS - All Because Of You (Capitol)
15  --  3  LIVING PROOF - Hold On To Your Dreams (Fantasy)
15  2  3  PHIL FEARON - Ain't Nothing But A House Party (Cool Tempo/Chrysalis)
14  4  1  "JEFF LORBER featuring KARYN WHITE - True Confessions (Warner Bros.)

Dropped: #26-Janet Jackson, #38-Stacy Lattisaw, #39-Expose, #40-James Brown, Jazzy Jeff & Fresh Prince, Juicy, Mes'ay.

RECOMMENDED NEW RELEASES

JESSE JOHNSON - Baby Let's Kiss (A&M) Jesse's back with his third single from "Shockadelica" and it's a Knock-Out! Expect this to pick up where "She" left off.

LISA LISA AND CULT JAM - Head To Toe (Columbia) Lisa gives us her rendition of The Supremes (Back In My Arms Again?). This single has all of the appeal of those ageless Holland-Dozier-Holland hits, accompanied by an updated style all her own. It's a natural for current playlists.

LP CUTS

STARPOINT - The More We Love (Elektrak)
CHERYL LYNN - Start Over (EMI America)
GWEN GUTHRIE - Passion Eyes (PolyGram)
READY FOR THE WORLD - Long Time Coming/Baby Let Me Love You (MCA)
PATRICE RUSHEN - Burning (Arista)
SYSTEM - Come As You Are/Nocturne Lover (Atlantic)
HERB ALPERT - Traffic Jam/Making Love In The Rain (A&M)
GEORGE - 1/4 2 9 (Motown)
JANICE MCCLAIN - Let's Spend The Night (MCA)
JOY WATLEY - Still A Thrill (MCA)
MILLIE SCOTT - Let's Talk It Over (4th & Broadway)

POTENTIAL SINGLES

EXPOSE - Let Me Be The One (Arista)
HERB ALPERT - Diamonds (A&M)
CLUB NOUVEAU - Why You Treat Me So Bad (Warner Bros.)
STARPOINT - D.Y.B.O. (Elektra)
DONNA ALLEN - Bit By Bit (21/Ato)

the GAVIN REPORT/March 27, 1987
From The New Album
SPANISH FLY

Jammin' In The Past . . .
The debut album from Lisa Lisa and Cult Jam is now over 800,000

Combination 7" Sales:
"I Wonder If I Can Take You Home"
"Can You Feel The Beat"
"All Cried Out"

OVER ONE MILLION COPIES!
### URBAN CONTEMPORARY HIT FACTOR

**HIT FACTOR**

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

<table>
<thead>
<tr>
<th>ARTIST 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>SMOKEY ROBINSON - Just To See Her (Motown)</td>
<td>92</td>
<td>39</td>
<td>42</td>
<td>7</td>
<td>4</td>
<td>88%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>MILLIE SCOTT - 'Evry Little Bit (4th &amp; Broadway/Island)</td>
<td>74</td>
<td>51</td>
<td>22</td>
<td>7</td>
<td>3</td>
<td>90%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>LUTHER VANDROSS with GREGORY HINES - Nothing Better Than Love (Epic)</td>
<td>89</td>
<td>46</td>
<td>37</td>
<td>3</td>
<td>7</td>
<td>93%</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>ANITA BAKER - Same Ole Love (365 Days A Year) (Elektra)</td>
<td>90</td>
<td>28</td>
<td>54</td>
<td>4</td>
<td>4</td>
<td>91%</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>KLYMAXX - I'd Still Say Yes (MCA)</td>
<td>81</td>
<td>26</td>
<td>39</td>
<td>8</td>
<td>8</td>
<td>80%</td>
<td>8</td>
<td></td>
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<tr>
<td>PATRICE RUSHEN - Watch Out (Arista)</td>
<td>86</td>
<td>9</td>
<td>60</td>
<td>13</td>
<td>6</td>
<td>80%</td>
<td>5</td>
<td></td>
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<tr>
<td>LILLO THOMAS - Sexy Girl (Capitol)</td>
<td>77</td>
<td>27</td>
<td>34</td>
<td>13</td>
<td>3</td>
<td>79%</td>
<td>8</td>
<td></td>
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<tr>
<td>GEORGIOS - Sex Appeal (Motown)</td>
<td>64</td>
<td>18</td>
<td>28</td>
<td>12</td>
<td>6</td>
<td>71%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>MELBA MOORE - It's Been So Long (Capitol)</td>
<td>72</td>
<td>4</td>
<td>44</td>
<td>18</td>
<td>6</td>
<td>66%</td>
<td>5</td>
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</tr>
<tr>
<td>READY FOR THE WORLD - Mary Goes Round (MCA)</td>
<td>66</td>
<td>11</td>
<td>37</td>
<td>14</td>
<td>4</td>
<td>72%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>BOBBY BROWN - Girl Next Door (MCA)</td>
<td>62</td>
<td>11</td>
<td>42</td>
<td>5</td>
<td>4</td>
<td>85%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>SOS BAND - No Lies (Tabu)</td>
<td>61</td>
<td>12</td>
<td>33</td>
<td>15</td>
<td>1</td>
<td>73%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>CHERYL LYNN - New Dress (Manhattan)</td>
<td>57</td>
<td>8</td>
<td>33</td>
<td>15</td>
<td>1</td>
<td>71%</td>
<td>8</td>
<td></td>
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<tr>
<td>MIKI HOWARD - Imagination (Atlantic)</td>
<td>62</td>
<td>7</td>
<td>33</td>
<td>15</td>
<td>4</td>
<td>68%</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>FREDDIE JACKSON - I Don't Want To Lose Your Love (Capitol)</td>
<td>70</td>
<td>13</td>
<td>39</td>
<td>11</td>
<td>7</td>
<td>74%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CAMEO - Back &amp; Forth (Atlanta Artists/PolyGram)</td>
<td>75</td>
<td>14</td>
<td>32</td>
<td>10</td>
<td>19</td>
<td>61%</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COVER GIRLS - Show Me (Fever)</td>
<td>47</td>
<td>11</td>
<td>21</td>
<td>10</td>
<td>5</td>
<td>68%</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>ISAAC HAYES - Got A Thing For You (Columbia)</td>
<td>40</td>
<td>4</td>
<td>28</td>
<td>8</td>
<td>--</td>
<td>80%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>SURFACE - Happy (Columbia)</td>
<td>64</td>
<td>17</td>
<td>20</td>
<td>16</td>
<td>11</td>
<td>57%</td>
<td>7</td>
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<td>GAP BAND - Zibble, Zibble (Get The Money) (Total Experience)</td>
<td>65</td>
<td>8</td>
<td>24</td>
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<td>49%</td>
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### URBAN CONTEMPORARY SUMMARY

FREDDIE JACKSON and CAMEO were naturals for Certified headlines the day they were released - and this week they prove it. A more unusual Certified listing is the SURFACE "Happy' single, which took its time to make a big impact on the listening audience. Rick Stevens, WCKX - Columbus reports "everybody, all ages are calling for that one," when describing the SURFACE. Dave Allen, K34-Norfolk reports his top three requests are for SURFACE, LUTHER VANDROSS and KLYMAXX. Royce Blake, KKPW-Tucson, called with reports of requests for SURFACE, from everybody - especially females, and so did L.D.McCollum, XHRM-San Diego. Jay Riley, WNOO-Chattanooga has calls from the 18+ for SURFACE. Dave Dickerson, WNHC-New Haven has it on his most requested list, and Clint Works, WDXX - Rochester says it's getting "across the board" calls. It's not amazing that the same day you should be getting the new double PRINCE LP (today, 3/30) his single goes to #1 on the chart you hold in your hand. It's not amazing because, from the start, this single was a hit.

Many of you are playing the flip of the PRINCE single called "La La La He He He" and L.D.McCollum, XHRM-San Diego reports calls for it immediately after he played it. They're still calling for it, most teens and 18-34, he says, and lots of males. That's not PRINCE on the cover of the commercial (store-bought) single - it's a woman named Kat, who is in his new band. You'll see his new look when the album is released. L.D. is also getting many calls on the LISA LISA & CULT JAM, which he just added this week, as did 35 other programmers. They get the Most Added headline, edging the next contender by five adds. ATLANTIC STARR takes a healthy jump from 16-9 with the following remarks from MD's and PD's: Don "Early" Allen, WOWI-Norfolk says that across-the-board demos are causing it to skyrocket, Andy Henderson, WQKI-St.Mathews, says it's number one in requests, Daryl Moore, KXZZ-Lake Charles, reports 18-34 females calling, Mike Kelly, KATZ-FM-St.Louis told me that he's getting 25-54 demos on his request line for it. Doug Davis, KYHS-PlzArthur is hearing from the 18-35 group, and Melvin Jones, KRNB-Memphis, says: "The ATLANTIC STARR is the biggest ballad in this market so far this year - it's a hot one." Duff Lindsey, HOT105-Miami, has three hot requests items in SYSTEM, PRINCE and HAZEL DEAN's single. "They Say It's Going To Rain," an import that is doing very well in his market. Chris Turner, WTMP-Tampa, calls in with his biggest requests by far for CAMEO's "Back & Forth." Gary Weller, WBLZ-Cincinnati, had to call in to report that great BREAKFAST CLUB hit, he says on the 12" version. It's a Jellybean mix that contains Jimmy Lovine producing, and includes Michael Verdick and Stephen Bray. He says to "be sure to listen to this version when you get it - it's already getting requests and it's our 'Hip Pick' of the week." That's Gary alright - hip to the bone. Two cuts on the HERB ALPERT album are making noise: "Diamonds" is getting requests for Ron Davis, WQIS-Laurel /Hattiesburg, and "Making Love..." is getting requests for Guy Broadby, KFXZ-Lafayette, who says it's hot, and Paul Perrodin, KACE-Los Angeles, says it's one of his most requested items.

Congratulations to Bernie Miller, former P.D. of WLUM-Milwaukee, who is now the V.P. of Black Music in A&R for Epic Records.

(See story in Chinwag)

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*the GAVIN REPORT/March 27, 1987*
O'BRYAN
DRIVING FORCE

FREDDIE JACKSON
I DON'T WANT TO LOSE YOUR LOVE

MELBA MOORE
IT'S BEEN SO LONG

LILLO
SEXY GIRL

BEAU WILLIAMS
ALL BECAUSE OF YOU

PEGGI BLU
TENDER MOMENTS
NORTHEAST

BOSTON, MA
TONY PENDLETON-WILD

NEW HAVEN, CT
HANNIBAL/DICKINSON-WNC

BUFFALO, NY
LAVERNE/BLAYKELY-WYFO

ROCHESTER, NY
ANDRE MARCEL-WXDK

PITTSBURGH, PA
JOHN ANTONY-WAMO

ERIE, PA
STEVE COLLINS-WBLO

PHILADELPHIA, PA
TONY QUARTARONE-WULF

WASHINGTON, DC
MIKE ARCHIE-WHUR

BALTIMORE, MD
WILLY B & BRIEN-B104
HOT: Madonna, J.Watley, Prince, Aretha/G.M.

BALTIMORE, MD
ROY SAMPSON-WXYJ/FM

OCEAN CITY, MD
FILIPPEL/JVANTZEN-G045/FM

CHARLESTON, SC
J.MICHAEL-CAC/FM

Newark, NJ
KIKKI SPENCER-WKIE

ROANOKE, VA
DAN "EARLY" ALLEN-WOJO

NORTHAMPTON, MA
DAN "EARLY" ALLEN-WOJO


GREENSBORO, NC
BOBBY KNIGHT-WONG

FAYETTEVILLE, NC
ROD CRUISE/GIL BAEZ-WXDK

FAYETTEVILLE, NC
LYP/GREENE/BENSON-WZFX

WILMINGTON, NC
B.LYNNAN/G.HANGER-WEBS

WILMINGTON, NC
TONY GORE/JOE DIAZ-WWIL

NEW BEEN, NC
T.RICHARDS-C.GOODING-WXDK

ST MATTHIAS, SC
ANDRE HENDERSON-WWKB

COLUMBIA, SC
ANDRE CARSON-WWDM/FM

11642
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COLUMBUS, OH

RICK STEVENS-WCKX

COLUMBUS, OH

K.C. JONES-WVKO

CLEVELAND, OH

J.KELLY/CALEN HICKS-POWER108

CLEVELAND, OH

JEFFREY CHARLES-WZAK

CINCINNATI, OH

B.CASTLE-WELKER-WBLZ

CINCINNATI, OH

STEVE HARRIS-WCIN

INDIANAPOLIS, IN

KELLY KARSON-WTLC

DETROIT, MI

JAMES ALEXANDER-WJLB

SAGINAW, MI

DAVID ROSAS-WWWS-FM

MILWAUKEE, WI

B MILLER-YOUNG-WLUM

MILWAUKEE, WI

ROB HARDY-WNOV

TERYVYM SPEARS-KKDA

MINNEAPOLIS, MN

PETE RHODES-CIAL

CHICAGO, IL

BOULIDING/DAVIS DAVIS-WBMX/FM

CHICAGO, IL

L.RICHIE/WLJ-POWER108

ST. LOUIS, MO

MIKE KELLY-KATZ/FM

ST. LOUIS, MO

BEASLY STRADFORD-KMMJ

KANSAS CITY, MO

DENE HALL-KCPW/FM

NEW ORLEANS, LA

DEL SPENCER-WYLD/FM

NEW ORLEANS, LA

JOE GIOVINO-B97

MAURICELAFAYETTE, LA

GUY BROAD-KFXZ

LAKE CHARLES, LA

DARYL MOORE-KZKZ

BAXTER ROUGE, LA

ROB FEAR-WXOK

WEST HELENA, AR

DELL SIMES-KCLT

SOUTHWEST

DALLAS, TX

T.AVERYM SPEARS-KKDA
FT WORTH, TX
MICHIELLE MADISON-KDLZ

KILLEEN, TX
BILL, ST JOHN-KIZ/AM
ADDS: Surface, Isley/JJ &E, Lisa Lisa, Whistle, Kraftwerk, Process/D.

HOUSTON, TX
PATTN/MIKHAEL S-KMQ

FT.  AUBURN, TX
DOUG DAVIS-KHYS

HEARNE/BRYAN/C.S, TX
SEDICK WALKER-KHKN

ENGLEWOOD/DEL NORO, CO
DANNY HARRIS/RON ASH-KDKO

PHOENIX, AZ
EDGADEN/R.TOMHOUS-KKPO

TUCSON, AZ
ROYCE BLAKE-BKWP
ADDS: Cameo, AndreSmith, Lisa Lisa, C.Berry, Lakesides, Isley/J&J.

TUCSON, AZ
BEAU RICHARDS-KHYT
ADDS: Lisa Lisa, S.Robinson, Company B.

RENO, NV
BEAU REYES-KWZN FM

FAR WEST
LOS ANGELES, CA
LICIA TORRES-PKLH

LOS ANGELES, CA
LISA CANNING-KDAY

LOS ANGELES, CA
STEVE RIVERS-KKIS FM

LOS ANGELES, CA
ROBINSON/PERRIDIN-KACE

SAN DIEGO, CA
L.D.MCCULLUM-XHMR

San Diego, CA
NICK FERRARA-KS103
ADDS: Prince, Company B.

OJAI, CA
HOWARD THOMAS-KMXY

FRESNO, CA
WALKER/DAVIS-KNYO

FRESNO, CA
BERRY/CARVER-KMIX
ADDS: Kenny G, B. Willis, R. Cray.

SAN FRANCISCO, CA
KEITH NAFTALY-KMEL
ADDS: S. Red, L.Vandross, A. Starr.

STOCKTON, CA
ROY WILLIAMS-KJ

STOCKTON, CA
JOHN HAMPTON-KSTN

MERCED, CA
GARCIA/CANNON-KYOS

EUROKA/ARCATA, CA
JIM NELLY/KXGO/SP

SACRAMENTO, CA
CHRIS COLLINS-FM102

RENTON/SEATTLE, WA
FRANK BARROW-KRIZ

SEATTLE, WA
BOB WIKSTROM-KKFX

BIRTHS

Our CONGRATULATIONS to STEVE LOCKER, Music Director at KGLO-Mason City, IA, and his wife DEB on the birth of their second son, WILLIAM JON. Born on St. Patrick’s Day, March 17th, weighing 8 lb., .7 oz.

... CONGRATULATIONS to DON MCKAY, Program Director at KRLC-Lewiston, ID, and his wife LORI on the birth of their first child, a daughter, JESSE ELIZABETH. Born on March 19th, weighing 7 lb., 4 oz.

March 27, 1987/ THE GAVIN REPORT
DAVE SHOLIN'S
Personal Picks — SINGLES

LISA LISA AND CULT JAM - Head To Top (Columbia)
Falls somewhere between The Bangles and The Supremes. First reaction was a double take...is this really Lisa Lisa? Special credit should go to writers Full Force. Front to back, top to bottom, or head to toe, it's a winner!

HOODOO GURUS - Good Times (Elektra)
Dr. Sholin’s remedy for anyone feeling a bit bummed...listen to this record. Another group of Aussies who've been a staple on Alternative Radio for some time. Now it's time for Top 40 to take notice, and this side (with vocal assistance from The Bangles) should do the trick. A song that says Spring/Summer.

EDDIE MONEY - Endless Nights (Columbia)
It's called finding just the right groove, and Eddie and producer Richie Zito, have captured it. Has the same wide audience appeal of "I Wanna Go Back" and "Take Me Home Tonight," which, by the way, won Song of the Year honors at last week's Bay Area Music Awards held here in San Francisco.

JEFFERSON AIRPLANE - White Rabbit (RCA)
Though the term "classic" gets overused, it definitely applies to this release, which still sounds contemporary twenty years after it was recorded. Interestingly, teens in the late 70's continued to request it in many areas. Powerfully used in the film "Platoon." It's a natural for top-of-mind subject matter.

PETER CETERA - Only Love Knows Why (Full Moon/Warner Bros.)
He seems to have his biggest success when he shifts into ballad mode. Sung with the emotional intensity that's become his trademark. Lovers (and that makes up a good chunk of audience) will no doubt be lining up to buy this for one another - or have their favorite radio stations play it for 'em.

RON FELL’S
Personal Picks — ALBUMS

PETER WOLF - "Come As You Are" (EMI America)
Blue-collar (or no-collar) blues from a former party animal with enough pith and vinegar to get it up for the weekend--the holy days of rock n roll. To quote the liner notes, this album "is recorded in a specific combination of analog and digital to create a Sonic Digital Weaving." What that means to a layman like me is a signal-to-noise ratio of 51-49 percent--scruffy enough to sound live, yet calculated enough to give a certain brilliance to instruments which sound better in the studio. The end result, fortunately, is a platter of powerful music unfazed by technology. In this case, the logical device is the attitude Wolf brings to the party.

BRYAN ADAMS - "Into The Fire" (A&M)
Bryan takes no prisoners in an entire album of mixed trax. All of these songs will likely translate into gargantuan coliseum rockers. What they lack in intimacy they compensate for in muscularity. Bryan's voice is always a potentially abused instrument stretched to an almost unbearable texture, lending credence to a lyrical urgency in his songs and countered wonderfully by some sweet rockable guitar lines from fretman Keith Scott. I found side two to have more dynamics than the flip. Side one's anchor is the obvious hit single, HEAT OF THE NIGHT. Side two may have more than its share of cliched licks, but they're great ones and worth repeating on tracks such as ONLY THE STRONG SURVIVE, REMEMBRANCE DAY and HEARTS ON FIRE.

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4/1 COLUMBIA, S.C.
4/3 ATLANTA, GA
4/4 FLORENCE, AL
4/9 NASHVILLE, TN
4/10 CINCINNATI, OH
4/11 DETROIT, MI
4/12 GRAND RAPIDS, MI
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