Steve Winwood
"Back In The High Life Again"

The New Single From The Multi-Platinum Album

Back In The High Life Produced By Russ Titelman and Steve Winwood
the GAVIN REPORT

Editor: Dave Sholin

TOP 40

CHARTBOUND

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

MOST ADDED

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U2 - With Or Without You (Island)
Fleetwood Mac - Big Love (Warner Bros.)
KIM WILDE - You Keep Me Hangin' On (MCA)
Bryan Adams - Heat Of The Night (A&M)
Huey Lewis & The News - I Know What I Like (Chrysalis)
ATLANTIC STARR - Always (Warner Bros.)
Jody Watley - Looking For A New Love (MCA)
Madonna - La Isla Bonita (Sire/Warner Bros.)
Breakfast Club - Right On Track (MCA)
Biafority

BOB SEGER
Shakedown (MCA) 172 Adds

BRUCE HORNSBY & THE RANGE
Every Little Kiss (RCA) 92 Adds

HEART
Alone (Capitol) 86 Adds

TOP NEW AIRPLAY

CERTIFIED

BRUCE HORNSBY & THE RANGE - Every Little Kiss (RCA) 216
*BOB SEGER - Shakedown (MCA) 172
EXPOSE - Point Of No Return (Arista) 169
EUROPE - Rock The Night (Epic) 149
REO SPEEDWAGON - Variety Tonight (Epic) 132

WHITNEY HOUSTON - I Wanna Dance With Somebody (Who Loves Me) (Arista)
Paul Simon - You Can Call Me Al (Warner Bros.)
SMOKEY ROBINSON - Just To See Her (Motown)
KENNY G - Songbird (Arista)
David Bowie - Day-In Day-Out (EMI America)
EDDIE MONEY - Endless Nights (Columbia)
CROWDED HOUSE - Something So Strong (Capitol)
Psychedelic Furs - Heartbreak Beat (Columbia)
TOM PETTY & THE HEARTBREAKERS - Jammin' Me (MCA)
BILLY IDOL - Sweet Sixteen (Chrysalis)
HEART - Alone (Capitol)
Simply Red - The Right Thing (Elektra)
Thompson Twins - Get That Love (Arista)
TINA TURNER - Heart And Soul (Virgin)
THE OTHER ONES - We Are What We Are (Virgin)
PARTLAND BROTHERS - Soul City (Manhattan)
SYSTEM - Don't Disturb This Groove (Atlantic)
Journey - Why Can't This Night Go On Forever (Columbia)
Lionel Richie - Se La (Motown)
Company B - Fascinated (Atlantic)

WHITNEY HOUSTON
I Wanna Dance With Somebody (Who Loves Me) (Arista)

HEART
Alone (Capitol)

RECORD TO WATCH

DEBBIE GIBSON
Only In My Dreams (Atlantic)
Debbie does Miami...New York...L.A...and it's just the beginning.

May 15, 1987
DAN FOGELBERG
"She Don't Look Back"

GAVIN TOP 40: UP & COMING
51 ADDS!
including...
WBEN 106X WPST WQUT WKDD
WBNQ WDBR Z104 Y108 KGOT
KSND KTMT OK95

JENNIFER RUSH
duet with ELTON JOHN
"Flames Of Paradise"

109 STATIONS IN TWO WEEKS!
FOURTH MOST ADDED!
GAVIN TOP 40: UP & COMING
109/63

REO SPEEDWAGON
"Variety Tonight"

GAVIN TOP 40: CHARTBOUND
132/17
95XXX PRO/FM Z94 100KHI K104
106X WPFM Z103 KDVV KRQ
Y108 WHKW WQUT WTNZ KDWB
WDBR 99KG KYYA KSLY KTMT
GINO VANNELLI
“Wild Horses”

GINO VANNELLI
“Wild Horses”

GAVIN TOP 40: 92/12
26% HIT FACTOR
ADDS:
KPKE WHSY 106X K104 WWMR
GAVIN A/C: #19

EUROPE
“Rock The Night”

EUROPE
“Rock The Night”

SECOND FOLLOW-UP SMASH!
GAVIN TOP 40: CHARTBOUND
149/15
ADDS:
PRO/FM WSPK WNYZ
WGGZ WFMF KUBE

SURVIVOR
“Man Against The World”

SURVIVOR
“Man Against The World”

GAVIN TOP 40: UP & COMING
55/6
100KHI 106X K104 Q105 Y100
WKDD KDWB WDBR 99KG KRQ
KCPX KTMT

EPIC, PORTRAIT & ASSOCIATED
<table>
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<tr>
<th>ARTIST &amp; TITLE</th>
<th>Reports</th>
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<td>LOU GRAMM - Ready Or Not (Atlantic)</td>
<td>127</td>
<td>29</td>
<td>88 10</td>
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<tr>
<td>NYLONS - Kiss Him Goodbye (Open Air/Windham Hill)</td>
<td>118</td>
<td>41</td>
<td>61 16</td>
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<td>JENNIFER RUSH Duet With ELTON JOHN - Flames of Paradise (Epic)</td>
<td>109</td>
<td>63</td>
<td>45 1</td>
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<td>RESTLESS HEART - I'll Still Be Loving You (RCA)</td>
<td>94</td>
<td>9</td>
<td>43 42</td>
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<td>PSEUDO ECHO - Funky Town (RCA)</td>
<td>93</td>
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<td>GINO VANPELLI - Wild Horses (CBS)</td>
<td>92</td>
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<td>39 41</td>
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<td>TINA TURNER - Break Every Rule (Capitol)</td>
<td>90</td>
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<td>74 11</td>
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<td>FROZEN GHOST - Should I See (Atlantic)</td>
<td>87</td>
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<td>44 38</td>
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<td>THE TRUTH - Weapons of Love (IRS/MCA)</td>
<td>87</td>
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<td>71 9</td>
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<td>DURAN DURAN - Meet El Presidente (Capitol)</td>
<td>80</td>
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<td>67 11</td>
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<tr>
<td>ANITA BAKER - Same Ole Love (365 Days a Year)(Elektra)</td>
<td>79</td>
<td>5</td>
<td>38 36</td>
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<td>CARLY SIMON - Give Me All Night (Arista)</td>
<td>79</td>
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<td>60 5</td>
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<td>ROCK AND HYDE - Dirty Water (Capitol)</td>
<td>73</td>
<td>12</td>
<td>47 14</td>
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<td>STRYPER - Free (Engima)</td>
<td>68</td>
<td>9</td>
<td>54 5</td>
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<td>MONDO ROCK - Primitive Love Rites (Columbia)</td>
<td>67</td>
<td>14</td>
<td>39 14</td>
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<td>JACK WAGNER - Weatherman Says (Quest/Warner Bros.)</td>
<td>62</td>
<td>4</td>
<td>44 14</td>
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<td>THE CITY - Planets in Motion (Chrysalis)</td>
<td>62</td>
<td>5</td>
<td>52 5</td>
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<td>*JANET JACKSON - Pleasure Principle (A&amp;M)</td>
<td>61</td>
<td>55</td>
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<td>DAN HILL - Can't We Try (Duet With Vonda Sheppard) (Columbia)</td>
<td>59</td>
<td>29</td>
<td>20 10</td>
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<td>BON JOVI - Never Say Goodbye (Mercury/PolyGram)</td>
<td>58</td>
<td>9</td>
<td>19 30</td>
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<td>SURVIVOR - Man Against The World (Scotti Bros.)</td>
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<td>45 4</td>
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<td>CAMEO - Back And Forth (Atlanta Artists/PolyGram)</td>
<td>54</td>
<td>3</td>
<td>32 19</td>
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<td>*DAN FOGELBERG - She Don't Look Back (Epic)</td>
<td>51</td>
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<td>ROBERT CRAY - Right Next Door (Because of Me) (Mercury/PolyGram)</td>
<td>46</td>
<td>14</td>
<td>28 4</td>
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<td>GREGG ALLMAN - I'm No Angel (Epic)</td>
<td>44</td>
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<td>20 24</td>
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<td>*PRINCE - If I Was Your Girlfriend (Paisley Park/Warner Bros.)</td>
<td>41</td>
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<td>PATTY SMYTH - Downtown Train (Columbia)</td>
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<td>*NONA HENDRYX - Why Should I Cry? (EMI America)</td>
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<td>16 5</td>
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<td>CINDERELLA - Somebody Save Me (Mercury/PolyGram)</td>
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<td>32 6</td>
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<td>KLYMAXX - I'd Still Say Yes (MCA)</td>
<td>37</td>
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<td>19 12</td>
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<td>COLIN JAMES HAY - Can I Hold You (Columbia)</td>
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<td>*SURFACE - Happy (Columbia)</td>
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<td>TESLA - Little Suzi (Geffen)</td>
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<td>*DEBBIE GIBSON - Only In My Dreams (Atlantic)</td>
<td>31</td>
<td>20</td>
<td>7 4</td>
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<td>*PETER WOLF - Can't Get Started (EMI America)</td>
<td>30</td>
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<td>*WHITESNAKE - Still The Night (Geffen)</td>
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<td>LUTHER VANDROSS &amp; GREGORY HINES - There's Nothing Better Than Love (Epic)</td>
<td>27</td>
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<td>*DANNY WILSON - Mary's Prayer (Virgin)</td>
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<td>*RONNIE SPECTOR - Who Can Sleep (Columbia)</td>
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<td>COVER GIRLS - Show Me (Fever/Sutra)</td>
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<td>12 11</td>
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<td>*JULIAN COPE - Eva's Volcano (Island)</td>
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<td>LITTLE AMERICA - Walk On Fire (Geffen)</td>
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Dropped: #26 - Steve Winwood, #27 - Prince, #36 - Crowded House, #38 - Donna Allen, #40 - Aretha Franklin & George Michael, Night Ranger, New City Rockers, Peter Cetera, Dead Or Alive, Russell Hitchcock, Pseudo Echo (Dream).
“Eve's Volcano”

Julian Cope

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

**Total Reports This Week** | **Last Week**
---|---
313 | 310

**ARTIST** | **TITLE** | **LABEL** | Reports | Adds | 1-5 | 6-10 | 11-20 | 21-30 | Uncharted | HIT FACTOR | Weeks
---|---|---|---|---|---|---|---|---|---|---|---
U2 - With Or Without You (Island) | 282 | -- | 238 | 36 | 8 | -- | -- | -- | 100% | 10
FLEETWOOD MAC - Big Love (Warner Bros.) | 272 | 1 | 178 | 61 | 22 | 8 | 2 | -- | 95% | 9
KIM WILDE - You Keep Me Hangin' On (MCA) | 284 | 2 | 61 | 115 | 82 | 20 | 4 | -- | 90% | 8
BRYAN ADAMS - Heat of the Night (A&M) | 262 | -- | 128 | 82 | 37 | 11 | 4 | -- | 94% | 9
HUEY LEWIS & THE NEWS - I Know What I Like (Chrysalis) | 271 | -- | 82 | 111 | 59 | 12 | 7 | -- | 92% | 9
GENESIS - In Too Deep (Atlantic) | 299 | 2 | 19 | 40 | 179 | 53 | 6 | -- | 79% | 5
ATLANTIC STARR - Always (Warner Bros.) | 269 | 6 | 59 | 76 | 94 | 25 | 9 | -- | 85% | 11
JODY WATLEY - Looking For A New Love (MCA) | 221 | -- | 141 | 65 | 10 | -- | 5 | -- | 97% | 12
BREAKFAST CLUB - Right On Track (MCA) | 248 | 4 | 39 | 104 | 79 | 14 | 8 | -- | 89% | 11
LISA LISA AND CULT JAM - Head To Toe (Columbia) | 271 | 10 | 29 | 32 | 105 | 80 | 15 | -- | 61% | 7
BON JOVI - Wanted Dead Or Alive (Mercury/PolyGram) | 247 | 7 | 21 | 71 | 116 | 25 | 7 | -- | 84% | 7
HERB ALPERT - Diamonds (A&M) | 257 | 4 | 72 | 119 | 86 | 17 | -- | -- | 58% | 11
CHRIS DeBURGH - The Lady In Red (A&M) | 208 | 4 | 70 | 75 | 46 | 11 | 2 | -- | 91% | 16
KENNY LOGGINS - Meet Me Half Way (Columbia) | 232 | 6 | 12 | 40 | 111 | 49 | 14 | -- | 70% | 12
LEVEL 42 - Lessons In Love (Polydor/PolyGram) | 229 | 7 | 4 | 14 | 67 | 102 | 35 | -- | 37% | 9
GLENN MEDEIROS - Nothing's Gonna Change My Love (Amherst) | 167 | 5 | 31 | 36 | 68 | 20 | 7 | -- | 80% | 13
POISON - Talk Dirty To Me (Capitol) | 135 | -- | 38 | 54 | 26 | 13 | 4 | -- | 87% | 12
WHITNEY HOUSTON - I Wanna Dance With Somebody (Arista) | 287 | 42 | -- | 1 | 22 | 109 | 113 | 2 | -- | 7% | 2
PAUL SIMON - You Can Call Me Al (Warner Bros.) | 168 | 4 | 8 | 19 | 67 | 58 | 12 | -- | 55% | 8
SMOKEY ROBINSON - Just To See Her (Motown) | 217 | 21 | 6 | 9 | 33 | 85 | 63 | 2 | -- | 22% | 10
KENNY G - Songbird (Arista) | 191 | 7 | 8 | 10 | 46 | 65 | 55 | -- | 33% | 8
DAVID BOWIE - Day-In Day-Out (EMI America) | 179 | 2 | 6 | 16 | 76 | 61 | 18 | -- | 54% | 8
EDDIE MONEY - Endless Night (Columbia) | 208 | 16 | 2 | 10 | 38 | 77 | 65 | 24% | 8
CROWDED HOUSE - Something So Strong (Capitol) | 237 | 17 | -- | 4 | 11 | 70 | 135 | 6% | 4
PSYCHEDELCIC FURS - Heartbreak Beat (Columbia) | 169 | 2 | 3 | 13 | 38 | 83 | 30 | 31% | 11
TOM PETTY & THE HEARTBREAKERS - Jammin' Me (MCA) | 221 | 15 | 3 | 3 | 26 | 95 | 79 | 14% | 3
BILLY IDOL - Sweet Sixteen (Chrysalis) | 220 | 12 | -- | 1 | 14 | 86 | 107 | 6% | 5
HEART - Alone (Capitol) | 260 | 86 | -- | -- | 1 | 38 | 135 | -- | 2
TPAU - Heart And Soul (Virgin) | 198 | 26 | -- | -- | 5 | 40 | 127 | 2% | 4
THE OTHER ONES - We Are What We Are (Virgin) | 169 | 3 | -- | -- | -- | 12 | 70 | 84 | 7% | 7
THE PARTLAND BROTHERS - Soul City (Manhattan) | 184 | 18 | -- | 1 | 3 | 42 | 120 | 2% | 5
SYSTEM - Don't Disturb This Groove (Atlantic) | 163 | 19 | 1 | 2 | 22 | 44 | 75 | 15% | 5
JOURNEY - Why Can't This Night Go On Forever (Columbia) | 150 | 5 | -- | 3 | 24 | 55 | 63 | 18% | 6
BRUCE HORNSBY & THE RANGE - Every Little Kiss (RCA) | 216 | 92 | -- | -- | 2 | 19 | 103 | -- | 2
EXPOSE - Point Of No Return (Arista) | 169 | 44 | -- | -- | 2 | 25 | 98 | 1% | 3
EUROPE - Rock The Night (Epic) | 149 | 15 | -- | -- | -- | 2 | 25 | 107 | 1% | 4
REO SPEEDWAGON - Variety Tonight (Epic) | 132 | 17 | -- | -- | 2 | 2 | 14 | 97 | 3% | 3
LOU GRAMM - Ready Or Not (Atlantic) | 127 | 29 | -- | -- | -- | 2 | 8 | 88 | 1% | 3
NYLONS - Kiss Him Goodbye (Open Air/Windham Hill) | 118 | 41 | -- | -- | 1 | 4 | 11 | 61 | 4% | 3
Wot's it to ya
I begged to stay
Wan't it you
Who just laughed in my face
Maybe it's true
I'm not your kind
The kind you leave behind
And wasn't it you
All dressed in red
Clutchin' your suitcase
Never mind what you said
Suddenly you
Cumin' round again
And you want to know how
I've been

Chorus:
Wot's it to you
Wot's it to you
Wot's it to you
Wot's it to you
You don't care for me
Or do you forget
Wot's it to ya
I see through ya
You only want something
That you can't get

Didn't I try
All day long
Didn't I try
When all hope was gone
Didn't I try
Didn't I walk the floor
No cry, no more
Didn't I wait
All concerned
Wishin' and prayin'
Your love would return
Now isn't it her
Who I can't resist
And now you're wonderin'
Who she is

"Wots It To Ya"
The Next Hit From
Robbie Nevil

CHECK OUT THE "TO YA" REMIX ON THE B SIDE.
Music complements our many moods, which are in turn influenced in great measure by our environment. That's why many successful stations do some fine tuning and adjusting to compliment seasonal changes. With summertime rapidly approaching several programmers mentioned they're ready to install new hot clocks and add several carefully selected titles from the summer gold vault. But with the volume of new product available, we're heating up for what expects to be a period that emphasizes currents.

One of those we'll be hearing a lot of in the next month will be ATLANTIC STARR. Especially strong with females, their HIT FACTOR zooms from 56% to 85%. Locks up number one at Y106 Orlando, WCIL Carbondale, WTNZ Knoxville, WBBQ Augusta, KATD Los Gatos/San Jose, KKSS Santa Fe/Albuquerque, KWXX Hilo, WKXX Birmingham, WQBB Ft. Valley/Macon, etc.

When an artist more than doubles in HIT FACTOR as they climb the chart, it's a safe bet they'll go Top Ten. That's what's happening to HERB ALPERT and company, who take percentage increase of 26% to 58%! Moves of seven places or more at KDWZ 26-18, WPHR 29-21, WLLI 24-15, KKRQ Iowa City/Cedar Rapids, Z93 Atlanta, WPST Trenton, etc.

Growing to nearly 200 reports, PARTLAND BROTHERS get their first U.S. release on the Top 40 in short order. Moves ahead for Harry Nelson at Z94 Boston 33-27 and Jack Lundy Y94 Fargo/Moorhead 21-15. New on WXQX Freeport, KPKE and Y108 Denver, KIXY San Angelo, KKRQ Iowa City/Cedar Rapids, Z93 Atlanta, WPST Trenton, etc.

Early acceptance of BILLY IDOL converts into a 6% HIT FACTOR, as he leaps ahead at FM102 28-16, KFMY 28-19, Y95 Dallas debut#26, KRRG 22-17, KDVS 28-22, KY3Y 33-27, WYZZ 30-18, WWFX 21-17, WLYO debut#26, WZOK 30-23, KTXY 23-16, etc.

Lost in the shuffle the first time around, BRUCE HORNBY & THE RANGE get something few bands do—a second chance to take a song up the chart. Debuts in the Top Thirty for Jim Walsh 3WD, Rick Sanders HIT105, Jonathan Little and Matt Hudson Z104. Rick Alan KKEG, Gerry DeMaroney FM104, Charlie Fox KYYA, etc.

Expect to see our RECORD TO WATCH explode onto UP & COMING stage. Added at 106X, Z103, PWR99.7, WZOK 30-23, KTXY 23-16, etc.

IMPRESSIVE debuts from those who're playing Nona Hendryx...#24 WXKS Boston, #20 KKSS Santa Fe/Albuquerque, #25 KZ102 San Francisco, #27 FM102 Sacramento, etc. Adds include KREO, KMGX, KYNO, KEYP, CKOI, WKQG, 92X, WTIC, etc.

What a difference a week makes! SURFACE, last week's RECORD TO WATCH explodes onto UP & COMING with adds at KWSX, KATD, KS103, KKIS, Z103, WBBQ, etc. Chris Collins at FM102 Sacramento takes it an astounding 37-18!! Calls are heavy at KMEL where it debuts at #29...other key gains at KXKS 19-8, KYOS 13-10, KS103 33-29, KTY 34-25 etc.

Dance/Club sensation DEBBIE GIBSON is showing her mass appeal stuff now with a 9% HIT FACTOR. Jumps 17-7 at Y100 Miami and goes Top 15 at Z100 New York. Debuts #30 at KGGI with 20 adds including KZZP, WKKX, WTIC, WNYZ, WBBQ, etc. Rick Shannon LG73, Doug Koehn KNEN, etc.
ARISTA, A YEAR AGO TODAY.

WHITNEY "Greatest Love Of All"
BILLY OCEAN "There'll Be Sad Songs (To Make You Cry)"
JERMAINE STEWART "We Don't Have To Take Our Clothes Off"
GTR "When The Heart Rules The Mind"

ARISTA, TODAY.

WHITNEY "I Wanna Dance With Somebody (Who Loves Me)"
KENNY G "Songbird"

EXPOSE "Point Of No Return"
CARLY SIMON "Give Me All Night"
THOMPSON TWINS "Get That Love"

IT'S STARTING ALL OVER AGAIN.

WHITNEY "I Wanna Dance With Somebody (Who Loves Me)"
On April 30th (or thereabouts), America started dancing to a new tune and they haven't stopped yet! "I Wanna Dance With Somebody (Who Loves Me)" is on its way to becoming Whitney's fifth consecutive #1 smash. The chart debuts and the adds confirm our belief. Whitney, her second album, arrives in-store June 2nd.

GAVIN TOP 40 SINGLE: DEBUT 21*
BILLBOARD TOP 40 SINGLE: 38* -28*
R&R TOP 40 SINGLE: 35* -20*

EXPOSE "Point Of No Return"
Let's get straight to the point. EXPOSE is hot! "Point Of No Return," the follow-up to their top 5 smash "Come Go With Me," and the single radio demanded, is exploding out-of-the-box. The album Exposure is over 450,000, and we're only at the start of the second single! Here are the facts:

THIS WEEK'S NEW MAJORS:

WBLI WCAU PRO/FM Z95
KWOD KTKS Z100 KCPW

KENNY G "Songbird"
They said it couldn't be done, they were wrong. "Songbird," the hit single from Kenny G, continues to fly up the Pop, R&B and A/C charts. The album Duotones is now GOLD. It's been eight years since an instrumental, not from a film or a TV show, has gone top 10.

GAVIN TOP 40 SINGLE: 31* -24*
BILLBOARD TOP 40 SINGLE: 35* -24*
R&R TOP 40 SINGLE: 33* -23*

CARLY SIMON "Give Me All Night"
In only three weeks, Coming Around Again, Carly's debut Arista album, has become her biggest selling LP in eight years. Already well over 300,000 and selling like hotcakes. "Give Me All Night," the new single, will bring Carly her first gold album in years.

COMING SOON: TWO MORE GREAT HITS!

ARETHA "Rock-A-Lott / THOMPSON TWINS "The Long Goodbye"

ARISTA RECORDS.
DELIVERING THE HITS, THEN & NOW.
NORTHEAST

HAMILTON, ON (NEVIN GRANT-CKOC) Other Ones, C.Hart.

MONTREAL, QU (GUY BROUILLARD-CKOI/FM) Diana Ross, Janet Jax., N. Hendryx, B. Hornsby, Red 7.

BOSTON, MA (NELSON/DOLGINS-Z94) Peter Wolf, Europe.


PROVIDENCE, RI (TOM CUDDY-PRO/FM) Expose, Europe, Dan Hill, Seger, T. Turner.

KEENE, NH (TROMBLYLNOTT-WKNE/FM) C. Simon, Survivor, Nylons, P. Echo.


RUMFORD, ME (ROBERTS/JAMES-WMR) Rush/Elton, G N. Hendryx, Prince.

ELLSWORTH/ BANGOR, ME (MIKE MOORE-WKRO) B. Club, A. Starr, Lisa Lisa, Bowie.

BANGOR, ME (LEVEN/CLARK-WWFX) F. Ghost, Nylons, Expose, Peter Wolf, A. Baker.

BURLINGTON, VT (THOM RICHARDS-Q99) Rush/Elton, Prince, N. Hendryx, Deb Gibson, P. Echo.

BURLINGTON, VT (DENNA YASNER-95XRX) REO, Seger, Mondo Rock, Gary Numan, R. Cray, Rush/Elton, Whitesnake.


WILLIAMSTOWN, CT (EVAN/SPENCER-WILI/FM) Prince, Rush/Elton, P. Echo, N. Hendryx.

GROTON, CT (SULLIVAN/FRANCO-WQGN) Heart, Rush/Elton, B. Hornsby.

NEW HAVEN, CT (STEP RYBAK-K101) N. Hendryx, P. Echo, Seger, G. Medeiros, Joni. V.

NORTHFIELD, CT (BRETT RICHARDS-WLQY) B. Hornsby, T. Pau, Lisa Jane, Janet Jax., Partlands.

NEW YORK, NY (SCOTT SHANNON-Z100)Expose, System.


SCHENECTADY, NY (N. J. M. W. S. W. V.) Heart, Surface, Peter Wolf.


POUGHKEEPSIE, NY (BOB WEIL-WSPK/FM) Europe, Crowded H., E. Money, Fogelberg.


MID ATLANTIC


PITTSBURGH, PA (LOUIE CAMPBELL-B94) Janet Jax., T. Pau.


ERIE, PA (JIM COOK-WJET) Pety, Crowded H., B. Hornsby, Company B.


ALTOONA, PA (STEVE KELSEY-WBFG) E. Money, Seger.

WASHINGTON, DC (ST. JOHN/BAXTER-WAVA) No Report, Frozen.

BALTIMORE, MD (WILLY B. O'BRIEN-B104) Heart, S. Robinson.

OCEAN CITY, MD (HITMAN/GERTRUDIS-100KII) Expose, P. Cray, R. Cray, Seger, Company B., R. Spector.

NORFOLK, VA (CATHY CRUISE-WAVV) Bon Jovi, B. Hornsby, Heart, S. Robinson.

SANDFORD, NC (BILL FREEMAN-WFAJ) Janet Jax., Expose, Seger, Stryper.


COLUMBIA, TN (GARY MOSS-WKRM) S. Robinson, Expose, REO, Nick Kamen, Diana Ross, R. Cray.

GREENVILLE, MS (DANNI DIAMOND-WQIQ) Heart, B. Hornsby.

TUPELO, MS (JAY HASTINGS-KZ103) B. Hornsby, S. Robinson, B. Idol, T'Pau.

HATTIESBURG-LAUREL, MS (DALE TAYLOR-WSBY/FM) G. Vannelli.

LAUREL/HATTIESBURG, MS (JIM SCOTT-WNKL) Whitney, Heart, B. Hornsby, N. Hendryx.

GULFPORT, MS (RICK JAMES-WXXK) Seger, Heart.

BILOXI, MS (SANDY STEVENS-WQID) Restless H., G. Vannelli, Whitney, B. Hornsby, A. Baker, Dan Hill.


MCCOMB, MS (CHRIS TRACY-WXLT/FM) Whitney, Heart, Diana Ross, Prince, B. Hornsby.


STARKVILLE/COLUMBUS, MS (RUSS WILLIAMS-WKOR) No Report, Frozen.


GLOUGROW, KY (KELLY DOSSY-WOVO/FM) No Report, Frozen.

NEW ORLEANS, LA (JOEY GIOVINO-B97) S. Robinson, Crowd H., Rush/Eiton, Partlands, Nyolns.

GOLDEN MEADOW, LA (DON GRAHAM-LKBA/FM) Survivor, Fogelberg, Nyolns, REO, Seger.

HOUMA/NEW ORLEANS, LA (MARK KELLY-KGUL/FM) Seger, System, S. Robinson, Jarreau, Peter Wolf, Erotic Ex., Dan Hill, Beastie B.


BATON ROUGE, LA (RICEA-TEWM) Lisa Lisa, B. Club, Europe, Heart, B. Hornsby.


BUFFALO, NY (WALTZ-CLN) Heart, B. Hornsby, P. Reisz, Nyolns, REO, Seger.


WATERTOWN, NY (JERRY-WSIC) Whitney, Heart, B. Hornsby, Nyolns, REO, Seger.

BUFFALO, NY (WALTZ-CLN) Heart, B. Hornsby, P. Reisz, Nyolns, REO, Seger.


DE KALB, IL (DAVE SAVIO-WDEK/FM) Seger, E. Money, Bon Jovi, P. Echo,Expose.

JOLIET, IL (BOB WEBER-WLLI) Whitney, Heart, B. Hornsby, Seger.

CHICAGO, IL (LIPPINCOTT/KELLY-WWTZ) Seger, B. Hornsby, Expose, Motley C.

CHICAGO, IL (RICH MCMILLAN-WLS/AM) Heart, T. Turner, Seger.


ROCKFORD, IL (SUMMERS/MANNING-WZOK) Seger, Expose, Rush/Ellon, B. Hornsby.


CHAMPAIGN, IL (MCCANN/McKEIGAN-WLRW/FM) Seger, T'Pau, Petty, Bon Jovi.

SPRINGFIELD, IL (GREG LAWLEY-WDR) Seger, P. Echo, Fogelberg, Nylons, Rush/Ellon, Peter Wolf.

CARBONDALE, IL (STEVE WALL-99KG) Seger, In Pursuit, Fogelberg, Restless H.


PITTSBURGH, KS (JORDAN WATSON-KWW) Whitney, Heart, B. Hornsby, Heart, Restless H.


GARDEN CITY, KS (DAN MICHAELS-KWKR) R. Cray, B. Hornsby, Partlands, Whitney, Dan Hill.

OMAHA, NE (TOM MIKKELEN-KGOR) Whitney.

NORTHPLAINS, ND (DOUG KOCHEN-KKEN) Fogelberg, Dan Hill, B. Hornsby, Rush/Ellon, D. Wilson, Kenny G.


EL DORADO, AR (DONNELLY/JOHNSON-KLBO/FM) Seger, Fogelberg,Expose, Petty, E. Money, Dan Hill.


HOT SPRINGS, AR (J. HARVEY-KLAF/FM) No Report, Frozen.


FAYETTEVILLE, AR (RICK ALAN-KKEG) Seger, Fogelberg, Peter Wolf, Lone Just.

SOUTHWEST

LAWTON, OK (KJ STONE-KMGZ) No Report, Frozen.


LONGVIEW, TX (ROBERTS/FULGHAM-KTX) S. Robinson, P. Echo, J. Litton, N. Hendryx, Seger.

TYLER, TX (DAVE GOLDMAN-KP) N. Hendryx, Janet Jax., B. Hornsby, Dan Hill, Whitesnake.

LURKIN, TX (BROWN/SCOTT-KAFX) B. Hornsby.

DALLAS, TX (CHUCK BECK-Y95) B. Hornsby, F. Wood Mac, Kraftwerk, Seger, Expose, B. Hornsby.

WICHITA FALLS, TX (BRENDA KAY-KNN/FM) Peter Wolf, Janet Jax., Expose, Lou Gramm, System.

WACO, TX (VERN PECORE-KWTX/FM) Level 42, E. Money, Rush/Ellon.

SAN ANGELO, TX (JOHN RAYMOND-KXY/FM) Fogelberg, Partlands, Expose, Survivor, Roger, Prince.


BEAUMONT, TX (NEIL HARRISON-K106) 4 By Four, Lou Gramm, Seger, Whitesnake, Prince, Tesla.


VICTORIA, TX (TONY DAVIS-KVIC) In Pursuit, E. Money, B. Hornsby, Fogelberg, T. Pau.

LAREDO, TX (KIRK DAVIDSON-KKRS) B. Hornsby, B. Echo, Cl. Nouveau, Heart, Hipsway, J. Butter, J. Litton.


SAN ANTONIO, TX (WHITE/GILES-KETY) G. Vannelli, E. Money, E. M. Nourou, S. Robinson.

WESLACO, TX (HECTOR SANCHEZ-KRGG) Whitney, Whispers, Crowded, Heart, Prince.

AUSTIN, TX (TONACCI/OLIVER-B93/FM) Janet Jax., P. Echo, System, S. Robinson.


PAMPA, TX (MIKE KNEIS-LGRO) Seger, Heart, Janet Jax., T. Turner.


ABILENE, TX (KELLY JAYE-KEYJ) B. Hornsby, Lou Gramm, Nylons, Janet Jax., Peter Wolf, Seger, A. Murray.

ODDESSA/MIDLAND, TX (JIM SCOTT/IVS/FM) Heart, Petty, C. Nouveau, P. Echo, Expose, Tesla, Nylons.


TUCSON, AZ (GILLIE/KHAN-JRO) No Report, Frozen.


SANTA FE/ALBUQUERQUE, NM (ELAINE WERNER-KKSS/FM) G. Vannelli, Deniece W., J. Butler, Whitney, C. Nouveau.

CLOVIS, NM (BOOGIE SUMMER-ZZOTO/FM) S. Robinson, T. Pau, E. Money, Bon Jovi.

ROCKY MOUNTAIN

BILLINGS, MT (CHARLIE FOX-KY) Rush/Ellon, Seger, Heart.


DENVER, CO (RANDY JAY-KMIN) Whitney, Heart, Dan Hill, Seger.


DENVER, CO (DOUG RICKSON-KPE) Heart, G. Vannelli, Partlands, Seger.


CODY, WY (J.D. DANIELS-KDIA) R. Cray, C. Simon, Whitney, Lou Gramm, K. T.P.


GILLETTE, WY (ALLEN SCOTT-KGWY/FM) Expose, Dan Hill, Survivor, C. J. Hay.


the GAVIN REPORT/May 15, 1987
LOGAN, UT (JAY HALL-KBLQ) Heart, Fogelberg, System, D. Wilson, Deb Gibson, Seger.

NORTHWEST

THE DALLES, OR (ED ROSS-KACI) Seger, E. Echo, D. Wilson, Surface, Fogelberg, Deb Gibson, Peter Wolf.
SEASIDE, OR (NANCY BLACK-KSWB) Hipsway, K.T.P., REO, Lou Gramm, Dan Hill.
PORTLAND, OR (LYNNCH-BUCHANAN-KKRRZ) B. Hornsby, Prince, Janet Jax., P. Echo, Klymaxx, Seger, REO.
COOS BAY, OR (BOB SHANNON-KHSN) No Report, Frozen.
SEATTLE, WA (BRYAN/CHRISTOPHER-KUBE/FM) Seger, B. Hornsby, Portlands, P. Echo, Europe, K. Loggins.
OLYMPIA, WA (KEN PAIGE-KOEL) B. Hornsby, E. Money, Nyons, Heart.
SPOKANE, WA (BRIAN CHRISTIAN-KVZO) Motley C., Seger, Fogelberg, J. Butcher, Whitesnake.

WELCOME To Our New Top 40 Correspondents:
Casey Keating & Mark Allen, KPLZ/FM Radio - 7th & Olive-Tower Bldg. Seattle, WA 98101 (206) 223-5700
Sean Lynch & Chet Buchanan, KKRZ Radio - 4949 SW Macadam Avenue Portland, OR 97201 (503) 226-0100
Bill Dawson, KQEN Radio - 936 SW Medford Avenue Roseburg, OR 97470 (503) 673-4464
Steve Kennis, WXTQ Radio - 300 N. Columbus Road Athens, OH 45701 (614) 593-6651
COUNTRY RETURNING TO NEW YORK CITY

While Emmis Broadcasting's WHN is scheduled to become all-sports WFAN next month, New York City won't be without a Country outlet for long. The format will find a new home July 1 on WYNY. The NBC O&O, currently A/C, has been unable to dent the healthy numbers posted by WLTW and WNSR. NBC Radio President Randy Bongarten is confident Country will thrive on the Big Apple's FM dial. "It's a marriage made in heaven," he says.

KIPPER Mcgee & MOMMY

Milwaukee's WHBT applied a new twist to an old holiday this Mother's Day. Listeners were invited to guess the identity of a celebrity "Mystery Mom," based on clues provided by the anonymous matriarch about her household. The winner, who was invited to guess the identity of a "hybrid cousin" in an upcoming Gavin. Shand's comment: "Outrageous!" We'll take a closer look at POWER96 and its hybrid cousins in an upcoming Gavin.

THE SPIRIT OF ST. LOUIS

New programmer Jim Morrison hit the ground running at Gannett A/C outlet KSD-St. Louis. The former WQXI-Atlanta PD's first week on the job saw the return of morning man J.C. Corcoran after a stormy departure from Album rocker KSHE late last year. "He has an interesting reputation," Morrison concedes, "but the negative side is unfounded. He has had a shock value on the air, but he understands he's dealing with an adult audience, and that he's more like Johnny Carson than an uncensored HBO special. He wants to win and he's totally respectful of what needs to be done." Morrison says the trick to handling morning personalities is "to respect their universe and give them the support they need. You can't guide them by telling them what not to do." As for fine-tuning the music, Morrison promises "a little bit of an update. Just like 94Q, it'll be the best from A/C and the best from Top 40. You won't be able to pigeonhole us."

IRON CITY A/C GOES TALK

After more than two decades as an A/C station, WTAE-Pittsburgh is expanding its evening talk shows to all dayparts. Along with new PD Tom Glendenning from sister WBAL-Baltimore, the Hearst outlet is bringing in Pittsburgh Press staffer Phil Musick to handle afternoons and nighttime local talk talent Doug Hoerth for middays. Current PD Bob Conrad will remain on board to handle, along with other things, Steelers football broadcasts. Afternoon driver Larry Richert will also remain in an off-air production job. "It's the end of a long tradition," says Conrad, noting that the format switch makes some excellent air talent available, including Jim Harrington, Susie Barbour and Bob Edloe.

RECORD ROTATIONS

Quantum Media head Bob Pittman has named Mayo Stuntz Executive VP and President of Quantum's television division. Like Pittman, Stuntz comes from MTV, where he helped set up the VH1 and Nick At Night cable nets...Barry Korkin has left A&M Records after many years as staffer, most recently as "Classics" CD Coordinator. He's available for new opportunities at (818) 980-0430. A&M insiders say Vernon Slaughter is "a very likely candidate" to replace Step Johnson as VP/Promotion for Black Music. At Slaughter's old home, Columbia Records, Jim Del Balz returns to the label as National Director of Album Promotion...CBS Records Director of A&R/Black Music Erik Nuri moves to VP/A&R for RCA Records...Former promo-guy Andy Janis wants all his buddies to know he's alive, well and working at Bearsville Records in New York. His phone # is (914) 679-8900.

RADI-O-RAMA

After just a few months on the job, Mike Kelly has left the PD spot at KATZ/FM-St. Louis. MD Cheryl Winston now has the title of Director, Broadcast Operations for the Inter Urban outlet...With Jim Morrison now programming KS94-St. Louis (see above), the 1-5 p.m. airshift at 94Q-Atlanta goes to longtime part-timer Bill Murray.

Shannon Swearingen moves up to MD at KWWC-Columbia, MO...Early next month, Michael Donovan will take over as GM at Pyramid Broadcasting's newly acquired WTKS-Chicago. Donovan comes crosstown from NBC O&O Q101...Longtime KXN/FM-Los Angeles personality Neale Blase is now on KFOG-San Francisco.

Afternoon driver Thane Phelan moves up to MD at KZHR-Yakima, WA...MD Chris Conway exits KSWB-Seaside, OR, to take airshift at WICC-Bridgeport, CT...Bill Slatyer wins promotion to Promotions Director at KFIV-Modesto...Mike Thomas moves from News Director to PD/MD at WMDK-Peterborough, NH, as Jim Leonard departs the Album/Alternative station.

Down in Gawgia, WBLU-Hinesville PD Stanton Jay departs to WWUF-Waycross and MD Dave Miller arrives from WQZY-Dublin. And finally, a couple of corrections: Kevin McDonald's new home is 795 Springwood, Newbury Park, CA 91320 and Peter Masse moves to KTRS-Casper, WY.

Continued on page 17
All America is Signing Up for The World Premiere Weekend II
MAY 29, 30, 31, 1987
GLORIA ESTEFAN and MIAMI SOUND MACHINE
LET IT LOSE
IT IS STILL NOT TOO LATE!

CALL NOW 408-626-1571!
JOB INSECURITY
According to a Radio-Television News Directors Association study, the typical major-market radio station dropped one news staffer last year, leaving an average of two full-timers and two part-timers. Small-market news staffs remained at roughly one full-time person and one part-timer. In 1986, the average radio news director’s job tenure was only a year and eight months, down a full month from ’85.

THE CD REVOLUTION
A MarkeTrends survey of consumer attitudes is predicting a dramatic dropoff in consumer spending for the rest of the year—the one exception being compact disc players. The poll found nearly one out of 10 households is planning to buy a CD player, a 15 percent jump in three months, and a 112 percent leap from last summer.

RADIO DAZE
The hot sitcom theme on television this fall will be...television. ABC has given the green light to a comedy series with real-life TV talkshow host Oprah Winfrey starring as a fictional TV talkshow host. CBS has commissioned two different half-hour pilots about the backstage antics on TV puppet shows, one of them featuring Muppeteer Jim Henson. ABC has also pencilled in a drama series about overseas TV news correspondents. Radio gets some recognition in "Morning Maggie," a proposed CBS show about the antics in a family-owned radio station in the late forties. According to a survey of upcoming pilots by DFS-Dorland, the show's characters include Maggie, the motherly morning host, her newscaster husband Mack, their teenaged daughter who scripts soap operas, 70-year-old Aunt Esther, the station music director, and George, a black announcer.

HIP TO BE B.A.D.
Los Angeles-based Broadcasters Against Drugs has announced an all-star lineup of artists who have agreed to take part in a public service campaign against drug abuse. Among the musicians producing B.A.D. PSAs are Duran Duran's John Taylor and Simon Le Bon, Gloria Estefan of Miami Sound

Machine, Wang Chung, Exposé and Robbie Neville. A total of 20 spots were produced by Kiis-Los Angeles morning host Rick Dees. Ranging from five to 16 seconds, they will be available through B.A.D. and the National Association of Broadcasters. For more information, contact Dan Acree at Rick Dees Weekly Top 40 in Hollywood: (213) 466-8381.

NO ACCIDENT
While we're on the substance abuse front, we'll pass along a reminder from MADD to be careful about using the word "accident" in referring to DWI incidents. Says MADD President Norma Phillips, "Drunk driving is not an accident. It is the result of an individual's choice to drink, followed by a choice to drive a vehicle." MADD prefers the term "drunk driving crash."
AN OPEN LETTER TO THOSE WHO BELIEVE THAT
OUR BUSINESS NEEDS NEW AND REAL TALENT;
AND TO THOSE WHO REFUSE TO ACCEPT THE
NEGATIVITY THAT IS PERMEATING NOT ONLY
RADIO, BUT ALSO RECORD COMPANIES
(THOSE WHO FEEL THAT WHATEVER IS...IS).

We have just finished recording a wonderful talent,
who not only is gifted with a unique voice,
but with a great writing talent.

Her name is Kim O'Leary, a redhead from Australia.

Without attempting to characterize the
recording as "better than..." or "sounds
like...," we would like you to listen to Kim
O'Leary, form your own opinion, and ask
yourself: If we're right about Kim, why won't
you put the record on the air today? Naivete
on our part? Perhaps, but if this record is
what I say it is, who is really being naive?

I've taken this unusual way of calling your
attention to Kim O'Leary strictly as a
promotional vehicle. And that's not naive --
that's saying it like it is -- because:

First, we already know what we have in
the grooves, and, assuming I'm right,

Second, we can almost predict
your reaction.

You all should now have her single,
"Put the Pieces Back."
The album, produced by Nick Jameson,
is two to three weeks from delivery.
I'm sure you'll find it delightful.

Sincerely,

JAY LASKER
President
Motown Record Corporation

P.S. Thanks to two "OUT-OF-THE-BOX"
earlybirds, WCAU and KCPX!
Born into the Simon family of publishing's Simon & Schuster, Carly grew up in a privileged environment of literary and creative giants. A shy third-oldest sister, Carly could not have guessed that she would become one of popular music's most celebrated recording artists in the past sixteen years.

Carly's consistent commitment to excellence could easily have been distracted by the demands of motherhood and her romantic relationships with the likes of James Taylor and, more recently, Keith Hernandez of the New York Mets.

We chose to focus on her music and that she's Coming Around Again...

RF: Do you remember the first time you heard a song of yours on the radio?
CS: I was at Jones Beach on Long Island. I heard "That's The Way I've Always Heard It Should Be" on a transistor. I had the impulse to stop and tell the sunbather that it was me on the radio, but I thought that I would be carted off to some lunatic asylum. But that was the impulse, just to say "Good god, that's me!"

RF: Kind of like "Hey mister, that's me up on the jukebox"?
CS: Over the years, I've succumbed to the temptation to tell various cab drivers that it's me on the radio. Just recently I was in a taxi coming from East Side to the West Side and the cab driver was Hispanic, and didn't speak English. He probably had never heard of me, but "Anticipation" was playing on the radio, and at a red light I said, "Oh, by the way, that's me on the radio." He pulled over to the curb and said, "Get out!" He thought I was nuts. He thought I was absolutely crazy and he didn't want me in his cab.

RF: You came from an unusual background for a pop music star--a rather privileged, reasonably wealthy family...
CS: But more important, a very musical family.

RF: Do you find that coming from a noticeably wealthy family was a help or a hindrance? Was it hard establishing your credibility within pop music?
CS: The most important thing was not the money. It didn't feel like I came from that much wealth--it wasn't the Rockefellers or anything. It was more of a literary environment than a money environment, more of an artistic and bohemian kind of a lifestyle. True, we had a large house and there always were lots of people in it, but we always had African exchange students and out-of-work actors and pianists living up in the attic.

RF: Who were some famous visitors to the family home you remember growing up with?
CS: It always sounds so obnoxious when I start saying who my parents knew. I remember mainly the musicians,
because that was what influenced me more than anything. Benny Goodman was a very good friend of our family. He used to play bridge and poker every Friday night over at the house. Oscar Hammerstein and Richard Rodgers... George Gershwin, although he died before I was born. (Vladimir) Horowitz, the pianist. Then there were the philosophers, Bertrand Russell, Albert Einstein. It was a creative society. And then, of course, just a lot of writers, like James Thurber, S. J. Perelman and George Kaufmann.

RF: Do you regret now you were too young to really appreciate the moments? CS: Well, my gosh, I could start regretting a lot of things. I'm just so thankful that they were around, and that somehow by osmosis, I got a lot of the atmosphere of their work.

RF: A lot of your songs appear to be at least semi-autobiographical. There's a song on one of your earlier albums called "Older Sister." You are the youngest of three sisters? CS: Yes, and I have a younger brother.

RF: All of you have dabbled in music at various times in your careers. CS: Lucy, my middle sister, is writing the music for a Broadway play based on "Little House On The Prairie." My eldest sister Joanna is an opera singer and a correspondent for the MacNeil-Lehrer show.

RF: Your father was a great pianist? CS: Yes, he was. He was extraordinary. And my mother was a singer, and all of my uncles were involved in some way in the world of music. My uncle Alfie is the Program Director for WQXR in New York, which is a classical music station. My uncle Henry was a classical music expert, and a Shakespearean scholar. And my uncle Peter is a jazz singer, who started out by managing Peggy Lee. He began Downbeat, the jazz magazine, with another uncle of mine, George Simon. He's a famous jazz critic and also a drummer. So there were just so many influences in my family.

RF: Was there any doubt you were going to get into the music business?

CS: I never really wanted to. It was so prevalent. I just wanted to lead an existence out of the spotlight, I didn't want to be in the limelight. I went through a series of different fantasies about what my lifestyle would be, ranging from a spy to a nurse, to a scientist. But eventually I just wanted to marry a professor (laughs). I don't know why, I think I wanted a quiet life.

RF: You haven't even come close to that. All your relationships appear to be with people in entertainment.

CS: Well, all the ones you hear about.

RF: It's evident from your lyric that you have a powerful pen. At some point in the mid-60s there was some talk that Albert Grossman was grooming you as a female Bob Dylan.

CS: Well, they weren't gonna let me write any songs. Dylan was gonna write songs for me, and I was gonna sing Dylan's songs. Albert Grossman, Dylan's manager, was my manager for about five minutes. During that time he introduced me to Dylan, and Dylan re-wrote a song of his for me, and I recorded it, and it was shelved. It never turned out right, but it was going to be produced by Bob Johnston, who also produced Dylan.

RF: Didn't you also do some recording, which never surfaced, with The Band?
CS: Yes, that was the same stint. I recorded "Baby Let Me Follow You Down" with The Band and with Paul Butterfield. That, and another song called "Goodbye Loving Man," written by Bob Johnson and Wes Farrell.

RF: What happens to tapes like that? Do you have them?

CS: I actually do, and another song we cut called, "He Thinks I Still Care." This was all kind of in a slightly Country vein, but they didn't perceive me as a writer. I don't even think I'd ever shown any of my songs to them.

RF: So when they said, a female Bob Dylan, they meant a female performing Bob Dylan songs, like Judy Collins.

CS: Well, they had this idea to start an act called Carly and The Deacon. I've never told this to anybody—it seems so ludicrous. I never quite understood what their intent was, but The Deacon was gonna be another person that I was gonna be doing duets with.

It's really bizarre. Albert Grossman is dead, so I can never ask him. I just remember this. The Deacon was going to be much much shorter than I. I was this tall, Daisy Mae-like character, and they were going to dress me up in a short skirt, almost looking like a cartoon character. And then they had this fellow called The Deacon, who I guess was this strange religious oddity. I don't know if they ever cast The Deacon, because at that point I could no longer get anyone on the telephone. I was totally dropped.

RF: If I'm not mistaken, you made a cameo appearance in a movie called Taking Off with Buck Henry. And you sang a song called "Long Term Physical Effects." Was this before you started your Elektra recording career?

CS: Yes, that was probably 1967-68. I was still practically a teenager. I saw that recently. I was so fat. I don't even look like myself.

RF: Maybe we've inspired a few people to rent the movie, just to see early Carly Simon.

CS: Please don't do it!

RF: You signed with Elektra at the point when it was probably the hippest label in the business—nothing but artists' artists. Your debut album won you a Grammy. What was the feeling of doing that first album, as opposed to doing your fourteenth album?

CS: There's a big difference in radio. In 1971, the format was not nearly so tight as it is now. I mean deejays could even program their own favorite cuts. Therefore, artists could be much more flexible in recording what they wanted to. You didn't have to record for a market. Almost anything had a chance to be played. It's become much more restricted now—it's in some kind of a repressive state. It's terrible, and I think that something's gonna happen. Some smart guy is going to start a chain of radio stations where you go back to that format again. Because being so tight it's like giving people the chance to expand their creativity.

RF: Stations that are trying this can't seem to develop the consistency, and there doesn't seem to be enough musically intensive listeners to make it commercially viable. Unfortunately, the bottom line of radio stations is to make money. I would love to get back into radio and program exactly what you're talking about.

CS: Well, it wouldn't catch on right away.

RF: You seemed to come out at a time when Carole King and Joni Mitchell were getting a lot of credibility and notoriety as singer/songwriters. Were you making any kind of association with them?

CS: No, I didn't know either of them. I certainly listened to their records a lot, and was very influenced by them, just as much as I was by the male singers, by Cat Stevens, James Taylor and Neil Young. But it wasn't until after a while that I got to meet some of these people. Cat Stevens was probably the most influential at the point that I really started getting down to writing. In fact, my second album was dedicated to him. There was a lot on it that was for him, and influenced by him.

RF: Do you get a sense of coming full circle, now that you're working with Paul Samwell-Smith, who was involved with some of the best Cat Stevens music?

CS: There was a closer relationship than that. Because of Cat Stevens I sought out Paul Samwell-Smith, and Paul produced my second album, "Anticipation."

RF: Another of your collaborators was Jacob Brockman, who wasn't known for writing songs when you first hooked up with him. Here was a male who seemed to have a tremendous sensitivity to the female perspective. How was he able to pull that off?

CS: Jacob is just more intelligent than anyone else.

RF: Is that what the female perspective is all about?

CS: He's able to expand his perception. He can write anything. I mean he could write ugdy off an ape. If you met him you'd know what I mean. He just can twist and turn himself into any character. He wrote for the New Yorker, he wrote for Newsweek, he became the film critic for Esquire. He's written a few movies, too. He wrote The King Of Marvin Gardens. He's a very interesting man. He's still my best friend. We still work together. We're writing some things right now for a Mario Thomas album, another children's album.

RF: One other trivia question: Is That's The Way I've Always Heard It Should Be" about Lake Erie?

CS: Lake Erie? No... Oh!! "Who Killed Lake Erie?" That's right. That's amazing that you know that. I'd written the melody for a documentary called "Who Killed Lake Erie?" but they didn't use it. So I tried to put words to it. I was having trouble, and went to Jake and said, "Can you just try to put some words to this?" It was the first time we had ever done anything together.

RF: "Anticipation"...in this last decade I think more people think of it as a Heinz catsup commercial than as a hit record. How did that come about?

CS: Well, the offer came after I had just given birth to my first child, Sally. I thought between nursing her and changing diapers and getting up eight times in the night, that I'd never have a career again. It was always important to me to be financially independent from James (Taylor) and so I decided that since I'd probably never work again, I'd sell the song.

RF: An artist sells a song for a commercial, rather than receiving royalties?

CS: Right. You make an outright deal.

RF: You've recently had a similar situation with "Haven't Got Time For The Pain" on the new Mediprin commercials.

CS: That's right. The singer receives royalties every time the commercial is played, but the writer just receives a lump sum. It's not something that I'm overly eager to do, but sometimes you need money.

RF: "You're So Vain" included a contribution from Mick Jagger. Is it true that it started with a request for an interview?

CS: Yes, it did. I called him in the South of France. I wasn't that interested in being interviewed. I was just asked by the New York Times if I would do it. So I asked Mick if I could interview him for the Times. By that time he'd seen a picture of me and decided he liked the way I looked, or looked enough like him, or something. He never did do the interview, but we did meet shortly thereafter and got to know each other. It was about four or five months later that I recorded "You're So Vain." He asked me out to dinner on the day I was doing the backgrounds in the studio with Harry Nilsson. It wasn't working out with Harry—it just didn't have the right vibe. So when Mick called, I said, "Please, come down to the..."
up doing in this future project?
CS: Yes, I love that song. It's a song that I've always wanted to record. I don't see it as being a risk. I see it as being the kind of song that I sing (laughs).
RF: I'm a little confused about the sequence of events that led to actually getting this new album out.
CS: Well, (director) Mike Nichols asked me if I would do the music for Heartburn--not only the songs but the instrumental music as well. That was the first movie score that I ever done from start to finish, and working on that movie was the most exciting thing in my career. I spent a lot of time with it. I felt so close to the project and so involved with it. I loved the fact that Mike trusted me so much and gave me as much freedom as he did. I started out with "The Itsy Bitsy Spider," because that's how the movie ends. I wanted to take it from where Meryl (Streep) finishes singing and start with a contemporary version of "The Itsy Bitsy Spider." Mike liked the theme I wrote as the musical background so much that he wanted to use it all through the movie. Then we needed to have a song in the middle of the picture, but we thought we would keep that musical background. So I wrote "Coming Around Again" to that song, and then I wanted to merge them in the end of the movie, have "Icy Bitsy Spider" and "Coming Around Again" as the same song, which of course they are.
RF: And this led to Arista having the soundtrack?
CS: Well, Arista didn't want the soundtrack. They didn't want to music. There isn't a soundtrack album.
RF: How did it feel about the treatment of your music as being an almost incidental element to the movie?
CS: I knew that going into it, that the music was supposed to support it, and I think it did that very well.
RF: How did Arista get the single?
CS: I thought it should be put out as a single. They didn't think so. Clive (Davis) didn't hear it at first. He was right—it wasn't a single, at that point. He said, "Go back in the studio and finish it off as a record, and then I'll see." I went back into the studio with Paul Samwell-Smith. I had worked on the soundtrack with Russ Kunkel, George Massenburg and Billy Payne—they had produced the movie soundtrack. And I went back in with Paul and we finished the record basically. We added live drums, more background voices, and a tag at the end of the song. We kept the lead vocal. And Clive kept on saying, "I don't hear it yet! I don't hear it yet!" and sending us back. After the third time I went back, he said, "Okay, I hear it" and agreed that if the movie was a hit, he'd put it out. The movie wasn't a hit, so I said, "Come on Clive, just do it for me, please." And he finally did.
RF: Had you cut a single-only deal at this point?
CS: No, I had an album deal, and Clive always agreed that it would go on the album.
RF: What caused the delay?
CS: It was endless trying to get everybody's schedules together, and Clive is really a perfectionist, he's not a president of a record company who just sends an artist into the studio. He hears everything you do, and he bends it, shapes it and molds it until he is completely satisfied with every note. There were a lot of people to please. It was very frustrating—it was the most difficult album I've ever had to work on.
RF: More so than your associations with Richard Perry?
CS: Believe it or not. There really wasn't one producer at the helm, so I ended up being the producer much more than I wanted to be, along with Frank Filipetti, the engineer. Other than that, there were a lot of disparate elements which had to be tied up by somebody. It took a long time, but I have to say that Clive is really brilliant. He really knows how to get the product he thinks he can sell, which is after all what being a smart record company president is about.
RF: You are famous for not doing many live performances over the last decade. Was there ever a time in your career when you did perform frequently?
CS: Well, for about three years I toured. I toured after my first album, and with the Anticipation album, and then I stopped, except for the Boys In The Trees album.
RF: Are you the kind of a HBO special true?
CS: Yes, she was the one who brought me out of the closet (laughs).
RF: Will it be autobiographical?
CS: It will be, in that it will be nonfiction. But it won't be the hair-raising behind-the-scenes.
RF: It won't be the dirt.
CS: No, we'll stay away from the dirt. There is no dirt, after all—not in my life.
POWER TRIO

**MADONNA**
La Isla Bonita (Sire/Warner Bros.)

**LIONEL RICHIE**
Se La (Motown)

**ATLANTIC STARR**
Always (Warner Bros.)

CERTIFIED

**WHITNEY HOUSTON**
I Wanna Dance With Somebody (Who Loves Me) (Arista)

**ANNE MURRAY**
Are You Still In Love With Me (Capitol)

MOST ADDED

**BRUCE HORNSBY & THE RANGE**
Every Little Kiss (RCA) 61 adds

**WHITNEY HOUSTON**
I Wanna Dance With Somebody (Who Loves Me) (Arista) 57 adds

**HEART**
Alone (Capitol) 36 adds

RECORD TO WATCH

**THE TRIO (Dolly, Linda & Emmylou)**
Telling Me Lies (Warner Bros.)

CHARTBOUND

**BRUCE HORNSBY & THE RANGE**
Every Little Kiss (RCA)

**HEART**
Alone (Capitol)

ACTION SIDES

**HOWARD JONES**
Will You Still Be There (Elektra)

**CUTTING CREW**
(I Just) Died In Your Arms (Virgin)

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

**DAVID SANBORN**
Chicago Song (Warner Bros.)

**KLYMAXX**
I Wanna Dance With Somebody (Who Loves Me) (Arista) 66 adds

**WHITNEY HOUSTON**
I Wanna Dance With Somebody (Who Loves Me) (Arista) 66 adds

**U2**
With Or Without You (Island) 66 adds

**RESTLESS HEART**
I'll Still Be Loving You (RCA)

**CROWDED HOUSE**
Something So Strong (Capitol)

**ANDRE RIMMERSON & BILL CHAMPLIN**
Are You Still In Love With Me (Capitol)

**HERB ALPERT**
Diamonds (A&M)

**RUSSELL HITCHCOCK**
The River Cried (Arista)

NEW

**DROPPED:**
Cyndi Lauper
Starship
Jennifer Warnes
Crowded House (Dream)
Thompson Twins
Billy Vera & The Beaters
Al Jarreau

**KIM O'LEY**
Put The Pieces Back (Motown)

**JENNIFER RUSH & ELTON JOHN**
Flames Of Paradise (Epix)

**PHIL SAATCHI**
Wheel Of Fortune (A&M)

**MICHAEL FOLZ**
Fourth Of July (Sangat)

CHART

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* Rollye Bornstein - Mediatrix
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**A/C ANALYSIS**

This week's top ten is real tight. Without underlining the #1 record there are eight records converging toward number one. Something has to give next week. I offer no obvious predictions. Check out HIT FACTOR for respective profiles.

Dan Hill's duet with Vonda Shepard is steadily progressing up the chart. An additional 13 adds helps increase their HIT FACTOR to 83% as predicted last week.

The Nylons, in just five weeks have a 75% HIT FACTOR picking up new adds from WGOI/FM, KRCO, KWEP, WMBH, KEZ, KFMB and KVEC.

No surprise department. Whitney will be dancin' her way up the chart. Debuting at #24 and MOST ADDED for the second week, she has already received 158 total reports with a HIT FACTOR of 70%. Among the nineteen new adds with WALG, WGAD, KHOZ, WDND, KTBC, KTIM/FM, KWUN, KKR and KCSY among others. WCHV and WSKY already have it in HEAVY ROTATION.

This week's RECORD TO WATCH, Telling Me Lies by The Trio doubles their total reports with 20 new adds this week. Reinforcing this trend are WHYN, WCHV, WQH/G/FM, WJON, WMT/AM, KLOV, KSL, KFW and KQFD. Diane RECOMMENDED FOR A/C RADIO

**DANNY WILSON**

*Mary's Prayer (Virgin)*

Danny Wilson is a group name comprised of no Danny's or Wilson's. What they've got, though, are some great lines like: "I used to be so careless, as if I couldn't care less."

**BRUCE WILLIS**

*Under The Boardwalk (Motown)*

With hearty support from The Temptations, Bruce gives a solid performance on this classic Drifters song. The entire production is respectful of the original but the treatment is still contemporary. The record can be played at Urban and even soft hits stations and between them, Top 40 and A/C radio should eat this one up.

---

### HIT FACTOR

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

<table>
<thead>
<tr>
<th><strong>ARTIST</strong></th>
<th><strong>TITLE</strong></th>
<th><strong>LABEL</strong></th>
<th><strong>Reports</strong></th>
<th><strong>Heavy</strong></th>
<th><strong>Medium</strong></th>
<th><strong>Light</strong></th>
<th><strong>Adds</strong></th>
<th><strong>Hit Factor</strong></th>
<th><strong>Weeks</strong></th>
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<tbody>
<tr>
<td>MADONNA</td>
<td>La Isla Bonita (Sire/Warner Bros.)</td>
<td></td>
<td>219</td>
<td>190</td>
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<td>LIONEL RICHIE</td>
<td>Se La (Motown)</td>
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NORTHEAST

SPRINGFIELD, MA (WALT PINTO-WHYN) Genesis, The Trio.
GREENFIELD, MA (RICHARD ARCHER-WHAI) P. Cetera, L. Vandross, Crowded H.
BANGOR, ME (FRED MILLER-WWMJ) B. Hornsby, Whitney, Heart.
D. Foster, Saatchi.
PRESQUE ISLE, ME (DAVID LEIGH-WKZX) M. Folz, Vangelis, Bon Jovi.
HARTFORD, CT (EVAN/NORMAN-WILI/AM) S. Wariner, K. Loggins.
HARTFORD, CT (DAVID BERNSTEIN-WTIC/AM) No Adds.
GREENFIELD, MA (RICHARD ARCHER-WHAI) P. Cetera, Heart, L. Vandross, Crowded H.
SPRINGFIELD, MA (WALT PINTO-WHYN) Genesis, The Trio.
AMBRIDGE, PA (BOBBIE VAUGHN-WMBA) Genesis, Journey.
KINGSTON, NY (WAYNE FISK-WGHQ) B. Hornsby, Moyet.
NEW YORK, NY (J. C. HAZE-WVMO/AM) P. Cetera, Crowd, Heart, B. Hornsby.
NEW HAVEN, CT (JAY MC CORMICK-WLLI) P. Cetera, L. Vandross, Whitney, Heart.
PRESQUE ISLE, ME (DAVID LEIGH-WKZX) M. Folz, Vangelis, Bon Jovi.
HARRISONBURG, VA (ADAM STUBBS-WOPO) No Report, Frozen.
STUART, FL (GREG ARCHER-WSTU) Whitney, Survivor, Saatchi.
ST. AUGUSTINE, FL (J. C. HAZE-WVMO/AM) P. Cetera, Crowd, Heart, B. Hornsby.
SOUTH

OCEAN CITY/SALISBURY, MD (KEN MEDEK-WOHO/AM) Joe Cocker, The Trio, Vangelis, R. Belle.
HARRISONBURG, VA (ADAM STUBBS-WOPO) No Report, Frozen.
CHARLOTTESVILLE, VA (BOB JAMES-WCHV) Joe Cocker, The Trio, D. Wilson, Diana Ross, Survivor, K. O'Leary.
KINGSTON, NY (WAYNE FISK-WGHO) B. Hornsby, Moyet.
AMBRIDGE, PA (BOBBIE VAUGHN-WMBA) Genesis, Journey.
NEW KENSINGTON, PA (GREG COSTANTINO-WKPA) P. Cetera, Heart, L. Vandross, Whitney, Heart.
PITTSBURGH, PA (KEITH ABRAMS-WHTX) Joe Cocker, U2.
PITTSBURGH, PA (JACK MICHAELS-WKYE) Klymaxx, Survivor, C. J. Hay, Fogelberg, B. Hornsby.
NEW CASTLE, PA (GARY WEST-WKST) No Report, Frozen.
PHILADELPHIA, PA (STEPHANIE BARSAMIAN-WSNI) Journey.
MILFORD, DE (KEVIN MOORE-WAFL) K. O'Leary, Survivor, Moyet.
ELKTON, MD (LINDA MASON-WSER) U2, B. Hornsby, M. Folz, Klymaxx.

MIDWEST

MASON CITY, IA (STEVE LOCKER-KGLO) B. Hornsby, Joe Cocker, K. O'Leary, E. Raven.
WATERLOO, IA (ROGER DAVIS-KWLO) Whitney, K. Loggins.
CEDAR RAPIDS, IA (CHRIS CAIN-KCRG) No Adds.
CEDAR RAPIDS, IA (GARY EDWARDS-WMCI) Whitney, K. Loggins.
ALBERT LEA, MN (MIKE WOITAS-KATE) K. Loggins.
PRAIRIE STATION, MN (BERNIE WEIDEMANN) Pretenders, B. Hornsby, C. J. Hay, Saatchi, Heart, Janet Jax.
WILMINGTON, IL (LOUIE HONDROS-WDND) D. Sanborn, Surface, Rush/Elton.

ROCKFORD, IL (JIM REED-KMQ) No Report, Frozen.

ROCKFORD, IL (McCLURE/GARCIA-WRKO) A. Murray.


FREEPORT, IL (JIM DOUGLAS-WFPS) Crowded H., C. Simon.

PEORIA, IL (DENISE HENLEY-WIRL) A. Starr, G. Medeiros.

PEORIA, IL (ROBB WESTABY-WMBD) Genesis.

BLOOMINGTON, IL (ANDERSON/SIUNTRES-WIHN) Heart, Klymaxx, Nyrons, Whitney.

SOUTHWEST


WACO, TX (MIKE MUNDAY-KHOO/WM) Journey, U2.

SONORA, TX (MAX DANGER-KHOS) Frozen.

HOUSTON, TX (BRUCE NELSON-KNUZ) P. Cetera.

HOUSTON, TX (SCARBOUGH-MAT-MLTR) C. Simon, B. Hornsby.

DEL RIO, TX (PAUL KALLINGER-KDLX) B. Club, Surface, H. Lewis, R. Specter, Nyrons.

ODESSA/MIDLAND, TX (JOHN ROMAN-KQIP) Whitney, A. Murray, B. Hornsby, Hitchcock, Nyrons.

PHOENIX, AZ (SAM CHURCH-KKLT) No Report, Frozen.

YUMA, AZ (JOHN SCHOFIELD-KYXI) Klymaxx, S. Warner, D. Sanborn.

SEDONA, AZ (RANDY MAHANNA-KAZM) The Trio

GALLUP, NM (ERIC ALLEN-KKOR) C. Hay, Klymaxx, B. Hornsby, Heart.

SANTA FE, NM (SKIP ONIEL-KVSF) Whitney, B. Hornsby, Hitchcock.

LAS CRUCES, NM (PAM HOPPER-KMFB) Whitney, DeBurgh, U2, H. Jones.

ROCKY MOUNTAIN


HAVRE, MT (DAVID LEEDS-KOJM) B. Hornsby, Crowded H., C. Simon.

MISSOULA, MT (VERNH ARGO-KYLT) B. Hornsby, U2.


HAMILTON, MT (STEVE FULLERTON-KBMG) C. J. Hay, Saatchi, K. O'Leary, S. Vega.

DENVER, CO (DEIVIN DURANT-KOXS/FM) Frozen.


COLORADO SPRINGS, CO (JOHN T. HOWARD-KVUU) Klymaxx, B. Hornsby, Heart.


WACO, TX (MIKE MUNDAY-KHOO/WM) Journey, U2.

SONORA, TX (MAX DANGER-KHOS) Frozen.

HOUSTON, TX (BRUCE NELSON-KNUZ) P. Cetera.

HOUSTON, TX (SCARBOUGH-MATT-MLTR) C. Simon, B. Hornsby.

DEL RIO, TX (PAUL KALLINGER-KDLX) B. Club, Surface, H. Lewis, R. Specter, Nyrons.

ODessa/MIDLAND, TX (JOHN ROMAN-KQIP) Whitney, A. Murray, B. Hornsby, Hitchcock, Nyrons.

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DENVER, CO (DEIVIN DURANT-KOXS/FM) Frozen.


COLORADO SPRINGS, CO (JOHN T. HOWARD-KVUU) Klymaxx, B. Hornsby, Heart.


WACO, TX (MIKE MUNDAY-KHOO/WM) Journey, U2.

SONORA, TX (MAX DANGER-KHOS) Frozen.

HOUSTON, TX (BRUCE NELSON-KNUZ) P. Cetera.

HOUSTON, TX (SCARBOUGH-MATT-MLTR) C. Simon, B. Hornsby.

DEL RIO, TX (PAUL KALLINGER-KDLX) B. Club, Surface, H. Lewis, R. Specter, Nyrons.

ODessa/MIDLAND, TX (JOHN ROMAN-KQIP) Whitney, A. Murray, B. Hornsby, Hitchcock, Nyrons.

 PHOENIX, AZ (SAM CHURCH-KKLT) No Report, Frozen.

YUMA, AZ (JOHN SCHOFIELD-KYXI) Klymaxx, S. Warner, D. Sanborn.

SEDONA, AZ (RANDY MAHANNA-KAZM) The Trio

GALLUP, NM (ERIC ALLEN-KKOR) C. Hay, Klymaxx, B. Hornsby, Heart.

SANTA FE, NM (SKIP ONIEL-KVSF) Whitney, B. Hornsby, Hitchcock.

LAS CRUCES, NM (PAM HOPPER-KMFB) Whitney, DeBurgh, U2, H. Jones.
MANTI, UT (STAN ERIKSEN-KMTI) Heart, B. Hornsby, T. Turner.

FAR WEST

CARSON CITY, NV (SCOTT CARSON-KPTL) G. Medeiros, B. Hornsby.
LOS ANGELES, CA (KAYE/KILEY-KOST) Surface.
SAN DIEGO, CA (RICH/KNIGHT-B100) B. Hornsby, Expose, Rush/Elton, C. Simon, System.
SAN DIEGO, CA (MARK LARSON-KFMB) Nylons, C. Simon, B. Hornsby, Crowded H.
PALM SPRINGS, CA (TY STEVENS-KDES) Other Ones, K. O’Leary.
SAN DIEGO, CA (MARK LARSON-KFMB) Nylons, C. Simon, B. Hornsby, Crowded H.
CARSON CITY, NV (SCOTT CARSON-KPTL) G. Medeiros.

SAN FRANCISCO, CA (JACK KULP-K101) No Adds.
MONTEREY, CA (MICHAEL READING-KWAV/FM) B. Hornsby, The Trio.
FRESNO, CA (TYSON/WRIGHT-KFYE/FM) B. Hornsby, Jarreau.
Bakersfield, CA (RUSS DAVIDSON-KLLY) B. Hornsby.

SACRAMENTO, CA (JOHN CHAPPELL-KHYL) C. Simon, U2, M. Sanborn.
VACAVILLE, CA (BOWMAN/BISE-KUIC) P. Cetera, B. Club.
CRESCENT CITY, CA (RENE SHANLE-HUTZELL-KCRE) C. Simon, U2, M. Sanborn.


SAN RAFAEL, CA (BOB CLARKE-KTIM/FM) Heart, Partlands.
CONCORD, CA (JIM HAMPTON-KWUN) D. Sanborn, Rush/Elton.
SAN FRANCISCO, CA (JACK KULP-K101) No Adds.
MONTEREY, CA (MICHAEL READING-KWAV/FM) B. Hornsby, The Trio.
FRESNO, CA (TYSON/WRIGHT-KFYE/FM) B. Hornsby, Jarreau.
Bakersfield, CA (RUSS DAVIDSON-KLLY) B. Hornsby.

THE DALLES, OR (KEVIN MALCOM-KMCQ) In Pursuit, Willoughby, Greenwood, A. Murray.
PORTLAND, OR (LAKEFIELD/TOM-KGW) Genesis, Madonna.
CORVALLIS, OR (P. J. EMERSON-KLOO/AM) Frozen.
EUGENE, OR (MOULTIE/MILLER-KDU) U2, LaBelle/BC, Whitney, C. Crew.
MEDFORD, OR (JIM ZINN-KMFR) Hitchcock, Klymaxx, K. O’Leary.

KLAMATH FALLS, OR (CHARLIE VanHALL-KKRB) D. Sanborn, Crowded H., Heart, Survivor.
WARM SPRINGS, OR (SCOTT FREE-KWSI/FM) T. Turner, B. Hornsby, R. Cray, Whitney.
OAK HARBOR, WA (DAVID BOWDEN-KISD) No Report, Frozen.
ABERDEEN, WA (RHYS DAVIS-KYRO) T. Turner.
CENTRALIA, WA (JIM KNUTSON-KELA) No Report, Frozen.
SHELTON, WA (GLEN CONNOLLY-KMAS) S. of Rodeo, Dan Hill, A. Murray, Hitchcock, M. Murphey.
YAKIMA, WA (FRANK TAYLOR-KMWX) C. Crew.
SPOKANE, WA (MICK PERRY-KKPL/FM) P. Cetera, Dan Hill, DeBurgh, C. Crew.
ANCHORAGE, AK (CARTER-B-KFQQ) Whitney, B. Hornsby, Klymaxx, The Trio.
ANCHORAGE, AK (GREG WILKINSON-KKLW/FM) B. Hornsby, J. T. Oslin, Heart, Rush/Elton.
 VANCOUVER, BC (PAUL McKNIGHT-AM 1040) C. J. Hay, Crowded H.

Our Best Wishes and HAPPY BIRTHDAY To:

Darrald Johnson, KSYZ-Grand Island, NB 5/19
Stephanie Barsamian, WSNI-Philadelphia, PA 5/19
Grace Jones, Pete Townshend 5/19
Greg Edwards, K093-Baton Rouge, CA 5/20
Roger Petan, KENU-Emunclaw, WA
James Lien, WTUL-New Orleans, LA 5/21
Frank Carman, KYQT/FM-Newport, OR 5/21
Ronald Isley 5/21
Tom Barsanti, WTC/FM-Hartford, CT 5/22
Buddy Owens, KNIX-Phoenix, AZ 5/23
Charlie VanHall, KKRB-Klamath Falls, OR 5/23

Our CONGRATULATIONS to GREG WILKINSON, Program Director of KKLW/FM-Anchorage, AK and his wife DENISE on the birth of their son, DAVID ANDREW. Born May 7th, weighing 7 1/2 lbs.

Our CONGRATULATIONS to R.J. (RAVI) PERUMON, Newsperson Director of KKLV/FM-Anchorage, AK and his wife ANJALI on the birth of their daughter, SHANTI SUNDARI. Born May 7th, weighing 8 lbs. 8 oz. at K101- San Francisco, CA and his wife ANJALI on the birth of their daughter, SHANTI SUNDARI. Born May 7th, weighing 8 lbs. 8 oz.
With apologies to David Letterman, may we present OUR Top 10 lists for the week.

TOP 10 CANDIDATES FOR UPCOMING NUDE PLAYBOY LAYOUTS
10. Richard Palmese
9. A Bangle
8. Margo Knesz
7. Barry Fiedel
6. Fawn Hall
5. Tammy Faye Bakker
4. Florence Greenberg
3. Jessica Hahn
2. Donna Rice
1. Oprah "I never saw a case of Famous Amos cookies I didn't like" Winfrey.

TOP 10 POSSIBILITIES FOR SIDEKICK NEWSLADY FOR EITHER SCOTT SHANNON AND/OR RICK DEES
10. Fawn Hall
9. Little Richard
8. Jessica Hahn
7. Elton John
6. Diane Sawyer
5. Donna Rice
4. Leslie Gore
3. Mrs. Robert Schuller
2. Sigourney Weaver
1. Bannarama

TOP 10 CANDIDATES TO REPLACE MARILYN McCOO AS HOST OF SOLID GOLD
10. Walt Pinto
9. Lynda Tice
8. Brian Lee
7. Kim Wilde
6. Danny Davis (or Moishe)
5. Mike Preston
4. Fawn Hall & Bob Harlow (as an entry)
3. Kal Rudman (and the little maven)
2. Buzz Bennett
1. Howard Stern

TOP 10 SINGLES IN THE COLLECTION OF WKYE'S JACK MICHAELS
10. Annette Funicello: "Jo Jo, The Dog-Faced Boy"
9. Senator Bobby: "Wild Thing"
8. Narvel Felts: "Honey Love"
7. Napoleon XIV: "They're Coming To Take Me Away, Ha-Ha"
6. Merv Griffin: "The Charanga"
5. Dickey Do & The Don'ts: "Nee Nee Na Na Nu Nu"
4. Staff Sgt. Barry Sadler: "Ballad of the Green Berets"
3. Richard Chamberlain: "Theme From Doctor Kildare"
2. Edsels: "Rama-Lama Ding-Dong"
1. Ron Fell/Patience & Prudence (duet): "Tonight You Belong To Me II"

TOP 10 GARY HART ROLE MODELS
10. Errol Flynn
9. Porfirio Rubirosa
8. Julio Iglesias
7. Jim Bakker
6. J. R. Ewing
5. Billy Brill
4. John F. Kennedy (the late)
3. Michael J. Fox (the short)
2. Eddie Murphy
1. Meat Puppets

TOP 10 GRAY-HAIRED PEOPLE
10. Steve Brack
9. Danny Davis
8. Publisher of the Gavin Report
7. Billy Idol
6. Geraldine Ferraro
5. Lu "Football" Fields
4. Michael Murphy
3. Blake Carrington
2. Dr. J
1. Burt "Grammy Speech" Bacharach

TOP 10 PEOPLE NAMED JONES WHO'VE BEEN ON THE CHARTS
10. Tom
9. Jack
8. Quincy
7. George
6. Jimmy
5. Joe
4. Tamiko
3. Linda
2. Davy
1. To be announced

TOP 10 PEOPLE WHO ARE OLDER THAN JOAN COLLINS
10. Clara "Where's The Beef?" Peller
9. John Hey
8. Tip O'Neill
7. Keith Richard
6. Juggy Gayles
5. Heidi Abramowitz
4. Wilson Pickett
3. Queen Elizabeth
2. Matty "The Humdinger" Singer
1. Grace Slick

the GAVIN REPORT/May 15, 1987
OPENINGS

TOP 40 station 99KG-Salina, KS, has immediate AT opening. Contact Steve Wall: (913) 828-4631.

TOP 40 station WQRT-Rome, GA, needs anchor/reporter for p.m. drive. T&R: Doug Walker, PO Box 1187, Rome, GA 30161 or call (404) 291-6088.

TOP 40 station WPRR-Terre Haute, IN, is looking for talent for future openings. T&R: R. Jay Cortrecht, 643 Ohio Street, Terre Haute, IN 47807. No calls, please.

TOP 40 station WGGX-Baton Rouge, LA, seeks PD w/winning track record. T&R: Michael Adams, PO Box 2671, Baton Rouge, LA 70821.

TOP 40 station WBLQ-Logan, UT, needs AT w/prod. skills. T&R: Tony Waitekus, PO Box 801, Carbondale, IL 62903. No calls, please.

TOP 40 station WYMG-Springfield, IL. DAVE COMSTOCK: Top 40 Morning AT. Formerly at 95-XM, Des Moines. DAVE: (515) 232-0969.

A/C station KTCL-Ft. Collins, CO, has part-time AT opening. T&R: Steve Hamilton, PO Box 1600, Eagle, CO 81631 or call (303) 328-1015.

A/C station WJER-Dover, OH, has part-time AT opening. T&R: Gary Petrolia, 646 Boulevard, Dover, OH 44622.

A/C station KVAN-Vancouver, WA, needs AT w/prod. skills. T&R: Paul Duckworth, PO Box 4638, Vancouver, WA 98662.

A/C station KOSY-Modesto, CA, seeks warm, friendly adult communicator for PM drive. Must be able to use phones, with good production. T&R: Gary Michaels, 2121 Laneys Drive, Modesto, CA 95355. No calls, please.

MODERN COUNTRY station WDVA-Danville, VA, is accepting applications for future AT, news and sales openings. T&R, salary needs to Alan Row, One Radio Lane, Danville, VA 24541. No calls, please.

COUNTRY station WRNS-Coastal NC has opening for salesperson w/existing list. Contact Webster James, PO Box 609, Kinston, NC 28501.

COUNTRY/MOR station KMHL-Marshall, MN, has AT and sales openings. T&R: Brad Stroockman, One Radio Lane, Marshall, MN 56258. No calls, please.

COUNTRY station KSCS-Dallas/Ft. Worth has AT and director opening. T&R: Bill Mayne, One Broadcast Hill, Ft. Worth, TX 76103. No calls, please.

COUNTRY station WFFN-Jasper, AL, needs morning AT open. T&R: Johnny Elmore, 400 3rd Ave., Jasper, AL 35501 or call (205) 221-2222.


SPORTS station WPFR-Terre Haute, IN, is looking for talent for future openings. T&R: Skip O'Neil, PO Box 2407, Santa Maria, CA 93456. No calls, please.


WADA: Country 45s & LPs, all sources. Drawer 1360, Shelby, NC 28150.

KAGO: All EMI singles; Huey Lewis (Chrysalis). PO Box 2068, Houma, LA 70360.

KISS: Contemporary Christian, all sources. Chris Nelson, PO Box 1873, Mason City, IA 50401.

WFFR: Singles from Commodores (PolyGram) and Klymaxx (MCA). PO Box 358, Sylacauga, AL 35160.

KLZQ: Top 40 station needs LPs from all sources. Jim Donnelly, 1904 W. Hillsboro, El Dorado, AR 71730.

WPLB: Singles from Commodores (PolyGram) and Klymaxx (MCA). PO Box 358, Sylacauga, AL 35160.

ABNEEDS: Small or medium-market PD. Prefer Urban. Top 40. VERNON "MICHAEL J. ALEXANDER" WELLS: (205) 438-2312 or (205) 438-4998.

Program Director looking for work. Formerly WOW! Norfolk, VA. DON "EARLY" ALLEN: (804) 499-9415.

"We Believe In This Record"
THE CITY
"Planets In Motion"

"I think this song is being overlooked by radio. Tremendous possibilities with this record."
A. Decker, MD
KUAD, Windsor, CO

"Quality music expanding the format horizons. Good phones already!"
Bill Turner, PD
KTDR, Del Rio, TX

"Great Requests 24-34. We are playing the CD longer version."
Joe Warren, PD
KTXY, Jefferson City, MO

GAYIN TOP 40 62/5

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<tr>
<th>Station</th>
<th>Frequency</th>
<th>Rank</th>
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<td>KVRF</td>
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<td>WRTB</td>
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AND MANY MANY MORE!!
MADONNA
Her next film, "Who's That Girl," features songs from Club Nouveau and Scritti Politti as well as four new ones from Madonna.

PRINCE
His 65,000-square foot, $10-million Paisley Park recording and film complex in Chanhassen, MN, will open in July.

MARIE OSMOND
She'll host this year's Children's Miracle Network Telethon to be broadcast May 30th-31st from Disneyland.

OAK RIDGE BOYS

ISLEY BROTHERS
They were reduced to a duo as a result of the unfortunate death of brother O'Kelly Isley in March of last year. They first recorded as a trio in 1958.

STEVE WARINER
He got his start at age seventeen, when Dottie West offered him a chance to play bass in her band and sing background vocals.

BOBBY BROWN
He has been at work producing an album for Malcolm Jamal-Warner of The Cosby Show.

MOODY BLUES
Justin Hayward has signed a solo deal with Voyager Records and will release an album this summer with a tour to follow.

T'PAU
The five-piece band is from Shrewsbury, England. Lead singer is Carol Decker.

RUBEN BLADES
He sings one song on the new Little Steven album in English and is working with Paul Simon, Sting and Elvis Costello on his first full English-language album. Blades is also currently filming "Fatal Beauty" with Whoopi Goldberg.

T. GRAHAM BROWN
He can be heard singing on commercials for Molson Ale, McDonalds, Coca-Cola and Kraft Foods.

JULIAN COPE
He's the former leader of Teardrop Explodes. His first solo album was "World Shut Your Mouth," released in 1984.

JON BUTCHER
Though his new single, "Holy War," mentions Jim Bakker and Jerry Falwell, it was written months before either was front-page news.

PHIL SAATCHI
In 1976, he played guitar in a band called Absolutely Elsewhere, which released an album on Warner Bros. UK.

BRYAN ADAMS
As a teenager, he was writing songs for other rock 'n' rollers, including fellow Canadians, Loverboy.

DUANE EDDY
His recent performance with Art Of Noise led to a new recording contract and album for Capitol Records. Performances from George Harrison, Bob Dylan, Dave Edmunds, Ry Cooder and Brian Setzer will be included.

THE OTHER ONES
The band was formed in Berlin, though three of the six members are natives of Australia.
"Downtown Train"

The voice that roared Goodbye To You in 1983 and The Warrior in 1984 for the band Scandal still is one of the premier female voices in rock music on her solo album Never Enough. Smyth displays more versatility here than she did with Scandal."

UPI - Arts and Entertainment

GAVIN TOP 40: UP & COMING
36/18

FM102 37-18

KIIS/FM 33-29 KZZP ADD
KROY ADD KWOD ADD
KS103 ADD KMEL DEB-29
KATD ADD KWSS ADD

GAVIN URBAN: 10*-5*

As BIG a hit at Top 40 as it is at urban (Where you see Top 5 airplay, requests and sales)

"Primitive Love Rites"

Primitive means Positive!
One test is all it takes for a full time add!

GAVIN TOP 40: UP & COMING
67/14

KCPX 18-11

WBEN A-39 WCAU ADD
Z93 DEB 34 Z95 DEB 39
WMMS DEB 39 KITS 26
KPLZ 22 KUBE 26
KWOD ON

R&R AOR DOUBLE BREAKER
Ronnie Spector

"Who Can Sleep"

Additional Vocals by Eddie Money

Ronnie's back and Top 40 bound!

GAVIN TOP 40: UP & COMING
25/10

WCAU DEB-40
KCPX ADD

Dan Hill

"Can't We Try"

"Dan's best known for his number one 1978 hit Sometimes When We Touch. This new effort utilizes the same dramatic production technique and it works beautifully in the setting of a duet. Fills a void these days for most Top 40 playlists."

Dave Sholin Personal Pick 4/10/87

Beastie Boys

"She's Crafty"

Album roaring towards quadruple platinum!

GAVIN A/C: 17'14 185/13
HIT FACTOR 83%

GAVIN TOP 40 BREAKOUT: 59/29

PRO/FM ADD   KTPS ADD
KCPX ADD   WBBQ ADD

WKFPE 100KHI WHHY
KSND KZZU

FM102 A-31
KROY ADD

JUST OUT!
THANK YOU SACRAMENTO!
i suffer

i didn't want you to find out this way
i was just waiting for the right time to say something about what is really wrong with me and the difficult details of my malady

i don't want to frighten you but it's really serious just look at me i'm nearly delirious

i suffer from affection stay away for your own protection one touch could be the fatal connection because baby, i suffer from affection

i know i look fine from the outside i do but something goes wrong when i get close to you it steams and it burns and it's painfully sharp and i think that it might have to do with my heart

this feeling came too fast for me to develop my immunity but of one thing i'm fairly sure your kisses are the only cure
Exit O Steve Earle & The Dukes (MCA)
As the first chords of “Nowhere Road” ring out, it’s clear that Steve Earle aimed to maintain the same groove and tone of his previous groundbreaker. Even if Exit O isn’t quite as immediately catchy as Guitar Town, Earle’s talents as a songwriter and lyricist have broadened. Like You Know Who, Earle has a sympathetic self and本报记者 and the notion of middle America, world and America.
The instrumentation tends to beautify the landscape his characters spring from, romanticizing the feel of drag racing the highways, reminiscing over high school football days or leave town in ambitious disgust and disappointment. It’s what the songs hint at that cuts to the bone. We all feel frustration and growing pains. It’s nice to have those feelings symbolized. Guitar Town was, for me, a tough act to follow. At first, I wasn’t sure Exit O could hold its jock strap. However, a few thoughtful listenings later, I came to appreciate its depth, possibly the most important advantage Exit O has over its predecessor. Trax: “Nowhere Road,” “No. 29,” “San Antonio Girl,” “Angry Young Man,” “I Ain’t Never Satisfied” and “The Rain Came Down.”

“Girlie Girls Girls” Motley Crue (Elektra)
Whether or not radio lifts a finger of support on this one, these guys are a bona fide phenomenon. Having foresaken the effects of alcohol, the Crue intensify their attention towards the hordes of consenting females. That makes them the envy of many a politician and/or holy man.

Beverly Hills Cop 2 (MCA)
Something more to do than the “Neutron Dance” is to. As it well should, Album Radio is going positively ga-ga over Bob Seger’s contribution. But like all vital soundtracks, all roads and all formats meet. If movie trailers are any indication, this movie will be Numero Uno boffo this summer. As far as radio, check out “In Deep” by Charlie Sexton. It’s true car-chase music. You won’t recognize the lad. The Pointers’ “Be There” sounds like a megasmash. The heat is on again.

Letters Home Wendy Waldman (Cypress)
In the same passing lane as Steve Earle is Wendy Waldman. I’ll bet she’s frequently mistaken as just another sensitive songstress. Wrongo, boyo. Letters Home has a severe bite to it. From the opening Fairport Conventionish guitars of “Living In Hard Times,” this album maintains a sharp edge. Miraculously, Waldman finds a viable way to re-chronicle broken hearts, cold shoulders and wild times. I would have liked to have heard her re-cut a kill version of “Heartbeat,” but I guess after such a long absence, there were too many songs to choose from, too much to be said. Trax like “This Wall,” “Hard Times,” “The Easy Way Out” and “Destined To Be Wild” rock steady to me. The lady means biz. I find her determination quite sexy.

“She Don’t Look Back” Dan Fogelberg (Full Moon/Epic)
Dan Fogelberg fans are gonna have to ID their man via the vocal track. Fogelberg has taken a few turns toward a contemporary Album Radio sound in the past, but this is his most radical concession. That’s Don rippen ‘those leads. After a quick preview listen to his new LP, the single sounds more like the rule than the exception. Also included are the custom ballads Fogelberg is known for. Full report soon.

“Sentimental Hygiene” Warren Zevon (Virgin)
Quite a spectacular bounce back for Warren Zevon. Enlisting Neil Young on lead guitars AND an unrecognizable REM as back-up band, “Sentimental Hygiene” is big news and big sound. Who could resist back announcing this baby? Anything shy of out-of-the-box constitutes asleep-at-the-wheel syndrome. Ride this one ‘til it hurts.

Gypsy Blood Mason Ruffner (CBS)
Mason Ruffner plays rough on his sophomore breakthrough album. “Gypsy Blood” is well fortified with a whole slew of fiery trax. I’m particularly enamored with the guitar and orchestra experiments (namely “Courage” and “Dancin’ On Top Of The World”). “Fightin’ Back” and “Under Your Spell” are two sleepers, conjuring up fond images of New Orleans, where Ruffner waited tables and rock n rolled the Bourbon Street. Dave Edmunds and band along with Mason and Cleveland keyboardist Mark Avsec pull off an extremely successful collaboration, putting another “roots” notch on Dave Edmunds’ pistol. The deck is stacked heavily in favor of side one, but do spill over to side two for the full taste. “Red Hot Lover” rocks.

“Dumb Post Immaculate Fools (A&M)
A low key but nonetheless arresting effort. Like labelmates Thrashing Doves and David + David, the Fools operate by combining poetic images & twanging chords. Though they probably don’t gyrate and wear cod-pieces, guitars are an important ingredient for the music. Portions of this LP were produced by Ross Cullum, of Wang Chung fame. The title track recalls the antics of troubadours like Peter Hammill and Syd Barrett. In fact, the entire boxed package beautifully represents a sincere artistic sensitivity. Graphically and musically, the Fools weave a certain spell. Highlights include “Tragic Comedy” and “So Much Here.” KZ
My 2 cents

Once again, this week's chart represents a diverse musical overview as a lot of interesting trends collide inside one chart. Inside the Top Five, Tom Petty finally strays from the pack, aggressively moving to the #3 slot. Petty's place inside the Album Radio Top Ten has always been assured, but seeing him in the company of Crowded House, David Bowie, Gregg Allman, Rock & Hyde, The Smiths, and Little Steven, this week gives new meaning to the term "active faction." The Cult see America from Billy Idol's perspective, especially those chasing upper demos. As the chart movement suggests, quite a few of our reporters are having good luck with the texture of "let's break through" often heard during the "Get Hard Rock" movement. As the record company of Crowded House, David Bowie, Gregg Allman, Rock & Hyde, The Smiths, and Little Steven may be looking to increase their female listenership. This new album - featuring the hit song, "Don't Mean Nothing." — should fit in well with Album Radio's airwaves and diverse blend. A host of new entries inside Chartbound includes Ronnie Montrose, who has already made its first marks, as the Mason Ruffner album begins to make its rounds, more trax should surface. Lots of airplay located on both sides of...
CELEBRATE
THE 30TH ANNIVERSARY OF
THE GAVIN REPORT
AT THE THIRD ANNUAL
GAVIN SEMINAR FOR MEDIA PROFESSIONALS

WESTIN ST. FRANCIS HOTEL
Friday, February 12th
and
Saturday, February 13th
RELATIVITY

SCRUFFY THE CAT

DEAD BOYS (Relativity) "Way"
SALEM 66 (Homestead) "Postcard"
THELONIOUS MONSTER (Relativity) "Walk"
SUICIDAL TENDENCIES (Caroline) "Skate"
WIPERS (Restless) "Blind"
THROWING MUSES (4 A.D.) "Finished"
FRONT 242 (Wax Trax) "W.Y.H.I.W.Y.G."
ANGRY SAMOANS (PVC) "Raining"
NEATS (Coyote) "Angel"

Domesday Pay-Off -THE FALL (Big Time)

"Thank You Girl" -JOHN HIATT (A&M-12"
"Is This Love" -ALISON MOYET (Columbia -12"
Happy Planet -WALL OF VOODOO (IRS)

ALTERNATIVE ACTION

The large number of releases over the past month has set up a ferocious battle in the top ten, with only three records moving down from last week. Their momentum of the past few weeks carries the Hoodoo Gurus to number one, while The Replacements and R.E.M. retain their positions. The single "Strangers In Our Town"will keep its place for another week, as it remains the key emphasis for many stations.

On songs like "Land of Shame," "Was That You" and "Tonight" the tightly leashed rhythm section keeps their music from roaming too far. The single "Strangers In Our Town"will keep the feet moving on the dance floors and fingers snapping to the rhythm. Lead singer Kirk Brandon (formerly with Theatre of Hate and Burning Rome) sings with a thick British accent resembling an odd cross between ABC's Martin Fry and the Fall's Mark E. Smith.

Although the line-up of this hard-working and hard-playing British band has remained intact its conception in 1978, the group has come a long way. They've now brewed a winning recipe of distilled production and matured songwriting interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords. Their vocal harmonies are a common asset elsewhere on the chart, interspersed with guitar chords.
All answers to this puzzle may be obtained by listening to HEGE V'S "House of Tears" album and by reading his bio.

Grand Prize: Round Trip for 2 to Acapulco (Courtesy of American Airlines)
Two First Prizes: CD Players
Three Second Prizes: A Ride in HEGE'S Hearse

All reporting radio stations and record reviewers are eligible to win!

Mail entries to MTM Records
Deadline for Entries: Must be postmarked by June 5, 1987
Watch for winners names and prizes June 19.
SAVANNAH, GA
THOMPSON/WESTON-WFXF 912-887-1529

Tampa, FL
CAREY CUREL-WYNE 813-229-6090

MIDWEST
AKRON, OH
HOLMERS/DAUGHERTY-WONE 216-539-7291

Oxford/Cincinnati, OH
JOHN JESSE/JOX 513-522-4114

San Francisco, CA
ALBANY, NY
ANDY SKIBINS-WXXP 518-442-5262

BUFFALO, NY
ADAM LANGLEY-WBNY 716-678-5104

Pittsburgh, PA
DEBBY BRAZ-MERP 412-821-6140

Philadelphia, PA
TED UTZERIN RILEY-WWMR 215-561-0933

SOUTHEAST
WASHINGTON, DC
ESTEINSHOWCASE-WHFS 301-263-1450

Morganton, NC
KUSUS KENNEDY-WVYFM 304-233-3329

Chapel Hill, NC
STEV BALCOM-WXOC 919-367-7788

Athens, GA
ANTIA AMMONS-WUOG 404-542-8466

Columbus, GA
HEATHER YOUNG-WUSC 803-777-7737

REGINA, SK
WALKER/FOX-299 306-359-9335

GRAND FORKS, ND

HOUSTON, TX

REGINA, SK

JOHN EDWARDS-KBPI 303-572-6200
DENVER, CO

JAMEY KARR-KACY 806-371-5227

STEAMBOAT SPRINGS, CO
ADDS: The Bears, Fatal Flw., The Fall, Wire, Wall of V., MAX: D. Re, Rush, Trooper, Smithereen, Oingo B., L. Ryders, Jon Astley, M. Ryders

JOHN HAYES-XTCL/FRM 304-493-5330

COLORADO SPRINGS, CO


PANoIA, CO


PASADENA, CA


CAMEBRIA, CA


PHOENIX, AZ


LOS ALTOS HILLS, CA


SAN FRANCISCO, CA

SALES SKILLS by GARY DONOHUE CRMC

SELLING WITH THE NEW ARBITRON RATINGS

Two weeks ago, we broke the story about how the new 21-34 demo will affect wine and beer advertisers. Early returns show there is more to this story than drinking and driving.

While 21-34 is clearly a logical demo for beer and wine advertisers because of the drinking age question, it seems the 21-49 demo will have more impact on general advertising expenditures. A review of U.S. Census Bureau data shows the 21-49 age group already exceeds the 25-54 population. Over the next five years, this 21-49 cell will continue to grow at a rapid pace, with two 21-year-olds entering the demo for every 49-year-old that leaves. This means the 21-49 demo will replace the 25-54s as the major consumer buying segment.

At a seminar I conducted in Richmond earlier this month, the issue was raised of why under-21-year-olds aren’t desirable. Ask yourself or your clients these questions, and you’ll reach the same conclusions as the Richmond media professionals:

- Installment loans—how old were you when you no longer needed a co-signer for a car or furniture?
- Mortgages—sold any real estate recently to a high school grad working at an entry-level hourly wage?
- Credit cards—don’t most retailers rely on credit card purchases for the bulk of their sales?
- But what about the concept of instilling brand awareness in the under-21 group? With so many ways of influencing consumers so quickly through all forms of media, the question of who’s in the market to buy right now is more important. Reaching young consumers before they are ready to buy may have worked to some degree in the past, but thanks to the electronic media, not any more.

Take the Ford Taurus/Mercury Sable as an example. Although the product is less than 18 months old, it is outselling everything in the country. Did it matter that General Motors had called the shots for so long in the car market? No! Ford introduced a product that GM couldn’t defend itself against with a comparable model. With sheer advertising weight, Ford stole the market segments that up until 1986 were heavily into Chevrolet, Oldmobile and Pontiac—as well as Yuppie Volvo and Audi buyers.

The next burning question addressed by our Richmond media professionals was the “graying of America.” One person asked specifically, “What about all this information I’ve been receiving about how the persons over 50 have more spendable income than any other group?” We quickly determined that, while this may be true on a per capita basis, by 1991, the 21-49-year-olds will exceed 50 percent of the entire population, giving them the clear edge in overall spendable income.

After the “over/under-21” segmentation, it seems logical that the future big demos in the consumer marketplace will be, in order of importance, 21-49, 12-24 and 35-54.

Interestingly enough, before the meeting started, we surveyed the room, and 15 out of the 27 media buyers present designated 25-54 as their #1 demo. That age group didn’t even make the final poll of future demos when the meeting ended.

While the logic behind 21-49 is devastating, there will, of course, be exceptions to the rule. Many advertisers may not change their target demos. The same variation on demos that we see today will exist in the future. And, in my opinion, within five years, ratings companies will make available exact demos like 21-42, 33-41, etc., for use by highly sophisticated niche marketers. The computer technology is here now. It’s only a matter of time before demand makes these data “products” a reality.

While we don’t have room to print side-by-side comparisons, suffice it to say that the 21-49 demo results in a different market ranking. If a client drops the demo from 25-54 to 21-49, powerhouse AMs with big morning drive ratings among the 50+ will be reduced, as will Easy Listening FMs and some of the older-skewing A/Cs. If a client raises the demo from 18-49 to 21-49, the biggest losers will be teen-oriented and Top 40 stations.

HOW TO COPE IF THE NEW DEMO HELPS YOU

Use your instincts and introduce the new demo information where it suits the long-term relationship. The inevitable population shift means any advertiser who buys 25-54 over the next five years and is getting media that is heavily skewed toward older audiences may begin to see losses in audience share. It’s to your advantage to educate retailers about 21-49 and position yourself closer to their best interests. Advertisers who concede the younger 21-35 group to their competition may be putting their longevity at risk.

If, on the other hand, the advertiser has been using the 18-and-up demos as a way to reach 21+ demos, you should be more direct. Continue to provide the media analysis based on the original 18 demos, but always include an identical analysis using the demo beginning with 21. I also recommend showing a 6A-12M side-by-side comparison of the 18 demo versus the 21 demo. It won’t take long for 18 to disappear.

HOW TO COPE IF THE NEW DEMO IS BAD NEWS

If a client wants to slash your budget because of the young or old skew of your audience, it is most likely because of a change in the real demo from 18-low or 54-top to one based on 21-49s. No doubt new AID runs released by your competitors have put you in a very deep hole. CRAWL OUT SLOWLY. If you stick your head up too fast, you will probably lose it!

Sit down with your clients and carefully review their needs and objectives. Identify and reinforce the NON-RATINGS reasons they have bought your station in the past. Appeal to their common sense by arguing that, if the buy worked in the past, it will work again. Point out the risks of buying a station with an admitted old or young skew versus those of buying an altogether new radio vehicle. Ask the clients if they think it is worthwhile to ignore the customers they’ve been reaching in the past on your station.
COUNTRY CHART

CERTIFIED

LEE GREENWOOD
Someone
(MCA)

LARRY GATLIN/JANIE FRICKE
From Time To Time
(Columbia)

MOST ADDED

RONNIE MILSAP
Snap Your Fingers
(RCA) 56 adds

REBA McENTIRE
One Promise Too Late
(MCA) 50 adds

RESTLESS HEART
Why Does It Have To Be (Wrong Or Right)
(RCA) 44 adds

TOP REQUESTS

RANDY TRAVIS
Forever And Ever, Amen
(Warner Bros.)

GEORGE STRAIT
All My Ex's Live In Texas
(MCA)

DWIGHT YOAKAM
Little Sister
(Reprise)

CHART TOP REQUESTS

RANDY TRAVIS - Forever And Ever, Amen (Warner Bros.)
2
Nitty Gritty Dirt Band - Baby's Got A Hold On Me (Warner Bros.)
3
T.G. Sheppard - You're My First Lady (Columbia)
4
Eddy Raven - You're Never Too Old For Young Love (RCA)
5
DWIGHT YOAKAM - Little Sister (Reprise)
6
SWEETHEARTS OF THE RODEO - Chains Of Gold (Columbia)
7
EARL THOMAS CONLEY - That Was A Close One (RCA)
8
Dan Seals - I Will Be There (EMI America)
9
Keith Whitley - Hard Livin' (RCA)
10
FORESTER SISTERS - Too Many Rivers (Warner Bros.)
11
GEORGE STRAIT - All My Ex's Live In Texas (MCA)
12
JOHN SCHNEIDER - Love You Ain't Seen The Last Of Me (MCA)
13
Moe Bandy - 'Til I'm Too Old To Die Young (MCA/Curb)
14
TANYA TUCKER - It's Only Over For You (Capitol)
15
CRYSTAL GAYLE/GARY MORRIS - Another World (Warner Bros.)
16
Conway Twitty - Julia (MCA)
17
John Conlee - Domestic Life (Columbia)
18
THE JUDDS - I Know Where I'm Going (RCA/Curb)
19
STEVE WARNER - The Weekend (MCA)
20
Mickey Gilley - Full Grown Fool (Epic)
21
MARIE OSMOND - Everybody's Crazy About My Baby (Capitol/Curb)
22
S-K-O American Me (MTM)
23
HOLLY DUNN - Love Someone Like Me (MTM)
24
RICK VAN SHERTON - Crime Of Passion (Columbia)
25
Charley Pride - Have I Got Some Blues For You (16th Avenue)
26
BAILIE & THE BOYS - Oh Heart (RCA)
27
RICKY SKAGGS/SHARON WHITE - Love Can't Ever Get Better Than This (Epic)
28
K.T.OSLIN - 80's Ladies (RCA)
29
Charly McClain - Don't Touch Me There (Epic)
30
VINCE GILL - Cinderella (RCA)
31
Oak Ridge Boys - It Takes A Little Rain (MCA)
32
Southern Pacific - Don't Let Go Of My Heart (Warner Bros.)
33
BELLAMY BROTHERS - Country Rap (MCA/Curb)
34
LEE GREENWOOD - Someone (MCA)
35
DESSERT ROSE BAND - Ashes Of Love (MCA/Curb)
36
Judy Rodman - Girls Ride Horses Too (MTM)
37
LARRY GATLIN/JANIE FRICKE - From Time To Time (Columbia)
38
WAYLON JENNINGS - Fallin' Out (MCA)
39
ANNE MURRAY - Are You Still In Love With Me (Capitol)
40
JOHN WESLEY RYLES - Midnight Blue (Warner Bros.)

CHARTBOUND

ARTIST & TITLE

Reports Adds Weeks

RONNIE MILSAP - Snap Your Fingers (RCA) 118 56 2
REBA McENTIRE - One Promise Too Late (MCA) 109 50 2
MICHAEL MARTIN MURPHEY - A Long Line Of Love (Warner Bros.) 88 41 2
HIGHWAY 101 - Whiskey If You Were A Woman (Warner Bros.) 86 38 2

Total Reports this week 178 Last week 175
THE RCA RECORDS

NEW HITS PUZZLE

(Read slowly and carefully follow directions)

Directions: Connect the "stars" with their records by drawing a straight line between the artist's name and the correct song title.

BAILLIE AND THE BOYS ★--------------------- ○ OH HEART
K.T. OSLIN ★
VINCE GILL ★
JUDDS ★
SYLVIA ★
RONNIE MILSAP ★
RESTLESS HEART ★
○ 80'S LADIES
○ CINDERELLA
○ I KNOW WHERE I'M GOING
○ STRAIGHT FROM MY HEART
○ SNAP YOUR FINGERS
○ WHY DOES IT HAVE TO BE
(Wrong or Right)

Lines appear on playlists = BRILLIANT
Lines appear parallel = SMART
Scoring: Lines appear crossing = DUMB
COUNTRY SUMMARY

There's no question about this week's number one - Randy Travis is number one on all counts. His closest challenger is Dwight Yoakam, who's still building up steam at #5. The Sweethearts Of The Rodeo and Earl Thomas Conley are coming up close behind Dwight, but look for George Strait to be in the thick of next week's race to the top. John Schneider, with a 94% HIT FACTOR, continues to climb the chart at a fast pace. Tanya Tucker adds another 8% to her HIT FACTOR, now at 89%. The biggest chart move of the week goes to The Judds, who also had the biggest HIT FACTOR increase, from 49% to 77%. Holly Dunn gains in both chart points and airplay strength. She's already getting HEAVY rotations @ WMBQ/FM, KQUS, WORC, KATK/FM, KVAS, KORD, KWYO and WWSJ/AM. This week's two highest debuts - thereby receiving CERTIFIED status - are Lee Greenwood and the Larry Gatlin/Jamie Fricke duet. John Wesley Pyles bypasses CHARTBOUND altogether and debuts @ 40. All four of this week's CHARTBOUND records made the cut in only their second week out, and all of them have a good shot at debuting on next week's chart. Ronnie Milsap "Snap Your Fingers" (for those of you who thought it sounded familiar, this was a hit for Joe Henderson back in 1962) is already pulling in mega-requests for Al Parker at WGUD-Pascagoula, MS, and Frank Smith at WFSR-Harlan, KY. Highway 101 chalked up 38 more adds and an 11% HIT FACTOR, and Don Davis at KLYQ-Hamilton, MT, is reporting a lot of requests, especially from his female listeners. Ray Stevens' novelty song is, of course, pulling in requests wherever it's played. It's still getting adds, with seven more this week including WOWW107, KMPS, WHON, WYGC, WAOV, WRNS/FM and WFMX. Asleep At The Wheel's "House Of Blue Lights" was a hit twice in 1946 - once for Ella Mae Morse with the Freddie Slack Orchestra, and again for the Andrew Sisters. More than 40 years later, it still sounds great.

Talk to you next week. Lisa & Elma

COUNTRY ADDS

NORTHEAST

LOWELL/LAWRENCE, MA(FRANK FITZ-WLH) M.Gilley, G.Strat, Waylon.
BROCKTON, MA(MARK BURNS-WCVF-FM) Sylvia, Wrrays, K.Mattea, A.Murray, The Trio, M.Gilley, GRIN/STEVE.
PHILADELPHIA, PA(BOB YOUNG-WXU) Restless H, Greenwood, S.K. & O.

SOUTHEAST

BALTIMORE, MD(GREG COLE-WPOC/FM) S.Wariner, RV Shelton, R.Milsap, Reba.
SOUTHEAST
BROCKTON, MA(DAVE DEMPSEY-WLAT) Sylvia, A.Murray, L.Boone, Restless H, M.Murphey, Wheel.
GAINESVILLE, FL(BRAD RIVERS-WYGC) R.Milsap, Sawyer B., T.G.Brown, Restless H, M.Murphey.
CEDARTOWN, GA(CHUCK WALLEY-WGAA) Reba, M.Murphey, Waylon, A.Murray.
CANTON, GA(CHRIS GRIFFIN-WCHK/FM) M.Haggard, D.Rose Bd, R.Milsap.
MEMPHIS, TN(JIM TABOR-WMC) Greenwood, V.Gill, K.T.Oslin, D.Rose Bd.
LaFOLLETTE/KNOXVILLE, TN(TONY LAWSON-WOLA) No Report, Frozen.

GADSDEN, AL(JOHNNY ELMORE-WARF) Frozen, No Adds.

SOUTH

TALLADEGA, AL(RICK ROBINSON-WWEY) Frozen, No Report.
JASPER, AL(JOHNNY ELMORE-WARF) Frozen, No Adds.
GADSDEN, AL(JIM PRUETT-WAXA) No Report, Frozen.
ALABERTVILLE, AL(JEFF ALLEN-WQSB/FM) K.Mattea, T.G.Brown, Shooters, Restless H.
LaFOLLETTE/KNOXVILLE, TN(TONY LAWSON-WOLA) No Report, Frozen.
MEMPHIS, TN(JIM TABOR-WMC) Greenwood, V.Gill, K.T.Oslin, D.Rose Bd.

MIDWEST

FORT DODGE, IA(DALE EICHOR-KWMT) Reba, Judds, M.Murphey.
WATERLOO, IA(HAL KNIGHT-KWMT) Reba, M.Murphey.
ST. LOUIS, MO(MARK LANGSTON-WIL) T.G.Brown, Shooters, N.Felts.

MICHIGAN ADDS

Munising, MI(GRORG COLE-WVOC) S.Wariner, RV Shelton, S.K. & O.
ST. LIGUIE, MI(TONY LAWSON-WKOM) Reba, Judds, N.Felts, M.Murphey.

OHIO ADDS

PASCAGOUA, MS(AL PARKER-WGU) R.Milsap, The Trio, Hwy 101, M.Murphey, Restless H.
COLUMBUS/STARKVILLE, MS(RICK RUSSELL-WMBF) Sawyer B., Hwy 101, M.Murphey, The Trio, Sylvia.
HISPANIA, CO(FRANK SMITH-WFSR) Sylvia, M.Murphey, K.Mattea, Sawyer B., Wheel, Restless H.
PADUACH, KY(KING/LAWRENCE-WKQY) Skaggs/Wht.
CENTRAL CITY, KY(KBARNETT/LANE-WKYA) Bellamys, Judds, G.Jones, V.Gill.

UTAH ADDS

MARBEL, MN(LOWELL HIGHBY-KMHL) No Adds.
BRainer, MN(DAVE TORKELSON-KBVR) Frozen, No Adds.
YANKTON, SD(DAVE FLITTE-WNAX) No Report, Frozen.
MITCHELL, SD(KURT PHILLIPS-KM) M.Kattea, M.Murphey, Reba, P.Tillis, Gtlns/J.F., S.Mayall.
SHOOTER, SD(DAVE STEVE KAMUKA) Gayle/Gary, S.Mayall, Wheel, Judds.

BISMARCK, ND(ERI LEE-KZPR) T.Tucker, Judds, S.Mayall, Wheel, Bellamys.

MIDWEST

FORT DODGE, IA(DALE EICHOR-KWMT) Reba, Judds, M.Murphey.
WATERLOO, IA(HAL KNIGHT-KWMT) Reba, M.Murphey.
ST. LOUIS, MO(MARK LANGSTON-WIL) T.G.Brown, Shooters, N.Felts.
COUNTRY ADDS

CARLSBAD, NM (BOB SWAYZE-KATK/FM) R. Misip, T. Tucker, Reba, Hwy. 101, M. Murphey, Wheel

ALAMOGORDO, NM (BEN NEE-LK2XZ) The Trio, Wheel, Shooters, Glen/Steve, J.Hartford, J.Naylor

ROYAL MOUNTAIN


MISSOULA, MT (PAUL PROCTOR-KVSS/FM) S. Warner, Greenwood, Shooters

HAMILTON, MT (DON DAVIS-KVOC) L. Boone, Restless H, S. Marshall, T.G. Brown, Shooters

PUEBLO, CO (RANDY HILL -KID) Hwy. 101, Reba, R. Misip, GtIns/J.F., A. Murray

SHERIDAN, WY (GORDON STACK-KWYO) Shooters, D.A. Coe, L. Boone, C. DeLouche

FAR WEST

LAS VEGAS, NV (J.C. SIMON-KFMS) K.T. Oslin, Greenwood, Kendals, M. Dixon, J.W. Ryles, GtIns/J.F., A. Murray

RENO, NV (JIM CLARK-KOLO) No Report, Frozen

RENO, NV (MULLER-SHERWOOD) L. Boone, K. Mattea, Sawyer B.

LOS ANGELES, CA (R. CURTIS-KLAC) Skaggs/Wht, RV Shelton, R. Misip

LOS ANGELES, CA (R. CURTIS-KZLA-FM) Baillie, Holly Dunn, Skaggs/Wht

SAN DIEGO, CA (B. J. AUSTIN-KBT) No Report, J.W. Ryles, Wheel

PALM SPRINGS, CA (RICK YOUNG-KCMJ) Reba, R. Misip, The Trio, Hwy. 101

OAKLAND/SAN FRAN, CA (C. R. BROWN-KWAN) Reba, Greenwood, Wheel, Sawyer B., T.G. Brown

SOUTH WEST

ASTORIA, OR (MIKE DUGAN-KVAS) The Trio, Shooters, T.G. Brown, Restless H, M. Dixon, L. Boone, Sawyer B.

TOLEDO, OH (P. EMMONS-KFAT/FM) Frozen, No Adds

REDMOND, OR (MIKE WEST-KPRB) M. Dixon, R. Misip, K. Mattea, V. R. Von, J. Hartord, Sawyer B.

PENDLETON, OR (STEVE GREEN-KWHT) Hwy. 101, Restless H, M. McDaniel, Shooters, Sawyer B., G. Jones, T. G. Brown

SEATTLE, WA (COLLEEN ROBBINS-KMPS) R. Stevens, R. Misip, Reba, J. Hartord

EVERETT/SEATTLE, WA (WAYNE CORDRAY-KWWZ) R. Misip, M. M. Urphy, Reba

WENATCHEE, WA (DAN MOORE-KUKY) Hwy. 101, M. Gilly

YAKIMA, WA (BOB JENSEN-KKTL) No Report, Frozen

TRI-CITIES, WA (J. R. KENDALL) M. Dixon, T. G. Brown, Wheel, L. Boone, Restless H

CLARKSON, WA (S. JONES) Restless H, T. G. Brown, Wheel, Hwy. 101, The Trio, Shooters

ANCHORAGE, AK (JAY JENNS-KYK) Greenwood, Waylon, G. Jones, T. G. Brown, Reba, Sawyer B., A. Murray

ANCHORAGE, AK (STEVE CHAPMAN-KASH) Sylvia, T. Wopat, M. McDaniel, Kendals, Glen/Steve

CALGARY, AB (R. B. MCKENZIE) Gayle/Gary, Judds, The Trio, A. Murray, J. Hartord, Sawyer B.

CALGARY, AB (R. B. MCKENZIE) Gayle/Gary, Judds, T. G. Brown, Wheel

SOUTH WEST

TULSA, OK (BILL PAYNE-KTFA) No Report, Frozen

SHERMAN, TX (TIM STEWART-AM) R. Misip, J.W. Ryles, Sylvia, Hwy. 101, M. Dixon

TEXARKANA, TX (MARIO GARCIA-KMLA) M. Murphey, Hwy. 101, Wheel, K. Mattea, Sawyer B., Sylvia, Restless H

L.A. CROSSO, TX (WILLIAM WILLIAMS-KWY) Reba, P. T. Tille, Baillie, GtIns/J.F., J. G. Jones

DALLAS/FORT WORTH, TX (JOHNNY O'NEIL-KSCS/FM) M. Osmond

EUGENE, OR (PAUL WILLIAMS-KQKL) B. Baker, Restless H, T. G. Brown

OAKLAND/SAN FRAN, CA (C. R. BROWN-KWAN) Reba, Greenwood, L. Boone, Sawyer B.

SOUTH WEST

CARLSBAD, NM (BOB SWAYZE-KATK/FM) R. Misip, T. Tucker, Reba, Hwy. 101, M. Murphey, Wheel

ALAMOGORDO, NM (BEN NEE-LK2XZ) The Trio, Wheel, Shooters, Glen/Steve, J. Hartford, J. Naylor

ROYAL MOUNTAIN


MISSOULA, MT (PAUL PROCTOR-KVSS/FM) S. Warner, Greenwood, Shooters

HAMILTON, MT (DON DAVIS-KVOC) L. Boone, Restless H, S. Marshall, T. G. Brown, Shooters

PUEBLO, CO (RANDY HILL -KID) Hwy. 101, Reba, R. Misip, GtIns/J.F., A. Murray

SHERIDAN, WY (GORDON STACK-KWYO) Shooters, D. A. Coe, L. Boone, C. DeLouche

FAR WEST

LAS VEGAS, NV (J. C. SIMON-KFMS) K. T. Oslin, Greenwood, Kendals, M. Dixon, J. W. Ryles, GtIns/J. F., A. Murray

RENO, NV (JIM CLARK-KOLO) No Report, Frozen

RENO, NV (MULLER-SHERWOOD) L. Boone, K. Mattea, Sawyer B.

LOS ANGELES, CA (R. CURTIS-KLAC) Skaggs/Wht, RV Shelton, R. Misip

LOS ANGELES, CA (R. CURTIS-KZLA-FM) Baillie, Holly Dunn, Skaggs/Wht

SAN DIEGO, CA (B. J. AUSTIN-KBT) No Report, J. W. Ryles, Wheel

PALM SPRINGS, CA (RICK YOUNG-KCMJ) Reba, R. Misip, Reba, The Trio, A. Murray

OAKLAND/SAN FRAN, CA (C. R. BROWN-KWAN) Reba, Greenwood, Bellamy, Holly Dunn, RV Shelton

SOUTH WEST

ASTORIA, OR (MIKE DUGAN-KVAS) The Trio, Shooters, T. G. Brown, Restless H, M. Dixon, L. Boone, Sawyer B.

TOLEDO, OH (P. EMMONS-KFAT/FM) Frozen, No Adds

REDMOND, OR (MIKE WEST-KPRB) M. Dixon, R. Misip, K. Mattea, V. R. Von, J. Hartord, Sawyer B.

PENDLETON, OR (STEVE GREEN-KWHT) Hwy. 101, Restless H, M. McDaniel, Shooters, Sawyer B., G. Jones, T. G. Brown

SEATTLE, WA (COLLEEN ROBBINS-KMPS) R. Stevens, R. Misip, Reba, J. Hartord

EVERETT/SEATTLE, WA (WAYNE CORDRAY-KWWZ) R. Misip, M. Murphey, Reba

WENATCHEE, WA (DAN MOORE-KUKY) Hwy. 101, M. Gilly

YAKIMA, WA (BOB JENSEN-KKTL) No Report, Frozen

TRI-CITIES, WA (J. R. KENDALL) M. Dixon, T. G. Brown, Wheel, L. Boone, Restless H

CLARKSON, WA (S. JONES) Restless H, T. G. Brown, Wheel, Hwy. 101, The Trio, Shooters

ANCHORAGE, AK (JAY JENNS-KYK) Greenwood, Waylon, G. Jones, S. Warner, A. Murray

ANCHORAGE, AK (STEVE CHAPMAN-KASH) Sylvia, T. Wopat, M. McDaniel, Kendals, Glen/Steve

CALGARY, AB (R. B. MCKENZIE) Gayle/Gary, Judds, The Trio, A. Murray, J. Hartord, Sawyer B.

CALGARY, AB (R. B. MCKENZIE) Gayle/Gary, Judds, T. G. Brown, Wheel

WELCOME To Our New Country Correspondents:

Chris Lee, WSSL RADIO - PO Box 100 Greenville, SC 29602
(803) 246-0100
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THE GAVIN REPORT/May 15, 1987
THE NEW AM PRE-EMPHASIS CURVE

A few weeks ago, this column featured a discussion of high fidelity on AM, and the need for manufacturers to improve the fidelity of AM receivers. The manufacturers were in on the planning of the new NRSC pre-emphasis curve for AM transmission, which the NAB has adopted as a voluntary standard for AM, and they say they will build the radios if the broadcasters will use the curve.

As the writer of a letter printed in that column pointed out, this standard would have broadcasters voluntarily reduce the fidelity of their transmission. Currently, AM can be transmitted legally with full modulation all the way up to 15 kHz, which is thought of as the upper limit of hearing of most adults. FM cannot cleanly transmit at the frequencies above that point, and the new NRSC standard, if approved, would replace that with a high-frequency boost similar to what many stations are doing already.

In this way, existing lo-fi AM receivers would still be catered to by the high-frequency boost starting below 2 kHz, rising to some "18 db up" at 15 kHz. The NRSC committee pointed out that in recent years, many AM stations have added considerable "treble boost" to the signal in transmission, to try to overcome the terrible reproduction of highs on AM receivers, and the new 75-microsecond pre-emphasis curve would replace that with a high-frequency boost quite similar to what many stations are doing already.

In this way, existing lo-fi AM receivers would still be catered to by the high-frequency boost, but, through the use of a standard pre-emphasis curve, manufacturers would be able to devise AM receivers with a complementary rolloff, yielding flat frequency responses to 9.5 kHz or so—a vast improvement over what is offered now.

Receivers would have a notch filter, or would complete their rolloff, at 10 kHz, to eliminate the "10-kHz whistle" caused by adjacent-channel carrier waves, especially at night. Stations would be asked to roll off the highs at about 10 kHz, which will make AM modulation easier to maximize than FM modulation, since their extreme highs will not be there to broadcast. The rolloff would also minimize splatter effects which slip over onto nearby frequencies—which is the other reason manufacturers are willing to make receivers to this wideband standard. They protest, with considerable accuracy, that the high-frequency boosting that is now being done by stations is causing many "splatter" products to go way out of the assigned bandwidth of the station, but since it is not done by overmodulation, the FCC can do nothing about it. Manufacturers say they have to build narrowband receivers to limit the amount of splatter from other stations that gets on the signal of the station you're listening to.

The whole matter is a circular problem: Stations pre-emphasize their highs to compensate for split bandwidths. The manufacturers design radios with over-narrower bandwidths to minimize the splatter effects from the stations that are pre-emphasizing.

Since the manufacturers helped devise this proposed NRSC voluntary AM standard, and promise to build the radios if broadcasters transmit the signal accordingly, it's up to the broadcasters to employ it now, and I join the NAB in calling on them to do it. (Some claim AM broadcasters won't do it until they are made to, and have petitioned the FCC to add this curve to the AM transmitting rules. The FCC has not yet responded.)

Now, suppose you want to transmit this standard. How do you do it? All manufacturers promise equipment to accomplish this, but the first one I've seen is the CRL SPF-300, which I understand is being sold for $500. It does several things worth noticing.

The device is intended to be placed between the compressor and the final peak limiter in the audio chain, and provide the necessary pre-emphasis curve. All equalizers in the line would be removed, but multi-band processing would still be possible ahead of it. Sharp filtering of audio above 10 kHz is provided, as is overshoot protection to allow full modulation...and CRL cannily provides a strappable option of rolling off above 11 kHz instead. In theory, this would be the more desirable rolloff, since receivers will already be rolling off at 10 kHz, and placing the transmission rolloff above that point would keep the station's transmitted audio flat until beyond the receiver bandwidth (avoiding double rolloff effects near 10 kHz), while still narrowing the bandwidth enough to minimize "splatter" effects.

This CRL device also contains a circuit which should help older transmitters modulate properly, a "selectable tilt-correction circuit, which can be used to remove low frequency phase shift common in many plate-modulated transmitters," to quote the company's literature. That should help old transmitters sound better and attain peak modulation more consistently.

I expect the corresponding equipment of other manufacturers will contain similar features. If you are interested in getting the flyer from CRL on this device, their WATS line is (800) 535-7648. The number within Arizona is (602) 438-0888.
HUEY KNOWS HE LIKES ▲
CARBONDALE
Huey Lewis stopped by the studios of WCIL-Carbondale, IL, to visit with pal Tony Waitekus. From left: WCIL PD Tony Waitekus, Chrysalis' Geina Horton, Huey and Chrysalis' Jan Teifeld.

SENSATIONAL STARPOINT ▲
Hundreds of KMEL-San Francisco listeners got an opportunity to meet and party with Starpoint at an autograph signing party at the Palladium in San Francisco. From left: Starpoint's George Phillips, KMEL's Leslie Stoval, Renel Lewis and Rick Chase, and Starpoint's Ernesto Phillips and Renee Diggs.

TRIP TO GRAMMIES ▲
WSNI/WPGR-Philadelphia sent two lucky winners to the Grammy presentation show in Los Angeles. But they had to stop by the station for a photo first. Shown are (l-r) an unidentified friend of the winner, WSNW/WPGR MD Stephanie Barsaman, air talent Vema McKay, winner Kathy Fowler of Yardley, PA, and reporter Ruth Weisberg.

ORBING WINSTON-SALEM ▲
When the Georgia Satellites touched down in North Carolina, WKZL/WKRR-Winston-Salem was there to greet them. Shown with their feet on the ground (l-r): WKZL Music Director Don Joseph, the band's Mauro Magellan, Rick Price and Dan Baird, WKRR PD Bruce Wheeler and OD Jamey Kerr. Kneeling: Mike Sutherland, also known as "Mr. Weekend." Above his head: WKRR MD John Amberg.
"URBANIZING" by JERRY BOULDING

GOING TO BAT FOR AFFIRMATIVE ACTION

We got such a strong reaction to our recent column on blacks and other minorities in management that we thought we'd take some time to expand on the issue.

Many theories have been advanced over the past few years to explain the shortage of blacks in the top ranks of major businesses. Some say blacks cannot be effective managers because many whites will balk at taking orders from them. That many be true for an inexperienced manager. People will always take advantage of someone who's unsure of him (or her) self. That's just human nature. But a confident, qualified manager will get respect regardless of race. The problem is acquiring that confidence and those qualifications.

Then, of course, we have Al Campanis, who was Vice President of Player Personnel for the Los Angeles Dodgers until he appeared on ABC's "Nightline" and revealed his true feelings about the explanation for the obvious shortage of blacks in sports management. Poor Al Campanis. We're sure this 70-year-old man did not mean to attribute the shortage of minorities to their inability to be good pitchers, quarterbacks and floaters. But that was the way it came out, and he had to go.

What is ironic about the whole affair is that the show Campanis appeared on was designed to assess how far professional baseball has come since Jackie Robinson broke the major leagues' color line 40 years ago. If Campanis' views are any indication, baseball management has not come very far. If Campanis' views are any indication, poor Al Campanis, we're sure his true feelings about the explanation for the obvious shortage of blacks in professional baseball has not come very far at all.

It is at least provisionally significant that the show Campanis appeared on was designed to assess how far professional baseball has come since Jackie Robinson broke the major leagues' color line 40 years ago. If Campanis' views are any indication, baseball management has not come very far at all.

The record and radio industries, while not perfect, are a lot more liberal in their outlook. But if that's the case, why aren't they filling new positions with the minorities they claim to desire? Part of the reason is there are still an awful lot of qualified non-minorities available who are friends and acquaintances of the present owners and managers. And a lot of qualified minorities just don't bother to apply for those positions when they open up.

One creed our industry does have in common with sports is "Winning isn't everything--it's the only thing." And you have to keep the hits coming in order to win. But if you are winning in one city, someone will likely try to get you to do the same thing in another city, because many people in radio believe the way to emulate success is to duplicate the successful formula in kind. A programmer or manager who is winning in A/C radio will be wooed by other A/C outlets. The same is true of urban, Top 40, Country--even News/Talk.

It's easy to feel most comfortable specializing in the format you know best. But that doesn't mean you can't learn a new format and the peculiarities that go with the territory. For top management, that means learning a new set of people, agencies, contacts and procedures. Perhaps tomorrow's generation of job-seekers, having gone to integrated schools, will have an easier time than the generation they replace in taking on these new challenges.

Another thing our industry has in common with sports is that the path to the major leagues often requires a dues-paying (meaning low-paying) stint in the minors. And, just as not every player wants to coach, many top jocks don't want to be program directors--and many program directors don't want to be managers. But those who do are liable to die of boredom before an opportunity in the majors opens up.

Rather than defending the system, maybe the bosses of baseball--and radio--should be trying to change the "old boy system" into one that encourages, not discourages minorities--and women--from attempting to enter the ranks of top management.

After all, that is what affirmative action is about. It is not supposed to be about quotas, but rather about developing a system of hiring and promoting that encourages the best from all races and genders to compete--not to run away to other industries, or feel constrained to one level or format.

If Campanis really meant that baseball deliberately made little or no effort to encourage minority players to even consider management, no wonder he had to be sacrificed. He gave away one of the industry's dirty little secrets. But what was really wrong was that his dismissal makes it too easy to pretend that his remarks were an aberration--not a prevailing attitude.

Perhaps he should not have been forced out so quickly. Maybe he should have been given a chance to be educated to the realities of his industry, and to help teach others. But there are a lot of people like him in both our industries, and perhaps we can learn from him. It's prejudice we've got to get rid of--the kind that squints when it looks and lies when it talks.
CERTIFIED

WHITNEY HOUSTON
I Wanna Dance With Somebody
(Who Loves Me) (Arista)

TEEN DREAM
Let's Get Busy
(Warner Bros.)

MOST ADDED

DIANA ROSS
Dirty Looks
(RCA)
33 Adds

DONNA ALLEN
Satisfied
(21/Atco)
29 Adds

JANET JACKSON
Pleasure Principle
(A&M)
28 Adds

CHARTBOUND

Reports Adds Weeks ARTIST & TITLE
63 24 2 ISLEY BROTHERS - Smooth Sailin' Tonight (Warner Bros.)
58 33 2 DIANA ROSS - Dirty Looks (RCA)

POP Crossover

SURFACE
Happy
(Columbia)
“The rhythms of the joyful spirit are rising ones.”

LANGSTON HUGHES

BLACK MUSIC FROM GEFFEN RECORDS

Cirocco
Janice Dempsey
Jennifer Holliday
Jesse’s Gang

Ray Parker, Jr.
Donna Summer
Vaneese Thomas
John White

BRACE YOURSELF... IT BEGINS MAY 27
REPORTS | ADDS | WEEKS | ARTIST & TITLE
---|---|---|---
56 | 29 | 2 | DONNA ALLEN - Satisfied (21/Atco)
44 | 10 | 3 | STARPOINT - D.Y.B.O. (Elektra)
44 | 10 | 3 | VESTA WILLIAMS - Don't Slow A Good Thing (A&M)
43 | 6 | 4 | LOOSE ENDS - You Can't Stop The Rain (MCA/Virgin)
42 | 5 | 4 | GERRY WOO - Hey There Lonely Girl (Polydor)
40 | 5 | 5 | PHYLLIS HYMAN - Ain't You Had Enough Love (P /Manhattan)
39 | 14 | 2 | ARETHA FRANKLIN - Rock A Lott (Arista)
38 | 12 | 3 | ONE WAY - Whammy (MCA)
37 | 21 | 1 | *L.L. COOL J. - I'm Bad (Def Jam/Columbia)
36 | 11 | 4 | RAINY DAVIS - Still Waiting (Columbia)
36 | 28 | 1 | *JANET JACKSON - The Pleasure Principle (A&M)
35 | 5 | 5 | SYBIL - Let Yourself Go (Next Plateau)
33 | 5 | 6 | MONET - My Heart Gets All The Breaks (Ligosa)
33 | 9 | 4 | KATHY MATHIS - Late Night Hour (Tabu)
33 | 19 | 2 | LILLO THOMAS - I'm In Love (Capitol)
32 | 3 | 4 | O'JAYS - Don't Take Your Love Away (P /Manhattan)
29 | -- | 6 | KIM WILDE - You Keep Me Hangin' On (MCA)
29 | 4 | 6 | MILLIE JACKSON - An Imitation Of Love (Jive)
27 | 5 | 3 | LABI SIFFRE - So Strong (Chrysalis)
27 | 23 | 1 | *PRINCE - If I Was Your Girlfrind (Paisley Park/Warner Bros.)
26 | 8 | 2 | TIMEX SOCIAL CLUB - Mixed Up World (Danyja)
26 | 7 | 2 | EXPOSE - Point Of No Return (Arista)
24 | 3 | 3 | NU ROMANCE CREW - Tonight (EMI America)
24 | 3 | 6 | BABY FACE - Lovers (Solar)
24 | 5 | 3 | FAT BOYS - Falling In Love (Tin Pan Records)
23 | -- | 7 | WHISTLE - Barbara's Bedroom (Select)
23 | 17 | 1 | *TAWATHA - Thigh Ride (Epic)
20 | 3 | 3 | CURTIS HAIRSTON - (You're My) Shining Star (Atlantic)
20 | 15 | 1 | *GEORGIO - Tina Cherry (Motown)
19 | 11 | 1 | *SHEILA E - Koo Koo (Paisley Park/Warner Bros.)
18 | 1 | 8 | EGYPTIAN LOVER - Freak-A-Holic (TSR)
16 | 4 | 1 | *TOUCH - Without You (Supertronic)
16 | 4 | 5 | FLOS - We're Back (Superstar International)
15 | 7 | 1 | *J.BLACKFOOT - Tear Jerker (Edge Records)
14 | 2 | 1 | *L.J.REYNOLDS - Tell Me You Will (Fantasy)
14 | 2 | 2 | JAZZY JEFF - A Touch Of Jazz (Jive)
13 | -- | 2 | CHICO DEBARGE - I Like My Body (Motown)
13 | 5 | 2 | MIDNIGHT STAR - Stay Here By My Side (Solar)
12 | -- | 3 | DOUG E. FRESH - Play This Only At Night (Reality)
12 | 2 | 1 | *DEBBIE DEB - I'm Searchin' (Jam Packed)
12 | 6 | 1 | *O'BRYAN - You Have Got To Come To Me (Capitol)

DROPPED: #24-Klymaxx, #31-Gap Band, #33-Norwood, Sugar Babes, Company
B, Carrie McDowell, Cyndi Lauper, Rose Brothers, J.Blackfoot (WEATHER), Picture
Perfect, Cyre, Robert Brookins, Peggi Blu.

RECOMMENDED NEW RELEASES

ALPHONSO MARYA - I'm A Fool For You, Mama (Sunset) Grammy award winner Alphonso
Marya comes through again for Alphonso Marya's album, and
Marya deserves a great deal of credit for coming to life with this
release. There's nothing "fake" about Mr. Marya's enthusiasm in this
delivery.

LINDA IMPERIAL - Extra Credit (Columbia) Whoever she is, she gets
lots of "credit" for a major label debut that isn't run-of-the-mill. Also
"credit" Tony Richards and Ceasar Gooding at WKS-New Bern, NC, for
being the first to report adding it. This week's Record To Check Out!

LOUISA THOMAS - Private Conversations (Amherst) Even though we
haven't had it confirmed, that background voice with Val certainly
sounds like this record's producer, writer and arranger, Rick James. This
is one of those that catches your attention the first time you hear it - a
strong hook with a distinctive voice for your listeners.

MJ, JM, BH

LP CUTS

WHISPER - In The Mood/Love's Calling (Solar)
ISLEY, JASPER, ISLEY - Blue Rose/For The Sake Of Love/Brother
To Brother /Different Drummer (CBS Associated)
LISA LISA - Love Me For Me/I Promise You (Columbia)
PRINCE - Adore/La La La La He He/Hot Thang/Shockadelica
(P.P.W.B.)
LAKESIDE - Bull's Eye/Still Feels Good (Solar)
ATLANTIC STARR - Don't Take Me For Granted/All In The Name Of
Love/Le The Sun In/Thankful/One Lover At A Time (Warner Bros.)
LILLO THOMAS - I Wanna Make Love (Capitol)
HERB ALPERT - Making Love In The Rain/Pillow (A&M)
STARPOINT - Sensational/Prove It Tonight (Elektra)
SURFACE - Who Loves You Baby (Columbia)
DIANA ROSS - There Goes My Baby/Summer/Now/To Say No (RCA)
MANHATTANS - Don't Look At My Eyes (Columbia)
JODY WATLEY - (duet with George Michael Learn To Say No (MCA)

POTENTIAL SINGLES

CHUCK STANLEY - Jammin' The Belle (Def Jam/Columbia)
SYSTEM - Nighttime Lover (Atlantic)
LUTHER VANDROSS - So Amazing (Epic)
BLAKE & HINES - Road Dog (Motown)

57
RAINY DAVIS
“STILL WAITING”
(38-07072)
Taken from her current album
“SWEETHEART”
(BFC 40635)
**URBAN CONTEMPORARY HIT FACTOR**

**Research:** Betty Hollars
John Martinucci
Joel Moalem

**HIT FACTOR**

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

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TITLE</th>
<th>LABEL</th>
<th>Reports</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Adds</th>
<th>Hit Factor</th>
<th>Weeks</th>
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<tbody>
<tr>
<td>HERB ALPERT</td>
<td>Diamonds (A&amp;M)</td>
<td>A&amp;M</td>
<td>107</td>
<td>88</td>
<td>16</td>
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<td>SHIRLEY MURDOCK</td>
<td>Go On Without You (Elektra)</td>
<td>Elektra</td>
<td>83</td>
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<td>14</td>
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<td>--</td>
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<td>SURFACE</td>
<td>Happy (Columbia)</td>
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<td>85</td>
<td>73</td>
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<td>Why Should I Cry? (EMI America)</td>
<td>EMI America</td>
<td>86</td>
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<td>30</td>
<td>5</td>
<td>4</td>
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<td>ISLEY, JASPER, ISLEY</td>
<td>8th Wonder Of The World (CBS Associated)</td>
<td>CBS</td>
<td>76</td>
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<td>39</td>
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<td>Baby Let's Kiss (A&amp;M)</td>
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<tr>
<td>CLUB NOUVEAU</td>
<td>Why You Treat Me So Bad (Warner Bros.)</td>
<td>Warner Bros.</td>
<td>85</td>
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<td>Never Say Never (Columbia)</td>
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<td>89%</td>
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<tr>
<td>WHITNEY HOUSTON</td>
<td>I Wanna Dance With Somebody (Who Loves Me) (Arista)</td>
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<td>100</td>
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<td>31</td>
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<tr>
<td>JODY WATLEY</td>
<td>Still A Thrill (MCA)</td>
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<td>81</td>
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<td>HOWARD HEWETT</td>
<td>I Commit To Love (Elektra)</td>
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<td>RJ'S LATEST ARRIVAL</td>
<td>Rhythm Method (Manhattan)</td>
<td>Manhattan</td>
<td>67</td>
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<td>48</td>
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<td>5</td>
<td>86%</td>
<td>6</td>
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<tr>
<td>RAY, GOODMAN &amp; BROWN</td>
<td>Celebrate Our Love (EMI America)</td>
<td>EMI America</td>
<td>60</td>
<td>7</td>
<td>42</td>
<td>8</td>
<td>3</td>
<td>81%</td>
<td>7</td>
</tr>
<tr>
<td>4 BY FOUR</td>
<td>Want You For My Girlfriend (Capitol)</td>
<td>Capitol</td>
<td>76</td>
<td>3</td>
<td>42</td>
<td>29</td>
<td>2</td>
<td>59%</td>
<td>8</td>
</tr>
<tr>
<td>JONATHAN BUTLER</td>
<td>Lies (Jive)</td>
<td>Jive</td>
<td>67</td>
<td>5</td>
<td>45</td>
<td>17</td>
<td>--</td>
<td>74%</td>
<td>5</td>
</tr>
<tr>
<td>BREAKFAST CLUB</td>
<td>Right On Track (MCA)</td>
<td>MCA</td>
<td>47</td>
<td>22</td>
<td>19</td>
<td>2</td>
<td>4</td>
<td>87%</td>
<td>7</td>
</tr>
<tr>
<td>STEPHANIE MILLS</td>
<td>I Feel Good All Over (MCA)</td>
<td>MCA</td>
<td>72</td>
<td>7</td>
<td>40</td>
<td>20</td>
<td>5</td>
<td>65%</td>
<td>4</td>
</tr>
<tr>
<td>REGINA BELLE</td>
<td>Show Me The Way (Columbia)</td>
<td>Columbia</td>
<td>70</td>
<td>3</td>
<td>28</td>
<td>23</td>
<td>6</td>
<td>44%</td>
<td>4</td>
</tr>
<tr>
<td>TEMPTATIONS</td>
<td>Someone (Gordy)</td>
<td>Gordy</td>
<td>46</td>
<td>5</td>
<td>23</td>
<td>15</td>
<td>3</td>
<td>60%</td>
<td>7</td>
</tr>
<tr>
<td>TEEN DREAM</td>
<td>Let's Get Busy (Warner Bros.)</td>
<td>Warner Bros.</td>
<td>51</td>
<td>4</td>
<td>31</td>
<td>12</td>
<td>4</td>
<td>68%</td>
<td>6</td>
</tr>
<tr>
<td>LA LA</td>
<td>(If You) Love Me Just A Little (Arista)</td>
<td>Arista</td>
<td>55</td>
<td>1</td>
<td>22</td>
<td>25</td>
<td>7</td>
<td>41%</td>
<td>4</td>
</tr>
</tbody>
</table>

**URBAN CONTEMPORARY SUMMARY**

LISA LISA AND CULT JAM hold their own for two weeks in a row and are looking for a third week! Challengers are HERB ALPERT and SURFACE, but don't be surprised if the "Certified" WHITNEY HOUSTON becomes another contender soon. Of the three, SURFACE is garnering the most requests - his calls are from them and they're programmers who are looking for the older demos - his calls are from them and they're coming in strong. Sedric Walker, WHIZ -Greenville, says he's getting calls, strong in the adult sector. Gary Weiler, WBLZ-Cincinnati, reports the DEBBIE DEB, which debuts in Up & Coming this week, is the hottest record in the local clubs, and he feels it will be B-I-G T-I-M-E during the summer. Cy Young, WQOK/FM -Nashville, reports "lots of interest" in the LABI SIFFRE from the 18-54 group. Danny Harris, KDKO-Denver, recommends the PRINCE PHILLIP MITCHELL for programmers who are looking for the older demos - his calls are from them and they're coming in strong. Betty
NORTHEAST

BOSTON, MA
TONYA PENDLETON-WILD

BOSTON, MA
SUNNY JOE WHITE-WXKS/FM

NEW HAVEN, CT
HANNIBAL/DICKINSON-WNHC

BUFFALO, NY
LEIGH LUST-WNYU/FM

NEW YORK, NY
SCOTT SHANNON-Z100

BUFFALO, NY
LAVERNE BLAKEY-WUFO

ROCHESTER, NY
ANDRE MARCEL-WDKX

PITTSBURGH, PA
JOHN ANTHONY-WAMO

ERIE, PA
STEVIE COLLINS-WBLO

PHILADELPHIA, PA
TONY QUARTARONE-WUSL/WM

WASHINGTON, DC
MIKE ARCHIE-WHUR

BALTIMORE, MD
WILLY B.O’BRIEN-B104

BALTIMORE, MD
ROY SAMSON-WXWY/FM

SOUTH

GREENSBORO, NC
BOBBY KNIGHT-WQMG

DURHAM, NC
HAROLD JACKSON-WDUR

TARBOO, NC
UNCLE SAM ADAMS-WCPX/WM

CHARLOTTE, NC
MICHAEL SANDERS-WPE
URBAN CONTEMPORARY

WILMINGTON, NC

JOE DIAZ/T.MCLAURIN-WWIL

NEW BERN, NC

RICHARD/R. GOODING-WKKS

ST. MATTHEWS, SC

ANDY HENDERSON-WQKI

COLUMBIA, SC

JONATHON DEVIN-WQDB

SPARTANBURG, SC

LOU BROADUS-WASC

FLORENCE, SC

ANDREW BAILEY-AYNN

GREENVILLE, SC

WAYNE WALKER/C. SCOTTF-WHYZ

ATLANTA, GA

DEE PERRY-WKKS

ATLANTA, GA

BOB CASE-Z93

ATLANTA, GA

RAY BOYD-V103

AUGUSTA, GA

CARL CONNOR-WFXA

AUGUSTA, GA

MICKEY ARNOLD-WRDW

ALBANY, GA

JONATHAN DEVI-No-WODE
ADDS: Ocean, A. Baker, F. Jackson, Aretha, Lilo Tho., Mason, R. Specter,
URBAN CONTEMPORARY

MOBILE, AL
MAD HATTER-WGOK

MOBILE, AL
TY BELL-TONY BROWN-WLX

SELMA, AL
GARY LAMAR-WTQX

NASHVILLE, TN
CY YOUNG-WQOK/FM

CHATTANOOGA, TN
JAY RILEY-SWITCH 102-WNOO

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

P. WELLS/JIMMY SMITH-K-97

GULFPORT, MS
RICK JAMES-WZKK

MC Comb, MS
WALKER/CHAMBERS-WHNY

MC Combo, MS
CHRIS TRACY-WXLTM

LOUISVILLE, KY
TONY FIELDS-WLO

LOUISVILLE, KY
P. D. MARCH/MARR-D-WYJ

UPPER MIDWEST

COLUMBUS, OH
RICK STEVENS-WCKX

COLUMBUS, OH
K.C. JONES-WXKO

CLEVELAND, OH
JEFFREY CHARLES-WZAK

CINCINNATI, OH
B. CASTLE/G. WEILER-WBFL

CINCINNATI, OH
STEVE HARRIS-WCIN

INDIANAPOLIS, IN
KELLY KARSON-WTLC

DETROIT, MI
MARK JACKSON-WMR

DETROIT, MI
JAMES RONALD-WLNR

May 15, 1987/ the GAVIN REPORT
SAGINAW, MI
DAVID RODAS-WWWS-FM

MILWAUKEE, WI
B.MILLER@YOUNG-WLUM

MILWAUKEE, WI
ROB HARDY-WNOY

PETE RHODES-DBLS

MICHAEL'S@DAISY DAVIS-WBMY-FM

B.PRIETO'S TAYLOR-WGCC-FM

DEF HANDLEY-WJPC

CHERYL WINTHORN-KATZFM

ST. LOUIS, MO
BEASLY@STRAFORD-KMJM

DANIEL HALLMAN-KCPW/FM

NEW ORLEANS, LA
JOEY GIOVINO-BG97
ADDS: S. Robinson. HOT: System, Whitney, K. Henry, Exposé, L. Richie,
**Dave Sholin's Personal Picks — Singles**

**George Michael - I Want Your Sex (Columbia)**
Dr. Ruth's favorite subject is sure to generate a lot of talk and subsequent controversy. What more could a programmer ask for? Another absolute winner from *Beverly Hills Cop II*. Several stations who've tested it report virtually all positive response. Look for an extended 12-inch on the way.

**Danny Wilson - Mary's Prayer (Virgin)**
Denise Lauren at WKTI-Milwaukee and Jay Hall, KBLQ-Logan, said it best when they mentioned, "It sounds perfect on the air and stands out from the rest." I fell in love with this track weeks ago, just waiting to shout its praises.

**Gloria Estefan and Miami Sound Machine - Rhythm Is Gonna Get Ya (Epic)**
Get back in that Conga line, here we go again. Gloria Estefan and crew have established themselves as the chief musical ambassadors of Miami. Here's proof the hitmaking machine is unstoppable.

**Robbie Nevil - Wot's It To Ya (Manhattan)**
Three in a row for any artist is quite a feat, but for a newcomer like Robbie, it's that much sweeter. Wotta a writer and performer!

**Alison Moyet - Is This Love? (Columbia)**
Her warm, velvety vocals won a whole bunch of folks over on the last go 'round. She returns with more original material that earns an exceptional rating from yours truly.

**Next Week...**

"Beverly Hills Cop II Soundtrack" (MCA)
When a dozen acts each contribute one song to a soundtrack set, there is often no rhyme or reason for their association other than the film. But a lack of musical linkage won't hurt this album one bit. Figure six or seven singles could be released simultaneously. Hot tracks include a great Bob Seger, *SHAKEDOWN*, a rousing Pointer Sisters song, *BE THERE*, and an explosive George Michael song, *I WANT YOUR SEX*. The latter is bound to be a huge club record which could lead to pop radio play on the aggressive, dance-oriented stations. Though I haven't yet seen the movie, I expect some songs will benefit more than others from placement and exposure in the film—and it's a cinch the film will benefit from the forthcoming airplay.

**The Gavin Report**

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One Hallidie Plaza, Suite 725,
San Francisco, CA 94102

Marketing Representatives: Galliani Brothers.
Written by PRINCE
Produced and Engineered by DAVID LEONARD

The first single from the forthcoming album "NO SOUND BUT A HEART" on EMI America.

Management: Gold Spaceship Management/Harrell Wasserman

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Get Crüed!

Mötley Crüe
Girls Girls Girls

The first single and video from the Crüe-cial new album; Girls, Girls, Girls

Produced by Tom Werman for Judas's Music, Inc.
Management: Doc McGhee, Doug Thaler and Rick Fisher, McGhee Entertainment Inc.

Total rock-and-roll mayhem...
on Elektra Music Cassettes, Records, Compact Discs and Video.

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