THE BEE GEES WIN AGAIN
A CONVERSATION WITH ROBIN GIBB

THE MAILBAG FROM OUTER SPACE, STARRING ERIC NORBERG
MOON MULLINS' DIRECT MARKETING TIPS
"NO FRIEND OF MINE"

THE NEW SINGLE

PRODUCED BY JAY KING AND CHRISTOPHER F. DIXON
FROM THE ALBUM UNDER A NOUVEAU GROOVE
### Gavin At A Glance

#### Top 40

**Most Added**
- **Eddie Money**
  - Peace In Our Time (Columbia)
- **Rod Stewart**
  - Downtown Train (Warner Bros.)
- **Chicago**
  - What Kind Of Man Would I Be (Reprise)

**Record To Watch**
- **Michel'le**
  - No More Lies (Ruthless/Atco)

#### Urban

**Most Added**
- **Prince**
  - Scandalous! (Warner Bros.)
- **Paula Abdul**
  - Opposites Attract (Virgin)
- **Sybil**
  - Walk On By (Next Plateau)

**Record To Watch**
- **Bobby Ross Avila**
  - Music Man (RCA)

#### A/C

**Most Added**
- **Rod Stewart**
  - Downtown Train (Warner Bros.)
- **Chicago**
  - What Kind Of Man Would I Be (Reprise)
- **Poco**
  - Nothin' To Hide (RCA)

**Record To Watch**
- **Luther Vandross**
  - Here And Now (Epic)

#### Country

**Most Added**
- **Ricky Van Shelton**
  - Statue Of A Fool (Columbia)
- **Alabama**
  - Southern Star (RCA)
- **Eddie Rabbit**
  - On Second Thought (Universal)

**Record To Watch**
- **Southern Pacific & Carlene Carter**
  - Time's Up (Warner Bros.)

#### Jazz

**Most Added**
- **Uncle Festive**
  - That We Do Know (Denon)
- **Rique Pantoja & Chet Baker**
  - Sound Wave/Tropical Storm
- **Frank Morgan**
  - Mood Indigo (Antilles/Island)

**Record To Watch**
- **Clyde Criner**
  - The Color Of Dark (Novus/RCA)

#### Adult Alternative

**Most Added**
- **Nancee Kahler**
  - And Open The Sky (Nebula)
- **Don Harris**
  - Abacuss Moon (Sonic Atmospheres)
- **Sam Riney**
  - At Last (Spindletop)

**Record To Watch**
- **Nancee Kahler**
  - And Open The Sky (Nebula)

#### Alternative

**Most Added**
- **Eleventh Dream Day**
  - Beet (Atlantic)
- **Ministry**
  - A Mind Is A Terrible Thing To Taste (Sire/Warner Bros.)
- **Blake Babies**
  - Earwig (Mammoth)

**Record To Watch**
- **Blake Babies**
  - Earwig (Mammoth)
SHAKEUP AT KBEQ/KBZR

The Noble Broadcast Group announced a major shakeup at its highly rated Kansas City stations KBEQ/FM and KBZR/AM.

On Monday, November 20 Thomas McKinley stepped in as General Manager of both stations replacing David Small, and Noble VP/National Programming is replacing Program Director Kevin Kenney until a new PD is named.

Although KBEQ enjoys the second largest audience in Kansas City, Noble expressed displeasure in the handling of recent promotions by releasing Small and Kenney. “We felt that a change in leadership was necessary to allow these highly ranked stations to achieve their full potential,” said Noble CEO John T. Lynch. “We believe that steps can and should be taken to assurance that we fully serve the needs of the community and our listeners.”

The Gavin Report reached McKinley and Laurence in Kansas City, but neither would comment on Noble’s decision. “We don’t feel we should dwell on the past,” said Laurence.

McKinley is a former President of Group W Sales. “He brings a clear understanding of Noble’s commitment to community service,” said Lynch.

PEAKES PEAKS AT KRQ

The highly-coveted PD position at KRQ-Tucson, arguably the country’s highest-rated Top 40 station, has been snapped up by John Peake. Currently, Peake is Program Director of WAPI/FM (1-95) in Birmingham, Alabama. He replaces Clarke Ingram, who is now PD at B94-Pittsburgh.

“We are very excited about having John’s contribution and expect his leadership to take KRQ to the next level of success,” said station GM Clancy Woods, who took his time and interviewed countless candidates.

“I’m really excited to go to work for Nationwide, Guy Zapoleon and Clancy Woods,” Peake told the Gavin Report. “They have a fantastic team there, and it’s a great radio station with a great winning tradition and I’m looking forward to going in there and continuing that.”

Peake has been at 1-95 for two years, one as Program Director. Before that he spent six years at Q-107-Washington, DC.

At KRQ’s AM sister KNST, Mike McCarthy has been appointed to the newly-created post of Operations Manager. “He knows the format, he knows the market, and we look forward to having his creativity in the building every day,” said Woods.

Michael Plen Virgin Vice President

This week Virgin Records made Michael Plen’s appointment to Vice President, Promotion official. The move had been expected for weeks.

Plen has been with the label since the opening of their U.S. offices. As Vice President, Field Promotion, he’s worked on the successful campaigns of Paula Abdul, Ziggy Marley and Neneh Cherry. “After fifteen years in the business it’s great to get a shot at running the Promotion Department of the higest music label in the business,” he said.

“Michael has played an important role in the great success we’ve enjoyed as a label,” said Virgin Senior Vice President Sales and Marketing Jim Swindel. “His understanding of the music and his sheer enthusiasm are qualities that make him a greatly effective promotion strategist.”

Also bubbling at Virgin is the coming announcement of label expansion into a second label, Charisma, to be headed up by current Senior Vice President Marketing and Promotion Phil Quartararo. Although details have not been finalized, Quartararo has let it be known that Charisma will begin operation in January, 1990, and he will relocate to New York.

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**From Gray To Brown**

**BROWN KISSED IN NEW YORK**

Programmer Vinny Brown, who has worked in Washington, Pittsburgh and Hartford, has accepted the Program Director slot at WRKS-KISS-FM/New York. He replaces Tony Gray, who left the station a month ago to form his own consultancy. Brown was Music Director at the station.

Charles M. Warfield, Jr., General Manager of the Urban outlet, said, "Vinny is a true radio veteran with all the talent and skills necessary to launch KISS-FM into the nineties. We are fortunate to have an opportunity to promote from within, so the transition's a swift and smooth one."

Brown has been in radio for thirteen years, and has worked in programming, production and community service. "I'm both proud and honored to have an opportunity to program WRKS-FM, New York's leading Urban radio station and enthusiastically accept the challenge," said Brown. "KISS has been a dynamic force in the eighties and we're going to amaze the industry in the nineties."

**KRAMPF BECOMES AN OWNER**

Ed Krampf, Vice President and General Manager of Alternative station Live 105 in San Francisco, has joined a growing number of his colleagues by becoming a station owner. He's purchased KKXT, an existing station in Oxnard/Ventura, CA. His title will be President and General Manager.

"I formed a company called Express Broadcasting. I'm very excited—it's the next logical step for me," said Krampf, who's been with Live 105 for six years, five as General Manager. Krampf opens escrow on KKXT in mid-January, 1990. He plans to stay on at Live 105 at least for a month. "I'm going to be leaving my heart here," he said. "I don't intend to disassociate myself from the people here. I'll be as much of a resource as they want me to be."

Since Krampf will be new to the Oxnard/Ventura market, he has made no programming decisions as of yet, opting to wait until he gets there to assess the situation with the outlet's current staff.

Before moving over to Live 105, Krampf held down Account Executive positions in San Francisco at K-101 and KYUU (now X-100) so the departure is bittersweet. "I've had the opportunity to associate with what I feel is the greatest radio station in the world, and some of the most talented people," he said. "We've accomplished a lot. The next person will be capable of taking the station to a higher level. I don't think we've maximized our potential. They'll inherit a tremendous task and a nice, warm bunch of people."

**RADI-O-RAMA**

Still no word on PDs for Eagle 106-Philly and B-96 in Chicago...New WKSM/FM-Ft. Walton Bch., FL. Station Manager/PD is Mike Bridges. MD is Phil Davis (aka Toby Foxx), who's also on the air from 7-12M. Former WKSM MD Mick Barker is leaving the station to work in Orlando...Jeff Davis is MD at Top 40 WJAT/FM-Swainsboro, GA... Former X-100 San Francisco ND Liane Wong is reporting at K-101, a few blocks away. This "temporary" assignment could turn permanent. Interesting to note: While still in college Liane was afternoon Traffic Reporter at K-101. Does this mean the celebrated "Liane Wong Singers" will be reuniting? (If all those dinosaur rock groups can, we can too!). WABK-Portland, ME PD ‘John Holiday has left the station. He’s accepted the OM post across town at WICY/FM...Bobby Earls, PD/MD at KYEA/FM-West Monroe, LA. GM John K. Wilson will be doing it all TFN...BIRTHDAY SPLASH. On November 19 Brian Neil of KORV-Oroville, CA spent his twenty-fifth birthday party on next page

**ONE LAST KISS.** Shown dancing at her wedding is KUSF-San Francisco Air Talent and DNA Lounge booker, Sharon Bates. The bride's partner is none other than Tim Ziegler, KUSF Program Coordinator. Watch out, Tim, she's taken!
RADI-O-RAMA cont.

water skiing nude on Lake Oroville. Hmm. Does the word blue come to mind?...More than one station, including WNCI-Columbus, Ohio, is leaving the station...Lisa St. Regis (formerly Lisa Fox) joins KMEL-San Francisco as overnight personality. She was at KDON/AM-Salt Lake City...For the third year in a row WSTW-Wilmington, Delaware, is offering listeners cab rides home on New Year's Eve...On November 17, Clark Broadcasting Of New Hampshire signed on that state's newest radio station, WNNH-99.1 in Henniker/Concord...As of December 1, Bill Mitchell will be APD/MD at WIFC-Wausau, WI. He'll hold onto his Morning Drive shift...KKSF-San Francisco is marketing an album "KKSF Sampler For AIDS Relief." Contributors include Kenny G, Larry Carlton, Tuck & Patti, Basi, Billy Cobham and Gato Barbieri. At least $3 from the sale of each cassette/CD goes to the San Francisco AIDS Foundation...Congratulations to the NAB for receiving a 1989 Presidential Award for Private Sector Initiatives...KYGO-Denver has joined forces with the local Police Department to play Santa Claus for underprivileged children this year. Twenty-one law enforcement agencies will participate...VIDEO NOTES: Gavin Report visiting reporter Ben Fong-Torres emceed the gala world premiere of "Forbidden City, U.S.A." a film documentary of the history of San Francisco's first all-Asian nightclub. The event benefitted National Asian American Telecommunications Association and the Asian Pacific AIDS Coalition. The movie opened to rave reviews...APOLOGIES: To Ange Canessa, PD, MD and PM drive personality at WLOU-Louisville, KY. Ange is definitely not a woman, as I assumed incorrectly, but—you guessed it—a man. My sincere regrets for the mixup...Barbara Lewis has been named Vice President, Promotion, Black Music Division, Capitol Records. She comes to the label from Columbia Records, where she was National Director of Black Music and Jazz Promotion at Columbia Records.

ROTATIONS

The phone number at CBS headquarters at Black Rock has been changed. Effective immediately call 212-445-4321. Individual numbers remain the same, so when you call dial 445 and then the old extension...We keep hearing rumors about Chrysalis major domo Mike Bone, but so far no one's talking...Virgin Records founder and Daredevil Richard Branson is attempting to set a world record by crossing the Pacific Ocean in the largest balloon ever built. (No hot air jokes, please!) Stations can alert their listeners to follow Branson's progress by calling 900-90-WORLD. The $2 phone charge will go to Environmental Groups. Call Dede Whiteside at 213-276-3333 for more info...Steve Smith is Southeast Regional Promotion Manager for Atco. He'll be based in Atlanta. Steve comes from Mercury/PolyGram where he was Local Promotion Manager...At SBK...
ROTATIONS cont.

Records, Gary Klein has been named Vice President Creative Services. He'll handle the same chores for EMI Music Publishing as well. Gary's been with SBK Entertainment since the company's 1986 inception...Virgin Record artists Soul II Soul, Ziggy Marley, Neneh Cherry and Redhead Kingpin and The FBI have been nominated for NAACP Image Awards, to be given out on December 9...National Media Director for Profile Records is Tracey Miller. She comes from Kathryn Schenker Associates where she was National Director...Alyson Shapero is now Director, College Marketing for CBS Records. She has been Regional Manager of Alternative Promotion for Columbia Records since 1989.

BIRTHDAYS
Compiled by Diane Rufer

Our Best Wishes and HAPPY BIRTHDAY To:

Mike O'Neil, KRQK/FM-Lompoc, CA 11/26
Tina Turner, John Mcvie 11/26
Ted Hite Jr., WAUC-Wauchula, FL 11/27
Jonathan Turner, WXTS/WVOI-Toledo, OH 11/27
Eddie Rabbitt 11/27
Doug Phelps, WATH-Athens, OH 11/28
Lisa McKenzie, KSTQ-Alexandria, MN 11/28
Bill Shane, WLAZ/FM-Naples, FL 11/28
Berry Gordy Jr., Randy Newman 11/28
Judy Asman, KUSF-San Francisco, CA 11/29
Chris Turner, WTMP-Tampa, FL 11/29
Chris Squires, KXXX/FM-Bakersfield, CA 11/29
Marty Thompson, WPPB/FM-Dayton, OH 11/29
Chuck Mangione, John Mayall 11/29
Jerry Lembo, Columbia Records 11/30
Rick Candea, KILT-Houston, TX 11/30
Chris Allen, WBLG/FM-Bowling Green, KY 11/30
Melissa Cuevas, J.Lawrence Mktg. 11/30
Jimmy Bowen, Universal Records 11/30
Dick Clark, Billy Idol 11/30
Pat McMahon, WNCI-Columbus, OH 12/1
John McFadden, WDFX/FM-Detroit, MI 12/1
Bob Hart, KLYK-Longview, WA 12/1
Bette Midler, Lou Rawls 12/1
Scott Russell, WFLR-Hammond, LA 12/2
Don Watson, KSIQ/FM-Brawley, CA 12/2
John Wesley Ryles 12/2

BAD ENGLISH KEEPS 'EM SMILIN'
Epic Records' Bad English (Neal Schon, John Waite, Ricky Phillips, Jonathan Cain and Deen Castronovo) pose backstage with label executives following their performance at Whisky A Go-Go in Los Angeles. Also joining in the celebration is super-composer Diane Warren, who penned their recent #1 smash, "When I See You Smile."

HER DAYNE OF DESTINY
Arista recently held a listening party for Taylor Dayne and her new album, CAN'T FIGHT FATE. Shown celebrating at Pockets Cafe & Billiards in New York City are 1 to r: Roy Lott, Arista's Executive VP/Operations; Jon Sykes from Champion Entertainment; Taylor Dayne; Clive Davis, President of Arista Records; "Downtown" Julie Brown, VJ/MTV and Bill Berger, Executive VP for Arista.

HALLOWEEN—DENVER STYLE
Y108-Denver lived it up at their 5th Annual Halloween Bash and Birthday Party. The party crowd included: Eddie Money with Columbia's Mark Kondelos, Kevin Paige with Chrysalis' new Geena Horton, the Dan Reed Network plus Mercury's James Iskel and Michael Morales with Polydor's Rhonda Beasley. Plus, Y108 staffers: OM Mark Bolke, MD Dom Testa, A & P Manager Gail Cameron-Britt and Aldo Pilitteri, Promotions and Programming Coordinator.

- Compiled by Annette M. Lai
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<thead>
<tr>
<th>Artist</th>
<th>Title</th>
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<tr>
<td>EDDIE MONEY</td>
<td>Peace In Our Time</td>
<td>Columbia</td>
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<tr>
<td>ROD STEWART</td>
<td>Another Day In Paradise</td>
<td>Atlantic</td>
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<td>CHICAGO</td>
<td>(feature)</td>
<td>(Reprise)</td>
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<td>AEROSMITH</td>
<td>I Remember You</td>
<td>(Atlantic)</td>
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<td>SKID ROW</td>
<td>Downtown Train</td>
<td>(Warner Bros.)</td>
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<td>I Remember You</td>
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**TOP TIP**

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<tr>
<th>Artist</th>
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<tr>
<td>BABYFACE</td>
<td>Tender Lover</td>
<td>(Solar/Epic)</td>
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One of 1989's hottest producers follows-up his first solo success with another slick entry.

**RECORD TO WATCH**

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<th>Artist</th>
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<tr>
<td>MICHEL'LE</td>
<td>No More Lies</td>
<td>(Ruthless/Atco)</td>
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Boasting an impressive 27% Hit Factor in the early going, along with adds in Bakersfield, Providence, Trenton, Myrtle Beach, Atlanta, etc.

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**TOP 40**

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<td>1</td>
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<td></td>
<td>5</td>
<td>BILLY JOEL</td>
<td>We Didn't Start The Fire</td>
<td>(Columbia)</td>
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<td>3</td>
<td>MILLI VANILLI</td>
<td>Blame It On The Rain</td>
<td>(Arista)</td>
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<td>3</td>
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<td>1</td>
<td>2</td>
<td>RICHARD MARX</td>
<td>Angelia</td>
<td>(EMI)</td>
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<td>4</td>
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<td>4</td>
<td>9</td>
<td>PHIL COLLINS</td>
<td>Another Day In Paradise</td>
<td>(Atlantic)</td>
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<td>6</td>
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<td>LINDA RONSTADT</td>
<td>featuring AARON NEVILLE</td>
<td>(Elektra)</td>
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<td>8</td>
<td>PAULA ABDUL</td>
<td>(it's just) the way that you love me</td>
<td>(Virgin)</td>
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<td>10</td>
<td>BON JOVI</td>
<td>Living In Sin</td>
<td>(Mercury/PolyGram)</td>
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<td>B-52s</td>
<td>Love Shack</td>
<td>(Reprise)</td>
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<td>12</td>
<td>ROYAL DAWN</td>
<td>Downtown Train</td>
<td>(Warner Bros.)</td>
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<td>11</td>
<td>BELINDA CARLISLE</td>
<td>Leave A Light On</td>
<td>(MCA)</td>
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<td>18</td>
<td>SOUL II SOUL</td>
<td>Back To Life</td>
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<td>ALICE COOPER</td>
<td>Poison</td>
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<td>KIX</td>
<td>Don't Close Your Eyes</td>
<td>(Atlantic)</td>
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<td>31</td>
<td>LOU GRAMM</td>
<td>Just Between You And Me</td>
<td>(Atlantic)</td>
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<td>37</td>
<td>DON HENLEY</td>
<td>The Last Worthless Evening</td>
<td>(Geffen)</td>
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<td>38</td>
<td>CHEL</td>
<td>Just Like Jesse James</td>
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<td></td>
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DIVE IN DEEP

GAVIN TOP 40 UP & COMING

KRZR 12-6
KFMW 20-16
KOZE 32-24
KDWZ 32-27
SLY/96 D-38
JET/FM ADD
92X ADD
WKDD ADD

ALSO ON:
KXXR
KSAQ
K106
ZFUN
KMOK
100KHI
KPAT

Management: Gigi Fredy
in association with Dana Millman
& Danny Goldberg for Gold Mountain Entertainment
# UP & COMING

Reports accepted Mondays at 8AM through 4PM Tuesdays
Station Reporting Phone (415) 495-1990
Fax: 415-495-2580

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<td>40 MICHAEL DAMIAN - Was It Nothing At All (Cypress/A&amp;M)</td>
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Dropped: #21-New Kids On The Block (Didn't), #34-Young MC (Bust), #36-New Kids On The Block (Cover), #37-Tears For Fears (Sowing), Warrant, Anderson/B/W/H, The Graces, Enuff Z'Nuff, Stage Dolls, Camper Van Beethoven, Grayson Hugh, Shine, 2 Live Crew, Surface, Regina Belle.
NENEH CHERRY

"Heart"

OUT-OF-THE-BOX
GAVIN TOP 40 DEBUT UP & COMING 29/28
WKBQ WXKS KMLE HOT97.7 WIOQ
KKFR WLUM KZHT
WHHY WABB KYNO WWCK KDNN
KZOR B95 WRCK KSSS KZFM
WCGQ KIKI KKGW KMNQ

LENNEY KRAVITZ

"Let Love Rule"

GAVIN TOP 40 DEBUT
IN UP & COMING 33/15
MTV HEAVY ROTATION
BREAKING AT
WMMS KSAQ CKOI KDZK KNIN
WAAL KZZU WPFF K106 KFMW
KQIZ WFXK WIGY

RED HEAD KING PIN & THE FBI

"Pump It Hottie"

BREAKING AT
KNRJ HOT105 WCKZ
WIOQ KBBM KKMW

ZIGGY MARLEY AND THE MELODY MAKERS
THE NEW SINGLE "ONE BRIGHT DAY"
### ARTIST TITLE LABEL

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<td>33</td>
<td>76</td>
<td>49</td>
</tr>
<tr>
<td>NEW KIDS ON THE BLOCK - This One’s For The Children (Columbia)</td>
<td>198</td>
<td>45</td>
<td>2</td>
<td>12</td>
<td>25</td>
<td>51</td>
<td>63</td>
</tr>
<tr>
<td>WHITESNAKE - Fool For Your Loving (Geffen)</td>
<td>189</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>26</td>
<td>89</td>
<td>64</td>
</tr>
<tr>
<td>GREAT WHITE - The Angel Song (Capitol)</td>
<td>160</td>
<td>3</td>
<td>11</td>
<td>18</td>
<td>42</td>
<td>58</td>
<td>28</td>
</tr>
<tr>
<td>JODY WATLEY - Everything (MCA)</td>
<td>151</td>
<td>46</td>
<td>4</td>
<td>8</td>
<td>18</td>
<td>34</td>
<td>41</td>
</tr>
<tr>
<td>SYBILL - Don’t Make Me Over (Next Plateau)</td>
<td>91</td>
<td>15</td>
<td>7</td>
<td>14</td>
<td>17</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>ROD STEWART - Downtown Train (Warner Bros.)</td>
<td>244</td>
<td>93</td>
<td>—</td>
<td>3</td>
<td>48</td>
<td>100</td>
<td>1%</td>
</tr>
<tr>
<td>JIVE BUNNY AND THE MASTERMIXERS - Swing The Mood (Atco)</td>
<td>111</td>
<td>23</td>
<td>4</td>
<td>12</td>
<td>19</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>SKID ROW - I Remember You (Atlantic)</td>
<td>123</td>
<td>55</td>
<td>5</td>
<td>6</td>
<td>15</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>QUINCY JONES with RAY and CHAKA - I’ll Be Good...(Warner Bros.)</td>
<td>167</td>
<td>42</td>
<td>—</td>
<td>5</td>
<td>28</td>
<td>92</td>
<td>2%</td>
</tr>
<tr>
<td>ERIC CLAPTON - Pretending (Reprise)</td>
<td>154</td>
<td>11</td>
<td>—</td>
<td>1</td>
<td>5</td>
<td>44</td>
<td>93</td>
</tr>
<tr>
<td>AEROSMITH - Janie’s Got A Gun (Geffen)</td>
<td>150</td>
<td>60</td>
<td>—</td>
<td>4</td>
<td>17</td>
<td>69</td>
<td>2%</td>
</tr>
<tr>
<td>TINA TURNER - Steamy Windows (Capitol)</td>
<td>139</td>
<td>37</td>
<td>—</td>
<td>2</td>
<td>18</td>
<td>82</td>
<td>1%</td>
</tr>
<tr>
<td>EDDIE MONEY - Peace In Our Time (Columbia)</td>
<td>140</td>
<td>140</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>MOTLEY CRUE - Kickstart My Heart (Elektra)</td>
<td>117</td>
<td>35</td>
<td>—</td>
<td>3</td>
<td>13</td>
<td>66</td>
<td>2%</td>
</tr>
<tr>
<td>SEDUCTION - Two To Make It Right (Vendetta/A&amp;M)</td>
<td>109</td>
<td>21</td>
<td>—</td>
<td>2</td>
<td>14</td>
<td>30</td>
<td>42</td>
</tr>
<tr>
<td>STARSHIP - I Didn’t Mean To Stay All Night (RCA)</td>
<td>103</td>
<td>3</td>
<td>—</td>
<td>2</td>
<td>27</td>
<td>71</td>
<td>1%</td>
</tr>
<tr>
<td>MICHAEL DAMIAN - Was It Nothing At All (Cypress/A&amp;M)</td>
<td>101</td>
<td>11</td>
<td>1</td>
<td>2</td>
<td>16</td>
<td>21</td>
<td>50</td>
</tr>
<tr>
<td>BABYFACE - Tender Lover (Solar/Epic)</td>
<td>95</td>
<td>27</td>
<td>—</td>
<td>7</td>
<td>13</td>
<td>48</td>
<td>7%</td>
</tr>
</tbody>
</table>
Compared to this decade, during the seventies Top 40 remained relatively stable in terms of formatics and musical approach. Fractionalization of playlists, reinforced by on-air attitude which compliments musical direction, has been the trend for at least five of the past ten years. Turning back the Top 100 pages to the first half of the eighties, especially the first several years, we see many of the biggest hits reflect the then conservative programming mood at many stations. In their zeal to increase and maintain “adult” listenership, playlists tightened, music softened and PD’s encouraged by management, relied more than ever before or since on passive listeners to help determine what to play. In 1980 the Top Ten contained Barbra Streisand’s “Woman In Love,” Dan Fogelberg’s “Longer,” Ambrosia’s “Biggest Part Of Me” and Kenny Rogers’ “Lady.” A year later not much had changed. More than half of the Top Ten were ballads. In all too many instances, stations that veered off target, lost focus and blurred their image found that softening up in the extreme delivered disastrous results. Nearly ten years and numerous fine tuning adjustments later, Top 40 remains relatively stable in terms of formatics and musical approach. Fractionalization of playlists, reinforced by on-air attitude which compliments musical direction, has been the trend for at least five of the past ten years.

**NSIDE TOP 40**

**by Dave Sholin**

Sales and requests go through the roof wherever TECHNOTRONIC featuring FELLY gets played. HIT FACTOR is a solid 43% backed by strong moves at EAGLE 106-16, WYHT 21-6, Z95 12-6, KNOE 36-23, WPST 30-23, KWSS 20-15, KMOK 24-19 and WTIC/FM23-15. New on WTBX, KBQ, KROC, KRQ, ZFUN, LG73, KMTM, W1Q0, WMGV, KF7Z, KMGZ, KTUF, etc.

Posting noteworthy gains, JODY WATLEY evolves HOT honors for the week. KXSS St. Louis 26-21. Added at WCHC, KF56, Q106, KTUF, etc. Added at WJMX 26-15, kWXX Hilo 29-20, WIOQ Philadelphia 24-17 and WCIL Carbondale 15-14. Added at WDJX, K106, WBSS, KIS810, KSNM, KOKZ, KTD8, KB98, KKVQ, W1MF, etc.

**G105** B94, KC101, WLFX, Y100, Y106, Q105, WNVZ, WAVA, KRNQ, KQ102, KEGL, KBQ, Y94, WBIZ, KYLA, KISN, KUBE and Q107 where it moves 26-21.

Early reaction is positive on QUINCY JONES featuring RAY and CHAKA. Highest debut of the week at HOT 97 New York at #30 and building at W1PF Wausau, WI 35-31 “getting good 18 plus female calls,” WHQ7 Clarmont, NH39-34 “strong adult female reaction after three weeks of play,” W1TC/FM Hartford, CT 38-30, G105 Durham/Raleigh 24-19, WMJQ Buffalo 27-24, KIT7 San Antonio 32-24, KSNM Eugene 36-27. Greg Adams, PD/MD at KFFM Yakima, WA, reports an add after playing it a few times over the weekend and getting phone calls instantly.

KUBE Seattle moves MICHAEL DAMIAN into their top ten 11-9. Adults react to this tune in a big way, which went top ten at A/C a few weeks ago. Debut #39 at Z104 Madison where “It’s Holy Five At 10,” WJMX 26-15, 95XX 19-17, 99KG 19-16, WWCK 17-15, Z100 Portland 22-20, KTRS 39-34 and KZZU 15-12.

Early believers on BABYFACE’s “Tender Lover” taking it top twenty include WCKZ Charlotte 27-20, KITY San Antonio 20-14, KBIU Lake Charles 21-18, KME1 San Francisco 21-16, KWXX Hilo 29-20, W1IQ0 Philadelphia 24-17 and WCIL Carbondale 15-14. Added at WDJX, K106, WBSS, KIS810, KSNM, KOKZ, KTD8, KB98, KKVQ, W1MF, etc.

**FM102** Sacramento adds YOUNG MC at #25 joining others in the top thirty like X100 #23, Q106 #29, KYLA #29, ENERGY 96.5 31-27, KBLI 20-15 and POWER98 #21. New on W1IQO, G98, W1JAT, KME1, KBEQ, KG7S and KSWB. Q106 San Diego charts MICHELLE top twenty with a gain of 24-19. B95 Fresno reports, “top three 12-inch sales, top five requests from 12-24’s” and MD Don Parker also says, “it shows all indications of being a number one record for them.” Other strong moves at WCKZ 29-24, Y108 27-21, KIT7 31-20, KSS8 20-16, G105 30-27, KYNO 20-16 and KDON 20-17. Adds include POWER 99, W1PT, PRO/FM, POWER98 and KXXX.

November 24, 1989/ the GAVIN REPORT
MAILBAG: THE FINAL FRONTIER

From George Feola, Program Director of KAGO/FM in Klamath Falls, Oregon:

"I read the 'So Are You Saying It When You Play It' column in the July 7 Gavin, and here at KAGO, saying when we play it falls in naturally, without any real effort or forethought on our parts.

"Our clock is designed so that we break every song, either with talent or with liners. We use the crush and roll sequence. One of the basics instilled into all our personalities is: (a) call letters, and (b) getting in title and artist before you close the mic. This is very effective, and has become second nature for all the jocks.

"Our new music is posted at 24 so that it has its own specific break, and it is mandatory that the air talent front-announce the song as a 'hittrack', and give artist and title. With record sales such an important factor in the business, 'clutter, drag, or slowing down the format' can be eliminated from the analysis. Program Directors began to look at that when the A/C formats began to evolve, and particularly 'green' air talent used the artist/title raps as a crutch for doing breaks or segues. [Today's talent] is better trained to overcome this 'crutch' syndrome.

"Say it when you play it hasn't hurt us. In fact, we are one of the few stations in this area that makes it a habit, and the audience does respond.

The music industry campaign has certainly played a part in the recent trend toward revival of announcing music, but it is clearly in radio's own interest, as George points out, to provide a service that research consistently shows the listeners want and appreciate.

Now, if George will write back and explain the 'crush and roll sequence'...! Maybe I'm the only one who doesn't know, but I'm really curious!

Here are portions of a letter received from someone with an AM station in the United States who wishes to remain anonymous:

"I would like to see you devote some of your articles in Gavin to the survival of the AM radio stations which continue to play a good deal of music. As you know, many in AM believe AM will be all-news/all-talk, home shopping, etc., in a short matter of time. I believe you do not totally agree, and I feel sure you don't recommend that all AM's start playing less and less music.

"The reason I am writing is that the AM station I work for is gradually slipping, but I don't believe it has to...We have a minimum staff now, but the ownership doesn't intend to replace anyone when they leave, which will be devastating. For example, we do local news every hour. We have a full-time News Director who competes with a two-person news department across town (and does a good job!), but our Manager would consider dropping local news if our News Director left. Also, he's talking about going satellite during midday and nights. I'm not totally opposed to that if it's done correctly, but I'd prefer to stay live...

The letter goes on, but the writer is correct that I don't feel the future for mass-audience music programming on AM is weak. A/C in particular works well—if the music is chosen and programmed correctly. I've written quite a bit on this topic in recent years, and I don't want to be dogmatic about it, but I have found a somewhat plainer way to explain the difference in the way adults use music radio on AM and on FM. Here it is:

Adults tend to turn on the FM when their moods are going to be actively involved in tasks, and thus FM works best as a texture, minimizing interruptions and content, emphasizing the smooth flow. BUT, adults still tend to turn on the AM when they are engaged in related mindless activities, such as driving, doing yardwork, washing the dishes and so forth. This means that AM has more firmly defined listening periods, and listening spans can't be lengthened as FM spans can, but it can be made up in cume.

Note that although this (researched and accurate) explanation of mine does explain why talk formats work better on AM than on FM, and explains why AM attempts to copy FM formatics has resulted in the nosedive of AM radio, it also clearly shows a strength AM can exploit at the expense of FM in music radio: BE interesting! Have (concise) content! Have regular newscasts! (And emphasize local news.) Have contrast between songs, rather than an unobtrusive modal flow! If FM gets interesting, it tends to be handicapped; if AM gets interesting, ratings go up. I see AM radio developing niches and finding new ways to speak to segments of audience, and that's exciting—but there still is room for an appealing adult AM station, too, provided it recognizes the differences in listener expectations between AM and FM—and emphasizes what listeners expect of AM!

Unfortunately, at the station this correspondent works for, there is an entirely different problem too—as the writer adds, "The Manager thinks that if it can't be sold, people don't care for it—news, talk shows, music specials." There is a mindset some radio management have, that "everyone wants to have radio advertising". This suggests that salespeople need only be order-takers. This also suggests that such management is terrible! And it's no surprise the letter goes on to note "the sales staff is weak." What listeners like is what the station presents as "inventory"—and it's up to the sales staff to sell everything in their inventory! When salespeople take the easy way out and just sell spot packages, leaving those specials unsold, it means they are not maximizing their inventory—which means the Sales Manager needs to lead them to do so, not eliminate the programming the sales staff prefers not to bother to sell!!
Bits & Pieces: Poco has just announced a tour with EMI artist Richard Marx that kicks off January 24 in Battle Creek, MI. Michael Bay directed the video for “Nothin’ To Hide,” the second single from their RCA album Legacy...Five RCA artist Too Short (an Oakland native) has donated all royalties from his single, “Oakland, City Of Dope,” to the Bay Area Red Cross Earthquake Relief Fund...Eddie Fisher (now a San Francisco resident), Connie Stevens and their children Joely Fisher and Tricia Leigh Fisher gave a rare headline concert performance at Club DV8 in SF recently. The show benefited the American Red Cross...Bay Area promoter Bill Graham is currently working on more earthquake relief shows that will include The Grateful Dead, Santana and Huey Lewis and The News... Bullet Lavolta provided the background music for Malcolm Forbes’ recent bash celebrating the release of Forbes Magazine’s “400 Richest Americans” issue called “The Richest, Best People In America...” Before the next video of the single, “I Didn’t Mean To Stay All Night” from the Journeyman is spinning everywhere. His 26 year career of musical and humanitarian achievements continue to astound. Clapton has tapped some great writers as well as some great supporting players, including Robert Cray, Daryl Hall, George Harrison, Phil Collins, Chaka Khan, Richard Tee, and Jim Keltner. Clapton will open up 1990 with an incredible 18-night stint at the Albert Hall, and then he’ll tour the USA, Europe and South America.

Eric Clapton

MOONLIGHTING
by Moon Mullins

DATABASE MARKETING

While reading the September issue of American Demographics magazine, I saw an ad for Epsilon, a firm that claims to be the leader in database direct marketing. What caught my attention was a photograph of a tiny neighborhood market with the storekeeper handing a bag of groceries to a woman customer.

From the decor and the way they were dressed, you could tell this photo was taken in the late ’30s. The copy under the picture referred to the days when the neighborhood grocery store owner knew you by name and reserved special items like the best tomatoes or the last newspaper just for you. Because of the way you were treated you went out of your way to give him your business and bring him new customers.

The neighborhood grocery store owner found out what you wanted and gave it to you—a sound business strategy.

In the October issue of American Demographics, Editor Cheryl Russell warns of something called “The Fifth Medium.” That refers to all the communication possibilities that are translatable on phone lines. These communication likelihoods include computer games, Fax and on-line information services including ordering groceries and other necessities. Eventually, cable television will be on phone lines. Ms. Russell says, “The companies now building databases of individual customer information will be the business leaders of the next century.”

I believe the radio programmers that will succeed in the ’90s are those programmers who know their listeners intimately, just like the neighborhood grocer in Epsilon’s ad.

A database of current listeners can be manipulated into performing certain actions to the station’s benefit. A radio station with a strategic plan using database marketing can find and develop new listeners without having to resort to the always costly and sometimes ineffectiveness of television advertising.

Even when thousands and thousands of dollars are spent tactically, strategically and wisely on television, you never know just how many of your prime prospective listeners saw your message. With database marketing, you’re assured that 100% of those that received your message were prime prospects!

Undoubtedly, your radio station already has hundreds, perhaps thousands of names and addresses of your listeners. If you load this information onto some software in your computers, you can begin building a database market plan immediately.

There are several software programs available, but one I saw in New Orleans during the N.A.B. is designed specifically for radio. It’s called Audience Trac TM from Loyalty Marketing Systems near San Francisco. Best of all, its introductory price is only $375.00 plus maintenance fees. (Call 415-793-7088 for more information.)

Among many features, Audience Trac TM allows you to enter responses to telemarketing calls or call-out research, frequent listeners information, work addresses, phone and fax numbers and their buying preferences for over 45 custom product categories.

In database marketing systems for radio it’s best to compile your listeners into various groupings—for example, prime, secondary and tertiary users of your station.

The Prime users are those for whom your station is the first choice, and from whom you derive the greatest amount of quarterly hours. You’ll want your “p1” listeners separate from your “p2” and “p3” folks, for their likes and dislikes about your station will be extremely disparate.

Afterwards you’ll want to enter all of the things you want to know about them. For example, marital status, income levels, dayparts in which they listen most, length of their commute to work, favorite artists, birthdays and much, much more.

Not only can this type of information be useful to programmers, but let’s imagine a company of other uses, ones deriving additional income. For example, a new artist is coming into a venue in your city. Sell the promoter a mailing or a call-out from your station announcing the show to fans of that act. Just for being one of your frequent listeners they’ll have a head start on ticket sales.

Or, a new auto dealership is opening and you know you have 1750 listeners who like the type of car the new dealer offers. Sell the dealer a mailing or a call-out! Of course, you get a time buy as well.

I’m sure you’re beginning to see the uses. If you need specific high coming promotions, personal appearance draws, crowds for your charitable events, persons to carry your call letters and listeners who develop a tremendous brand of loyalty toward you, database marketing is the answer.

Now comes the hard part. Keeping it up. Someone needs to be assigned the task of maintaining the database, keeping it fluid, always moving. New information constantly needs to be added, non-respondents deleted. Mailings and call-outs should occur on a regular basis.

This type of activity requires a long-term commitment of time and money to fully develop permanent relationships with your...
listeners, but when it does, the loyalty factor will protect the core of listeners for a long, long time.

If the cost of surveying your listener base for their characteristics is too prohibitive, you can use the Zip Codes of your listeners for designing a Cluster-Based profile. Demographers know that people of like characteristics tend to reside near each other.

You can order a Zip Code Sourcebook from CACI Market Analysis of Fairfax, Virginia for $295.00. The Sourcebook contains a profile of every Zip Code in the U.S.A. Income and buying power, socio-economic information, demographics, population and housing are printed in an easy-to-read form.

If you're in an Arbitron rated market, a "Fingerprint" would be extremely useful for you to know the Zips of your pl users. Although clustering is not the best method of deriving information about your database, it's the least expensive and yet still effective method.

Finally, a warning. When you've developed this base to its full potential, someone, somewhere is going to want it. They'll offer you a handsome sum of money to have access to your database. Please don't sell it. These listeners of yours are there for your needs. They give you their loyalty and trust. Don't violate it.

**BIOFEEDBACK**

by Ron Fell

**ROLLING STONES**

Twenty years ago this month the Stones recorded "Get Yer Ya-Ya's Out," their first live album, during a four-night stand at Madison Square Garden.

**FRANK SINATRA**

Mr. Sinatra will be the first person to sing in Moscow's Red Square. The proposed date is July 19, 1990, and the show will be free. Also proposed is a world-wide satellite broadcast of the performance, with proceeds going to charity.

**BEE GEES**

Barry Gibb is co-producer of the new Timothy Dalton film, "Hawks."

**BILLY JOEL**

The song Leningrad on Billy's new album was inspired by a friendship Billy and his family made with a street performer in Moscow's Gorky Park during the 1987 Joel tour.

**IRENE CARA**

In the Alex Haley, Jr. mini-series Roots 2, Irene portrayed Mr. Haley's mother.

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**HIGHWAY 101**

The rumors of a Highway 101 breakup, though unfounded, were fueled by singer Paulette Carlson's November 4 wedding and her desire to record a solo album sometime in the future.

**GRATEFUL DEAD**

An Applied Social Theory class at the University of North Carolina spent most of this summer studying the Deadhead phenomenon by attending as many as eight Grateful Dead concerts.

**EARL THOMAS CONLEY**

Earl's current single, YOU MUST NOT BE DRINKING ENOUGH, was recorded by Don Henley on his "Building the Perfect Beast" album.

**TECHNOTRONIC**

Technotronic is the combined talent of two musicians from Belgium: DJ Thomas De-Quincy and singer (and former fashion model), Felly.

**RANDY CRAWFORD**

Randy's current single, KNOCKIN' ON HEAVEN'S DOOR, features solos from Eric Clapton on guitar and David Sanborn on saxophone.

**OLIVIA NEWTON-JOHN**

Though born in England, Olivia grew up in Melbourne, Australia. Ironically, Olivia's new album, "Warm and Tender," is the first in her seventeen album catalogue to be recorded in Melbourne.

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**GRAHAM PARKER**

Graham is also a novelist, having written The Great Trouser Mystery which was published back in 1982.

**JOHN TESH**

Tesh appears as a television news anchor in the latest Wes Craven flick, "Shocker."

**STEPHEN BISHOP**

Bishop and Phil Collins first teamed up when Stephen wrote SEPARATE LIVES, the love theme for the film "White Nights," which was performed by Collins and Marilyn Martin.

**ROXANNE SHANTE**

Growing up in Queens, New York, Lolita Goodeu was so incensed at the anti-feminine attitude of UTFO's rap song, ROXANNE, ROXANNE, she recorded an answer-song, ROXANNE'S REVENGE, with producer Marley Marl, and the rest is Rap history.

**THE WHO**

The Who's farewell/reunion tour, originally scheduled to end this year, will now run through June of next year. Dates in Europe, Australia and Japan have been added.

**MILLI VANILLI**

The duo's debut album, "Girl You Know It's True," now has certified sales of 3 million units.

**PRINCE**

Prince's next world tour, which begins in Dublin, Ireland on April 27, will include songs from his Batman soundtrack.
MOST ADDED

PRINCE (22)  
(Warner Bros.)

PAULA ABDUL (21)  
(Virgin)

SYBIL (16)  
(Next Plateau)

TOP TIP

MICHEL'LE  
No More Lies  
(Ruthless/Atco)

She's the only girl for you!

RECORD TO WATCH

BOBBY ROSS AVILA  
Music Man  
(RCA)

This little man is quite a music man.

CHARTBOUND

ARTIST TITLE LABEL  
*Debuts in Chartbound  
Reports Adds Heavy  
Medium light Hit Factor Weeks

AFTER 7 - Don't Cha' Think (Virgin)  
50  6  1  6  37  14%  3

MICHAEL COOPER - Should Have Been You (King Jay/Reprise)  
44  12  2  11  19  29%  3

SKYY - Real Love (Atlantic)  
42  6  7  15  14  52%  5

SYBIL - Walk On By (Next Plateau)  
42  16  3  11  12  33%  2

PRINCE - Scandalous! (Warner Bros.)  
41  22  2  4  13  14%  2
UP & COMING

Reports accepted Mondays at 8AM through 4PM Tuesdays.
Station Reporting Phone (415) 495-1990
Gavin Fax: 413-495-2580

Reports

Add

ARTIST TITLE LABEL

40 — E.U. - Livin’ Large (Virgin)
40 2 FULL FORCE - Friends B-4 Lovers (Columbia)
38 — JAMES “J.T.” TAYLOR - Sister Rosa (MCA)
36 3 LEOTIS - Ooh Child (Mercury/PolyGram)
35 4 RJ’S LATEST ARRIVAL - Rich Girls (EMI)
29 4 DENIECE WILLIAMS - Every Moment (MCA)
29 13 * SURFACE - Can We Spend Some Time (Columbia)
28 1 SHIRLEY BROWN & BOBBY WOMACK - Ain’t Nothin’ Like...(Malaco)
28 10 MICHEL’LE - No More Lies (Ruthless/Atlantic)
27 6 KEISHA JACKSON - Hot Little Love Affair (CBS)
25 3 * NEWKIRK - I Desire (OBR/Atlantic)
24 8 * ROB BASE - Turn It Out (Great Banjo) (Profile)
24 7 * JAMES INGRAM - A Natural Man (Warner Bros.)
24 21 * PAULA ABDUL - Opposite Attract (Virgin)
24 9 * CHERYL LYNN - Whatever It Takes (Virgin)
22 11 * CHRISTOPHER WILLIAMS - Promises, Promises (Geffen/Reprise)
22 5 * YOUNG MC - Principal’s Office (Delicious Vinyl/Island)
20 7 * MICHAEL JEFFRIES w/ KARYN WHITE - Not Thru Being...(Warner Bros.)

*First time listed on this page.


LP CUTS

MIKI HOWARD
If You Still Love Her/Until You Come Back
To Me/Come Home

TROOP
All I Do Is Think Of You/My Love

SOS BAND - Gold Mine

QUINCY JONES
We B. Dooin’/The Secret Garden

ABSTRAC' - Lookin’ Out For #1

ANGELA WINBUSH
Power Of Love

THE GOOD GIRLS
I Need Your Love/
Love Is Like A Itch In My Heart

GAP BAND - Addicted To You

AFTER 7 - One Night

LUTHER VANDROSS
Treat You Right

TYLER GETS HER NIGHT OUT

RCA recording artist Tyler Collins (right) poses with Donnie Simpson, PD of WKYS-Washington, D.C. and host of BET’s “Video Soul.” Tyler world-premiered the video to “Whatcha Gonna Do,” the first single from her debut “Girls Nite Out” album on Simpson’s show.

A PEASTON SALUTE

“Smiling faces all around when top Geffen and Reprise execs congratulated David Peaston for a blockbuster performance in Miami. Shown (l-r) are Michael Johnson, VP Urban Promotion, Reprise; Hank Spann, National Director Urban Promotion, Reprise; David Peaston; and Ed Rosenblatt, President, Geffen.”

TYLER GETS HER NIGHT OUT

RCA recording artist Tyler Collins (right) poses with Donnie Simpson, PD of WKYS-Washington, D.C. and host of BET’s “Video Soul.” Tyler world-premiered the video to “Whatcha Gonna Do,” the first single from her debut “Girls Nite Out” album on Simpson’s show.

The GAVIN REPORT/November 24, 1989
NEW RELEASES by Brian Samson and John Martinucci

PAULA ABDUL - Opposites Attract (Virgin)
Now here's a lady who put her album to good use. Her multi-platinum record has seen success on Urban as well as Top 40 Radio. Here Paula teams up with M.C. Skat Kat and The Wild Pair. Out-of-the-box adds this week alone makes her one of the most added records.

SOUL II SOUL - Jazzie's Groove (Virgin)
After achieving #1 and #2 singles, Soul II Soul is off and running with a third. Jazzie's Groove is just that—a groooove. Light on lyrics, but heavy on the beat. Gittin' funky!

ORAN "JUICE" JONES - Pipe Dreams (OBR / Columbia)
One of the fastest growing problems in this country is crack! Many artists have sung of the no-win drug situation. Though we haven't heard from him since '87, "Juice" rises to the occasion with his anti-drug entry, Pipe Dreams. In the intro, Jones says "...not to glorify crack, but to destroy it." Samples include the theme to the TV show Barretta.

SURFACE - Can We Spend Some Time (Columbia)
The kings of slow Dance music sure know how to dish up a ballad. From their current album, 2nd Wave, Surface has had three singles inside the Top 5, and recently had a #1 single with "You Are My Everything." Bernard asks the universal question, "Can we spend some time (together)?" Take a listen. The response will be obvious.
FIRST ANNUAL RESEARCH QUIZ

It's time to check your ratings and research quotient, dear readers.

Yes, since February you've been exposed to this column. Lots of ideas, concepts and definitions have been shared with you. Judging by the calls, letters and Faxes we receive, you're enjoying this feature—but now let's see how much you're retaining.

It's quiz time!

THE RULES:

Each Fall, beginning with this column, we'll have an Annual Research Quiz. The rules are simple, the questions may not be, and the rewards for winning are stupendous (well, sort of, given the budget yours truly has to work with).

- There will be 10 questions of varying types. All answers will be from material discussed in my past columns.
- The person who gets the most right wins.
- In case of a tie the tiebreaker will be in effect.
- The winner will be publicly honored on this page and will receive a certificate to document the occasion.
- In the column wherein the winner is announced, all the correct answers will be revealed—so that all may learn from the exercise.

Nothing to it, eh? Then good luck to all.

THE QUIZ:

1. Describe the different ways the term "ratings" can be used in our business.

2. What is the difference between how programmers use the terms "ratings" and "shares"?

3. Which of the following formats is likely to have a higher TSL (time spent listening)? Check one response.
   - News
   - Country
   - Top 40

4. Define "cume".

5. Which of these days is least important in most typical Arbitron surveys? Check one response.
   - Saturday
   - Monday
   - Friday

6. Birch ratings are based on telephone calls asking people about their radio listening during the last seven days. Check one.
   - True
   - False

7. In Arbitron results, most stations see % of their diaries account for % of their quarter hours. (Fill in the blanks.)

8. Both Arbitron and Birch survey everyone in a designated household who's age 12 or over. Check one.
   - True
   - False

9. Successful stations rarely have over % of their listeners who tune in for just one day. (Fill in the blank.)

10. List three ways broadcasters can do post survey analysis on an Arbitron book’s results.

Tiebreaker. Explain the historical reason for the use of “average quarter hour” concept in measuring audiences.

HOW TO ENTER

Once you've completed our little mindbender here's what you do...

- Either mail me your entries (keep a copy for yourself) to 1617 Wesley Avenue, Sea Four, Ocean City, NJ 08226.
- Or Fax your sheet to our office at 609-399-9504.

Entry deadline will be December 11. The winner (and correct replies) will be disclosed in the December 22 issue, our last of the year.

By the way, be sure to let us know who is entering, and from what station. Seems simple, but I'll bet we get a Fax from someone on a blank sheet, with no name/station. Let us know who you are.

Have fun!

P.S.

Lately a large number have been requesting copies of past columns they may have missed. Several have asked whether Gavin could even put out a compilation of my columns, especially the “Ratings 101” series.

GAVIN to the rescue! I have it on good authority that at the Seminar in San Francisco next February you'll be receiving just such a compilation of our columns-to-date. And yours truly is looking forward to meeting many of you who've been in touch.

In the meantime, good luck with the balance of the Fall sweeps (for those of you in affected markets).

See you soon.
## Personal Favorites Of The Last Ten Years

<table>
<thead>
<tr>
<th><strong>GENE BAXTER</strong></th>
<th><strong>DAVE ROTHSTEIN</strong></th>
<th><strong>STEVE EBERHART</strong></th>
</tr>
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<tr>
<td><strong>Music Director,</strong> X100 - San Francisco, CA</td>
<td><strong>Local Promotion Manager, Capital Records - Northern California</strong></td>
<td><strong>Music Director, KVIL - Dallas, TX</strong></td>
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<td>Kokomo - BEACH BOYS</td>
<td>Start Me Up - ROLLING STONES</td>
<td>The Boys Of Summer - DON HENLEY</td>
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<td>Dancing In The Dark - BRUCE SPRINGSTEEN</td>
<td>In The Shape Of A Heart - JACKSON BROWNE</td>
<td>Cuts Like A Knife - BRYAN ADAMS</td>
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<td>You Shook Me All Night Long - AC/DC</td>
<td>As Falls Wichita - PAT METHENY</td>
<td>Heaven Is A Place On Earth - BELINDA CARLISLE</td>
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<td>Wild Thing - TONE LOC</td>
<td>Every Breath You Take - POLICE</td>
<td>True - SPANDAU BALLET</td>
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<td>Bad (live) - U2</td>
<td>The Way It Is - BRUCE HORNSBY</td>
<td>Tender Is The Night - JACKSON BROWNE</td>
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<td>The Message - GRANDMASTER FLASH</td>
<td>Not Even Close - TIM FINN</td>
<td>New Year's Day - U2</td>
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<tr>
<td>In Your Eyes - PETER GABRIEL</td>
<td>One Step Up - BRUCE SPRINGSTEEN</td>
<td>Holding Back The Years - SIMPLY RED</td>
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<td>Do They Know It's Christmas - BAND AID</td>
<td>Blow Me (You Hardly Even Know Me) - RED PETERS WITH ANTHONY &quot;BABE&quot; MARINO AND HIS ORCHESTRA</td>
<td>E=MC 2 - BIG AUDIO DYNAMITE</td>
</tr>
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<tr>
<th><strong>HILARY LERNER</strong></th>
<th><strong>JOEL MULLER</strong></th>
<th><strong>KEITH NAFTALY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Manager, A/C and Video Promotion,</strong> SBK Records - New York, NY</td>
<td><strong>Music Director/Air Personality, KROW/AM - Reno, NV</strong></td>
<td><strong>Program Director,</strong> KMEL - San Francisco, CA</td>
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<td>Whole Of The Moon - THE WATERBOYS</td>
<td>My Toot-Toot - ROCKIN' SYDNEY</td>
<td>New Year's Day - U2</td>
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<td>How Soon Is Now - THE SMITHS</td>
<td>You're Something Special To Me - GEORGE STRAIT</td>
<td>I Got You - SPLIT ENZ</td>
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<td>Running Up That Hill - KATE BUSH</td>
<td>Legs - ZZ TOP</td>
<td>Just An Illusion - IMAGINATION</td>
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<td>Jokerman - BOB DYLAN</td>
<td>I Believe In You - DON WILLIAMS</td>
<td>Tainted Love - SOFT CELL</td>
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<td>Summertime Rolls - JANE'S ADDICTION</td>
<td>You're The Reason God Made Oklahoma - FRIZZELL &amp; WEST</td>
<td>Easy Lover - PHILIP BAILEY w/PHIL COLLINS</td>
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<td>Black Steel In The House Of Chaos - PUBLIC ENEMY</td>
<td>He Stopped Loving Her Today - GEORGE JONES</td>
<td>Rock The Casbah - THE CLASH</td>
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<td>Another Satellite - XTC</td>
<td>Love At The Five &amp; Dime - KATHY MATTEA</td>
<td>Tell Me If U Still Care - SOS BAND</td>
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<td>Burning Down The House - TALKING HEADS</td>
<td>After All - ED BRUCE</td>
<td>The Ghost In You - PSYCHEDELIC FURS</td>
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<td>Ideology - BILLY BRAGG</td>
<td>Someone Like You - EMMYLOU HARRIS</td>
<td>The Other Woman - RAY PARKER, JR.</td>
</tr>
</tbody>
</table>

*November 24, 1989/ the GAVIN REPORT*
Most popularly more than any other popular music group in the history of music, the Bee Gees have
experienced the thrill of victory and the agony of defeat.

Barry, Maurice and Robin—the Brothers Gibb—have been creating truly great music for
nearly a quarter of a century. In just their first ten months (between May, 1967 and March,
1968) they had five top twenty hits: NEW YORK MINING DISASTER 1941, TO LOVE SOME-
BODY, HOLIDAY, MASSACHUSETTS and WORDS.

Ten top five songs later, in 1977, the Bee Gees began a string of six straight number one
singles, beginning with no less than three tracks from the soundtrack to a relatively low-budget

With the immense success of SNF and the music submitted by the Gibbs, an entire era, the
Disco era, became the most significant fusion of music and lifestyle since the tie-dyed counterculture
of the love-bead generation almost a decade earlier.

To hear Robin Gibb talk in this exclusive Gavin interview, you get the distinct feeling that the
brothers were overwhelmed with their success.

Unfairly blamed for the popularization of Disco music, the Gibbs entered the eighties with a pub-
lic relations nightmare—how to live down their success. A jaded media gave them no slack, despite
heroic efforts as songwriters/producers for the likes of Kenny Rogers and Dolly Parton’s ISLANDS
IN THE STREAM, Barbra Streisand’s “Guilty” album and million-selling albums by Diana Ross and
Dionne Warwick.

In 1987 the brothers began their comeback as recording artists with the Arif Mardin-produced
“ESP” album. Mardin had played a significant role in their pre-SNF epic, “Main Course.” “ESP”
proved to reintroduce the Bee Gees to a large worldwide audience, but it failed to spark stateside
critical acclaim. To complete their comeback, the Bee Gees next released their self-produced album
“One” with its recent number one single of the same title.

The Bee Gees have truly come back. We recently interviewed Robin Gibb who was about to
embark, with brothers Barry and Maurice, on the second leg of a major world tour.

RF: How long have you and your
brothers been singing together
professionally? What were the
earliest days?
RG: I think we’ve been singing to-
gether since I was five, Maurice was
five and Barry was seven. It’s hard
to say because it depends on what
you call professional. But I guess it
would have to be around sixty-five
or sixty-six when I was about four-
teen.
RF: You and your brothers are
thought of as Australians, but your
roots are actually in Great Britain,
right?
RG: We come from England.
RF: I read somewhere that when
you were teenagers the Bee Gees
hosted a TV show in Brisbane, is
that right?
RG: It was kind of an amateur hour—
we called it Happy Hour. We intro-
duced local talent.
RF: Did you actually perform on
the show?
RG: We did, yes.
RF: What types of songs were you
doing in the early days, before you
started recording?
RG: We were doing songs that were
already on the radio or songs that
we had written ourselves. Then we’d
try them out on the audiences at
large. But more often they were
songs we had written ourselves.
RF: Did the Everly Brothers have an
influence on you as a brotherly act?
RG: Yes, but they were earlier. This
is a little bit later than the Everly
Brothers and the most influence on
us came from the Beatles.
RF: When I interviewed Phil Everly
he said that the harmonies they
acquired can only come from sib-
lings. Yet it must be possible to get
those kind of natural harmonies.
What do you think?
RG: There’s an argument against
that. Listen to the harmonies of the
Beatles—they were tremendous.
They weren’t always four-part, and
it wasn’t always the four Beatles
singing together. Basically all the
harmonies came from John and Paul.
John and Paul would double track
and sing different harmonies. Any
harmonies were done by those two.
But the actual sound came when
they got together in their raw state.
It’s not really a sibling thing to me,
it’s geographic—where people
come from and if they grow up
together. It can be a sibling thing,
but it’s not entirely. It can be the
same kind of talent, the same ac-
cent, the same kind of slang or the
same delivery. If you grow up to-
together, you can actually get the same
kind of vocal tones.
RF: We think of people from Eng-
land or Australia as having very

the GAVIN REPORT/November 24, 1989
We're all striving for the same thing. RF: Because of this unjustified "burn factor", was it better for you to stay away for a while?
RG: We were having a backlash and we were horrified because we had never dealt with this kind of thing before. We were sitting back asking, "Why are they penalizing us for having a successful soundtrack?"
RF: We were actually running kind of paranoid in those days, because we couldn't believe this was happening to us. We couldn't really put our finger on it, but we knew it was totally out of control. So we decided, "the only way to fight this is not to fight it."
RF: Yet you continued to stay active as writers and producers.
RG: We stayed active, but we kept on writing through eighty-six and got involved with Diana Ross' "Chain Reaction," which was a huge hit all over the world. Then we started on the ESP album in eighty-seven.
RF: ESP didn't click nearly as much as the new album. What do you think the differences were?
RG: In eighty-one and eighty-two, the backlash was really happening. It was the first time a Bee Gees' album had been on radio during all that time, and I really think our image suffered more dramatically in the States. I think it made way for One, not because ESP was successful here, but because it was successful everywhere else. And I don't think radio really saw success until after ESP had come and gone. They had a chance to look back and see what happened everywhere else and realize that it was a world success. But I don't think it was enough for them to decide to play it now. I think it was after the event that they started to look forward and to see what else the Bee Gees would do.
RF: Unfortunately, during this process of recovery, your brother Andy died. As I understand, he was recovering from all of his own personal demons, and the rumor was that he was going to record on the album, is that true?
RG: That's true. We were all going to get together and he was going to record with us. But obviously, for reasons that I shall never know, he just couldn't keep his own personal life together. We tried to help him as much as possible, but there is only so much we could do.
RF: Why hadn't he become a singing partner of yours prior to this?
RG: He didn't want to because he felt he had to prove himself on his own. And yet it was probably that same attitude that killed him, because at the same time he was scared of failing.
RF: There's a similarity between the song that you dedicate to Andy, "Wish You Were Here," and Mike and The Mechanics' "Living Years" in terms of dealing with somebody who has passed away. It's really a classic. Do you see it coming out as a single?
RG: It's a toss up between "Bodyguard" and "Wish You Were Here." We're making up our minds right now. But I do agree with you about the song, it's one of my favorites.
RF: You've been staying pretty active on the road and tomorrow you leave for Australia again. How much longer will you stay on tour?
RG: This is the last leg. We go to Tokyo and we finish up on December eight.
RF: There's a song on the album that refers to your band's popularity in Japan. Have they stayed with you through thick and thin more so than Americans?
RG: On the whole, I think Americans have been pretty loyal. But I think what's happened in America has been this mythical barrier was erected and we had to overcome it. That barrier made people afraid to really like us because of what happened with Fever, and it was not until we broke it down that people were able to like the Bee Gees again.
RF: It's difficult to know what's going on in Japan, because I haven't been there for sometime. It's very difficult to read them.
RF: What does the album title and the smash single "One" mean to the Bee Gees?
RG: It's a unification and that's why we call the album "One." Three brothers, three people thinking as one. That's what it means to us.
**Most Added**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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<td>Rod Stewart</td>
<td>Downtown Train</td>
<td>Warner Bros.</td>
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<td>Chicago</td>
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<td>Reprise</td>
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<td>Poco</td>
<td>Call It Love</td>
<td>RCA</td>
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<tr>
<td>Elton John</td>
<td></td>
<td>MCA</td>
</tr>
<tr>
<td>Cutting Crew</td>
<td></td>
<td>Virgin</td>
</tr>
</tbody>
</table>

**Top Tip**

POCO
Nothin' To Hide
(RCA)

They could take it to the limit.

**Record To Watch**

**Luther Vandross**
Here And Now
(Epic)

Cool and clear, Luther seduces sweetly.

**Chartbound**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Reports</th>
<th>Adds</th>
<th>Heavy</th>
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<th>Light</th>
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<td>Poco</td>
<td>Nothin' To Hide</td>
<td>RCA</td>
<td>72</td>
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<td>12</td>
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<td>Beach Boys</td>
<td>Somewhere Near Japan</td>
<td>Capitol</td>
<td>65</td>
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<td>Oh Father</td>
<td>Sire/Warner Bros.</td>
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<td>Atco</td>
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<td>14</td>
<td>19</td>
<td>24%</td>
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*Debuts in Chartbound Reports*
LIMA, OHIO (TAYLOR-WEZO) 419-222-2636 K. Paige, T. Turner, Joe Cockier, R. Stewart, Quincy J.

KOKOMO, IN (SCOTT ALAN-WZZ) 317-453-1212 Molley C., Elton, E. Money, New Kids, J. Wallace, Quincy J., Babyface.


EVANSVILLE, IN (THE SPINN/MERCER/WSTF) 850-685-2991 R. King, T. Stewart, G. Brumley, Quincy J.

DETROIT, MI (MIKE/BADRAY-WDFQ) 313-398-1100 No Report, Frozen.


E.MONEY, CADILLAC, MI (SHANE McINTOSH-WLZ) 616-775-1263 Tesla, New Kids.

GRAND RAPIDS, MI (MARIO TINNES-WKLO) 616-774-8461 No Adds.

LANSING, MI (ROBINSON/HARRIS-WVIC) 517-487-5986 Bonham, Jive Bunny.

LANSING, MI (CARL WEINSTEIN-WGOR) 517-669-8361 Aerosmith, New Kids.

DETROIT, MI (MARK JACKSON-WHYT) 313-871-3030 Joe Cockier, T. Turner, New Kids, J. Wallace, Quincy J.

EVANSVILLE, IN (WITHERSPOON/MERCER-WSTF) 850-685-2991 E. Money, K. Paige, T. Turner, E. Money, N. Cherry.

ALBERT LEA, MN (JON MCDERMOTT-KFPE) 507-373-2338 No Report, Frozen.

FARMINGTON HILLS, MI (JACK HENSON-WKLL) 508-725-5950 J. Wallace, Babyface.

MANKATO, MN (CARL WEINSTEIN-WGOR) 507-346-4456 J. Wallace, Babyface.

ST. CLOUD, MN (WILLIAM WAGNER-KFDR) 507-325-1400 R. Stewart, M. Morris.


SIOUX FALLS, SD (DANIELS/LEES-KWFR) 605-305-7800 Kinks, Z. Zevon, Etheridge, Scorpions, R. L. Jones.

R. Stewart.

FREDONIA, WI (JOHN COOKE-WKMC) 608-744-8000 J. Wallace, New Kids.

WINNER, SD (JOHN FORD-KWYR) 605-842-3693 M. Morales, R. Stewart.

ABERDEEN, SD (LEE COLLINS-KOAA) 605-226-0950 Tesla, R. Stewart.


JUNCTION CITY, KS (PHILS/MURPHY-PWR) 785-762-5525 J. Wallace, Babyface, E. Money.

WAYNESVILLE, MO (STEVEN /WAGNER-KFDR) 816-329-2112 E. Money, Aerosmith.

DALLAS, TX (DAVID J. CROSBY-POWER92) 214-869-8700 E. Money, Babyface, Aerosmith, New Kids.


SAN ANGELO, TX (JOHN RAYMOND-KKX) 915-949-2112 New Kids, R. Stewart, Aerosmith, Madonna, Skid Row.

MEMPHIS, TN (TOMM/MAURICE-KZP) 901-422-9090 E. Money, Babyface.

MEMPHIS, TN (TOMM/MAURICE-KZP) 901-422-9090 E. Money, Babyface.

CENTRAL MISSOURI

ST. LOUIS, MO (ANDRE WOOTTON-KRKC) 314-644-1388 E. Money, J. Wallace.

KIRKSVILLE, MO (MIKE YOUNG-KEY) 816-627-1212 Technotr., J. Wallace.

KANSAS CITY, MO (ANDREW CRUZ-KKX) 816-421-1005 E. Money, T. Turner, Roverboy.

KANSAS CITY, MO (MATT ROYAL-MOKE) 816-531-2535 M. Morales, R. Stewart.


JEFFERSON CITY, MO (MOLANDER-COLE-KEY) 513-343-2500 Babyface, R. Stewart, New Kids.


JUNCTION CITY, KAN (FRED/PHILLIPS/KWFR) 513-763-2680 T. Turner, J. Wallace.


HOBBS, NM (PATTY JOHNSON-POWER) 505-897-9897 E. Money, Babyface.


SHOSHONE, ID (WILLIAM WAGNER-KFDR) 208-882-0140 R. Stewart, M. Morales, E. Money.
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DENVER, CO
GALUSIDA-12( 303-399-7200

ADULT CONTEMPORARY
Northeast
TORONTO, ON(WAYNE WEBSTER-CFDM) 416-926-9999 R. Stewart, Poo, B.Carli, Lou Gramm, M.Vanilli, New Kids...
PITTSFIELD, MA(RYAN/WILLS-CBEM) 413-439-3333 J. Stein, Manchester, Jive Bunny, R.Stewart.
GREENFIELD, MA(ROX ARCHER-WJAI) 413-734-4301 Chicago, Jive Bunny, Animal L., J. Jackson, O’Jays.
LOWELL, MA(PAUL BRENNAN-WLW4) 617-456-8486 RoyOribison, S. Mills, J. S. Ayson.
HYANNIS, MA(MICHAEL CHARLES-M ICD) 508-779-6000 R. Stewart, John Tesh.
FARMINGTON, ME(DONELDO DO-WKAI) 207-779-3000 B. Carli, Meat, John Voss, Tesh.
BURLINGTON, VT(GREG MULLEY-WVMT) 802-655-1620 Char, R. Stewart.
HARTFORD, CT(DAVID BERNSTEIN-WTSN) 203-352-1080 No Report, Frozen.
WILLAMETTE, OR(ERMAN WILIAM-WJAM) 503-456-1111 Tommison, Madonna, Manchester.
NEW HAVEN, CT(CRAY MCM CROWL-WXJW) 212-281-9600 R. Stewart, John Tesh.
WESTPORT, CT(STORMIN NORMAN-WBE) 203-635-9108 R. Stewart.
RANSTROUST, NJ(KINNER EMERY-WNTN) 201-538-1285 R. Stewart, John Tesh.
NEW YORK, NY(NY DUNKIN-WNYS) 212-752-3322 D. Henley, S. Red, Elton.
WHITE PLAINS, NY(NY/RICHARD WHTN-WFAS) 914-639-2404 R. Stewart.
ALBANY, NY(NY DUNKIN-WNYT) 212-752-3322 D. Henley, S. Red, Elton.

ADULT CONTEMPORARY
Midwest
BOSTON, MA
SUNNY JOE WHITE-WWZ/AM 617-390-1430
ADDS: Babyface, M. Griffith, N. Cherry.
NEW YORK, NY
SALVOWITZ/GABE-WNYT 212-840-1055
NEW YORK, NY
FRANKLIN TROY-Z100 212-239-2200
NEW YORK, NY
LEIGH LUST-WNYF 212-594-3040
MIAMI, FL
TOMMY AMBER-WLAW 305-946-3200
NEW YORK, NY
THOMAS BLAKE-BS 212-546-3200
MIAMI, FL
P. RICHARDS/Rocker-Power 980-320-9400
NEW YORK, NY
BILL PANKER-Power 986-355-5323
MIAMI, FL
MARK JACKSON-WHTY 313-375-4440
CROSSOVER
BOSTON, MA
SUNNY JOE WHITE-WWZ/AM 617-390-1430
ADDS: Babyface, M. Griffith, N. Cherry.
NEW YORK, NY
SALVOWITZ/GABE-WNYT 212-840-1055
NEW YORK, NY
FRANKLIN TROY-Z100 212-239-2200
NEW YORK, NY
LEIGH LUST-WNYF 212-594-3040
MIAMI, FL
TOMMY AMBER-WLAW 305-946-3200
NEW YORK, NY
THOMAS BLAKE-BS 212-546-3200
MIAMI, FL
P. RICHARDS/Rocker-Power 980-320-9400
NEW YORK, NY
BILL PANKER-Power 986-355-5323
MIAMI, FL
MARK JACKSON-WHTY 313-375-4440
CROSSOVER
BOSTON, MA
SUNNY JOE WHITE-WWZ/AM 617-390-1430
ADDS: Babyface, M. Griffith, N. Cherry.
NEW YORK, NY
SALVOWITZ/GABE-WNYT 212-840-1055
NEW YORK, NY
FRANKLIN TROY-Z100 212-239-2200
NEW YORK, NY
LEIGH LUST-WNYF 212-594-3040
MIAMI, FL
TOMMY AMBER-WLAW 305-946-3200
NEW YORK, NY
THOMAS BLAKE-BS 212-546-3200
MIAMI, FL
P. RICHARDS/Rocker-Power 980-320-9400
NEW YORK, NY
BIL
Far West

STATELINE, NV (WYNN/URI HARRIE/KRJT) 916-541-6681 R.Stewart, Carpenter, R.L. Jones
RENO, NV (GARY BARTHOLOMEW-KKLT) 702-832-1000 P. Carrack.
CARSON CITY, NV (FRED PRIMMER-KKPT) 702-842-1319 No Report, Frozen.
LOS ANGELES, CA (JAYE/MICHELLE-KCAL) 213-385-0101 No Adds.
PALM SPRINGS, CA (T-EDWARDS/VERDUGO-KI) 213-937-7709 Chicago.

SANTA MONICA, CA (MANON HENNEY-ES) 310-458-1031 Tears/Fear.
PALM SPRINGS, CA (JOE THIBAULT-KSMI) 760-321-1211 Bill, T. S.Wariner, T.Turner.

OROVILLE, CA (BRIAN NEAL-KORV) 916-533-1340 Carpenter, John.

CHICO, CA (BILL CRAWFORD-KPAY) 916-34590021 No Adds.

EASTON, MD (BOB DAVIS-WJAL) 410-682-6985 Judds, S. Beatty.

COUNTRY ADDS

Northeast

BROCKTON, MA (MARK BRUNSDON/WKJY) 508-587-2400 Straight, M.Penn.

BROOKLYN, NY (MARK BRUNSDON/WKJY) 508-587-2400 Straight, M.Penn.

MASSACHUSETTS (KTBX) 508-587-2400 Straight, M.Penn.

WATERTOWN, NY (BIL DEBELLO) 315-782-6640 Do.

COUNTRY ADDS

SOUTHEAST

WASHINGTON, DC (GARY MCCARTHY-WDCQ) 202-382-8330 V.Goodin, Bailey, Judds.


Baltimore, MD (GREG COLE-WOB) 310-366-3925 Do.

BOSTON, MA (GREG BARRETT-WBJR) 310-689-6877 Do.

FREDDIE, (MOJOEE DCASTRO-WSO) 310-563-5400 Foresters.

WILLIAMSPORT, MD (WILLIAM HARBUR) 310-223-3850 Straight.


Baltimore, MD (GREG COLE-WOB) 310-366-3925 Do.

FROSTBURG, MD (GREG BARRETT-WBJR) 310-689-8177 Do.

COUNTRY ADDS

SOUTH

TALLADEGA, AL (DON配送S-WEY) 205-362-8880 R. Cash, Bellamys.

CARROLLTON, AL (ALAN RYAN/KWM) 205-367-8131 Straight, Judds.

SOUTHBORO, AL (ALAN RYAN/KWM) 205-367-8131 Straight, Judds.

TALLAHASSEE, FL (BILL KELLY-KNITI) 386-384-8211 Vance, B.Baker.

PENSACOLA, FL (STEVE RYAN-WWIDO) 904-434-7388 No Report, Frozen.

DESTINY/FALTON, FL (SLICK DAVIS-KFD) 904-837-0101 Frozen.

PENSACOLA, FL (SLICK DAVIS-KFD) 904-837-0101 Frozen.


NASHVILLE, TN (ALAN RYAN/KWM) 615-889-6595 Straight, M. Stuart.

JACKSONVILLE, FL (BROOKS-WR) 904-259-1105 Straight, M. Stuart, Bailey.


ASHVILLE, TN (MARVIN LEE/WHN) 615-889-6595 Straight, M. Stuart.

ANNISTOWN, TN (ALAN RYAN/KWM) 615-889-6595 Straight, M. Stuart.

GREENVILLE, SC (KEVIN KING-WSSL A/F) 803-242-1375 No Report, Frozen.

JACKSONVILLE, NC (BRENT LEWIS/WKRM) 919-482-1105 No Report, Frozen.

FOSTORIA, OH (JIM KNUTSON-WLW) 419-622-1105 Straight, Judds.

PASADENA, CA (ROBERT LEWIS-WKML) 919-483-9565 No Report, Frozen.

NORTHWEST

PORTLAND, OR (DRIBILL MINKER-KKPT) 503-543-5103 Strain, P. Carter, R. Tyler.


ASHVILLE, TN (ALAN RYAN/KWM) 615-889-6595 Straight, M. Stuart.

CARSON CITY, NV (FRED PRIMMER-KKPT) 702-842-1319 No Report, Frozen.

SANTA MONICA, CA (MANON HENNEY-ES) 310-458-1031 Tears/Fear.
PALM SPRINGS, CA (JOE THIBAULT-KSMI) 760-321-1211 Bill, T. S.Wariner, T.Turner.

OROVILLE, CA (BRIAN NEAL-KORV) 916-533-1340 Carpenter, John.

CHICO, CA (BILL CRAWFORD-KPAY) 916-34590021 No Adds.

EASTON, MD (BOB DAVIS-WJAL) 410-682-6985 Judds, S. Beatty.

COUNTRY ADDS
JAZZ/ADULT CORRESPONDENTS

- ORLANDO, FL
CHURCH/VELL-WQG 407-547-5557
**Southeast**

**WASHINGTON, DC**

**WAVS-RDS 501-306-0901**

ADDS: Tees/Fear, M. Piper, NuJarvis, Y. King, F. Young, K. Smith.


**MIDWEST**

**DEBBIE KLAYMANN 807-274-3277**


**MISSOURI**

**HELEN URRUTIA-RTD 607-788-0000**

ADDS: Teas/Fear, M. Piper, NuJarvis, Y. King, F. Young, K. Smith.


**ILLINOIS**

**JIM McNEIL-WCDB 518-442-5252**

- ALBANY, NY

ADDS: Poco, Himmelman, Loverboy, E. Money, Tears/Fear, Nuclear Vld.

**MIKE LOGAN-WNEW/FM 212-286-1027**

- NEW YORK, NY


**ANDREW MILLER-WUOG/FM 404-542-8466**

- S.COLUMBUS, OH


**JERRY MILLER-KABL 512-339-0336**

- ROCHESTER, NY


**ALBANY, NY**


**WATERTOWN, NY**

- NEW YORK, NY

ADDS: Pocci, G. White, M. Piper, Black Rain, Like Time.

**BUFFALO, NY**

- NEW YORK, NY

ADDS: Pocci, G. White, M. Piper, Black Rain, Like Time.

**PIKESVILLE, KY**

- LEXINGTON, KY


**ALABAMA**

- MIDWEST

ADDS: Pocci, G. White, M. Piper, Black Rain, Like Time.
**South**

**HUNTINGVILLE, AL**

SCHMIDT/BARTON-KXUS/FM 417-831-9700


**ALBUQUERQUE, NM**

PAUL KRIEGLER-KKOK/B illustrate 915-981-3800


**BOULDER, CO**

J.L.HOOKER-KBRC/KBBI/KBSP/KBBC 303-444-5600


**SAN FRANCISCO, CA**

STEVE COLE-KSPN 303-925-5776


**JOPLIN, MO**

JONES/JOHNSON-WORN 504-383-3243


**HUNTSVILLE, AL**

BOULDER/MTN/WMQ 504-932-3687


**HUNTSVILLE, AL**

JONES/JOHNSON-WORN 504-383-3243


**NEW ORLEANS, LA**

JONES/JOHNSON-WORN 504-383-3243


**JACKSONVILLE, FL**

JONES/JOHNSON-WORN 504-383-3243


**BILLING FOR MUS.CORR.**

**Southwest**

**ABILENE, TX**

LONGVIEW, TX

ADDS: E. Money, Lovelboy, Angels, Skid Row. MAX: D. Henley, R. Stones, Neil Young, Smithereen, Grateful D, MT. CARMEL.

**ABILENE, TX**

D.R. RUSSELL-KBKM 325-844-5015

ADDS: E. Money, Loverboy, Angels, Skid Row. MAX: D. Henley, R. Stones, Neil Young, Smithereen, Grateful D, MT. CARMEL.

**ABILENE, TX**

JASON L. PAGE-KFXR/KXUR 325-650-5565

ADDS: E. Money, Loverboy, Angels, Skid Row. MAX: D. Henley, R. Stones, Neil Young, Smithereen, Grateful D, MT. CARMEL.
**ALBUM/ALTERNATIVE CORRESPONDENTS**

**SANTA MARIA, CA**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.

**SANTA MONICA, CA**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.

**SAN DIEGO, CA**  
**ADDS:** Young F., F. Smithereen, Tears/Fear, Cult, Ian STAPLEFORDMALLORAN-91X 619-291-9191  
**ADDS:** Ocean Blue, Concrete B, Creatures, Stone Ros.. **MAX:** Ocean Blue

**SANTA MESA, CA**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.

**SANTA CRUZ, CA**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.

**SOUTH SAN FRANCISCO, CA**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.

**ST. LOUIS, MO**  
**ADDS:** No Adds. **MAX:** RadioT.4, The Bridge, B’hole Sr., Mudhoney, SANTA MARIA JRIATTER-KXLU 213-642-2865  
**ADDS:** Creatures, Eat, E.Dreamday, Indigo G., Lilac Time. **MAX:** Dylan.
"MISTER HEARTBREAK" is IRRESISTIBLE.

STEPHEN BISHOP

"MISTER HEARTBREAK"

The follow-up to the Top 10 A/C hit

"WALKING ON AIR"

GOING FOR REPORTS
ON MONDAY,
NOVEMBER 27

On Atlantic Records, Cassettes and Compact Discs
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UP & COMING

NSIDE A/C by Ron Fell & Diane Rufer

PHIL COLLINS leaps over RICHARD MARX, (not a pretty sight) to take the number one slot. PHIL does it in just five weeks—the quickest rise to the top of any record this year!!

MICHAEL BOLTON, a 14 to 8 to 5 mover is still pickin’ up double digit ADDs. This week the new include KAAK, KAER, KXLK, WMXG, WJBR/FM and KKMK. At it’s current growth rate it’s bound to go number one.

CHER’s latest, “Just Like Jesse James,” is showing a stats profile unlike anything she’s done recently. It moves 31-22-15 and among those who agree are i107.7, CKFM, CLEAR107, WJBR/FM and KRNO/FM. Expect a ten-point or better chart improvement by this time next week.

The aforementioned CHICAGO single, a mere number two MOST ADDED again this week. His 63 ADDs beats out his nearest competitor CHICAGO by 18 stations. This one’s not to be missed and among those who agree are i107.7, CKFM, WEL, WGOI/FM, KYJC, WWDE, KSRF, WAEB, WALR and WFAS/FM. Expect a ten-point or better chart improvement by this time next week.

JIVE BUNNY AND THE MASTERMIX-ERS, RECORD TO WATCH, last week did what’s expected of bunnies—multiplication. Picked up 25 ADDs from the likes of WBEC/AM, WELL, WHAI, WCEM/FM, KYFR, KTKS, KSGT and KITZ. With a total of 63 reports they fit well in the CHARTBOUND section this week.

RECORD TO WATCH this week is “Here And Now” by LUTHER VANDROSS. Expect female phones with every play.
"Satellites"
From her soon to be Gold album *Flying Cowboys*

- CRITICS CHOICE FOR 1989
- 5 STAR VH1 VIDEO
- MTV HEAVY ROTATION
- R&R A/C #6 NEW & ACTIVE

ADDED THIS WEEK:
WLHT       WDIF
WFMK       KNOX
WMGN       KRLT
WZNS       KFYR

"Reach Out For Me"
From her first Geffen LP release *Warm And Tender*

GAVIN A/C  29*-23*
65% HIT FACTOR
ADDS INCLUDE:
KGLO       WMT/FM       WIHN       WIRL
KKOR       KNUZ         WMGN       KKRBI
WRDB       WQXC         KUBC       WXTC
WLHT

ALBUM SALES OVER 150,000

- DON'T MISS OLIVIA HOST THE HOME SHOW - NOVEMBER 27TH
### HIT FACTOR

**A/C Research:**
Diane Rufer/Ron Fell

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

<table>
<thead>
<tr>
<th>Artist / Title / Label</th>
<th>Reports</th>
<th>Adds</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Hit Factor Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHIL COLLINS - Another Day In Paradise (Atlantic)</td>
<td>217</td>
<td>4</td>
<td>187</td>
<td>21</td>
<td>5</td>
<td>95%</td>
</tr>
<tr>
<td>RICHARD MARX - Angelia (EMI)</td>
<td>203</td>
<td>2</td>
<td>185</td>
<td>12</td>
<td>4</td>
<td>97%</td>
</tr>
<tr>
<td>LINDA RONSTADT featuring AARON NEVILLE - Don't Know Much (Elektra)</td>
<td>197</td>
<td>—</td>
<td>188</td>
<td>21</td>
<td>8</td>
<td>95%</td>
</tr>
<tr>
<td>DON HENLEY - The Last Worthless Evening (Geffen)</td>
<td>193</td>
<td>6</td>
<td>149</td>
<td>36</td>
<td>2</td>
<td>95%</td>
</tr>
<tr>
<td>MICHAEL BOLTON - How Am I Supposed To Live Without You (Columbia)</td>
<td>188</td>
<td>13</td>
<td>139</td>
<td>33</td>
<td>3</td>
<td>91%</td>
</tr>
<tr>
<td>BILLY JOEL - We Didn't Start The Fire (Columbia)</td>
<td>164</td>
<td>1</td>
<td>125</td>
<td>31</td>
<td>7</td>
<td>95%</td>
</tr>
<tr>
<td>WATERFRONT - Move On (Polydor/PolyGram)</td>
<td>168</td>
<td>16</td>
<td>87</td>
<td>66</td>
<td>9</td>
<td>91%</td>
</tr>
<tr>
<td>GLORIA ESTEFAN - Get On Your Feet (Epic)</td>
<td>164</td>
<td>1</td>
<td>116</td>
<td>34</td>
<td>13</td>
<td>91%</td>
</tr>
<tr>
<td>GRAYSON HUGH - Bring It All Back (RCA)</td>
<td>158</td>
<td>2</td>
<td>94</td>
<td>51</td>
<td>11</td>
<td>91%</td>
</tr>
<tr>
<td>SOULSISTER - The Way To Your Heart (EMI)</td>
<td>159</td>
<td>2</td>
<td>83</td>
<td>59</td>
<td>15</td>
<td>89%</td>
</tr>
<tr>
<td>ROXETTE - Listen To Your Heart (EMI)</td>
<td>138</td>
<td>1</td>
<td>87</td>
<td>40</td>
<td>10</td>
<td>92%</td>
</tr>
<tr>
<td>PRINCE (with SHEENA EASTON) - The Arms Of Orion (Warner Bros.)</td>
<td>141</td>
<td>6</td>
<td>54</td>
<td>63</td>
<td>18</td>
<td>82%</td>
</tr>
<tr>
<td>DIONNE WARWICK &amp; JEFFREY OSBORNE - Take Good Care Of You And Me (Arista)</td>
<td>145</td>
<td>5</td>
<td>27</td>
<td>97</td>
<td>16</td>
<td>85%</td>
</tr>
<tr>
<td>EXPOSE - When I Looked At Him (Arista)</td>
<td>133</td>
<td>2</td>
<td>72</td>
<td>44</td>
<td>15</td>
<td>87%</td>
</tr>
<tr>
<td>CHER - Just Like Jesse James (Geffen)</td>
<td>148</td>
<td>14</td>
<td>34</td>
<td>85</td>
<td>15</td>
<td>80%</td>
</tr>
<tr>
<td>MELISSA MANCHESTER - Walk On By (Mika/Polydor)</td>
<td>140</td>
<td>9</td>
<td>33</td>
<td>78</td>
<td>20</td>
<td>79%</td>
</tr>
<tr>
<td>RICKIE LEE JONES - Satellites (Geffen)</td>
<td>132</td>
<td>7</td>
<td>41</td>
<td>65</td>
<td>18</td>
<td>81%</td>
</tr>
<tr>
<td>NEW KIDS ON THE BLOCK - Didn't I (Blow Your Mind This Time) (Columbia)</td>
<td>125</td>
<td>7</td>
<td>31</td>
<td>65</td>
<td>22</td>
<td>76%</td>
</tr>
<tr>
<td>BONNIE RAITT - Nick Of Time (Capitol)</td>
<td>112</td>
<td>2</td>
<td>43</td>
<td>56</td>
<td>11</td>
<td>88%</td>
</tr>
<tr>
<td>ELTON JOHN - Sacrifice (MCA)</td>
<td>142</td>
<td>30</td>
<td>24</td>
<td>65</td>
<td>23</td>
<td>62%</td>
</tr>
<tr>
<td>STEPHEN BISHOP - Walking On Air (Atlantic)</td>
<td>113</td>
<td>—</td>
<td>51</td>
<td>46</td>
<td>16</td>
<td>65%</td>
</tr>
<tr>
<td>PAUL CARRACK - I Live By The Groove (Chrysalis)</td>
<td>126</td>
<td>12</td>
<td>22</td>
<td>67</td>
<td>25</td>
<td>70%</td>
</tr>
<tr>
<td>OLIVIA NEWTON-JOHN - Reach Out (Geffen)</td>
<td>115</td>
<td>10</td>
<td>15</td>
<td>60</td>
<td>30</td>
<td>65%</td>
</tr>
<tr>
<td>VONDA SHEPARD - Don't Cry Iene (Reprise)</td>
<td>105</td>
<td>3</td>
<td>16</td>
<td>60</td>
<td>26</td>
<td>72%</td>
</tr>
<tr>
<td>SIMPLY RED - You've Got It (Elektra)</td>
<td>99</td>
<td>1</td>
<td>26</td>
<td>52</td>
<td>20</td>
<td>78%</td>
</tr>
<tr>
<td>BELINDA CARLISE - Leave A Light On (MCA)</td>
<td>94</td>
<td>15</td>
<td>32</td>
<td>34</td>
<td>13</td>
<td>70%</td>
</tr>
<tr>
<td>KAREN CARPENTER - If I Had You (A&amp;M)</td>
<td>116</td>
<td>18</td>
<td>7</td>
<td>50</td>
<td>41</td>
<td>49%</td>
</tr>
<tr>
<td>LOU GRAMM - Just Between You And Me (Atlantic)</td>
<td>95</td>
<td>11</td>
<td>11</td>
<td>53</td>
<td>20</td>
<td>67%</td>
</tr>
<tr>
<td>TRACY CHAPMAN - Crossroads (Elektra)</td>
<td>84</td>
<td>—</td>
<td>17</td>
<td>51</td>
<td>16</td>
<td>80%</td>
</tr>
<tr>
<td>POCO - Call It Love (RCA)</td>
<td>83</td>
<td>—</td>
<td>15</td>
<td>49</td>
<td>19</td>
<td>77%</td>
</tr>
<tr>
<td>THE GRACES - Perfect View (A&amp;M)</td>
<td>86</td>
<td>3</td>
<td>4</td>
<td>54</td>
<td>25</td>
<td>67%</td>
</tr>
<tr>
<td>BARBRA STREISAND - We're Not Making Love Anymore (Columbia)</td>
<td>78</td>
<td>—</td>
<td>22</td>
<td>38</td>
<td>18</td>
<td>76%</td>
</tr>
<tr>
<td>JETS - The Same Love (MCA)</td>
<td>76</td>
<td>10</td>
<td>14</td>
<td>34</td>
<td>18</td>
<td>63%</td>
</tr>
<tr>
<td>PETER FRAMPTON - Holding On To You (Atlantic)</td>
<td>75</td>
<td>1</td>
<td>13</td>
<td>46</td>
<td>15</td>
<td>78%</td>
</tr>
<tr>
<td>TAYLOR DAYNE - With Every Beat Of My Heart (Arista)</td>
<td>75</td>
<td>9</td>
<td>15</td>
<td>28</td>
<td>23</td>
<td>57%</td>
</tr>
<tr>
<td>DONNA SUMMER - Breakaway (Atlantic)</td>
<td>68</td>
<td>1</td>
<td>18</td>
<td>31</td>
<td>18</td>
<td>72%</td>
</tr>
<tr>
<td>MILLI VANILLI - Blame It On The Rain (Arista)</td>
<td>77</td>
<td>16</td>
<td>20</td>
<td>17</td>
<td>24</td>
<td>48%</td>
</tr>
<tr>
<td>ROY ORBISON - Oh Pretty Woman (Virgin)</td>
<td>87</td>
<td>15</td>
<td>3</td>
<td>31</td>
<td>38</td>
<td>39%</td>
</tr>
<tr>
<td>ROD STEWART - Downtown Train (Warner Bros.)</td>
<td>118</td>
<td>63</td>
<td>2</td>
<td>31</td>
<td>22</td>
<td>27%</td>
</tr>
<tr>
<td>SKIPPER WISE - Standing Outside In The Rain (Cypress/A&amp;M)</td>
<td>77</td>
<td>14</td>
<td>3</td>
<td>28</td>
<td>32</td>
<td>40%</td>
</tr>
</tbody>
</table>

**PLUS FACTOR**

Records which received the greatest increase in Hit Factor

<table>
<thead>
<tr>
<th>Artist / Title / Label</th>
<th>LW</th>
<th>TW</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAREN CARPENTER - If I Had You (A&amp;M)</td>
<td>17</td>
<td>45</td>
<td>28%</td>
</tr>
<tr>
<td>ROD STEWART - Downtown Train (Warner Bros.)</td>
<td>—</td>
<td>27</td>
<td>27%</td>
</tr>
<tr>
<td>LUTHER VANDROSS - Here And Now (Epic)</td>
<td>12</td>
<td>37</td>
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<td>POCO - Nothing To Hide (RCA)</td>
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MOST ADDED

RICKY VAN SHELTON (71) (Columbia)
ALABAMA (59) (RCA)
EDDIE RABBITT (57) (Universal)
GEORGE STRAIT (53) (MCA)
DOLLY PARTON (42) (Columbia)

COUNTRY

2W LW TW

2 4 1 RONNIE MILSAP - A Woman In Love (RCA)
11 7 2 HIGHWAY 101 - Who's Lonely Now (Warner Bros.)
7 4 3 HOLLY DUNN - There Goes My Heart Again (Warner Bros.)
2 1 4 DON WILLIAMS - I've Been Loved By The Best (RCA)
8 6 5 LORRIE MORGAN - Out Of Your Shoes (RCA)
14 10 6 GLEN CAMPBELL - She's Gone Gone Gone (Universal)
6 5 7 PATTY LOVELESS - Lonely Side Of Love (MCA)
16 12 8 KEITH WHITLEY - It Ain't Nothin' (RCA)
1 3 9 SHENANDOAH - Two Dozen Roses (Columbia)
20 14 10 VERN GODSIN - That Just About Does It (Columbia)
22 15 11 RODNEY CROWELL - Many A Long & Lonesome Highway (Columbia)
17 13 12 TRAVIS TRITT - Country Club (Warner Bros.)
12 9 13 WILD ROSE - Breaking New Ground (Universal)
21 17 14 WILLIE NELSON - There You Are (Columbia)
23 18 15 CHARLIE DANIELS BAND - Simple Man (Epic)
25 22 16 SKIP EWING - It's You Again (MCA)
30 24 17 TANYA TUCKER - My Arms Stay Open All Night (Capitol)
24 21 18 NITTY GRITTY DIRT BAND - When It's Gone (Universal)
19 16 19 VINCE GILL - Never Alone (MCA)
27 23 20 BILLY JOE ROYAL - Til I Can't Take It Anymore (Atlantic)
31 25 21 STEVE WARINER - When I Could Come Home To You (MCA)
40 30 22 CLINT BLACK - Nobody's Home (RCA)
3 11 23 GARTH BROOKS - If Tomorrow Never Comes (Capitol)
35 27 24 K.T. OSLIN - Didn't Expect It To Go Down This Way (RCA)
38 32 25 DESERT ROSE BAND - Start All Over Again (MCA/Curb)
36 29 26 LIONEL CARTWRIGHT - In My Eyes (MCA)
5 8 27 MARY CHAPIN CARPENTER - Never Had It So Good (Columbia)
28 26 28 EARL THOMAS CONLEY - You Must Not Be Drinking Enough (RCA)
37 35 29 JO-EL SONNIER - If Your Heart Should Ever Roll This Way Again (RCA)
10 19 30 RANDY TRAVIS - It's Just A Matter Of Time (Warner Bros.)
39 37 31 BAILLIE AND THE BOYS - I Can't Turn The Tide (RCA)
32 33 32 JUDDS - One Man Woman (Curb/RCA)
40 33 33 JENNIFER McCARTER & THE McCARTERS - Quit While ... (Warner Bros.)
34 31 34 SUZY BOGGUSS - My Sweet Love Ain't Around (Capitol)
9 20 35 KENNY ROGERS - The Vows Go Unbroken(Always True To You) (Reprise)
36 36 36 ROSANNE CASH - Black And White (Columbia)
37 37 37 BELLAMY'S - The Center Of My Universe (MCA/Curb)
38 38 38 KATHY MATTEA - Where've You Been? (Mercury/PolyGram)
39 39 39 RICKY VAN SHELTON - Statue Of A Fool (Columbia)
40 40 40 FORESTER SISTERS - Leave It Alone (Warner Bros.)

CHARTBOUND

ARTIST TITLE LABEL

GEORGE STRAIT - Overnight Success (MCA)
JAMES HOUSE - Hard Times For An Honest Man (MCA)
JANN BROWNE - Tell Me Why (Curb)
SCOTT McQUAIG - Johnny And The Dreamers (Universal)

November 24, 1989/the GAVIN REPORT
**UP & COMING**

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<td>MARTY STUART</td>
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<td>MERLE HAGGARD</td>
<td>If You Want To Be My Woman (Epic)</td>
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<td>Where Did The Moon Go Wrong (Mercury/PolyGram)</td>
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<td>STATLER BROTHERS</td>
<td>A Hurt I Can't Handle (Mercury/PolyGram)</td>
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<td>* DOLLY PARTON</td>
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<td>CURTIS WRIGHT</td>
<td>She's Got A Man On Her Mind (Airborne)</td>
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<td>LES TAYLOR</td>
<td>Shoulda, Coulda, Wouldn't Loved You (Epic)</td>
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<td>DEAN DILLON</td>
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<td>BOBBY VINTON</td>
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<td>BILLY HILL</td>
<td>I Can't Help Myself (Sugar Pie Honey Bunch) (Reprise)</td>
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<td>CEE CEE CHAPMAN</td>
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<td>JOHNNY LEE</td>
<td>I Can Be A Heartbreaker Too (Curb)</td>
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<td>* RONNIE MC DOWELL</td>
<td>She's A Little Past 40 (Curb)</td>
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<td>MARIE OSMOND</td>
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<td>* JOE BARNHILL</td>
<td>Good As Gone (Universal)</td>
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<td>Love Is A Hard Road (MCA)</td>
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<td>* CONWAY TWITTY</td>
<td>Who's Gonna Know (MCA)</td>
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Dropped: #28 - Sawyer Brown, #33 - P. Overstreet, #34 - R. McEntire, #36 - D. Parton, #38 - Murray/Rogers, #39 Headhunters, S. Barmby, Marcy Bros., Faron Young.

**NSIDE COUNTRY**

KWDJ-Riverside Program Director Bill Georgi stopped to chat with Waylon Jennings after the Hoss's performance at the Farmer's Fair last month.

CONDOLENCES. Special Gavin condolences to Jo-el Sonnier and family on the untimely death of his wife, Jamie Sonnier, who died on Friday, November 17th in a massive heart attack at the age of 39. More details on the untimely death of his wife, Jamie Sonnier, who died on Friday, November 17th in a massive heart attack at the age of 39. For more details, see the News section of The Gavin Report.

**STATION HAPPENINGS.** Rob Edwards has been promoted to Music Director at KFLS-Klamath Falls, while Margo Vaughn moves over to their sister A/C station...KZLA-Los Angeles recently sponsored a celebrity auction to benefit victims of the earthquake. Over $12,000 was raised with such items as a Dwight Yoakam personalized gold record that went for $350, a Hank Williams Jr. satin tour jacket that went for $725, a pair of Ronnies glasses that went for $230 and an autographed L.A. Kings hockey stick that went for $550...Congratulations to WYCY-Havre de Grace's Gerry O'Brien and his new bride Mary Ann on their November 25th wedding. They had their reception at the same caterer place where they both met and worked at three years ago. (How romantic!...An exhausted Joel Muller called to tell us that KROW-Reno just finished up a 39 hour radiothon for St. Jude Children's Hospital that raised over $38,000.

**TOP REQUESTS**

- CHARLIE DANIELS BAND
- RONNIE MILSAP
- GARTH BROOKS
- VERN GODWIN
- SHENANDOAH

**LP CUTS**

- Randy Travis - Singing The Blues/Hard Rock Bottom Of Your Heart
- Mark O'Connor James Taylor - O! Blue
- Poco - When It All Began
- Nitty Gritty Dirt Band - The Valley Road (Hornby)
- Charlie Daniels Band - (What This World Needs Is) A Few More Rednecks
- Willie Nelson - The Highway

**ARTIST HAPPENINGS.** A couple of things to check out when you get a CD of the Ricky Van Shelton Christmas album. Mr. Van Shelton is the artist who painted the beautiful scene on the cover, and if the inside is autographed, that's no stamp! Our Nashville spy Lisa Austin has it on the best authority that Ricky has been patiently signing them one by one on his tour bus between concert appearances...The Bellamy Brothers recently raised $100,000 at their first annual benefit concert—the Snake, Rattle & Roll Jam, in San Antonio, FL. All proceeds will benefit a local San Antonio organization, the St. Anthony's School Foundation, and also a statewide program dedicated to the preservation of the Florida panther...Exile recently signed a recording contract with Arista Records...The Adm Publicity Group is now the exclusive publicist for George Jones.

Talk with you next week. The Gavin County Crew

---

28

the GAVIN REPORT/November 24, 1989
NEW RELEASES

RICKY SKAGGS - *Kentucky Thunder* (Epic)
Ricky continues his winning streak with an inspired vocal performance on this bluegrass rocker. It’s the title cut of Ricky’s latest and has been a favorite album cut. It’s easy to hear why.

CONWAY Twitty - *Who’s Gonna Know* (MCA)
A song about illicit love that’s sure to grow on you. The melody is lovely, and Conway sings it with conviction.

ALABAMA - *Southern Star* (RCA)
Their current album’s title cut starts slow, but really picks up midway through the record. Should quickly become another Alabama classic for their thousands of fans.

ROY ORBISON - *Oh Pretty Woman* (Virgin)
This live recording is from last year’s all-star concert featuring Bruce Springsteen, Tom Waits, Elvis Costello, k.d. lang, and a host of other talent backing up Orbison. They’re having fun singing this 1964 classic and it shows—the single has the loose feel of a party.

DOLLY PARTON - *He’s Alive* (Columbia)
The song that brought down the house at last month’s CMA Awards show has been released as a single due to listener demand. It’s a rousing, spine-chilling gospel song, recreating the days after Christ’s crucifixion and resurrection. Dolly handles the drama of the song in a way that only she can.

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

Total Reports This Week 202  Last Week 200
the GAVIN REPORT

MOST ADDED

1. THAT WE DO KNOW - UNCLE FESTIVE (DENON)

2. RIQUE PANTOJA & CHET BAKER (SOUND WAVE/TROPICAL STORM)

3. MOOD INDIGO - FRANK MORGAN (ANTILLES/ISLAND)

4. AT LAST - SAM RINEY (SPINDLETOP)

5. BEAUTY WITHIN - CHARNETT MOFFETT (BLUE NOTE)

JAZZ

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1. THAT WE DO KNOW - UNCLE FESTIVE (DENON)

2. RIQUE PANTOJA & CHET BAKER (SOUND WAVE/TROPICAL STORM)

3. MOOD INDIGO - FRANK MORGAN (ANTILLES/ISLAND)

4. AT LAST - SAM RINEY (SPINDLETOP)

5. BEAUTY WITHIN - CHARNETT MOFFETT (BLUE NOTE)

TOP TIP

SAM RINEY
AT LAST
(SPINDLETOP)

Healthy airplay stats—33 reports—in just two weeks for this commercial Jazz favorite.

RECORD TO WATCH

CLYDE CRINER
THE COLOR OF DARK
(NOVUS/RCA)

Twenty-nine believers this week are no longer in the dark over this versatile keyboardist.

CHARTBOUND

SAM RINEY (SPINDLETOP)
CLYDE CRINER (NOVUS/RCA)
*RIQUE PANTOJA & CHET BAKER (SOUND WAVE/TROPICAL STORM)
RANDY CRAWFORD (WARNER BROS.)
AHMAD JAMAL (ATLANTIC)
*UNCLE FESTIVE (DENON)

Dropped: #38 Pat Metheny Group, #43 Billy Childs, #45 Amina Claudine Myers, #46 Stanley Turrentine, #47 Robbi Mullins, Carlos Angeles.

*Debuts in chartbound

KEITH ROBINSON (ORPHEUS/EMI)
HANK JONES (CONCORD JAZZ)
*CHARLES EARLAND (MILESTONE)
*BOBBY HUTCHERSON (LANDMARK)
OUT OF THE BLUE (BLUE NOTE)

Out of the Blue

Reports accepted Thursdays only
9AM through 4PM
Station Reporting Phone (415) 495-1990
Gavin Fax: 415-495-2580

the GAVIN REPORT /November 24, 1989
ON YOUR DESK THIS WEEK —

A MAJOR, MULTI-FORMAT RELEASE FROM RCA VICTOR:

RICHARD STOLTZMAN WITH JUDY COLLINS

INNERVERSES

An exquisite album of superb instrumentals and introspective vocals from the world’s most preeminent concert clarinetist.

Explore this versatile crossover recording!
A sure bet for Adult Alternative, Jazz and beyond...

Produced by Jeremy Wall

"Stoltzman's work is wonderful... with some of Judy Collins' best work in years."
— Ron Sorenson, KBLE
The BMG Classics division of RCA, known primarily for its RCA Red Seal classical works, has resumed releasing newly completed progressive projects. Many will remember that Suzanne Ciani gained initial popularity via RCA Classics, as did Japanese synthesizer pioneer Tomita. Clarinetist Richard Stoltzman, who previously worked with Judy Collins on her Whales And Nightingales, recorded with Ms. Collins for two tracks on his newest Innervisions. Joining by pianist Bill Douglas, producer synthesist Jeremy Wall and bassist Eddie Gomez, Stoltzman elaborates his arrangement of Joni Mitchell’s “For Free” (about, appropriately, a busking clarinetist) to accommodate a spatial 3/4 duet with Collins’ velveteen, faraway phrasings.

Stoltzman’s clarinetics expand on producer Wall’s “By The Stream,” where drummer Danny Gottlieb replaces Collins in the quintet for Innervisions’ highest instrumental moments. For Jazz stations who dabble with Adult Alternative atmospheres, try the Gomez composition “Delgado.” Call RCA’s Pete Macnamera at 212-930-4044 for your copy.

AMBOS MUNDOS - BOBBY HUTCHERSON (LANDMARK)

For some reason I was ready for a Brazilian feast, but what I got here was some firebrand, aggressive Afro-Cuban. Ambos Mundos (which translates into “both worlds”) starts on an ambitious note with “Pomponio.” Vibist Bobby Hutcherson and producer Orn Runnström’s draw from a talent pool that includes local Bay Area percussionists who operate out of San Francisco’s rhythm-rich Mission District. So, immediately the Afro-Cuban flavorings spread west to Mexico, as Hutcherson covers “Besame Mucho,” which could well be considered the quintessential lounge anthem export of Mexico. But like Art Pepper, Hutcherson twiststhe standard like a pretzel, moving over to marimba. All through Ambos Mundos, Hutcherson is wailing away with his magic mallets. Guest guitarist Bruce Forman provides edge on “Tin Tin Deo.” And edge is precisely the key word here. This is not solely a sweet South American voyage. The music of Ambos Mundos pushes the envelope in terms of feel, exploring both major and minor key “mundos.” Soloists, particularly percussionist advisor Roger Glenn, deliberately keep this example of world music challenging.

INTRODUCING OPU5 - OPU5 (SYNTAX)

Caetano Veloso keeps us off balance by tossing radical Western spices into the boiling cauldron of Brazilian stew. Tominho Horta’s huddled vocalisms and melodies send the music to higher, more ecstatic levels. Now introducing Opus Cinco. This highly trained quintet harkens back to its early days of Uncle Festive’s jams. It’s state-of-the-art and ultra-smooth, with imaginative blends of keyboard sampling textures and engaging backbeat jams. It’s state-of-the-art and ultra-smooth, yet the sheer cleverness of Uncle Festive’s arrangements keep you on your edge, making it impossible to dislike. “In The Trail Of The Wind” snowballs into a fast 2/4 thing that begs for attenuation and that’s where the band gets you. Delivered in shimmering, wide-screen Denon soundscapes, the composition progresses to even more amazing heights. These cats can do more in their nine days of studio time than most groups can muster in nine months. Made in Hollywood, mastered in Japan, Uncle Festive is this week’s favorite rich uncle. Nice touch.

PH.D. - ART FARMER (CONTEMPORARY)

Ooo wow. The opening title track plays it way cool. Art Farmer’s fluegel sends shivers down my spine as images of dark New York streets fastball by. Farmer, who specializes in the middle register, shares a timely autumn mood. Moving on to the disc, you feel as if you’re moving through the disc, you feel as if the disc is literally the only thing that matters. Moving onward through the disc, you realize how advanced Ph.D. is by listening to the alumni involved. Kenny Burrell, the great Clifford Jordan, James Williams (who contributes well as a composer, arranger and pianist), Rufus Reid and the versatile Marvin Smith comprise an all star cast. Living in Vienna and splitting his time between the European and American continents, Farmer’s recording contributions are all the more special in that they warrant the type of deluxe treatment heard here. Recorded the old way—in two days flat—the arrangement mood and credits vary between orchestral or compact-sounding, depending on the tempo. To a degree, Ph.D. is one of this year’s richest moments. The contrast between Farmer and Clifford Jordan’s sax work creates much of that mystique and richness.

THAT WE DO KNOW - UNCLE FESTIVE (DENON)

Out of the gate with “Not For Nothin” and into the title track, it’s apparent that as a four piece, Uncle Festive is capable of coming up with imaginative blends of keyboard sampling textures and engaging backbeat jams. It’s state-of-the-art and ultra-smooth, yet the sheer cleverness of Uncle Festive’s arrangements keep you on your edge, making it impossible to dislike. “In The Trail Of The Wind” snowballs into a fast 2/4 thing that begs for attenuation and that’s where the band gets you. Delivered in shimmering, wide-screen Denon soundscapes, the composition progresses to even more amazing heights. These cats can do more in their nine days of studio time than most groups can muster in nine months. Made in Hollywood, mastered in Japan, Uncle Festive is this week’s favorite rich uncle. Nice touch.

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HIS TOUR DE FORCE
KENNY G LIVE

Billboard just named him "Top Contemporary Jazz Artist Of The Year" and his recent smash, Silhouette "#1 Jazz Album Of The Year." Now, two million concert fans and six million albums later, the #1 instrumental artist of the decade takes center stage performing all his best loved songs in his most powerful and natural setting: LIVE.

Kenny G Live includes the hits "Songbird," "Silhouette," "Don't Make Me Wait For Love" plus 2 new never before released studio tracks: "Going Home" and "Uncle Al."

KENNY G LIVE
Bringing Home the Warmest Holiday Cheer.

Produced by Kenny G
Direction: Turner Management Group

On Arista Chrome Cassettes, Compact Discs and Records.

MOST ADDED

1. AND OPEN THE SKY - NANCEE KAHLER (NEBULA)
2. ABACUS MOON - DON HARRISS (SONIC ATMOSPHERES)
3. AT LAST - SAM RINEY (SPINDLETOP)
4. THAT WE DO KNOW - UNCLE FESTIVE (DENON)
5. BEAUTY WITHIN - CHARNETT MOFFETT (BLUE NOTE)

TOP TIP

DON HARRISS
ABACUS MOON
(SONIC ATMOSPHERES)

Building a large airplay base after two solid add weeks. Highest debut this week at #46.

RECORD TO WATCH

NANCEE KAHLER
AND OPEN THE SKY
(NEBULA)

Feel-good keyboards from the Georgia skies. Kahler and band make a dent as this week's Most Added.

CHARTBOUND

*Dropped: #41 Rick Margitza, #48 Bill Wolfer, #49 Oceans, Don Randi, Amina Claudine Myers, Annie Haslam, John Lee Hooker, Paul Hardcastle.

34 the GAVIN REPORT November 24, 1989
A SEASONAL TRADITION FROM WINDHAM HILL

The Winter Solstice Concerts
Featuring Windham Hill Recording Artists

NIGHTNOISE

LIZ STORY

PHIL AABERG

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Check your local listings for venues and showtimes

Programmers: Watch for your special edition Winter Solstice CD

©1989 Windham Hill Productions Inc., Distributed by A&M Records Inc
THE ADVENTURES OF WOMEN & MEN

Pinkas put together a futuristic look at where synth music’s been and possibly where the heck it’s going. Naturally, songs like “In The 21st Century” and “Here Come The 90’s” are easy, almost disposable, compositions. But wait, there’s some meat here. “Hey Men,” a boogie woogie piece, is an outstanding lyric showcase of female and male character traits (“I got a woman inside/i said, hey men/quit knocking your children ‘round/quit mowing all your women down”). Not only can you dance to this one, you can think along as well. Plus there’s a righteous cover of Abba’s “S.O.S.”

NEW RELEASES

HITCHHIKER 2 - INDIGO GIRLS (EPIC)

Actually this is an “industry-oriented” promo CD that mixes the genres of Country and rock n roll from both the Columbia and Epic stables. Besides a few previously released gems from Shawn Colvin, James McMurtry, Rodney Crowell, the Indigo Girls, and others, there’s an advance taste from an upcoming album by the great O’Kanes and a brand new tune from our favorite singer, Rosanne Cash. Plus there are two trax from Mary Chapin Carpenter, whose biggest rock fan happens to be Sean Cookley of Arista Records. This anthology is designed to alert Alternative ears to the glories of American songwriters who, I feel, are much too precious to simply languish on the Country charts. Call Cheryl Lindsey in Nashville at 615-742-4345 and ask for this double disc set. I call it a bargain.

“PEACE IN OUR TIME” - EDDIE MONEY (COLUMBIA)

Affixed to his Christmas Best-Of package (like a “rider” on a congressional bill) is a brand new track Eddie Money cut just last September. It’s a timely piece of work that is in synch with what’s happening in the world. Who would ever have thought that we would see the erosion of the Eastern Bloc in our lifetime? This is a hopeful song that will hopefully worm its way into the holiday psyches of our listeners. If not, hey man, it’s a pretty good song anyway.

THE MIND IS A TERRIBLE THING TO TASTE - MINISTRY (SIRE/WARNER BROS.)

Ministry borrows (or, rather, turns) a phrase from the United Negro College Fund and, like their previous musical excursions, tremendously distort reality and melody as we know it today. Now how does one describe the music of Ministry? The band rips through craniums like paper. Using a barrage of slash guitars and vicious sampling, Ministry’s music is a series of twisted programming collages that are aggressive and argumentative. My favorite track is still “Thieves,” but watch out for the nasty on the outro. Raunchy stuff, but definitely on the slicing edge.

THE ADVENTURES OF WOMEN & MEN WITHOUT HATE - MEN WITHOUT HATS (MERCURY)

Forget all about “Safety Dance,” although Men Without Hats do revive it for the twenty-first century. Ivan, Stefan Doroshuk and Lenny up JWH as a Costelloesque songwriter with a bent towards guts and glory. This CD is actually a preview track from JWH’s album that we’ll be hearing a lot of come 1990. On this twenty-eight minute disc, Wesley has a word with Viv “Bonzo Dog” Stanshall. Like the music, the mood of the interview is zany and off-the-cuff.

ROD STEWART

One of this year’s underdog success stories is the emergence of the Indigo Girls, whose major label debut not only shook up the airplay charts, but sold solidly as well. But before there was a major label album, there were the Indigos on their own with what sounds like a well-planned independent assault. Strange Fire, in many ways, is superior to the popular subsequent release. It’s earthy and unabashedly acoustic, right down to the faithful cover of “Get Together,” best known as the Youngblood’s biggest hit record. I know a load of collectors who have the rare vinyl copies of this record are going to be bummed, but fans of the band will view the release of this record as a valuable prelude. KZ
## MOST ADDED

1. "PEACE IN OUR TIME" - **EDDIE MONEY** (COLUMBIA)
2. "TOO HOT" - **LOVERBOY** (COLUMBIA)
3. "ANYTIME" - **McCAULEY SCHENKER GROUP** (CAPITOL)
4. PRESTO - **RUSH** (ATLANTIC)
5. "DOWNTOWN TRAIN" - **ROD STEWART** (WARNER BROS.)
6. "NOTHIN' TO HIDE" - **POCO** (RCA)

## TOP TIP

**EDDIE MONEY**

"PEACE IN OUR TIME" (COLUMBIA)

Eddie sings a timely message as the Berlin Wall falls. Debuts at #39.

## RECORD TO WATCH

**MOTLEY CRUE**

"KICKSTART MY HEART" (ELEKTRA)

The Crue is back with big airplay and a cool bike reference.

---

## CHARTBOUND

*Debut in chartbound*

**LOVERBOY** (COLUMBIA) "HOT"
**GIANT** (A&M) "INNOCENT"
**MSG** (CAPITOL) "ANYTIME"
**MICHELLE SHOCKED** (MERCURY) "GREENER"
**BLACK RAIN SOUNDTRACK** (VIRGIN) "IGGY" "ALLMAN" "POCO" (RCA) "HIDE"

Dropped: #31 Bad English, #33 The Call, #46 Warrant, #50 Depeche Mode, Don Dixon, Pat Benatar, Max Q, ABWH, Tora Tora.
MOST ADDED

1. BEET - ELEVENTH DREAM DAY (ATLANTIC)
2. A MIND... - MINISTRY (SIRE/WARNER BROS.)
3. EARWIG - BLAKE BABIES (MAMMOTH)
4. LIVE - THE PIXIES (4-AD/ELEKTRA)
5. EVERYTHING... - WE ARE GOING TO EAT YOU (TVT)

ALTERNATIVE

2W  LW  TW
1  1  1  KATE BUSH - Anger, Sensual (Columbia)
14  2  2  JESUS & MARY CHAIN - Blues, Crazy, Planets (Warner Bros.)
3  3  3  PRIMITIVES - Sick, Secrets, Mirror (RCA)
4  4  4  MIGHTY LEMON DROPS - Heart, Midnight, Fiction (Reprise)
15  5  5  IAN McCulloch - Proud, Candleland (Sire/Reprise)
7  6  6  DAVID BYRNE - Mambo, Independence, Loco (Sire/Warner Bros.)
5  7  7  THE JAZZ BUTCHER - Invention, Bicycle, Burglar (Genius)
23  9  8  WONDERSTUFF - Asskiss, Gently, Goodnight (PolyGram)
20  15  9  PSYCHEDELIC FURS - Forget, Shine (Columbia)
10  10  10  DEPECE MODE - Personal (Sire/Reprise)
39  18  11  LAURIE ANDERSON - Baby Doll (Warner Bros.)
12  12  12  PETER MURPHY - Line (Beggars Banquet/RCA)
21  13  13  SMITHEREENS - Girl, Yesterday (Capitol)
11  14  14  TRACY CHAPMAN - Crossroads, Subcity, Freedom (Elektra)
16  16  15  FLESH FOR LULU - Time, Decline, Highwire, (Capitol/Beggars Banquet)
6  14  16  DEBORAH HARRY - Kiss, Want, Calmarie, Bike, (Sire/Reprise)
19  19  17  JOE STRUMMER - Shouting, Gangsterville (Epic)
8  17  18  SUGAR CUBES - Regina, Menue (Elektra)
22  22  19  MICHAEL PENN - No Myth, Brave (RCA)
32  23  20  YOUNG FRESH Fellows - Carrothead, (Frontier)
34  25  21  MICHELLE SHOCKED - Greener, Sister (Mercury/PolyGram)
13  21  22  STONE ROSES - Bangs, Elephant, Waterfall, Adored (Silvertone/RCA)
2  7  23  CAMPER VAN BEETHOVEN - Matchstick Men, Lottery (Virgin)
38  27  24  GRAHAM PARKER - Paper, Understanding, Slash (RCA)
46  35  25  MUDHONEY - Get, Sickness (Sub Pop)
9  34  26  NINE INCH NAILS - Down (TVT)
29  29  27  MEKONS - Memphis, Power, Amnesia (A&M)
28  28  28  MEAT PUPPETS - Monsters, Meltdown, Alive (SST)
35  31  29  LENNY KRAVITZ - Rule, Cab Driver, Garden (Virgin)
9  20  30  BIG AUDIO DYNAMITE - Contact, Union, James Brown, Bridge (Columbia)
37  32  31  LUSH - Baby, Bitter (4-AD)
40  32  32  DAS DAMEN - Daylight, Angel (Twin/Tone)
33  33  33  TIMBUK 3 - Holiday, Jesus, Waves (IRS)
39  34  34  GALAXIE 500 - Thunder, Day, Pity (Rough Trade)
18  24  35  SOUNDGARDEN - Loud Love, Ugly Truth, Hands All Over (A&M)
36  36  36  CREATURES - Standing (Geffen)
17  26  37  BAD BRAINS - Soul Craft, The Messengers (Caroline)
38  38  38  RED LORRY YELLOW LORRY - Temptation (Beggars Banquet/RCA)
39  39  39  PETER HIMMELMAN - 245 Days (Island)
40  40  40  MINISTRY - Thieves (Sire/Warner Bros.)
41  41  41  DEL FUEGOS - Move (RCA)
42  42  42  ADULT NET - Waking, August (Fontana/Mercury)
43  43  43  DRAMArama - Cigarette (Chamelecon)
44  44  44  NEIL YOUNG - Free (Reprise)
45  45  45  JANE SIBERRY - Bound By The Beauty (Reprise)
50  46  46  ERASURE - Drama (Sire/Reprise)

CHARTBOUND

*Debuts in chartbound

LILAC TIME - PARADISE... (MERCURY)
HOUSE OF FREAKS - ALL MY FRIENDS (RHINO)
ANIMAL LOGIC - A SPY... (IRS)
SCREAMING BLUE MESSIAHS - TOTALLY... (ELEKTRA)
FULL FATHOM FIVE - MULTINATIONL... (LINK)

Dropped: #32 Tears For Fears, #36 Innocence Mission.
#38 Squeeze, #43 Grapes Of Wrath, #50 Fuzztones.

ELEVENTH DREAM DAY - BEET (ATLANTIC)
DANIEL LANOIS - ACADIE (OPAL/WARNER BROS.)
MAP OF THE WORLD - AN INCH... (ATLANTIC)
BLACK RAIN - SOUNDTRACK (VIRGIN)
E. NEUBAUTEN - HAUS... (ROUGH TRADE)

the GAVIN REPORT/November 24, 1989
OYSTER BAND

Without reservation.

JUST COMING OFF TOUR WITH EXENE...

IF ANY GROUP IS GOING TO INCITE SLAM-DANCING TO ENGLISH ROOTS MUSIC, IT'S GOING TO BE THE OYSTER BAND.

On Polydor compact discs, cassettes and records.

Ride

The new album featuring "New York Girl", "Love Vigilantes" and "Polish Plain".

Produced by Dave Young

Management: Martin Goldsmith for Frontier Management

© 1983 POLYDOR LABELS, INC.
INSIDE ALTERNATIVE RADIO  by Linda Ryan

Not many changes in the upper half of the chart this week, in fact numbers 1-4 stay the same! Strong moves from Mudhoney and Nine Inch Nails as Commercial Alternatives get on the ball...Bill Gruber at WAPS in Akron, OH has ended my quest for the 'unattainable' mood ring. He's sending me a catalog where the list price for the ring is $5.99. Sounds like a bargain to me...WXRT's Lin Brehmer's fave rave is none other than Atlantic Record's newest signing, The Eleventh Dream Day...I'm sure you all had fun kissing relatives, going places, and eating turkey. I know I did! 'Til next week.

NEW RELEASES

THE CREATURES - Boomerang (Geffen)
It's been awhile since we've heard from the Creatures, aka Siouxsie and Budgie from Siouxsie And The Banshees. This album seems to take up where the last Siouxsie album left off. Remember Peek-A-Boo? The songs, which rely on Siouxsie's versatility as a vocalist, encompass a wide range of styles. The song "Standing There" has a tribal/jungle vibe, while "Killing Time" offers a hint of the blues. There is also a wide range of instruments (xylophone, steel drums, harmonica etc.) which add a new dimension to the songs. Aside from those already mentioned, check out "Pity," "Simoon" the bizarre "You" and "Strolling Wolfe." LINDA RYAN

HOTHOUSE FLOWERS - Just A Note (PolyGram)
This collection of 'outtakes' and live recordings was put together as a thank you note to all of you in Alternative radio for your support. Hence the title, Just A Note. It was a fantastic year for the band, and those of you who were lucky enough to see the band live (at the Gavin Seminar, perhaps?) witnessed one of the giving shows of the year. I mean, any band that can make a room of self-conscious radio and record people sing and dance has real talent! For one, I am looking forward to the new album, expected in 1990. Songs to check out include "Hydroman," the sing-a-long "Big Fat Heart" and the sparse, acoustic version of their hit, "Don't Go." It isn't often that the 'runts of the industry' get such a genuine, heartfelt thank you. LR

MY DAD IS DEAD - The Taller You Are, The Shorter You Get (Homestead)
From the instrumental opening track, "For Lack Of A Better Word," I was hooked. Then came lyrics full of hate, angst, love and longing. Intertwined with this reality check is a smooth rock sound of twangy guitar and unadulterated percussion. The poignant vocals are clean and clear. Tracks: "For Lack Of A Better Word," "Seven Years," "The Only One" (my favorite), "World On A String," "Nothing Special" (an acoustic delight), "A Man Possessed" and the other nine. Fine music from Cleveland. ROBERT BARONE

GOD'S LITTLE MONKEYS - New Maps Of Hell (Alias)
An English combo known as God's Little Monkeys deliver a kind of bastardized folkabilly that will have you slappin' yer thigh and singin' along in no time. The sharp satirical lyrics, are rooted in politics and social concerns, will bring to mind Billy Bragg. If you're not one to listen to lyrics (and I know you're out there—how else would "Turning Japanese" have been a hit?), you're missing one of the strongest aspects of this band. Songs to play over and over again include "Gas Town," "Pay That Money Down," "Minister For Motivation," and "Sounds Out The Symbols." LR

MINISTRY - The Mind Is A Terrible Thing To Taste (Sire/Warner Bros.)
Alain Jourgensen and Paul Barker follow their popular The Land Of Rape And Honey album with another successful set of raw, abrasive sounds that hit you in your gut. Hard, unrelenting, and hypnotic, the music pulls you in. And once in the web, the vocals seduce you. With each listen you become more curious about what these guys are saying. They don't paint a pretty picture. Tracks: "Thieves," "Burning Inside," "Never Believe," "Breathe," "So What," and the B side to the single, "Smothered Hope." Repeated plays create a craving for more, and more is better. ROBERT BARONE
THE PRIMITIVES

Featuring "Secrets"
from the album PURE
Produced by Paul Sampson & Wayne Morris.
GAVIN ALTERNATIVE: 3*

Graham Parker

The new album
Big Man On Paper
Produced by Graham Parker, Brinsley Schwarz & Jon Jacobs.
GAVIN ALTERNATIVE: 24*
GAVIN ALBUM: 26*
"Putting life into perspective"

MICHAEL PENN

Featuring "No Myth"
from the album MARCH
Produced by Tony Berg.
GAVIN ALTERNATIVE: 19*
GAVIN ALBUM: 38*

THE STONE ROSES

"I Wanna Be Adored"
Produced by John Leckie.
Just added at KROQ & WXRT
Top 5 request at 91X & WFNX

coming soon . . . MARY MY HOPE
New 5 track EP featuring "The Monster Is Bigger Than The Man"
ROCK CENSORSHIP IN THE USA

IS OUR MUSIC BECOMING ILLEGAL?

by Kent Zimmerman

Just this week I received a pamphlet from the editors of Rock & Roll Confidential. Let me explain the Confidential first. Published by journalist/author Dave Marsh on the East Coast with Lee Ballinger on the Left Coast, RRC is for people who take their rock, roll and soul to heart. It's great argumentative fodder. Named after a Hollywood scandal sheet that, during the fifties, nobody admitted reading ("I found this copy on the bus"), RRC publishes articles and news capsules more in the spirit of I. F. Stone or a left-wing version of the Kiplinger Report. With the seriousness of a political newsletter, RRC focuses on music. Over the last year, the subject of music censorship and the PMRC has been the crux of the Confidential's wrath. While a seemingly relieved music industry perceives the Washington Wives as a toothless, spent group of jet set crackpots, RRC cringes at how organized both the PMRC and the new right has become in regards to their opposition to music.

Since many of our Gavin readers live in all sized markets and towns, from the smallest to the largest, I'm sure a lot of programmers and music people can relate to the growing climate of conservatism that is spreading across the USA. Some of the groups we talk to feel it. Jerry Garcia of the Grateful Dead noted that, "It's straighter than Eisenhower out there now." The Doobie Brothers had to be careful with the "doobie" design of their tee shirts because, "There's the parent groups who always have to watch out for. Times have changed." Nowadays "the road" is a land mine for those bands who deal with potential volatile music content or audiences.

The scary part is that some of these right-wing hate groups are well organized, able to rally petitions with 100,000 names in a manner of days. Couple that with the fact that when an elected Washington representative takes a call from someone with an active membership of 100,000 and more, the impact is far greater than many of us want to admit. Using smear tactics that reach the top (Remember President Bush's Willie Horton campaign?), conservatives have their strategies down pat. It's scary in that they generally tend to HATE rock n roll.

Hence the publication of "You've Got A Right To Rock. Don't Let Them Take It Away." I know what you're thinking—more liberal-minded paranoid ramblings? Not exactly. The pamphlet is laced with national and local examples of record bannings, arrests over the purchase and performance of Rap and Roll, ridiculous lawsuits over "Satanic backward masking," homophobic legislation, PMRC censorship tactics, retail chain horror stories and boycotts and, sadly, the burning of records and books.

Of particular interest to the Rock censors is heavy metal. Now you and I know all about the economic power that metal has over our industry right now. How much of Geffen Records' profits last year represented a band of street punks like Guns 'N Roses? A lot. Now maybe we don't agree with some of the recent views espoused by the band's spokesman, Axl Rose, but you better believe that I'll lay down my professional career for their right to hang themselves with their freedom of speech. Ditto Public Enemy.

A week ago, an activist from the Rainbow Lobby knocked on my door asking for a sponsorship donation. They represent a variety of liberal causes (at the top, ironically, was election reform). We talked for half an hour about tactics. Since voter turnout is spiraling downward, this country is entering the dangerous situation of being run by a vocal minority. The latest cover of Time Magazine addressed the very same issue while the Today Show ran a story on the dwindling involvement of citizens in terms of government and issues. Our voter turnout is below El Salvador and Haiti, places where the electorate risks life and limb to cast a ballot.

Here's what you can do. Get involved. Keep your eyes open. If a pressure group is hassling your station or label, fight back. Assuage the fears of the sponsor with positive reinforcement. On September 25th of this year, Frank Zappa presented 50,000 anti-PMRC petitions to the Justice Department, so there is opposition to the censors. Contact Rock & Roll Confidential for a copy of "You've Got A Right To Rock." Free samples of their monthly publication are available. Address is Box 15052, Long Beach, CA, 90815. I'd call either Dave Marsh or Lee Ballinger about interviews. Call 213-594-6866. Get mad. Better yet get even.

So, really, who's safe and who isn't? Here in sunny California, it's getting risky. Just a few miles away, in a small boom town called Concord, where a young, gay black man "committed suicide" after he was lynched not far from a Bay Area Rapid Transit (BART) parking lot, a tiny electorate repealed a newly elected Anti-AIDS Discrimination law by a slim margin via a miniscule turnout. Not only that but an outside group who unilaterally claimed the attack was elected a seat on the City Council. Like I said, nobody's safe, not even those of us in liberal, kook-capitol San Francisco. Legalized discrimination and fascism is just down the road a-ways.
**CLASSIFIEDS**

**JOBS OPENINGS**


**ARE YOU HOT?** If so, then POWER 97.5 needs you for nights. Great phones a must. Females strongly encouraged. No calls, please. Rush T&R: Kevin Moore, WKZM Radio, Martinsburg, WV 25401. EOE [11/24]

**HELP! Atlantic Records took my afternoon MD/AT. Looking for a Classic Album type who is witty, fun & knows rock 'n roll. If you're a pro, send T&R ASAP: Dave Weissman, KRUR (New 94.1) Radio, 4140 King Avenue E., Billings, MT 59101. EOE [11/24]


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**COUNTRY WCHA, located in beautiful Orangeburg, Modesto, CA 95350.** Seeks host for midnights. Must be warm, unaffected, conversational and believable. T&R: Mark Segler, PO Box 3345, Mankato, MN 56002. EOE [11/10]

**TOP 40 99KG needs a morning drive personality with creativity and experience. T&R: Steve Davis, 617 S. Santa Fe, Salina, KS 67401. [11/10]

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**HELP, I'M BORED! NEED NEW CHALLENGE. Currently afternoons at WMED/AM-Peoria. If you're ready for a winner, call ROBERT ROTH: (309) 674-0190 or 688-3131. [11/24]

**TALENTED 22 YEAR OLD TOP 40 JOCK with ten years experience...five at WKDD. On the loose and ready to cook. Give me a shot to light up your phones! ROCKIN' RICK ALLEN: (216) 733-6133. [11/24]

**DEDICATED, YOUNG MORNIN G PERSONALITY with PD experience & voices, seeks chance to grow. Currently small market. JIM KELLY: (216) 256-1836. [11/24]

**HAVE CHALLENGE, WILL TRAVEL! Morning drive AT with MD experience looking to work at small or medium market. All offers considered. RICK: (406) 482-5862. [11/24]

**ATTENTION CAROLINAS & VIRGINIA! Looking for on-air, research or promotions gig. Plenty of computer experience. Hardworking and available. JIM DAVIS: (919) 947-5123. [11/24]

**SEEKING AM SIDEKICK, PM DRIVE or A/SST PD DUTIES. Prefer Top 100, Country, Gold, AOR or A/C formats. JACK REYNOLDS: (919) 738-5663 before noon EST. [11/24]

**CHEERFUL, HUMOROUS, ONE-TO-ONE DELIVERY. Seven year pro seeks major market position in Midwest. Leave word at (618) 397-3281. [11/24]

**AIR TALENT WITH B.A. & 21 MONTHS F/T EXPERIENCE seeks work anywhere in USA. I can write copy, production and love to work Familiar with all formats. MATT: (919) 834-6785. [11/24]

**EARTHQUAKE PROOF PROGRAMMING (I live five miles from the epicenter). Prefer NAC, E-Z Listening or A/C format. 10 years PD & 16 on-air. Gavin NAC nominee seeking new challenge. MARK HILL: (408) 688-5504. [11/17]

**CONTINUITY ANNOUNCER, SKILLED COPYWRITING & PRODUCTION. Seeking employment in Eastern Iowa. Prefer a job with both continuity and announcing. Four years experience. CARLA SCOTT: (712) 262-5460. [11/17]

**STABLE, EXPERIENCED Midwest Chief Engineer knowledgeable in all phases of radio. Desperate to relocate by December. Leave message for resume. (515) 955-5233. [11/17]

**CREATIVE, OFF-THE-WALL PERSONALITY looking for a station where I can do just that! DAVE: (619) 728-8996. [11/17]

**VERSATILE, YOUNG AT w/xx years experience. Have numerous voices and write comedy. Looking for sideticket at Top 40, AOR, or Oldies outlet. Willing to relocate. STEVE: (218) 778-6918. [11/17]

**EXPERT IN PROMOTIONS AND MUSIC. Female AT w/Midday and Afternoon experience. Have worked for top consulting firm. For T&R: (704) 896-0002. [11/17]

**VETERAN TOP 40/OLDIES AT available. Seeking professional Top 50 station—former station turned satellite. CALL: (407) 658-2545. [11/17]

**LOOKING FOR SPORTS DIRECTOR/ANCHOR POSITION. Play-by-play, color and anchor experience. Willing to relocate if offer is right. STEVE: (215) 562-4710 after 12 p.m. [11/17]

**PORTLAND AREA A/C PD looking for new challenge in a medium West Coast market or Asst/PD/MD position at large market station. I'm successful & have outstanding references! RICH PATTENSON: (503) 684-0306. [11/17]

**SERVICE REQUEST**

**WELF: A/C needs service from Warner Bros., MCA and Capitol. PO Box 826, 36913 Stevens Boulevard, Willoughby, OH 44094. [11/24]

**KROZ: Tyler's original Country Rose is back! We need Country Service from all labels. Mike O'Neal, PO Box 4248, Lake Park Drive, Tyler, TX 75712, or call (214) 593-1744. [11/24]

Gavin provides free advertising to subscribing RADIO stations with job openings & service requests, as well as to individuals seeking employment. All other advertising must run display. Contact Natalie Cusenza at 415-495-1990 for rates on display advertising and blind boxes. For job openings, availables & service, send your FREE listings by mail or FAX to: Gavin Classified, 140 2nd Street, San Francisco, CA 94105 or FAX at (415) 495-2580. Your listing will be edited accordingly & will run 1-2 weeks unless otherwise specified. Deadline for copy is Monday.

November 24, 1989/1he GAVIN REPORT
DEPECHE MODE - Personal Jesus (Sire/Reprise)
Those top-notch technicians of techno-pop have created a sensational track, complete with five mixes. Played as an import in House Music Personal Jesus (Sire/Reprise), it became a big hit at 93Q and ENERGY 96.5 where MD Michael Newman says it was an enormous callout item with women 18-34. Leo Vela, Q96 San Antonio is another Lone Star State programmer who testifies it's a winner, taking it to #1 this week. Leo says he's had no negatives and in fact, had a minister tell him how great he thought the message was.

SA-FIRE - I Will Survive (Mercury/PolyGram)
Ten years ago Gloria Gaynor's original version went to #1 and in the process became a theme song for the woman's movement. Resurrected by Sa-Fire and producer Oliver Leiber, it sounds fresh all over again and finds its way onto the soundtrack of "She Devil." Be sure to check out the hot rap version.

JOE COCKER - One Night Of Sin (Capitol)
What a difference a good batch of songs can make. Joe has had his downside moments during the past twenty-two years and while we can't blame it all on song selection, even the best Cocker albums have come up short in the consistency department. Here, with the brilliant pop producer Charlie Midnight, Joe soars through a dozen winners. The lead single, "When The Night Comes," already a big Top 40 and Album Radio hit, is written by Bryan Adams, Jim Vallance and the super hot Diane Warren. Down the road a track or two is the old Pips hit, "I've Got To Use My Imagination." Later on, Joe turns the old classic, "Fever," into a chillin' hot rock ballad, followed by a Nick Gilder song "You Know We're Gonna Hurt," the prettiest song he's sung since his duet with Jennifer Warnes on "Up Where We Belong" nearly eight years ago.

SAFIRE
I Will Survive

MELISSA MANCHESTER - Walk On By (Mika/Polydor)
Must be the year for Dionne Warwick music; however, Melissa gives this 1964 smash new meaning in 1989, dedicating it to the country's thousands of homeless youth. She's also donating a portion of the profits from this release to the cause. A classic Hal David/Burt Bacharach composition, Melissa's exceptional vocal interpretation and the message she's trying to get across, (helped by a thought-provoking video) makes for a potent combination.

JESUS AND MARY CHAIN
THE BEAT OF PASSION.

KATE BUSH.

LOVE AND ANGER.

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HER BREAKTHROUGH ALBUM.

"THE SENSUAL WORLD."

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