

THE GAVIN REPORT

S I N C E 1 9 5 8

One Hallidie Plaza, Suite 725
San Francisco, California 94102

Date August 24, 1984

FIRST CLASS

FIRST CLASS
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TOP FORTY

ROD STEWART
Some Guys
Have All The Luck
(Warner Brothers)

JOHN CAFFERTY
On The Dark Side
(Scotti Brothers)

CERTIFIED

A/C

DONNA SUMMER
There Goes My Baby
(Geffen)

RALPH MACDONALD
In The Name Of Love
(Polydor)

CERTIFIED

COUNTRY

VERN GOSDIN
What Would Your
Memories Do
(Compleat)

WILLIE NELSON
City Of New Orleans
(Columbia)

ALBUM ALTERNATIVE ACTION

THE FIXX
Phantoms
(MCA)

KING SUNNY ADE
Aura
(Island)

CERTIFIED

THE BLACK PAGE

BILLY OCEAN
Caribbean Queen
(Jive/Arista)

S.O.S. BAND
Just The Way
You Like It
(Tabu)

INSIDE

The Gavin Examines Heavy Metal

TOP 40... When to take it off.

Issue #

AND THE RAIN CONTINUES...

Purple Rain 1/4-25110
Prince and the Revolution



Management: Cavallo, Ruffalo & Fargnoli

THE ALBUM  THE MOVIE

© 1984 Warner Bros. Records Inc.

POWER TRIO

LIONEL RICHIE
Stuck On You
(Motown)
HUEY LEWIS & NEWS
If This Is It
(Chrysalis)
JOHN WAITE
Missing You
(EMI)

CERTIFIED

ROD STEWART
Some Guys
Have All The Luck
(Warner Brothers)
JOHN CAFFERTY
On The Dark Side
(Scotti Brothers)

RECORD TO WATCH

ROMEO VOID
A Girl In Trouble
(Is A Temporary Thing)
(Columbia)
Filling in the airplay void
in a big way over the past
several weeks. Added by
Z93, WXKS, WBBQ, KMEL,
KQXR, KGOT, KFIM, KRPL,
etc. On KIIS/FM, KHIT,
KHTT, KDON/FM, etc. See
Analysis for complete story.

MOST ADDED

ROD STEWART
Some Guys
Have All The Luck
(Warner Brothers)
JOHN CAFFERTY
On The Dark Side
(Scotti Brothers)
DIANA ROSS
Swept Away
(RCA)

Top 40

2W LW TW

- 3. 2. 1. LIONEL RICHIE - Stuck On You (Motown)
- 4. 3. 2. TINA TURNER - What's Love Got To Do With It (Capitol)
- 7. 4. 3. JOHN WAITE - Missing You (EMI)
- 1. 1. 4. Ray Parker Jr. - Ghostbusters (Arista)
- 9. 5. 5. HUEY LEWIS & THE NEWS - If This Is It (Chrysalis)
- 13. 8. 6. CYNDI LAUPER - She Bop (Portrait)
- 8. 7. 7. Corey Hart - Sunglasses At Night (EMI)
- 18. 11. 8. CARS - Drive (Elektra)
- 23. 17. 9. PRINCE - Let's Go Crazy (Warner Brothers)
- 12. 10. 10. Peabo Bryson - If Ever You're In My Arms Again (Elektra)
- 15. 13. 11. SCANDAL - The Warrior (Columbia)
- 19. 15. 12. PETER WOLF - Lights Out (EMI)
- 2. 6. 13. Prince - When Doves Cry (Warner Brothers)
- 11. 12. 14. Ratt - Round And Round (Atlantic)
- 26. 21. 15. BANANARAMA - Cruel Summer (London/PolyGram)
- 24. 18. 16. JERMAINE JACKSON - Dynamite (Arista)
- 30. 25. 17. CHICAGO - Hard Habit To Break (Full Moon/Warner Brothers)
- 5. 9. 18. Jacksons - State Of Shock (Epic)
- 27. 24. 19. SHEILA E. - The Glamorous Life (Warner Brothers)
- 37. 28. 20. BRUCE SPRINGSTEEN - Cover Me (Columbia)
- 10. 14. 21. Dan Hartman - I Can Dream About You (MCA)
- 25. 23. 22. NIGHT RANGER - When You Close Your Eyes (Camel/MCA)
- . 29. 23. JACKSONS - Torture (Epic)
- 28. 27. 24. JULIO IGLESIAS & DIANA ROSS - All Of You (Columbia)
- 22. 20. 25. Billy Joel - Leave A Tender Moment Alone (Columbia)
- 36. 31. 26. TWISTED SISTER - We're Not Gonna Take It (Atlantic)
- 20. 26. 27. Billy Squier - Rock Me Tonite (Capitol)
- . ---. 28. MADONNA - Lucky Star (Sire/Warner Brothers)
- 38. 35. 29. LAURA BRANIGAN - The Lucky One (Atlantic)
- . 36. 30. STEVIE WONDER - I Just Called To Say I Love You (Motown)
- 33. 32. 31. SPANDAU BALLET - Only When You Leave (Chrysalis)
- . 33. 32. DONNA SUMMER - There Goes My Baby (Geffen)
- 35. 34. 33. EURYTHMICS - Right By Your Side (RCA)
- 39. 37. 34. LINDSEY BUCKINGHAM - Go Insane (Elektra)
- 32. 30. 35. Sammy Hagar - Two Sides Of Love (Geffen)
- . ---. 36. ROD STEWART - Some Guys Have All The Luck (Warner Brothers)
- . 39. 37. THE FIXX - Are We Ourselves? (MCA)
- 6. 16. 38. Elton John - Sad Songs (Say So Much) (Geffen)
- 17. 22. 39. Glenn Frey - Sexy Girl (MCA)
- . ---. 40. RICK SPRINGFIELD - Bop 'Til You Drop (RCA)

August 24, 1984

CHARTBOUND

JOHN CAFFERTY & THE BEAVER BROWN BAND - On The Dark Side (Scotti Brothers)
BILLY IDOL - Flesh For Fantasy (Chrysalis)
STEPHEN STILLS - Stranger (Atlantic)

GET SWEEP AWAY WITH RCA

DIANA ROSS SWEEP AWAY

her brand new single from her forthcoming album "SWEEP AWAY"
produced by Daryl Hall & Arthur Baker RCA

R&R CHR 87/86
Billboard 62 Bullet Gavin Top New Airplay Top 40



POINTER SISTERS I'M SO EXCITED

from the now **Certified Platinum** Album "BREAKOUT"
produced by Richard Perry on Planet/RCA records

R&R 114/20
Billboard 41 Bullet Gavin Up & Coming Top 40

JEFFERSON STARSHIP



JEFFERSON STARSHIP LAYIN' IT ON THE LINE

Sneak Preview Video now on MTV

R&R 24/9
Debut in Up & Coming Gavin Top 40



RICK SPRINGFIELD BOP 'TIL YOU DROP

RCA

R&R 190/38
Billboard 45 Bullet
Debut @ 40 Gavin Top 40

RCA
Records and Tapes

EURYTHMICS RIGHT BY YOUR SIDE

R&R 28 Bullet Billboard 31 Bullet 39-33 Gavin Top 40 28-27 A, C

The NEW Smash Single from **Kenny Rogers** "What About Me?"
featuring the performances of *Kim Carnes* and *James Ingram*
on your desk this week.

UP & COMING

Artist & Title	Reports	Adds	On	Chart
Van Stephenson-What The Big Girls Do (MCA)	113	15	86	12
Naked Eyes-(What) In The Name Of Love (EMI)	112	25	80	7
Chris DeBurgh-High On Emotion (A&M)	98	5	52	41
Billy Ocean-Caribbean Queen (Jive/Arista)	89	36	36	17
Sheena Easton-Strut (EMI)	89	54	32	3
Pointer Sisters-I'm So Excited (Planet)	86	18	44	24
Flock Of Seagulls-The More You...Love (Jive/Arista)	74	21	52	1
Thompson Twins-You Take Me Up (Arista)	74	43	30	1
*Diana Ross-Swept Away (RCA)	70	67	2	1
*Barry Gibb-Shine Shine (MCA)	69	66	3	--
Rick James-17 (Gordy)	67	3	28	36
Elvis Costello-The Only Flame In Town (Columbia)	61	3	47	11
Night Crossing-Let Me Love You Tonight (Fastfire)	50	18	31	1
Bonnie Tyler-Here She Comes (Columbia)	44	4	29	11
*Everly Bros-On The Wings Of A Nightingale (Mercury/PolyGram)	44	43	1	--
Neil Diamond-Turn Around (Columbia)	38	5	23	10
Coyote Sisters-Straight From The Heart (Morocco)	37	4	20	13
*Joyce Kennedy & Jeffrey Osborne-The Last Time...Love (A&M)	36	13	20	3
Juice Newton-Can't Wait All Night (RCA)	34	1	29	4
*Jefferson Starship-Layin' It On The Line (Grunt/RCA)	31	16	14	1
Quiet Riot-Mama Weer All Crazee New (Pasha/CBS)	31	3	22	6
*Romeo Void-A Girl In Trouble Is A Temporary Thing (415/Col.)	29	15	10	4
Billy Satellite-Satisfy Me (Capitol)	29	7	22	--
*Honeymoon Suite-New Airl Now (Warner Bros.)	26	21	2	3

*Debuts in Up and Coming...

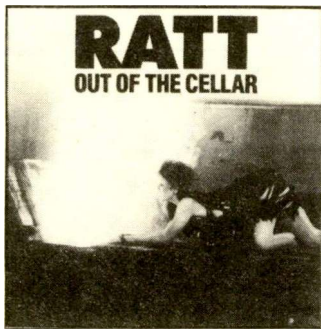
Dropped: #19 Van Halen, #38 Steve Perry, #40 Slade, Jeff Lynne, Ya Ya.

ANALYSIS

Lionel Richie surpasses expectations, taking his fourth single to number one. Can't seem to recall any week this year where so many potent releases were available to Top 40 radio. Huey Lewis and John Waite retain their number one and number two airplay rankings respectively. Only new top ten entry is Prince, with Scandal just barely edged out, but sure to get there next week. Some of the stronger moves on Prince include WBLI 24-16, WHYT 25-15, KAFM 8-3, WBCY 14-5, WBAM/FM 19-8, KYYY/FM 22-14, WZUU 21-13, etc. As mentioned last week, "Purple Rain", an eight minute track that requires editing is pulling number one phones at a growing number of stations. Mike Schaefer of KIIS/FM-Los Angeles, lists both Prince sides as the two most requested, with "Rain" in the lead. Summer may be coming to an end, but Bananarama isn't! Our July 13th "Record To Watch" now logs 215 reports, including a six point jump into the top ten for Sandy Stewart at KRIB-Mason City, David Kraham moves it up 9 from 26-17 at KHOP/FM-Modesto/Stockton,

and 14K/92K's Dave Michaels takes it 22-16. Easily the strongest week for Chicago, whose current stats indicate it will surpass the track record of their last single. Tim Stout at 99FM-Montgomery already has it top ten, going 15-7. Chart profile continues to be excellent for Julio/Diana, currently top 5 at CFTR-Toronto, B-97-New Orleans, Z-93-Atlanta, WHTX-Pittsburgh, KYVA-Billings, WFME-Baton Rouge, etc. Madonna had to struggle with both "Holiday" and "Borderline", but not so with "Lucky Star". It's already gone far beyond the airplay stats of the last two, with 67 additions including WPRO/FM, 92X, KDWB/FM, KWSS, KPOP, KREO, WKAU, WZON, KRQ, etc. That backup below the top 30 continues from last week, due to the recent flood of releases. Expect more movement next week. "Record To Watch" Romeo Void, enters our "Up and Coming" page, with 29 reports currently charted #11 at WKSP, #26 at KQ92, #28 at WBGH and #30 at KWES. Both Album and Alternative Radio confirm the song's wide appeal. Sarah Eberhard, M.D. at WRFC-Athens, reports unusually quick response to the Everly Brothers release.

Dave Sholin



THIS RATT'S HEADED FOR DOUBLE PLATINUM! 80143

Look out! Ratt is stirring the fur from coast to coast on tour with Billy Squire and on their infectious MTV videos ("ROUND AND ROUND" and "BACK FOR MORE"). All from Ratt's biting new LP "Out Of The Cellar"
 Personal Management: Marshall Berle • Produced by Beau Hill, A Berle Company Production

	SINGLE CHARTS	ALBUM CHARTS
GAVIN	14	19
RADIO & RECORDS	12	12*
BILLBOARD	12*	11



LAURA BRANIGAN WINS THE GOLD (ALBUM THAT IS) 80147

With the Top 5 success of "Self Control," Laura Branigan strikes gold and goes out of control towards platinum. Check out her new smash single "The Lucky One" 7-89636 and SRO national concert tour.
 Management: Susan Joseph, Grand Trine Management
 Produced by Jack White & Robbie Buchanan
 Executive Producer: Jack White

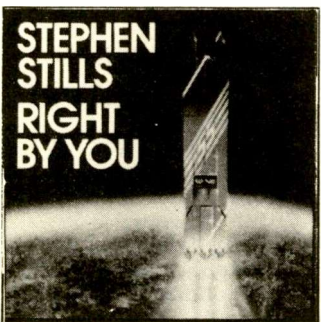
	SINGLE CHARTS
GAVIN	35-29 *
RADIO & RECORDS	32*
BILLBOARD	39*



TWISTED SISTER "STAY HUNGRY" 80156

Twisted Sister hits like a twister and "We're Not Gonna Take It" 7-89641 is the single that lays down the law! From the gold LP "Stay Hungry." Now twisting across America with the red hot MTV video and outrageous concert tour!
 Produced by Tom Werman for Julia's Music, Inc.

	SINGLE CHARTS	ALBUM CHARTS
GAVIN	31-26 *	20
RADIO & RECORDS	25*	13*
BILLBOARD	31*	18*



STILLS MEETS THE STRANGER 80177

Get familiar with "STRANGER" the new single from Stephen Stills. From his star-studded "Right By You" LP 7-89633
 Personal Manager: Jeff Wald & Associates
 Produced by Ron Albert & Howard Albert for Fat Albert Productions, Inc. and Stephen Stills.

	SINGLE CHARTS	ALBUM CHARTS
GAVIN	Top 40 Chartbound	13-11 *
RADIO & RECORDS	80/18 & New & Active	16*
BILLBOARD	74*	ALBUM NETWORK 19*

ZEBRA SAVES THE SUMMER BEFORE IT'S GONE. PR 628

Zebra heats the beat with a very special promo 12" of "WAIT UNTIL THE SUMMER'S GONE." From their forthcoming LP, "No, Tellin' Lies." 80159
 Produced by Jack Douglas for November Music Productions, Inc.

Atlantic Heating Up The Summer On Atlantic Records & Cassettes

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Research:
Keith Zimmerman
Lisa Smith
Betty Hollars

hit
FACTOR

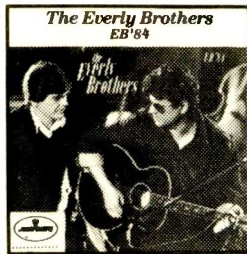
August 24, 1984

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%.

Total reports this week 260 Last Week 252

ARTIST	TITLE	LABEL	Reports	Adds	STATIONS CHARTED					Uncharted	HIT FACTOR	Debut Date
					1-5	6-10	11-20	20-30				
The Cars-Drive (Elektra)			244	6	11	67	112	43	5	78%	7/20	
Cyndi Lauper-She Bop (Portrait)			242	2	53	130	47	9	1	95%	7/13	
Prince-Let's Go Crazy (Warner Bros.)			230	4	17	29	133	39	8	78%	7/27	
The Jacksons-Torture (Epic)			224	16	1	1	16	90	100	8%	8/10	
Chicago-Hard Habit To Break (Full Moon/W.B.)			221	8	2	9	64	111	27	34%	7/27	
Bruce Springsteen-Cover Me (Columbia)			221	12	--	1	35	116	57	16%	8/3	
Bananarama-Cruel Summer (London/PolyGram)			215	10	2	15	76	93	19	6%	7/13	
Peter Wolf-Lights Out (EMI)			211	5	4	45	120	28	9	80%	7/6	
Madonna-Lucky Star (Sire/W.B.)			211	67	--	4	8	44	88	6%	8/10	
Scandal-The Warrior (Columbia)			209	4	21	71	86	21	6	85%	6/22	
Donna Summer-There Goes My Baby (Geffen)			208	13	--	1	11	77	106	6%	8/3	
Jermaine Jackson-Dynamite (Arista)			207	6	3	15	120	53	10	67%	7/13	
Laura Branigan-The Lucky One (Atlantic)			203	14	--	--	24	57	108	12%	7/27	
Stevie Wonder-I Just Called...I Love You (Mot.)			201	35	--	1	16	59	90	8%	8/10	
Sheila E-The Glamorous Life (Warner Bros.)			187	9	13	16	58	73	18	47%	7/6	
Night Ranger-When You Close...Eyes (Camel/MCA)			186	5	1	6	83	74	17	48%	7/6	
Lindsey Buckingham-Go Insane (Elektra)			183	9	--	--	12	69	93	9%	7/20	
Rod Stewart-Some Guys Have All The Luck (W.B.)			181	75	--	--	1	15	90	1%	8/17	
Spandau Ballet-Only When You Leave (Chrysalis)			180	4	1	3	12	88	72	9%	7/20	
Twisted Sister-We're Not Gonna Take It (Atlantic)			173	9	5	7	39	69	44	29%	7/20	
Eurythmics-Right By Your Side (RCA)			170	6	2	3	29	85	45	19%	7/13	
Rick Springfield-Bop Til You Drop (RCA)			160	53	--	--	2	17	88	1%	8/10	
Fixx-Are We Ourselves (MCA)			154	34	--	--	1	9	110	1%	8/10	
Julio & Diana-All Of You (Columbia)			152	5	14	25	53	38	17	61%	6/29	
John Cafferty-On The Dark Side (Scotti Bros.)			125	74	--	--	3	9	39	2%	8/17	
Van Stephenson-What The Big Girls Do (MCA)			113	15	--	--	3	9	86	3%	8/3	
Naked Eyes-(What) In The Name Of Love (EMI)			112	25	--	--	--	7	80	--	8/3	
Stephen Stills-Stranger (Atlantic)			110	16	--	--	2	12	80	2%	8/3	
Billy Ocean-Caribbean Queen (Arista)			89	36	--	--	3	14	36	3%	8/17	
Pointer Sisters- I'm So Excited (Planet)			86	18	--	--	5	19	44	6%	8/3	

MERCURY RECORDS
PROUDLY
WELCOMES BACK
THE
EVERLY BROTHERS



INTRODUCING THE NEW SINGLE
"ON THE WINGS OF A
NIGHTINGALE"



Written by Paul McCartney & Produced by Dave Edmunds

The perfect multi formatted record for the fall
with Mass Appeal

KIISFM, 93FM, WPHD, WRCK, WZLD,
WJXQ, WRQN, WHOTFM, KDON, WERZ, KCDQ

The Everly Brothers are back with a 5 Star Review in
Rolling Stone, a recent *ELECTRIC HBO SPECIAL*
and Sold Out performances wherever they play.

PolyGram Records

HELLO!

This is the first issue of *The NEW Gavin Report*. We're proud of our new look and hope you find it easier to read, more informative and yet just as relevant, objective and worthwhile.

Most of the changes were made as a result of your comments and suggestions. We've made a conscious effort to retain everything we were doing before the new look.

All of the costs incurred with regard to printing, paper and postage will not be subsidized by subscription rate increases. The use of color and graphics, pictures and caricatures, all on better quality paper and with much of the text in typeset composition, are all made possible by our present and future advertisers.

And this is just the beginning. In the next few weeks we'll be debuting many more new features and departments. We'll continue to seek out your opinions and suggestions.

When we bought *The Gavin Report* last year it was with a dollar and a dream. The dream was to do more and be better than ever before, to be read more and quoted more while retaining your respect and patronage. What you're now reading, *The New Gavin Report*, is the first realization of that dream.

We welcome some new members to the *Gavin* staff. Our Art Director is Dodie Shoemaker. She's responsible for our new look. She's taken ideas from all of us and tied 'em all together in one book. She'll continue to work with us on refinement and expansion. Also joining *The Gavin Report* are The Galliani Brothers (Lou and Bob) to coordinate all marketing aspects. Bob and Lou have known *The Gavin Report* as long as any of us have and our mutual respect for each other made their addition a natural.

We hope you like *The New Gavin Report*. Your comments and suggestions, as always, will be appreciated.

The Gavin Staff

READING BETWEEN THE LINES

by Dave Sholin

What you now have in your hands is the culmination of many months of planning, assembling and disassembling of various elements that go into making up the Top Forty. I'd like to share with you and inside look at the compilation of the Top Forty Chart, and define how titles are selected for each heading. As explained before, the Top Forty is an averaging of a record's overall airplay and the chart stats that you provide us each week. If a title is moving up the page slowly or quickly, and you want to check it out, look to "Hit Factor" for a quick overview. Since "Hit Factor" is a percentage of the number of stations playing a record who have it in their Top Twenty, records just released tend to have low "Hit Factors", unless a great number of reports debut it Top 20, which is unlikely.

HEADLINES

Records rating special mentions are now placed in one of four categories. Top ranking goes to **The Power Trio**, which is *not* the top 3 on the weekly Top Forty. The three titles in The Gavin **Power Trio** are: 1) The top record in total chart points, 2) The top record in total airplay, and 3) The strongest runner-up in both chart and airplay strength. Another new category is called **Certified**: Records earn certification by being the two highest *debuting* entries in our *internal* top 50 chart point ranking. **Record To Watch**: Same as its always been and the only "subjective" choice of the editor. In most cases, it's an item that has a small amount of airplay, but its receiving noteworthy action, i.e., top ten numbers, big gains, strong request activity, etc. **Most Added**: The *three* new records that garner the most station adds. One record gets singled out as "Top New Airplay", signifying the most adds for a record released *that* week.

NORTHEAST

Hamilton, ON (Nevin Grant-CKOC) Ratt, Jacksons, Rod S., Bruce S.
 Toronto, ON (Bob Saint-CFTR) Bruce S., Van S., Rod Stewart, Arrows.
 Bangor, ME (Mike O'Hara-WZON) Cafferty, N.Eyes, Rod S., Flock, Madonna, Twins, Pointers.
 Ellsworth, ME (Tim Moore-WKSQ) Buckingham, Bananarama, Jermaine, S.Easton, N.Crossing.
 Rumford, ME (Michael Rivers-WMR) T.Twins, S.Easton, B.Satellite.
 Boston, MA (Donaghey/White-WXKS/FM) R.Void, Evelyn Thomas, Flock, Mtume, Fixx, B.Gibb, S.Easton.
 Worcester, MA (Dick Smith-WORC) S.Easton, John Cafferty, B.Idol.
 Hanover, NH (David Wachen-WDCR) Flock, B.Idol, Fixx, J.Cafferty.
 Providence, RI (Tom Cuddy-PRO/FM) Gibb, Madonna, Twins, Fixx, Satellite, Kennedy/Osborne.
 Hartford, CT (Tom Barsanti-WTIC/FM) D.Ross, Rod Stewart, B.Ocean.
 New Haven, CT (Stef Rybak-KC101/FM) B.Gibb, Fixx, S.Ballet, Pointers, B.Idol.
 Norwalk, CT (Raub/Stephen-WLYQ) Q.Riot, C.DeBurgh, D.Summer, B.Ocean, Madonna.
 Buffalo, NY (Bob Wood-WBEN/FM) R.Gibb, D.Ross, B.Idol, Madonna, Rod S., S.Easton.
 Schenectady, NY (Jim Walsh-3WD) Everly Brothers.
 Poughkeepsie, NY (Chris Leide-WSPK) S.Wonder, J.Cafferty, T.Twins, S.Easton, B.Gibb.
 Poughkeepsie, NY (Bob Weil-WJJB) No adds.
 Long Island, NY (Bill Terry-WBLI) B.Idol, S.Easton, Ocean, Twins, Lindsey B., J.Cafferty.
 New York, NY (Shannon/Ellis-Z100) B.Squier, Billy Ocean, Pointers, Barry Gibb.
 New York, NY (Berger/Tonacci-WPLJ) P.Wolf, Jacksons, Cars, Evelyn Thomas.

MID-ATLANTIC

Philadelphia, PA (Art Tiller-Z106) D.Ross, S.Stills, R.Springfield, Kennedy/Osborne, Flock of Seagulls.
 Williamsport, PA (Cruz/Williams-WSQV) J.Cafferty, L.Branigan, Madonna.
 Hazelton, PA (Melanie Apple-WAZL) S.Wonder, Everly Bros., C.DeBurgh, S.Still.
 Pittsburgh, PA (Guy Zapoleon-B94) J.Cafferty, S.Easton, Bananarama, Fixx.
 Pittsburgh, PA (Todd Chase-WHTX) S.Wonder, Night Ranger, Madonna, Chicago.
 Erie, PA (Ken Tyler-WJET) Prince, Cars.
 Johnstown, PA (Rick Boyd-WCRO) Madonna, Rick, Summer.
 Altoona, PA (Tony Booth-WFBG) Rod S., Everlys, Naked Eyes, Ross, Alpert, Twins, M.Post, B.Gibb.
 Asbury Park, NJ (Dennis O'Mara-WJLK/FM) Ross, B.Gibb, Everly Bros., Gary Bonds.
 Trenton, NJ (Tom Taylor-WPST) Everly Bros., Naked Eyes, Kennedy/Osborne, D.Ross, Rod Stewart.
 Ocean City, MD (Jack Gillen-WKHI) Rod S., B.Idol, S.Easton, J.Cafferty, T.Twins.
 Baltimore, MD (Kingston/Kronthal-B104) S.Wonder, Rod Stewart, Chicago.
 Washington, DC (Mary Taten-Q107) Rick S., S.Wonder, B.Squier, B.Ocean.
 Washington, DC (Tom Kent-WAVA) Rick S., Jermaine, Rod.
 Lynchburg, VA (Wayne Fanning-WGOL) Rick S., Fixx, Madonna, S.Wonder, Jermaine & Pia.
 Bristol, VA (Jeff Whitehead-WFHG) Rod S., S.Wonder, J.Cafferty, Naked Eyes.
 Salisbury, NC (Doug Rice-WSTP) D.Ross, B.Gibb, S.Still, Poco.
 Raleigh/Durham, NC (Rick Freeman-WDCG) Madonna, D.Summer, Twisted S., B.Idol, Kennedy/Osborne.

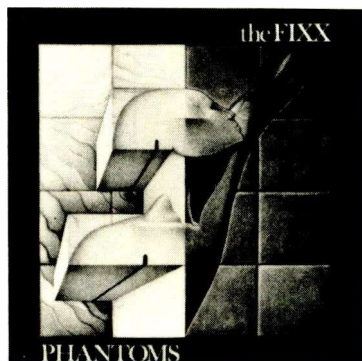
MCA RECORDS

*DELIVERING THE MUSIC
AND THE HITS OF THE 80'S*

NEW FROM

the FIXX

The highly anticipated follow-up release to their platinum album,
"REACH THE BEACH" (MCA-52444)



"PHANTOMS" (MCA-5507)

Featuring their first hit from the new album,

"ARE WE OURSELVES"

MCA RECORDS

**Is proud to announce
the debut single from**

BARRY GIBB



"SHINE SHINE" (MCA-52443)

From the soon to be released album,

"NOW VOYAGER" (MCA-5506)

Sanford, NC (Brad McKee-WFJA) Fixx, SS Johnny, Naked Eyes, J.Cafferty, Revenge.
 Tryon, NC (Chris Smart-WTYN) B.Ocean, T.Twins, Jacksons, Madonna, Bananarama.
 Hendersonville, NC (Glenn Trent-WHVL) J.Starship, H. Suite, Rod S., S.Easton, Flock, J.Cafferty.
 Shelby, NC (Andy Foster-WXIK) Ross, Time, Flock, J. Cafferty, Easton, Neil D., R.Patton, B.Idol.
 Rocky Mount, NC (B.J.Conners-WEED) Sheila E., B.Ocean, E'mics, R.Coolidge, Fixx, Jermaine.
 Charlotte, NC (Bob Kaghan-WBCY) B.Ocean, Van S., Kennedy/Osborne, J.Cafferty, D.Ross, Rod S.
 Charlotte, NC (Chrysler/Redford-WJZR) Rick S., D.Ross, B.Idol, Madonna, B.Satellite, Kennedy/Osborne.
 Jacksonville, NC (Lisa Greer-WIIZ) DeBurgh, Van S., R.James, N.Crossing, J.Cafferty, Tyler, Jermaine/Pia
 Laurinburg, NC (Scott Mercer-WLNC) N.Crossing, S.Easton R.James, J.Cafferty, B.Gibb, Branigan.
 Sumter, SC (Terry Moore-WDXY) H.Alpert, S.Easton, Everlys, S.Stills, Gibb.
 Greenville, SC (Rod Metts-WANS) D.Ross, Flock of Seagulls, Twisted Sister, J.Cafferty, B.Gibb.
 Spartanburg, SC (J.J.Hemingway-WORD) R.MacDonald, S.Mendes, Alpert, Revenge, Twins, J.Wagner, S.Easton
 Cheraw, SC (Mitch Adams-WPDZ) Everlys, B.Gibb, B. Idol, D.Ross, Honeymoon Suite, S.Easton.
 Florence, SC (Mike Stewart-WJMX) Rod S., Naked Eyes, Honeymoon Suite, B.Idol, S.Easton.
 Kingstree, SC (John Derrek-WKSP) B.Gibb, Honeymoon S., Helix, Everlys, Poco, R.Patton, D.Edmunds, Stompers.
 Myrtle Beach, SC (Linda King-WKZQ) Rod S., Madonna,
 Myrtle Beach, SC (Calvin Hicks-WNMB) Rod S., Ross, Easton, Gibb.

SOUTHEAST

Augusta, GA (Bruce Stevens-WBBQ) Gibb, Ross, Everlys, T.Twins, Romeo Void, Honeymoon Suite.
 Hinesville, GA (West/Jay-WBLU) Gibb, Everlys, Ocean, Beach Boys.
 Savannah, GA (Randi Summers-Z102) J.Cafferty, Everlys, Rod S., B.Ocean, B.Gibb.
 Athens, GA (Sarah Eberhard-WRFC) Stills, D.Ross, B. Gibb, Everly Bros.
 Atlanta, GA (Chris Thomas-Z93) Ross, Gibb, Romeo Void, Kennedy/Osborne.
 Gainesville, GA (Dennis Winslow-WFOX) D.Ross, B.Ocean, B.Gibb, T.Twins, Everlys.
 Soperton, GA (Shannon West-WMPZ/FM) Cafferty, Rod S., D.Ross, B.Gibb.
 Albany, GA (Bill Young-WALG) B.Gibb, Everlys, D.Ross, J.Cafferty, Smokey Robinson.
 Columbus, GA (Ralph Carroll-WCGQ) Cafferty, H.Alpert, D.Ross, Madonna, B.Gibb, M.Post, Everlys, B.Ocean.
 Ft. Valley, GA (Nathan Hale-WQBZ) Fixx, Idol.
 Rome, GA (Tim Hensley-WQTU) Rick S., Rod S., Elton, B.Ocean, J.Cafferty, B.Gibb.
 Vidalia, GA (Chuck Kreamer-98Q) Rod S., Van S., Idol, Rick S., Fixx.
 Orlando, FL (Gary Mitchell-BJ105) Sheila E., Julio & Diana, N.Ranger.
 Daytona Beach, FL (Randy Van Halen-WNFI) Madonna, S.Easton, J.Cafferty.
 St. Augustine, FL (Randy Marsh-WUVU) J.Cafferty, Night Ranger, Pointers.
 Tampa, FL (Diana Thomas-Q109) B.Idol, B.Ocean, Gibb, Kennedy/Osborne.
 Miami, FL (Mark Shads-I-95) S.Wonder, J.Tunne11, J. Cafferty, Vanity.
 Gainesville, FL (Lou Patrick-WYKS) Madonna, Twins, Idol, J.Starship, D.Summer.

Panama City, FL (Thomas/Davis-WPFM) Rod S., B.Idol, Romeo Void, D.Ross, B.Ocean.

SOUTH

Muscle Shoals, AL (Matt Durham-WQLT) Alpert, E'mics, Jacksons, MacDonald, Madonna, P.Wolf.
 Gadsden, AL (Leo Davis-WQEN) D.Ross, Everlys, B.Ocean, S.Easton.
 Birmingham, AL (Rich Bailey-WKXX) Rick S., Rod S., S.Easton, D.Ross.
 Montgomery, AL (Tim Stout-WBAM/FM) Madonna, Rod Stewart, Eurythmics.
 Atmore, AL (Keith Lindsay-WATM) B.Gibb, S.Easton, Eurythmics, J.Cafferty, R.MacDonald.
 Mobile, AL (Ocean/Murphy-G100) B.Ocean, Rick S., Rod Stewart, Kennedy/Osborne.
 Talladega, AL (Rick Rob-WHTB/FM) S.Stills, Romeo Void, J.Cafferty, S.Easton.
 Starkville, MS (Ken Glenn-WKOR) Elton, Fixx, Everlys, Kennedy/Osborne, Rick S., N.Eyes, Van S.
 Jackson, MS (Wayne Scott-WTYX) Madonna, Gibb, Neil Diamond, Rod S.
 Meridian, MS (Tom Kelly-Q101) Jacksons, Stills, B. Idol, Madonna, Rod S., JSS, Everlys, Easton, Gibb.
 McComb, MS (Brad Lee-WHNY) N.Crossing, Ross, Rubber Rodeo, Cafferty, 3 Speed, B.Idol, Gibb, Everlys.
 Biloxi, MS (Mickey Colter-WQID) Jacksons, D.Summer, Fixx, D.Ross, Madonna, Bruce S., Rod S., Julio/DR.
 Laurel/Hattiesburg, MS (Dave Lyons-WNSL) Jermaine, N.Ranger, L.Buckingham, Bruce S.
 Hattiesburg, MS (Blake Hooper-WHSY) Night Crossing.
 New Albany/Tupelo, MS (Mike Grace-KZ103) Gibb, JSS, Easton, Idol.
 Baton Rouge, LA (Rice/A.-WFME) Rick S., Madonna.
 Farmersville, LA (Chuck Kinnison-KTDL) N.Crossing, Gibb, Idol, Rick S., Coyote, Flock, Van S., Rod Stewart, Naked Eyes.
 Alexandria, LA (Christee Atwood-KQID) Costello, Ballet.
 New Orleans, LA (O'Kelly/Rolling-B97) Ross, Rod S., Kennedy/Osborne, J.Cafferty.
 Monroe, LA (Sam Shea-KNOE/FM) Wonder, D.Ross, Flock, B.Ocean, Kennedy/Osborne, JSS.
 Johnson City, TN (Rod Hampton-WQUT) Cars, Bananarama.
 Sparta, TN (Lonnie Allen-WSMT/FM) 3 Speed, Madonna, Twisted Sister, Rod Stewart.
 Glasgow, KY (Rick St.James-WOVO) Everly Bros.
 Bowling Green, KY (Darrel Duval-WBGN) Everlys, D.Ross, B.Gibb, L.Richie.
 Jenkins, KY (Bobby Shannon-WIFX) Summer, Rick S., Cafferty, Branigan, Lauper.
 Lexington, KY (Chip Mosley-WFMI) Everlys, B.Gibb, Ross, Ocean, Honeymoon Suite, SOS, MacDonald.
 EAST CENTRAL
 Terre Haute, IN (Webb/Surette-WPFR) Squier, BTO, Twins, Stade, Fixx, Jacksons, Rick S., Idol, Cafferty.
 Angola, IN (Larry Davis-WLKI) Bananarama, Julio & Diana, Branigan, Madonna, Chicago.
 Evansville, IN (Paine/Chase-WKDQ) Rod S., Rick S., Madonna, B.Idol, Van S.
 Columbus, OH (Adam Cook-92X) Rod S., Rick S., Madonna, J.Starship.
 Cincinnati, OH (Jim Fox-Q102) Chicago, Bananarama, Pointers.
 Cleveland, OH (Bob Travis-WGCL) Gibb, Twins, Ocean, Costello, Idol.
 Youngstown, OH (Jeff Tobin-WYFM) Ratt, Scandal, Cars, Wolf.
 Charleston, WV (Chris Bailey-WVSR) Ross, S.Easton, Madonna, Pointers, Gibb, Romeo Void.
 Morgantown, WV (Craig Cochran-WCLG/FM) Fixx, Ocean, Everlys, N.Crossing, Idol, Cafferty, Wonder.
 Alpena, MI (Darrel Kelly-WHSB) Everlys, Gibb, J. Cafferty, N.Crossing, Madonna.

XAVION

EAT YOUR HEART OUT

FROM THEIR DEBUT ALBUM

BURNIN HOT

New this week

AOR ITEM IN THE SOUTHEAST

WPHD, KTFM , WRQN, WRCK, WERZ

Management by Champion Entertainment
on Asylum/Mirage records.



ELEKTRA

Detroit, MI (Gary Berkowitz-WHYT) Gibb, B.Idol, Naked Eyes, Diana Ross, Mtume.
 Kalamazoo, MI (Ken Lanphear-WKMI) Jacksons, Rod S.
 Lansing, MI (Reed Kittredge-WVIC) Rick S., Twins, J. Cafferty.
 Saginaw, MI (Dave Michaels-WFXZ) Rod S., J.Cafferty, B.Idol, Peabo, Rick S., S.Wonder.
 East Prairie, MO (Pat Cole-KYMO) Juice, Twins, Tyler, S.Wonder, Jacksons, Madonna, Idol, Rod S., Flock.

UPPER MIDWEST

Chicago, IL (Dave Robbins-B96) S.Ballet, Sheila E., Dennis DeYoung.
 Springfield, IL (Greg Lawley-WDBR) No adds.
 Carbondale, IL (Tony Waitekus-WCIL/FM) Fixx, B.Ocean, Honeymoon Suite, Chicago.
 Bloomington, IL (Justin/Robbins-WBNQ/FM) Madonna, J. Cafferty, Twins, B.Idol, Rod Stewart.
 Freeport, IL (Jim Douglas-WXXQ) B.Idol, Flock of S., Everlys, Cafferty, Ocean, Staples, Pointers, Easton.
 Madison, WI (Little/Hudson-Z104) Twins, Rod Stewart, Fixx, Quiet Riot.
 Milwaukee, WI (Dallas Cole-WKTI) Julio & Diana, Night Ranger, Madonna.
 Milwaukee, WI (Jeff McKee-WBTT) D.Summer, Chicago, Prince (PURPLE RAIN).
 Milwaukee, WI (Brian Kelly-WZUU) Wonder, Hart, Branigan
 Racine, WI (Pat Martin-WRKR/FM) B.Idol, J.Cafferty, Chicago, D.Ross.
 Two Rivers, WI (Don Cook-WQTC) Bananarama, D.Summer, Starship, B.Idol, Rick S.
 Appleton/Oshkosh, WI (Ross/Bradley-WKAU) Madonna, S.Wonder, B.Idol.
 Stevens Point, WI (Bouley/Tracy-WSPT) Fixx, Cafferty, Tyler, Coyote Sisters, Honeymoon Suite.
 Wausau, WI (Mike Edwards-WIFC) Cafferty, Sheila E., Fixx, JSS, Rod Stewart, S.Wonder.
 LaCrosse, WI (Knight/Bradley-HIT105/FM) Bruce S., Rick S., Jacksons, S.Wonder, Branigan.
 LaCrosse, WI (Jim Dolsey-WIZM) Rick S., Madonna, T.Sister, Rod Stewart.
 Eau Claire, WI (Rick James-WBIZ) B.Idol, D.Ross, Gibb.
 Willmar, MN (Dale Hipp-KQIC) Bananarama, N.Ranger, Flock of S., J.Cafferty, N.Diamond.
 Minneapolis, MN (Dave Anthony-KDWB/FM) Madonna, B.Gibb, J.Cafferty.
 St.Cloud, MN (Hicks/Wayne-KCLD) Bruce S., Rod S., Branigan, L.Buckingham.
 Rochester, MN (Denny Foster-KROC/FM) No adds.
 Montevideo, MN (Henne/Matzdorf-KMGM) N.Eyes, Van S., Twins, B.Ocean, B.Idol.
 Grand Forks, ND (Don Nordine-KKXL/FM) Rick S., John Cafferty.
 Fargo, ND (Brad Anderson-Y94) Rick S., Madonna, Rod Stewart, B.Idol, Cafferty.
 Bismarck, ND (Bob Beck-KYYY/FM) Stills, Cafferty, Everly, Fixx, Flock of S., T.Twins.
 Bismarck, ND (Brannan/Hart-KFYR) Pointers, Everlys, Ross, B.Gibb, Rod S.
 Minot, ND (Scott Meyer-KIZZ) Madonna, Stills, Everlys, Fixx, Rick S.
 Vermillion, SD (Don Aarstadt-KVRF) R.Patton, Xavion, Idol, Poco, Romeo Void, The Time.
 Aberdeen, SD (Don Zerr-KSDN) Honeymoon Suite, Twins, MacDonald, Jacksons, Wagner, Dragon.
 Aberdeen, SD (Les Cummings-KQAA/FM) JSS, Easton, J. Cafferty, Edmunds, Night Crossing, Flock.
 Rapid City, SD (Sherwyn/Piper-KKLS) Madonna, Idol, S.Wonder, N.Eyes, B.Gibb.
 Sioux Falls, SD (Mark Elliott-KPAT) Easton, B.Ocean, Scandal.
 Yankton, SD (Gregg Klein-KQHU) Stompers, Madonna, L. Branigan, Ya Ya, N.Crossing.

Sioux City, IA (Tim Harrison-KSEZ/FM) Everlys, S.Easton, Flock of Seagulls.
 Sioux City, IA (Pat Paxton-KGLI) B.Gibb, B.Idol, Cafferty, Honeymoon Suite, Madonna, Easton.
 Cedar Rapids, IA (Gary Dixon-KQCR/FM) Madonna, Idol, Rod S., Gibb, Rick S., Riot, Van S., Southside J.
 Davenport, IA (Jim O'Hara-KIIK) Rod S., Twins, J.Cafferty, B.Ocean, B.Gibb.
 Mason City, IA (Sandy Stewart-KRIB) B.Ocean, Madonna, JSS, Julio & Diana, Peabo Bryson.
 Waterloo, IA (Doug Allen-KCNB) B.Idol, Madonna, S.Easton, Rod S., Flock of Seagulls.
 Iowa City, IA (Bart Goynshor-KRNA) Madonna, John Cafferty.
 Ft.Dodge, IA (Charlie Chase-KKEZ) Sheila E., Everlys, B.Gibb, S.Easton.
 Clinton, IA (Brian Thomas-KNJY) Madonna, Idol, Rick S., T.Twins, Easton, Gibb, Ocean, John C.

CENTRAL

Norfolk, NB (Doug Koehn-KNEN) Ross, Scandal, Ocean, Everlys, Easton, Twins, Gibb.
 Kirksville, MO (Bill Collins-KTUF) Ross, Madonna, LaToya, H.Suite, Cafferty, Vanity, Tina, Everly.
 St. Louis, MO (Steve Perun-KWK/FM) Branigan, Naked Eyes, B.Idol, B.Gibb.
 Quincy/Hannibal, MO (Chuck Yates-KGRC) S.Wonder, Cafferty, Rod S., Idol, Rick S., Stallone, Ralph.
 Jefferson City/Columbia, MO (Brian Miller-KTXY) Rick S., Fixx, Rod S., Sheila E., Madonna.
 Waynesville, MO (Barton/Dickey-KFBD) J.Waite, JSS, Cars, E'mics, Buckingham, Everlys.
 Kansas City, MO (Collins/Welsh-ZZ99) B.Idol, D. Ross, Twins.
 Fayetteville, AR (Rob Patrick-KKEG) H.Suite, Everly, B.Cockburn, Satellite, Revenge.
 El Dorado, AR (Dan Murphy-KLBQ) Rod S., Madonna, B.Idol, Ratt.
 Little Rock, AR (Mark McCain-KKYK) Prince.
 Topeka, KS (Roger Heaton-WIBW) No adds.
 Topeka, KS (Tony Stewart-KDVV) S.Wonder, Gibb, Cafferty, Rick S., D.Ross.
 Tulsa, OK (Dave Michaels-14K) D.Ross, B.Idol, J. Cafferty, S.Easton.

SOUTHWEST

Wichita Falls, TX (Barry Michaels-KNIN) Bruce S., Fixx, Laura B., S.Wonder, D.Summer.
 Texarkana, TX (Mario Garcia-KTFS) Madonna, Rod S., Van S., Rick S., S.Stills.
 Amarillo, TX (Jamey Karr-KPUR) Everlys, Rick S.
 Tyler, TX (Dave Goldman-KEYP) Bananarama, S.Wonder, Branigan, D.Summer, Lindsey B.
 Dallas, TX (Shomby/Steele-KAFM) B.Ocean, Rick S., N.Eyes.
 Killeen/Temple, TX (B.J.McCrae-KIXS) Rod Stewart, S. Stills, Madonna, D.Ross.
 Galveston, TX (Dave Parks-KILE) T.Twins, Flock of Seagulls, D.Ross.
 Beaumont, TX (Rick James-KIOC) S.Wonder, Rod Stewart.
 Victoria, TX (Jay Arena-KVIC) Cafferty, Rod S., Wagner, Dead/Alive, Easton, Patton, N.Crossing, Idol, JSS, Ocean.
 Nacogdoches, TX (John Lacey-KTBC) Rick S., Naked Eyes, Pointers, Cafferty.
 McAllen/Brownsville, TX (Molano/Perry-KRGV) C.Hart, Cars, S.Wonder, Madonna, D.Ross.
 McAllen/Brownsville, TX (Scott McCarthy-KRIO) Laura Branigan, Madonna, Bruce S.
 Abilene, TX (Dominic Testa-KFMN) Prince, D.Ross, Honeymoon Suite, Rod Stewart.
 Odessa/Midland, TX (John Clay-KWES) Branigan, Ocean, S.Easton, Cafferty, Rick S., Van Stephenson.
 El Paso, TX (Whitehead/Haney-KEZB) SOS Band.

El Paso, TX (Johnny Thompson-KFIM) Idol, Rod Stewart, Madonna, Romeo Void, Van Stephenson.
 Albuquerque, NM (Steve Stucker-KNMQ) Twisted Sister, S.Wonder, Madonna, Naked Eyes, B.Idol.
 Gallup, NM (Bill Lee-KYVA) B.Gibb, S.Easton, Costello Pointers, Cafferty, SS Johnny, N.Crossing.
 Alamogordo, NM (Ben Noe-KINN) Rod S., Twins, Idol, Jacksons, Madonna, Mike Post, Stompers, Cafferty.
 Tucson, AZ (Kelly Norris-KRQ) Madonna, Rick S., Flock of Seagulls, Cafferty.

ROCKY MOUNTAIN

Denver, CO (Tim Fox-KPKE) Rick S., Ross, Wonder.
 Denver, CO (Gloria Avila-Perez-KIMN) Pointers, Twins, Rod Stewart.
 Windsor, CO (Bruce Gyger-KUAD/FM) Sheila E., Madonna, Joe Jax., Bruce, Twisted S., Jacksons, Pointers, Ross, Rick S., Twins, SS Johnny, J.Starship.
 Pueblo, CO (Rip Avina-KDZA) Madonna, S.Easton, B. Gibb, Coyotes, Kennedy/Osborne, Cafferty.
 Casper, WY (Todd Cavanah-KTRS) Twins, Madonna, Fixx, Rick Springfield, Naked Eyes.
 Cody, WY (Todd Cavanah-KTAG) Fixx, Madonna, N.Eyes, Rick Springfield.
 Logan, UT (Jay Hall-KBLQ) Madonna, N.Eyes, Everlys, B.Gibb, Cafferty, S.Easton.
 Manti, UT (Stan Erikson-KMTI) G.Moroder, Cars, P. Wolf, L.Branigan.
 Polson/Kalispell, MT (Al Decker-KQ92) R.Springfield, Flock, R.Patton, Poco, B.Idol, N.Crossing.
 Billings, MT (Charlie Fox-KYYA) No adds.
 Moscow, ID (Gary Cummings-KRPL) Rick S., D.Ross, B. Gibb, Honeymoon Suite, Romeo Void, Everly Bros.
 Weiser, ID (Doug Donoho-KWEI) Rod S., Pointers, J. Cafferty, B.Idol, Jermaine.
 Pocatello, ID (Craig Stevens-KZBQ) JSS, Rick James, Honeymoon Suite, S.Easton.
 Lewiston, ID (Jay McCall-KOZE) S.Wonder, Rod S., Everly Bros., J.Cafferty, D.Ross.
 Boise, ID (Tom Evans-KNPA) Peabo, Rick S., B.Idol, N.Eyes, S.Easton.

FAR WEST

San Diego, CA (Steve Sande-XTRA) S.Easton, Van S., J.Cafferty.
 Los Angeles, CA (Mike Schaefer-KIIS/FM) S.Wonder, Rod S., Sheena Easton.
 Los Angeles, CA (Scarborough/Hall-KKHR) Ross, Wonder, L.Buckingham, Prince (PURPLE RAIN), Rick S.
 Los Angeles, CA (Jim Pewter-KRLA) Everly Bros., Rod Stewart, Jacksons, SOS Band, Kennedy/Osborne.
 San Bernardino, CA (Lori Gaston-KFXM) T.Sister, S. Ballet, B.Idol, P.Wolf, D.Summer.
 Santa Barbara, CA (Dick Williams-KIST) C.DeBurgh, H. Suite, Everlys, Pointers, Gibb, Ocean, Tyler, Ross.
 Santa Maria, CA (Marie Rubio-KXFM) Rod S., Fixx, JSS, Flock of Seagulls.
 Lompoc/Santa Maria, CA (Hank Michaels-KRQK) T.Twins, Sheena Easton, B.Idol.
 San Luis Obispo, CA (Tom Walsh-KSLY/FM) Idol, Easton, Cafferty, Everlys, Satellite, Ross, Gibb.
 Bakersfield, CA (Dave Kamper-KKXX/FM) Naked Eyes.
 Bakersfield, CA (Bob Harlow-KQXR) Romeo Void, Everlys, Twins, Ross, Cafferty, Honeymoon Suite, Gibb.
 Bakersfield, CA (Jeff Ryan-13K) B.Idol, Ross, Janet Jackson, Mtume.
 Fresno, CA (Walker/Davis-KYNO/FM) Van S., Scandal, Ross, Naked Eyes, Twisted Sister.
 Salinas, CA (Kirk Cliatt-KDON/FM) Rod S., Gibb, D. Ross, S.Easton, Cafferty.
 Monterey, CA (John Van Camp-KNRY) B.Gibb, D.Ross, Madonna.
 San Jose, CA (Robin Kipps-KWSS) S.Wonder, R.Stewart, Jacksons, Madonna, Twins.

San Jose, CA (Don Porter-KHTT) D.Summer, Bruce, Naked Eyes, J.Cafferty.
 Los Altos, CA (Steve O'Neil-KPEN/FM) B.Idol, Madonna, Rick Springfield.
 San Francisco, CA (Bazoo/Silver-KMEL) T.Twins, Romeo Void, Branigan, Ross, Kennedy/Osborne, Easton.
 Santa Rosa, CA (Bill Richards-KREO) Fixx, Rick S., Wonder, Madonna, Rod S., Idol, S.Easton.
 Concord, CA (Hampton/Smith-KWUN) Stills, Rod S., Jackson 5 Medley, Everlys, D.Ross.
 Modesto/Stockton, CA (Novak/Demaroney-K093) Rod S., S.Wonder, Rick S., N.Diamond, Bonoff, Easton.
 Modesto/Stockton, CA (David Kraham-KHOP/FM) Fixx, Coyotes, Cafferty, Easton, Idol, B.Gibb.
 Stockton, CA (John Hampton-KSTN) D.Ross, Vanity, Everlys, Bill Wolfer.
 Stockton, CA (Roy Williams-KJOY) Rod S., B.Idol, Fixx, Prince (PURPLE RAIN).
 Sacramento, CA (Chris Collins-KSFM) Chicago, T. Twins, D.Ross, S.Easton.
 Sacramento, CA (Mr. Ed-KWOD) Rick S., Sheila E., Chicago.
 Sacramento, CA (Bill Jeffries-KPOP) Madonna, S.Wonder, Fixx.
 Reno, NV (Jim O'Neal-KCBN) Twins, Cafferty, Summer.
 Redding, CA (Stall/DuBois-KSX0) Rod S., Prince, Twisted Sister, Neil Diamond.
 Redding, CA (Kevin Kahl-KEWB) Madonna, Twins, Pointer, Idol, Revenge.
 Eureka, CA (Marcus/Rosen-KFMI) B.Ocean, Elton, J.Cafferty, D.Ross.

PACIFIC NORTHWEST

Coos Bay, OR (Dave O'Connor-KYNG/FM) No adds.
 Coos Bay, OR (Gary Allen-KHSN) Twins, H.Suite, Ocean, Idol, Flock, Gibb, Ross, Uncle Sam.
 Medford, OR (Lurch-KYJC) Madonna, Stills, Rod Stewart, Rick S., Fixx.
 Eugene, OR (Jim Becker-KSND) Easton, J.Lynne, B.Gibb, Romeo Void.
 Roseburg, OR (Veronica Burns-KYES) L.Buckingham, Rick S., N.Eyes, Hagar, Prince.
 Lebanon, OR (Kris Weber-KGAL) Dragon, Madonna, Cara, N.Crossing, DeBurgh, Wonder, Pointers.
 The Dalles, OR (Tim Spears-KACI) N.Crossing, J. Cafferty, Idol, Rod S., B.& Midnights.
 Seaside, OR (Bob Rush-KSWB) Rod S., Rick S., Pointers, Madonna, Cafferty.
 Salem/Portland, OR (Len E. Mitchell-KSKD) B.Gibb, Ross, Cafferty, N.Diamond, H.Suite, Romeo Void.
 Portland, OR (Barry/Naganuma-KMJK) Rick S., Idol, D.Ross, Rod Stewart, N.Eyes.
 Portland, OR (Todd Dennis-KCNR) Cars.
 Chehalis, WA (Bob Hart-KITI) Elton, Stills, Rod S., Bananarama, P.Wolf.
 Olympia, WA (Brian Casey-KQEU) Rick S., D.Ross.
 Hoquiam, WA (Steve Larson-KGHO) Idol, Gibb, Twins, Satellite, R.Void, Stills, H.Suite, D.Ross.
 Tacoma/Seattle, WA (Sean Lynch-KNBQ) Idol, Fixx, S.Wonder, Easton.
 Seattle, WA (Wendy Christopher-KUBE) Rick S., Rod S., Wonder, Ocean.
 Seattle, WA (Bob Wikstrom-KHIT) H.Jones, R.Hall, B.Gibb, D.Ross, Dave Edmunds.
 Everett, WA (Carol Larson-KRKO) H.Suite, T.Twins, N.Crossing, Idol, H.Jones, J.Waite, Fixx.
 Tri-Cities, WA (John Purdy-OK95) Satellite, Easton, Stills, Gibb, Honeymoon Suite, Romeo Void.
 Tri-Cities, WA (Jonathan Walker-Z103) Rod S., B. Ocean, L.Buckingham, R.Springfield.
 Yakima, WA (Terrie Sims-KBNG) N.Eyes, Fixx, Van S., Eurythmics, N.Crossing, J.Cafferty.

CONTINUED ON PAGE #17.

POWER TRIO

LIONEL RICHIE
Stuck On You
(Motown)

IGLESIAS/ROSS
All Of You
(Motown)

BILLY JOEL
Leave A Tender Moment
(Columbia)

CERTIFIED

DONNA SUMMER
There Goes My Baby
(Geffen)

RALPH MACDONALD
In The Name Of Love
(Polydor)

RECORD TO WATCH

BILLY OCEAN
Caribbean Queen
(Arista)

MOST ADDED

BARRY GIBB
Shine Shine
(MCA)

EVERLY BROS.
On The Wings Of...
(PolyGram)

A/C

2W	LW	TW		August 24, 1984
1.	1.	1.	LIONEL RICHIE - Stuck On You (Motown)	
2.	2.	2.	JULIO & DIANA - All Of You (Columbia)	
3.	3.	3.	BILLY JOEL - Leave A Tender Moment Alone (Columbia)	
19.	10.	4.	THE CARS - Drive (Elektra)	
6.	4.	5.	Teddy Pendergrass - Hold Me (Elektra)	
13.	9.	6.	HUEY LEWIS & THE NEWS - If This Is It (Chrysalis)	
12.	8.	7.	TINA TURNER - What's Love Got To Do With It (Capitol)	
5.	5.	8.	Dan Hartman - I Can Dream About You (CBS)	
4.	6.	9.	Elton John - Sad Songs (Say So Much) (Geffen)	
18.	11.	10.	RITA COOLIDGE - Something Said Love (A&M)	
20.	15.	11.	NEIL DIAMOND - Turn Around (Columbia)	
17.	13.	12.	COYOTE SISTERS - Straight From The Heart (Morocco)	
26.	19.	13.	CHICAGO - Hard Habit To Break (Warner Bros.)	
28.	20.	14.	JOHN WAITE - Missing You (EMI)	
7.	7.	15.	Christopher Cross - A Chance For Heaven (Warner Bros.)	
23.	21.	16.	JAMES INGRAM - She Loves Me (Qwest)	
8.	12.	17.	Ray Parker, Jr. - Ghostbusters (Arista)	
--.	26.	18.	STEVIE WONDER - I Just Called To Say I Love You (Motown)	
24.	22.	19.	KARLA BONOFF - Somebody's Eyes (Columbia)	
10.	16.	20.	Genesis - Taking It All Too Hard (Atlantic)	
27.	24.	21.	SPANDAU BALLET - Only When You Leave (Chrysalis)	
29.	27.	22.	IRENE CARA - You Were Made For Me (Network/Geffen)	
--.	--.	23.	DONNA SUMMER - There Goes My Baby (Geffen)	
11.	17.	24.	Peabo Bryson - You In My Arms Again (Elektra)	
16.	23.	25.	Glenn Frey - Sexy Girl (MCA)	
22.	25.	26.	J.D. Souther - Go Ahead And Rain (Warner Bros.)	
--.	28.	27.	EURYTHMICS - Right By Your Side (RCA)	
--.	29.	28.	LAURA BRANIGAN - The Lucky One (Atlantic)	
--.	--.	29.	RALPH MACDONALD & BILL WITHERS - In The Name Of Love (Polydor)	
--.	--.	30.	WILLIE NELSON - City Of New Orleans (Columbia)	

CHARTBOUND

Herb Alpert - Bullish (A&M)
Frank Sinatra - L.A. Is My Lady (Qwest)
Jack Wagner - All I Need (Qwest)
Billy Ocean - Caribbean Queen (Arista)

DROPPED

Paul Anka
Sergio Mendes
Pointer Sisters
Manhattan Transfer
Stanley Clarke
Neil Sedaka
Tracey Ullman

ACTION SIDES

Deniece Williams - Next Love (Columbia)
Joe Jackson - Happy Ending (A&M)
Rod Stewart - Some Guys Have All The Luck (W.B.)
Sheena Easton - Strut (EMI)
Stephen Stills - Stranger (Atlantic)
George Fischhoff - Lovely Lady (Lisa)
Bobby King & Alfie Silas - Close To Me (Motown)

NEW

Everly Bros. - On The Wings Of A Nightingale (Mer)
 Barry Gibb - Shine Shine (MCA)
 Madonna - Lucky Star (Sire)
 Sadao Watanabe - If I'm Still Around Tomorrow (Elek)
 Pointer Sisters - I'm So Excited (Planet)

RECOMMENDED

Jim Capaldi-I'LL KEEP HOLDING ON (Atlantic)
 Elton John-WHO WEARS THESE SHOES? (Geffen)
 Anne Murray-NOBODY LOVES ME LIKE YOU DO (Capitol)
 Diana Ross-SWEPT AWAY (RCA)
 Peabo Bryson-SLOW DANCIN' (Elektra)

ANALYSIS

To explain the changes in this section:

1. POWER TRIO will list the three most important records in A/C radio next week. These will always be the records which define A/C music that week.
2. CERTIFIED will be the two records which, in their early growth stages, represent the largest growth from their previous week.
3. RECORD TO WATCH will always be a lesser known artist and/or a record crossing from another format to A/C. Never an obvious record. Could be a record with currently limited airplay from A/C's. The A/C editor's reputation will always be at stake here.
4. TOP NEW AIRPLAY will be the two records which debut on the page with the most adds.
5. CHARTBOUND will be those records which, in the editor's opinion have the greatest chance of charting A/C next week.
6. NEW will be all records which have never before been in A/C research. (this is the old Correspondents' Preferred Picks).
7. RECOMMENDED NEW RELEASES will be those records which, in the opinion of the A/C editor, are most worthy of airplay consideration.

adds**NORTHEAST**

Lewiston, ME. (Chris Layne-WLAM) Pendergrass, Cars, MacDonald & Withers, H. Kanter.
White River Jct. VT. (Andy Leckart-WNHV) Willie Nelson, Everly Bros.
Keene, N.H. (Howard Corday-WKNE) Kanter, Willie, Watanabe, Everly Bros., B. Ocean.
Lowell, MA. (Sheppard/Hollis-WLLH) No adds.
Hartford, CT. (Tom Barsanti-WTIC/AM) Stevie Wonder, MacDonald & Withers, Anne Murray.
New Haven, CT. (Jay McCormick-WELI) John Waite.
New London, CT. (Danny O'Brien-WNLC) Rod Stewart, Deniece Williams, Poco.
Albany, NY. (Chris Holmberg-WWOM) Madonna, B. Gibb, S. Watanabe, I. Cara, N. Diamond.
Kingston, NY. (Thom Williams-WGHQ) B. King, Everlys, Bobby Ocean, Barry Gibb.
Ithaca, NY. (Scott Musgrave-WQNY) Cars, S. Wonder, Chicago, N. Diamond, Coyotes.
Buffalo, NY. (Tom Langmyer-WGR) Stevie Wonder.
Buffalo, NY. (Roger Christian-WBEN) Sadao Watanabe.
Wilmington, DE. (Mike Daley-WDEL) Neil Diamond.
Scranton, PA. (Burke/Trama-WBQW) Waite, Chicago, Wonder.
Pittsburgh, PA. (Bob Conrad-WTAE) Everlys, Chicago.
Sharon, PA. (Jeff Tobin-WPIC) No adds.
Weirton, W. VA. (Dave Anthony-WEIR) Everly Bros., Sheena Easton, MacDonald & Withers.
Williamson, W. VA. (Doug Jackson-WBTH) Chicago, Wagner, Summer, Sinatra, Jacksons, Souther.
Sutton, W. VA. (Mark Bowman-WSGB) Easton, Cafferty, A. Murray, R. Gibb, Bobby & Midnights.

SOUTH

Washington, DC. (Phil Simon-WEZR) John Waite.
Richmond, VA. (Lou Dean-WRVA) S. Wonder, Willie, Poco.
Richmond, VA. (Church/Bevins-WEZS) N. Diamond, Waite, MacDonald & Withers.
Norfolk, VA. (Nick O'Neil-WLTY) Cars, John Waite.
Winchester, VA. (F. Mitchell-WINC) Diamond, Willie, Pia, Madonna, Rod Stewart, J. Jackson.
Charlottesville, VA. (Ken Medek-WCHV) B. Gibb, D. Ross, Murray, Kanter, Everlys, Kennedy & Osborne.
Charlotte, NC. (Dave Bishop-WBT) MacDonald, Willie.
Asheville, NC. (Don Brookshire-WSKY) Branigan, Everlys, Murray, Ocean, Barry Gibb.
Jacksonville, NC. (Craig Thomas-WJNC) Willie, John Waite, Stanley Clarke, Laura Branigan.

Fairmont, NC. (Greg Pendergrass-WFMO) Waite, Alpert, Eurythmics, Branigan, Rod Stewart.
Dallas/Gastonia, NC. (Rich Harris-WAAK) Wonder, Sedaka, Debby Dubbins, Jacksons.
New Bern, NC. (Scott Kerr-WSFL) B. Ocean, Madonna.
Charleston, SC. (Ron O'Brien-WCSC) Branigan, B. Ocean, Rod Stewart, Barry Gibb.
Augusta, GA. (John Patrick-WFMG) No adds.
Atlanta, GA. (Donna Brake-WSB/FM) B. Gibb, Bananarama.
Atlanta, GA. (Greg Picciano-WSB) No adds.
Soperton, GA. (Shannon West-WMPZ) Everly Bros., B. Gibb.
Tampa, FL. (Dave Michaels-WFLA/FM) Chicago.
Gadsden, AL. (David Ford-WGAD) Rod Stewart, B. King.
Selma, AL. (Bob Payton-WTUN) C. Gayle, Alpert, Mandrell & Greenwood.
Anniston, AL. (Lee Patrick-WDNG) C. Gayle, Stompers, Elton John, Poco.
Atbertville, AL. (J.P. Meadows-WAVU) Wonder, Willie, Donna Summer, MacDonald & Withers.
Tuscaloosa, AL. (Sander Walker-WFFX) Branigan, Cara, Jacksons, Deniece Williams.
Bay Minette, AL. (Mike Snowden-WBCA) Cars, Diamond, Cara, Ingram, Chicago, Wonder, Spandau Ballet.
Guntersville, AL. (Greg Bell-WGSV) B. Ocean, Kanter, Everlys, Barry Gibb, Anne Murray.
Greenville, MS. (Dan Diamond-WNIX) Rod Stewart, Ocean.
Baton Rouge, LA. (Rick Daniels-WAFB) Donna Summer.
Alexandria/Pineville, LA. (Jim Steele-KISY/FM) Wonder, MacDonald & Withers, John Waite.
Nashville, TN. (Gabe Hobbs-Y107) C. Hart, Chicago, Laura Branigan, Donna Summer.
Clarksville, TN. (David Mize-WJZM) Barry Gibb, Diana Ross, Donna Summer.
Chattanooga, TN. (Dale Deason-WGWO) Chicago.
Murfreesboro, TN. (David Walker-WGNS) Deniece Wms., S. Clarke, Eurythmics, MacDonald & Withers.
Louisville, KY. (Jeff Crawford-WRKA) Branigan, Waite, MacDonald & Withers.
Louisville, KY. (Nugent/McElvein-WHAS) No adds.
Paducah, KY. (Frank Carvell-WKYX) Ross, Gibb, Ocean, Madonna, Everlys, Watanabe, Easton, Kanter, Murray.
Lexington, KY. (Keith Raines-WVLK) Wonder, Coyotes, Gibb, Waite, MacDonald, King, Watanabe, Cocker, Summer, Murray.
Campbellsville, KY. (Jackson/Royse-WCKQ) B. Gibb, Willie, Everly Bros., Sheena Easton.

Glasgow, KY. (Shannon McCombs-WSMJ) Ocean, Easton, Stephen Stills.

CENTRAL

Springfield, OH. (Dale Grimm-WIZE) Chicago, Waite, Karla Bonoff, Stevie Wonder.
 Springfield, OH. (Steve Popp-WAZU) S. Ballet, I. Cara, Joe Jackson, MacDonald & Withers, S. Clarke.
 Logan, OH. (Chuck Anthony-WLGN) No adds.
 Galipolis, OH. (Lynn Smith-WJEH) J. Wagner, Alpert, MacDonald, Willie, Joe Jackson.
 Dover, OH. (Steve Kelly-WJER) MacDonald & Withers, Irene Cara, Spandau Ballet.
 Marion, OH. (Jan Chamberlain-WDIF) L. Branigan, Gibb, Rod Stewart, Fixx, Springfield.
 Marion, OH. (Rick Bryan-WMRN) L. Branigan, Clarke, Frank Sinatra.
 Sandusky, OH. (Bill Zimmerman-WLEC) Everlys, Cars, Anne Murray, MacDonald & Withers.
 Newark, OH. (Greg Moebius-WNKO) H. Alpert, B. Ocean.
 Toledo, OH. (Kevin Scollin-3WM) MacDonald & Withers, Donna Summer, Billy Ocean.
 Toledo, OH. (Steve Stewart-WSPD) Madonna, G. Frey, Bananarama.
 Dayton, OH. (Scott McKenzie-WYMJ/FM) Cars, Huey, Joel.
 So. Bend, IN. (Cindy Hartman-WXMG) John Waite, Ballet.
 Columbia City/Ft. Wayne, IN. (Gail McKnight-WKSY) S. Easton, Eurythmics, Donna Summer.
 Terre Haute, IN. (Kevin Young-WBOW) Willie, Murray, Smokey, Watanabe, B. Gibb, D. Summer.
 Kokomo, IN. (Darryl Parks-WIOU) Tina Turner, Wonder, Willie Nelson.
 Rushville, IN. (Kevin Stone-WRCR) Branigan, Eurythmics, Willie Nelson, Stevie Wonder.
 Lafayette, IN. (Mike Johnson-WASK) J. Ingram, Alpert, Laura Branigan, MacDonald & Withers.
 Bloomington, IL. (Jay Livengood-WIHN) Chicago.
 Freeport, IL. (John Reilly-WFPS) Ocean, MacDonald.
 Wilmington, IL. (Wayne Perrott-WDND) Wonder, Madonna, Rod Stewart, Pointer Sisters.
 Chicago, IL. (Lee DeYoung-WCLR) Everlys, Chicago.
 Peoria, IL. (Denise Henley-WIRL) Rita Coolidge, Karla Bonoff, Stevie Wonder.
 Peoria, IL. (Don Cory-WMBD) Chicago, S. Wonder.
 Detroit, MI. (Gene Elzy-WJR) S. Wonder, F. Sinatra.
 Lansing, MI. (Bryan Halter-WJIM) Irene Cara, Everlys, Karla Bonoff, Mike Post.
 Flint, MI. (Perry Wright-WTRX) D. Ross, Cocker, B. Gibb, Madonna, Watanabe, Everlys.
 Saginaw, MI. (Terry Lenz-WSGW) S. Wonder, A. Murray.
 Grand Rapids, MI. (Mark Roberts-WOOD) No adds.
 Grayling, MI. (Bob Greenwood-WQON) Easton, Diamond, Madonna, Pendergrass, Coyotes.
 Manistee, MI. (Mark Adams-WRRK/FM) Everlys, B. Gibb, A. Murray, B. Ocean, Rod Stewart.
 Racine, WI. (Robyn Boutan-WR3N) Ocean, Willie, Alpert.
 Milwaukee, WI. (Beth Fast-WMYX) D. Summer, S. Ballet.
 Milwaukee, WI. (Vickie Gumz-WTMJ) S. Wonder, Buffett, Willie Nelson.
 Green Bay, WI. (David Carew-WDUZ) Eurythmics, Rod Stewart, Willie Nelson.
 Madison, WI. (Jim Reed-WMGY) Neil Diamond.
 Madison, WI. (Barney Luv-WIBA) Cars, Rita Coolidge.
 Marshfield, WI. (Sherry Ann Taylor-WDLB) B. Ocean, Eurythmics, S. Ballet, J. Ingram, Rod Stewart.
 Beaver Dam, WI. (Steve Sabatke-WBEV) Alpert, Summer, B. King, Poco.
 Reedsburg, WI. (Ken Boehm-WRDB) Diamond, Rita C., Summer, J. Wagner, MacDonald, Joe Jackson.
 Menomonie, WI. (Alison Girard-WMEQ) Wonder, Willie, Irene Cara, John Waite.

Appleton, WI. (Bob Salm-WHBY) Murray, Cocker, B. King, Poco, H. Kanter, Watanabe.

MIDWEST

St. Cloud, MN. (Tom Scott-WJON) No adds.
 Rochester, MN. (Al Axelson-KWEB) Branigan, Everly Bros, Anne Murray.
 Rochester, MN. (Rich Peterson-KROC) T. Ullman, Everlys.
 Minneapolis, MN. (Chuck Knapp-KS95) Joe Cocker, Summer.
 Forest Lake, MN. (Steve Olson-WLXX) Everlys, Murray, Donna Summer.
 Duluth, MN. (Dick Johnson-WIBC) Rod Stewart, Everlys.
 Pipestone, MN. (Dan Norris-KLOH) S. Clarke, Wonder, Jacksons.
 Albert Lea, MN. (Todd Guthrie-KCPI) Easton, Madonna, Stephen Stills.
 Northfield, MN. (Rich Harris-KYMN) Easton, Everlys, Gibb, Stills, A. Baker, Fischhoff, Stompers.
 Grand Forks, ND. (Kevin Arvidson-KNOX) MacDonald & W.
 Jamestown, ND. (Randy Allen-KQDJ) Eurythmics, McDonald.
 Dubuque, IA. (Tim Jansen-WDBQ) Cars, Chicago.
 Des Moines, IA. (Steve Gibbons-KRNT) No adds.
 Des Moines, IA. (Mike Judge-KIOA) Willie, Watanabe.
 Mason City, IA. (Steve Locker-KGLO) Everlys, Alpert, Karla Bonoff, Anne Murray.
 Mason City, IA. (Guy Drees-KLSS) Eurythmics, Alpert, B. Gibb, Everlys, Poco.
 Cedar Rapids, IA. (Gary Edwards-WMT) Everlys, Willie, Neil Diamond, Stevie Wonder.
 Waterloo, IA. (Roger Davis-KWLO) Alpert, Willie, MacDonald & Withers.
 Omaha, NE. (Mikkelsen/Swanda-KGOR) Wonder, Jacksons.
 Omaha, NE. (Steve Lundy-KOIL) Alpert, Fischhoff, Easton, Branigan, Everly Bros.
 Hastings, NE. (Jim Cross-KHAS) Wonder, Branigan, Clarke, Joe Jackson.
 Cape Girardeau, MO. (Mike Davenport-KGIR) No adds.
 Joplin, MO. (Don Carpenter-KFSB) Madonna, R. Gibb, Branigan, H. Kanter, G. Fischhoff.
 Springfield, MO. (Michael Cochran-KGBX) B. Gibb, Kanter, S. Easton, Madonna, Poco.
 Topeka, KS. (Rose Rues-KMAJ) L. Branigan, Rod Stewart.
 Lawrence, KS. (Bill Lee-KLWN) Alpert, A. Murray, Tina Turner, Jack Wagner.
 Pittsburg, KS. (Don Carpenter-KDBQ) J. Ingram, Wonder.
 Parsons, KS. (Bob Tesh-KLKC) Cars, Waite, S. Stills, G. Fischhoff, R. MacDonald & Withers.
 Tulsa, OK. (Marc Franklin-KRMG) Cars, Rita C., Diamond.
 Pampa, TX. (Kim Bengston-KGRO) Madonna, B. King, Pointers, Barry Gibb.
 Temple, TX. (McCullough/McAdams-KTEM) Easton, Laura Branigan, Eurythmics.
 Houston, TX. (Rick Stancato-KTUN) Branigan, Everlys.
 Houston, TX. (Steve Matt-KLTR) Cars, Springsteen.
 San Angelo, TX. (Danielle Daniel-KGKL) Ingram, Bonoff, Alpert, Sinatra, Wonder, Fischhoff, Summer.
 Abilene, TX. (Dean Taylor-KORQ) Ocean, Branigan, Gibb, Wonder, Madonna, Kanter, Bryson, Stallone, Eurythmics.
 Laredo, TX. (Joe Ruiz-KRRQ) Wonder, Diamond, Pointers.
 Del Rio, TX. (Kevin Bell-KDLK) B. Gibb, Rod Stewart, Poco, Patton, V. Fudge, Sinatra, MacDonald.
 Midland/Odessa, TX. (Chuck Wolfe-KCRS) Watanabe, MacDonald, Herb Alpert.
 Odessa/Midland, TX. (Steve Myers-KQIP) Manhattan Trsf., Stills, Easton, Rod Stewart, S. Wonder.
 Clovis, NM. (Mark Anthony-KCLV) Easton, Patton, Ocean, Jacksons, Pointers.
 Roswell, NM. (Carol Amodeo-KCCQ) Wagner, Wonder, Madonna, MacDonald, Rod Stewart, Thompson Twins.
 Phoenix, AZ. (Anita Carlisle-KKLT) MacDonald & Withers.

SOUTHWEST

Sedona, AZ. (Mahannah/Kessel-KAZM) Wonder, Willie, MacDonald, Fischhoff, Watanabe, Stompers.
 Salida, CO. (Charles Darwin-KVRH) G. Fischhoff, Waite.
 Colorado Springs, CO. (Bobby Irwin-KVUU) Pointers, Rod Stewart, Eurythmics, Herb Alpert.
 Rock Springs, WY. (Brian Maloney-KQSW) D. Ross, Ocean, B. Gibb, Everly Bros.
 Jackson Hole, WY. (Mike Buechler-KSGT) Madonna, Poco, R. Hall, Jacksons, Milsap, Gibb, C. Lucas, Easton.
 Salt Lake City, UT. (George Lemich-KSL) Cara, Rogers, Greenwood, Wonder, Emmylou Harris.
 San Diego, CA. (Billy Paul-KYXY) Everlys, Tina T., Cars, John Waite.
 San Diego, CA. (Glen McCartney-B100) Branigan.
 San Diego, CA. (Mark Larson-KFMB) Everly Bros.
 Carlsbad, CA. (Clark Novak-KKOS) Watanabe, B. King, Easton, J. Wagner, Everly Bros.
 San Bernardino, CA. (Gary Zane-KBON) Joel, Tina, Mendes.
 Palm Springs, CA. (Ty Stevens-KDES) Diamond, Chicago, K. Bonoff, MacDonald.
 Los Angeles, CA. (Kaye/Marie-KOST) Wonder, Bonoff, Bananarama.
 Los Angeles, CA. (Kaye/Kiley-KFI) Cara, Kennedy & O., James Ingram.
 San Luis Obispo, CA. (Liz Anderson-KVEC) Chicago, S. Clarke, Willie Nelson, B. King.
 Bakersfield, CA. (Colleen Cool-KLYD/FM) Wonder, J. Waite, J. Wagner.
 Fresno, CA. (Scott Huskey-KLTK) Coyotes/Wonder, Spandau Ballet.
 Monterey, CA. (Michael Reading-KWAV) Bananarama, Everlys, MacDonald & Withers.
 Livermore, CA. (Rick Strauss-KKIQ) S. Wonder, Branigan.
 San Rafael, CA. (Roger Coryell-KTIM) Branigan, Alpert, Everly Bros.
 Petaluma, CA. (Mitch Cox-KTOB) A. Murray, Cars.
 Ukiah, CA. (Randy Chuck-KUKI) Madonna, Stewart, Stills, L. Russell, H. Alpert.
 Vacaville, CA. (Rick Batiste-KUIC) R. MacDonald.
 Sacramento, CA. (Paul Mitchell-K108) Pendergrass.
 So. Lake Tahoe, CA. (Ron West-KOWL) Gibb, Ocean, MacDonald.
 No. Lake Tahoe, CA. (Mickey Lees-KLKT) Jacksons, Thompson Twins, Rod Stewart, Madonna.
 Carson City, NV. (Gary Page-KPTL) Stills, Juice, Wagner, T. Jones, Mattea, Rod Stewart.
 Reno, NV. (Larry Irons-KRNO) Alpert, Easton, Everlys.
 Oroville, CA. (Charlie Foxx-KORV) Ocean, Easton, Rod Stewart, Willie, MacDonald.
 Chico, CA. (David Kindig-KPAY) Branigan, Deniece Wms., Herb Alpert.
 Grass Valley, CA. (Dick Erickson-KNCO) Gibb, Wagner, Everly Bros., MacDonald & Withers.
 Arcata, CA. (Marcus/Gessner-KATA) D. Summer, Ocean, MacDonald & Withers.

NORTHWEST

Grants Pass, OR. (Charlie Kirk-KFMJ) Everlys, Ocean Bobby King.
 Roseburg, OR. (Veronica Burns-KRSB) B. Gibb, D. Ross, Madonna.
 Medford, OR. (Mike Metzger-KTMT/FM) Wagner, Clarke.
 Bend, OR. (Darren Kelly-KBND) Eurythmics, Clarke, MacDonald, B. Ocean.
 Eugene, OR. (Tom O'Brien-KDUK) MacDonald, Branigan.
 Salem, OR. (Mike Brunswick-KBZY) Wonder, Jackson, Jack Wagner, Madonna.
 Salem, OR. (Doc Nelson-KSLM) MacDonald, Alpert.
 Lincoln City, OR. (Dave Humphrey-KBCH) Stills, R. Patton, Peabo Bryson.
 Portland, OR. (Mike Dirx-KGW) MacDonald, Elton, Pointer Sisters.

Portland, OR. (Bob Swanson-KEX) Cars, Chicago.
 Olympia, OR. (Dick Pust-KGY) Cara, Wagner, Chicago, Barry Gibb, Joe Cocker.
 Tacoma, WA. (Janice Martin-KAMT) Willie, Poco, B. Tyler, Madonna, Rod Stewart.
 Seattle, WA. (Bill Norton-KIXI) Everlys, Easton, Murray, Gibb, Stills, Cocker, Ocean.
 Seattle, WA. (Dan Packard-KKMI) Stevie Wonder.
 Mt. Vernon, WA. (Dan Miller-KBRC) Clarke, Wonder, MacDonald, Wagner, Willie, Stewart, Stallone, Easton.
 Longview, Kelso, WA. (Ray Bartley-KLOG) Stewart, Everlys, Thompson Twins, Eurythmics.
 Mt. Vernon, WA. (Dan Miller-KBRC) Fischhoff, Ocean, Gibb, Bobby King, Everlys.
 Enumclaw, WA. (David Cool-KENU) Ullman, Joe Jackson, K. Bonoff, Stanely Clarke.
 Yakima, WA. (Frank Taylor-KMWX) Everlys, B. Gibb.
 Yakima, WA. (Dave Hanson-KIT) No adds.
 Tri Cities, WA. (Bill Templeton-KALE) B. Gibb, Ocean, Watanabe.
 Spokane, WA. (Dave McKie-KLHT) No adds.
 Boise, ID. (Drew Harold-KBOI) MacDonald & Withers.
 Grangeville, ID. (Jim Cross-KORT) B. King, Ocean, Barry Gibb, Rod Stewart.
 Orofino, ID. (Dana McKinney-KLER) Buffett, Wagner, Stills, MacDonald.
 Great Falls, MT. (Rick Alden-KQDI) Willie, Diamond.
 Great Falls, MT. (Steve Kellery-K99) Gibb, Madonna, MacDonald & W., Branigan, Bananarama.
 Billings, MT. (Arroe Collins-KOOK) Bonoff, Jermaine, Rogers, Chicago, Everlys.
 Chinook, MT. (Ross Strauser-KRYK) Gibb, Bryson, Murray, Baker, Welch, C. Lucas, B. Wolfer.
 Kelowna, B.C. (Rob Robson-CKOV) Willie, Oldfield, Wham, Pointer Sisters.
 Anchorage, AK. (Mike Ford-KFQD) Wonder, Ingram, Alpert, MacDonald & Withers.
 Anchorage, AK. (Chris Owens-KKLV) Ocean, Murray, Bryson, Gibb, Kennedy & Osborne, Everlys.
 Maui, HI. (Kono Kalani-KNUI) Chicago, Bananarama, Fixx, Jacksons, Stompers.

WELCOME To Our New A/C Correspondents:

Scott Musgrave, WQNY Radio - P.O. Box 6476, Ithaca, NY. - 14851 (607-277-1529)

Scott Huskey, KLTK Radio - P.O. Box 49, Hanford, CA. - 93232 (209-582-0361)

Dave Michaels, WFLA/FM Radio - 801 Jackson, Tampa, FL. - 33602 (813-228-9797)

TOP FORTY REPORTERS CONTINUED FROM PAGE #13

Anchorage, AK (Kay Taylor-KGOT) Idol, Twins, Gibb, D. Ross, B. Ocean, Romeo Void.
 Vancouver, BC (Rick Shannon-LG73) B. Idol, K. Mitchell.
 Vancouver, BC (Clara Carotenuto-CFUN) P. Wolf, Ultra-vox, Steve Perry.
 Honolulu, HI (Kong/Shishido-KIKI) Ross, Cafferty, Rod Stewart, B. Squier.

WELCOME To Our New Top 40 Correspondents:

Bazoo/Silver, KMEL Radio, 2300 Stockton St., #300, San Francisco, CA 94133 (415-391-9400) (from AOR)

Mark Shands, WINZ/FM (I-95) Radio, 4330 NW 207 Dr., Miami, FL 33055 (305-624-9490)

Tom Barsanti, WTIC/FM Radio 1 Financial Plaza, Hartford, CT 06103 (203-522-1080)

Stef Rybak, WKCI/FM (KC101) Radio, 59 Quinnipac Ave., North Haven, CT 06473 (203-777-7809)

THE ODYSSEY OF DANNY T. HOLIDAY

by Tony Richland

For those of you who could not attend the recent Olympics in Los Angeles, there is a second chance to partake of the festive Southern California lifestyle during a very special event ... and that event is the just-around-the-corner NAB/NRBA Up With Radio Convention & Programming Conference. *The Gavin Report*, under the eccentric leadership of its editor/publisher Ron Fell, has decided that it would be an act of aid and kindness to make those first-time trips to Orange land a bit more comfortable. And so Fell, the Carl Lewis of Pop-Journalism, has assigned this reporter the task of contributing a brief rundown on the sights and sounds with which you'll be greeted. Do not expect as many syllables in our words as you find in those of Fell's LP of the Week reviews. Phrases such as "wallowing in the security of nostalgia (while) wading in the Jello of the Middle Ages ..." will not appear here. This is merely a guide for you beer-swilling lunkheads who are coming to El Lay for the first time and want to know what to do around town and how to handle yourself on the convention floor.

If Greco Roman wrestling was your favorite Olympic Event ... if you think Mary Lou Retton is a roadie with the Bangles ... if you're convinced Eric G. Norberg is a power forward on the Danish Water Polo Team ... then this guide is for you, Bunky! OK, you're Danny T. Holliday. You're P.D. of KGOY in Foonman, Ohio ... and your G.M has said you can attend. You're sizzling with excitement, even though your budget doesn't permit the Biltmore or Hilton. You arrive in L.A. via budget flight on Ed's Airline and Grill. Your meal on the plane was a Hostess Ho-Ho carried on in your plastic Polygram (Xmas gift) flight bag. At the airport you chip in with 3 other arriving P.D.'s and cab it to your hotel. ... if that's what you call the YMCA. You immediately head for the Biltmore lobby, where, with sharply peeled ears, you are a witness to major market gossip-spreading, hate-mongering and drink-accepting. You search feverishly for one of the promo men who calls you every Monday ... but how can you recognize them from the telephone??? Simple: They're the ones wandering in Scott Shannon's wake. You spot Dave Sholin or a reasonable facsimile thereof ... you approach him and introduce yourself ... he looks you in the eye and says ... "Seen Clive?" ... he was supposed to meet me here." You make a little note in your little book: "Conferred with Sholin: Interfaced on call out ... networked re: FCC rulings." Ron Fell ambles past ... this is a major opportunity! You mumble hello ... He casts a sidelong glance and tells you you're wading in the Jello of the Middle Ages. THAT didn't work. Now's the time to make a name for yourself by crashing a conversation with some pertinent gossip. Bob Wilson, Bobby Poe and Bill Gavin, are chatting over cocktails in the lobby ... you straighten the pens in your pocket nerd-holder and walk directly to the threesome ... "Say, guys," you volunteer ... "heard about Lee Abrams taking over Music of Your Life?" It doesn't work. Poe kicks you. You wander off. Maybe, you think, you should get out and see some of the sights of the city ... Soak up the local flavor and then come back and intermingle ... Off you go ... to the street ... BUT WHERE?

To be continued!

SOMETHING NEW

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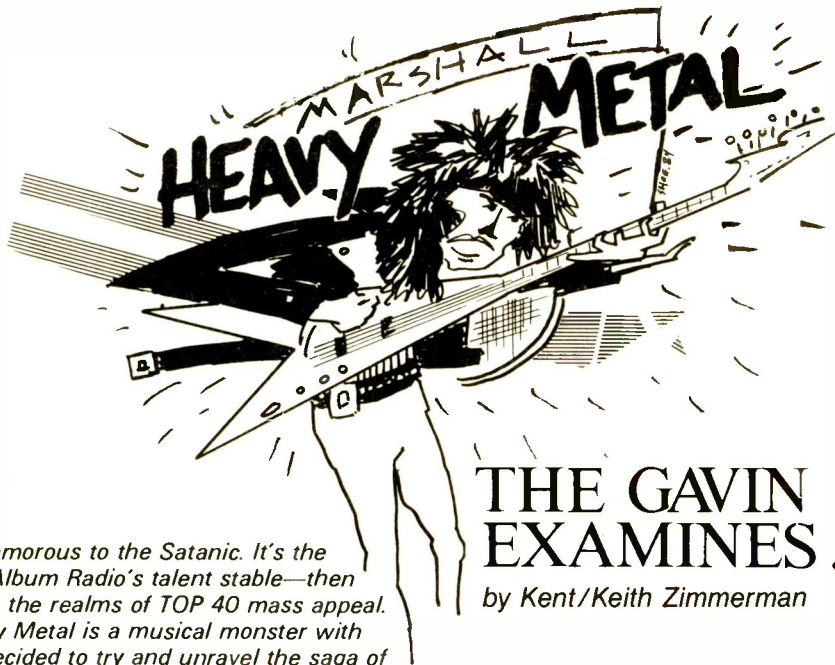
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With the success of MTV well established, UHF TV stations in the Fresno, California market and several others across the country, are preparing to launch "all music video" formats. It will be interesting to see how this is accepted. There certainly is a market for music video—MTV has shown that. But whereas radio can follow the listener through the day, wherever they are and whatever they're doing, consumers of music video have to more or less cluster 'round the TV to enjoy it. This may limit the potential audience size in any given market: MTV rakes in the big ad bucks by reaching viewers all across the country at the same time. Of course, the overhead for such new TV stations is likely to be substantially less than other commercial TV stations, and it appears the spots may be priced accordingly. This could make local music video competitive with radio ads in price. If these stations build a satisfactory audience base, there will be more of them, and radio will have something new to contend with for audience—and advertising dollars.

Meantime, there is a lot of new effort being put into cable TV local ad sales. In many cabled markets in which there was not local sales before, salespeople are not on the street pitching ads in a variety of existing programs—often, cable program services received by satellite, and carried already, which have limited local cutaway time. These spots are priced like local radio. There is still quite a bit of local advertiser resistance, but at least one radio figure—ABC Radio Vice President William Battison—has told a radio group that in his opinion cable television is a threat to radio, since, he says, cable—like radio—is targeted toward specific market segments, rather than a mass audience. My own view is that television cannot fill radio's personal-companion role because you have to plop yourself in front of it and look at it; radio is a soundtrack to doing other things. Cable TV has the same limitation, plus it has to be hooked up to a fixed cable connection. Radio is still wireless, portable, universal. The more TV gets clamped to a cable the more radio's unique mobility sets it apart!

Interesting new technical developments affecting both TV and radio:

- 1) Stereo TV has been approved and should be a reality in several markets by the time you read this. Profiting from its AM stereo debacle, the FCC again approved any system that would meet its basic standard—but this time set the standard so precisely that only one proposed system of transmitting audio in stereo would fit. This rather advance stereo system, the Zenith/DBX system, is compatible with mono TV sound, while permitting superior noise reduction for the stereo listeners, quite an improvement on existing FM stereo, and also permits a special "third" audio channel which can be used for simultaneous translation, or unrelated program services.
- 2) The FCC is finally getting down to work planning for the expansion of the AM band that is to occur somewhere around 1990. 530 will be added at the bottom of the AM band, and 1610-1700 will be added to the top of the AM band—eleven more channels. They evidently will be allocated primarily to under-served areas. Due to the loss of ground conductivity at the upper end of the broadcast band (a station at 1500 would need more than 50,000 watts to attain the groundwave coverage of a 250-watt station at 540 kHz), those stations above 1600 will need a lot of power to be heard at any real distance; and a lot of power at night will limit the number of potential stations below what the FCC wants (due to skywave interference potential). So it will be interesting to see how this one is worked out. Maybe a lot of new daytimers?
- 3) The FCC has changed the rule on the amount of signal an AM station must put over the downtown area of its city of license—it was 25 millivolts; now it's 5. This allows stations much more flexibility in transmitter location.
- 4) The FCC has deregulated TV as it did program content for radio: no more minimum requirements for news, local programs, and quantity of commercials. "Public Interest" groups set up a howl, as they did when radio received this benefit, but radio hasn't changed much as a result, and neither will TV most likely. How come public interest groups don't howl when music videos show murder, mutilation, sexism, and degradation? Just curious.



THE GAVIN EXAMINES . . .

by Kent/Keith Zimmerman

It ranges from the glamorous to the Satanic. It's the breeding ground for Album Radio's talent stable—then perhaps spiraling into the realms of TOP 40 mass appeal. Under analysis, Heavy Metal is a musical monster with many faces. We've decided to try and unravel the saga of "Metal". Here's what we found.

Heavy Metal's emergence into the airwaves shows how baffling it can be to observe this industry's trends, whether they're based on fluke or calculation. While it's hardly fair to call Heavy Metal "the latest trend", the fact remains that many who avoid Metal like The Plague are now forced to deal with it, if only to understand its impact. Record labels are releasing hordes of Heavy Metal product.

For easy consumption let's say Heavy Metal acts can be broken down into seven categories.

- 1) **Power:** These are the thrashing raw energy bands like MOTORHEAD that have little hope for commercial airplay.
- 2) **Groove:** Bands like AC/DC and QUIET RIOT use a prowling back-beat to backdrop the aggressive guitars and vocals.
- 3) **Glam:** Your MOTLEY CRUE type acts rely on catchy songs and a glamorous pretty boy image. It's almost pop yet the musicianship is sacrificed in favor of a wild visual presentation. HANOI ROCKS (from Finland) will soon invade America under this guise.
- 4) **Image:** Not as pretty boy as Glam, but still relies on a look and catchy tunes. TWISTED SISTER, ICON, and KISS come to mind.
- 5) **Satanic:** Bordering on Punk and Power, but deeply into the Devil. VENOM, SLAYER, and MERCIFUL FATE represent this lunatic fringe.
- 6) **Progressive:** Utilizing busy guitar licks, odd tempos and changes, and better musicianship. IRON MAIDEN, DIO, early RUSH are indicative of Progressive.
- 7) **Album Rock:** Acts like DEF LEPPARD, NIGHT RANGER, SCORPIONS may have been in any of the above categories but have sweetened up harmonies to sound more mass appeal. They are the hard side of JOURNEY and FOREIGNER. In the case of VAN HALEN, it would be more accurate to label them as hard rock-party music rather than a crossover Heavy Metal act.

Unlike Country or Urban Contemporary, Metal is neither exclusively urban, suburban or rural. Its appeal is slim demographically (young white males) yet wide geographically.

A hit single can have both positive and damaging effects on a Metal band. The positive aspect is obviously the mega-bucks earned once a band penetrates the mainstream. Bands like RATT, QUIET RIOT, and lately TWISTED SISTER have all seen hit singles come their

way. Now at their concerts, in addition to their core crowd, new faces will see these bands for the same reason they'll see HUEY LEWIS or PRINCE. It's a familiar song from the airwaves they want to experience live.

All of which eventually discourages a Metal band's hardcore fan—especially after the act attempts to appease anxious label executives by compromising their style in search of that follow-up hit single. In QUIET RIOT's case, some Metal observers account their starting flicker of fame to the fact that premier crack guitarist Randy Rhodes was once a member before moving on with the famous bat-biting OZZY OSBOURNE. Only after Rhodes' tragic death did interest in QUIET RIOT swell. Video and SLADE material helped. Strong and determined promotion eventually brought it all home.

"Pure Metal in its most original form has no hooks, no harmony."

One of America's keenest authorities on Heavy Metal is MIKE VARNEY. Varney owns and operates Shrapnel Records, a small successful independent Heavy Metal label. He has produced Capitol Record's ICON and co-produced the upcoming release from WASP. He's also involved with LE MANS, an aspiring Metal outfit from Chicago.

"It's an aggression type of thing. It's a kind of music that demands a response from the listener even in the lyric. It's not passive. Metal demands active participation. Pure Metal in its most original form has no hooks, no harmony," explains Varney.

Dave Kamper, Music director of KKXX/FM, Bakersfield describes his station as "your basic mainstream Top Forty station." But because there's an Album Radio void in the Bakersfield area, KKXX benefits from playing crossover Heavy Metal product.

"Songs like RATT, TWISTED SISTER, MOTLEY CRUE, and QUIET RIOT . . . fit the sound of our station, so we went with them. After the first week of playing MOTLEY CRUE's "Looks That Kill," it was our most requested song three or four weeks straight."

"We were the first Top Forty station in the nation I know of that added TWISTED SISTER. After two weeks, it was

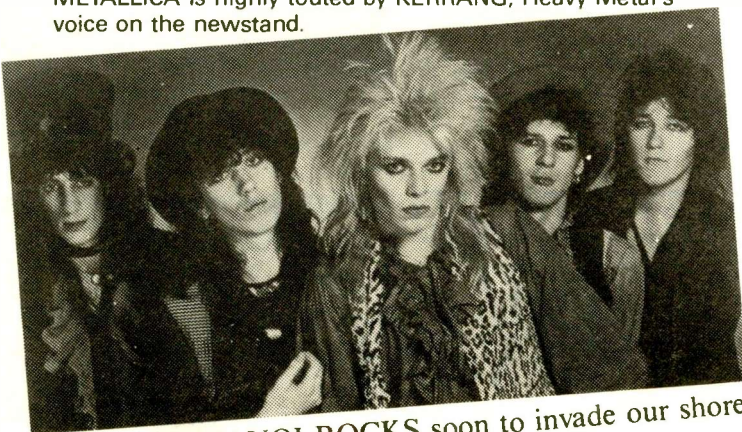
already our most requested song. I think some of (Heavy Metal) is mass appeal. I think it would work if a lot of PD's took the time to open their minds to it." Kamper is also convinced that KKXX stimulates retail sales of those records in the Bakersfield area.

It's only when a Metal band can vault into the Album Radio arena that they can count on selling millions—and that vault usually requires compromise. Some may be able to sidestep too much compromise by recording Metal ballads in hopes of attracting airplay and even female demographics and still stay true to their core audience of headbangers (a slang term for hardcore Metal fans).

Music Director **Jeff Riedel** of KKDJ/FM, an Album Radio station in Fresno, dayparts his Metal depending on each act's local popularity. (Example: DIO would fall in early afternoon while a less popular act might start after 7 pm.)

Still, Riedel feels at times the music falls a little short. "There was a time when LED ZEPPELIN was offering a *Stairway to Heaven*. Now it's all straight to hell. Still there's classy stuff like WHITESNAKE and SCORPIONS."

Bands like TWISTED SISTER can command legions of fans in Europe (Italy, Denmark, Holland, Belgium). WHITESNAKE enjoys tremendous success in Japan. Meanwhile, Japan has its own Heavy Metal heroes like BOW WOW and LOUDNESS. A lesser known band on the fringe of Metal is METALLICA. They also enjoy a following in Europe (outside of England) yet their records are available on a small American label—Megaforce Records distributed by New York's Important Records. METALLICA is highly touted by KERRANG, Heavy Metal's voice on the newstand.



Glam rockers HANOI ROCKS soon to invade our shores.

Satanism is a fringe aspect of Heavy Metal. Bands like VENOM, for instance, draw freely from Black Magic and ceremony, incorporating an almost religious ambience into their live and recorded performances. Their record albums bear a leather-bound look.

DIO, on the other hand, straddles such a category by utilizing mostly harmless, mystical/magical themes like wizards and goblins. It is generally believed, however, that the younger audiences that are enraptured by such Satanic acts, like SLAYER and MERCIFUL FATE, usually don't understand the intricate symbolism of, say, a Black Mass. Instead they perceive these bands much on a Conan the Barbarian comic book level. Some Satanic Metal is phony and superficial. Varney, for instance, completely disavows himself from Satanic Heavy Metal and even challenges its message. He's convinced many bands actually know very little about it and are merely hopping on a bandwagon.

"They don't believe that crap. They usually don't know what they're doing. Wouldn't it be hypocritical for someone who wasn't a Christian to go around and sing Christian songs?" emphasized Varney.



QUIET RIOT, banging heads all across the dial.

There's also the moral responsibility to their audience that some Heavy Metal bands are bound to grapple with. In the May issue of *Esquire*, columnist BOB GREENE brilliantly wrestles with the paradox that most of MOTLEY CRUE's adult sexual references are generally received by an audience of pre-teens who are still at the formidable stages of social and sexual development. In conclusion, THE CRUE's contribution to entertainment seems foremost while maybe their reputations as intelligent communicators sorely lacks.

Ironically, pure Heavy Metal can be manufactured in the recording studio with the greatest of ease. No keyboards and synthesizers, no rich vocal production, and minimal overdubs means a low \$10,000 to \$20,000 price tag for a finished album on an independent label. Finished Metal LP's on major labels can swell into six figures.

Heavy Metal will always prevail amongst the restless youth. Top Forty's loyalty and participation depends only on whether there are hits to be mined. Album Radio will continue to champion Metal as long as the product is homogenized enough to please a sizeable radio listening public.

"The one thing I like especially with RATT and TWISTED SISTER happening simultaneously is that both bands are very positive-oriented as opposed to negative-oriented Metal. And I think that we're pushing the positive of it just at the time when Metal needs it most," explains J.J. French, guitarist for TWISTED SISTER.

"The reason why people grab onto 'Round and Round' and 'We're Not Gonna Take It' is because they're upbeat and positive and it bodes well for the future. I think the young people love that because they get bombarded with "the end is near" and all that crap and if you can give them something that lets them know that they have some hold on their future, or give them some hope, they'll go for it. If you combine that with Metal, then you've combined two of music's most potent forces."

Best
✓

THE MUSIC YOU RADIO S

CAN BE

JULIO IGLESIAS & DIANA ROSS ALL OF YOU

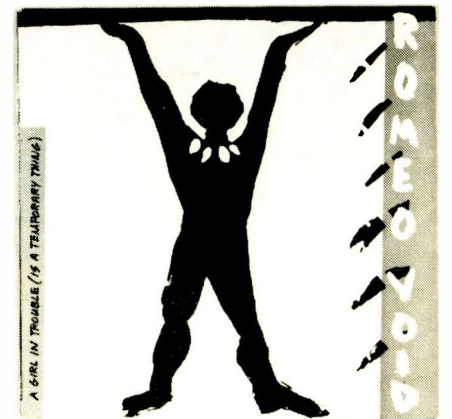
Photograph © 1984 Diana Ross Enterprises, Inc.



THE GAVIN REPORT
27-24 Top 40
#2 A/C

ROMEO VOID A GIRL IN TROUBLE (IS A TEMPORARY THING)

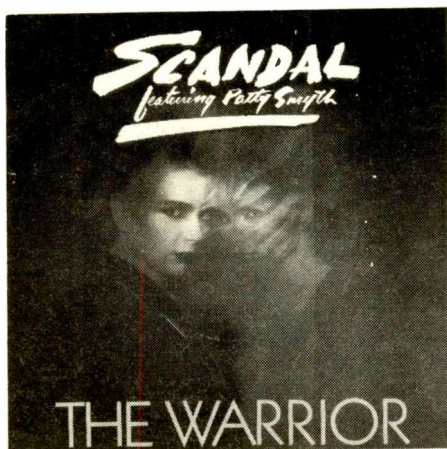
THE GAVIN REPORT
Record To Watch Top 40
23-17 Gavin Album Chart



Colum

NEED FOR YOUR TATION

FOUND ON



SCANDAL featuring Patty Smyth THE WARRIOR

THE GAVIN REPORT
13-11 Top 40
5 Gavin Album Chart

Neil Diamond Turn Around



NEIL DIAMOND TURN AROUND

THE GAVIN REPORT
Up & Coming Top 40
15-11 A/C

Columbia



DONNA SUMMER

She won a Grammy in 1984. It was for Best Inspirational Performance. The song was "He's A Rebel".

LINDSEY BUCKINGHAM

His brother, Greg, won an Olympic medal in swimming at the 1968 Olympics.

JACKSONS

Back in the mid-70's, CBS-TV had the Jackson Five as hosts of a prime-time summer season variety show.

NITTY GRITTY DIRT BAND

They were once known as the Illegitimate Jug Band.

ROD STEWART

Though a proud Scot, Roderick David Stewart was none-the-less born and raised in a working-class district of London.



FRANK SINATRA

The Chairman of the Board first worked with Quincy Jones on 1966's Sinatra At The Sands. This two-record set included Count Basie's Orchestra, arranged and conducted by Mr. Jones.

BIO FEEDBACK

QUEEN

Some credit director Bruce Gowers with the invention of "artistic" music videos. Supposedly his concept video of Queen's "Bohemian Rhapsody" in 1976, led to "promotional" videos, and later to MTV.

CHRISTOPHER CROSS

As a struggling, unsigned artist in the '70's, Chris wanted to record for Warner Brothers because they had Bugs Bunny as a mascot and Randy Newman as an artist.

DIFFORD & TILBROOK

When Chris Difford was looking for musicians to join him in Squeeze back in 1973, he advertised in English music trades for musicians who enjoyed The Kinks, Lou Reed and Glen Miller.

BILL MEDLEY

He has opened a night club in Southern California called "The Hop". The room features a 50's motif and a dance floor fashioned after a basketball court. Waitresses are dressed as cheerleaders.

KISS

Gene Simmons is putting on make-up, but not thee make-up. He's playing the villain in a new Tom Selleck movie "Runaway".

FRANKIE GOES TO HOLLYWOOD

Though they've yet to make considerable impact in the States, FGTH's new single, "Two Tribes", has sold more than 1½ million copies in England (a country 1/10th the population of the USA).

LINDA ROMSTADT

Having tasted light opera via Gilbert & Sullivan's "Pirates of Penzance" on Broadway, she's preparing for classic/heavy opera in the role of Mimi in Puccini's "La Boheme".



WAYLON JENNINGS

His recently completed mini-movie (a five-song video) stars Waylon's former roommate, Johnny Cash, and actor Robert Duvall, who plays Waylon's psychiatrist.

BEE GEES

In February of 1983, a jury in Chicago ruled the Bee Gees had plagiarized a song written by Chicago songwriter Ronald Selle. Mr. Selle had brought suit claiming the Bee Gees' "How Deep Is Your Love" borrowed liberally from his "Let It End". Eighteen months later, a US Court of Appeals, Seventh District, has finally closed this case, ruling in favor of the Bee Gees.

RAY PARKER, JR.

Ray's participation in the Ghostbusters' movie soundtrack is only his second venture in celluloid sound. He wrote and performed material for the Travolta/Tomlin movie, "Moment By Moment".

WHEN TO TAKE IT OFF!



WHEN TO TAKE IT OFF

Most everyone is familiar with the old cliché, "The records you don't play can't hurt you." Though some may disagree with this premise, it is none the less critical that programmers keep a close eye on newer records in trouble and older hits that have burned to a crisp. For the most part, the programmers I talked to for this report seem to be in agreement on when and why they'll yank a tune off their air.

WHAT'S A FAIR SHOT?

When dealing with newer, unproven product, Dave Robbins, Music Director of Chicago's B-96, will generally give a record 5 to 6 weeks to show either sales or request activity. Dave says 2 to 3 weeks just isn't long enough to pull phones or generate sales ... his two main criteria. Dave notes that "we don't do passive callout research", relying instead on "the most simplified form of research—sales and requests." At the four week mark, if "no one is asking for it and no one is buying it" the caution flag goes up. Bob Kaghan at Charlotte's WBCY agrees. Bob will usually leave a new record on an average of 5 to 6 weeks, and takes into account label support and what other new product he has waiting in the wings which might be stronger. Putting it in perspective, Bob believes you can tell if a record is a hit in three weeks, but rarely, if ever, do you know it's not going to happen in that amount of time. It just takes longer for folks to hear it.

In Ocean City, Maryland, Jack Gillen, P.D. of WKHI, a six-year veteran at the station, feels a record should make it or break it in an "average of four weeks."

SALES A KEY FACTOR

When passive research reached its peak several years ago, sales figures began taking a backseat as a factor in what to play in the opinion of some program directors. Surprisingly, almost everyone I talked to agreed that slow or zero sales information was their first and most important indication that a record is in trouble and headed for the dumper. Both Bob Kaghan and Gary Berkowitz, P.D. of Detroit's WHYT, qualified the sales picture by stating that of course "it depends on the record" and what they expect to see from a particular entry. If Bob anticipates early requests activity, that's a factor, but in some other case, he may be "looking for strong album sales or single sales." Gary concurs that a record may be "a hit off the phones or a sales hit" and his concern is how the record "wears on the air." Stating "some records wear better than others, though they all show signs of burn-out," Gary is particularly cautious when it comes to records that are "extremely soft or real hard," considering them the most dangerous.

BY DAVE SHOLIN

THE HUMAN ELEMENT

Sales statistics are also important to Dick Williams, a 14 year veteran of Santa Barbara's KIST and a native of this swank oceanside community. But Dick also puts a great deal of faith in the "opinion of my staff and their likes and dislikes." Staff reaction makes a big difference to Dick because as he says, "they're professionals, they're here and they know what's going on, and I rate everyone highly. I have people here who have been in the business as long as I have and they're music people who know what's going on and they'll say so and so isn't happening." Combining their opinions and requests are key factors in what will and won't remain on KIST's playlist.

With sales such an influential factor, it was heartening to discover that none of these folks were having stock problems in their markets. In Chicago, Dave Robbins says he expects stores to have stock within a week to two weeks and it's always there. Jack Gillen wants the outlets he calls to have product within a week. Jack also points out, that if he notices a stock problem, he will work through his "local promotion person and get the name of someone in sales at the label" and inform them of the situation, asking that it be cleared up.

CONFLICTING INFORMATION

When sales figures confirm other forms of research, it's clear sailing. But what about cases where they don't? Once again a heavier emphasis seems to be placed on how a record is selling—but of course there are exceptions. Bob Kaghan says "there's been occasions when I might get off a record if I felt the appeal of the record was very strong to a somewhat small segment of the audience. But in most cases, I'd put in a slower rotation or day-part it." Dave Robbins follows pretty much the same system in cases where "a record is getting big phones and light sales" or vice versa. It's an indication to him of the record's demographic strength.

LOCAL VS. NATIONAL

As a general rule, national charts will usually coincide with how a record is doing in most markets. But Gary Berkowitz stresses the importance of some market differences citing Detroit, a city early on Black progressive music and party rock 'n' roll as an example. Though Sheila E. is just now happening nationally, Gary has long since moved it out to his recurrent file.

THE FINAL JUDGEMENT

Deciding what to drop or move to recurrent involved one factor everyone agreed is the bottom line, much like deciding when to add a record ... each individual's gut, subjective opinion. Individuals rely heavily on their knowledge of their market, their audience, and their own "feel" for when a record—hit or stiff—is history. Gary Berkowitz sums it up best saying, "It's gut feel when all else fails. If there were stated rules and given time spans, anybody could be a Program Director. Most of these decisions come down to something you know that you're competition doesn't know, which is usually why your station is higher rated or better, 'cause you know when to move 'em out and when to move 'em in."

EDITOR: KENT ZIMMERMAN
ASSOCIATE EDITOR: PETER STANDISH

ALBUM/ALTERNATIVE ACTION

Radio

ALBUM

POWER TRIO

ALTERNATIVE



THE FIXX

FLOCK OF SEAGULLS

STILLS

BANGLES

ROMEO VOID

HOODOO GURUS

August 24, 1984

MOST ADDED

- | | |
|--|--|
| 1. PHANTOMS-THE FIXX (MCA) | 1. SHRIEKBACK-SHRIEKBACK (Arista UK) |
| 2. "SOMETHING ABOUT YOU"-D. EDMUNDS (Col.-12") | 2. S.P.Q.'S-SWIMMING POOL Q'S (A&M) |
| 3. SOUNDTRACK-EDDIE/CRUISERS (SCOTTI BROS.) | 3. ROCK'A'BOOGIE BILLY-JOOLS HOLLAND (A&M) |
| 4. RIP IT TO SHREDS-THE ANIMALS (IRS) | 4. FOLK OF THE '80'S -MEN WITHOUT HATS (MCA) |

CERTIFIED

PHANTOMS-THE FIXX (MCA)

AURA-KING SUNNY ADE (ISLAND)

NEW

Releases

Midnite Maniac/Boys Nite Out/Out To Lunch/Ballroom Blitz-KROKUS (Arista) THE BLITZ is one of the hippest sounding metal albums I've heard this year. The best trax soar simultaneously with the guitar solos of FERNANDO VAN ARB. The abrasive voice of MARC STORACE will dictate which trax catch either the fancy of radio or the admiration of the KROKUS core. LOVERBOY producer BRUCE FAIRBAIRN keeps the energy up and convincing. Closet SWEET fans will revel in the cover of "Ballroom Blitz". Great groove beat metal.

Don't Bring Me Down/Don't Let Me Be Misunderstood-ANIMALS (IRS) THE ANIMALS, always a little jagged around the edges, release a live souvenir from their one off reunited world tour. Showing signs of off-stage tension, ERIC BURDON puts out an incredibly intense performance, covering all the big hits. The etched-in-granite familiarity of the material makes the project hard to ignore.

Pull Back My Spring/The Bells Ring-SWIMMING POOL Q's (A&M) Take some early pre-SLICK Airplane, mix a little energy a la X, and put it all in a WARING Blender (RIP, FRED), and you get an idea what the Q's are about. Originally recording for Atlanta's DB Records, SWIMMING POOL Q's have since heaved-up quite a bit, even including a few guitar squanks on "Pull Back My Spring", the LP's most eligible airplay track.

Counting The Days/New Way Of Life-THE SOUND (A&M) We've been sound SOUND fans since their three LP's on WEA-UK (especially their 2nd, FROM THE LION'S MOUTH). After some ups and downs, this mini-LP marks their return and US debut. As one of the finest bands in the tradition of ECHO and U2, a rejuvenated SOUND has a clear chance of making big impact via the ALTERNATIVE airwaves.

Rain/Promise/Cry/Wilderworld-DRAGON (Polydor) DRAGON invades the US after a couple of LP's on PORTRAIT quite a few years back. This time they're bargaining with a new, slick Aussie Number One. DAVE SHOLIN actually first played "Rain" around here as one of his personal backpage picks. The remainder of side one rocks with consistency, particularly the first four trax.

See Thru You-NATURAL SCIENTIST (Dental) Good things come in blank packages. From DENTAL RECORDS in Maryland comes a mini-LP by NATURAL SCIENTIST. Their ambitious, yet progressive edge is most apparent on the opener, "See Thru You". Details are sketchy about NS except that they are British and not too weird. Call 301-434-3056.

Two Tribes-FRANKIE GOES TO HOLLYWOOD (Island-12") Although we've already mentioned "Two Tribes" a few weeks back, we're still spotting hit indicators all across Canada and part of the US. Sales and request breakouts show a possibility that the US still may match the UK in FGTH mania. Another CULTURE CLUB on our hands? Stay tuned. Call 212-477-8000 for a copy.

I'll Keep Holding On-JIM CAPALDI (Atlantic-12") Steve Winwood, move over. JIM CAPALDI and producer STEWART LEVINE have a slow burn potential hit on their hands. The LP will feature CARLOS SANTANA and STEVIE MARRIOT as well.

Reviewed by Kent Zimmerman

August 24, 1984

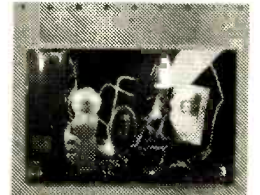
ALBUM *the* CHART

ALTERNATIVE CROSSOVERS

2W	LW	TW	ARTIST (LABEL)	ALBUM
1.	1.	1.	BRUCE SPRINGSTEEN (COLUMBIA)	"COVER" "DARK" "USA" "BOBBIE"
5.	2.	2.	Cars (Elektra)	"Drive" "Not" "Magic"
3.	3.	3.	John Waite (EMI)	"Waiting" "Tears"
6.	5.	4.	Peter Wolf (EMI)	"Lights" "Crazy" "Pretty"
2.	4.	5.	Scandal (Columbia)	"Warrior" "Beat" "Hands"
4.	6.	6.	Billy Squier (Capitol)	"Rock" "All" "Can't"
7.	7.	7.	Prince (Warner Bros.)	"Crazy" "Rain" "Doves"
--	--	8.	FIXX (MCA)	"OURSELVES" "SHADE" "LESS"
12.	10.	9.	FLOCK OF SEAGULLS (JIVE/ARISTA)	"MORE" "NEVER" "YOUNG"
9.	9.	10.	Huey Lewis & News (Arista)	"If" "Thin" "Home"
27.	13.	11.	STEPHEN STILLS (ATLANTIC)	"STRANGER" "50/50" "RIGHT"
15.	14.	12.	LINDSEY BUCKINGHAM (ELEKTRA)	"INSANE" "WANT"
11.	11.	13.	Sammy Hagar (Geffen)	"55" "Two"
8.	8.	14.	Glenn Frey (MCA)	"Smugglers" "Sexy" "Allnighter"
22.	21.	15.	LOU REED (MCA)	"SUZANNE" "JOYSTICK"
33.	29.	16.	HONEYMOON SUITE (WARNER BROS.)	"NEW" "BURNING"
23.	23.	17.	ROMEO VOID (COLUMBIA)	"TROUBLE"
--	30.	18.	BILLY IDOL (CHRYSALIS)	"FLESH"
18.	19.	19.	Ratt (Atlantic)	"Round" "Back"
16.	16.	20.	Twisted Sister (Atlantic)	"Take"
--	--	21.	METROPOLIS SOUNDTRACK (COLUMBIA)	"ANDERSON" "LOVERBOY"
16.	17.	22.	Elton John (Geffen)	"Restless" "Shoes" "Sad"
25.	24.	23.	RONNIE JAMES DIO (WARNER BROS.)	"LINE" "MYSTERY"
26.	25.	24.	BRUCE COCKBURN (GOLD MT./A&M)	"DANGEROUS" "ROCKET"
10.	12.	25.	Jefferson Starship (RCA)	"Line" "Sorry"
15.	15.	26.	Box Of Frogs (Epic)	"Back"
17.	18.	27.	Elvis Costello (Columbia)	"Flame"
--	28.	28.	Spandau Ballet (Chrysalis)	"Leave"
19.	27.	29.	Corey Hart (EMI)	"Sunglasses"
24.	26.	30.	Cyndi Lauper (Portrait)	"Bop"
29.	31.	31.	Stevie Ray Vaughn (Epic)	"Cold" "Weather"
36.	36.	32.	BANGLES (COLUMBIA)	"HERO"
31.	35.	33.	WHITESNAKE (Geffen)	"SLOW" "STRANGER"
35.	39.	34.	REM (IRS)	"PRETTY"
32.	33.	35.	Tina Turner (Capitol)	"Queen" "What's Love"
30.	34.	36.	Night Ranger (Camel/MCA)	"Close"
--	38.	37.	LITA FORD (MERCURY/POLYGRAM)	"GOTTA"
--	--	38.	SOUTHSIDE JOHNNY & JUKES (MIRAGE)	"ROMEO" "PAINT"
--	--	39.	HELIX (CAPITOL)	"ROCK"
--	--	40.	BANANARAMA (LONDON/POLYGRAM)	"CRUEL"



LOU REED NEW SENSATIONS



CHARTBOUND

THOMPSON TWINS (Arista) "Up"
 KROKUS (Arista) "Midnite" "Ballroom"
 *DAVE EDMUNDS (Col.-12") "Something"
 INXS (Atco) "Message"
 *JOHN CAFFERTY (Scottis) "Dark"
 Y&T (A&M) "Runnin'"
 CHEQUERED PAST (EMI) "HOW"
 ZEBRA (Atlantic-12") "Wait"

*ANIMALS (IRS) "Misunderstood" "Down"
 BLACK 'N BLUE (Geffen) "18"
 DRAGON (Polydor) "Rain"
 *RUPERT HINE (Island) "Yellow"
 *SWIMMING POOL Q's (A&M) "Spring"

ANALYSIS

Welcome to the revamped, refurbished GAVIN ALBUM PAGES. The GAP for short? Quite possibly. In the field of Album Radio trades, we feel there's still a gap in presenting music reviews and charts in a critical yet progressive way. By aligning Album and Alternative together, I think we remind commercial Album Radio of the musical challenge that exists at the same time we show non-commercial radio hard reality. Still, both sections are quite separate not only in the music

they play, but in the audiences they're expected to please. If there's common ground, that's great--we even show that. It will always be our job to evenly reflect both sectors in a concise but intelligent style. You'll notice the addition of more stations that are leaders in breaking acts. I promise you that what you see is merely the beginning, actually a foundation from which to build from whether it be more computer assisted chart data, relevant features, or the expansion of our ever growing base of indicator stations. There's more coming. This is just a start toward making GAVIN the complete industry magazine and the rising alternative.

As far as the changes, here's a brief explanation. CERTIFIED, on the front page highlights a record during its first few weeks of release. CERTIFIEDs will tend to be high debuting albums on the ALBUM CHART. ALTERNATIVE CROSSOVERS will be anything charted on the ALTERNATIVE ACTION chart that's moving up on the ALBUM CHART. CHARTBOUND is obviously the next in line for future chart debuts. As for NEW RELEASES, GAVIN reviews will continue to be on the cutting edge of both commercial and alternative radio striving for merit whether it be major, independent, or imported product. Most important, don't forget to stroll thru the remainder of the new GAVIN magazine. Besides the remaining formats, you'll notice a growing group of features written by our GAVIN STAFF plus an army of anxious industry contributors. Relax, enjoy, and once again, welcome.

ALTERNATIVE ACTION

ANALYSIS

2W	LW	TW	
1.	1.	1.	BANGLES (COLUMBIA) "JAMES" "LIVER."
4.	2.	2.	Prince (W.B.) "Die" "Blue"
14.	8.	3.	ROMEO VOID (415/COL.) "GIRL"
2.	4.	4.	Elvis Costello (Columbia) "Deport"
13.	6.	5.	Hoodoo Gurus (A&M) "Turn" "Back"
3.	3.	6.	Lou Reed (RCA) "Joy" "Endless"
11.	7.	7.	Special AKA (Chry.) "Free" "Racist"
6.	5.	8.	PIL (Elektra) "Bad" "Solitaire"
7.	11.	9.	Rain Parade (Enigma) "Blue" "Friend"
19.	13.	10.	Gun Club (Animal) "Stranger"
5.	9.	11.	Siouxsie & Banshees (Geffen) "Dazzle"
16.	14.	12.	Psychedellic Furs (Columbia) "Alice's"
--	15.	13.	Danse Society (Arista) "2000"
17.	12.	14.	Husker Du (SST) "Pink"
9.	20.	15.	REM (IRS) "Rock" "Little"
8.	10.	16.	Depeche Mode (Sire/Mute) "People"
--	--	17.	KING SUNNY ADE (ISLAND) "OREMI"
23.	22.	18.	FLOCK OF SEAGULLS (ARISTA) "LIVE"
18.	17.	19.	Difford & Tilbrook (A&M) "Pieces"
--	25.	20.	B.COCKBURN (GOLD MT./A&M)"LOVERS"
10.	16.	21.	Dream Syndicate (A&M) "Daddy's"
20.	18.	22.	Passion Puppets (MCA) "Dust"
--	--	23.	BLACK UHURU (ISLAND) "LIFE"
--	--	24.	LOVE TRACTOR (DB) "NEON"
--	--	25.	FRANKIE...H'WOOD (ISLAND-12)"TRIBES"
12.	24.	26.	Echo & Bunnymen (Sire) "Ocean"
--	--	27.	Sparks (Atlantic) "Drunk"
21.	19.	28.	The Cure (Sire) "Shake" "Give"
--	--	29.	Bob Marley (Island) "Redempt." "Get Up"
15.	21.	30.	Violent Femmes (Slash) "Hallow." "Country"

The role of this section is two-fold. It is designed to: recognize the impact that Alternative Radio and music is having in the marketplace, and to provide readers/programmers with a choice, because it is with choices that we make informed decisions. While most of this may be new and foreign to you - there is a reason and purpose behind it all. The POWER TRIO will represent the three most powerful records each week, usually still growing. These records will define Alternative Radio that week. CERTIFIED will indicate which newer record receives the greatest airplay commitment from programmers. The Alternative crossover's pictured on the facing page 26 are records on the Alternative chart that are also moving up the Album chart. Now to this week's chart...ROMEO VOID follows through with a big week, moving up from 8 to 3 and pushing for a possible number one slot. KING SUNNY ADE scores a GAVIN CERTIFIED debut at 17. KING SUNNY represents the epitomy of the format - a large and loyal following with almost no other radio outlet, other than Alternative. FRANKIE GOES TO HOLLYWOOD is getting astounding response wherever it's played and should not be overlooked or underheard. It's one of those records that fits our genre perfectly and could later crossover in a major way. See review on page 25.

CHARTBOUND

Fixx (MCA) "Ourselves"
 Split Enz (A&M) "App." "Day"
 Rupert Hine (Island) "Yellow"
 Xmal Deutschland (Rough Trade) "Begrab"
 Swimming Pool Q's (A&M) "Pull"
 Shreikback (Arista UK) "Hand"
 The Sound (A&M) "Count"

ADDITIONAL IMPORT/INDIE ACTION

Radio Tokyo Tapes II (Ear Movie) "Kommunity"
 X-Teens (Dolphin) "Hostages" "Say"
 Lyres (Ace Of Hearts) "Help"
 Untouchables (Twist) "Stepping"
 10,000 Maniacs (Press) "Grey"
 Minutemen (SST) "History"

VIDEO FILE

BROADCAST/CABLE VIDEO CHART

2W	TW	
3.	1.	Ray Parker, Jr. (Arista) "Ghostbusters"
5.	2.	Prince (W.B.) "Doves"
33.	3.	Billy Squier (Capitol) "Rock"
6.	4.	Go-Go's (IRS) "Turn"
--	5.	Huey Lewis & News (Chy.) "If"
--	6.	Night Ranger (Camel/MCA) "Close"
--	7.	Peter Wolf (EMI) "Lights"
1.	8.	Rod Stewart (W.B.) "Infatuation"
2.	9.	Van Halen (W.B.) "Panama"
--	10.	Bruce Springsteen (Col.) "Dark"
19.	11.	Tina Turner (EMI) "Love Got"
38.	12.	Madonna (Sire) "Lucky Star"
--	13.	Prince (W.B.) "Crazy"
14.	14.	Chris DeBurgh (A&M) "Emotion"
15.	15.	Slade (CBS) "My"
16.	16.	Corey Hart (EMI) "Sunglasses"
9.	17.	Scandal (Col.) "Warrior"
21.	18.	John Waite (EMI) "Missing"
--	19.	Eurythmics (RCA) "Side"
32.	20.	Bananarama (London/P.G.) "Cruel"
--	21.	The Cars (Elektra) "Drive"
7.	22.	Eddy Grant (Ice/Portrait) "Stone"
18.	23.	Sheila E. (W.B.) "Glamorous"
29.	24.	Twisted Sister (Atlantic) "Take"
10.	25.	Face To Face (Epic) "10-9-8"
27.	26.	Spandau Ballet (Chry.) "Leave"
4.	27.	Ratt (Atlantic) "Round"
--	28.	Jermaine Jackson (Arista) "Dynamite"
--	29.	Kenny Loggins (Columbia) "Free"
--	30.	Donna Summer (Geffen) "Baby"

Compiled by Mike Cooper, V.P. of Music Video Services, using over 200 video broadcast and club outlets nationwide. 3349 Piedmont N.E.#203 Atlanta, GA. 30305. (404) 261-4056

WEST

***KBCO--BOULDER, CO 303-444-5600**
DOUG CLIFTON
 Adds: OMD
 Fixx: Tina
 Men W/O Hats: R.Vold
 Lonnie Brooks: S.R.Vaughan
 Jools Holland: Flock Of S
 D. Edmunds: J.Starship
 R. Rodeo: Fixx
 S. Clarke: Prince
 Special EFX: Elvis C.
 Tom Grant: S.Enz
 Adds: REM
 Bobby+Midnites: REM
 P. Wolf: P. Wolf
 Elton: Elton
 S. Morse: S. Morse
 Bangles: Bangles
 Furs: Furs
 Deburgh: Deburgh
 Sparks: Sparks
 C. Frey: C. Frey
 Metropolis: Metropolis

***KJET--SEATTLE, WA 206-281-5600**
JIM KELLER
 Adds: R. Vold
 Men W/O Hats: D. Mode
 Sandi & Sunsets: Sandi & Sunsets
 Adds: Dial M
 Figures/Beach: Figures/Beach
 Cure: Cure
 King Sunny: King Sunny
 INXS: INXS
 REM: REM
 Fiction Factory: Fiction Factory
 Scritti Politti: Scritti Politti
 Fixx: Fixx
 Icthouse: Icthouse
 Furs: Joe Jackson
 Flock Of S.: Jamie James
 Hoodoo Gurus: Lauper
 Eurythmics: Difford/Tibbrook
 Adds: Talk Talk
 Dream Syn.: Dream Syn.
 Vels: Vels
 Flestones: Flestones
 Bananarama: Bananarama

***KCOL--SALT LAKE CITY 801-298-1142**
DEL WILLIAMS
 Adds: Flying Lizards
 INXS: INXS
 H. Jones: H. Jones
 Sex Beat: Sex Beat
 Play Dead: Play Dead
 Dial M: Dial M
 The Sound: The Sound
 Folk Devils: Folk Devils
 Neighborhoods: Neighborhoods
 Private Lives: Private Lives
 Adds: R. Vold
 Bangles: Bangles
 Broken Edge: Broken Edge
 Flock Of S.: Flock Of S.
 Scot Goddard: Scot Goddard

***KBSU--BOISE, ID 208-385-3662**
DAVID BROWNE
 Adds: Love Tractor
 Lindsey: Lindsey
 Stills: Stills
 Jools Holland: Jools Holland
 Electric Dreams: Electric Dreams
 Adds: Bobby+Midnites
 Box Of Frogs: Box Of Frogs
 R. Vold: R. Vold
 Elements: Elements
 Prince: Prince
 Neville Bros.: Neville Bros.
 Rain Parade: Rain Parade
 Tina Turner: Tina Turner

***KDCVS--DAVIS, CA 916-752-0728**
MARK BUETTNER
 Adds: Husker Du
 K.U.R.L.: K.U.R.L.
 M. Reilly & Creepers: M. Reilly & Creepers
 Implied Consent: Implied Consent
 Marcia Griffiths: Marcia Griffiths
 Surf Punks: Surf Punks
 CABO-FRIO: CABO-FRIO
 Adds: Prince
 X. Mal D. Land: X. Mal D. Land
 Johnny Reno: Johnny Reno
 Special AKA: Special AKA

***KMET--LOS ANGELES 213-969-5638**
MIKE HARRISON/SUE STEINBERG
 Adds: John McCafferty
 Krokus: Krokus
 WASP: WASP
 Stryper: Stryper
 Grim Reaper: Grim Reaper
 Adds: Cars
 Dio: Dio
 Lita Ford: Lita Ford
 Glenn Frey: Glenn Frey
 Go-Go's: Go-Go's
 C. Hart: C. Hart
 Helix: Helix
 H. Suite: H. Suite
 Idol: Idol
 Krokus: Krokus
 Huey: Huey
 T. Sister: T. Sister
 Van Halen: Van Halen
 Whitesnake: Whitesnake
 P. Wolf: P. Wolf
 Y&T: Y&T

***KUOI--MOSCOW, ID 208-885-6433**
DAVE HANSON
 Adds: Red Hot Chili P.
 P. Tosh: P. Tosh
 Herbie Hancock: Herbie Hancock
 X-Mal D.: X-Mal D.
 Prisoners: Prisoners
 Bird Songs Of M.: Bird Songs Of M.
 Cathedral Of Tears: Cathedral Of Tears
 Adds: PIL
 Sisters Of Mercy: Sisters Of Mercy
 Siouxsie: Siouxsie

***KBDV--CORVALLIS, OR 503-754-2008**
BRANDON LIEBERMAN
 Adds: Shriekback
 Red H. Chili Peppers: Red H. Chili Peppers
 Yard Trauma: Yard Trauma
 Prisoners: Prisoners
 Love Tractor: Love Tractor
 Cathedral Of Tears: Cathedral Of Tears
 Vels: Vels
 Rank & File: Rank & File
 Bangles: Bangles
 Crazy 8's: Crazy 8's
 Passion Puppets: Passion Puppets

***KMBY--MONTREY 408-394-9000**
JANICE TAYLOR
 Adds: L. Steven
 E. Grant: E. Grant
 Lindsey B.: Lindsey B.
 SS Johnny: SS Johnny
 Box Of Frogs: Box Of Frogs
 G. Frey: G. Frey
 Vaughn: Vaughn
 Wolf: Wolf
 Squier: Squier
 Prince: Prince
 J. Waite: J. Waite
 Scandal: Scandal

***KING--PORTLAND, OR 503-226-5188**
RICK SCOTT/CARL WIDING
 Adds: R. Newman
 Mandoza: Mandoza
 Den Siegel: Den Siegel
 J. Stewart: J. Stewart
 Adds: Lorber
 Cockburn: Cockburn
 Sun City Girls: Sun City Girls
 Gun Club: Gun Club
 Stills: Stills
 D. Knopfler: D. Knopfler
 B. J. Harvest: B. J. Harvest
 Parsons: Parsons
 S. Perry: S. Perry
 R. Stewart: R. Stewart
 Springfield: Springfield
 Leon Russell: Leon Russell
 Pointers: Pointers
 Chicago: Chicago
 Joe Sharino: Joe Sharino

***KAD--BOULDER 303-444-5600**
GINGER HAVLAT
 Adds: Scandal
 Cars: Cars
 Squier: Squier
 Lauper: Lauper
 Elvis: Elvis
 Springsteen: Springsteen
 T. Twins: T. Twins
 Wolf: Wolf
 J. Waite: J. Waite
 G. Frey: G. Frey
 Huey: Huey

***KUCI--IRVINE, CA 714-856-6868**
JOHN TALLEY
 Adds: D. Mode
 King Sunny: King Sunny
 Toy Dolls: Toy Dolls
 PIL: PIL
 Special Forces: Special Forces
 Subterfuge: Subterfuge
 Slimey Valley: Slimey Valley
 CompMinuten: CompMinuten
 Adds: Art Of Noise
 Bangles: Bangles
 S. Perry: S. Perry
 R. Stewart: R. Stewart
 MIA: MIA
 Violent Femmes: Violent Femmes
 Radio Tokyo: Radio Tokyo
 Discharge: Discharge
 Husker Du: Husker Du

***KROQ/FM-PASADENA 818-578-0830**
LARRY GROVES
 Adds: Prince
 Ultravox: Ultravox
 Icehouse: Icehouse
 L. Reed: L. Reed
 Elvis: Elvis
 Tom Peterson: Tom Peterson
 D. Edmunds: D. Edmunds
 Untouchables: Untouchables
 R. Gord: R. Gord
 Adds: Frankle Goes...
 S. Ballet: S. Ballet
 Dragon: Dragon
 R. Vold: R. Vold
 INXS: INXS
 Pet Shop Boys: Pet Shop Boys
 Flock Of S.: Flock Of S.
 H. Jones: H. Jones

***KWHL--ANCHORAGE 907-344-9622**
CARTER B./JOHN FROST
 Adds: Dio
 Frey: Frey
 Ratt: Ratt
 Whitesnake: Whitesnake
 Y&T: Y&T
 Helix: Helix
 Lindsey: Lindsey
 J. Star.: J. Star.
 S. Ballet: S. Ballet
 Flock Of S.: Flock Of S.
 Cockburn: Cockburn
 Spirit: Spirit
 R. Vold: R. Vold
 SS Johnny: SS Johnny
 Krokus: Krokus
 O. Riot: O. Riot
 Idol: Idol
 H. Suite: H. Suite

***KREM/FM-SPOKANE 509-448-5555**
DAVE MCKIE
 Adds: J. Waite
 Springsteen: Springsteen
 None: None
 Huey Lewis: Huey Lewis
 Lindsey: Lindsey
 Frey: Frey
 Idol: Idol
 S. Perry: S. Perry
 Hartman: Hartman
 P. Wolf: P. Wolf

***KXZ/FM-SEATTLE 206-633-5590**
PEYTON MAYS
 Adds: J. D. Southern
 Spyro Gyra: Spyro Gyra
 Stills: Stills
 Cockburn: Cockburn
 J. Buftett: J. Buftett

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 H. Suite: H. Suite

***KWHL--ANCHORAGE 907-344-9622**
CARTER B./JOHN FROST
 Adds: Dio
 Frey: Frey
 Ratt: Ratt
 Whitesnake: Whitesnake
 Y&T: Y&T
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 Helix: Helix
 Lindsey:

WEST

KXGO-ARCAITA 707-822-3666

LEN JARVELLA
 Adds: C.Frey
 None Cars
 Hosts: R.Vold
 Prince L.Reed
 Tina Turner Flock Of S.
 Huey Springsteen S.Ballet
 Elton Box Of F.
 J.Waite J.Star
 Cockburn Jacksons
 Vaughan Squier
 Dio

KZAM-EUGENE 503-741-1999

JEFF HANLEY
 Adds: W.Chung
 R.Vold Cockburn
 S.Ballet Huey
 Ralph McDonald Chicago
 Hosts: Elton
 Springsteen J.D.Souther
 Parsons G.Frey
 McVie
 S.Perry
 Karen Brooks
 Fogelberg

CFOX-VANCOUVER, BC 604-684-7221

RICK SHANNON
 Adds: Box Of F.
 Ratt Fixx
 Scandal Furs
 Springsteen Whitesnake
 Squier Harlequin
 Ultravox Helix
 J.Waite H.Suite
 P.Wolf Kim Mitchell
 Metropolis

KVRE-SANTA ROSA 707-544-5873

CINDY PAULOS
 Adds: Cars
 Everly's P.Wolf
 D.Edmunds Bangles
 Fixx R.Vold
 Box Of Frogs Box Of Frogs
 Men W/O Hats S.Ballet
 R.Springfield AFOS
 J.J.Cale Cockburn
 Hosts: Bobby + Midnites
 Springsteen SS Johnny
 Prince Elvis
 Stills J.D.Souther
 J.Waite R.Lowe
 G.Frey R.Stewart

KSTN-PHOENIX 602-835-1767

JEFF PARETS
 Adds: REM
 Fixx L.Reed
 J.McCafferty Bangles
 Bach Party Stills
 SS.Johnny Tina Turner
 R.Hine AFOS
 Art Of Noise R.Vold
 Hosts: Elton
 Prince P.Wolf
 Springsteen Squier
 Cockburn
 Lindsey Metropolis

*KFC-LAS ALTOS, CA 415-948-8819
 ext. 260

SCOTT STAPLETON
 Adds: No Trend
 Bourbonese Quailk
 Jules Holland
 Whipping Boy
 Music For Pleasure
 Yah Yah'nob
 Implied Consent
 Run DMC
 Prisoners
 High Fire
 Offenders
 The Things
 X-Mal D.

Music For Pleasure
 Ventures
 Rockability Psy.
 Sisters Of Mercy
 Bangles
 Colour Field
 March Violets
 Neats
 Wah
 Scritti Politti
 Elvis
 Gun Club
 Husker Du
 Gill Scott-Heron

*KUSF-SAN FRANCISCO 415-666-6206

HARRY LEVY/STEVE LIONETTI
 Adds: Prince
 Otto's Chem. Lounge R.Vold
 Pop'O'Pies Husker Du
 Code Of Honor REM
 Young Fresh Fellows Sisters Of Mercy
 Scream Comp. Tones On Tails
 Ladanza Marley
 Natural Scientists L.Reed
 Dr. Know Lyres
 Corpus Delicti P.L.
 Everly's
 Hosts: Yo
 Echo Violent Femmes
 Cult Fall

KRQR-SAN FRANCISCO 415-765-4095

LISA NOVAK/JON RUSSELL
 Adds: D.Edmunds
 J.Cafferty Ratt
 Y&T Idol
 Fixx
 Krokus Hagar
 Hosts: L.Reed
 Metro/Anderson R.Vold
 Fixx Lita F.
 Squier Q.Riot
 Springsteen P.Wolf
 T.Sister Whitesnake
 Scandal Dio

*KCMU-SEATTLE 206-543-4680

SHIRLEY CARLSON
 Adds: Gun Club
 Birdsongs Of M. Special AKA
 Cathedral Of Tears Only Ones
 Shrineback Husker Du
 Red Hot Chili Bands/God Comp
 Prisoners X-Mal D.
 Jules Holland Echo
 Crazy 8's Love Tractor
 Hosts: R.Vold
 Rain Parade Tales Of Terror
 U-Men David Sylvian
 Hoodoo Currus

*KNAQ-LONG BEACH 213-775-8172

MARY JO/JIMMY CHRISTOPHER
 Adds: Spandau B.
 Fixx AFOS
 Electric Dreams
 Spirit D.Mode
 Vels H.League
 Nobody's Marley
 Secret Hearts Untouchables
 Everly's Killing Joke
 Hosts: Wolf
 Prince Sparks
 Frankie Goes... Cori
 Scandal Men W/O Hats
 Romeo Void Black Uhuru

MIDWEST

*WOXY-OXFORD/CINCINNATI
 STEVE DEDALUS

Adds: L.Reed
 Shrikeback Springsteen
 Animals INXS
 Illustrated Man R.Vold
 Howard Jones Art Of Noise
 Dragon Hoodoo Currus
 Men W/O Hats APB
 Swimming P. Q's
 King Sunny Fixx
 Fibonaccis Idol
 Hosts: H.Jones
 Danse Society Bad Manners
 Bad Manners Prince
 Elvis C.

KQWR/FM-FARGO 218-236-7900

JON ERDAHL
 Adds: Huey
 Huey Hagar
 J.Cafferty C.Frey
 Chicago P.Wolf
 Lauper Lindsey
 Hosts: Stills
 Scandal J.Fixx
 J.Waite J.Star
 Cars AFOS
 C.Hart Prince
 N.Ranger Eurythmics
 Mediums: H.Suite
 Squier Idol
 Springsteen

KODS-DULUTH 218-728-6421

BRIAN TAYLOR/MIKE KELLER
 Adds: Squier
 B.Satellite P.Wolf
 Krokus T.Sister
 Fixx J.Waite
 SS.Johnny N.Ranger
 Swimming P. Q's Idol
 Hosts: Dio
 Prince Satellite
 Springsteen Lauper
 Huey Fixx
 Hagar Lindsey
 Krokus

*WXRJ-CHICAGO 312-777-1700

JOHN MKVOS/NORM WINER
 Adds: S.Council
 Black Uhuru Elvis
 S.Morse Echo
 Neville's Eton
 Tom Split Furs
 Swimming P. Q's Cockburn
 J.Lynne H.League
 Metropolis/J.A. Bangles
 K.Adorns Vaughan
 D.Edmunds INXS
 Kinks
 Konk
 Electric Dreams
 Hosts: Lindsey B.
 Springsteen L.Reed
 Prince R.Vold
 Tina Turner
 P.Wolf
 REM

KKKX-OTTAWA, KS 913-242-1226

BOB OSBURN
 Adds: Lindsey
 Fixx Cars
 D.Edmunds L.Reed
 Nobody's R.Vold
 Springsteen Fixx
 Everly's AFOS
 Metropolis V.Femmes
 Hosts: Springsteen
 Prince P.Wolf
 J.Waite G.Frey
 Bananarama Squier
 Box Of Frogs

WLLZ-DETROIT 313-855-5100

LEE ARNOLD/BOUC PODELL
 Adds: Scandal
 Krokus ZZ Top
 Santera Bronz
 Hosts: Gilmore
 Warts Adrenalin
 Helix Sills
 Hagar Dokken
 Huey MSG
 Dio Wolf
 J.Starship Fastway
 Cars C.Past
 Springsteen Kick Axe
 Squier Restless
 Helix Q.Riot
 Whitesnake H.Suite
 Ratt Lita Ford

WMSI-LITCHFIELD 217-324-5921

BRIAN TALLEY
 Adds: J.Starship
 None Scandal
 Hosts: T.Sister
 Springsteen Whitesnake
 Squier J.Waite
 Cars
 Hagar

*WMS-CLEVELAND 216-781-9667

JOHN GORMAN/KID LEO
 Adds: Madonna
 Fixx Cars
 Animals Huey
 Vanity Lauper
 System 56 S.Ballet
 Berlin Box Of Frogs
 Everly's Squier
 R.Stewart
 Chicago Fixx
 D.Edmunds Scandal
 Hosts: Cockburn
 Springsteen Jermaine
 Prince Painters
 P.Wolf Men W/O Hats
 Face To Face H.Suite
 Bananarama N.Ranger
 Tina Turner Eton
 Frey AFOS
 J.Waite Idol
 Lindsey T.Sister
 Hagar

WAPL-APPLETON 414-734-9226

WAYNE SHAVNE/MARK COULTER
 Adds: B.Squier
 Fixx Lindsey
 Hosts: Idol
 Springsteen Sills
 Prince Squier
 Hagar J.Starship
 J.Waite Frey
 T.Sister Dio
 Wolf Y&T
 Metropolis
 Helix
 Ratt
 Scandal
 Q.Riot
 Blue

* Research Contributor to Alternative Action

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 Fixx Lindsey
 Hosts: Idol
 Springsteen Sills
 Prince Squier
 Hagar J.Starship
 J.Waite Frey
 T.Sister Dio
 Wolf Y&T
 Metropolis
 Helix
 Ratt
 Scandal
 Q.Riot
 Blue

SOUTH

WCKN GREENVILLE/SPARTANBURG STEVE CHRIS 803-226-1511 Adds: J. Starship Hagar Springsteen R. Void Prince Lindsey Chicago S. Ballet Huey N. Ranger Bananarama C. Hart P. Wolf Helix H. Suite Whitesnake Idol C. Past INXS

KLBJ-AUSTIN 512-478-6543 JOHN MICHAEL SCOTT/CLARK RYAN Adds: Squier Little Steven Huey Duke Jupiter Zebra Kansas Animals G. Frey Lindsey REM C. Hart Springsteen J. Starship Scandal

KDEY/FM-LUFKIN, TX 409-638-5724 KURT NAUMANN/STEPHEN YATES Adds: Bananarama Vaughan Revange/Ya Ya Adrenalin N. Crossing Secret Hearts Metropolis Huey Spirit

*WRAS-ATLANTA 404-658-2240 JANE DAVIS Adds: J. Starship Swimming P. Q's Men W/O Hats The Sound Love Tractor Falco Shriekback S. Ballet X-Teens Secret Hearts The Now Explosion Hots: R. Void Furs Split Enz INXS Bangles

*WUOC/FM-ATHENS, GA 404-542-7100 CRAIG WILLIAMS Adds: Swimming P. Q's Jools Holland Bird Songs Of M. B. Foxton P. Tosh Vels Red Hot C. Peppers Prince Lindsey REM C. Hart Hoodoo Gurus X-Teens

*WXYC-CHAPEL HILL 919-962-7768 KEN FRIEDMAN Adds: Bird Songs Of M. Sheila Chandra Alan Stivell The Waves Men W/O Hats Shriekback J. Holland Shockability Huey Red Hot C. Peppers Hots: Personal Effects Berrence Whitfield UK BUZZ Hoodoo Gurus R. Hine Steve Morse

MTV 212-869-1688 BUZZ BRINDLE Adds: Tina Turner Hagar Bowie B. Tyler C. Past Coma Teens Jakata Mama's Boys Van Steph. Hots: Idol Squier B. Jovi Cars C. Hart Lauper Dan Hartman Eddie/Cruisers Elvis ZZ Top

WNEW/FM-NEW YORK, NY 212-986-7000 JIM MONAGHAN Adds: Marley D. Edmunds Bobby+Midnites C. Past Hots: Springsteen Squier Idol Lindsey SS Johnny Fixx G. Frey Elvis REM Vaughan R. Void

WFRD-HANOVER, NH 603-646-3313 LONNIE STALEY Adds: Danse Society Krokus Men W/O Hats Passion Puppets Prince Springsteen Whitesnake Hots: Metropolis Bananarama Lindsey Fixx

WBRU-PROVIDENCE, RI 401-272-9550 AMANDA TEPPER Adds: Fixx Swimming P. Q's D. Edmunds Animals P. Wolf Coma Teens Lindsey N. Ranger R. J. Taylor Prince Q. Riot Ratt R. Stewart Scandal Scorpis Slade C. Hart REM Bananarama

WMWR-PHILADELPHIA 215-561-0933 ERIN RILEY/GEORGE HARRIS Adds: Eddie/Cruisers T. T. Twins Fixx Springsteen Cars J. Starship P. Wolf Huey J. Waite Scandal Ratt Fixx Lauper WMCX-PORTLAND, ME 207-774-4561 CV RAPP/RANDI KIRSHBAUM Adds: Tina Turner Waite Huey Lauper Scandal P. Wolf

WFRD-JOHNSTOWN, NY 518-762-4631 DAVE ALBANESE Adds: Dragon Illustrated Man C. Past Springsteen Cars Wolf Prince Lindsey WSRD-JOHNSTOWN, NY 518-762-4631 DAVE ALBANESE Adds: Dragon Illustrated Man C. Past Springsteen Cars Wolf Prince Lindsey

*WBCN-BOSTON 617-266-1111 BOB KRANES/OEDIPUS Adds: Waite Lauper Squier T. Sister C. Hart Vaughan R. Rodeo Scandal Bananarama Box Of F. Hagar REM R. Parker AFOS Q. Riot Ratt Lindsey Fixx Huey

*WHFS-ANNAPOLIS/WASH. DC 301-263-1430 DAVID EINSTEIN/BOB SHOWACRE Adds: Men W/O Hats Shriekback Swimming P. Q's Sound J. Holland Lindsey Secret Heart Stills Hots: L. Reed L. Reed AFOS Siouxsie D. Mode Cure Violent Femmes Go-Go's Color Me Gone Dream Syn. E. Grant Art Of Noise pIL Fixx

*WDCB-ALBANY, NY 518-457-5262 CLAUDIA BESSEN/SIOUX CERIN Adds: Frankie Goes... R. Void Elvis Slovenly R. Parade Salem 66 Special AKA L. Reed 10,000 Maniacs Minutemen Radio Tokyo

WBRH/FM-BATON ROUGE 504-343-7530 DANNY DEAN/R. F. KANE Adds: Whitesnake Lou Reed Lita Ford AFOS Cockburn Fixx Hagar Q. Riot Kansas Stills Squier Fastway Dio H. Suite

WBRH/FM-BATON ROUGE 504-343-7530 DANNY DEAN/R. F. KANE Adds: Whitesnake Lou Reed Lita Ford AFOS Cockburn Fixx Hagar Q. Riot Kansas Stills Squier Fastway Dio H. Suite

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EAST

WBRU-PROVIDENCE, RI 401-272-9550 AMANDA TEPPER Adds: Fixx Swimming P. Q's D. Edmunds Animals P. Wolf Coma Teens Lindsey N. Ranger R. J. Taylor Prince Q. Riot Ratt R. Stewart Scandal Scorpis Slade C. Hart REM Bananarama

WMWR-PHILADELPHIA 215-561-0933 ERIN RILEY/GEORGE HARRIS Adds: Eddie/Cruisers T. T. Twins Fixx Springsteen Cars J. Starship P. Wolf Huey J. Waite Scandal Ratt Fixx Lauper WMCX-PORTLAND, ME 207-774-4561 CV RAPP/RANDI KIRSHBAUM Adds: Tina Turner Waite Huey Lauper Scandal P. Wolf

WFRD-JOHNSTOWN, NY 518-762-4631 DAVE ALBANESE Adds: Dragon Illustrated Man C. Past Springsteen Cars Wolf Prince Lindsey WSRD-JOHNSTOWN, NY 518-762-4631 DAVE ALBANESE Adds: Dragon Illustrated Man C. Past Springsteen Cars Wolf Prince Lindsey

*WBCN-BOSTON 617-266-1111 BOB KRANES/OEDIPUS Adds: Waite Lauper Squier T. Sister C. Hart Vaughan R. Rodeo Scandal Bananarama Box Of F. Hagar REM R. Parker AFOS Q. Riot Ratt Lindsey Fixx Huey

*WHFS-ANNAPOLIS/WASH. DC 301-263-1430 DAVID EINSTEIN/BOB SHOWACRE Adds: Men W/O Hats Shriekback Swimming P. Q's Sound J. Holland Lindsey Secret Heart Stills Hots: L. Reed L. Reed AFOS Siouxsie D. Mode Cure Violent Femmes Go-Go's Color Me Gone Dream Syn. E. Grant Art Of Noise pIL Fixx

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PROGRAMMING DYNAMICS

PROMOTIONS

by Lisa Smith & Betty Hollars

This article is excerpted from the new book **Programming Dynamics** by Ed Shane, to be published in September by Globecom Publishing Limited of Kansas City. The book contains commonsense strategies to help radio stations win. The central theme: *If you know your audience, you know your business.*

Shane is a broadcast management and programming consultant whose credits include successful contemporary hits, album rock, oldies, and news-talk stations. His company, Shane Media Services, is based in Houston and works with a variety of clients across the U.S.A.

Programming Dynamics is available at the pre-publication price of \$15.95 plus \$2.50 shipping and handling, through September 30. After that time, single copies will be sold at the publisher's price of \$18.95. To order at pre-publication prices, send check or money order to Shane Media Services, 7703 Windswept Lane, Houston, Texas, 77063, or call 713/461-9958 for Visa or Mastercard orders.

Excerpts from *Programming Dynamics* by Ed Shane © 1984, Globecom Publishing Limited, Overland Park, Kansas

From Chapter 1

In radio's so-called Golden Era of the 1930's and 1940, the public responded to its own perceptions.

Jack Benny's climbing into a dark dungeon and crossing alligator-filled moats to get to his wealth conjured mental images of a miserly Benny.

The perception of an invasion from Mars during the 1938 Mercury Theatre broadcast showed radio's power to panic the masses. There were threats of suicide, calls to arms, and prayer meetings to ward off the danger.

For listeners to Fred Allen, "Allen's Alley" actually existed. So did Senator Claghorn, Mrs. Nussbaum, and other characters Allen interviewed there.

Content on radio has certainly changed. So has the use of radio by the public. Today's radio is still bound, however, by public perception.

One of the industry's most famous buzzwords, "positioning," has perception as its origin. Positioning is the battle for a place in the mind of the listener. No longer is the radio the center of the relationship between the medium and its consumer. Today the consumer is the center. If your station fits your consumer's sense of self, you win. If not, somebody else wins. Product advertising sells "gusto" instead of beer, or "sex appeal" instead of jeans. Radio fights the same positioning wars that toilet tissue and headache remedies must fight.

The letters are piling up like stock-exchange symbols. CHR, AOR, AC. Now even EOR (for Eclectic-Oriented Rock).

Format is a means to an end, not the end itself. Format is simply the organization or plan for achieving a goal. These plans help the staff do the job of reaching the listener. By themselves, formats cannot attract radio consumers.

In a conversation with the program director of a client station, I remember saying, "That jock sounds great!" The program director's response was, "But, Ed, he's breaking the format!" My answer: "Let's make *that* the format!"

Allowing every disc jockey that kind of latitude would breed chaos. The point I'm trying to make is that radio insiders often miss the listener's perspective. There's a theory in visual art that our perceptual response to the world is the means by which we develop our ideas, that our perceptions are actually part of the reasoning process. Our listeners "reason" their response to radio formats based on perception. You might say they listen *in spite* of format.

Thank you for your overwhelming response to our request for promotion news and public services to share with our readers. The results will be here every week. Keep those calls and letters coming!

KIDS

KWAV's Cystic Fibrosis promotion in Monterey, California, raised over \$8,600 to help fight the number one genetic killer of kids today.

MORE KIDS

While we're on the subject of the little ones, WWSA / WCHY in Savannah, Georgia, provided families with the opportunity to have Photo ID cards made up for their children, which included their name, address, phone number, birthday, photo, and the station logo. This public service was done in response to the movie "Adam", which detailed the increased number of child-snatching cases around the country today.

M.D.A.

WMMS-Cleveland, Ohio's all-star softball team and the Michael Stanley Band "struck up" a record \$3,300 to "strike out" Muscular Dystrophy. Final score of the game was WMMS 11 - MSB 8.

BEER

Speaking of softball, WBNQ/FM in Bloomington, Illinois, sponsored the Illinois State Softball Tournament in conjunction with Stroh's Beer. The tourney was played in nearby Normal, Illinois.

MORE BEER

"Ocean City By Moonlight" was the theme for a cruise promotion sponsored by WKHI-Ocean City, Maryland and Miller Lite Beer. 40 pairs of tickets were awarded to listeners for the three-hour cruise around the Ocean City shoreline.

OLYMPICS

WCLG-Morgantown, West Virginia, was on hand when gold-medalist Mary Lou Retton returned home and provided her with a welcome committee of 20,000 listeners (in a town of 26,000 people). Even the Governor was there.

MORE OLYMPICS

Northern California Olympic athletes were honored with a noon-time rally and motorcade on August 23rd sponsored by KNBR-San Francisco. Air talent Mike Cleary, who was part of the Olympic torch carrying team in this city, led the motorcade, once again carrying the torch.

\$94,000 IN FARGO?

Y-94 (WDAY) in Fargo, North Dakota, will be giving away \$94,000 in cash and prizes in their "Dream Stakes". The contest has been running since March 18th and will continue through December 31st. The current phase is a "Great Games Giveaway", where \$10,000 worth of video equipment will be divided up amongst the winners, including 5 arcade machines, video games and Atari home games.

JOBS

KAGO-Klamath Falls, Or.
Mike Younce (503-882-2551) Sales Manager
Constant Communications
Brian Burns (503-345-8888) Chief Engineer
WSPT-Stevens Point, Wi.
Gary Wescott (Box 247-54481) Newsperson
WBBQ-Augusta, Ga.
Bob Young (Box 2066-30913) Newsperson
KISY & KPAL-Pineville, La.
Jim Steele (92 W. Shamrock-71360) News Director
KLYV & WDBQ-Dubuque, Ia.
Bob Welch (1170 Iowa St.-52001) Continuity-Copy
KKIQ-Livermore, Ca.
Karel Kalin (415-455-4500) Air Tal. - weekends
KAGO-Klamath Falls, Or.
Mike Younce (503-882-2551) Air Talent
KZOZ-San Luis Obispo, Ca.
Roger Peterson (805-489-1280) Air Talent
KNVR-Paradise/Chico, Ca.
Andy Manuel (Box 1167 - 95969) Air Talents
KAYO-Aberdeen, Wa.
Roy James (206-532-1450) Air Talent
KNBQ-Tacoma/Seattle, Wa.
*Sean Lynch (Box 5200-98405) Air Talent
KFMW-Waterloo, Ia.
Kipper McGee (Box 1330-50704) Air Talent
KYYY/FM-Bismarck, ND.
Bob Beck (Box 1738-58502) Air Talent
WDNG-Anniston, Al.
J.J. Dark (Box 1450-36202) Air Talent (AM drive)
WQID- Biloxi, MS
Mickey Coulter (Box 4606-39531) Air Talent
WQLT-Muscle Shoals, Al.
Tom D. Pepper (205-764-8121) Air Tal.(overnight)
KXJX-Pella/Des Moines, Ia.
*Eric St.James (Hwy.163-50219) Air Talent (future)
WMR-Rumford, Me.
Don Russell (89 Congress-04276) Air Talent (future)
WNUE-Ft. Walton Beach, Fl.
Jerry O'Neill (118 Wright Pkwy-32548) Air Tal./Prod.
KQ92-Polson/Kalispell, Mt.
Al Decker (406-883-9200) Air Tal./P.D.
WMLS/FM-Sylacauga, Al.
Charles Lande (205-245-4354) Air Tal./Production
WHHY-Montgomery, Al.- Larry Stevens
(3435 Normanbridge-36105) Air Tal./Production
KFIV/FM-Modesto, Ca.
C.J. Stone (Box 3408-95353) Air Talent/Prod.
KRIO-McAllen, Tx.
Henry Tippie (512-686-5454) Program Director
KYXE-Selah/Yakima, Wa.
Mike Pursell (509-597-5993) Air Talent/Production
KSRO-Santa Rosa, Ca.
Chris Hunter (707-545-3313) Air Talent/Production
KZUZ-San Luis Obispo, Ca.
Roger Peterson (805-489-1280) Air Talent/M.D.
KAGO-Klamath Falls, Or.
Mike Younce (503-882-2551) Air Talent/P.D.
KYVA-Gallup, N.M.
Sammy Chioda (505-863-6851) Air T./P.D./Oper Mgr.
KSHR-Coquille/Coos Bay, Or.
Deb Janes (503-396-2141) Oper./Prod.

AVAILABLE

Jerry L. Brady, WHBF-Rock Island, IL.
319-355-4212 - Sales/AT/Sports
Joel Kamisher, KFRC-San Francisco, CA.
415-282-9932 - News
Gary Wolcott, KGAL-Lebanon, OR.
503-451-4742 - Programming/News
Larry Scott, KOBO-Yuba City, CA
916-673-7677 - Air Talent
Paul Wilson, KISS-Salt Lake City, UT
801-566-2144 - Air Talent/M.D.
Kevin Barton, KFBD/KTTS/KRMS/KLDN
314-336-4633 - Air Talent/M.D./P.D.
Chris Michaels, WFAW-Ft. Atkinson, WI
414-563-6351 - M.D./P.D.
Jim Powers, KXLE/FM-Elensburg, WA
509-925-1488 - P.D.

SERVICE

WRJN-Racine, WI - Sheena Easton single (EMI),
Everlys single (Mercury), H.Kanter single (RCA).
WBQW-Scranton, PA - John Waite and Sheena Easton
singles (EMI).
KFBD-Waynesville, MS - Cars and Lindsey Buckingham
singles (Elektra).
KQHU-Yankton, SD - Singles (Chrysalis)
WDXY-Sumpter, SC - Singles (Capitol).
KEEE-Nacogdoches, TX - Singles (CBS/EMI/Capitol/
Motown).
KTOB-Petaluma, CA - Singles (RCA/Geffen).
KQ92-Polson/Kalispell, MT - Singles (WEA).
KORV-Oroville, CA - Singles (Motown/A&M/Qwest).
KFMJ-Grants Pass, OR - Singles (MCA/RCA).
WVJC-Mt.Carmel, IL - Singles (EMI).
KLYD/FM-Bakersfield, CA - A/C singles (Columbia/
Chrysalis/Capitol).
KYMO-East Prairie, TX - Singles & albums (EMI).
WJMJ-Florence, SC - Bananarama LP (PolyGram), DIO LP
(WB), DeBurgh LP (A&M), Waite single (EMI),
Satellite LP (Capitol), Whitesnake LP (Geffen).
WXAL-Demopolis, AL - Bananarama single (PolyGram),
J.Waite single (EMI).
WYMJ/FM-Dayton, OH - Springsteen LP (Columbia).
WBEV-Beaver Dam, WI - Sinatra LP (WB), Julio Iglesias
LP (Columbia).

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CERTIFIED

WILLIE NELSON
City Of New Orleans
(Columbia)

VERN GOSDIN
What Would Your
Memories Do
(Compleat)

MOST ADDED

EARL THOMAS CONLEY
Chance Of Lovin' You
(RCA)

TOP REQUESTS

ALABAMA
If You're Gonna Play
In Texas
(RCA)

LIONEL RICHIE
Stuck On You
(Motown)

BARBARA MANDRELL &
LEE GREENWOOD
To Me
(MCA)

COUNTRY

2W	LW	TW	
11.	6.	1.	CRYSTAL GAYLE - Turning Away (Warner Brothers)
3.	2.	2.	BARBARA MANDRELL - Only A Lonely Heart Knows (MCA)
12.	7.	3.	JOHN CONLEE - Way Back (MCA)
9.	4.	4.	WAYLON JENNINGS - Never Could Toe The Mark (RCA)
15.	13.	5.	OAK RIDGE BOYS - Everyday (MCA)
10.	10.	6.	KENNY ROGERS - Evening Star (RCA)
8.	5.	7.	JIM GLASER - You're Gettin' To Me (Noble Vision)
4.	3.	8.	GEORGE STRAIT - Let's Fall To Pieces (MCA)
13.	11.	9.	MERLE HAGGARD - Let's Chase Each Other Around The Room (Epic)
14.	8.	10.	CHARLEY PRIDE - The Power Of Love (RCA)
2.	1.	11.	DOLLY PARTON - Tennessee Homesick Blues (RCA)
16.	15.	12.	BARBARA MANDRELL & LEE GREENWOOD - To Me (MCA)
29.	19.	13.	ALABAMA - If You're Gonna Play In Texas (RCA)
18.	17.	14.	EDDY RAVEN - I Could Use Another You (RCA)
19.	18.	15.	RICKY SKAGGS - Uncle Pen (Epic)
23.	20.	16.	GATLINS - The Lady Takes The Cowboy (Columbia)
26.	22.	17.	CONWAY TWITTY - I Don't Know A Thing About Love (MCA)
22.	21.	18.	GLEN CAMPBELL - Faithless Love (Atlantic America)
32.	26.	19.	GARY MORRIS - Second Hand Heart (Warner Brothers)
33.	28.	20.	VERN GOSDIN - What Would Your Memories Do (Compleat)
31.	27.	21.	LIONEL RICHIE - Stuck On You (Motown)
34.	31.	22.	WILLIE NELSON - City Of New Orleans (Columbia)
1.	9.	23.	NITTY GRITTY DIRT BAND - Long Hard Road (Warner Brothers)
17.	24.	24.	RONNIE McDOWELL - I Got A Million Of 'Em (Epic)
5.	14.	25.	HANK WILLIAMS JR. - Attitude Adjustment (Warner Brothers)
6.	12.	26.	T.G.SHEPPARD - Somewhere Down The Line (Warner Brothers)
38.	32.	27.	DAN SEALS - The Wild Side Of Me (EMI)
39.	30.	28.	EMMYLOU HARRIS - Pledging My Love (Warner Brothers)
36.	33.	29.	EXILE - Give Me One More Chance (Epic)
21.	23.	30.	REBA McENTIRE - He Broke Your Mem'ry (MCA)
--.	34.	31.	JOHN ANDERSON - She Sure Got A Way With My Heart (Warner Brothers)
40.	39.	32.	RAY CHARLES & B.J.THOMAS - Rock & Roll Shoes (Columbia)
--.	37.	33.	JOHN SCHNEIDER - I've Been Around Enough To Know (MCA)
7.	16.	34.	BELLAMY BROTHERS - Forget About Me (Curb/MCA)
39.	35.	35.	RAZZY BAILEY - Knock On Wood (RCA)
--.	36.	36.	KAREN BROOKS - Tonight I'm Here With Someone Else (Warner Brothers)
--.	38.	37.	LEE GREENWOOD - Fool's Gold (MCA)
--.	--.	38.	MOE BANDY - Woman Your Love (Columbia)
--.	--.	39.	ED BRUCE - Tell 'Em I've Gone Crazy (MCA)
--.	--.	40.	STATLER BROTHERS - One Takes The Blame (Mercury)

Dropped: #25-Charly McClain & Mickey Gilley, #29-Leon Everette.

ACTION SIDES

Title & Artist	Reports	Adds	On	Chart
Janie Fricke - Your Heart's Not In It (Columbia)	69	52	12	5
Ronnie Milsap - Prisoner Of The Highway (RCA)	69	46	23	--
Mickey Gilley - Too Good To Stop Now (Epic)	68	54	13	1
Johnny Lee - You Could've Heard A Heart Break (Warner Brothers)	65	39	18	8
Don Williams - Maggie's Dream (MCA)	64	38	13	3
Juice Newton - Ride 'Em Cowboy (Capitol)	56	25	18	13
Louise Mandrell - Goodbye Heartache (RCA)	55	22	28	5
Michael Murphey - Radio Land (Liberty)	55	30	24	1
Whites - Pins And Needles (Curb/MCA)	53	27	20	6
Bandana - All I Wanna Do (Warner Brothers)	49	26	18	5
Gail Davies - It's You Alone (Warner Brothers)	44	23	13	8
Hillary Kanter - Good Night For Falling In Love (RCA)	41	20	18	3
Bill Medley - I've Always Got The Heart (RCA)	40	15	12	13
Rex Allen Jr. - Dream On Texas Ladies (Moonshine)	39	7	7	25
Tony Arata - Come On Home (Noble Vision)	39	15	20	4
*Earl Thomas Conley - Chance Of Lovin' You (RCA)	39	39	--	--
*Atlanta - Wishful Drinkin' (MCA)	35	35	--	--
*Anne Murray with Dave Loggins - Nobody Loves Me Like You Do (Capitol)	34	34	--	--
Brenda Lee - A Sweeter Love (I'll Never Know) (MCA)	31	15	8	8
Tom Jones - All The Love Is On The Radio (Mercury)	27	13	14	--
Jimmy Buffett - When The Wild Life Betrays Me (MCA)	27	21	6	--
*Kathy Mattea - That's Easy For You To Say (Mercury)	27	19	8	--
Wright Brothers - So Close (Mercury)	26	11	13	2
David Allen Coe - It's Great To Be Single Again (Columbia)	26	12	10	4
*Debuting In Action Sides				

COUNTRY LP CUTS

Hank Williams Jr. - ALL MY ROWDY FRIENDS/MR. LINCOLN/COUNTRY RELAXIN'
 Waylon Jennings - SETTIN' ME UP/SPARKLING BROWN EYES/IF SHE'LL LEAVE...
 Charley Pride - STAGGER LEE/GOTTA SEE SOME MORE OF YOU/MISSIN' MISSISSIPPI
 Conway Twitty - BAD BOY/WITHOUT YOU/WHEN THE MAGIC WORKS
 Nitty Gritty Dirt Band - CADILLAC RANCH/HIGH HORSE/TWO OUT OF THREE...
 John Anderson - RED GEORGIA CLAY/EYE OF A HURRICANE

RECOMMENDED NEW RELEASES

"The First Word In Memory"-Janie Fricke (Columbia)
 TALKIN' TOUGH/THE FIRST WORD IN MEMORY IS
 ME/ONE WAY TICKET.

NOBODY LOVES ME LIKE YOU DO-Anne Murray with
 Dave Loggins (Capitol)

ANALYSIS

Welcome to The New Gavin Report and our new expanded Country Music section. The changes in this section are largely based on the responses we got to our survey. This analysis will be a new weekly feature and will be used to explain the various headlines and/or any trends we see in the charts. As you can see, our headlines have changed. The Certified records are the records that are making the strongest chart gains and show potential to go Top Ten.

Each week we are now asking you for your top three phone requests. This information will be used for our Top Requests headline. And, of course, Most Added is self explanatory. You will also notice that we have gone from a thirty record chart to a forty record chart. This will allow us to more accurately reflect the significant airplay being given by country radio to new music. The old Action Sides are now merged into the Top Forty chart, and the Gaining In Several Markets and Airplay have been combined to create our new Action Sides. Action Sides includes the number of stations playing the record, how many of those stations added it, how many stations are charting it, and how many stations have it on (extras and holdovers are included in the ON category). Hope it helps!

NORTHEAST

Portland, ME (Hal Knight-WPOR) Schneider, Medley, Bruce, Ray & B.J., Statlers.
 New York, NY (Pam Green-WHN) J. Schneider, M. Gilley, D. Seals.
 Philadelphia, PA (Larry Coates-WXTU) C. Gayle, Leon Everette, Ray & B.J., C. Twitty.
 Carlisle, PA (Ann Stevens-WHYL) M. Murphey, R. Milsap, Whites.
 Wilmington, DE (Chris Michaels-WAMS) Lee Greenwood, Juice Newton.

SOUTHEAST

Baltimore, MD (Todd Grimsted-WPOC) L. Greenwood, M. Bandy, J. Newton, B. Lee.
 Charleston, WV (Bruce Clark-WQBE) Kanter, Mattea, Fricke, Gilley, Newton.
 Shelby, NC (Bob Davis-WOHS) J. Lee, L. Mandrell, D.A. Coe, Whites.
 Anderson, SC (Jerry Howard-WAIM) Carson, Conley, Dixon, Murray, Hitchcock.
 Carrollton, GA (Pat Shumake-WLBB) R. Milsap, J. Schneider, M. Murphey, Atlanta.
 Columbus, GA (Gary Edwards-WVOC/FM) Murphey, Williams, Fricke, West, Conley.
 Albany, GA (Kris Van Dyke-WKAK) Williams (29), Bandana, Kanter, Ryles, Stewart.
 Ft. Pierce, FL (George Gordon-WFTP) R. Milsap, D. Wills, J. Anderson, D. Williams.
 Arcadia, FL (Karl August-WOKD) Gilley, Newton, Murphey, Milsap, Williams, Mattea.
 St. Petersburg, FL (Bill Pyne-WQYK/FM) W. Nelson, G. Davies, M. Gilley.
 Panama City, FL (John Dunaway-WWWQ) A. Murray, Frizzell & W., D. West, Everly Bros.
 Destin, FL (Skip Davis-WMMK) Conley, Schneider, Murray, Gilley, Atlanta, Williams.
 Pensacola, FL (Chris O'Kelly-WOWW) J. Lee, Kanter, Murphey, Milsap, Williams.

SOUTH

Atmore, AL (Roy Harrison-WSKR) Atlanta, Frizzell & West, Bruce, Milsap, Murray.
 Sylacauga, AL (Charles Lande-WMLS/FM) Ronnie Milsap, Anne Murray.
 Talladega, AL (Jon Carter-WEYY) Milsap (39), Murray (40), Buffett, Dixon, Atlanta, Wills.
 Albertville, AL (Jeff Allen-WQSB) Schneider, Murphey, Williams, Buffett, Brown.
 Collins/Hattiesburg, MS (Peter Gatlin-WKNZ) A. Murray with D. Loggins, Earl Thomas Conley.
 Pascagoula, MS (J.D. Gray-WGUD) Buffett, Williams, McGuffey L., Coe, West, Fricke, Kanter, Hobbs.
 Biloxi, MS (Jim Tabor-WVMI) Schneider, Razy Bailey, J. Lee, Moe Bandy, Don Williams, Gilley, Bandana.
 Houma, LA (Larry Hyatt-KJIN) J. Lee, R. Milsap, J. Anderson, J. Schneider.
 Abbeville, LA (Anthony Keith-KASC) M. Gilley, J. Fricke, V. Gosdin, T. Arata.
 Denham Springs, LA (Mark Wallace-WLBI) Milsap, Williams, Murray, Kanter, Arata.
 Bogalusa, LA (Terri Lyn Smith-WBOX) V. Shaw, Hartford, D. Wills, Buffett, H. Kanter, L. Mandrell, Murphey, Wright Bros., Don Williams, J. Anderson, Arata, Zella Lehr, Floyd Brown, K. Mattea.
 Alexandria, LA (B. Mitchell-KRRV) Boxcar, Mattea, Milsap, K. McKenzie, Fricke, Milsap, D. Williams, Gilley.
 West Monroe, LA (Cathy Oskoian-KUZN) Lehr, Hall, Milsap, Wills, Murray, Atlanta.
 El Dorado, AR (Ben Robbins-KDMS) John Anderson (39).
 Fayetteville, AR (Tom Sleeker-KKIX) Lee Greenwood, Exile.

Chattanooga, TN (Rick Lane-WDOD/AM) Williams, Gilley, Milsap, Conley, Juice, Murray.
 Lynchburg, TN (Spike McCurdy-WTNX) Murray, Lehr, Wills, Milsap, Gibbs, Stevens.
 Mt. Pleasant/Columbia, TN (Gary Powell-WXRQ) Gilley, Fricke, J. Lee, Whites, Buffett, Haggard & Williams.
 Nashville, TN (Cathy Martindale-WSM) John Schneider (29), Earl Thomas Conley (30).
 Kingsport, TN (Bob Gordon-WKIN) Exile (30), Rex A. Jr. (31), E. Harris (32), L. Greenwood, Whites, Willie, J. Anderson, Statlers.
 Harlan, KY (Neil Middleton-WFSR) Milsap, D.A. Coe, G. Stewart, Atlanta, Leon Russell, A. Murray, B. Anderson, McG. Lane, Z. Lehr.
 Glasgow, KY (Jennifer Toms-WCDS) Fricke, D.A. Coe, J. Lee, L. Mandrell, Whites, Gilley, D. Williams, M. Murphey, Milsap.
 Paducah, KY (Kent King-WKYQ) B. Medley, J. Newton, J. Fricke, T. Jones.
 Bowling Green, KY (Steve Reeves-WLBJ/AM) J.C. Riley, M. Murphey, B. Hobbs, L. Mandrell, D. West, D. Williams, B. Braddock, Fricke, Gilley, Mattea.
 Brandenburg, KY (Rachel Heavrin-WMMG) Medley, Arata, Statlers, Kanter, Fricke, Milsap.
 Louisville, KY (Ed Phillips-WCII) Milsap, J. Lee, Fricke, Statlers, Mattea, Warner Mack.

CENTRAL

Cincinnati, OH (Doris Thompson-WKXF/WSAI) D. Seals, R. Bailey, J. Fricke.
 Springfield, OH (Tom Daniels-WBLY) J. Anderson, Juice, Greenwood, L. Mandrell, Bandana, Arata.
 Newark, OH (Larry Dale-WHTH) Greenwood, Juice, Statlers, Bruce, Fricke, Whites.
 Akron, OH (Rick Cardarelli-WSLR) Greenwood, Murphey, Whites, J. Lee, Ray & BJ, Conley.
 Toledo, OH (Gary Shores-WKLR) Conley, Murray, Fricke, Gilley, Mattea, Williams.
 Toledo, OH (Bill Manders-WTOD) Milsap, Price, Murphey, J. Lee, T. Jones, Kanter.
 South Bend, IN (J.K. Dearing-WNDU) Alabama (WAY), Gary Morris.
 Batesville, IN (Mitch Gray-WRBI) E. Harris, J. Anderson, B. Medley.
 Indianapolis, IN (J.D. Cannon-WFMS) Gilley, Conley, Murray & Loggins, Rodriguez, Coe.
 Kendallville, IN (Jerry Winder-WBTU) B. Lee, Exile, W. Nelson.
 Rockford, IL (Curtis King-WKKN) Tom T. Hall, Milsap, Bruce, Warner Mack, Statlers, Coe, J.J. Moehead, Hobbs.
 Savannah, IL (Bruce F. Lane-WCCI/FM) Oaks, Waylon, Raven, Everette, Willie, Alabama.
 Dodgeville, WI (Bob Brainerd-WDMP) W. Nelson, R. Bailey, Ray & B.J.
 Milwaukee, WI (Brian Jarrett-WBCS) D. Williams, J. Lee, Rex Allen Jr., L. Mandrell.
 Madison, WI (Mike Ryan-WWQM) W. Nelson, D. Seals, V. Gosdin.
 Oshkosh, WI (John Carlson-WYTL) Willie, Bailey, Juice, Greenwood, B. Lee.
 Manitowoc, WI (Jon Murray-WCUB) J. Fricke, M. Gilley, R. Price, K. McKenzie.
 Stevens Point, WI (Bouley/Olsen-WXYQ) Greenwood, L. Mandrell, Juice, Morris, Seals, Brooks.
 Neillsville, WI (Dick Deno-WCCN) Atlanta (pk), Murphey, T.T. Hall, D. Wills, Diane Cherry, Judy Lindsey, Don Williams.
 LaCrosse, WI (Don Erickson-WLXR) Gatlins (19), Alabama (TX-18), G. Campbell.
 Eau Claire, WI (Bert O'Brien-WAXX) Conley, Hall, Atlanta, Kanter, L. Anderson, Boxcar.

Eau Claire, WI (Chris Jay-WJJK) J.Lee, E.T.Conley, Atlanta.

UPPER MIDWEST

Albert Lea, MN (Jim Pilgrim-KATE) W.Nelson, D.Seals, G.Morris.

St.Cloud, MN (Steve Stewart-WWJO) Whites, Milsap, Bandana, Fricke, T.Jones, Medley, Murphey.

Brainerd, MN (Bob Randall-KQBR) J.Lee, Reba McEntire, Lee Greenwood, J.Anderson, Statlers, Fricke, Milsap, D.Williams.

Moorhead, MN (Scott Winston-KVOX) Murphey, Fricke, Rodriguez, Kanter, Gilley.

Grand Forks, ND (Jack Lundy-KKXL) G.Morris (26), W.Nelson (27), Exile (29).

Grand Forks, ND (Curt Samson-KRRK) John Schneider.

Grand Forks, ND (Wright/Houston-KYCK) Vern Gosdin (29), Emmylou Harris (30).

Minot, ND (Jeri Lee-KKOA) J.Fricke, J.Anderson, E.Harris.

Bismarck, ND (Deb Spring-KBMR) D.Wills, Brody, Atabama (WAY), Gilley, Fricke, D.Williams, Boxcar, Lynn Anderson, The Harts.

Jamestown, ND (Marty Bea-KSJB) Mattea, D.Williams, Buffett, Milsap, Fricke, Gilley, Kanter, Backwater, B.Cason, B.Anderson, M.Dixon, Tom T.Hall, Boxcar, Atlanta.

Fargo, ND (Don Roberts-KFGO) E.T.Conley (39), Murray (40), McG.Lane, T.T.Hall, Atlanta, Hobbs, Mattea, Buffett, K.T.Good, Arata.

Wahpeton, ND (Larry Slabik-KBMW) L.Mandrell (45), D.Williams (47), Dottie West (48), T.Jones (49), R.Milsap, H.Kanter, McG.Lane, Wrights.

Huron, SD (Roger Bierstedt-KOKK) E.T.Conley, Atlanta Z.Lehr, A.Murray.

Volga, SD (Chad Scott-KVAA) G.Morris, W.Nelson, D.Seals, E.Harris.

Rapid City, SD (Mark Lindner-KTOQ) J.Anderson, Schneider, Statlers, Greenwood, B.Lee.

Sioux Falls, SD (Cary Wencil-KSOO) Milsap, Buffett, J.Anderson, Fricke, B.J. & Ray.

Yankton, SD (Jim Ellingson-WNAX) Juice (34), B.Lee (37), L.Mandrell (39), Bandana, Murphey, Gilley, D.Williams, D.A.Coe.

MIDWEST

Spencer, IA (Rick Friday-KICD/FM) Whites, Wills, Williams, Milsap, Gilley.

Sioux City, IA (Ty Cooper-KMNS) Atlanta, Ray Charles & B.J.Thomas.

Ft.Dodge, IA (Dale Eichor-KWMT) Milsap, Gilley, Fricke, Bandana, Hall, Richie.

Mason City, IA (Myron Grage-KSMN) Conley, Hall, Atlanta, Lehr, Murray.

Cedar Falls, IA (Kevin Kane-KCFI) J.Fricke, D.Williams, M.Gilley, J.Lee.

Waterloo, IA (Nick Thomas-KXEL) Williams (FARM), Fricke, Gilley, L.Mandrell, B.Lee.

Anamosa, IA (Ken Albrecht-KLEH) J.Lee, D.Williams, Whites, K.Mattea.

Iowa City, IA (Brian Sines-KXIC) No adds.

Des Moines, IA (Billy Cole-KSO) Bandana, R.Milsap, J.Fricke, M.Gilley.

St.Louis, MO (Mike Oakes-WIL) E.T.Conley, J.Anderson, J.Fricke, R.Milsap.

Festus, MO (Susie Cresswell-KJCF) A.Murray, J.Fricke, M.Gilley, J.Buffett.

Cape Girardeau, MO (Don Cleveland-KZYM) Murphey, Atlanta, Haggard & Williams, Boxcar, B.Anderson, L.Mandrell, Gilley, Whites, D.West.

Springfield, MO (Jim Borrett-KWTO) Lee Greenwood (33), L.Mandrell, Atlanta, Murray, Murphey, Milsap.

Joplin, MO (Dan Casey-WMBH) Atlanta, Milsap, McGuffey Lane, Fricke, Williams.

Jefferson City, MO (Jack Daniels-KLIK) Atlanta, Whites, Milsap, Fricke.

St.Joseph, MO (Bob Orf-KFEQ) J.Lee, Milsap, Tom T.Hall, Murray, T.Jones, L.Williams & Haggard.

Topeka, KS (Max Montana-KSKX) J.Lee, Williams, Milsap, Atlanta, Whites.

Topeka, KS (Betty Lou Pardue-WIBW) Gilley, Fricke, Whites, Atlanta, Williams.

Garden City, KS (Judy Byrd-KBUF/AM) Gilley, B.Lee, J.Lee, Whites, Murphey, Milsap, D.Williams.

SOUTHWEST

Tyler, TX (Mark Williams-KDOK) Willie, Exile, J.Anderson, Statlers, Davies, Wrights.

Bryan, TX (Roy Gene-KORA/FM) Conley, Bandy, Milsap, Williams, Buffett.

Bryan, TX (Andy Gallo-WTAW) J.Anderson, Ray & B.J., Statlers, Fricke, Juice, Bailey.

Houston, TX (Candea/Pipia-KILT) Exile, V.Gosdin, E.Harris, D.Seals.

Pt.Arthur/Beaumont, TX (Mickey Ashworth-KYKR) Exile, J.Anderson, Greenwood, Conley, Fricke.

Victoria, TX (Robert Lee-KCWM) B.Lee, L.Mandrell, Whites, J.Lee, Milsap, Murphey.

Alice, TX (Jeff Scott-KOPY) Murray, Hobbs, Buffett, Milsap, Gilley.

El Paso, TX (Mike Hinrichs-KHEY) H.Kanter, Milsap, Atlanta, T.T.Hall, Murray, D.Williams, Buffett, T.Jones.

El Paso, TX (Bob Young-Y96) M.Gilley, E.T.Conley, D.Williams.

Kerrville, TX (Bruce Clark-KERV/FM) L.Richie, C.Twitty, G.Watson, L.Everette.

Austin, TX (Steve Gary-KASE) V.Gosdin, E.T.Conley, Frizzell & West, T.T.Hall.

Austin, TX (Mike Carta-KVET) Murphey, Gosdin, Hall, Hillman, Frizzell & West.

Elgin/Austin, TX (Jimmy Mercer-KELG) Gilley, Fricke, Atlanta, J.Anderson, Milsap.

Abilene, TX (Karen Singleton-KWKC) J.Anderson, L.Greenwood, Atlanta, Statlers.

Big Spring, TX (Richard Paul-KBYG) Frank Hunter, B.Jenkins, M.Murphey, M.Dixon, Carl Smith, P.Goodman, B.Braddock.

Odessa, TX (Dave Richards-KYXX) B.Medley, L.Greenwood, Bandana, Wright Bros.

Amarillo, TX (Avery/Lee-KBUY) R.Milsap, M.Gilley, J.Lee, Whites.

ROCKY MOUNTAIN

Ft.Collins, CO (Mike St.James-KIIX) Mason Dixon, McGuffey Lane.

Leadville, CO (Terry Wineriter-KRMH) McEntire, Willie, Alabama, Schneider, Anderson, Harris.

Grand Junction, CO (Don Rhea-KQIL) Atlanta, E.T.Conley, McG.Lane, G.Davies, Anne Murray, J.Fricke, Shannon Nesmith.

Billings, MT (Chris James-KBIT) L.Greenwood, Statlers, Rex Jr., J.Lee.

Sidney, MT (Rick Wick-KGCK) Fricke, Gilley, Buffett, Hobbs, Mattea, Milsap, Don Williams.

Wolf Point, MT (Dean McMartin-KVCK) Milsap, D.Williams, Buffett, Cathy Buchanan, Boxcar Willie, Liz Boardo, Mason Dixon, Floyd Brown.

Missoula, MT (Mike Doty-KGVO) J.Schneider, J.Newton, Whites, L.Richie.

Boise, ID (Bill Bailey-KIZN) Johnny Lee, Whites.

Albuquerque, NM (Francina Rodriguez-KRST) Juice, Milsap, J.Lee, Williams, Conley, Bruce.

Las Cruces, NM (Michael Check-KGRT/FM) Stewart, Carnes, Williams, Kanter, Fricke.

Phoenix, AZ (Doug Brannan-KNIX) Earl Thomas Conley,
Janie Fricke.

FAR WEST

Las Vegas, NV (Johnny Steele-KVEG) Buffett, Gilley,
McGuffey L., Fricke, T.Jones, Milsap.

Brawley, CA (Adrienne Richardson-KROP) Kanter,
Gilley, Lehr, Atlanta, Conley, L.Anderson.

Anaheim, CA (John Dzima-KIKF) Greenwood, Statlers,
Williams, Gilley, Conley, Bandana.

Los Angeles, CA (Cathy Hahn-KLAC) Willie, Murphey,
Exile, J.Anderson, Rex Jr.

Modesto, CA (Ron Stevens-KMIX) L.Mandrell, Milsap,
Fricke, Gilley, Conley.

Modesto, CA (Ed Nickus-KZUN) Conley, Atlanta, West,
J.Anderson, Boxcar W., Bruce.

San Francisco/Oakland, CA (Laurie Sayres-KNEW)
Exile (30), Schneider, Harris, J.Anderson,
Bandy.

San Francisco/Oakland, CA (Laurie Sayres-KSAN)
Lee Greenwood, Exile, Harris, John Anderson,
Statlers, Juice, D.Seals.

Sacramento, CA (Rick Stewart-KRAK) E.Harris, M.
Bandy, J.Anderson, T.T.Hall.

Carson City/Reno, NV (Gary Page-KKBC) Z.Lehr,
Mattea, Milsap, B.Chase, R.Price, Buffett,
Tom T.Hall, K.McKenzie.

Chico, CA (Rory Miller-KHSL) E.T.Conley, T.T.
Hall, A.Murray & D.Loggins, Atlanta, McG.Lane.
B.Hobbs, Mattea.

Ashland/Medford, OR (Ron Stevens-KCMX) A.Murray,
E.T.Conley, Atlanta, Tom T.Hall.

Phoenix, OR (Bob Kelly-KHUG) Liz Boardo, J.C.
Cunningham, K.Mattea, J.D.Souther, L.Mandrell,
G.Davies, G.Josey, Wright Bros., Mason Dixon.

Eugene, OR (Dan Williams-KEED) Willie, Milsap,
Murray, Richie, Pennington, Boxcar W., Bruce,
Haggard & Leona, Murphey.

Eugene, OR (Tom O'Brien-KYKN) Exile (23), D.
Seals (28), J.Anderson (29), G.Morris (30).

Redmond, OR (Joe Boyer-KPRB) J.Buffett, T.Jones,
R.Price.

Albany, OR (H.David Allan-KRKT AM/FM) D.Williams,
L.Brody, McG.Lane, Gilley, Wrights, L.Morgan,
R.Lee, T.T.Hall, Z.Lehr, Atlanta.

Corvallis, OR (Larry Blair-KFAT) Kanter, Gilley,
R.Charles, R.Price, Wrights, E.T.Conley, Buffett,
Mattea, B.Hobbs, T.Arata.

Toledo, OR (Rich Mack-KTDO) Hall, Buffett, Conley,
Lehr, Atlanta, Murray.

Salem, OR (Bob Kelly-KGAY) T.Jones, R.Price, E.T.
Conley, Murray, Tom T.Hall, Atlanta, G.Stewart.

Astoria, OR (Bob Loucks-KVAS) Buffett, D.Williams,
Gilley, Fricke, Atlanta, Z.Lehr, E.T.Conley.

Portland, OR (Craig West-KRDR) E.T.Conley, A.Murray,
Tom T.Hall, Atlanta.

Pendleton, OR (Dean Carl-KWHT) Murray, Conley,
Atlanta, Coe, L.Mandrell.

Vancouver, WA (Paul Duckworth-KVAN) Statlers, L.
Mandrell, Murphey, Murray, Conley.

Kennewick, WA (Ed Evens-KOTY) Earl Thomas Conley.

Tri-Cities, WA (Jesse Lee-KORD) J.Lee, Statlers,
Ray & B.J., J.Rodriguez.

Clarkston, WA (Don McKay-KCLK) Tom T.Hall, Atlanta,
Boxcar Willie, Rhonda Bristow, McG.Lane, Milsap,
Brody, E.T.Conley, Coe.

Yakima, WA (Bob Walker-KUTI) Willie, Gosdin, Harris,
Seals, J.Anderson.

Aberdeen, WA (Roy James-KAYO) Conley, Williams,
Murphey, B.Mandrell, Seals.

Tacoma/Seattle, WA (Johnny Clark-KRPM) J.Fricke,
D.West, M.Gilley, D.Williams.

Kirkland/Seattle, WA (Lee Matthews-KGAA) M.Haggard,
M.Gilley, J.Fricke, T.Arata.

Everett/Seattle, WA (Wayne Cordray-KWYZ) E.Harris, E.T.
Conley, A.Murray.

Anchorage, AK (Bill Cardoza-KYAK) Ronnie McDowell,
Michael Murphey.

Anchorage, AK (Rich Thomas-KTNX) J.Lee, Williams,
Milsap, Gilley, Fricke.

WELCOME To Our New COUNTRY CORRESPONDENTS

Jerry Winder, PD , WBTU - P.O.Box 37, Kendallville,
IN 46755 (219-347-2400) (was WAWK)

Bruce Lane, PD , WCCI/FM - P.O.Box 310 , Savannah,
IL 61074 (815-273-7757)

Bruce Clark, KERV/FM , P.O.Box 2187 , Kerrville,
TX 78028 (512-896-1230)

Terry Wineriter , KRMH , P.O.Box 960 , Leadville,
CO 80461 (303-486-3424) (was KLRR)

COUNTRY RADIO SEMINAR

Start planning now for the 16th Annual Country
Radio Broadcasters Seminar. It will be held
March 7 - 9 at the Opryland Hotel in Nashville.
More than twenty panel discussions, keynote
speakers, an artist-attended cocktail reception,
and the annual New Faces Show are on the
agenda. Don't miss it!

CHANGES

Kristi Murphy moves from KGAL-Lebanon, OR to
sales at KRKT-Albany, OR.
Bill Bailey promoted to operations manager at
KIZN-Boise, ID.
Chris Michaels promoted to Program Director at
WAMS-Wilmington, DE.
Mason Dixon promoted to Program Director at KJUN-
Puyallup, WA.
David Loyd promoted to Program Director at WPLO/AM-
Atlanta, GA.
Theresa Binon promoted to Program Director at
KGHL-Billings, MT.
Gary Page promoted to Music Director at KKBC-Carson
City/Reno, NV.
Jon Carter moves from WAXX-Gadsden, AL to WEYY-
Talladega, AL as Music Director.
Becki Brooks promoted to Music Director at KMSL-
Stamps, AR.
Jerry Wallace promoted to Music Director at WPLO/AM-
Atlanta, GA.
Bob Gass promoted to Music Director at KQIL-Grand
Junction, CO.
Charlie Hale moves from KVAA-Volga, SD to KKJQ-
Garden City, KS as air talent.
Bob McGee moves from WKSU-Cleveland, OH to WTOD-
Toledo, OH as air talent.

CHARTBUSTERS

STEVIE WONDER
I Just Called
To Say I Love You
(Motown)

DENIECE WILLIAMS
Next Love
(Columbia)

RANDY HALL
I've Been Watching You
(MCA)

CERTIFIED

BILLY OCEAN
Caribbean Queen
(Jive/Arista)

S.O.S. BAND
Just The Way
You Like It
(Tabu)

MOST ADDED

MADONNA
Lucky Star
(Warner Brothers)

DIANA ROSS
Swept Away
(RCA)

POP CROSSOVER

JOYCE KENNEDY
&
JEFFREY OSBORNE
The Last Time
I Made Love
(A&M)

THE BLACK PAGE

August 24, 1984

2W	LW	TW	
6.	4.	1.	MTUME - You, Me & He (Epic)
5.	1.	2.	RAY PARKER, JR. - Ghostbusters (Arista)
4.	3.	3.	SHEILA E. - The Glamorous Life (Warner Brothers)
1.	2.	4.	PRINCE - When Doves Cry (Warner Brothers)
22.	13.	5.	BILLY OCEAN - Caribbean Queen (Jive/Arista)
11.	8.	6.	RICK JAMES - 17 (Gordy)
13.	9.	7.	BROS. JOHNSON - You Keep Me Coming Back (A&M)
14.	12.	8.	LIONEL RICHIE - Stuck On You (Motown)
16.	14.	9.	S.O.S. BAND - Just The Way You Like It (Tabu)
3.	5.	10.	TINA TURNER - What's Love Got To Do With It (Capitol)
25.	18.	11.	JOYCE KENNEDY & JEFFREY OSBORNE - The Last Time I Made Love (A&M)
23.	19.	12.	DENIECE WILLIAMS - Next Love (Columbia)
20.	17.	13.	JERMAINE JACKSON - Dynamite (Arista)
17.	15.	14.	BAR-KAYS - Dirty Dancer (Mercury)
19.	16.	15.	CAROL LYNN TOWNES - 99½ (Polydor)
29.	20.	16.	RUN DMC - 30 Days (Profile)
27.	23.	17.	LILLO THOMAS - Your Love Has A Hold On Me (Capitol)
--.	29.	18.	STEVIE WONDER - I Just Called To Say I Love You (Motown)
--.	26.	19.	PRINCE - Let's Go Crazy (Warner Brothers)
30.	24.	20.	ALICIA MYERS - You Get The Best From Me (MCA)
--.	28.	21.	DONNA SUMMER - There Goes My Baby (Geffen)
7.	6.	22.	KASHIF - Baby Don't Break My Baby's Heart (Arista)
2.	7.	23.	JACKSONS - State Of Shock (Epic)
8.	10.	24.	THE TIME - Ice Cream Castles (Warner Brothers)
10.	11.	25.	LAKESIDE - Outrageous (Solar)
--.	27.	26.	SHANNON - My Heart's Divided (Mirage)
--.	--.	27.	RANDY HALL - I've Been Watching You (MCA)
--.	30.	28.	ROGER - Midnight Hour (Warner Brothers)
--.	--.	29.	STEPHANIE MILLS - The Medicine Song (PolyGram)
--.	--.	30.	O'BRYAN - Breakin' Together (Capitol)

Dropped: #21-Evelyn King, #22-One Way, #25-Peabo Bryson, Cameo, Tyzik, Kids At Work, Dan Hartman, Starpoint, Valentine Bros.

UP & COMING

	Reports	Adds	Ons	Charts
JANET JACKSON - Don't Stand Another Chance (A&M)	32	4	13	15
JACKSONS - Torture (Epic)	29	6	10	13
DIANA ROSS - Swept Away (RCA)	26	17	7	2
*MADONNA - Lucky Star (Warner Brothers)	23	14	2	7
HERBIE HANCOCK - Hard Rock (Columbia)	17	3	1	13
YARBOROUGH & PEOPLES - Be A Winner (T.E.)	17	2	5	10
PATRICE RUSHEN - Get Off (Elektra)	14	4	6	4
*NEW EDITION - Cool It Now (MCA)	13	13	--	--
*TEDDY PENDERGRASS - You're My Choice Tonight (Asylum)	12	5	1	6
GRIFFIN - Throw Down (Qwest)	12	3	2	7
PATTI AUSTIN - Shoot The Moon (Qwest)	12	1	6	5
RALPH MACDONALD - In The Name Of Love (Polydor)	12	3	5	4
JOCELYN BROWN - I Wish You Would (Vinyl Dreams)	12	5	3	4
CHUCK BROWN & SOUL SEARCHERS - We Need Some Money (TTED)	11	1	4	6
*REBBIE JACKSON - Centipede (Columbia)	11	10	1	--
DEBBIE DEB - When I Hear Music (Sunnyview)	11	1	2	8
*LAKESIDE - Make My Day (Solar)	10	6	3	1
MENUDO - If You're Not Here (RCA)	10	1	--	9
CHERRELLE - Fragile (Epic)	10	1	5	4

LP CUTS

BROS. JOHNSON - Out Of Control
 MTUME - You Are My Sunshine/
 C.O.D. (I'll Deliver)
 S.O.S. BAND - Body Break/ Break Up/
 I Don't Want Nobody Else
 BRASS CONSTRUCTION - Renegades
 PATRICE RUSHEN - Gotta Find It/Now
 BLOODSTONE - Contagious/I Adore You

POTENTIAL SINGLES

PRINCE - Purple Rain/Baby I'm A Star
 DENIECE WILLIAMS - Black Butterfly
 KASHIF - Ooh Love / Are You The Woman
 TINA TURNER - Can't Stand The Rain
 TIME - Tricky/My Drawers/The Bird/
 Jungle Love/Chili Sauce
 PEABO BRYSON - The Real Deal/Love
 Means Forever

ANALYSIS

Now that you have sufficiently recovered from the initial shock of all this extra-added information (at no extra charge, I might add), let's get down to what's important: the music.

Our listed "Chartbusters" each week are not the obvious, already top 5 chartbusters; instead, I'm taking that space to offer predictions - the less-obvious singles gaining in the chart that are showing a trend, based on the information you have passed on to me.

"Certified" records have made it - they're in! They're next week's old news, but this week's "what are you waiting for?" singles.

"Most Added" hardly needs an explanation - some weeks there will be one - other weeks possibly more than one.

*First time listed on this page.

REVIEWS

Now, for "Pop Crossover". There's one that needs explaining. Not only could this be a big black/urban/contemporary single which is starting to get attention in other formats, but some weeks it may be just the reverse - a single from another format with potential to run the other way.

"Up And Coming" will be a helpful category for those of you who question certain "below-the-Top-30" singles. Each week, I'll list the number of reports mentioning these singles, as well as how many of them were adds, extras, or charts. "LP Cuts and Potential Singles" will supply you with two things: most popular or requested non-singles from major LP's, and advance information from the various labels about upcoming or about-to-be-released singles from LP's.

There you have it! As you requested in your returned questionnaires, I want to take this opportunity to thank all of you who took time out of your busy schedules to fill out our surveys and mail them back to us. Keep that all-important information coming in each week. Remember: without you - there would be no us!

NORTHEAST

Boston, MA (Sonny Joe White-WXKS/FM) New: Mtume. Gns: R.James, Cherrelle, Deniece, Madonna, Prince, B.Ocean. On: Kennedy/Osborne, SOS, Lillo Thomas.

New York, NY (Barry Mayo-WRKS/FM) New: New Edition, Kashif, Fonda Ray, Evelyn Thomas. Gns: P.Rushen, R.James, Temper, Mtume, Prince, Tina, Jocelyn.

New York, NY (Berger/Tonacci-WPLJ) New: Jacksons, Evelyn Thomas. Gns: Madonna, Sheila E., Prince.

Rochester, NY (Andre Marcel-WDKX) New: Anita Baker, Whodini, Stone, Rebbie Jackson, Grandmaster. Gns: R.Hall, D.Ross, O'Bryan, Temper, Bar-Kays, Lillo.

Utica, NY (Jacques Overdiep-WPWR) New: Mirage, Staples, E.Grant, Griffin, H.Hancock, Arthur Baker, L.Clifford, Hot Box, Zero Hour. Gns: Cameo.

Philadelphia, PA (Buggs/Wyatt-WUSL/FM) New: Time, Grandmaster, Rebbie Jackson, New Edition, Prince. Gns: Jacksons, D.Ross, Run DMC, Newcleus, Mtume.

Baltimore, MD (Kingston/Kronthal-B104) New: Wonder. Gns: Madonna, Jacksons, Prince, Sheila E.

Washington, DC (Jesse Fax/Libby Lawson-WHUR) New: Smokey, Gil Scott-Heron, D.Ross, Jocelyn, Madonna. Gns: SOS, Kennedy/Osborne, Bar-Kays, C.L.Townes.

SOUTH

St. Matthews, SC (Andy Henderson-WQKI) New: Rebbie Jackson, Lakeside, Peabo Bryson. Gns: E.King, Kennedy/Osborne, O'Bryan, Alicia Myers, Janet.

Atlanta, GA (Scotty Andrews-V103) New: Chaka Khan, Earons, Change, S.Mills, Jocelyn, Vanity, Flack. Gns: Tyzik, Hancock, Wonder, Jermaine, Cameo.

Atlanta, GA (Chris Thomas-Z93) New: Ross, Kennedy/Osborne. Gns: B.Ocean, Jacksons, Jermaine, R.James.

Macon, GA (Scott Taylor-WDDO) New: Menudo, Ross, Neumonics, Newcleus. Gns: Teddy, Rushen, Smokey, Deniece, C.L.Townes, Prince. On: Janet, Jonzun.

Jacksonville, FL (Chris Turner-WJAX/FM) New: Leon Haywood, New Edition. Gns: Ross, Peabo, Wonder, C.Brown, Janet, Jacksons, Hartman, R.MacDonald.

Tallahassee, FL (Joe Bullard-WANM) New: Rebbie Jackson, New Edition, Smokey. Gns: Janet, Teddy, Wonder, Bar-Kays, Ross, Griffin, P.Austin, D.Summer, Deniece.

Miami, FL (Frank Amadeo-Y100) On: S.Wonder, B.Ocean. Gns: D.Summer, R.James, Madonna, Pointers, Sheila E., Prince, Shannon, Richie, T.Turner.

Mobile, AL (B.J.Taylor-WBLX) New: Hancock, S.Mills, Brass C., J.Ingram, New Edition, Newcleus, H.Alpert, Jocelyn, Bananarama. Gns: C.L.Townes, Emotions.

McComb, MS (Brad Lee-WHNY) New: D.Ross. Gns: S.Wonder, Madonna, Shannon, Pointers, R.MacDonald, D.Summer. On: Smokey, Jacksons, J.Ingram, Diana & Julio.

Moss Point, MS (Jeffrey Paul-WJKX) New: O'Bryan, C.Brown, Debbie Deb, P.Austin, R.MacDonald. Gns: SOS, Valentine, B.Ocean, C.L.Townes, Deniece, Bar-Kays.

Lafayette/Abbeville, LA (Quinn Mark-KROF) New: Janet, S.Wonder, Nuance, Summer, Madonna, Hancock, Bonnie Pointer, LaToya, C.Lucas, Rushen, S.Brown, Rebbie.

New Orleans, LA (Donnie Taylor-WYLD) New: New Horizons Peabo, New Edition, Rebbie Jackson, S.Brown, Ross, Jacksons. Gns: Mtume, Ocean, Griffin, Neumonics.

New Orleans, LA (O'Kelly/Rolling-B97) New: Ross, J.Kennedy/J.Osborne. Gns: Jacksons, Summer, Madonna, S.Wonder, Jermaine, R.James. On: B.Ocean.

Memphis, TN (Melvin Jones/Jerry Mason-KRNB) New: Leon Haywood, Grandmaster, Bob Marley, Jocelyn. Gns: Next Movement, D.Ross, Janet Jackson, Vanity. On: Austin.

CENTRAL & MIDWEST

Cleveland, OH (Dean Dean-WDMT) New: S.Wonder, Prime Time, Vanity, Amusement Park, Jacksons. Gns: Janet Jackson, K.Blow, Rushen, Bros.Johnson, Nuance, D.Deb

Columbus, OH (Harry Lyle/K.C.Jones-WVKO) New: Teddy Pendergrass, Lakeside, Sneak E. Gns: Wonder, Rushen, Madonna, Prince, Lakeside, Cherrelle, Deniece, Time.

CENTRAL & MIDWEST (continued)

Indianapolis, IN (Kelly Karson-WTLC/FM) New: D.Ross, Leon Haywood, Nami, Staples, Lou Rawls, New Edition. Gns: Y.& Peoples, Kennedy/Osborne, B.Pointer, B.Ocean.

Chicago, IL (Graham Armstrong-WGCI/FM) New: S.Mills, R.MacDonald, Marley, Grandmaster, New Edition, Kids At Work, Ross, M.Titus, Vanity. Gns: Lillo, C.Brown.

Chicago, IL (Lee Michaels/Brian Hawkins-WBMX/FM) New: Vanity, K.Blow, Peabo, Jacksons, Col.Abrams. Gns: Cherrelle, Menudo, Hancock, Lillo, S.Clarke, O'Bryan.

Milwaukee, WI (Bob Collins-WNOV) New: Vanity, Lakeside, Rebbie Jackson, New Edition, M.Titus, Teddy, G.Jones, Egyptian Lover, Kim Fields, Emotions. Gns: Mtume.

Milwaukee, WI (Jim Brown-WLUM) New: Yarbrough & Peoples, O'Bryan, Randy Hall, L.Buckingham. Gns: T.Turner, L.Richie, B.Ocean, Jacksons, Ray Jr., R.James, Prince.

Detroit, MI (Steve Harris-WDRQ/FM) New: Amusement Park, C.Lucas, Chaka, Jocelyn, New Edition, S.Wonder, Vanity. Gns: Whodini, S.Mills, Randy Hall, Janet Jackson.

Detroit, MI (Gary Berkowitz-WHYT) New: B.Gibb, D.Ross, Mtume. Gns: Madonna, Jacksons, Wonder, B.Ocean, Rick James, Prince. On: Kennedy/Osborne, A.Ribeiro.

SOUTHWEST

Austin, TX (Ken Rush-KNOW) New: Controllers, S.Mills, Rushen, Wonder, Rebbie Jackson, New Edition. Gns: Bar-Kays, Roger, Temper, D.Summer, Nuance, B.Ocean.

Killeen, TX (Bill St.John-KIIZ/AM) New: Prince, Janet Jackson, Lakeside, S.Wonder, Griffin, Jacksons, One Way, Teddy, Dr.J.& Mr.H., Third Party. Gns: D.Deb.

Dallas, TX (Keni Byrd-KNOK) New: S.Mills, P.Rushen, Prince, D.Ross. Gns: Griffin, Jacksons, Rose Royce, Lillo Thomas, S.Wonder, Kennedy/Osborne, S.Clarke.

Dallas, TX (Terri Avery-KKDA) New: Gil Scott-Heron, Rebbie Jackson, Lakeside, Staples, Vanity, Chaka, New Edition. Gns: Ocean, Mtume, Time, Rushen.

Pt.Arthur, TX (Doug Davis-KHYS) New: H.Alpert, Leon Haywood, LaToya, Brass C., Teddy, Lenny Welch, S.Mills. Gns: Valentine, Bar-Kays, Lakeside, Lillo.

Houston, TX (Doc Kilgore/Brute Bailey-KMJQ) New: Leon Haywood, Diana & Julio, H.Alpert, Rodney Salisbury, Rebbie Jackson, New Edition, Dr.J.& Mr.H., Deniece.

FAR WEST

Los Angeles, CA (Jim Pewter-KRLA) New: Jacksons, SOS, Kennedy/Osborne. Gns: Wonder, Ocean, Summer, Diana & Julio, Jermaine, Prince. On: Deniece, H.Alpert.

Los Angeles, CA (Mike Schaefer-KIIS/FM) New: S.Wonder. Gns: Summer, Ocean, Jermaine, Peabo, Jacksons.

Ojai/Oxnard, CA (Howard "HT" Thomas-KMYX) New: Ingram, Prince, Wonder, Kennedy/Osborne, Valentine Bros., R.Hall, Diana & Julio, Lillo. Gns: O'Bryan, Bar-Kays.

Bakersfield, CA (Jeff Ryan-13K) New: Ross, Janet Jackson, Mtume. Gns: Summer, Madonna, SOS, Jermaine, Jacksons, B.Ocean, Sheila E., Prince. On: R.James.

Fresno, CA (Walker/Davis-KYNO) New: D.Ross. Gns: Jacksons, Madonna, Wonder, Janet Jackson, R.James, Sheila E., Prince, Tina Turner.

Stockton, CA (John Hampton-KSTN) New: Ross, Vanity. Gns: Janet Jackson, Jacksons, D.Summer, Ocean, SOS, Roger, Madonna, Prince. On: Kurtis Blow, S.Mills.

Stockton, CA (Roy Williams-KJOY) New: Prince. Gns: B.Ocean, Summer, S.Wonder, Jacksons, Sheila E., Madonna, Jermaine, L.Richie, Tina Turner, Ray Parker Jr.

San Francisco/San Mateo, CA (Marvin Robinson-KSOL/FM) New: Rushen, Prince, Wonder, Peabo, LaToya, G.Scott H., Teddy, Ross, Neumonics, Lakeside, Kids/Work, Griffin.

San Francisco/Oakland, CA (Jeff Harrison-KDIA) New: J.Taylor, Starpoint, Y.& Peoples, LaToya, Janet Jackson. Gns: O'Bryan, Mills, Run DMC, Bros.Johnson.

San Francisco, CA (Bazoo/Silver-KMEL) New: D.Ross, Kennedy/Osborne. Gns: SOS, Wonder, B.Ocean, Summer, Pointers, Jacksons, Jermaine, Madonna, Prince.

(Some of the above stations are also used in Top 40).

Dave Sholin
PERSONAL PICKS

BODY ROCK-Maria Vidal (EMI) Instantly has you flashing on "Flashdance" and...you guessed it...it's from a new movie of the same title that's scheduled for release in mid-September. It's been a banner year for music from soundtracks and this debut single from one of New York's bright young vocalists could be her ticket to "Fame".

WHO WEARS THESE SHOES-Elton John (Geffen)

Could've come straight off one of his albums in the early-to-mid-seventies period. Going back to basics with Bernie Taupin has proven successful, whether it be ballads or pure pop up-tempo efforts like this excellent track.

I FEEL FOR YOU-Chaka Khan (Warner Bros.)

All bases are covered here. Check out this list of credits...a song written by Prince, instrumental backing from Stevie Wonder, Grandmaster Melle Mel provides some rap as the Grandmaster of production, Arif Mardin oversees the project. Exactly the type of material tailored for Chaka's unique style.

Ron Fell
PERSONAL PICKS

"Phantoms"-The Fixx (MCA) If it ain't broke...Fixx-it anyway. The Fixx factory is pumping out modern, functional pop music with lyrics of substance, melodies of style, and videos of fashion. Cy Curnin, the belting buckle of the band, has written and sung a thematic batch of songs which are linked ever so loosely by the title of the LP. If Curnin is the belt buckle, then guitarist Jamie West-Oram is the suspenders in this outfit. His toney guitar chords, often strung-out in layers, offer sure support and prevent even momentary letdown. LOSE FACE/LESS CITIES, MORE MOVING PEOPLE/ARE WE OURSELVES/FACING THE WIND/WOMAN ON A TRAIN/I WILL.

MEMO FROM BILL

About a year ago, we celebrated the twenty-fifth anniversary of The Gavin Report. We announced that a group of our employees had purchased the publication and would continue it as before. The new owners are people with whom I have worked closely for many years. They have earned my confidence - and yours - as a staff devoted to the same high principles that have distinguished The Gavin Report from its beginning.

The enlarged content and format of today's edition reflect a response to the changing patterns and needs of our industry. Over the years, The Gavin Report has pioneered many new paths for other publications to follow. Today's innovations reinforce our position of leadership as radio's programming guideline - an expansion made possible by opening these pages to commercial advertising.

Congratulations and best wishes to the "Gavin Gang" and to those who will continue their tradition in the years to come. May all our readers continue to find useful information and inspiration in these pages.

Bill Gav

PROGRAMMERS' PERSONAL PICKS

HUEY LEWIS AND THE NEWS "If This Is It" VS4 42803



On July 9th, programmers chose this song as the next smash from the "SPORTS" album. Six weeks later, every Top 40, A/C and AOR station is playing this song. It is 11• in Billboard with album sales approaching 4 million.

SPANDAU BALLET "Only When You Leave" VS4 42792

SPECIAL RE-EDIT ON YOUR DESK NOW.



On July 16th, programmers had so much confidence in this song they played it even though it was over four minutes long. Now with the new edit under four minutes, it is easier to program and destined to go Top 10. Within 5 weeks it is 41• in Billboard. From the album "Parade."

BILLY IDOL "Flesh For Fantasy" VS4 42809



On August 13th, programmers across the country chose this song and it appears to be the fastest breaking Billy Idol song yet. It debuted at 64• in Billboard. From the platinum plus album "Rebel Yell."

YOU GUYS REALLY KNOW HOW TO PICK 'EM!



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