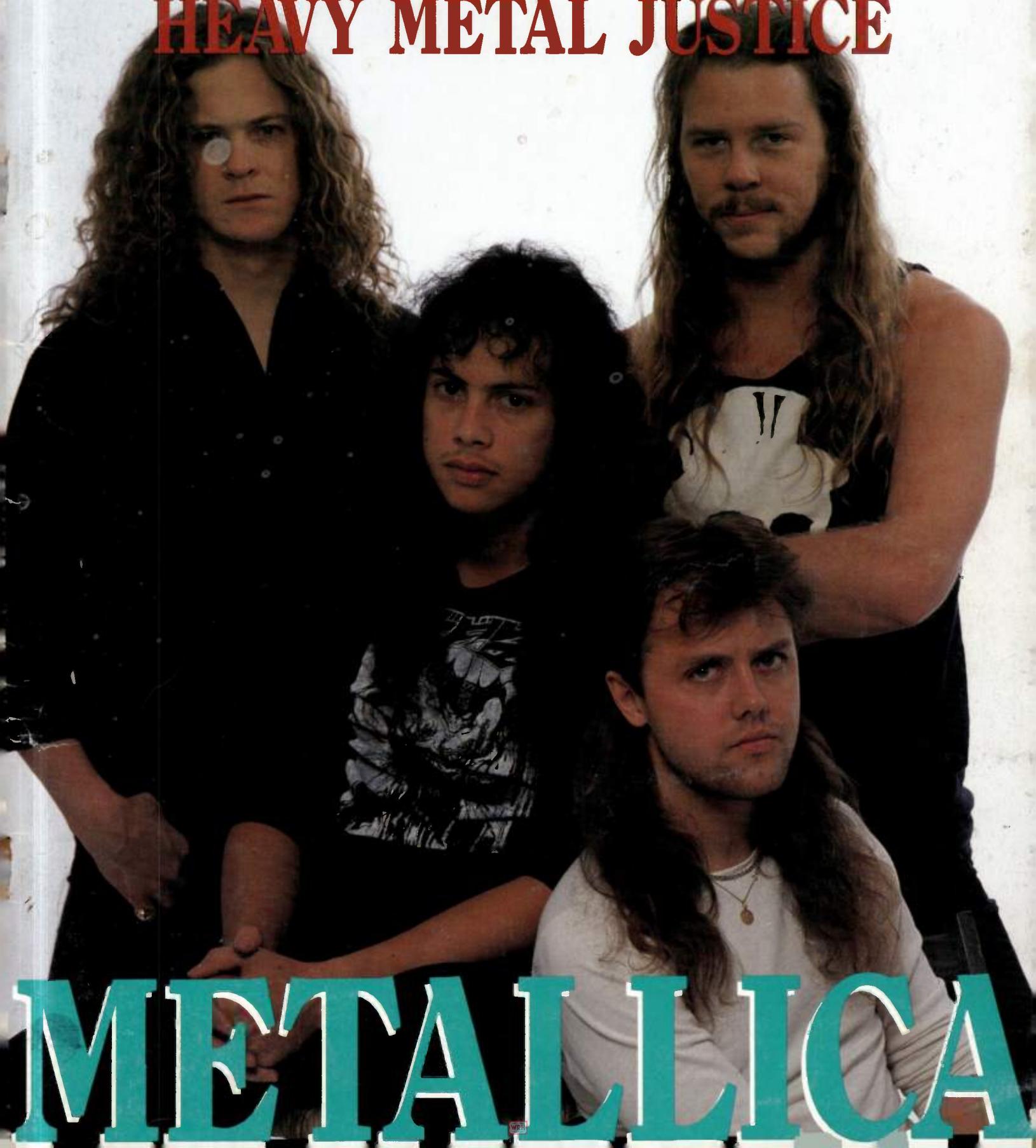


the GAVIN REPORT

ISSUE 1745, FEBRUARY 24, 1989

HEAVY METAL JUSTICE



METALLICA

ELEKTRA'S FIRST RELEASE OF 1989 DEBUTS IN THE U.K. AT

#1

a new Flame

SIMPLY RED

FEATURING THE SINGLE AND VIDEO
"IT'S ONLY LOVE"
ALREADY A MULTI-FORMAT SMASH

PRODUCED BY STEWART LEVINE
REPRESENTATION - WORLDWIDE - SO WHAT ART LTD.
USA - IN ASSOCIATION WITH BURTON MANAGEMENT



ON ELEKTRA CASSETTES,
COMPACT DISCS AND RECORDS.

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GAVIN AT A GLANCE

TOP 40

MOST ADDED

DEF LEPPARD
Rocket (Mercury/PolyGram)
DEON ESTUS
Heaven Help Me (Mika/Polydor)
ANIMATION
Room To Move (Polydor/PolyGram)

RECORD TO WATCH

TONE LOC
Funky Cold Medina
(Delicious Vinyl/Island)



JAZZ

MOST ADDED

JORGE DALTO
Rendez-vous (Cheetah)
ERIC GALE
Let's Stay Together (JCI)
RAY BRYANT
Golden Earrings (Emarcy/PolyGram)

RECORD TO WATCH

RAY BRYANT
Golden Earrings (Emarcy/PolyGram)



URBAN

MOST ADDED

SKYY
Start Of A Romance (Atlantic)
BOY GEORGE
Don't Take My Mind On A Trip (Virgin)
KARYN WHITE
Love Saw It (Warner Bros.)

RECORD TO WATCH

LIA
True Obsession (Virgin)



ADULT ALTERNATIVE

MOST ADDED

BOBBY LYLE
Ivory Dreams (Atlantic)
SPECIAL EFX
Confidential (GRP)
DAVID ARKENSTONE
Island (Narada/Equinox)

RECORD TO WATCH

LYLE LOVETT & HIS LARGE BAND
(Curb/MCA)



A/C

MOST ADDED

SIMPLY RED
It's Only Love (Elektra)
ROBERTA FLACK
Uh-Uh Ooh Ooh Look Out
(Here It Comes) (Atlantic)
PETER NOONE
I'm Into Something Good
(Cypress/A&M)

RECORD TO WATCH

NYLONS
Poison Ivy (Windham Hill/A&M)



ALBUM

MOST ADDED

THE RADIATORS
"Confidential" (Epic)
DEF LEPPARD
"Rocket" (Mercury)
ROBYN HITCHCOCK
"Madonna Of The Wasps" (A&M)

RECORD TO WATCH

THE RADIATORS
Zig-Zaggin' Through Ghostland (Epic)



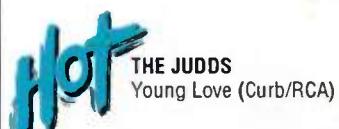
COUNTRY

MOST ADDED

RANDY TRAVIS
Is It Still Over? (Warner Bros.)
ALABAMA
If I Had You (RCA)
DWIGHT YOAKAM
I Got You (Reprise)

RECORD TO WATCH

THE SHOOTERS
If I Ever Go Crazy (Epic)



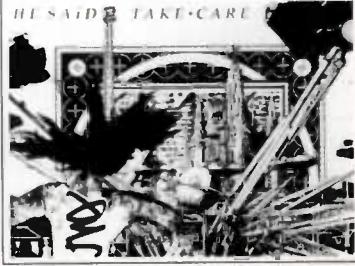
ALTERNATIVE

MOST ADDED

ROBYN HITCHCOCK
"Madonna Of The Wasps" (A&M)
GUADALCANAL DIARY
"Always Saturday" (Elektra)
YELLO
Flag (Mercury/PolyGram)

RECORD TO WATCH

MURPHY'S LAW
Back With A Bong! (Profile)



SEMINAR REPORT

see page 4

NEWS

GAVIN AWARD WINNERS

see page 18

ERIM ATLANTIC SENIOR VICE PRESIDENT

Atlantic Records' Chairman Ahmet Ertegun and President Doug Morris have announced that Tunc Erim has been elevated to Senior Vice President.

Erim began his career at Atlantic in 1966 as Assistant Studio Manager. In the ensuing years he worked in the Artist Relations, Promotion and Artist Development departments. In early 1983 Erim was named VP/Assistant to the President.

Doug Morris, in making the announcement, said, "Tunc boasts a level of experience that few music business executives can equal... I am delighted to



announce this much-deserved promotion."

K-SOLD

Venture capital company TA Communications Partners has reached an agreement with United Broadcasting Company, Inc. to purchase UBC's holdings. The sale is still subject to FCC approval, but changes are being felt within the properties.

The Massachusetts-based TA is spending an estimated \$120 million on UBC's 9 radio stations and the United Cable Company of New Hampshire. They had previously owned 21% of the company.

Immediate change was felt at KSOL-San Francisco where Program Director Marvin Robinson has announced his retirement.

TWO NEW AT 'Q'

Marcia Platzer is the Assistant Program Director/Music Director at The New Q-102-Philadelphia. She was last seen at Z-100 in New York, and before that was Music Director at WSNI-Philadelphia.

Frank Cerami, formerly of WUSL/Power 99 FM-Philadelphia has been appointed Dance Music Coordinator.

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Symphonic Metallic Cacaphony



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Northern California's #1 Music Station

KMEL
101.7 FM

S A N F R A N C I S C O

**WE'RE HONORED TO BE
WINNERS**

OF THE
1989 GAVIN SEMINAR FOR MEDIA PROFESSIONALS AWARDS!

•
TOP 40 MAJOR MARKET STATION OF THE YEAR
•

MUSIC DIRECTOR OF THE YEAR

- KEVIN WEATHERLY, KMEL-SF/KIIS/FM-LOS ANGELES



FOURTH ANNUAL GAVIN SEMINAR A HIT

by Beverly Mire

SRO crowds began Thursday evening, cramming into the Alternative Conclave, and no seats were available right through to the closing event, the first Annual East-West Softball game, sponsored by A&M Records and Gavin College Station of the Year, KUSF.

Highlights? There were so many. Fifteen hundred people shared fifteen hundred different experiences. The age span ran from 20 year old Gavin Assistant/KUSF Promotion Director Judy Asman to 75-year-old veteran Juggy Gayles.

One third of Kent Zimmerman and Peter Standish's Alternative Conclave audience was college students. Guest Denise Sullivan, proprietor of the record store Hall of Records turned up the heat right away, by starting a discussion on the difficulty of getting stocked with Alternative records, and hearing from radio stations what they are playing. Steve Masters of LIVE 105 maintained that it was up to record stores to initiate relationships, and all record company reps who responded mentioned that they are beefing up their alternative departments. Funniest line of the evening went to Gavin Marketing Rep Bob Galliani, who made fun of Record Execs that might have to call on the growing number of HIGH SCHOOL stations: "How does it feel to put on hold by a guy named Scooter?" he asked.

Following the Alternative Conclave, the Zimmersmen hosted an evening of "Cool Talk and Hot Jazz" in a dimly-lit, atmospheric mock-nightclub. Co-host Cliff Gorov remarked that the six-month-old Gavin Jazz chart is giving new credibility to the format, and that it's getting new exposure in many subtle ways—billboards showing sax players as part of the design, for instance. Gorov mentioned the new Yves St. Laurent "Jazz" cologne, and said (but he might be biased) "I think it smells great!" The Zimmersmen were proud to say that they have 125 reporters already and, as a yardstick they mentioned that "It took five years to get 125 album reporters!" Following the discussion, Portrait artist Michel Camilo played an excellent set.

Friday morning marked the official opening of the Fourth

Annual Gavin Seminar For Media Professionals with state of the industry speakers Pyramid CEO Rich Balsbaugh and Elektra Chairman Bob Krasnow.



Rich Balsbaugh

Balsbaugh spoke first, opening up controversy by stating that there isn't enough new product available to radio stations. He also opined that entrepreneurial companies such as Pyramid will replace the ABC's and CBS's of the world, and that record people would begin migrating to radio, and, he said, "someone will spend \$100 million on a single radio station in the year 1989." When Krasnow got up to take his turn he addressed Balsbaugh immediately. Taking issue with the "no new product" statement, he listed successful Elektra artists, and averred that radio is reluctant to play them, "You spend time thinking of ways to say no!" he said. Despite the gloves-off conversation, both men closed by saying, "We can't survive without each other."

GUNS N' ROSES N' SUCCESS. Gavin Publisher Ron Fell hosted a unique event that discussed the rise of 1988 metal phenom Guns N' Roses. Geffen Executives Al Coury, Tom Zoutat, Eddie Gilreath, Robin Rothman and the band's Duff chronicled the rise of a band that reached 1 million in album sales without airplay. With the use of audio, visual, and oral descriptions by Executive, Sales and A&R personnel we followed the band from cult status to touring to MTV to radio to over 10 million records sold.

SONG POWER. Sire's Howie Klein and Kent Zimmerman hosted an exciting discussion on artists' perspective of their songs. The most outspoken guest was rap artist Ice-T who explained the violent imagery of his album, "Colors" in matter-of-fact terms.

"I deal with the hard core rap audience," he said. "These are the kids that WILL go out and shoot you in the face." Ice-T went on to explain that his album



Bob Krasnow

covers grab his fans, and when they get inside the album, he gives them an important message. "Don't judge the book by the cover, read the G-----n book!" he



said to his detractors. Ice-T was joined on the panel by Melissa Etheridge, who sang a powerful rendition of "Chrome Plated Heart" and said that her "intensity comes from truthfulness"; Andy Partridge of XTC who talked about marriage and children changing music: "After making life, records aren't so important.", and Jackson Browne who felt that even though he and Ice-T were miles

away culturally, they are more alike than they seem. Browne, whose activism is well-known said, "Song is powerful because it is repeated."

TOM PETERS, our keynote event, spoke to a packed room about the importance of good management. His main concern was "success breeding complacency." He used as examples American institutions such as Wal-Mart, Sears, General Motors and IBM who have been overcome by "such upstarts at Nordstrom, Honda and Apple."



"We have to learn to love change and welcome change," he said. "In this world you have to have crazy people on your payroll. You've got to be as crazy as your environment, or you'll lose!"

STAR GAZING: The cocktail party hummed. Everyone from Alice Cooper to Barry Manilow to Tiffany was there. The food was great, the drinks plentiful.

WHEN YOU PLAY IT, SAY IT. Saturday's RIAA session was hosted by Mike Shallett of the Street Pulse Group and his guests were CBS' Kid Leo, Virgin Records' Phil Quartararo, Garry Wall of Q106-San Diego, Brian Phillips



GAVIN

SEMINAR *cont.*

of KDWB-Minneapolis and Lee Masters of MTV. Saying it when you play it is something everyone agrees on, but the conversation took a different twist when Garry Wall, though agreeing that it's good programming, asserted that "people don't actually listen that carefully." His suggested solution was for record companies to buy more radio time. "If a station plays the record four times a day, and the record company schedules four commercials a day, you double the rotation," he said. Shallett said that that was the first time buying advertising came up as a proposed solution to the "say it" dilemma. A second proposed solution was customized drop-ins by new artists pre- or back-announcing their songs.

THE PERFECT A/C. Ron Fell took the microphone and he and co-hostess Diane Rufer asked their panel of Gavin Music Director Award nominees, among many other things, to define the perfect A/C. "Anything that makes the someone 25-50 feel good," KVIL's Frank Miniaci said. "Assess the market and fill the need. I believe that the adult listener needs to count on the station for consistency—and no surprises." And regarding what record selection to play KOST's Liz Kiley lamented that "record stores are no help. They're concerned with what's 'hip'." Added WSKY's Brian Lee "once you do the research"—(he tapped his heart).

URBAN RATINGS. Betty Hollars and John Martinucci were joined by Gavin Columnist Jhan Hiber, Birch's John Dobel, KDAY's Ed Kirby, V103's Ray Boyd and KACE's Jim Maddox. The newly designed Arbitron Diary was a topic of concern in both the Urban and Top 40 sessions. Ratings expert Hiber explained the basics of both the old and new methodology, and the dangers of the new diary. He explained to the Urban audience that "the diary is designed for the Ozzie and Harriets of America—the white, mid-West, Oldsmobile drivers." He also stressed that many urban programmers don't fill out their ARB information/ descriptions correctly. "Don't shoot yourself in the foot by not giving ARB the incorrect info."

ALTERNATIVE BREAKS OUT. College and Alternative radio and record execs took the time to break out into separate workshops to discuss topics of particular interest. Focused on were 1) Tracks orientation: the trend to tracks instead of entire albums; 2) Commercial Alternative: striving and thriving; 3) Retail; 4) Promotional Opportunities and Station Image. Host Peter Standish offered insight and opinion to each group and will discuss his findings in an upcoming Gavin issue.

THE TOP OF TOP 40. Dave Sholin was joined by Gavin's Jhan Hiber, Emmis' Rick Cummings, Nationwide's Guy Zapoleon and Vallie Consulting's Dan Vallie. As at

the Urban Session, the newly designed Arbitron Diary was the main concern. Hiber considers it a definite threat to the well-being of Top 40, citing listening drops everywhere. He asserts that the diary has lowered the literacy of the literature and that it's a lazy diary keeper's dream. One of the dangers of this new Arbitron tactic is that even time spent listening to music while you're on hold can be reported. The call went up from radio programmers to lobby against the new diary, but until action could be taken radio is urged to learn how to win with the current methodology. PolyGram's John Brodey offered record company support when radio decides to act on Arbitron's new rules.

ALBUM AND ALTERNATIVE FACE OFF. Norm Winer of WXRT-Chicago, Gavin's Kent Zimmerman and Peter Standish hosted this friendly exchange of views from both the Album and Alternative formats. They were joined by guests John Edwards/KBER, David Einstein/WHFS, Steve Feinstein/KKSF, Dave Logan/ex-KFOG, Richard Sands/LIVE 105, Mike Summers/KJQN and Alan White/KILO.

JKUKEBOX JURY. The Zimmerman gave Jazz/AA programmers a chance to give records "thumbs up," "thumbs down," and "ehhhh," by playing snippets of current selections and asking for explanations of opinions. The best line by far came from John Sebastian of KTWV (The Wave) who mentioned that one selection "would puncture the atmosphere we're looking for." *cont. p. 13*



TRIVIA. The much-awaited fourth annual rock 'n' roll trivia contest, presented by Capitol Records and MJI Broadcasting was hosted by Dave Sholin who got admirable assistance from Annette Lai and Jo Interrante. Eventual winner Sean Ross led most of the way. Fourth runner up was a tie between Corey Robbins and Marc Nathan; Third Runner up was Jamey Karr; Second Runner up was Dan Allen and First Runner up was Lou Simon.



HOTSHOTS TALK. Gavin GM Lee Michaels did an exemplary job holding his air talent guests at bay. His co-hosts, KMEL's John London, B-100's Bobby Rich, KAJA's Eddie Edwards, POWER 106's Jay Thomas and Frankie Crocker took questions from the packed crowd, and offered advice, sometimes straight and sometimes outrageous, on everything from how to get started to why you get fired.

BIRTHDAYS

Compiled by Diane Rufer
Our Best Wishes and HAPPY BIRTHDAY to:

Josette Gavin 2/26
Johnny Cash, Fats Domino, Mitch Ryder 2/26
Paul Humphreys (OMD) 2/27
Steve Zap, Virgin Records 2/28
Judy LeBow, Atlantic Records 2/28
Jon Bon Jovi 2/28
Johnnie Welborn, WCVQ-Clarksville, TN 3/1
J.J. Davis, KEZH-Hastings, NE 3/1
Roger Daltrey, Harry Belafonte, Sonny James, Jim Ed Brown 3/1
Chuck Anthony, WLGN-Logan, OH 3/2
Amy McCullough, WWNK-Cincinnati, OH 3/2
Lou Reed, George Benson, Eddie Money, Larry Stewart (Restless Heart) 3/2
John Bettancourt, KEEN-San Jose, CA 3/3
Bobby Womack, Chris Squire (Yes) 3/4

BIRTHS

Our CONGRATULATIONS to STEVE PETERSON, Program Director of WCOW, Sparta, WI, and his wife, KRIS, on the birth of their daughter, MAGGIE LYNN. Born February 16th.

MOST ADDED

DEF LEPPARD (98)
(Mercury/PolyGram)DEON ESTUS (72)
(Mika/Polydor)ANIMOTION (61)
(Polydor/PolyGram)KARYN WHITE (56)
(Warner Bros.)38 SPECIAL (44)
(A&M)

CERTIFIED

POISON
Your Mama Don't Dance
(Enigma/Capitol)LUTHER VANDROSS
She Won't Talk To Me
(Epic)

TOP TIP

PASADENAS
Tribute (Right On)
(Columbia)Forty-one more believers put it RIGHT
ON as it continues to move right up.

RECORD TO WATCH



TONE LOC

Funky Cold Medina
(Delicious Vinyl/Island)Another hot, hot track from this cool
young rapper. Listeners are already
going wild for this one, too!

Editor: Dave Sholin

TOP 40

2W LW TW

2	1	1	DEBBIE GIBSON	- Lost In Your Eyes (Atlantic)
8	3	2	MIKE + THE MECHANICS	- The Living Years (Atlantic)
1	2	3	Paula Abdul	- Straight Up (Virgin)
12	5	4	ANN WILSON & ROBIN ZANDER	- Surrender To Me (Capitol)
10	7	5	NEW KIDS ON THE BLOCK	- You Got It (The Right Stuff) (Columbia)
11	6	6	Sheena Easton	- The Lover In Me (MCA)
15	10	7	ROD STEWART	- My Heart Can't Tell You No (Warner Bros.)
17	11	8	BOBBY BROWN	- Roni (MCA)
16	14	9	GUNS N' ROSES	- Paradise City (Geffen)
19	15	10	BREATHE	- Don't Tell Me Lies (A&M)
26	17	11	BANGLES	- Eternal Flame (Columbia)
21	16	12	CHICAGO	- You're Not Alone (Full Moon/Reprise)
9	8	13	Edie Brickell & The New Bohemians	- What I Am (Geffen)
23	20	14	ANITA BAKER	- Just Because (Elektra)
22	19	15	EDDIE MONEY	- The Love In Your Eyes (Columbia)
3	4	16	Rick Astley	- She Wants To Dance With Me (RCA)
27	23	17	ROY ORBISON	- You Got It (Virgin)
--	28	18	ROXETTE	- The Look (EMI)
4	9	19	Bon Jovi	- Born To Be My Baby (Mercury/PolyGram)
29	24	20	MILLI VANILLI	- Girl You Know It's True (Arista)
37	27	21	WAS (NOT WAS)	- Walk The Dinosaur (Chrysalis)
33	26	22	VIXEN	- Cryin' (EMI)
14	18	23	Erasure	- A Little Respect (Sire/Reprise)
28	25	24	KON KAN	- I Beg Your Pardon (Atlantic)
35	30	25	MARTIKA	- More Than You Know (Columbia)
34	29	26	VANESSA WILLIAMS	- Dreamin' (Wing/PolyGram)
36	31	27	R.E.M.	- Stand (Warner Bros.)
7	13	28	Tone Loc	- Wild Thing (Delicious Vinyl/Island)
--	35	29	FINE YOUNG CANNIBALS	- She Drives Me Crazy (IRS/MCA)
5	12	30	Information Society	- Walking Away (Tommy Boy/Reprise)
--	39	31	KARYN WHITE	- Superwoman (Warner Bros.)
38	33	32	Van Halen	- Feels So Good (Warner Bros.)
--	38	33	DINO	- 24/7 (4th & Broadway/Island)
--	--	34	POISON	- Your Mama Don't Dance (Enigma/Capitol)
--	--	35	LUTHER VANDROSS	- She Won't Talk To Me (Epic)
40	36	36	Cinderella	- The Last Mile (Mercury/PolyGram)
20	22	37	The Boys	- Dial My Heart (Motown)
--	--	38	KENNY G (vocals by SMOKEY ROBINSON)	- We've Saved The Best... (Arista)
6	21	39	Sheriff	- When I'm With You (Capitol)
--	--	40	ENYA	- Orinoco Flow (Sail Away, Sail Away, Sail Away) (Geffen)

CHARTBOUND

ARTIST TITLE LABEL

Reports Adds On Chart *Debuts in chartbound

ANIMOTION - Room To Move (Polydor/PolyGram)
38 SPECIAL - Second Chance (A&M)
* DEF LEPPARD - Rocket (Mercury/PolyGram)176 61 90 25
165 44 80 41
109 98 10 1

CHRIS REA

THE NEW SINGLE

"WORKING ON IT"

NOW CROSSING AT CHR!

**TOP #3 AOR TRACK DESTINED FOR #1
A TOP 5 MOST REQUESTED AOR TRACK!**

OVER 1,300,000 LP'S SOLD WORLDWIDE!



A DRAMATICALLY DIFFERENT SINGLE FROM THE ALBUM

NEW LIGHT

Produced by Chris Rea and Jon Kelly

Through Old Windows...

IT WORKS WONDERS



UP & COMING

Reports accepted Mondays at
8 AM through 5 PM Tuesdays
Station Reporting Phone (415) 495-1990
Gavin Fax (415) 495-2580

Reports Adds On Chart

135	12	97	26	CHEAP TRICK - Never Had A Lot To Lose (Epic)
127	4	59	64	BOY MEETS GIRL - Bring Down The Moon (RCA)
121	36	74	11	JOHNNY KEMP - Birthday Suit (Columbia)
117	5	69	43	GIANT STEPS - Into You (A&M)
113	37	74	2	SIMPLY RED - It's Only Love (Elektra)
109	72	21	16	DEON ESTUS - Heaven Help Me (Mika/Polydor)
100	41	50	9	TIFFANY - Radio Romance (MCA)
97	4	53	40	THE TRAVELING WILBURYS - End Of The Line (Wilbury/Warner Bros.)
94	26	54	14	THE FIXX - Driven Out (RCA)
93	9	47	37	SWEET SENSATION - Sincerely Yours (Atco)
88	41	44	3	THE PASADENAS - Tribute (Right On) (Columbia)
85	9	69	7	MELISSA ETHERIDGE - Similar Features (Island)
82	13	31	38	SA-FIRE - Thinking Of You (Cutting/Mercury/PolyGram)
82	2	47	33	CROSBY, STILLS, NASH & YOUNG - Got It Made (Atlantic)
79	18	48	13	WINGER - Seventeen (Atlantic)
66	6	49	11	LOVE and MONEY - Halleluiah Man (Mercury/PolyGram)
63	4	22	37	WILL TO POWER - Fading Away (Epic)
62	2	49	11	IVAN NEVILLE - Falling Out Of Love (Polydor/PolyGram)
60	8	17	35	TOMMY PAGE - A Shoulder To Cry On (Sire/Warner Bros.)
60	13	47	--	EUROPE - Let The Good Times Rock (Epic)
59	24	28	7	INNER CITY - Good Life (Virgin)
57	4	46	7	MIDGE URE - Dear God (Chrysalis)
55	34	8	13	TONE LOC - Funky Cold Medina (Delicious Vinyl/Island)
53	--	45	8	ROMEO'S DAUGHTER - I Cry Myself To Sleep At Night (Jive/RCA)
52	--	26	26	KENNY LOGGINS - Tell Her (Columbia)
51	26	19	6	CHOIRBOYS - Run To Paradise (WTG/CBS)
49	4	19	26	NEW EDITION - Can You Stand The Rain (MCA)
49	5	38	6	PETER NOONE - I'm Into Something Good (Cypress/A&M)
46	22	22	2	DREAMS SO REAL - Bearing Witness (Arista)
39	--	24	15	WHEN IN ROME - Heaven Knows (Virgin)
38	3	31	4	CARLY SIMON - Let The River Run (Arista)
37	7	23	7	KIARA (duet with SHANICE WILSON) - This Time (Arista)
36	1	32	3	JUDSON SPENCE - Love Dies In Slow Motion (Atlantic)
33	6	12	15	GINA GO-GO - I Can't Face The Fact (Capitol)
33	4	7	22	STEVIE B - I Wanna Be The One (LMR)
32	26	3	3	* LITA FORD (duet with OZZY OSBOURNE) - Close My Eyes Forever (Dreamland/RCA)
31	--	26	5	MICKEY THOMAS - Sing (Columbia)
28	7	15	6	THE NYLONS - Poison Ivy (Windham Hill/A&M)
28	17	5	6	* BON JOVI - I'll Be There For You (Mercury/PolyGram)
28	11	14	3	* BRITNEY FOX - Save The Weak (Columbia)
28	15	11	2	* BETTE MIDLER - Wind Beneath My Wings (Atlantic)
27	2	19	6	ROBERT PALMER - She Makes My Day (EMI)
26	13	10	3	* BELLESTARS - Iko Iko (Capitol)
25	25	--	--	* CHER & PETER CETERA - After All (Geffen)
23	1	19	3	COLIN JAMES - Five Long Years (Virgin)
22	8	14	--	* ETTA JAMES (featuring DAVID A. STEWART) - Avenue D (Capitol)

DROPPED: #32-U2, #34-White Lion, #37-DuranDuran, #40-Tiffany (All), Survivor, Camouflage, Tracie Spencer, 2 Live Crew, James "J.T." Taylor & Regina Belle, Julian Cope, Dokken

ROY ORBISON *

"You Got It"



GAVIN TOP 40 23*-17*

ADDED THIS WEEK:

KBEQ, Q102-CINCINNATI, KEGL,

BILLBOARD ALBUM 13*

GAVIN A/C #1 R&R A/C 3* AOR ALBUM #1

ALMOST 1,000,000 LP'S SOLD!

MOVES:

WXKS 22-16

WNCI 34-30

KISN 18-14

KXXR D-40

B94 ADD

WUSR 26-21

B93 26-18

Y106 21-14

WZOK 29-19

KXYQ D-24

PRO/FM 22-11

WKBQ 32-27

KUBE DEBUT 28

POWER99 12-10

WTIC 16-8

WBBQ 21-16

WDJX 26-16

KZIO 32-23

KSND 21-15

INNER CITY *

"Good Life"



ADDED AT:

Q106, KROY, KTFM, HOT97 29-26, POWER96 D-27, KMEL 10-9,
B96 29-26, FM102 D-29, WXKS 17-15, POWER106 ADD, HOT97.7 ADD

KEITH RICHARDS *

WITH SARA DASH

"Make No Mistake"



A MUST LISTEN!!

FROM THE GOLD LP TALK IS CHEAP
MAKE NO MISTAKE WE ARE AFTER THIS ONE!!

PAULA ABDUL *

"Forever Your Girl"



From the Platinum LP
"Forever Your Girl"

ALREADY ON:
B97, KZZP, KMEL,
HOT97.7, KWSS

JULIA FORDHAM *

"Happy Ever After"



A/C BREAKER 32*
20 Weeks HOT on VH1

SHIPS NEXT WEEK!

Virgin

TOP 40 HIT FACTOR

Top 40 Research:
Keith Zimmerman

Total Reports This Week 333 Last Week 337

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

ARTIST TITLE LABEL	Reports	Adds	1-5	6-10	11-20	21-30	Uncharted	Hit Factor	Weeks
DEBBIE GIBSON - Lost In Your Eyes (Atlantic)	316	--	247	51	16	1	1	99%	7
MIKE + THE MECHANICS - The Living Years (Atlantic)	298	1	171	71	42	9	4	95%	11
PAULA ABDUL - Straight Up (Virgin)	226	4	177	41	4	--	--	98%	14
ANN WILSON & ROBIN ZANDER - Surrender To Me (Capitol)	264	1	70	113	63	13	4	93%	11
NEW KIDS ON THE BLOCK - You Got It (The Right Stuff) (Columbia)	226	6	110	78	22	9	1	92%	17
SHEENA EASTON - The Lover In Me (MCA)	231	1	118	71	33	6	2	96%	18
ROD STEWART - My Heart Can't Tell You No (Warner Bros.)	271	5	58	83	82	34	9	82%	14
BOBBY BROWN - Roni (MCA)	264	4	51	87	86	28	8	84%	8
GUNS N' ROSES - Paradise City (Geffen)	240	1	51	72	87	20	9	87%	8
BREATHE - Don't Tell Me Lies (A&M)	281	2	6	57	153	46	17	76%	8
BANGLES - Eternal Flame (Columbia)	307	6	9	36	139	93	24	59%	5
CHICAGO - You're Not Alone (Full Moon/Reprise)	275	3	8	36	167	50	11	76%	7
EDIE BRICKELL & THE NEW BOHEMIANS - What I Am (Geffen)	201	--	66	77	45	10	3	93%	18
ANITA BAKER - Just Because (Elektra)	251	8	4	23	126	70	20	60%	7
EDDIE MONEY - The Love In Your Eyes (Columbia)	243	--	14	43	102	69	15	65%	8
ROY ORBISON - You Got It (Virgin)	246	9	14	18	90	79	36	49%	7
ROXETTE - The Look (EMI)	298	14	7	12	68	130	67	29%	4
MILLI VANILLI - Girl You Know It's True (Arista)	213	8	21	32	72	59	21	58%	11
WAS (NOT WAS) - Walk The Dinosaur (Chrysalis)	256	10	1	8	69	113	55	30%	6
VIXEN - Cryin' (EMI)	250	8	3	4	71	108	56	31%	6
KON KAN - I Beg Your Pardon (Atlantic)	212	21	18	20	65	57	31	48%	11
MARTIKA - More Than You Know (Columbia)	247	8	3	14	51	104	67	27%	14
VANESSA WILLIAMS - Dreamin' (Wing/PolyGram)	217	8	11	10	61	81	46	37%	8
R.E.M. - Stand (Warner Bros.)	247	27	5	18	52	73	72	30%	8
FINE YOUNG CANNIBALS - She Drives Me Crazy (IRS/MCA)	237	42	2	4	28	78	83	14%	5
KARYN WHITE - Superwoman (Warner Bros.)	205	56	8	6	15	43	77	14%	5
DINO - 24/7 (4th & Broadway/Island)	170	9	3	8	22	52	76	19%	6
POISON - Your Mama Don't Dance (Enigma/Capitol)	216	32	--	1	10	72	101	5%	4
LUTHER VANDROSS - She Won't Talk To Me (Epic)	185	27	1	4	15	60	78	10%	6
CINDERELLA - The Last Mile (Mercury/PolyGram)	162	2	1	1	30	68	60	19%	7
KENNY G (Vocal by Smokey Robinson) - We've Saved The Best...(Arista)	158	16	--	--	11	43	88	6%	5
ENYA - Orinoco Flow (Sail Away, Sail Away, Sail Away) (Geffen)	95	19	7	7	16	19	27	31%	13
ANIMOTION - Room To Move (Polydor/PolyGram)	176	61	--	2	2	21	90	2%	3
38 SPECIAL - Second Chance (A&M)	165	44	--	5	4	32	80	5%	5
VAN HALEN - Feels So Good (Warner Bros.)	203	2	1	3	34	86	77	18%	6
CHEAP TRICK - Never Had A Lot To Lose (Epic)	135	12	--	--	4	22	97	2%	4
BOY MEETS GIRL - Bring Down The Moon (RCA)	127	4	1	--	22	41	59	18%	8
JOHNNY KEMP - Birthday Suit (Columbia)	121	36	--	--	1	10	74	--	3
GIANT STEPS - Into You (A&M)	117	5	2	1	8	32	69	9%	6
SIMPLY RED - It's Only Love (Elektra)	113	37	--	--	--	2	74	--	3



GAVIN TOP 40 38*-33*
19% HIT FACTOR
R&R URBAN BREAKER DEBUT 35*

KMEL 4-3
FM102 8-7
KROY 9-7
HOT97.7 11-8
KWOD 13-9
KWSS 13-9
KKRZ 12-10
KOY 20-16
KZZP 25-23
KIIS/FM D-23

POWER106 25-21
WPGC 27-26
HOT97 30-25
KTFM D-27
KKBQ 34-29
92X ADD 33
WKBQ ADD 33
KISN D-34
PRO/FM D-35
KRBE 39-38

DINO

24/7



INSIDE TOP 40

by Dave Sholin

Even in this post-seminar fog quite a few highlights come to mind, but **Tommy James** meeting **Tiffany** at our **Celebrity Cocktail Party** and **POWER 106/Emmis** Regional PD **Jeff Wyatt's** accepting his award as **Top 40 PD Of The Year** are the ones most attendees have been mentioning to me. Heartfelt thanks to **Rick Cummings** of **Emmis**, **Dan Vallie** of **Vallie Consulting** and **Guy Zapoleon** of **Nationwide** who cut to the core of several key concerns relating to **Top 40 radio**. Topping the list of problems facing programmers in the year ahead is **Arbitron's** new diary. Fortunately we were able to call on **Jhan Hiber**, the **Gavin Report's** new "...On Ratings and Research" columnist for his assessment. The bottom line is that the new **Arbitron** methodology is not friendly to active, aggressive formats like **Top 40** and everyone agreed that it's time to protest. **Jhan** pointed out that it would take at least a year to get the methodology changed. In the meantime, it's important to stay focused and work within the system. I've asked **Jhan** to go into detail about this subject in the near future, so be on the lookout for his column in upcoming issues. Over the next few weeks I'll update you on some of the other topics we discussed.

Just about half (49% to be exact) of the 249 stations playing **ROY ORBISON** now have him charted in the top twenty. Gains -19-12 at **WZWZ Kokomo, IN** where MD **Scott Alan** reports, "It started out getting mostly adult calls but has now spread to all demos." It's much the same picture at **WAWV Sylacauga, AL** as PD **Tim Roberts** moves it 13-2 and says that "phones are going beserk and we've never had this kind of response on any song." Also top ten at **WKSQ 11-6, K104 5-2, WBEC/FM 17-9, Y104 5-1, KAFX 8-3, KMOK 10-6** and **KQKY 21-6**.

It takes something mighty exceptional to make those large leaps up the **Top 40** earning a spot in the **HOT** seat. **ROXETTE** now has the distinction of taking honors in that category two weeks running. **HIT FACTOR** grows from 9% to 29% with super growth reported at **G98 Portland, ME 30-18, SLY96/FM San Luis Obispo, CA 19-8** (top five phones), **KIMN Ft. Collins, CO** debuts #10 ("local outlets totally sold out"), **Y108 Denver 21-9**, etc. Added at **KMEL San Francisco** and **FM102 Sacramento**.

There's also plenty of activity on **WAS (NOT WAS)** who also tipped the **HIT FACTOR** scale climbing 12% to 30%. **Steve Dennis** PD at **WXTQ Athens, OH** takes it 17-10, mentioning that he's been getting good 18-24 requests from the first day it went on-the-air. Enters the top twenty at **POWER 104 29-20, KSND 27-20, WXXQ 26-20, WPRH 25-19, Q105 debut #15, KQID 23-12**, etc.

After several weeks of being in the **MOST ADDED** spotlight **POISON** is quickly racking up those chart points with a heavy list of hot debuts including **Z100 New York #25, EAGLE106 #27, KC101 #27, KS104 #23, WPXR #25, KHHT #23, BAM99 #29, Y100 #29, WYAV #28, WJRZ #28, WMJQ #28 and WKPE #29**. **Jerry Dean** and **Jay Taylor** show a giant 27-16 jump at **KLUC Las Vegas**.



Strong retail activity and good call-out results on **LUTHER VANDROSS** moves him from 3-1 at **KJCK Junction City, KS**. **Al Tavera** adds it at **POWER 106 Los Angeles** and so do **KZZU, KITI, KXFM, KKBG, KWES, KYYY, WIFC, KDWZ, KNOE, WYZB, WJAT, WLVY, WHTK, WPRH, G98, WIFX, KEEZ, KTXY and WBNQ**.

There were four "picks" on November 18th of last year. Three of them, **BON JOVI's** "Born To Be My Baby," **ERASURE's** "A Little Respect" and **TONE LOC's** "Wild Thing" have already run their course. The fourth is just beginning its climb and zooming right past **CHARTBOUND** to #40 and that's **ENYA**. **Laura Wonka** MD at **KSND Eugene, OR** moves her into the top ten with a 19-8 move and says, "Everything that's humanly possible has happened to this record--response has been phenomenal!" Other gains at **Y104 16-10, CKOI 21-14, KREO 2-1, KKFR 23-14, WIBW 12-8, WSPT 26-18, WMMS debut #18**, etc.

Early **ANIMOTION** believer **WZMX** lists them top ten with a 14-8 gain. They're closing in on 200 reports which they should top next week. New on **Y97, K100, LG73, KPKY, KIXY, KZOU, WZOK, KZEV, KKXL, WNCI, WIQQ, Z103, WKQD, KC101, EAGLE106, WJLQ, WTBX, POWER 105, KXGO, KIQY and WBPM**.

The PASADENAS Tribute (Right On)

How about this for a "tribute" to the new **PASADENAS**' entry? **Ken McGrail, MD**

at **102QQ in Saratoga Springs, NY** feels that this is the "coolest song" he's ever heard! **Keith Naftaly** and **Hosh Gureli** of **KMEL** give it the highest debut of any station reporting it this week at #24. Also strong for **John Raymond** at **KIXY San Angelo, TX** debuting it at #26 and #26 at **102QQ**. Forty-one adds includes **95XXX, WYKS, WPST, WIGY, KIIS-FM, FM102, Z100 Portland, Q96, WRCK, WPST, WCGQ, WLNC, WIGY, KZZK, Q96, WDEK, 106RTB**, etc.

As expected, listeners are identifying the **DEON ESTUS** single as that "new **George Michael** song" but all that counts is that they love it. **Bill Cahill** and **Lori Campbell** at **B94 Pittsburgh** take it 27-21 and **Casey Keating** and **Mark Allen** at **KPLZ Seattle** move it 28-21. Over 100 reports with adds at **Y108 Denver, KITY San Antonio, KUBE Seattle, KMGX Fresno, HOT 97.7 San Jose, KROY Sacramento, WDFX Detroit, KZ103 Tupelo, WTIC Hartford and WNVZ Norfolk**. Debuts #23 for **Chris Baker** at **KCPX** and #30 with **Dene Hallam** at **KCPW**.

Just as he did with "Wild Thing," **TONE LOC** owns the phones once his latest gets on the radio. Teens love it of course, but this one is reported to have adult appeal also. Debuts at #28 for **Steve Perun** at **Y100 Miami** with **Jay Stevens** charting it 26-21 at **KOY Phoenix**. New on **Y108, KS104, KITY, WJZQ, WTBX, X102, KSTN, KKM, HOT97, B97, WDFX, KCIL, Y106, WPST, KZOU, KLUC, FM102**, etc.

Over the past three weeks **Buzz Bennett** at **Y95-Dallas** has moved **TOMMY PAGE** 23-15, 15-4 and now 4-1. **Buzz** confirmed to me at the seminar that this is an "absolute smash." Also huge for **Tony Waitekis** at **WCIL Carbondale** where it goes 23-8! Added at **B94 Pittsburgh, YES97 Columbia, WDFX Detroit, WOVV West Palm Beach, KLUC Las Vegas, KWSS San Jose and X100 San Francisco**.

It's nearly Academy Award time and all the attention surrounding "Rainman" is a real plus for **THE BELLE STARS**. **Brian Kelly** at **Z95 Chicago** was first to tell me about it and he lists it 18-12 this week. New on **Z100 New York, PRO/FM Providence, KIXY San Angelo, KPLZ and KUBE Seattle, EAGLE106 Philadelphia and WPST Trenton**.

Thanks again to **MJI Broadcasting** and **Capitol Records** for sponsoring the 4th Annual **SUPER BOWL OF ROCK** TRIVIA. As always it was a real kick and it couldn't have happened without their support. Congratulations to Grand Prize Winner **Sean Ross** of **Billboard** and all the runners-up as well as all the contestants who answered some real tough questions--you people get better every year! It was wonderful seeing so many of you in San Francisco. We'll do it again in 1990!



FAT TUESDAY. To close out a successful Seminar, A&M and BGP presented a Mardi Gras celebration with the legendary Neville Brothers, who were joined by Ivan Neville.

KUSF BRUNCH/FIRST ANNUAL EAST-WEST SOFTBALL GAME. Gavin College Station of the Year, KUSF, hosted a farewell brunch on Sunday morning with a special guest appearance by The Violent Femmes. After eating their fill, everyone found their way out to Rossi Field, and those awake enough to play took their places on the softball diamond. The East won 16-14.

SEE YOU NEXT YEAR!



FOURTH ANNUAL AWARDS BANQUET. The Grand Ballroom of the Westin St. Francis Hotel was filled to capacity. We congratulate all of the nominees and winners! See pages 18 and 19 for announcements.



Keith Naftaly, PD of KMEL-San Francisco accepts his station's award for Top 40 Major Market Station of the Year.



Phil Quartararo of Virgin Records reflects on the late Roy Orbison as he accepts his award for Top 40 National Promotion Vice President of the Year.



Gene Baxter, currently with X-100 San Francisco accepts his honors as Top 40 Large Market Music Director of the Year for his work at KZZP-Phoenix.



POWER 106-Los Angeles' Jeff Wyatt, Top 40 Major Market PD/OM of the year entertained the crowd with quips about the upcoming Top 40 radio wars in his market.



The Duke and Duchess of Sholin do some Hanky Panky with Tommy James.

MARKETING

by Harvey Mednick

DO WE NEED
ANOTHER MARKETING
ASSOCIATION?

In a provocative article in the current (February 1989) issue of his publication, *Promotion & Marketing Monthly*, Publisher Dan Acree asks the question 'Do Radio Promotion and Marketing Directors need their own Professional Association?' In the course of the editorial/article Dan makes a number of valid points, and a few spurious claims. I'll skim the article for you, with apologies to Dan, and offer my opinion at the conclusion.

Dan starts out with the premise that "Never has the profile of the promotions and marketing department been higher (in the radio industry). During the past couple of years there has been a surge of interest in, and appreciation of, the promotion function of a radio station." He goes on to attribute this phenomenon to the increasingly difficult task of differentiating stations in an era of "sound alike formats." He claims that "promotion has been called upon to make the difference." Furthermore, he states, "Today's promotion or marketing director needs serious skills, beyond just enthusiasm and aggressiveness, to meet the challenges of the next few years. Program Directors are looking for people with more than just a willingness to work long hours." I might add that this issue of the publication does also include a cover story on what PD's think makes up a top-flight promotion/marketing director. In most cases they had a nebulous opinion that was based on creativity or background. Ironically, not one of the PD's looked for solid marketing skills and the ability to truly function as the department which determined the visual and positional image of the station.

He correctly states that, "...making a career out of promotion, not just a job, will be the challenge of the coming decade." And now to Dan's point, "We can't do it alone. Promotion people need the strength and resources of a 'network,' that can provide support and information. Does our current professional association provide that? Partially," he states.

Historically Broadcast Promotion and Marketing Executives (BPME) has served in this capacity. Since its founding in 1956 it's been the sole champion of those of us who are overworked and under appreciated as promotion/marketing people. It is Dan's belief that there is growing unrest among the radio membership. This unrest is attributed to, "The continuing emergence of TV as the dominating force in the BPME (which) is evidenced by the composition of the officers and board of directors, structure of the annual conventions and the editorial content of the official publication, *Image*." He believes that the root of this problem is the infamous and almighty dollar. "More TV people can ante up the membership fees. Advertisers of TV products and services are willing to spend more money to reach TV promotion managers and the convention, a major source of

revenue for BPME, attracts mostly TV folks who have the budget for convention-going.

Now for the remedy: "What if radio promotion professionals had their own association?" he asks? "Would it be discovered that you cannot run an organization depending only on radio dollars? Certainly not one the size and scope of BPME. But is it necessary to be that big? Is it better to be the poor relation of a big family, or be part of a smaller, closer family overall?" Dan suggests wisely that "It is time to at least investigate the possibility of forming a new association, dedicated exclusively to radio promotion and marketing."

He proposes an Association of Radio Marketing Executives (ARME). He suggests that it provide a network to promotion/marketing people, while also educating upper-management of their need to hire qualified people with adequate compensation. Unfortunately, he then goes on to relate how he applied for, and did not get, the editor's job at *Image* magazine. Now, I'm absolutely certain that this turn of events did not prompt the cover story and his thought-provoking editorial, but I do think it colors his opinion and weakens his argument. Sadly, although he claims the opposite, it does make his essay sound a lot like sour grapes. I wish he had not mentioned the image issue—plus, had he gotten the job, would he have written the article in the first place?

My turn. Okay. First of all I agree, for the most part, in what Dan has to say. I've written over the years about the TV domination of BPME. I've argued the board composition and the convention program. But through it all I've not preached anarchy. And I don't think Dan should either until he has worked hard to change the present situation. If, as he claims, he has a base of over 1000 subscribers, then why doesn't he ask them (or as many as can afford it) to show up at the June BPME in Detroit? Why doesn't he appeal to the groups with whom he is intimate to send their promotion/marketing people, 100% representation, to the convention? The composition and direction of the BPME will only change toward radio when radio is present in sufficient number to warrant change. I saw the radio population go from less than 200 in Chicago to over 400 in Dallas, but as soon as we who supported the organization lost our forum, the num-

bers decreased. It was shameful in Los Angeles, but that's not wholly BPME's fault.

The simple truth is that Dan's opening line is not true! Our profile is not high, and there isn't a lot of interest in, or appreciation of, the promotion function of a radio station. I travel a lot, I visit a number of stations in a variety of markets, and it really hasn't changed too much over the past ten years. The job is still underpaid, poorly defined and basically a dead-end. In truth, it's the GM and the PD who, for the most part, determine the image of the station. Very rarely does the promotion/marketing person get involved in the creation of the product they ultimately must market to the public, the industry and the advertiser. It's ironic that Dan should also ask PDs what they think makes a good promotion director. Why not ask the GM? Most promotion people report directly to the GM and have responsibilities which stretch beyond the narrow road of programming into sales, community affairs and management.

A number of years ago at a breakfast meeting of the L.A. "unofficial promotion directors association," radio programming consultant George Burns predicted that "In less than ten years we'll be seeing a great number of our new GMs coming out of the promotion ranks." Well, George, the ten years have just passed and we see virtually none of the new GMs coming out of our ranks—with apologies to Mike Donovan in Chicago, who went through the sales department to get to his GM chair.

It might be time for a look at the BPME and it might just be time for talk about a new organization—but how about asking BPME to split their ranks (they do have the Broadcast Design Association (BDA) in their fold, and its membership contributes mightily to their financial success) and let us, the radio people, have our own meeting, under their umbrella, attached to a Gavin Seminar or an NAB radio conference? If we're going to take away our financial support of their June Convention anyway, why not keep it in the present family?

This tactic would also contain a hidden bonus. By being a part of a programming seminar or a management conference we could expose just how bright and talented the marketing population of our industry really is. Managers who have scant regard for their promotion manager might just find out how good (or bad) he or she actually is. This might also be a good environment for networking, recruiting, career development and moving one giant step closer to the big chair and the GM stripe.

I say yes (loudly) to change—I say no (even more loudly) to defection. What do you think? And thanks to Dan Acree for his stand and his thoughts. I sincerely believe he has our best interests at heart. ●

BIOFEEDBACK

by Ron Fell

•ENYA

Soon after leaving the group Clannad in 1982, Enya was commissioned by producer David Putnam to score his film *The Frog Prince*.

•BRITNY FOX

Despite their name, the group is actually based in Philadelphia, PA, USA.

•LITTLE AMERICA

Two of the band members were collegiate football players before forming the band. Mike Magarsi, (second from left) played quarterback at West Los Angeles College and Andy Logan, (far right) was a wide receiver for U. C. Santa Barbara.

•GARY HERBIG

It's Herbig's sax work which is featured on daily television show themes for *Good Morning America* and *The Oprah Winfrey* shows. Herbig also played on the soundtracks for *Back To The Future* and *Romancing The Stone*.

•DAVID CROSBY

In 1969 David produced Joni Mitchell's critically acclaimed album, *Clouds*.

•IVAN NEVILLE

He's the son of Aaron "Tell It Like It Is" Neville, a founding member of the famous Neville Brothers.

•PAULA ABDUL

The correct pronunciation of her last name places the emphasis on first syllable. In other words: AB-dul.

•BARBRA STREISAND

Two years before Barbra recorded *ALL I ASK OF YOU* (from *The Phantom of the Opera*), Cliff Richard recorded the same song and had reasonable success with it in his native England.

•BREATHE

Since recording all the tracks for their debut album, *All That Jazz*, the quartet has shrunk to a trio with the departure of bassist Mick Delahunt.

•JULIA FORDHAM

The references to South African injustice in *HAPPY EVER AFTER*, her current single, were added to the original version of the song after she was profoundly influenced by the need for sanctions against the country's apartheid government. "There's a real-life, dreadful situation in South Africa where people might not be happy ever after," says Julia.

•HANK WILLIAMS JR.

When born in Shreveport, Louisiana in 1949 his given name was Randall Hank Williams, Jr.

•KARLA BONOFF

The performance video for her new single, *TELL ME WHY*, includes a cameo from Karla's friend, Linda Ronstadt.

•ROXETTE

The duo of Marie Fredrickson and Pere Gessle is from Sweden where their album, *Look Sharp*, has been number one for an unbelievable fourteen weeks.

P.D. NOTEBOOK

by Eric Norberg

CLUSTERING SPOTS

In this final column based on the recent batch of letters I received, I have this note from Garry Osborn, Program Director of WLKI/FM in Angola, Indiana:

"I would be interested in your opinion, and opinions from your readers, in regards to the current trend of clustering the commercial stop sets in the last half hour. Some area stations are doing this, and I have decided to continue with an even distribution during the hour."

"I wonder if listeners don't eventually become aware that they hear eight or ten records in a row, but later the hour only hear one or two in a row? Also, could this lessen the effectiveness of your local commercials by running so many close together? It seems many of these stations are running four, five, or even more units in one set."

The trade-off between minimizing length of commercial breaks by increasing their number has been something radio has wrestled with for a long time. The station desires to hold and invite audience by maximizing the impression of a lot of music being played; but the station also has a vested interest in making sure the commercials are heard and responded to, since successfully commercials are what keep a station in business. I suspect that too many programmers are willing to short change the sponsor, if necessary, to maximize listener appeal. I

submit that great ratings mean nothing if you can't sell spots!

Putting that aside, though, one of the famous strategies for dealing with this problem, without overloading the commercial breaks, was the one employed for quite awhile by the Bill Drake programmed stations in the '60's: Do away with stop sets when there are no commercials, build them into the hour, separated by 20 minutes, for the first three breaks and then add breaks between records branching out from these points as the hour fills up, 'til there are breaks between many records per hour. A "much more music" strategy that works great—except when the spots start loading up. I believe Bill's rationale was that more often there are hours with less than a full load, than hours fully loaded, so the "much more music" impression can survive some hours which clearly have less music!

My own response to this approach, when counterprogramming against it twenty years ago, was to insert mandatory stops in every hour (usually five) and have the number of spots in each break vary, depending on the load. (My own maximum was three minutes, up to a maximum of four units, in any break.) This way, I would have no long music sweeps, but I would always play two or three in a row between stop sets, in every hour, day and night, thus being more consistent in the music sweeps being offered.

My own inclination would be to adopt either of these strategies over the "unbalanced hour" that Garry describes, which was being used by some stations even then.

The idea, I believe, is that by sweeping the listener across at least five minutes of three consecutive quarter hours (such as from :08 to :38), and then running all the hour's spots in two or three big breaks between :45 and :05, the listener gives the station three quarter hours at the presumed cost of a tune-out in the fourth quarter hour. The strategy presumes that the knowledge that an uninterrupted half hour of music will occur shortly after the hour will bring back the listener who tuned out.

Who knows, it may have that effect and perhaps a programmer who has tried it will write in and tell about it. But my concern is that if this strategy is successful, the listener is programmed to tune out and miss the commercials, and come back when they're over. This is clearly a very destructive policy in terms of delivering what the sponsor paid for—it comes close to a swindle, in my opinion—let alone discouraging repeat buying by advertisers by intentionally reducing the response they could receive. But then, I also abhor the "plays fewer commercials" promotions too, because they make the commercials a negative for the listener whenever they appear. If the station presents them as positives, or at least as a "part of the show," the listener is less likely to view spots as negatives and is more likely to stay tuned during them—and to pay attention to them. That makes sense for a station both in financial and in programming terms.

How does it seem to you? Your input is always invited. Write to me c/o the Gavin Report. ●

HEAR & THERE

by Sheila Rene

Full Moon Over Gavin: The 1989 Gavin Seminar for Media Professionals was a big success on all levels, beginning with the Thursday evening Alternative Conclave and superb evening performance by Michel Camilo and ending with the first annual East Alternative vs. the West Alternative softball game. The East won 16-14. Ice-T was on everyone's lips—not the liquid but the man. His participation on the *Power of Song—An Artist's Perspective* was the most emotional, informational and honest confrontation of the seminar. Later that afternoon, keynote address speaker Tom Peters was impressive with his common sense speech. The suites were jammed to capacity. Elevator #1 was stuck on the 12th floor from 1-1:25 am, therefore holding the three-day record for stuck elevators. Marcia Woytaszek and Amy Dermont of WSMU in North Dartmouth, MA were on the elevator with me and 15 others. Fortunately, a very clear head was positioned near the elevator phone. We received one piece of mail during our elevator stay addressed to "Elevator #1." It read "It won't be long. Camper Van Beethoven stole your smile...Swimming pool Q's we're thinking about you. Keep hope alive!"...

The Neville Brothers' Friday night show at the Fillmore had to be cut short because a fire next door caused a hasty evacuation. The city heaved a big sigh of relief when word came that the Fillmore survived. After our awards banquet on Saturday night the Neville Brothers gave a sensational performance in the hotel...

Epic's Living Colour performed the last concert scheduled around the seminar. It was the second sold-out show the band put on at The Stone... Members of Mr. Big and Y&T were on hand to experience the musical talents of one of the most talked about bands in the business. Both Mr. Big and Y&T are set to enter the studio in the next few weeks now that their writing phase is completed...

Over the next few months Rykodisc will be releasing a varied body of works on CD and CD-quality cassettes, produced by ethnomusicologist and Grateful Dead percussionist Mickey Hart. They will range from Babatunde Olatunji's *Drums Of Passion: The Beat to Mickey Hart*, Airt Moreira, and Flora's *Dafos* to The Rhythm Devils' *The Apocalypse Now Sessions* with the Dead's Bill Kreutzman and Phil Lesh which will include an extra track and additional unreleased material from the film. The next Grateful Dead LP for Arista Records is almost ready for your turntables...

Graham Parker's solo tour resulted in a live recording at the Theater of Living Arts in Philadelphia, PA last October. It will be released by RCA on February 28th and will include some great Parker classics as well as some covers.

Mickey Thomas is being seen and heard everywhere. In addition to being heard on the title track of Tri-Star's film, "Sing" and working with the Starship on their next RCA LP, the vocalist is trying his hand at acting. In "Dream A Little Dream," he plays a math teacher and sings on the movie soundtrack. The Vestron film will be released March 3 and stars Piper Laurie, Harry Dean Stanton, Corey Feldman and Jason Robards Jr.

Sire Records group Book of Love, the New York based dance/rock quartet, has announced a series of U.S. club dates that will take them to thirteen major markets in late February and early March beginning at The Ritz in New York on the 24th...

Atlantic Records' Mike + The Mechanics have finalized their tour with label mates The Escape Club opening all dates. The Escape Club is having a great year so far. Their debut album has already reached gold and they received their first Grammy nomination...

Bits & Pieces: Lee Rocker of The Stray Cats got married in Los Angeles recently. The jam session at the reception featured the Stray Cats and Jeffrey "Skunk" Baxter from

Steely Dan and the Doobie Brothers fame. The band left on the 17th for a three-and-a-half week tour of England...Mojo Nixon has also tied the knot. The very unorthodox ceremony was held at a go-cart raceway, but nevertheless is legal. The first single from Mojo's new *Enigma* album will be "619-239-King," an actual number set up for callers to leave a message about sightings of Elvis Presley or any other important Elvis business...Todd Rundgren has finished his first album in four years for Warner Bros. Records. He recorded in the Bay Area using a variety of studios and musicians on every track. Rundgren's soundtrack genius can be heard on the new CBS-TV show "TV 101."...Drummer supreme Cozy Powell has joined Black Sabbath and will tour with the band...RCA is synchronizing the release of Helloween's 41-minute live EP, *I Want Out* with the band's 30-city concert headline as part of MTV's Headbangers Ball Tour. Island's Anthrax and Combat's Exodus is also scheduled on this tour. Helloween will release two videos—a live clip and a performance clip—to support the EP, which hits the streets April 4.●

HOLLYWOOD

by Tony Richland



The few of you who read this stuff every week have given us advice on how to increase our limited audience. You've told us to use more industry names. You've told us that people aren't interested in our warped philosophies or that we think about how stupid football is. People, you insist, want to see their own names, and this is the secret behind all successful gossip columns. You cite Entertainment Tonight, you mention columns in other trades.

We don't like to think of us as a gossip columnist, but we can take a hint. We're going to try being one right now and then we'll take note of the public response. If you find yourself listed here, we want to hear from you. We want you to tell Ron Fell how

much you enjoy us and we want you to do something for our career as a thank you.

If you're not mentioned, we want you to complain and we'll include you next time. We've made our little list and it goes something like this:

Jon Konjoyan	Jeff & Dennis
Mary Conroy	Green
Nancy Fox	Dominique Wilkins
A Guy Who Knows	John Fagot
Don Anti	Al Axelson
Daniel Glass	Sherry Kennedy
Mike Martucci	The Girls
Bob Super Harlow	Bob Hamilton
Galsapoppin'	The Other Bob
Jeff Heiman	Hamilton
Joanie Lawrence	"Jill"
Joanie Loves Chachi	Chuck Thagard
Joni James	Donnie Cohen
Howie & Soozin	Darryl
Mike Atkinson	Strawberry
Larry, Darryl and	Joel Denver
Darryl	Kerry Wood
John Denver	Mike Preston
Denver Pyle	Dino Barbis
Ernie Pyle	Scotti Brothers
Ernie Kovacs	The Zimmersmen
Barry & Ella	Smothers Brothers
Fitzgerald	Rich Fitzgerald
Dr. Joyce Brothers	(first born of above)
Lori Demick	Steve Zap
Laurie Allen	Steve Resnik
Pearson's Cat	Bill
Richard Kiley	Steve Brack
Chuck & Jhani Kaye	Liz & Steve Lawrence
Mike Leventon	Steve Martin
	Steve's Ice Cream ►

Bob Levinson
 Drew Harold Childs
 Toni Childs
 Arsenio Hall
 Claude Hall
 Captain Kirk
 Tim Brough
 Storm N. Norman
 Brian Lee
 David Benoit
 Benoit Benjamin
 Orel Hersheiser
 Oral Roberts
 (friend of above)
 The Late Christina Onassis
 Jesus Christ
 Chris Crist
 Jerry Sharell
 The Shirelles
 Sade
 Fabian
 Bob & Les Garland
 (Pat Martine will not be mentioned. We're ticked at him.)
 Sheila "I MUST be a VP by now" Chlanda
 Mr. T
 Bobby V (ee)
 Dee Dee Whiteside
 Dee Dee Sharp
 Dee Dee Dinah
 Joey Dee & The Starlighters
 Al Coury
 Coury Hart
 Danny Davis
 The Other Danny Davis
 The Other Danny Davis!
 Marc Ratner
 Mark Nathan
 Mark Kargol
 Thanks Don Graham
 Jennifer Grosberndt
 Jennifer Hart
 Carol Hart
 The Round Mound of Rebound
 Patrick & J.R. Ewing
 Epstein
 Dragon
 Beverly Mire
 Steve Meyer
 Kevin McDonald
 Ronald McDonald
 George & Kate Bush

Dodie Stevens
 Jack Michaels
 Bruce Stebbins
 Charlie "Hey Steve bring me some coffee" Kirk
 Pat "Maybe I should have a convention" McCoy
 Mr. Lee
 John Patrick
 Seve Ballesteros
 Christina Anthony
 Robert Ellis Orral
 Jesus Garber
 Gerry Hoff
 Gerry & The Pacesakers
 Chris Brodie
 John Sebastian
 The Other John Sebastian
 Liberace
 Cher
 Meatloaf
 Al Martino
 Stacey Q.
 Kenny G.
 Tami Shawn
 Tammy & The Bachelor
 Tammy Bakker
 Dick Shawn
 John Hey
 Hey Jude
 Dave Dee, Dozy, Beaky, Mick & Tich
 Jackie DeShannon
 Marvin "Human Eraser" Webste
 Dave Verdery
 Mark Maitland
 Greg Peck
 Gregory Peck
 A guy who got Bob Catania on the phone
 Gene Knight
 Paul Gallis
 The Brenemans
 Rich Schmidt
 Susan "A High School Graduate"
 Hurricane
 Hurricane
 Herman Gingfing-dinkler
 Larry Bird
 Dan Quayle
 Ronnie Dove

Don't even try to deny it—you looked for your name, and if you were listed here you might find yourself on the soon-to-air "Lifestyles of the Richland Famous." You might have a shot at appearing in a Gavin Report Biofeedback column, and should Diane be sufficiently impressed—now get this—you could be listed in Birthdays!!●



The Ice and the cool. Keith Zimmerman and Kent Zimmerman flank Ice-T after the provocative session "The Power of Song". ▲



Frankie Blue, Z-100 MD, accepts Top 40 Major Market Air Talent honors on behalf of winner Scott Shannon, KIQQ-LA.



KROY OM Sean Lynch received the Top 40 Large Market PD/OM honors for his PD-ship at KKRZ-Portland.



L-R, Mark Rizzo-Arista, Gene Knight-B100, Arista Artist Barry Manilow.

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Get your 1989 Gavin Directory for only \$12.50 (1st class postage included). Make checks payable to *The Gavin Report*, attention Diane Rufer. Order now while supply lasts.

COUNTRY ASSOCIATE PROMOTION
DIRECTOR OF THE YEAR
• TED WAGNER, RCA

JAZZ/ADULT ALT.

JAZZ STATION OF THE YEAR
• KJAZ-SAN FRANCISCO

JAZZ RADIO PERSON OF THE YEAR
• ROB MOORE, THE BREEZE
NETWORK-MINNEAPOLIS

ADULT ALTERNATIVE STATION OF THE
YEAR
• WNUA-CHICAGO

ADULT ALTERNATIVE RADIO PERSON
OF THE YEAR
• STEVE FEINSTEIN, KKSF-SAN
FRANCISCO

JAZZ/ADULT ALTERNATIVE LABEL OF
THE YEAR
• GRP RECORDS

JAZZ EXECUTIVE OF THE YEAR
• DAVE GRUSIN, GRP RECORDS

JAZZ/ADULT ALTERNATIVE
NATIONAL PROMOTION DIRECTOR OF
THE YEAR
• DUKE DUBOIS, GRP RECORDS

ALBUM
ALBUM RADIO STATION OF THE YEAR
• WXRT-CHICAGO

ALBUM RADIO PROGRAM DIRECTOR/
OPERATIONS MANAGER OF THE YEAR
• OEDIPUS, WBCN-BOSTON

ALBUM RADIO MUSIC DIRECTOR OF
THE YEAR
• CARTER ALAN, WBCN-BOSTON

ALBUM RADIO AIR TALENT OF THE
YEAR
• JONATHON BRANDMEIER, WLUP-
CHICAGO

ALBUM RADIO LABEL OF THE YEAR
• GEFFEN RECORDS

ALBUM RADIO NATIONAL VICE
PRESIDENT OF THE
YEAR
• MARKO BABINEAU, GEFFEN

ALBUM RADIO NATIONAL
PROMOTION DIRECTOR
OF THE YEAR
• ALAN OREMAN, COLUMBIA

ASSOCIATE NATIONAL ALBUM
PROMOTION DIRECTOR OF THE YEAR
• JACK ISQUITH, EPIC

ALTERNATIVE

ALTERNATIVE STATION OF THE YEAR
• KROQ-BURBANK/LOS ANGELES

ALTERNATIVE PROGRAM DIRECTOR OF
THE YEAR
• DENIS McNAMARA, WDRE-LONG
ISLAND

ALTERNATIVE MUSIC DIRECTOR OF
THE YEAR
• OZ MEDINA, 91X-SAN DIEGO

COLLEGE STATION OF THE YEAR
• KUSF-SAN FRANCISCO

COLLEGE PROGRAM DIRECTOR OF THE
YEAR
• LINDA RYAN, KUSF-SAN FRANCISCO

COLLEGE MUSIC DIRECTOR OF THE
YEAR
• JAMES LIEN, WTUL-NEW ORLEANS

ALTERNATIVE LABEL OF THE YEAR
• VIRGIN RECORDS

ALTERNATIVE NATIONAL PROMOTION
DIRECTOR OF THE YEAR
• STEVE TIPP, WARNER BROS./REPRISE

LOVE *and* MONEY



**THIS IS A RECORD!
GIVE IT A CHANCE**

Now On Over 66 T-40 Stations.

• *Immediate calls from adults. They want to hear it, want to know who it is, and where to buy it. If the rest of the stations would play it--it would be a hit!*

WBCY - Mary June Rose

• *I like the record! It's gonna be a hit. Will debut. Great early response.*

Z94 - Tom Jeffries

• *I think it's a smash hit, with great lyrics. Top notch musicians, longevity and huge phones.*

KKRZ - Connie Breeze

• *Research indicates an adult record. Lots of inquiry as to who these people are. An unstoppable hook.*

WROQ - Dwayne Ward

• *Very sultry song with upper demo female appeal. Creates immediate curiosity calls.*

KXXR - Brian Burns



MOST ADDED

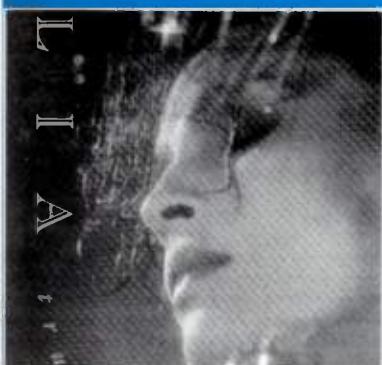
SKYY (16)
(Atlantic)
BOY GEORGE (16)
(Virgin)
KARYN WHITE (16)
(Warner Bros.)
NEW EDITION (12)
(MCA)
BOBBY BROWN (12)
(MCA)

TOP TIP

WENDY & LISA
Are You My Baby
(Columbia)

Are you listening to what a
great dance tune this is?

RECORD TO WATCH



LIA
True Obsession
(Virgin)

True success.

Editor: Betty Hollars

Assoc. Editor: John Martinucci

URBAN CONTEMPORARY

2W LW TW

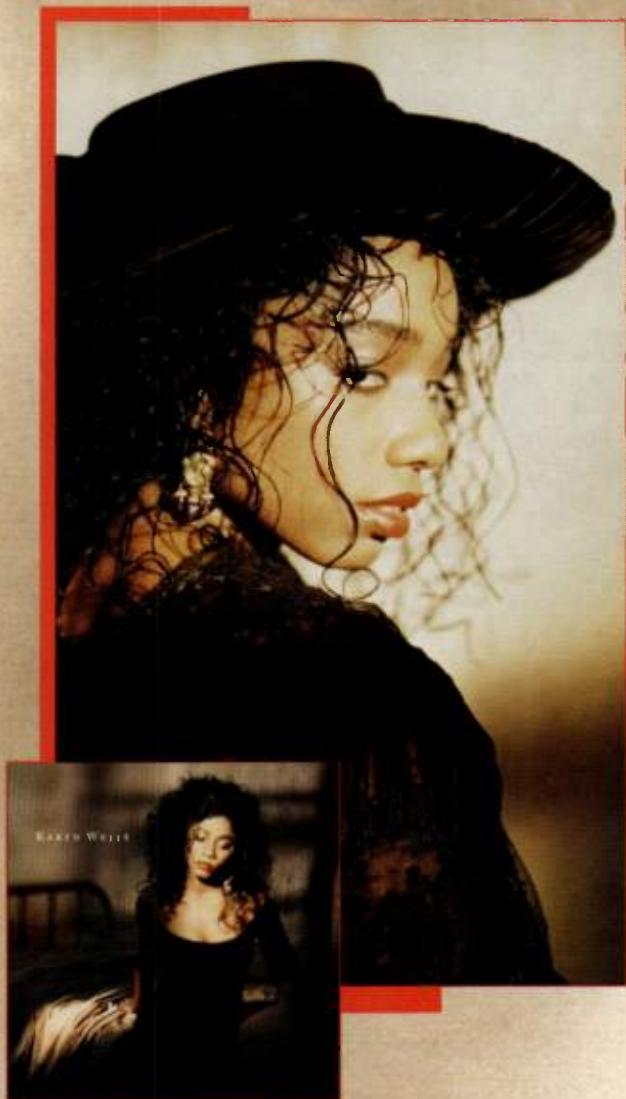
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15	8	5	5	5	5	5	5	5
13	10	6	6	6	6	6	6	6
11	9	7	7	7	7	7	7	7
14	11	8	8	8	8	8	8	8
18	14	9	9	9	9	9	9	9
20	15	10	10	10	10	10	10	10
24	19	11	11	11	11	11	11	11
8	7	12	12	12	12	12	12	12
21	16	13	13	13	13	13	13	13
30	23	14	14	14	14	14	14	14
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--	37	36	36	36	36	36	36	36
--	38	37	37	37	37	37	37	37
4	28	39	39	39	39	39	39	39
16	20	40	40	40	40	40	40	40

CHARTBOUND

ARTIST	TITLE	LABEL	*Debuts in chartbound	Reports	Adds	Heavy	Medium	Light	Hit Factor	Weeks
KARYN WHITE	- Love Saw It	(Warner Bros.)		43	16	1	9	17	23%	2
DINO	- 24/7	(4th & Broadway/Island)		41	10	1	18	12	46%	3
Z'LOOKE	- Love Sick	(Orpheus/EMI)		41	10	--	12	19	29%	3
LOOSE ENDS	- Life	(MCA)		40	4	1	16	19	42%	3
SKYY	- Start Of A Romance	(Atlantic)		38	16	--	8	14	21%	2
BOY GEORGE	- Don't Take My Mind On A Trip	(Virgin)		38	16	1	8	13	23%	2

SEEING is BELIEVING!

KARYN
WHITE



"LOVE SAW IT"

The new single

Hot on the heels of her #1 sizzler "The Way You Love Me" and her heart-stopping #1 ballad "Superwoman," "Love Saw It" is the next super step for Karyn White.

Produced by L.A. & Babyface for LA'FACE Inc.

From The #1 Album KARYN WHITE

Management & Direction : Larkin Arnold



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WRH

UP & COMING

Reports accepted Mondays at
8 AM through 9 AM Wednesdays
Station Reporting Phone (415) 495-1990
Gavin Fax: 415-495-2580

LP CUTS

Reports	Adds	ARTIST TITLE LABEL
33	4	JEFFREY OSBORNE - All Because Of You (A&M)
32	5	KID'N PLAY - Rollin' With Kid'n Play (Select)
32	12	NEW EDITION - Crucial (MCA)
31	3	LATEASHA - Move On You (Rawsome/Slam)
31	10	WENDY & LISA - Are You My Baby (Columbia)
30	3	LIA - True Obsession (Virgin)
28	2	WILL CLAYTON - Never Too Late (Polydor/PolyGram)
26	3	SANDEE - Notice Me (Fever/Sutra)
26	9	SHEENA EASTON - Days Like This (MCA)
25	9	SIMPLY RED - It's Only Love (Elektra)
24	7	GERALD ALSTON - You Laid Your Love On Me (Motown)
23	4	* ALEXANDER O'NEAL - (What Can I Say) To Make You Love Me (Tabu)
23	6	RENE MOORE - Never Say Goodbye To Love (Polydor/PolyGram)
22	4	PAUL LAURENCE - Make My Baby Happy (Capitol)
21	1	INFORMATION SOCIETY - Walking Away (Tommy Boy/Reprise)
21	1	STOP THE VIOLENCE MOVEMENT - Self-Destruction (Jive/RCA)
21	2	STARPOINT - Tough Act To Follow (Elektra)
20	2	JAMM - You And Me (Epic)
20	7	GRADY HARRELL - Sticks & Stones (RCA)
19	2	* INNER CITY - Good Life (Virgin)
19	--	CASH MONEY & MARVELOUS - Find An Ugly Woman (Sleeping Bag)
19	10	* THE PASADENAS - Tribute (Right On) (Columbia)
17	1	ICE-T - High Rollers (Sire/Warner Bros.)
17	8	JACKIE JACKSON - Stay (Polydor/PolyGram)
16	1	NAJEE - Najee's Nasty Groove (EMI)

*First time listed on this page.

DROPPED: #17-Ai Jarreau, #29-Guy, #36-Rob Base & D.J. E-Z Rock, Salt-N-Pepa, Kirby Coleman, L'Trimm, Easy E., Sharp.

INSIDE URBAN



PARTY, PARTY, PARTY

Celebrating seven years of progressive entertainment in the Memphis market was on the agenda for KRN B when they toasted their success with a hearty party. The evening's SRO crowd was treated to hundreds of album/cassette/poster giveaways, a massive KRN B 7th anniversary cake, champagne on every table and the premiere of Michael Jackson's "Moonwalker" video. Shown on stage is Howard Huntsberry, who was joined later by guest appearances by Starpoint, The Bar-Kays, Stanley Jordan, and Be Be & Ce Ce Winans, along with some local acts who participated.



BLACK HISTORY MONTH AT ATLANTIC

Dinner was on Atlantic Records to celebrate Black History Month at Jezebel's restaurant earlier this month. Shown at the event are (standing l-r) The System's David Frank & Mic Murphy; Skyy's Bonne Dunning Barrino; Atlantic Sr. VP Sylvia Rhone; Jezebel's owner Alberta Wright; Audio Two's Gizmo & Milk Dee; and (sitting) Skyy's Denise Dunning Crawford and MC Lyte.

...And thanks to all of you who came to San Francisco to attend our 4th Annual

GUY - Piece Of My Love

AL B. SURE! - Naturally Mine

NEW KIDS ON THE BLOCK - I'll Be Loving You (Forever)

CHERRELLE - Happy That You're Happy With Me

Z'LOOKE - I'm In Love

CHAKA KHAN - Slow Talkin' Signed, Sealed, Delivered

RADIANT - Gimme/Faith

CHANNEL 2 - If You Want Me To Stay

JONATHAN BUTLER - She's Hot

SLICK RICK - Bedtime Story

SWEET OBSESSION - I Would Never Do You Wrong

Gavin Seminar For Media

Professionals, and for all the kind words about our sessions. I want to thank Jhan Hiber for the incredible job he did moderating our Urban session concerning Arbitron vs. Birch research. So many of you wanted the session to run longer because the subject matter was so timely due to the changes in the methodology since Fall, 1988. Luckily, Jhan will be writing a bi-weekly column here in Gavin and you may direct any questions you have for him through us. He welcomes mail and comments from our readers and you certainly can't go to a better source for answers to your research questions. Consider Gavin your hotline to Hiber!

Rick Stevens, WCKX-Columbus, has another idea for a strong dance tune. The new ALEXANDER O'NEAL, in his opinion, is "...good, strong, and very danceable—should attract all demos." Rocky Valentine, WHYZ-Greenville, picks the BOY GEORGE as his RTW, saying, "Great production!" just as we said in our review two weeks ago.

Hozie Mack, WFXC-Durham, had just two words for it, "It's bad!"

Award-winning Music Director Lisa Lipps, KACE-Los Angeles (congratulations Lisa) makes BOBBY BROWN's fourth single a quotable one: "One more of those killer #1 Bobby Brown hits!" We agree! Ciao for now, Betty

HIT FACTOR

Urban Research:
Betty Hollars/John Martinucci

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

Total Reports This Week **100** Last Week **107**

ARTIST TITLE LABEL

		Reports	Adds	Heavy	Medium	Light	Hit Factor	Weeks
MILLI VANILLI - Girl You Know It's True (Arista)		92	1	75	13	3	95%	8
LEVERT - Just Coolin' (Atlantic)		70	2	56	8	4	91%	6
SURFACE - Closer Than Friends (Columbia)		64	1	44	15	4	92%	7
FREDDIE JACKSON - You And I Got A Thang (Capitol)		66	1	38	21	6	89%	7
THE BOYS - Lucky Charm (Motown)		65	2	33	23	7	86%	7
SWEET OBSESSION - Being In Love Ain't Easy (Epic)		60	1	41	14	4	91%	9
JAMES "J.T." TAYLOR & REGINA BELLE - All I Want Is Forever (Epic)		66	1	32	26	7	87%	7
DONNA ALLEN - Joy And Pain (Oceana/Atco)		66	1	28	30	7	87%	7
JONATHAN BUTLER - More Than Friends (Jive/RCA)		60	1	26	25	8	85%	6
BAR-KAYS - Struck By You (Mercury/PolyGram)		58	--	26	25	7	87%	7
ASHFORD & SIMPSON - I'll Be There For You (Capitol)		64	1	7	37	19	68%	5
TODAY - Girl I've Got My Eyes On You (Motown)		64	2	17	33	12	78%	6
CHERYL "PEPSII" RILEY - Me, Myself & I (Columbia)		54	1	10	27	16	68%	7
VESTA WILLIAMS - 4 U (A&M)		58	--	7	32	19	67%	6
KENNY G (w/SMOKEY ROBINSON) - We've Saved The Best... (Arista)		64	3	11	31	19	65%	5
EL DEBARGE - Real Love (Motown)		59	2	3	35	19	64%	5
CHERRELLE - Affair (Tabu)		58	4	5	38	11	74%	7
FIVE STAR - Another Weekend (RCA)		55	3	3	23	26	47%	7
SLICK RICK - Teenage Love (Def Jam/Columbia)		47	1	16	20	10	76%	8
JOHNNY KEMP - Birthday Suit (Columbia)		50	11	7	11	21	36%	2
STEVIE WONDER - With Each Beat Of My Heart (Motown)		41	1	5	24	11	70%	7
BOBBY BROWN - Every Little Step (MCA)		50	12	4	16	18	40%	2
BETTY WRIGHT - From Pain To Joy (Vision)		34	2	6	19	7	73%	7
CHRISTOPHER MAX - More Than Physical (Virgin)		43	2	6	17	18	53%	5
ALYSON WILLIAMS - Sleep Talk (Def Jam/Columbia)		34	2	4	14	14	52%	4
TEN CITY - That's The Way Love Is (Atlantic)		42	3	1	17	21	42%	4
RADIANT - Something's Got A Hold On Me (Columbia)		34	--	5	18	22	67%	5
TRACIE SPENCER - Imagine (Capitol)		38	2	3	17	16	52%	5

NEW RELEASES

by Betty Hollars and John Martinucci

ROBERTA FLACK

— U H • U H —
○ O H • ○ O H
L O O K O U T

(HERE IT COMES)

ROBERTA FLACK - Uh-Uh Ooh Ooh Look Out (Here It Comes) (Atlantic)

Now here's a song with a hook -- written by Ashford & Simpson, and performed by Roberta Flack. After listening to the 7" five times, we came to the conclusion that either the song is too short or we need a turntable with a remote.

CHARLIE SINGLETON - Good, Bad & Ugly (Epic)

If a classic like Little Drummer Boy by Alexander O'Neal can be updated for a dance track, why not a spaghetti western theme? Everyone has whistled this tune at sometime or another, but now there's lyric. Charlie gets Larry Blackmon's assistance.

ANNE G. - If She Knew (Atlantic)

A debut for Anne G. and quite a good one at that. We liked the rhythm track because it sounds as if someone producing it listened to a lot of Lisa Lisa-Cult and Jam-Full Force records, if you know what we mean...!

EU - Back Wild (Virgin)

Hey everybody! You had fun doing Da'butt, so why don't we all get Buck Wild -- and play it? Go-Go music is popular in many parts of the countr. Can't wait to see this video!

SHOCK - Talk About Love (Atlantic)

TECHNO-URBAN! A sound similar to Donna Allen's "Serious." Good dance, one that shouldn't be overlooked.

MARC V. - Let Them Stare (Elektra)

Marc V.'s debut is a smooth mid-tempo groove that should turn some heads. The heavy rhythm tracks and sophisticated vocals gives this song a polished touch.

TONE LOC - Funky Cold Medina

(Delicious Vinyl/Island)

After his debut and surge onto the Urban and Top 40 charts, gravel-voiced TONE releases a new song about a 90's "Love Potion no. 9."



Symphonic Metallic Cacophony

Lars Ulrich and James Hetfield formed Metallica in 1981. Their first album, *Kill 'Em All*, was released in 1983 and the international metal underground propelled it to sales of over 300,000 copies. By the time *Ride The Lightning* was released in 1984, the group was popular enough to have the album spend 50 weeks in the top 200 with virtually no radio airplay. When the

Master of Puppets LP came out, the band began selling consistently in the millions.

After a headlining tour of Europe, the tragic death of bassist Cliff Burton, and Hetfield's skate-boarding accident, Metallica used Lars' garage as a rehearsal studio and came up with a \$5.98 EP, *Garage Days*.

1988 was a breakthrough year for Metallica. Their record company re-released their debut album, and sales reached 1,000,000 copies. The band went out on the Monsters of Rock tour just in time to promote their new studio album ...And Justice For All. The result: In just three weeks ...Justice showed retail sales of over 1,000,000! Their '88 success doesn't stop there. Just after we spoke Metallica finished their first video for "One" and was nominated for a Grammy in a newly-established category, "Best Hard Rock Band."

I interviewed Lars and James on the first night of two sold-out appearances at the 15,000-seat Cow Palace in San Francisco. Lars told me I was lucky to get James to sit still since he doesn't grant a lot of interviews. Both were quite jovial despite the fact that they had just been charged \$130,000 for 3,000 seats that were damaged by over-enthusiastic fans at a Long Beach, California show.

Metallica is a special phenomenon. They are a band of longevity and great success that eclipses scores of bands with a thousand times the airplay.

by Sheila Rene

SHEILA RENE: You've said that the challenge for Metallica is to come up with certain rhythmic patterns different from the straightforward 4/4 beat.

LARS ULRICH: I look at it this way. There are certain things you can't study but can only feel. You can sit down and read all your drum books and practice paradiddles and get quite good at it. One thing you can't write down in the book is how to understand music and listen for the feel. I think, without sounding arrogant, either you have that quality or you don't. I have been interested in how drums fit in to some of the things we do without always just playing a 4/4 situation. It can't become too progressive or it gets boring. How do you come up with something that's not basic 4/4, which is where the groove comes from, but still has an interesting feel that people can latch onto? I don't know. I seem to have managed in a couple of places on this new record to do that and will hopefully continue to do so.

SR: You have a pretty expensive band here—you had to replace 3,000 seats destroyed by fans and you spent lots of money on the double album so the quality would be superior.

LU: It is easy to become disillusioned with reality in this kind of situation. We have people who watch over us financially for certain things that are unnecessary. But for things that are necessary, expense doesn't matter. That is part of creating and getting the records together. We know it

will cost more money out of our pockets, but it is worth it. The Long Beach thing could happen to anyone. Those are just unfortunate expenses.

SR: That type of thing doesn't happen to everyone. It happens to the bands that make people feel the energy of their music.

LU: We were just talking to our accountant who has been out with Motley Crue, Judas Priest and a lot of others. It's just in L.A. We've done 20 odd shows and we haven't had any problems anywhere. As soon as you get to L.A., it's crazy. On the Monsters tour 15,000 fans rushed the stage when we were playing there. You take the good with the bad. \$120,000 is a lot of money to lose on something as silly as that, but we're not the kind of band that goes around counting money every day. It's unnecessary, but it happens.

SR: What are your recollections of the Monsters tour? Sammy (Hagar) thought you came out in the best light.

LU: That's one way of putting it. I think we were the ones who came out of it best because we were the least exposed. We hadn't played here for quite a while, as opposed to a band that overdoes it, playing five times a year everywhere. The Monsters tour gave us a chance to play to as many people as possible who had not had that face-to-face encounter. We're the kind of band that, a lot of the time, gets mislabeled. The press writes about us in a way that scares potential fans. Don't read the press, just see the band!

There's still talk about how Monsters was a big disappointment attendance-wise—how it

META

wasn't well-attended. I think it was just over-hyped in the press. If you sell 50,000 tickets and expect 75,000, then you're disappointed. But if you sell 50,000 and you only expected 30,000—well, it all comes down to what you expect. They just blew this thing just a touch too much out of proportion, which was a mistake. We gained a lot of ground.

SR: *Ride the Lightning* was the first clear picture we had of what was to come stylistically, and what would be expanded upon.

LU: Yes, absolutely. *Kill 'Em All* was our first nine songs—a pretty one-sided album. The current Metallica took its birth in some of the songs that were written for the second album. If you look at it, what happened was that Cliff came into the band, and when Kirk joined there was a more melodic feeling. That is the reason (guitarist) Dave Mustaine left and Kirk came in. Cliff was the most musical of all of us and had the most experience in harmonies. James and I knew very little about that stuff.

SR: How do you assess the band's playing abilities and style now?

LU: We're out on the road so much that we get a lot of practice. The one thing I really miss is jammin'. When I get a chance to just play, I love it. We only ex-

plore playing when we're writing. Kirk plays a lot of guitar, James doesn't play much and I don't consider myself a drummer's drummer. I'm more interested in how drums work with guitars and songs. I don't play on chairs or tables on the tour bus. I'm more interested in how my drumming comes from learning and understanding. If you keep your eyes and ears open when you make records, you absorb what's going on and you learn a lot. Touring, writing, listening, understanding and just growing up—you learn and use it.

SR: How deep do you think your fans get into your music?

LU: It varies. The thing about Metallica is the fans just derive what they want. We're not telling anyone how to interpret or understand our work. If you want to sit down for hours with the music, fine. Over the last couple of years our approach has been a little more indirect. *Kill 'Em All* is a very direct album.

SR: How much do you listen to the radio?

LU: Not much. It's easy for a lot of people to get in their cars and listen to the radio. They don't have to get involved and this reflects what goes on with a lot of lives in this country. People need to get involved. It's unfortunate that commercial radio is not a

cont. on page 47 ▶

THE

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MOST ADDED

SIMPLY RED (35)
(Elektra)

ROBERTA FLACK (26)
(Atlantic)

PETER NOONE (25)
(Cypress/A&M)

BANGLES (23)
(Columbia)

PAUL CARRACK & TERRI NUNN (21)
(Columbia)

TOP TIP

ROBERT PALMER
She Makes My Day
(EMI)

Only a short research week
kept Robert off the chart.

RECORD TO WATCH



NYLONS
Poison Ivy
(Windham Hill/A&M)

From the pre-pantyhose era.

Editor: Ron Fell

Assoc. Editor: Diane Rufer

ADULT CONTEMPORARY

2W LW TW

2	2	1	ROY ORBISON	- You Got It (Virgin)
1	1	2	Mike + The Mechanics	- The Living Years (Atlantic)
9	3	3	DEBBIE GIBSON	- Lost In Your Eyes (Atlantic)
11	7	4	ANITA BAKER	- Just Because (Elektra)
5	5	5	Rick Astley	- She Wants To Dance With Me (RCA)
10	9	6	NEIL DIAMOND	- This Time (Columbia)
4	4	7	B.J. Thomas & Dusty Springfield	- As Long As We Got.. (Reprise)
7	8	8	Sheriff	- When I'm With You (Capitol)
3	6	9	Rod Stewart	- My Heart Can't Tell You No (Warner Bros.)
21	14	10	KENNY G (Vocal by SMOKEY ROBINSON)	- We've Saved The Best... (Arista)
18	13	11	CROSBY, STILLS, NASH & YOUNG	- Got It Made (Atlantic)
19	16	12	BREATHE	- Don't Tell Me Lies (A&M)
16	11	13	Barbra Streisand	- All I Ask Of You (Columbia)
8	10	14	Taylor Dayne	- Don't Rush Me (Arista)
28	22	15	BANGLES	- Eternal Flame (Columbia)
26	20	16	SURVIVOR	- Across The Miles (Scotti Bros./CBS)
13	12	17	Tiffany	- All This Time (MCA)
24	19	18	BOY MEETS GIRL	- Bring Down The Moon (RCA)
25	21	19	CHICAGO	- You're Not Alone (Full Moon/Reprise)
31	24	20	THE TRAVELING WILBURYS	- End Of The Line (Wilbury/Warner Bros.)
34	25	21	BETTE MIDLER	- Wind Beneath My Wings (Atlantic)
29	27	22	VANESSA WILLIAMS	- Dreamin' (Wing/PolyGram)
6	15	23	Glenn Frey	- Soul Searchin' (MCA)
27	26	24	EDIE BRICKELL & THE NEW BOHEMIANS	- What I Am (Geffen)
30	29	25	LIVINGSTON TAYLOR	- City Lights (Critique/Atlantic)
12	17	26	Fleetwood Mac	- As Long As You Follow (Warner Bros.)
37	32	27	CARLY SIMON	- Let The River Run (Arista)
14	18	28	Basia	- New Day For You (Epic)
--	35	29	38 SPECIAL	- Second Chance (A&M)
15	23	30	Steve Winwood	- Holding On (Virgin)
--	40	31	SIMPLY RED	- It's Only Love (Elektra)
--	39	32	PETER NOONE	- I'm Into Something Good (Cypress/A&M)
--	37	33	LUTHER VANDROSS	- She Won't Talk To Me (Epic)
20	28	34	Phil Collins	- Two Hearts (Atlantic)
39	34	35	U2	- Angel Of Harlem (Island)
--	36	36	EVERLY BROS. & THE BEACH BOYS	- Don't Worry Baby (Capitol)
--	--	37	KARLA BONOFF	- Tell Me Why (Gold Castle)
--	38	38	ANN WILSON & ROBIN ZANDER	- Surrender To Me (Capitol)
23	31	39	Huey Lewis & The News	- Give Me The Keys... (Chrysalis)
17	30	40	Maxi Priest	- Wild World (Virgin)

CHARTBOUND

ARTIST TITLE LABEL

*Debuts in chartbound

Reports Adds Heavy Medium Light Hit Factor Weeks

ROBERT PALMER - She Makes My Day (EMI)

59 11 3 18 27 35% 3

SCRITTI POLITTI - Oh Patti (Warner Bros.)

51 7 3 23 18 50% 5

ENYA - Orinoco Flow (Sail Away, Sail Away, Sail Away) (Geffen)

50 11 5 15 19 40% 5

Once Is Not Enough

“Say It Again”



The new single from

PM

Produced by Elliot Scheiner and PM.

From the debut album PM.



WRH

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UP & COMING

Reports accepted Mondays at
8 AM through 5 PM Tuesdays
Station Reporting Phone (415) 495-1990
Gavin Fax: 415-495-2580

REVIEWS



ROBBIE NEVIL

Somebody Like You (EMI)

If they were awarding a Grammy for bass-lines this track would win hands down. Robbie jumps on it for a tongue and groove pop fit that makes the whole aural experience worthwhile.



GRAYSON HUGH

Talk It Over (RCA)

The song was originally out as a single by, of all people, Olivia Newton-John early last year, but Grayson gives it a Sam Cooke treatment and turns it into a soul ballad.

Reports	Adds	ARTIST	TITLE	LABEL	*Debuts In Up & Coming
47	4	JAMES "JT" TAYLOR & REGINA BELLE	All I Want Is Forever	(Epic)	
47	17	NYLONS	Poison Ivy	(Windham Hill/A&M)	
44	21	PAUL CARRACK & TERRI NUNN	Romance (Theme from Sing)	(Columbia)	
44	11	DINO	24/7 (4th & Broadway/Island)		
42	5	JUDSON SPENCE	Love Dies In Slow Motion	(Atlantic)	
41	13	LOVE & MONEY	Halleluiah Man	(Mercury/PolyGram)	
34	4	GIANT STEPS	Into You	(A&M)	
34	26	* ROBERTA FLACK	Uh-Uh Ooh Ooh Look Out (Here It Comes)	(Atlantic)	
29	3	RANDY NEWMAN	Falling In Love	(Reprise)	
29	7	RELATION INC.	Any Other Lover	(R&A)	
28	8	KIARA duet with SHANICE WILSON	This Time	(Arista)	
27	10	* MAXI PRIEST	Goodbye To Love Again	(Virgin)	
23	2	JONATHAN BUTLER	More Than Friends	(Jive/RCA)	
20	13	* BOYS CLUB	The Loneliest Heart	(MCA)	
20	6	* IVAN NEVILLE	Falling Out Of Love	(Polydor/PolyGram)	

Dropped: Annie Lennox & Al Green.

INSIDE A/C

by Ron Fell & Diane Rufer



By the narrowest of margins, ROY ORBISON's "You Got It" edges out Mike + The Mechanics' "The Living Years" for a new number one. (See HIT FACTOR profile on page 30).

Caught in a statistical crunch is DEBBIE GIBSON. She can't climb a notch despite a 23 station increase in HEAVY rotation. Now she's got ANITA BAKER to deal with. ANITA has 72% of her airplay in HEAVY rotation and neither of her followers, RICK ASTLEY or NEIL DIAMOND has one add among them this week.

KENNY G makes it to the top ten with 35 new HEAVY rotation reports and five week HIT FACTOR of 85%.

The BANGLES' "Eternal Flame" was the only record in the top fifteen to get double digit adds (23 to be exact).

Included in the roster of new torch-bearers are KEFM, KWLO, KFIV, KEZR, WKMI and WFAS.

BETTE MIDLER's "Wind Beneath My Wings" continues to soar. It's new this

week for KBIG, WMT/AM, WDUZ and KLDI. In HEAVY rotation at WAFL, WTUN, WQUT, KBOL, KSAL etc.



CARLY SIMON has registered a ten-point two-week chart move (37 to 32 to 27) and is now HIT FACTORED by more than half her players. New for K103, KLOG and eleven others. Already in HEAVY for WTRX, KBMG, WJTW and WAFL and nine others. Look for soundtrack album sales for "Working Girl" now that it's out. CARLY contributes five compositions to the project.

38 SPECIAL is now top thirty though less than half of all available A/C's are playing it. The majority playing are HIT FACTORing as well.

Our MOST ADDED, Simply Red's "It's Only love" moves nine (40 to 31) and can easily tack on another nine or more next week. New for WKMI, WGMX, KSGT, KLSS, WBLG, KFYR, WCHV, WZNY, WKIO and many more. Check out the back page for Album Of The Week. To the bank!!

Last week's TOP TIP is this week's only chart debut. KARLA BONOFF's "Tell Me Why" adds 15 stations including KFOR, KJOY, WLLH, WJMQ and WKST. With 38% of its play in quality rotations it debuts at 37.

From RECORD TO WATCH last week, this week's TOP TIP, ROBERT PALMER'S "She Makes My Day" should debut next. Picking up 11 adds including KGY, WMRN, WEBC, KMGM and KLOG. HEAVY rotation for KQAD, WJTW, KBMG.

RECORD TO WATCH is "Poison Ivy" by the Nylons. This original hit by the Coasters was out in 1959 but the production of David Foster brings this oldie up to date. 17 new adds from KRKO, KQEU, WRDB, WTRX, KSOO, KMGM, WBLG etc. Rotating HEAVY for KROC and KYMN.

It was wonderful seeing so many A/C people at this year's Gavin Seminar. We hope all enjoyed the entire event and of course our A/C format session in particular. Our THANKS to Frank Miniaci, Dave Verdery, Gene Knight, Brian Lee and Liz Kiley for their participation and a special THANKS to Jill Ramsdell and Kevin McDonald for the McDelicious refreshments.

CONGRATULATIONS to B100, Bobby Rich, Liz Kiley, Gene Knight, Mike Martucci and Arista Records on winning their A/C awards. See ya next year!

2 real beauties

Proven Reliable
Play After Play

edie brickell & new bohemians "What I Am"



from the album **SHOOTING RUBBER-BANDS AT THE STARS** • mileage? this baby will run forever!

DOUBLE PLATINUM
GAVIN A/C 24* 67% HIT FACTOR
R&R A/C 23
MAC REPORT 20*

WALK	B100	KLCY
KE95	WLMG	WBFB
WWMJ	WSKI	WAEB
KS95	CKFM	WFBG
WZNY	KFIV/FM	KFYR

enya

"Orinoco Flow (Sail Away)"

Features?
you bet!

nouveaux video on VH1, now on MTV •
no. 1 charting single throughout europe •
over 400,000 units sold • from the debut
album **WATERMARK**.

GAVIN A/C CHARTBOUND 50/11

R&R A/C DEBUT 35*

KLSI, B100, WNUA, WAFL, WMT/FM, WSLQ, KVIC, WTWR, KYJC
WLEV, KAYN, WHAI, WAFL, WSKI, WORG,



trade in your Tired Tunes

ON YOUR DESK NOW!!! CHER & PETER CETERA, "AFTER ALL"

JOHN KILZER "MEMORY IN THE MAKING" ON YOUR DESK MARCH 7TH!

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HIT FACTOR

A/C Research:
Diane Rufer/Ron Fell

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

Total Reports This Week **214** Last Week **225**

ARTIST	TITLE	LABEL	Reports	Adds	Heavy	Medium	Light	Hit Factor	Weeks
ROY ORBISON	You Got It (Virgin)		7	96%	5	12	190	3	210
MIKE + THE MECHANICS	The Living Years (Atlantic)		8	97%	4	11	192	1	208
DEBBIE GIBSON	Lost In Your Eyes (Atlantic)		7	95%	7	29	157	2	195
ANITA BAKER	Just Because (Elektra)		8	92%	11	36	134	3	184
RICK ASTLEY	She Wants To Dance With Me (RCA)		11	95%	8	21	138	--	167
NEIL DIAMOND	This Time (Columbia)		8	96%	5	35	118	--	158
B. J. THOMAS & DUSTY SPRINGFIELD	As Long As We Got... (Reprise)		12	94%	9	43	108	--	160
SHERIFF	When I'm With You (Capitol)		12	93%	9	35	112	1	157
ROD STEWART	My Heart Can't Tell You No (Warner Bros.)		13	91%	13	39	107	1	160
KENNY G (Vocal by SMOKEY ROBINSON)	We've Saved The Best For Last (Arista)		5	85%	20	89	64	7	180
CROSBY, STILLS, NASH & YOUNG	Got It Made (Atlantic)		6	85%	21	85	64	4	174
BREATHE	Don't Tell Me Lies (A&M)		7	90%	10	79	61	4	154
BARBRA STREISAND	All I Ask Of You (Columbia)		11	90%	12	54	74	2	142
TAYLOR DAYNE	Don't Rush Me (Arista)		14	87%	16	51	65	1	133
BANGLES	Eternal Flame (Columbia)		5	73%	20	92	29	23	164
SURVIVOR	Across The Miles (Scotti Bros./CBS)		7	85%	14	84	33	6	137
TIFFANY	All This Time (MCA)		17	86%	16	44	62	--	122
BOY MEETS GIRL	Bring Down The Moon (RCA)		8	88%	12	83	26	2	123
CHICAGO	You're Not Alone (Reprise)		7	79%	17	79	25	10	131
THE TRAVELING WILBURYS	End Of The Line (Wilbury/Warner Bros.)		5	72%	23	78	23	16	140
BETTE MIDLER	Wind Beneath My Wings (Atlantic)		5	64%	41	74	22	13	150
VANESSA WILLIAMS	Dreamin' (Wing/PolyGram)		7	75%	17	50	35	10	112
GLENN FREY	Soul Searchin' (MCA)		16	76%	27	55	34	--	116
EDIE BRICKELL & THE NEW BOHEMIANS	What I Am (Geffen)		8	67%	28	50	24	8	110
LIVINGSTON TAYLOR	City Lights (Critique/Atlantic)		18	70%	28	70	10	6	114
FLEETWOOD MAC	As Long As You Follow (Warner Bros.)		14	74%	28	51	29	--	108
CARLY SIMON	Let The River Run (Arista)		5	51%	42	47	11	13	113
BASIA	New Day For You (Epic)		17	75%	24	54	20	--	98
38 SPECIAL	Second Chance (A&M)		4	51%	37	48	5	12	102
STEVE WINWOOD	Holding On (Virgin)		13	83%	13	51	17	--	81
SIMPLY RED	It's Only Love (Elektra)		3	30%	36	30	1	35	102
PETER NOONE	I'm Into Something Good (Cypress/A&M)		3	35%	36	30	3	25	94
LUTHER VANDROSS	She Won't Talk To Me (Epic)		5	61%	13	38	5	14	70
PHIL COLLINS	Two Hearts (Atlantic)		16	68%	24	38	13	--	75
U2	Angel Of Harlem (Island)		5	58%	25	32	7	3	67
EVERLY BROS. & BEACH BOYS	Don't Worry Baby (Capitol)		6	69%	13	35	6	5	59
KARLA BONOFF	Tell Me Why (Gold Castle)		4	38%	28	25	2	15	70
ANN WILSON & ROBIN ZANDER	Surrender To Me (Capitol)		8	63%	11	19	10	6	46
HUEY LEWIS & THE NEWS	Give Me The Keys... (Chrysalis)		8	75%	13	29	11	--	53
MAXI PRIEST	Wild World (Virgin)		16	67%	18	28	11	1	58

PLUS FACTOR

Records which received the greatest increase in HIT FACTOR.

ARTIST	TITLE	LABEL	LW	TW	Increase
ROBERT PALMER	She Makes My Day (EMI)		12	35	23%
PETER NOONE	I'm Into Something Good (Cypress/A&M)		17	35	18%
BETTE MIDLER	Wind Beneath My Wings (Atlantic)		47	64	17%
38 SPECIAL	Second Chance (A&M)		36	51	15%
JAMES "JT" TAYLOR & REGINA BELLE	All I Want Is Forever (Epic)		38	53	15%
SURVIVOR	Across The Miles (Scotti Bros./CBS)		71	85	14%
GIANT STEPS	Into You (A&M)		30	44	14%
NYLONS	Poison Ivy (Windham Hill/A&M)		13	27	14%
PAUL CARRACK & TERRI NUNN	Romance (Columbia)		--	13	13%
KARLA BONOFF	Tell Me Why (Gold Castle)		26	38	12%
THE TRAVELING WILBURYS	End Of The Line (Wilbury/Warner Bros.)		62	72	10%
SIMPLY RED	It's Only Love (Elektra)		20	30	10%

RANDY NEWWAY



"Falling In Love"

GAVIN A/C
UP & COMING
41% HIT FACTOR

KSGT HEAVY
KCBF HEAVY
WAFL HEAVY
WKCX MEDIUM
WJTW MEDIUM
KLDI MEDIUM
KBOL MEDIUM
WHAI MEDIUM
WBTH MEDIUM
WKTJ MEDIUM
KRXL MEDIUM

ALSO ON :

WJON, WMT/FM,
WSKI, WKYE, 3WM,
WTRX, KYJC,
AND MORE!!

BRIAN WILSON



"Melt Away"

ALREADY ON:

WAFL
WSKI
KAAK
KYLT
WHAI
WEVA
WOHS
KASY
KITZ
KRED
KPTL
WJTW
KSSR
WUVU

"You're Not Alone"

CHICAGO

**IF YOU'RE GETTING
GREAT LISTENER
RESPONSE TO THE
NEWEST CHICAGO
SINGLE,
YOU'RE NOT ALONE!**

GAVIN A/C
21*-19* 131/10
79% HIT FACTOR
**ALREADY
IN HEAVY
ROTATION AT:**

WKYE
WCHV
WQHQ
WQ TU
KFYR
WTUL
KBLQ
KCMJ
WKOI
WTRX
WJTW
WAFL
WJXL AND MANY MORE



reprise

MOST ADDED

RANDY TRAVIS (57)
(Warner Bros.)ALABAMA (51)
(RCA)DWIGHT YOAKAM (42)
(Reprise)STEVE WARINER (39)
(MCA)RODNEY CROWELL (35)
(Columbia)

TOP TIP

STEVE WARINER
Where Did I Go Wrong
(MCA)This man rarely goes wrong.
39 more adds this week.

RECORD TO WATCH



THE SHOOTERS

If I Ever Go Crazy
(Epic)This follow-up to "Borderline" is pulling
in good reaction from early believers.

Editor: Lisa Smith

Assoc. Editor: Cyndi Hoelzle

COUNTRY

2W LW TW

4	2	1	RONNIE MILSAP	- Don't You Ever Get Tired... (RCA)
3	1	2	Ricky Van Shelton	- From A Jack To A King (Columbia)
9	4	3	REBA McENTIRE	- New Fool At An Old Game (MCA)
11	6	4	GEORGE STRAIT	- Baby's Gotten Good At Goodbye (MCA)
6	3	5	Southern Pacific	- Honey I Dare You (Warner Bros.)
13	10	6	NITTY GRITTY DIRT BAND	- Down That Road Tonight (Warner Bros.)
7	7	7	Conway Twitty	- I Wish I Were Still In Your Dreams (MCA)
14	11	8	KEITH WHITLEY	- I'm No Stranger To The Rain (RCA)
10	9	9	Sweethearts Of The Rodeo	- I Feel Fine (Columbia)
15	13	10	EMMYLOU HARRIS	- Heartbreak Hill (Reprise)
16	15	11	MICHAEL MARTIN MURPHEY	- From The Word Go (Warner Bros.)
17	16	12	T. GRAHAM BROWN	- Come As You Were (Capitol)
18	17	13	GEORGE JONES	- I'm A One Woman Man (Epic)
22	18	14	VERN GOSDIN	- Who You Gonna Blame It On This Time (Columbia)
1	5	15	Eddy Raven	- 'Til You Cry (RCA)
26	20	16	HANK WILLIAMS JR./HANK SR.	- There's A Tear... (Warner Bros./ Curb)
21	19	17	BELLAMY BROTHERS	- Big Love (Curb/MCA)
27	22	18	SHENANDOAH	- Church On Cumberland Road (Columbia)
24	21	19	FOSTER & LLOYD	- Fair Shake (RCA)
2	8	20	Desert Rose Band	- I Still Believe In You (Curb/MCA)
5	12	21	Tanya Tucker	- Highway Robbery (Capitol)
30	26	22	DON WILLIAMS	- Old Coyote Town (Capitol)
32	28	23	LACY J. DALTON	- The Heart (Universal)
29	23	24	Lorrie Morgan	- Trainwreck Of Emotion (RCA)
37	29	25	BILLY JOE ROYAL	- Tell It Like It Is (Atlantic America)
--	33	26	K.T. OSLIN	- Hey Bobby (RCA)
36	30	27	BAILLIE AND THE BOYS	- She Deserves You (RCA)
25	24	28	T. G. Sheppard	- You Still Do (Columbia)
28	27	29	Waylon Jennings	- Which Way Do I Go (MCA)
39	32	30	PATTY LOVELESS	- Don't Toss Us Away (MCA)
--	34	31	ROY ORBISON	- You Got It (Virgin)
--	37	32	HIGHWAY 101	- Settin' Me Up (Warner Bros.)
12	14	33	Oak Ridge Boys	- Bridge And Walls (MCA)
40	35	34	LEE GREENWOOD	- I'll Be Lovin' You (MCA)
35	31	35	John Conlee	- Hit The Ground Runnin' (16th Ave.)
--	--	36	THE JUDDS	- Young Love (Curb/RCA)
--	39	37	LONESOME STRANGERS	- Goodbye Lonesome, Hello Baby Doll (HighTone)
8	25	38	Gene Watson	- Don't Waste It On The Blues (Warner Bros.)
--	--	39	RESTLESS HEART	- Big Dreams In A Small Town (RCA)
--	--	40	FORESTER SISTERS	- Love Will (Warner Bros.)

CHARTBOUND

ARTIST TITLE LABEL

*Debuts in chartbound

Reports Adds Heavy Medium Light Hit Factor Weeks

THE SANDERS - Grandma's Old Wood Stove (Airborne)

105 9 1 35 60 34% 7

BARBARA MANDRELL - My Train Of Thought (Capitol)

105 9 1 33 62 32% 5

CLINT BLACK - Better Man (RCA)

105 24 1 13 67 13% 3

STATLER BROTHERS - Moon Pretty Moon (Mercury)

94 18 1 15 60 17% 4

PHOTO FILE

by Lisa Smith & Betty Hollars



Our station of the year, KNIX, hosted a pre-concert party for the Oak Ridge Boys. Caught celebrating are: (l to r) KNIX's George King, the Oak's Duane Allen, KNIX's R.J. Curtis, the Oak's Steve Sanders, Richard Sterban and Joe Bonsall, and KNIX morning jock W. Steven Martin.



This year's Country session at the Gavin Seminar was the best attended yet. Shown here in the foreground are Mike Chapman of Mike Chapman Consultant and Coyote Calhoun of WAMZ- Louisville. In the background you'll spot (l to r) Eddie Edwards of KAJA-San Antonio, PD of the year Eric Marshall of WSIX-Nashville, RCA's Jack Weston, and Associate National Promotion Guy of the Year, RCA's Ted Wagner.



KMPS-Seattle recently treated winners to a backstage chat with George Jones. Shown here are KMPS afternoon personality Tall Paul Jones, winners Tom and Debbie Nichols, and KMPS Promotion Director Mark Seignious.

THE SHOOTERS IF I EVER GO CRAZY

34-68587

THE SMASH FOLLOW-UP TO THEIR HIT
"BORDERLINE."

GAVIN COUNTRY UP & COMING 55/31 RECORD TO WATCH
R&R S&A 18/15
BILLBOARD 79* DEBUT

Epic

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MARCH 1-4, 1989 — NASHVILLE, TENNESSEE

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featuring
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Sponsored by BMI
featuring
EDDIE RABBITT

DETAILED INFORMATION — Contact Tricia Dubuque or Frank Mull at CRB office (615) 327-4487 or 327-4488

UP & COMING

Reports accepted Mondays at
8 AM through 10 AM Wednesdays
Station Reporting Phone (415) 495-1990
Gavin Fax: 415-495-2580

Reports	Adds	Weeks	ARTIST	TITLE	LABEL	
94	3	7	CHARLIE DANIELS BAND	Cowboy Hat In Dallas	(Epic)	
90	3	7	KEVIN WELCH	Stay November	(Warner Bros.)	
90	35	2	RODNEY CROWELL	After All This Time	(Columbia)	
77	42	2	DWIGHT YOAKAM	I Got You	(Reprise)	
74	39	2	STEVE WARINER	Where Did I Go Wrong	(MCA)	
71	4	4	MEL McDANIEL	Walk That Way	(Capitol)	
63	24	3	MOE BANDY	Many Mansions	(Curb)	
61	57	1*	RANDY TRAVIS	Is It Still Over	(Warner Bros.)	*Debuts in Up & Coming.
58	12	3	GATLIN BROTHERS	When She Holds Me	(Universal)	
56	51	1*	ALABAMA	If I Had You	(RCA)	
55	31	2	THE SHOOTERS	If I Ever Go Crazy	(Epic)	
53	21	2	LIONEL CARTWRIGHT	Like Father, Like Son	(MCA)	
52	32	2	SKIP EWING	The Gospel According To Luke	(MCA)	
45	7	3	CHARLEY PRIDE	White Houses (16th Ave.)		
40	--	7	WILLIE NELSON	Twilight Time	(Columbia)	
40	14	2	JOHNNY CASH	Ballad Of A Teenage Queen	(Mercury)	
40	7	3	CROSBY, STILLS, NASH & YOUNG	This Old House	(Atlantic)	
35	6	3	TAMMY WYNETTE	Next To You	(Epic)	
34	--	7	GLEN CAMPBELL	More Than Enough	(MCA)	
32	--	8	CRYSTAL GAYLE	Tennessee Nights	(Warner Bros.)	
32	3	6	BUCK OWENS	A-11	(Capitol)	
32	6	3	MARCY BROTHERS	Threads Of Gold	(Warner Bros.)	
32	7	2	SAWYER BROWN	Old Pair Of Shoes	(Capitol)	
31	6	2	MASON DIXON	Exception To The Rule	(Capitol)	
30	3	4	DARRELL HOLT	Only The Strong Survive	(Anoka)	
30	2	4	JOHN ANDERSON	Lower On The Hog	(MCA)	
26	3	3	CHARLY McCLAIN	One In Your Heart And One On Your Mind	(Mercury)	
26	1	3	LINDA DAVIS	Back In The Swing Again	(Epic)	
25	7	1*	SUZY BOGGUS	Somewhere Between	(Capitol)	
21	2	2	JOHNNY RODRIGUEZ	No Chance To Dance	(Capitol)	
21	4	2	LYLE LOVETT	Stand By Your Man	(Curb/MCA)	
20	--	2	LUCINDA WILLIAMS	The Night's Too Long	(Rough Trade)	

Dropped: #36-K.Mattea, #38-Dan Seals, #40-L.Boone, McDowell/Lewis.

TOP REQUESTS

RICKY VAN SHELTON

HANK JR./HANK SR.

GEORGE STRAIT

RONNIE MILSAP

REBA McENTIRE

LP CUTS

Ricky Van Shelton - Hole In My Pocket

Alabama - High Cotton/She Can Baillie & The Boys - I Can't Turn The Tide

Gene Watson - Dreams Of A Dreamer

Emmylou Harris - Heaven Only Knows

George Strait - Ace In The Hole

INSIDE COUNTRY

GAVIN SEMINAR RE-CAP. By all accounts, it was the most successful Gavin Seminar ever! The St. Francis Hotel here in San Francisco was filled to capacity with guests from all across the music spectrum, and the Country turn-out was strong and proud! From Friday afternoon's keynote session with master speaker Tom Peters to Friday night's jam-packed Celebrity Cocktail Party (with artists as varied as Chet Atkins, Barry Manilow and Gene Simmons) to Saturday's afternoon session with some of the most popular air talent in the country, it was a weekend not to be missed!

THE PURSUIT OF MARKET SHARE. Saturday morning's Country session was a huge success, running a full 60 minutes over its scheduled two hours. The speakers, and of course heavyweight moderator Don Langford (V.P. of EZ Communications) were the ones who made it happen. Gavin's new Ratings and

Research Editor Jhan Hiber kicked things off with some ideas about building cume, with follow-up by Gavin columnist Moon Mullins on how to manage your cume once you've gotten it. The discussion then turned to getting your Sales & Programming departments to work together. WXTU -Philadelphia PD Bob Young defended the programmers, while KZOU-Little Rock GM Hal Smith gave the view from the sales perspective. We talked about preparing for an AM drive show with two of the best, KMPS -Seattle's Icabod Caine and KAJA-San Antonio's Eddie Edwards. Bob Guerra from KLAC/KZLA-Los Angeles and Jack Lameier from CBS led us in a rollicking discussion on how radio and record companies can help each other. Promotions - Owning Your Market was the next subject we tackled, with WSIX-Nashville's Eric Marshall speaking from a large market viewpoint and new

superstars Rickey Randell and Joel Muller from KROW -Reno speaking from a small market perspective. The last speaker was John Baslia from Arbitron, who told us about a new service available from Arbitron - Radio Fingerprint - as well as answering some questions about Arbitron's new methodology. This was followed by a full hour of Questions & Answers, and would have gone on indefinitely if hotel personnel hadn't kicked us out of the room to get it ready for another session! The Country Crew would like to express our sincerest thanks to Don Langford and all of our wonderful speakers AND the top notch folks in attendance. We couldn't have asked for a better session. Talk with you next week! The Gavin Country Crew

see page 18 for Country Winners!

HIT FACTOR

Country Research:
Lisa Smith/Elma Greer

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

Total Reports This Week **201** Last Week **206**

ARTIST TITLE LABEL

		Reports	Adds	Heavy	Medium	Light	Hit Factor	Weeks
RONNIE MILSAP	- Don't You Ever Get Tired... (RCA)	193	--	171	20	2	98%	10
RICKY VAN SHELTON	- From A Jack To A King (Columbia)	190	--	169	18	3	98%	9
REBA McENTIRE	- New Fool At An Old Game (MCA)	192	1	158	33	--	99%	10
GEORGE STRAIT	- Baby's Gotten Good At Goodbye (MCA)	193	--	149	42	2	98%	8
NITTY GRITTY DIRT BAND	- Down That Road Tonight (Warner Bros.)	191	--	112	71	8	95%	10
CONWAY TWITTY	- I Wish I Were Still In Your Dreams (MCA)	179	1	139	35	4	97%	13
KEITH WHITLEY	- I'm No Stranger To The Rain (RCA)	195	3	104	80	8	94%	8
SWEETHEARTS OF THE RODEO	- I Feel Fine (Columbia)	173	--	131	37	5	97%	13
EMMYLOU HARRIS	- Heartbreak Hill (Reprise)	182	3	91	76	12	91%	12
MICHAEL MARTIN MURPHEY	- From The Word Go (Warner Bros.)	184	--	74	104	6	96%	10
T. GRAHAM BROWN	- Come As You Were (Capitol)	170	--	93	69	8	95%	12
GEORGE JONES	- I'm A One Woman Man (Epic)	179	1	72	93	13	92%	12
VERN GOSDIN	- Who You Gonna Blame It On This Time (Columbia)	178	1	44	117	16	90%	8
HANK WILLIAMS JR./HANK SR.	- There's A Tear... (Warner Bros./Curb)	183	4	39	112	28	82%	6
BELLAMY BROTHERS	- Big Love (Curb/MCA)	178	3	30	131	14	90%	7
SHENANDOAH	- Church On Cumberland Road (Columbia)	184	3	23	123	35	79%	6
FOSTER & LLOYD	- Fair Shake (RCA)	181	4	21	132	24	84%	7
DON WILLIAMS	- Old Coyote Town (Capitol)	165	3	7	126	29	80%	9
LACY J. DALTON	- The Heart (Universal)	170	3	5	121	41	74%	7
BILLY JOE ROYAL	- Tell It Like It Is (Atlantic America)	169	5	3	120	41	72%	6
K.T. OSLIN	- Hey Bobby (RCA)	178	13	6	97	62	57%	6
BAILLIE AND THE BOYS	- She Deserves You (RCA)	164	6	3	108	47	67%	6
PATTY LOVELESS	- Don't Toss Us Away (MCA)	163	9	5	97	52	62%	6
ROY ORBISON	- You Got It (Virgin)	159	10	7	94	48	63%	6
HIGHWAY 101	- Settin' Me Up (Warner Bros.)	166	14	5	80	67	51%	5
LEE GREENWOOD	- I'll Be Lovin' You (MCA)	150	5	3	90	52	62%	7
THE JUDDS	- Young Love (Curb/RCA)	157	34	4	40	79	28%	3
LONESOME STRANGERS	- Goodbye Lonesome, Hello Baby Doll (HighTone)	125	8	4	63	50	53%	6
RESTLESS HEART	- Big Dreams In A Small Town (RCA)	139	31	3	32	73	25%	3
FORESTER SISTERS	- Love Will (Warner Bros.)	129	26	--	28	75	21%	4

NEW RELEASES by Lisa Smith & Cyndi Hoelzle



ALABAMA - *If I Had You* (RCA)

Alabama usually follows up a lively, up-tempo rocker with a soft, beautiful ballad, whether in concert or in single releases. Well, here's the soft, beautiful ballad. No surprises here - just another great vocal treatment by Randy Owen backed by superb Alabama harmonies.



DESERT ROSE BAND - *She Don't Love Nobody* (Curb/MCA)

This is the type of song the Desert Rose

Band does best, driving Country rockers that highlight their veteran vocal style. Everything about this production is first class—from John Hiatt's lyrics to the tight delivery. A favorite off of the album, it is the perfect choice to follow up "I Still Believe In You."



GENE WATSON - *Back In The Fire* (Warner Bros.)

Judging from the requests Gene's last

single pulled in, we're all glad to hear this soulful voice back on the radio. He sings so well it sounds like the easiest thing in the world. Another three minutes of lazy pleasure.



JAMES HOUSE - *Don't Quit Me Now* (MCA)

After last year's dearth of new artists, 1989 is starting off right with folks like Clint Black, the Lonesome Strangers and now MCA's James House. He's backed by a crack studio band on this single, which he co-wrote with Wendy Waldman. Check it out and you'll agree that the hype is founded.

MOST ADDED

1. IVORY DREAMS - BOBBY LYLE (ATLANTIC)
2. CONFIDENTIAL - SPECIAL EFX (GRP)
3. ISLAND - DAVID ARKENSTONE (NARADA/EQUINOX)
4. LIGHTDANCE - NIGHTINGALE (HIGHER OCTAVE)
5. LET'S STAY TOGETHER - ERIC GALE (JCI)
6. RENDEZ-VOUS - JORGE DALTO (CHEETAH)

TOP TIP

DEBORAH HENSON- CONANT
ON THE RISE
(GRP)

BOBBY LYLE
IVORY DREAMS
(ATLANTIC)

RECORD TO WATCH



LYLE LOVETT & HIS LARGE BAND
(CURB/MCA)

Multi-format Country swinger debuts with his Large Band at #45.

Co-Editors: Keith Zimmerman/Kent Zimmerman

ADULT ALTERNATIVE

2W LW TW

1	1	1	ENYA - WATERMARK (GEFFEN)
21	8	2	MARTIN TAYLOR - SARABANDA (GAIA)
13	5	3	FREE FLIGHT - SLICE OF LIFE (CBS ASSOCIATED)
17	10	4	TANITA TIKARAM - ANCIENT HEART (REPRISE)
5	3	5	Danny Heines - Every Island (Silver Wave/Optimism)
2	2	6	Al Jarreau - Heart's Horizon (Reprise)
3	4	7	Joe Beck - Back To Beck (DMP)
40	22	8	WINDOWS - THE FRENCH LAUNDRY (CYPRESS/A&M)
6	7	9	Kim Pensyl - Pensyl Sketches #1 (Optimism)
38	13	10	KEIKO MATSUI - UNDER NORTHERN LIGHTS (MCA)
34	17	11	STEVE BACH - MORE THAN A DREAM (SOUNDWINGS)
23	19	12	FREEWAY PHILHARMONIC (SPINDLETOP)
7	12	13	Bireli Lagrene - Foreign Affairs (Blue Note)
33	21	14	STEPS AHEAD - N.Y.C. (INTUITION/CAPITOL)
42	20	15	TRAUT/RODBY - THE GREAT LAWN (COLUMBIA)
4	6	16	Gerald Albright - Bermuda Nights (Atlantic)
16	16	17	Sadao Watanabe - Elis (Elektra)
--	31	18	DAVID MANN - INSIGHT (ANTILLES NEW DIRECTIONS/ISLAND)
19	18	19	Roberta Flack - Oasis (Atlantic)
10	11	20	Do'ah - World Dance (Global Pacific/CBS)
11	15	21	Gary Herbig (Headfirst/K-Tel)
8	9	22	Chi - Pacific Rim (Projazz)
31	26	23	RICHARD BALMER - BECOMING BECAME (CHASE MUSIC GROUP)
44	35	24	WORKING WEEK - PAYCHECK (VIRGIN)
--	--	25	DEBORAH HENSON-CONANT - ON THE RISE (GRP)
18	23	26	Don Harriss - Vanishing Point (Sonic Atmospheres)
25	27	27	Brian Melvin's Nightfood - Nightfood (Global Pacific/CBS)
9	28	28	Chet Atkins - C.G.P. (Columbia)
12	14	29	Julia Fordham (Virgin)
--	--	30	BOBBY LYLE - IVORY DREAMS (ATLANTIC)
47	33	31	DAVID ARKENSTONE - ISLAND (NARADA/EQUINOX)
--	32	32	TURTLE ISLAND STRING QUARTET - METROPOLIS (WINDHAM HILL JAZZ)
--	48	33	MICHAEL HAYES - I VIBE (STA/RBI)
--	34	34	ALEX BUGNON - LOVE SEASON (EMI)
--	35	35	SPECIAL EFX - CONFIDENTIAL (GRP)
26	30	36	Anita Baker - Giving You The Best That I Got (Elektra)
20	24	37	Tom Scott - Flashpoint (GRP)
24	37	38	Kenny G - Silhouette (Arista)
22	39	39	David Knopfler - Lips Against The Steel (Cypress/A&M)
32	38	40	Tom Grant - Mango Tango (GAIA)
--	45	41	KERSTIN ALLVIN - ORIGINS (DOGWOOD PRODUCTIONS)
35	42	42	Gipsy Kings (Musician/Elektra)
30	36	43	Russ Barenberg - Moving Pictures (Rounder)
28	34	44	Vangelis - Direct (Arista)
--	--	45	LYLE LOVETT & HIS LARGE BAND (CURB/MCA)
15	29	46	John Jarvis - Whatever Works (MCA Master Series)
--	49	47	Gontiti - Sunday Market (Portrait)
--	41	48	Ric Flauding - Refuge (Spindletop)
--	--	49	MANTECA - NO HEROES (SOUNDWINGS)
--	44	50	Tequila Sunrise Soundtrack (Capitol)

CHARTBOUND

RALF ILLENBERGER (NARADA/EQUINOX)
*DAVID CROSBY (A&M)
NIGHTINGALE (HIGHER OCTAVE)
*SOS ALL STARS (CHASE MUSIC GROUP)
*PASSPORT (ATLANTIC)

*ERIC GALE (JCI)
*BOB BERG (DENON)
*JORGE DALTO (CHEETAH)
BRUCE COCKBURN (GOLD CASTLE)

*GARRY DIAL/DICK OATTS (DMP)
JESSIE ALAN COOPER (NARADA)
DIRTY RHYTHMIA (NEW DIRECTIONS/ISLAND)
JAMES LEE STANLEY (BEACHWOOD/CHAMELEON)

Dropped: #25 Lee Ritenour, #32 Dream Patrol, #40 Tony Guerrero, #43 Tingstad/Rumbel, #46 Stanley Jordan, #47 Chris Spheeris, #50 Michel Camilo, Twins Soundtrack, Dave Grusin.

*Debuts in chartbound

SFO

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your headphones...*

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CONNECTION THREE

THE SINGLE

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WRH

MOST ADDED

JAZZ

1. RENDEZ-VOUS - JORGE DALTO (Cheetah)
2. LET'S STAY TOGETHER - ERIC GALE (JCI)
3. GOLDEN EARRINGS - RAY BRYANT (EMARCY/POLYGRAM)
4. MY KIND OF TROUBLE - BENNY CARTER (PABLO)
5. IVORY DREAMS - BOBBY LYLE (ATLANTIC)

TOP TIP

PASSPORT
TALK BACK
(ATLANTIC)

Good follow-up week for Klaus Doldinger's upbeat, seventies style funk jazz.

RECORD TO WATCH GOLDEN EARRINGS



RAY BRYANT
GOLDEN EARRINGS
(EMARCY/POLYGRAM)

Jazz programmers like his trio arrangements and his classic repertoire.

Co-Editors: Keith Zimmerman/Kent Zimmerman

2W LW TW

15	5	1 MARTIN TAYLOR - SARABANDA (GAIA)
5	4	2 STEPS AHEAD - N.Y.C. (INTUITION/CAPITOL)
2	2	3 Bireli Lagrene - Foreign Affairs (Blue Note)
1	1	4 Joe Beck - Back To Beck (DMP)
7	6	5 ROBIN EUBANKS - DIFFERENT PERSPECTIVES (JMT/POLYGRAM)
3	3	6 Sadao Watanabe - Elis (Elektra)
30	9	7 FREE FLIGHT - SLICE OF LIFE (CBS ASSOC.)
6	7	8 Michel Camilo (Portrait Records)
27	14	9 STEVE BACH - MORE THAN A DREAM (SOUNDWINGS)
11	10	10 Kim Pensyl - Pensyl Sketches #1 (Optimism)
46	23	11 KEIKO MATSUI - UNDER NORTHERN LIGHTS (MCA)
13	13	12 Jimmy McGriff - Blue To The Bone (Milestone)
--	26	13 MARCUS ROBERTS - THE TRUTH IS SPOKEN HERE (NOVUS/RCA)
--	33	14 TURTLE ISLAND STRING QUARTET - METROPOLIS (WINDHAM HILL JAZZ)
32	17	15 TRAUT/RODBY - THE GREAT LAWN (COLUMBIA)
10	11	16 Charles Earland - Front Burner (Milestone)
--	24	17 DAVID MANN - INSIGHT (ANTILLES NEW DIRECTIONS/ISLAND)
8	12	18 Al Jarreau - Heart's Horizon (Reprise)
14	15	19 Harry Connick, Jr. - 20 (Columbia)
4	8	20 Gerald Albright - Bermuda Nights (Atlantic)
9	16	21 Richie Cole - Signature (Milestone)
28	22	22 DAN BALMER - BECOMING BECAME (CHASE MUSIC GROUP)
--	42	23 BOBBY LYLE - IVORY DREAMS (ATLANTIC)
23	20	24 Tom Harrell - Stories (Contemporary)
--	45	25 WINDOWS - THE FRENCH LAUNDRY (CYPRESS/A&M)
21	21	26 Danny Heines - Every Island (Silver Wave/Optimism)
34	30	27 DAVE MCKENNA QUARTET - NO MORE OUZO FOR PUZO (CONCORD JAZZ)
20	28	28 Buddy DeFranco/Terry Gibbs Quartet - Holiday For Swing (Contemporary)
--	49	29 GARRY DIAL AND DICK OATIS (DMP)
--	30	30 PASSPORT - TALK BACK (ATLANTIC)
17	19	31 Gary Herbig (Headfirst/K-tel)
44	32	32 MICHAEL HAYES - I VIBE (STA/RBI)
18	18	33 Brian Melvin's Nightfood - Nightfood (Global Pacific/CBS)
19	22	34 Do'ah - World Dance (Global Pacific/CBS)
--	35	35 BOB BERG - Cycles (Denon)
40	38	36 DAVE GRUSIN - COLLECTION (GRP)
--	37	37 MULGREW MILLER - THE COUNTDOWN (LANDMARK)
--	38	38 MAYNARD FERGUSON - HIGH VOLTAGE (INTIMA)
33	31	39 Enya - Watermark (Geffen)
--	40	40 BUDDY MONTGOMERY - SO WHY NOT? (LANDMARK)
12	25	41 Chet Atkins - C.G.P. (Columbia)
--	42	42 ALEX BUGNON - LOVE SEASON (EMI)
22	29	43 Peter Erskine - Motion Poet (Denon)
39	43	44 Milt Jackson - A London Bridge (Pablo)
25	36	45 Barney Kessel - Red Hot And Blues (Contemporary)
43	48	46 Joe LoCascio - Marionette (Chase Music Group)
--	47	47 TORCH SONG TRILOGY (POLYDOR/POLYGRAM)
--	48	48 SPECIAL EFX - CONFIDENTIAL (GRP)
--	46	49 SOS All Stars - Greetings From New York (Chase Music Group)
41	41	50 Carla Bley/Steve Swallow - Duets (ECM/PolyGram)

CHARTBOUND

DEBORAH HENSON-CONANT (GRP)
*ERIC GALE (JCI)
*JORGE DALTO (CHEETAH)
MANTECA (SOUNDWINGS)
*RAY BRYANT (EMARCY/POLYGRAM)

* JAMES WILLIAMS (EMARCY/POLYGRAM)
BENNY CARTER (PABLO)
* DAVID ARKENSTONE (NARADA/MCA)
FREEWAY PHILHARMONIC (SPINDLETOP)
ERNIE WATTS WITH GAMALON (AMHERST)

WORKING WEEK (VENTURE/VIRGIN)
*ERIC GALE (EMARCY/POLYGRAM)
RIC FLAUDING (SPINDLETOP)
TANITA TIKARAM (REPRISE)

Dropped: #32 Lee Ritenour, #35 Tony Dagradi, #37 Nancy Wilson, #39 Chi, #40 John Handy, #44 Kent Jordan, #47 Roberta Flack, #50 Tony Williams.

50 YEARS OF THE F

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McCoy Tyner



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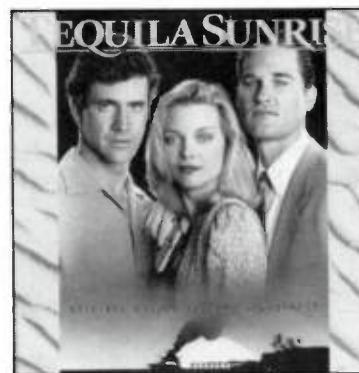


AS TOR PIASSOLA - NANA - MARCIE POTO BOE BANG
GERARDO VÍNEZ - MIKO VANCEVSKI
EDDIE PALMER - CHARLES MARYLAND - SAUFE KETTA
IDA HASSELER & LARAFINA - OMIR KRALEO - NEVER BEEN THERE

WORLD MUSIC ALBUM
Highly sophisticated reference
album, on your desks this
week.



TEQUILA SUNRISE
Features the Dave Grusin
track, "Jo Ann's Song,"
with David Sanborn



ANGELA BOFILL
Key tracks: "Love Is In Your Eyes,"
"I Just Wanna Stop,"
"Everlasting Love"

50th ANNIVERSARY
BLUE NOTE



INSIDE JAZZ/ADULT ALTERNATIVE



JAZZ/ADULT ALTERNATIVE

As you might have heard through the grapevine, last week's Gavin Seminar was our biggest, best and most ambitious yet. It was also the first to include events for our new Jazz and Adult Alternative formats. As expected, attendance rose dramatically--enough to sell out both the Awards Banquet and the Celebrity Cocktail Party before the Friday morning kickoff session. Most importantly, all events were heavily attended and ran smoothly and on time. It was awesome to see the 1500-plus Gavinites make their presence loud and clear at the Westin St. Francis. The hotel was overrun with us music types and the vibe was clearly on our side. On Thursday evening, our impromptu nightclub was filled with relaxed folks eager to take in a stunning set by Michel Camilo and his band. As Michel crashed into "Suite Sandrine Part 1," flanked by Harper Brother bassist Michael Bowie and eighteen year old drummer Zack Danziger, the crowd was ready for what quickly became a fantastic and lively set of kinetic jazz that sent the ball rolling for the rest of the three days. Even though our actual format session didn't convene until Saturday, many Jazz/Adult programmers had a chance to do some valuable networking with their industry peers as well as enjoy some of Friday's general events. Management thinker Tom Peters, who did his presentation on Friday afternoon, was stunning and he gave all attendees a chance to reflect on his ideas for rest of the conference. At the artists show, "The Power of Song," Jackson Browne, Melissa Etheridge, Ice-T, XTC's Andy Partridge and Warner Bros. president Lenny Waronker created highlights of their own.

Our Awards Banquet provided an interesting twist. The board of judges--representatives from all over the United States, made a clear choice. Bob Parlocha and Tim Hodge of KJAZ, both wearing white tuxedos, picked up Jazz Station of the Year honors. Rob Moore of the Breeze Network was named Jazz Radio Person of the Year. In Adult Alternative, Pyramid Broadcasting's Rich Balsbaugh (also a special speaker at Gavin '89) and WXKS' Sunny Joe White watched WNUA-Chicago pick up the Adult Alternative Station of the Year award. KKSF's Steve Feinstein edged out talented competition for Adult Alternative

Radio Person of the Year. On the record side, a stunned and elated Duke DuBois of GRP watched an unprecedented three way sweep of the record awards--Duke being Jazz/Adult National Promotion Person, GRP as Jazz/Adult Label of the Year and Dave Grusin as Jazz Exec of the Year. Jazz and Adult Alternative's attendance this year was forceful and we'd like to thank all those who attended including: Ricky Schultz, Sherry Winston, the Gorov "brothers," Susan Levin, Duke Dubois, Rick Forest, Joe Cohn, Rod Flores, Ralph Stewart, John Rogers, Scott Bergstein, Sal LoCurto, Rob Moore, Ace Lopez, Dave Becker, Monica Logan, Julie Amacher, Candy Pannetta, Brad Stone, Hans Driesen, Clifford "Ray" Brown Jr., Brad Hallihan, Dennis Coppola, Jack Kolkmeier, Nick Francis, Paul Metters, Gary Vercelli, Carlos Lando, Alan Mason, Steve Feinstein, Ronald Noble, Carrie Kanka, Tom The Jazzman, Dr. Jazz, Brian Lee, Paul Stribling, Brad Paul, Brenda Winfield, Debbie Schore, Mike Carlson, James Lewis, Roger Lifeset, Karen Waygood, Sue Barbato, Jennifer Phelps, Micheal Moryc, Mike Hurzon, John Sebastian, Paula Samonte, Ted Higashioka, Michael Wright, Rich Schmidt, Laura Sanano, Neil and Tom Sapper, Chuck Thagard, Jim Wasil, Tom Garrett, Dede Whiteside, Suzanne Berg, Joe Grant, Christina Anthony, Kevin Gore, Brian Baccus, Ricardo Silveira, Hiroshima, Keiko Matsui, Gary Herbig, Ivan Lins, Teri Lynne Carrington, Harold Childs, Chris Palmer, Iris Dillion, Debbie Dumas plus many more that we know and love, with whom we had a chance to meet and hang out. It was a treat to see such strong support from Jazz and Adult Alternative. Wait 'til next year--the fun has only begun.

Our Saturday Jazz/Adult session was indeed a swinging affair. Stemming from an idea brought to us by Nick Francis at KKSF (over dinner one night), a Gavin Jazz/Adult Jukebox Jury was assembled Consisting of Rick Forest of WMOT-Nashville, Jack Kolkmeier of KLSK, Nick of KKSF-San Francisco, Rob Moore of The Breeze, Tom The Jazzman from WTEB-Greenville and John Sebastian of The Wave. The Jury (plus the packed room) was played segments of music that represented the diverse music that Jazz/Adult people either program, audition or promote. The purpose of that approach was for both Jury and audience to explain their unique radio and promotion philosophies using tangible musical examples as reference points. The Zimmers don't mind admitting that in selecting the music we were hoping that there would be negative as well as positive response by the Jury, giving the session a controversial edge.

Jurors each gave a "thumbs-up," "thumbs-down" or "thumbs-in-the-middle" (if a piece had possibilities that couldn't be decided in the short listening span). Not surprisingly, Jurors used the musical examples as springboards to wider issues such as the playing of cover-tunes versus a "muzak image"; the use of aggressive percussion; embracing or avoiding Jazz standards; the use of sophisticated pop-oriented production methods; programming foreign language vocals and vocals in general, and many other issues. We intentionally decided to let the audience's comments evolve into a general discussion as the two hour session wound down. As all of our guests slowly filed out of the room, we felt emotionally and musically drained.

Another welcome sight was the attendance of artists at what is usually perceived as a radio/promotion session. Gary Herbig, Michel Camilo, Michael Shrieve and James Lee Stanley participated enthusiastically with comments and insights. Considering that this was our maiden voyage (no pun intended), we predict that the artists' role at Gavin Seminar Jazz/Adult discussion groups will expand, creating a new precedent in Gavin radio/promotion Seminar events. What a welcome trend it was to have their point of view!

The Zimmers appreciate those of you who were fortunate enough to pull the budget together to attend this first round. We missed those who sent their thoughts and sentiments telepathically. Next year we will have "quantity" in addition to our "quality" turn out.

At the risk of sounding cornball, we feel it necessary to say that in many ways this 1989 Gavin Seminar was a report card for the both of us. All of the positive feedback we've gathered tells us that this latest addition to our Gavin family of formats and music forms brings us a vital batch of information that not only serves a specific group of Gavin reporters, but shows a majority of readers that adult radio programming is going through a serious metamorphosis. After hearing so many Jazz/Adult attendees referring to the philosophies of Keynote Event speaker Tom Peters, it became obvious that those who attended this function "got" what we were trying to get across in assembling this year's Gavin Seminar Agenda. Not only is it designed for specific radio and promotion formats and areas of concentration, but the event as a whole is first and foremost designed for human beings who need to be motivated, charged-up, challenged and fulfilled. So it's onward through the rest of 1989 and we'll see you at the next Gavin Seminar. We'll be there with bells and boxing gloves. Stay well. Yer pals, Keith & Kent.

ALBUM/ALTERNATIVE

ALBUM



THE FIXX



CHRIS REA



BAD COMPANY



ELVIS COSTELLO



XTC



THE PROCLAIMERS

ALTERNATIVE



ORANGES AND LEMONS - XTC
(VIRGIN/GEFFEN)

XTC seems to be at their best when riding a prolific wave. Remember that even though their last effort, *Skylarking*, was a single LP, there was the second *Dukes of Stratosphere* album released right on its heels. And of course there is the classic English Settlement, a double album set that was carved up during its original domestic release, now since reassembled to its original form when **Geffen Records** decided to make the entire XTC back catalogue available. Like English Settlement, *Oranges And Lemons* draws equally from melody and complexity. The band's talents lie in maintaining a loyal, intelligent following while teasing radio with airplay samples like "Mayor Of Simpleton" and "The Loving." If you listen hard, you'll hear swatches of Jazz, African and other obvious Third World influences. There are also liberal doses of English humor as heard on "Poor Skeleton Steps Out," complete with cartoon marimba sounds conjuring images of liberated dancing bone structures. Invest the time and you'll find *Oranges and Lemons* to be a time-released delight.

ZIG-ZAGGIN' THROUGH GHOSTLAND - THE RADIATORS (EPIC)

On *Zig-Zaggin'*, the **Radiators** get a little more sinister in their methodology. Since the re-emergence of **Little Feat** and now this second Radiators effort, adult listeners can enjoy music with edge. The Radiators combine a hard rock mix with body music that's indigenous to the New Orleans area. In fact, even the song titles strongly hint at more intense direction the Rads choose to follow--"Raw Nerve," "Hardcore," "Fall Of Dark" and "Squeeze Me." Both the music and the titles tell me that this band hasn't taken it easy since achieving long overdue major label status. And though this record has a distinct, modern sound, there's plenty of crisp guitarwork, percussion and junkyard drumming to keep things regionally believable. Now turn up that title track.

GAVIN ALBUM FRONTLINE

NEW RELEASES

"YELLOW MOON"/SISTER ROSA - NEVILLE BROTHERS (A&M)

After an incredible performance at the **Gavin Seminar**, the **Nevilles** unveil a piece of their upcoming album, *Yellow Moon*. On the upbeat title track, **Aaron** sings soul deep. The man is simply an amazing singer and is complimented by brother **Art**'s funky-knuckle keyboards and **Cyril**'s rock Jazzy sax lines. "Sister Rosa" is a tribute to the feisty working woman who literally started the Civil Rights movement back in 1955. After a hard day's work, one woman refused to go to the back of the bus. The rest is turbulent history. The Nevilles tell the tale with haunting ambience--neither jubilant nor celebratory. What a song!



"CLOSE MY EYES FOREVER" - LITA FORD (DREAMLAND/RCA)

After over a year on the boards, **Lita**'s solo destruction is still raging on. **Lita** and **Ozzy Osbourne** aren't exactly the **Elton** and **Kiki** of the leather set. Instead, they give us a ballad that kickstarts at the halfway mark. Hang in there--the drums are huge and **Ozzy** puts in a convincing performance.

GEARED AND PRIMED - ROYAL COURT OF CHINA (A&M)

Somewhat falsely represented last time around as some sort of Alternative aggregation, **Royal Court Of China** rev up their leather personae and turn up the music. Their transition toward hard rock sounds more convincing and energetic. If their last album was tentative, **Geared** and **Primed** is anything but reserved and unsure. Rather, with the help of the Southern rock digital guru **Joe Hardy** and English pub rocker **Vic Maile**, this album rocks with confidence. "Half The Truth" is quite mellow compared to the opening title track. Give this a test spin on your hard rock segments to see if this Dixie rocker flies.

FINE YOUNG CANNIBALS



"THE RAW & THE COOKED" - FINE YOUNG CANNIBALS (IRS/MCA)

After a long layout they're back and cooking. And yes, this is a warning. "She Drives Me Crazy" will put the **Cannibals** in the mass appeal driver's seat. Like the album title says, ten songs are separated into two camps--the "raw" and the "cooked." The material on the "raw" first side is bare-boned and gloves-off. A typical contrast might be "Crazy" into side two's "Don't Look Back"--that is, a rough, funky rock piece into an uptempo jangley pop statement. In case you've forgotten, **FYC** were the result of the amoebic split of the **English Beat**, resulting in **General Public** and the **Cannibals**. As a result, both followings remain rabid. So when you sense retail activity, stay in the know. This band with the funny name has fans with memories like elephants. My fave is "Good Thing," from the *Tin Men* movie. **FYC** were the lounge lizards playing in the bowling alley, while **Richard Dreyfuss** and **Danny DeVito**, two aluminum siding salesmen, schemed their devious retaliation moves.

THE WAY MOVES (DALI/CHAMELEON)

First brought to my attention by **Lin Brehmer** of **WXRT**, if you're a sucker for rockers who seemingly record their albums inside airplane hangers, make a move toward the **Way Moves**. This six piece/three guitar ensemble sounds about as close as we Americans come to pub rock. It's a ringing Midwest chime reminiscent of the **Romantics** and **Henry Lee Summer**. So as the ghosts of **Big Star** and **Blue Ash** lurk between the chords, songs like "Heart Beats For You" and "Shadows Of Love" beat steadily into our nighttime psyches. Turn down the treble and pump up the volume. **KZ**

MOST ADDED

1. "CONFIDENTIAL" - THE RADIATORS (EPIC)
2. "ROCKET" - DEF LEPPARD (MERCURY)
3. "MADONNA OF THE WASPS" - ROBYN HITCHCOCK (A&M)
4. "MAYOR OF SIMPLETON" - XTC (GEFFEN)
5. THE RAW & THE COOKED - FINE YOUNG CANNIBALS (IRS/MCA)
6. THE GOOD LIFE - FIRE TOWN (ATLANTIC)

TOP TIP

LITTLE AMERICA
FAIRGROUNDS
(GEFFEN)

Gaining "fair ground" as this week's highest debut at #38.

RECORD TO WATCH



THE RADIATORS
ZIG-ZAGGIN' THROUGH GHOSTLAND
(EPIC)

By New Orleans Heritage Jazz Fest time, the Rads should be riding high on this album. Mark the last week of April and the first week of May in your calendar.

Editor: Kent Zimmerman

ALBUM

2W LW TW

2	1	1	ROY ORBISON (VIRGIN) "GOT" "MYSTERY" "DREAM"
3	2	2	<u>THE FIXX</u> (RCA) "DRIVEN"
4	4	3	<u>TRAVELING WILBURYS</u> (WILBURY/WARNER BROS.) "END" "LAST"
1	3	4	REM (Warner Bros.) "Stand" "Turn" "Pop"
10	6	5	<u>REPLACEMENTS</u> (SIRE/REPRISE) "BE" "TALENT"
13	5	6	Elvis Costello (Warner Bros.) "Veronica"
12	10	7	<u>DAVID CROSBY</u> (A&M) "DRIVE" "TRACKS"
9	9	8	<u>CHRIS REA</u> (GEFFEN) "WORKING"
8	7	9	Midge Ure (Chrysalis) "God" "Sister"
7	8	10	Lou Reed (Sire/Warner Bros.) "Dirty Blvd."
11	11	11	Jon Butcher (Pasha/Capitol) "Send"
5	12	12	<u>U2</u> (ISLAND) "GOD" "TOWN" "ANGEL"
19	14	13	Dylan & The Dead (Columbia) "Slow" "Want"
47	19	14	<u>XTC</u> (GEFFEN) "MAYOR"
6	13	15	Mike + The Mechanics (Atlantic) "Living"
24	16	16	<u>EASTERHOUSE</u> (COLUMBIA) "FIGHTING" "REDBIRD"
26	18	17	Little Feat (Warner Bros.) "One"
15	17	18	Crosby, Stills, Nash & Young (Atlantic) "Got" "That"
28	26	19	<u>BON JOVI</u> (MERCURY) "I'LL" "BORN"
23	21	20	Bruce Cockburn (Gold Castle) "Tree"
22	20	21	Guns N' Roses (Geffen) "Patience" "Paradise"
14	15	22	Waterboys (Ensign/Chrysalis) "World" "Blues"
30	28	23	<u>38 SPECIAL</u> (A&M) "SECOND"
25	22	24	Steve Earle (MCA) "Back"
45	27	25	<u>MELISSA ETHERIDGE</u> (ISLAND) "SIMILAR"
18	24	26	Edie Brickell & New Bohemians (Geffen) "Little" "Am"
46	35	27	<u>BAD COMPANY</u> (ATLANTIC) "SHAKE"
32	29	28	<u>ENYA</u> (GEFFEN) "FLOW"
39	33	29	<u>FINE YOUNG CANNIBALS</u> (IRS/MCA) "CRAZY"
16	23	30	Eddie Money (Columbia) "Love"
34	30	31	Cowboy Junkies (RCA) "Sweet"
43	37	32	<u>CHARLIE SEXTON</u> (MCA) "BACK"
17	25	33	Living Colour (Epic) "Cult" "Landlord"
38	36	34	<u>VIOLENT FEMMES</u> (SLASH/WARNER BROS.) "NIGHTMARES"
--	41	35	<u>TANITA TIKARAM</u> (REPRISE) "TWIST"
44	42	36	<u>TESLA</u> (GEFFEN) "TRAIL"
50	38	37	<u>PAUL DEAN</u> (COLUMBIA) "SWORD"
--	--	38	<u>LITTLE AMERICA</u> (GEFFEN) "WHERE"
35	40	39	<u>JOHN HIATT</u> (A&M) "SOUTH"
--	50	40	<u>RADIATORS</u> (EPIC) "CONFIDENTIAL"
--	--	41	<u>FIRE TOWN</u> (ATLANTIC) "GOOD" "TURN"
31	32	42	Julian Cope (Island) "O'Clock"
--	--	43	<u>IVAN NEVILLE</u> (POLYDOR) "FALLING"
--	--	44	<u>HOTHOUSE FLOWERS</u> (POLYDOR) "FEET"
--	46	45	<u>NEW ORDER</u> (QWEST/WARNER BROS.) "FINE"
48	39	46	Keith Richards (Virgin) "Struggle"
20	45	47	INXS (Atlantic) "Mystify"
--	--	48	<u>CHEAP TRICK</u> (EPIC) "NEVER"
42	47	49	Dreams So Real (Arista) "Jericho" "Witness"
--	--	50	<u>ROYAL COURT OF CHINA</u> (A&M) "TRUTH"

CHARTBOUND

GUADALCANAL DIARY (ELEKTRA) "SATURDAY"
DEF LEPPARD (MERCURY) "ROCKET"
CINDERELLA (MERCURY) "LAST"
SIREN (MERCURY) "FORGIVEN"
THRASHING DOVES (A&M) "ANGEL"

Dropped: #31 Robert Cray, #34 Rush, #43 Jim Capaldi, #44 Saints, #48 Jeff Healey, #49 Vixen, Pogues, Throwing Muses.

GLAMOUR CAMP (EMI) "DID"
MATTHEW SWEET (A&M) "VERTIGO"
WAYNE TOUPS & ZYDECAJUN (MERCURY) "JOLINE"
LOVE & MONEY (MERCURY) "MAN"
TEQUILA SUNRISE (CAPITOL) "CROWDED HOUSE"

LYLE LOVETT (CURB/MCA) "HERE"
* ED HAYNES (APACHE) "KILL"
* BULLET BOYS (WARNER BROS.) "FOR"
WARRANT (COLUMBIA) "DOWN"
PURSUIT OF HAPPINESS (CHRYSLIS)
"HARD"

INSIDE ALTERNATIVE RADIO

by Peter Standish



RECORDS



A&M RECORDS, THE NEVILLE BROTHERS, ROBYN HITCHCOCK AND THE GAVIN REPORT SPONSOR THE FIRST ANNUAL EAST VS. WEST SOFTBALL MATCH

Over 60 people participated as the Alternative music community closed out the Gavin Seminar on Sunday afternoon February 19th with its first annual East-West Softball game. The match ran nine innings and the East edged the West 16-14.

In the top of the first, the East sent 12 batters to the plate and shelled starting West pitcher N.Y. Vinnie-KUSF, for nine runs. The West finally doused the fire with a stunning 1-4-3 double play and responded with three runs in the bottom half of the first. Later in the third, the

West took the lead scoring seven runs, highlighted by Robby Fung-KFSR's three-run homer. But, the East came roaring back, tallying four in the fourth, led by Jim Neill of Rykodisc's three-run home run. After that, they never looked back.

MVP Pitcher, the East's Kim White of AIM Marketing relieved Violent Femmes singer Gordon Gano and mowed down a West attack. Artist Tommy Keene played second base for the West, who threatened with a late ninth inning rally as Robbie Fung (representing the tying run) lined out to East Centerfielder John Rosenfelder of MCA, thus dramatically ending the game. Bonehead Play Of The Game was awarded to catcher Mike Mena of A&M for dropping Lin Brehmer-WXRT's Dwight Evans-like strike to the plate. A great time was had by all!

Line Score:

	HITS	RUNS	ERRORS
EAST	22	16	7
WEST	20	14	3

Special thanks to East Coach Mike Mena-A&M who acquired special T-Shirts for both teams; to Mark Kates-Geffen, Brad Pollack-Apache, Dave Darus-Island for the refreshments; and to Judy Asman-Gavin/KUSF, and N.Y. Vinnie-KUSF who lent a big hand behind-the-scenes.



Strength of Song-Quality of Performance SHOW OF HANDS



Suggested tracks: Time Passes, Real Love

Produced by David Kershenbaum

SHOW OF HANDS

WRH

IRS-42254

MOST ADDED

1. "MADONNA OF THE WASPS" - ROBYN HITCHCOCK & THE EGYPTIANS (A&M-12')
2. "ALWAYS SATURDAY" - GUADALCANAL DIARY (ELEKTRA-12')
3. FLAG - YELLO (MERCURY/POLYGRAM)

TOP TIP

TOMMY KEENE
BASED ON HAPPY TIMES
(GEFFEN)

Persistence pays off with a 25% gain in chart points.

RECORD TO WATCH



MURPHY'S LAW
BACK WITH A BONG!
(PROFILE)

With their wall of guitars, Murphy's Law breaks College Radio's rules!

IMPORT/INDIE

BIRDHOUSE (LINK) "DEVIL"
PAY IT ALL BACK (NETTWERK)
"PERRY"
ELVIS HITLER (RESTLESS) "COOL"
THEY MIGHT BE GIANTS (BAR
NONE/RESTLESS) "CRANE"
LOVE TRACTOR (DB) "BROKE"
BRIAN RITCHIE (SST) "BELLS"
ARMS OF SOMEONE NEW (C'EST LA
MORT) "HERE"
...THRILL KILL KULT (WAX TRAX)
"DEVIL"
SNEETCHES (ALIAS) "SOUNDS"
TOO MUCH JOY (ALIAS) "BUMS"

ALTERNATIVE

2W LW TW

5	4	1	ELVIS COSTELLO (WARNER BROS.) "VERONICA" "TOWN" "PADS" "DANGLE" "GUM"
2	2	2	The Replacements (Sire/Reprise) "Be" "Talent" "Earth" "Anywhere" "Asking"
1	1	3	Lou Reed (Sire) "Dirty" "Whale" "Time" "Strawman" "Good" "Faith"
3	3	4	Violent Femmes (Slash/Warner Bros.) "Nightmares" "World" "Fool" "Fat"
30	6	5	XTC (GEFFEN-12") "MAYOR"
4	5	6	New Order (Qwest) "Fine" "Round" "Love" "Run" "All" "Disco"
7	7	7	Throwing Muses (Sire) "Dizzy" "Roof" "Fall" "Be" "Dragonhead"
11	9	8	WONDERSTUFF (POLYDOR) "GIVE" "MONEY" "WISH" "UNBEARABLE" "13TH" "RUBY"
6	8	9	Midge Ure (Chrysalis) "Dear" "Brother" "Answers" "Hell"
9	10	10	Cowboy Junkies (RCA) "Get" "Midnight" "Blue" "Postcard" "Jane"
19	11	11	EASTERHOUSE (COLUMBIA) "COME" "STAY" "REDBIRD"
10	12	12	The Waterboys (Ensign/Chrysalis) "Fisherman's" "Lovers" "Party" "Sweet"
14	13	13	THE POGUES (ISLAND-12") "YEAH"
27	21	14	THE PROCLAIMERS (CHRYSLALIS) "500" "MET" "WAY" "JEAN" "CAP" "TEARDROPS" "SEAN"
15	15	15	The Reivers (DB/Capitol) "Time" "Home" "Lazy" "Secrets" "Winter" "Cut"
22	18	16	LOVE & ROCKETS (BEGGARS BANQUET-UK) "MOTORCYCLE" "SPEED" "BIKE"
17	17	17	Nitzer Ebb (Geffen) "Control" "Hearts"
16	18	18	Fine Young Cannibals (IRS/MCA-12") "Crazy"
26	19	19	CHRISTMAS (IRS/MCA) "STUPID" "HUMAN" "PUNCH" "NIXON" "WARHOG" "TEST"
13	20	20	REM (Warner Bros.) "Stand" "Pop" "World" "Everything" "Inside"
8	13	21	The Fall (Beggars Banquet/RCA) "Right" "Kurious" "Overture" "Bad"
23	22	22	Ciccone Youth (Enigma/Blast First) "Addicted" "Groove" "MacBeth" "Nature"
18	23	23	Enya (Geffen) "Flow" "Evening"
38	24	24	ROY ORBISON (VIRGIN) "GOT" "MYSTERY" "WINDJAMMER" "COMEDIANS"
40	25	25	FULL FATHOM FIVE (LINK) "HOUR" "FOUR" "SMOKE" "PAINGIVER"
24	26	26	The Go-Betweens (Beggars Banquet/Capitol) "Rock" "Streets" "Anything"
--	27	27	FIREHOSE (SST-12") "TIME"
36	30	28	BRUCE COCKBURN (GOLD CASTEL) "TREE" "GIFT" "SHIPWRECKED" "DEATH"
--	37	29	THRASHING DOVES (A&M) "ANGEL"
34	33	30	LYLE LOVETT (CURB/MCA) "STAND" "HERE" "BLUES" "NOBODY" "KNOW"
41	31	31	LEGAL REINS (ARISTA) "RAGE" "WAIT" "INSIDE" "REALLY"
--	--	32	TOMMY KEENE (GEFFEN) "CAR" "HAPPY"
--	45	33	HE SAID (ENIGMA/MUTE) "COULD" "WATCH" "DICKS"
29	29	34	Julian Cope (Island) "5" "Vegetation" "China" "Anne"
31	35	35	The Fixx (RCA) "Driven" "Subterranean"
25	36	36	Tanita Tikaram (Reprise) "Tradition" "Twist" "Cathedral"
--	49	37	ED HAYNES (APACHE) "KILL" "BLUES" "MIKHAIL"
--	43	38	MATTHEW SWEET (A&M-12") "VERTIGO"
50	39	39	THE BAMBI SLAM (WARNER BROS.) "BOOM" "THINKIN"
45	40	40	GIANT SAND (HOMESTEAD) "TRAIN" "MOUNTAIN" "ROBES"
48	41	41	THE CHILLS (HOMESTEAD) "NAME" "WAY"
12	48	42	PIERCE TURNER (BEGGARS BANQUET/RCA) "SKY" "TIME" "SHAKE" "MAYHEM"
--	46	43	Dead Milkmen (Enigma/Fever) "Brat" "Stuart" "Mom" "Party"
--	46	44	HUGO LARGO (LAND/OPAL) "TURTLE"
--	--	45	THIN WHITE ROPE (FRONTIER) "RED"
--	--	46	FIRE TOWN (ATLANTIC) "GOOD"
28	34	47	Front 242 (Wax Trax) "Headhunter" "Work" "Circling" "Death"
20	28	48	The Saints (TVT) "Music" "Ghost" "Sold" "Hollywood" "Fire"
--	--	49	BRAZIL CLASSICS COMPILATION (BUG/SIRE) "JORGE"
--	--	50	LOVE AND MONEY (MERCURY) "MAN"

CHARTBOUND

ROBYN HITCHCOCK (A&M-12") "MADONNA"	THELONIOUS MONSTER (RELATIVITY-12") "WHAT"
GUADALCANAL DIARY (ELEKTRA-12") "SAT."	UNTOUCHABLES (RESTLESS) "AGENT"
MIRACLE LEGION (ROUGH TRADE) "LADIES"	MURPHYS LAW (PROFILE) "PANTRY"
WAYNE TOUPS & ZYDECAJUN (MERCURY) "SWEET"	YELLO (MERCURY/POLYGRAM) "RACE"

Dropped: #32 Youngblood Comp., #42 Lilac T., #44 Dad Is D., #47 Death of S., #50 Sonic Y.

Too Hip For Hype



Enya

“Orinoco Flow (Sail Away)”

No. 1 Charting Worldwide

Nouveaux Video On **VH1** Now On **MTV**

From The Debut Album *Watermark*, Approaching Gold



GAVIN ALTERNATIVE #23

Nitzer Ebb

“control i’m here”

*The Explosive Dance Tune From The Album **Belief***

GAVIN ALTERNATIVE #17

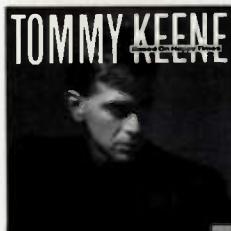


Tommy Keene

“Our Car Club”

The Chart-Bound Single From The Album

Based On Happy Times



GAVIN ALTERNATIVE DEBUT 32*

Playing Is Believing

JOB

MAGIC 104-Appleton/Oshkosh, WI, has two prime openings. 1) News Director. 2) Air personality w/production skills. T&R: Dan Stone, WMGV RADIO, PO Box 104, Appleton, WI 54912. [2/24]

NUMBER ONE KC92.7FM, hot A/C in Palm Springs, CA, looking for f/t AT w/aggressive attitude. Live appearances, market exposure, promo minded, good phones & able to work w/the team! T&R: Jill Fox, 490 S. Farrell, Suite 202, Palm Springs, CA 92262. [2/24]

A/C KFYR-Bismarck, ND, looking for top morning personality. Big money, excellent company w/profit sharing/retirement plan. T&R: Dan Brannan, PO Box 1738, Bismarck, ND 58502. [2/24]

SF TRAFFIC SERVICE seeks Bay Area broadcasters w/news & info background for airborne/studio positions. T&R: TCI, 20788 Corsair Blvd., Hayward, CA 94545. [2/24]

COUNTRY KPQX-Havre, MT, needs a f/t AT w/production. T&R: Craig Erickson, PO Box 7000, Havre, MT 59501. [2/24]

KOJM/KPQX-Havre, MT, seeking exp'd f/t News Director. T&R: Greg Ellendson, PO Box 7000, Havre, MT 59501. [2/24]

TOP 40 KITI-Centralia, WA, needs a News Director w/3-5 years exp. T&R: Roger Dale, 1133 Kresky Road, Centralia, WA 98531. [2/24]

TOP 40 KFTZ/FM-Idaho Falls, ID, has future openings for p/t & f/t ATs. All shifts. No beginners. T&R: Rich Summers, 425 South Holmes, Idaho Falls, ID 83401. No calls, please. [2/24]

SOUTHERN AM/FM COMBO needs a News Director who can gather, write & deliver local news while managing a department. T&R: Ed Davies, PO Box 1055, Selma, AL 36702. [2/24]

TOP 40 KLAZ/FM-Hot Springs, AR, has future openings for AT w/prod. T&R: J. Harvey, PO Box 1739, Hot Springs, AR, 71902. [2/17]

TOP 40 & A/C-Hutchinson, KS, needs a morning drive person immediately. T&R: Bob Tesch, 106 N. Main, Hutchinson, KS 67501. [2/17]

COUNTRY KOYN-Paris, TX, needs a morning person. Voices, humor, personality a must. Best pay if you can deliver. T&R: Dawn Smart, 3305 N.E. Loop 286, Suite A, Paris, TX 75460. [2/17]

CLASSIFIEDS

AVAILABLE

STEAMBOATS NOT FOR US! KBCR's morning space crew, consists of PD & promotions. Looking for personality station. CAPTAIN KIRK: (303) 879-2270. [2/24]

I HAVE EXPERIENCE, will travel. Seeking PD or exceptional announcing position at stable County outlet. MIKE: (517) 368-5332. [2/24]

YOUNG, ENTHUSIASTIC AT willing to work any shift & any format. Prefer CA. NICK WOOTEN: (209) 668-0214. [2/24]

RAW, HOT TOP 40/R&B talent ready immediately. KAREN BARKS: (415) 864-9735. [2/24]

ENTHUSIASTIC, BRIGHT rookie AT/Production would like to work w/Top 40 or Urban. MICHELLE GIPSON: (415) 549-9579. [2/24]

ENGLISHMAN, VERY HIP, DRY, witty & positive seeks exciting challenge! Co-hosting considered. Relocation no problem. Let's win together! RICHARD: (213) 969-4944. [2/24]

FEMALE PRO w/great pipes seeks new gig. Medium/major market. KIM: (605) 338-9376. [2/24]

PD. Album oriented A/C. Ten years experience. Programming county's #1 station adjacent Jacksonville, FL. JIM: (912) 729-2685. [2/24]

SERVICES

WCRX: Urban needs Jazz & New Age service from all labels. Don Dockman, 600 South Michigan Avenue, Chicago, IL 60605-1996. [2/24]

KTDR: Top 40 needs singles from Profile & Delicious Vinyl/Island. J.C. Crisp, 307 East 8th Street, Del Rio, TX 78840. [2/24]

WFCM: Country needs Shenandoah single on Epic. Darren Strickland, PO Box 2006, Goldsboro, NC 27530. [2/24]

KWYZ: Country needs Roy Orbison LP on Virgin. Wayne Cordray, PO Box 1234, Everett, WA 98206. [2/24]

Send notices of job openings or availables to Natalie Cusenza, c/o Gavin Classifieds, 140 Second Street, San Francisco, CA 94105 or call (415) 495-1990.

cont. from page 25

little more open-minded. People don't realize how much radio dictates what they hear. So many people rely on radio for their information musically and radio generally doesn't cover the whole picture. You talk about freedom of choices, but do you really do that? You turn on the radio and ask what station, but do you get the full picture of what's available on AM or FM? Too many people don't have a hands-on approach to go out and search for themselves. They are too passive in their day-to-day lives.

SR: You seem to have overcome stagnant sales with no airplay.

LU: In this day and age some people are beginning to open up and realize they are not getting the full menu.

SR: Will this success spoil Metallica? Big sets, pyro—you used to be known as "the" street band. **LU:** Being able to put on a good gig doesn't have anything to do with losing touch with the fans or the streets. Just as important for Metallica is the word "different." What we're going to do out there in a little while (points to stage) is certainly different than what most other rock groups do on a big stage.

SR: I understand you're allowing a special taping session at your Saturday night concert—fans will be able to make their own live tapes.

LU: This came from our manager, Cliff Bernstein. People are trying to read all kinds of bootleg philosophies into this. All we're doing is giving kids the ultimate souvenir. Take the show home with you. You don't have to smuggle anything into the show and get stuck with a terrible recording. You buy a ticket and you can stand there with your Walkman and get the best sound in the house. That's another installment in Metallica caring about what goes on around us. We are one of the most bootlegged bands in history with about 60-80 albums out there. Does that bring the interest down?

SHEILA RENE: When I interviewed Sammy Hagar recently, he said that he bet you and Lars \$100 each that you'd sell a million albums in a month. You upped the bet to \$200. It turns out that you sold one million copies in three weeks.

JAMES HETFIELD: (laughing) Something like that, yeah, he did. The Monsters thing was a lot of fun. We didn't hang out with them (Van Halen) much because we were on earlier. It was a long

day, so after performing we just wanted to have a beer and relax. Those guys are really cool. The Monsters tour certainly helped us a lot, but the Ozzy (Osbourne) tour of 1985 laid the groundwork.

SR: James, let's put things into perspective. The ...And Justice For All tour continues. Only a couple of days ago, your fans trashed 3,000 seats and that cost you and the band \$120,000 out of your paycheck. You spent extra money to spread the album out over four sides. Is all this worth it?

JH: Yes! Definitely. We wanted the best sound, and the main thing is the music. The album was just not acceptable the way it sounded on one piece of vinyl. We couldn't cheat the people who buy our records and cassettes. The record company wanted to charge more but that wasn't right either. The fact that the people who buy the CD or cassette pay less than someone who buys the album isn't right. So we ate a little money on that too, but it was worth it.

SR: How are you going to fix the problem of fans tearing up seats and property?

JH: On the second night in Southern California Lars went on the radio to let our fans know what was going on. He said, "Look, it isn't cool and if you want us to play here again, don't do it. It's Metallica who pays for it in the end." Lars broke into a song during the interview to tell about a kid who just didn't know who was responsible for his actions, and who had to pay for it. The show in Long Beach turned out to be a benefit.

SR: Let's talk about the "riff" tape that led to ...And Justice For All.

JH: Justice came together really quick compared to the other albums. The tapes were compiled on the road, whenever we thought of something we liked. We were out with Puppets for a year and a half, so we had a few tapes. Lars and I waded through them and pulled out the best stuff and put in other tidbits. Sometimes it's a lot harder with the tapes since we have so many options. We don't take the easy way out by following a formula. We like to fit the riff that obviously doesn't work with a section and make it work for us. It's a real challenge.

SR: ...And Justice is an adult album performed in juvenile settings. The subject matter was well researched, the meaning open-ended. Do you believe your audience knows what you

intended the meanings to be?

JH: I'm sure the lyrics mean something to everyone. I know what they mean to me as the writer and that's all that matters. Someone else might get something better from the songs. I'm against telling people what it means. They must direct it to whatever they feel and use it in their own life somehow. That's what's really cool—taking a song that's about something else and using it as something that helps them out somehow, some way.

SR: Would you agree that Ride The Lighting was the first album that really showed us the band's true style?

JH: Yeah, definitely. Kill 'Em All was songs written two or three years before the record company contract and were, in fact, left over from other bands. I really like Ride The Lighting a lot.

SR: Is Justice THE album?

JH: Well, it is for now—'til the next one. The next one is THE album. We are going to strive for a bigger challenge just to be different or to shock people—like when we did the EP with all the cover tunes.

SR: Do you practice a lot?

JH: Not really, not on the road since we are playing so much.

SR: Do you listen to radio? Do you hear all the new records coming out?

JH: I'm into the older stuff—Blue Oyster Cult, Sabbath. I love Sabbath's new album. I'm into the 70's stuff like Zeppelin. Back then there was a lot of feel to the music. I'd rather pop a tape in and listen to what I want to hear. Yet, it is interesting on tour when we're in a town like Nowhere, Tennessee to tune in to see what the hot station considers the hits.

SR: You aren't exactly getting airplay but it doesn't seem to bother you.

JH: I think we're getting too much airplay in Los Angeles.

SR: Do you think your fans really analyze your music note for note and rhythm for rhythm?

JH: I don't think so. If the song flows well I think they just take it as a whole.

SR: The song "Fade To Black" brought in a lot of letters from females in saying that the song helped them and their friends.

JH: I've gotten a lot of letters about that song. I get more excited over a conversation with a fan than a letter.

SR: Any first takes on Justice? Any just plain outrageous miracles?

JH: (uncontrollable laughter) Absolutely not. It doesn't work that way. The drums go down first. We don't play live in the studio. Lars takes the longest. Maybe some first takes on guitar.

If something goes out of tune we have to stop because we all play so hard on our equipment. Lars is a perfectionist and, to an extent, I am. If my stuff isn't tight enough I'll do it again. But you can get it too perfect. Or there'll be one little thing that'll bug me for the rest of my life.

SR: The song Harvester Of Sorrow is about a nine-to-fiver who can't take it anymore.

JH: Yeah, I wouldn't direct it toward people in the middle of the country, but kids in small town who don't have much of a choice in their lives. We write about real stuff. The guy in the lyrics wants his youth back.

SR: You don't like the term "thrash" when it is linked with your band. So what do you want to be called?

JH: Just Metallica. What does the word thrash mean? Our audiences are made up of junior high, high school, college and older people who just want to release a little aggression.

SR: Is there a difference in the terms "thrash" and "speed" metal?

JH: I think it depends on whether you're talking about the band or the audience. We beat our instruments and play fast. We're just Metallica.●



PERSONAL PICKS

SINGLES by Dave Sholin



WOMACK & WOMACK - *Teardrops*

(Island)

Sam Cooke's daughter Linda met Bobby Womack's brother Cecil when they were just kids. Today Cecil and Linda are husband and wife with a long string of credits that hopefully, will include this song in the near future. Calls have been going through the roof at KISS108 Boston where

it's been most requested for the past two weeks. Also on at PRO/FM Providence. Call me if you can sit still through it or better yet, check your pulse.



BON JOVI - *I'll Be There For You*

(Mercury/PolyGram)

Talk about giving it up for love, the line "when you breathe I wanna be the air for you" kinda has a place all its own in the annals of poetic verses. Multi-talented Jon Bon Jovi brings out the best in power ballads and hard rockers alike, and you

can bet his fanatical female following, among others, will be there waiting for this one.

JODY WATLEY - *Real Love* (MCA)

Producer Andre Cymone (who was in charge of her last project) co-wrote this new effort with Jody and once again they've turned out a spectacular track. Sounds as hot as she looks on the cover of the CD single it arrived in! Expect a lot of airplay and fast.

ROBBIE NEVIL - *Somebody Like You* (EMI)

This musical change of pace shows off a new side of Robbie's singing and writing abilities. Easy to hear why the melody captured the interest of a number of programmers who've been into this tune since the release of the album.

ALBUMS by Ron Fell



SIMPLY RED - *A New Flame* (Elektra)

The group's previous two LPs may have had more heat, but *A New Flame* has a special warmth which cuts it above its predecessors. The songs are rounder and sweeter. While instruments and vocals are richer in harmony, the basslines carry more melody than rhythm. Also unique to this album is the use of muted horn effects and even simulated strings. The lyrics and their delivery are neither passionate nor overly souled-out. Mick Hucknall, the

engine and hood ornament of Simply Red, has said he thinks the critical pre-occupation with his "blackness" as a singer is overstated, yet the singing role models of black music have taken to extremes like rap, supperclub crooning and explicit, exaggerated funk 'n' roll, leaving Mick & Co. the opportunity to wedge a stylish shoe in the door. The opening track and lead single, *IT'S ONLY LOVE*, is only a couple of octaves away from a Barry White/Love Unlimited touch. The title track, *A NEW FLAME*, a logical future single, is an assertive piece which integrates pop and soul with a confident stride. The album's heartstoppers include the Harold Melvin & The Bluenotes song (written by Gamble and Huff) *IF YOU DON'T KNOW ME BY NOW* and a new Mick Hucknall/Lamont Dozier composition, *YOU'VE GOT IT*. Of all the albums I've heard the past few months, this one is probably the most thoroughly satisfying.

NEXT WEEK:



**SPECIAL
COUNTRY
ISSUE**
INDUSTRY EXPERTS SPEAK OUT!

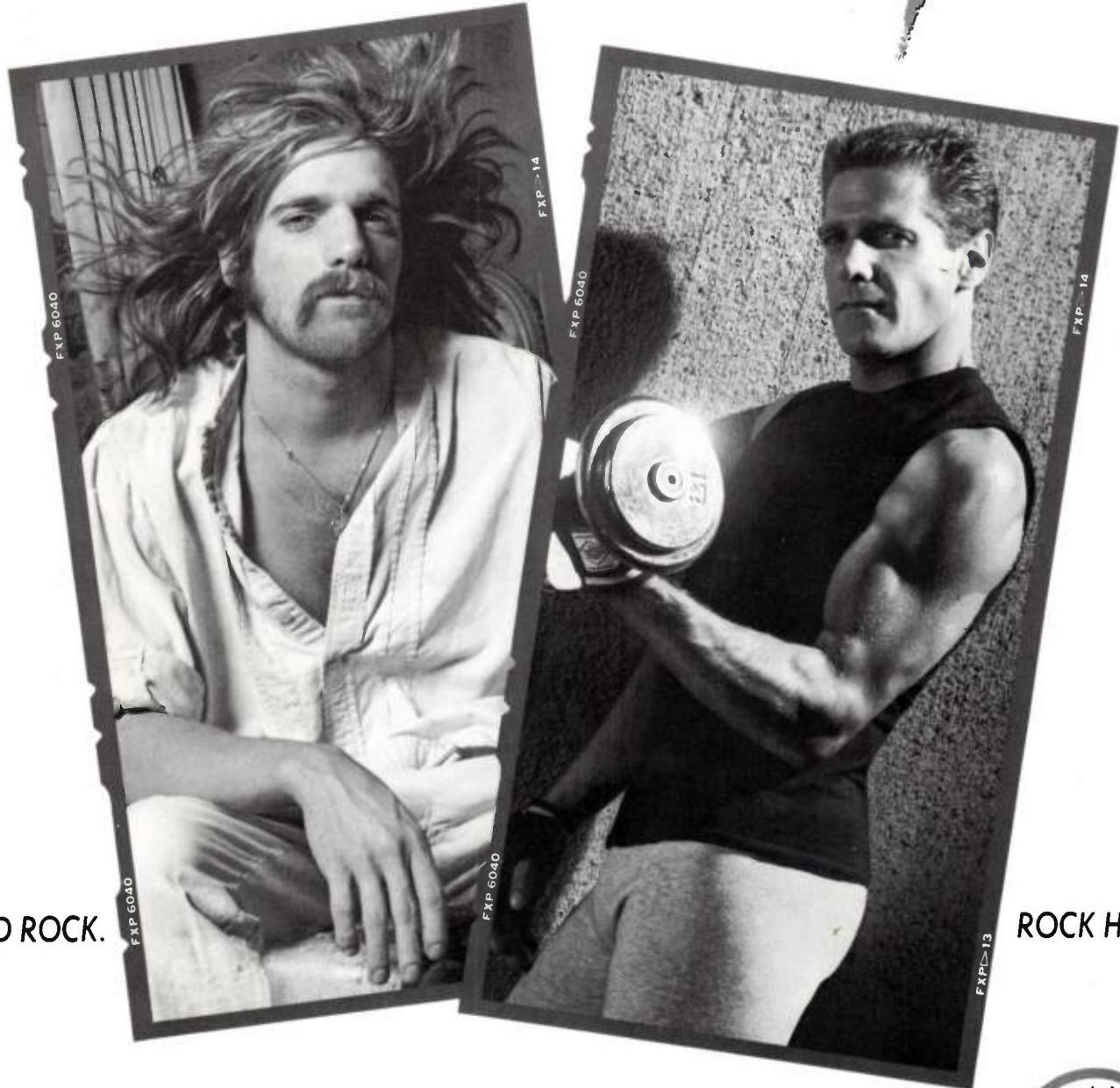
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ROBBIE NEVIL

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Produced by Robbie Nevil and Chris Porter. Management: Ron Weisner Entertainment

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