REGINA BELLE
What Goes Around Comes Around

MOON MULLINS ON FILM
ERIC NORBERG PROMOTES AM MUSIC
DO-IT-YOURSELF RESEARCH WITH JHAN HIBER
ROD STEWART

"This Old Heart Of Mine"
(A newly-recorded version with Ronald Isley)
The New Single From The New Album Downtown Train

The Follow-Up To The Smash Single "Downtown Train"

Single Produced by Bernard Edwards and Trevor Horn and Remixed by Chris Lord-Alge
Leaves Columbia

**BENESCH MOVES HOME TO L.A.**

Columbia Records Senior Vice President, Promotion, Marc Benesch, whose contract with the label expired early this month, has decided not to remain with the company, choosing to return home to Los Angeles.

Label President Don Ienner made it clear that Benesch is not resigning and not being fired.

"My contract was up on March 6," Benesch told the Gavin Report. "Donnie and I met and tried to work out an arrangement. But my position is an East Coast one. I had to make a decision and my priority is to move back home." Benesch hasn't lived on the West Coast for over thirteen years.

"Columbia is a national company that always has a presence in Los Angeles," said Ienner. "Marc will remain with Columbia, until the end of the month. He'll be announcing future plans shortly.

**MCA GETS A GRIP ON GRP**

The MCA Entertainment Group has announced its purchase of GRP Records. MCA Group Chairman Al Teller and GRP co-founders and co-presidents Larry Rosen and Dave Grusin have struck a deal, with the purchase price being estimated at $40 million.

The seven-year-old GRP comes with a stellar roster of Jazz/Adult Alternative stars led by co-owner, Academy and Grammy Award winner Dave Grusin. Other label stars include chart-toppers Chick Corea, Lee Ritenour and Diane Schuur. Patti Austin was just signed to GRP.

**BISCEGLIA STICKS WITH ARISTA**

After a few weeks of will he or won't he stay with Arista rumors, Rick Bisceglia has officially been named Senior Vice President of Promotion at the label.

Bisceglia has been with Arista for the past ten years, and before that was with Ariola Records. At one time Rick was in radio, as Music Director at 99X (now WRKS)-New York.

"Rick Bisceglia has played a vitally important role in the Arista success story," said label President Clive Davis. "His strong leadership, tireless energy and love of music and people have made this ascension to this new position a tremendously well-deserved one."

"I'm looking forward to continuing the incredible success we've been achieving right now," said Bisceglia. "...I know we'll continue to reach the high goals we've always set."

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MTV BUZZ BIN!
AT THE TOP OF THE ALTERNATIVE CHARTS.
AFTER 5 WEEKS SALES CLOSING IN ON 200,000

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in your
soul
might be giants

in your
soul
might be giants

they
bird
house

Opryland Hotel Hosts Biggest Crowd Ever

COUNTRY RADIO SEMINAR DRAWS RECORD ATTENDANCE

The 21st annual Country Radio Seminar, held February 28-March 3, attracted a record number of registrants to its four day event. Over 1,400 radio and record professionals took over the Opryland Hotel in Nashville; the figures represent a 20% increase over last year.

As usual, more work seemed to take place in the hallways and suites than in the meeting halls, but it was not for lack of quality sessions. The 40-plus hours of workshops, panels and addresses dealt with all aspects of Country radio, from the basics of daily programming to sales and promotion. The Music Industry Professional Seminar (MIPS) ran concurrent sessions dealing with the music side, and panelists included Clint Black, Chris Hillman, Patty Loveless, Dan Seals, Vincent Gill, David Lynn Jones, Mary-Chapin Carpenter and Eddy Raven, as well as a host of songwriters, publishers, managers and other professionals.

The seminar was kicked off by an early morning performance by The Highwaymen: Willie Nelson, Waylon Jennings, Johnny Cash and Kris Kristofferson. The group played a set of four songs, their first performance before heading off on a national tour.

A much-anticipated panel entitled "Road Under Construction: A Publisher's Perspective for the '90s" brought together the publishers of the Gavin Report, R&R, Billboard and Cashbox. Though those in the audience who were looking for more specific chart information came away feeling disappointed, the session provided a glimpse into the philosophies of the different trades. Gavin's Ron Fell drew applause from the crowd on numerous occasions, most notably when he pledged to eventually print the Gavin on recycled paper, "no matter what the cost." He emphasized the Gavin's dedication to radio and to good new music.

R&R's Bob Wilson stressed the technological advances that enable R&R to provide broadcasters with very specific chart information, in any configuration.

The hotel was full of showcases, including Garth Brooks, Alan Jackson and Billy Hill at an ASCAP-sponsored luncheon. Jennifer McCarter and the McCarters, Desert Rose Band, David Lynn Jones, Vincent Gill, Robin Lee and Jeff Stevens also appeared in the hotel. Alabama performed the Super Faces show and was surprised onstage with a Humanitarian Award for their work with the June Jam and the St. Jude's Telethon. The award was the first humanitarian award in the seminar's 21 year history. The Canadian Country Music Association sponsored a luncheon to year's New Faces show, one of the best in years. The evening opened with the ever-rowdy Kentucky Headhunters who brought the crowd to their feet more than once during their two song set. Jann Browne followed them with two songs of her own. She later quipped, "I never want to follow the Kentucky Headhunters again—unless we're in the lunch line." Lionel Cartwright, Mary-Chapin Carpenter, Daniele Alexander, Wild Rose, and Suzy Bogguss also performed. Hightone's Lonesome Strangers were the show's only independent act. Georgian Travis Tritt took the stage and proceeded to thank radio not just for their help with his career, but also with his personal life. "I've been married twice," Tritt explained, "now when a girl starts talking marriage I just tell her I've been researching it and it's not testing well!" Lorrie Morgan closed out the New Faces show. Earlier in the evening Warner Bros.'s Bob Saporiti surprised the Board with a $5,000 donation from the label's Nashville division to the Country Radio Seminar is perhaps best summed up by one attendee who witnessed an late-night/early morning rap session between KPLX's Bobby Kraig and KSCS's Ted Stecker. The two competing stations have been through a lot over the years, but at 3 AM they were still able to share experiences, while not giving away any secrets. The fellow looking on said he learned more from that conversation than anything else during the seminar.

Patti Conte has been appointed Vice President of Press & Publicity for Atlantic Records. She returns to the label after two years at EMI. She had previously worked at Atlantic from 1978-1988.

ROTATIONS cont.

soon...Billy Cox has been upped to Director, Polydor Records Album & Alternative Promotion. He's been with the label since 1988...Steve Stoff joins Island Records as Southeast Regional Director, based in Atlanta. He was with RCA...At Arista, Kirk Bonin has been promoted to National Director, R&B Marketing from Associate Director of National R&B Marketing...New ECM Records Director is Seth Rothstein...Still new Charisma is beefing its staff. Jerre Hall is Vice President, Sales. He was at sister label Virgin Records as Midwest Regional Sales Manager...Wendy Gold is Director of Production and Marcia Macro is National Sales Coordinator and Rhonda Herlick has been tapped to direct National A/C & Video Promotion...
BEST NEW MALE ARTIST
Rolling Stone
1989 Readers & Critics Poll

THE ARTISTS
Artist Picks/Top Ten
Let Love Rule was chosen by Vernon Reid and Cory Glover of Living Colour, Curt Smith of Tears For Fears, Neneh Cherry and Margo Timmons of Cowboy Junkies in Rolling Stone as one of their favorite albums of 1989.

MTV, VH-1 AND ARSENIO

MTV
Four videos in rotation.
I Build This Garden, Be, Let Love Rule and Mr. Cabdriver.

VH-1
"Be" in rotation.
Arsenio Hall
Appearing February 28th.

THE TOUR
"Opening act Lenny Kravitz, a rock rookie who's had a very good year and a fine debut album offered a short set of the best from that LP. Next time Lenny heads out on tour, no doubt he'll be the headliner."
NY Post
On tour with Tom Petty through March.

THE REVIEWS
"This debut album is stunningly fresh, infinitely listenable, unusually thoughtful... hopeful and joyous."
People
"Kravitz makes artfunk not only commercial but truly motivating. At once, joyful and pained, wondrous and wise, desirous and satisfied."
Spin

LENNY KRAVITZ
Let Love Rule
Written, performed and produced by Lenny Kravitz.
Management: Music Advisory Group.
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VELASQUEZ ISLAND VP

Lisa Velasquez is the latest Promo person to take a step up at Island Records, having just this week been officially elevated to Vice President, Promotion from her previous position as National Director, Promotion.

"Her (Velasquez’s) enthusiasm, commitment and professionalism is rivaled by few," said Senior VP Promotion Andy Allen. "I am very proud to make this well deserved appointment." Velasquez has been with the label just under a year. Prior to working with Island she spent three years at RCA and eight years at Atlantic.

"I’m really excited to be given this position at this label because I think Island is great," said Velasquez. "I’m looking forward to the challenges of this job and working with Andy (Allen) and Mike (Bone)." Velasquez generously attributed a lot of her success to Bob Catania, who is now with Charisma Records. "He’s paid me to mention his name in all these things," she laughed.

BIRTHDAYS

Compiled by Diane Rufen

Our Best Wishes and HAPPY BIRTHDAY To:

Vinnie Brown, WRKS/FM-New York, NY 3/11
Lawrence Welk, Bruce Watson (Big Country) 3/11
Sheila Chlanda, Columbia Records 3/12
Rob Edwards, KFLS-Klamath Falls, OR 3/12
Keith (Sergio) Samuels, KBLK-Tulsa, OK 3/12
Al Jarreau, James Taylor 3/12
Jan Teifeld, Elektra Records 3/13
Sylvia Josephson, KTRB-Modesto, CA 3/13
Kevin Kitzman, WHSB-Alpena, MI 3/13
Neil Sedaka, Adam Clayton (U2) 3/13
Marc Nathan, Atlantic Records 3/14
Orneta Barber, WEA Records 3/14
Mel Turoff 3/14
Denise Lauren, Pirate-Los Angeles, CA 3/14
Quincy Jones 3/14
Beverly Stevens, Warner Bros. Records 3/15
Lou Galliani, Galliani Bros. Marketing 3/15
Mike Love, Sly Stone, Terence Trent D’Arby 3/15
Roy Clark, Ry Cooder 3/15
Lynn Smith, WJZ-F-Gallipolis, OH 3/16
Bill Collins, KTJF-Kirtsville, MO 3/16
Jerry Rubino, Rough Trade Records 3/16
Nancy Wilson (Heart), Jerry Jeff Walker, Ruby Braff 3/16
Paul Proctor, KYSS/FM-Missoula, MT 3/17
Frank Taylor, KMXX-Yakima, WA 3/17
Paul Kantner (Jefferson Airplane), John Sebastian 3/17

BIRTHS

Our CONGRATULATIONS to CRAIG ALLEN, Music Director of KCKK/FM-Marshall, MN and his wife, JOLENE, on the birth of their first child, daughter, MELISSA ANN. Born March 2nd, weighing 8 lbs., 8 oz.

...CONGRATULATIONS to PETE JARRETT, Music Director of WJZ-FM-Manahawkin/Toms River, NJ, and his wife, CAROL, on the birth of their daughter, JAMIE LYNN. Born February 15th, weighing 5 lbs., 2 oz.

WEDDINGS

Our WEDDING BELLS rang on February 12th for KAREN WILLIAMS, Music Director of WDEZ-Dausau, WI, and her fiancé, SCOTT BAKER, air talent at WDEZ. Best Wishes and CONGRATULATIONS!!

VELASQUEZ TAKES NEW WTG POST

At WTG Records, Robin Cecola has been named to the newly-created position of Director, Promotion & Marketing, East Coast.

He will be based out of the company’s newly set up New York offices at the CBS Building in New York.

"This position will establish a presence for WTG on the East Coast," said company Senior Vice President and General Manager Jerry Greenberg.

CECOLA TAKES NEW WTG POST

OR, is now morning host at Q106-San Diego. OM Garry Wall sez he’s, "thrilled to have John aboard. We’re rebuilding the morning show piece-by-piece, and John is the nucleus." Murphy’s sidekicks are newshour Chuck Fritzy, zany traffic reporter John Hoffman and the Birthday Lady...KATS-Yakima, WA bids a fond adieu to PD/Morning Man Scott Souhrada who leaves “to pursue new territory.” The station gives kudos to MD Dave Nelson who moves from PM to AM Drive. Nelson will act as interim PD...Urban outlet WTOY-Roanoke, VA has gone to a business news format...Q-105 Tampa GM Mike Horne tells us that he’s being patient about finding a replacement PD for Randy Kabrich who left the station a few moths ago now...

ELEKTRA RESTRUCTURES URBAN DEPARTMENT

The Urban Music Department at Elektra Entertainment was restructured last week. Loretta Farmer was named Urban Music Promotion and Marketing Manager for the Mid-Atlantic region. She has been with the label almost ten years. Michael Howard is the department’s Coordinator of National Sales and Marketing for New Music. Howard has been with Elektra since 1988, and at one time performed with the Jim Carroll Band. Joe Morrow continues as National Director of Urban Promotion, but will take on “expanded duties.” According to Vice President of Urban Marketing Doug Daniel, Elektra national promotion is “Joe’s show.” Morrow has been with the label for the better part of twelve years. Elaine Valentine is now Director of Operations for Urban Music Marketing and Promotion. She joined Elektra in 1986 as Manager of Special Marketing in Black Music.

“We have an exceptionally qualified executive management team for the Black Music Department,” said Daniel, “and it’s now structured to propel the company into the nineties.”
THE CANADIAN MUSIC INDUSTRY WEEKEND
March 16, 17, 18
Toronto, Canada

THE RECORD'S
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Innovation was written into Top 40's playbook from the moment Gordon McIndern, Todd Storz, Bill Stewart, Alan Freed and other format pioneers got us rockin' around the clock in the mid-fifties. It took innovative minds to devise a format that would give the country a reason to turn their radios on again at a time when it was fascinated by a new toy called television. Today, a new generation of Top 40 architects maintain the basics and at the same time adapt to the changing needs and interests of the audience. But, as mentioned here several weeks ago, the splintering of Top 40 makes it difficult for most markets to support more than one mainstream Top 40 station. Specialization is here to stay, giving the consumer more and more choices. At least one of them will always be a station that plays the most popular songs, reflecting the musical tastes of its area. Commenting on a new home satellite television service called Sky Cable that will deliver up to 108 channels via window sill, media mogul Rupert Murdoch, one of them will always be a station that plays the most popular songs, reflecting the musical tastes of its area. Commenting on a new home satellite television service called Sky Cable that will deliver up to 108 channels via a window sill, media mogul Rupert Murdoch, with specialized programming. In fact, Murdoch's own Fox network and NBC, another backer, will not be carried on the Sky Cable system. It seems that neither broadcasters nor narrowcasters are about to disappear, requiring consistency and a higher standard of showmanship from those who choose either route.

Just like he did on his last two singles, DON HENLEY is generating excellent upper demo response. Goes top fifteen at Q95FM Detroit 20-15, top ten at K104 Erie, PA 18-9 and top fifteen at WKQS Ellsworth/Bangor, ME 17-14. Enters the top twenty at WHSB 23-18, Q101 22-17, KISI 24-19, KWAX 22-14. KOZE 27-19 and KAGQ 23-15. HIT FACTOR is already up to 15% for MOTLEY CRUE, who get another 22 adds, taking them over the 200 report total. Racing ahead for Kevin Robinson at WVIC Lansing, MI 22-14 with other strong gainers including Y94 23-18, WIXX 28-19, Z104.5 18-11, Y97 25-17, KXYY 23-16, WILZ 35-26, G105 31-25, WJET 33-24, WDFX 13-10, WKOR 24-19, Z9522-16, PIRATE 17-13, WKLQ 20-16, etc.

Strong album sales and nighttime requests help propel MIDNIGHT OIL. KFMW Waterloo, IA charts it 19-16 and PD/MD Mark Hansen feels their album will be "as big as U2's The Joshua Tree." Making moves also at WJMX Florence, SC 38-24, KAPF Sioux Falls, SD 21-18, WBNQ Bloomington, IL 20-16, WFTN New Bedford, MA debut #31 "highest debut of the week—hot nighttime phones 18 plus male/female" and KITI Centralia, WA 34-26 "biggest mover of the week—lots of nighttime phone action."

One month ago, CALLOWAY stepped into the RECORD TO WATCH spotlight and now they're taking some big steps on a lot of playlists. Top ten phones after only one week at WWCK Flint, MI climbing 39-26 and MD Bob O'Dell says, "All demos love it." KBU Lake Charles, LA takes it 17-10 after four weeks noting, "top three phones and number two single sales." Also hot at Z100 Portland 27-20, WCKZ Charlotte 28-17 "biggest move of the week," KDWB Minneapolis 15-10, KDON Monterey/Salinas 11-9, etc. New on WYSL, WTNY/FM, KLS, Q102, Y100, WZZR, KOMJ, ZFUN, FM104, WAZM and WCIL.

KKFR Phoenix charts SEDUCTION 30-19—one of their biggest climbers this week. Also on the fast track at POWER 98 23-18, WPLJ 27-22, HOT 97 11-9, KOY 19-15, POWER 106 25-22, KLSI 19-17, FM102 15-13, POWER 104 25-18 and KITY 29-23. Forty-three adds including KUBE, KZZP, WRKY, HOT 107, Q105, X100, KMOK, POWER 99, KROI, KROY, WLYV, POWER 99.9 KHL, etc.

Mike Tinnes, MD at WKLO Grand Rapids, MI, lists BONNIE RAITT at #29—his highest debut of the week—and reports, "number one CD sales and top ten album sales." Mike adds, "It came out of nowhere." It appears Grammy Award exposure has also made an impact on new airplay again this week with adds at Q95FM, WGLU, WKNE, KGWY, WIAL, WZQZ, G105, WSPK, FM104, KAFX, KQKV, KHIIT, KQKY, etc.

This week's cover artist, REGINA BELLE, closes in on 100 total reports with 18 new believers including KZZP Phoenix, KISN Salt Lake City, X100 San Francisco and POWER 96 Miami. Top thirty at KDWB 26-22, KOY 30-27, KKKF 33-30, Y100 30-27. Z100 25-23, WSKM 27-24, WCKZ 26-22, KSMB 31-18, WWXX 30-27 and KSTN 27-19. A noteworthy 21% HIT FACTOR for LINEAR.

Tony Dee, PD at KSIQ Imperial Valley, CA makes it his highest debut of the week at #20 and claims, "Instant number one teen requests is now spreading to older demos after only two weeks." Pattern is the same at KRIG Laredo, TX where it moves 16-10 and is getting, "requests from all ages—even upper demo females—and stores can't keep the 12-inch in stock." Hot at Y108 16-5, KSI104 10-7, KKKF 2-2, HOT 107 13-10, POWER 106 5-5, KOY 8-8, WCKZ 29-21, KZZP 12-9, ENERGY 96.5 18-15, KSTN 28-18, etc.

Album Alternative audiences have been hip to SINEAD O'CONNOR for some time, but now it's Sinead's chance to expand her audience. This week's RECORD TO WATCH at A/C and Top 40 is turning into the most explosive song of the year so far. Garry Wall, Kevin Weatherly and Michelle Santusosouso at Q106 San Diego leave no doubt about how hot it is for them—highest debut of the week at #19, getting top five phones from every demo, but strongest with women 18+. Massive requests in just one week! Other early chart activity at ENERGY 96.5 Houston 23-17, POWER 99 Atlanta 31-26 and Q96 San Antonio 25-10. Added at PIRATE, KRR, KQX, KBQ, CKOI, WDFX, WHYT, Z104, KZZP, KBQ, KMEL, FM102, POWER 104 and KOMJ.
DO you remember Clint Eastwood’s famous spaghetti Western, “The Good, The Bad and The Ugly?” Well, that series of adjectives aptly describes home grown research. By that we mean research designed and executed by a station for its own purposes. As you can see, two of the three descriptors are not positive—so let’s see what we can do to help you avoid station research that is either bad or ugly.

LOTS OF STATION INTEREST

Why even write a column on this topic? Because it is apparently a hot one with many of you. At the recent Gavin Seminar yours truly, and our research experts at the Research Roundtables sessions, were often pressed for information that would allow a station to do its own research. Likewise, in calls we’ve been getting from you (see info below about my new TOLL-FREE number) there have been many requests for details on this topic. So let’s proceed.

Why would a station consider doing its own research? Here are some possibilities:

• To save money compared to what a professional research firm might charge
• To have close control over what is asked, how it is asked, and how it all tallies
• Someone at the station (GM, PD for instance) might fancy themselves to possess research skills
• Desire for quick turnaround.

LOOK AT THE REALITIES

These and others you may think of all seem to be attractive reasons for doing-it-yourself. But let’s examine the realities:

• Costs are higher when you hire an outsider. That’s because you are hiring expertise, a national perspective from stations around the country, and the most important asset—OBJECTIVITY. Essentially, you get what you pay for. However, if you’re in a small market and can’t afford to hire one of the radio research firms there are alternatives.

We’ll address those in a moment.

• Close involvement in the project should always include the key people at the station, no matter what outside assistance you might rely on. Good researchers will sit down with you to get your perspectives, what goals you have for the project, budget and timeframe for completion.

• It can be scary when someone at the station becomes a “research expert.” This is not meant to put down folks who are Research Directors at stations—those usually in charge of music call-out projects. However, such staffers—let alone a PD or GM who spends little time on research matters—often aren’t qualified to discuss sampling vagaries, questionnaire construction, data tabulation or other nuances of notable research projects. Even if the staffers were qualified, they’d be lacking the one major key that makes it terribly foolish for stations to conduct their own focus groups, music tests or perceptual studies. That magical ingredient? Our friend OBJECTIVITY!

We can recall a situation in a major market where the PD was the moderator for a series of focus groups. He didn’t identify himself as the first group’s participants sat down. However, as the discussion got under way, several folks commented negatively about his station. This got the PD agitated—more so as time went on. He began to take the comments personally. Out of frustration he finally ended up identifying himself, ruining the entire focus group series. A natural enough reaction, perhaps—but a professional moderator would not have lost his cool, since he would be an objective outside researcher.

• If you need your results yesterday, tell the researcher you end up working with. It may be that your expectations are unrealistic—or perhaps the timetable can be met by one research firm but not by another. This can be a determining factor regarding which company you choose to aid you.

WHO CAN YOU TURN TO?

There’s an old saying in the legal field, namely that he who defends himself has a fool for a client. In our business you could just as effectively amend that to be he who researches himself/his station has a fool for a client.

So what you can do if you can’t afford one of the major radio research firms but don’t want to waste your effort on a total do-it-yourself approach? My suggestion, and indeed my reply to a question from a gentleman in Hilo, Hawaii at the Gavin Seminar, is to go to the nearest institution of higher learning. If there’s a college or university in the vicinity of your town go the Business, Advertising or Journalism departments. You’ll probably find a prof who has experience in designing proper audience surveys. With the help of cheap labor (students) such an academic can often set up and analyze the data at less cost than your typical radio research company.

There’s one major downside to this approach. While you might find an academic who can handle the project for you, such a researcher lacks a key ingredient—the up-to-date knowledge of radio industry trends and comparisons. For example, a nationally-based researcher looking at a Top 40 station can compare the performance of such a station to others the firm may have recently worked with. Playlists can be compared, and other vital formats that might be probed can be discussed in a larger context than just the results of your survey. Without the perspective a researcher with a national radio overview can offer your local information may not be maximized.

If you want to delve into a station research project, at the Gavin Seminar we discussed a book that can help. Published by the NAB, Winning Radio Research can be obtained by calling 202-429-5300. NAB members pay $25 (non-NAB members pay more). This book covers all types of radio research projects.

"If there’s a college or university in the vicinity of your town go the Business, Advertising or Journalism departments. You’ll probably find a prof who has experience in designing proper audience surveys."

"Even if the staffers were qualified, they’d be lacking the one major key that makes it terribly foolish for stations to conduct their own focus groups, music tests or perceptual studies."

March 9, 1990/ the Gavin Report
At the age of twelve, Regina Belle won $25 at a high school concert for singing “Don't Ask My Neighbors.” But when she applied for college scholarships, it wasn't her voice but her proficiency on the tuba, of all things, that got her in.

When her album All By Myself debuted in 1987, the first single, “Show Me The Way” became a number one Urban Contemporary hit and then crossed over to Pop. “So Many Tears” was released next, followed by “How Could You Do It To Me” and “After The Love Has Lost Its Shine,” keeping the album going well into 1988. Before long, Regina crossed the Atlantic with “You Got The Love” and became a big hit on the British charts.

Regina’s second album Stay With Me, has already produced three hits, “Baby Come To Me” and “Make It Like It Was” both hit number one, and What Goes Around” was released on February 16 and charted at #35 one week later.

Regina took time to talk with me candidly about her whirlwind trip to the top of the charts and how the tuba was her ticket to stardom.
BETTY HOLLARS: I understand you started your career when you were nothing more than a baby?

REGINA BELLE: My first real gig was at the age of twelve—my first professional one. It was the first time I ever sang secular music to the public. I sang my rendition of The Emotions “Don’t Ask My Neighbors.” The audience was made up of three to five hundred students ranging from maybe eighth to twelfth grade. I wasn’t attending high school yet (laughs), but it was Dwight Marrow High School in Englewood, NJ.

BH: Did your parents encourage your musical aspirations?

RB: They encouraged me in whatever I did. It wasn’t a thing where my mother had an idea of what she wanted me to do. I played tuba for ten years and they encouraged me to do that!

BH: A tuba! How did you balance a tuba?

RB: It was VERY difficult (laughs), especially during marching season. But, anyway, I didn’t always know I wanted to be a singer. When I did decide my parents said, “you have our blessing.”

BH: You played trombone in the third grade.

RB: Trombone was my first instrument. I was decent and then I switched to baritone horn, then to the tuba. I started playing steel drums in high school, from ninth grade to twelfth.

BH: Which of the four is your favorite?

RB: Steel drums. I still like to hear a good tuba player, though.

BH: Your parents are both singers?

RB: My mother is a soprano in the local church choir. Before I was born my father was in a professional group called The Bell-Tones, comprised of his brothers and cousins. They made a record, but they got big-headed and broke up. He’s a baritone.

BH: What style of music did you hear played around the house when you were young?

RB: My mother liked Shirley Caesar, Inez Andrews, Mahalia Jackson, and occasionally you might hear her listening to Joe Tex or Luther Ingram. My father listened to the Mighty Clouds of Joy, Highway QC’s, which is a gospel group, The Temptations, and The Supremes (laughs). We used to take a lot of trips in the car back and forth to North Carolina, and I remember listening to Al Green and Muddy Waters. We’d also listen to B.B. King and Bobby Blue Bland, two of my favorites. My background is blues, gospel and spirituals. There’s a difference between gospels and spirituals. To me, Gospel is more of an updated spiritual. When I say spirituals, I mean people singing out of the hymnals like the music track is new. They sing with only a piano or a guitar, or they sing a cappella. Gospel is interpreted as good news in a religious sense. But, growing up, when I heard things I visualize as gospel, it would be a Shirley Caesar with the drums, guitar, bass. Now Gospel has expanded into R&B—Tramaine Hawkins is an example.

BH: Did you listen to the radio on those long road trips?

RB: We had a caseload of tapes, and at that time eight track tapes were the thing.

BH: Do you have any siblings?

RB: A brother, and he’s extremely musical. The world has to look out for him!

BH: What extra-curricular activities were you involved in—other than playing the tuba in the school band, of course.

RB: I played basketball. For six years, from seventh grade on to twelfth, I played guard on the girls’ basketball team. I’m five foot three and a half!

BH: You must be meeting a lot of new people. Do you enjoy it?

RB: Right now, a big part of all the excitement is meeting people and being in those magazines you’ve read all your life. You read magazines, you watch television, you watch the late night talk shows and then all of a sudden, you’re in the magazine, you’re on the show, or you see your poster somewhere. Since this is a first for me, every day is another exciting day, something new. And I say to myself, “Okay, heart, stay in there, we need you, don’t give up on me now!” (laughs)

BH: I heard that when you were small you were glued to the TV when American Bandstand, Soul Train or the Grammy Awards were on.

RB: I was sure was. I have always been a TV fanatic when it came to music. But on the other hand, every day at five o’clock my grandparents would make us sit down and watch the news. It was drudgery for me. I can appreciate it now because I had to know what was going on in the world and that was the point.

BH: Who are your favorite artists?

RB: Patti’s a soprano so she can’t give up on me now! (laughs)

BH: What about Melba Moore?

RB: She has an extraordinary voice. She has a big sound. She’s from Houston, and everybody that I’ve met from Houston has a big sound. Dionne I call “Ms. Mellow.” She knows how to sway an audience and make them fall in love. I think that’s where her concentration is. You look at the guy you’re with and say, “Wasn’t that beautiful?”

BH: What about Gladys Knight?

RB: Glady’s Knight. She is a huge influence. She has an extraordinary voice and is a strong vocalist.

BH: Did you write or co-write songs?

RB: I co-wrote “Take Your Love Away” and “Please Be Mine.”

BH: Who wrote “Show Me The Way?”

CONT. ON PAGE 51
If you haven’t had your fill of award shows and need another excuse to come to the Bay Area, mark your calendar for The 13th Annual Bay Area Music Awards (Bammies) March 17 at the San Francisco Civic Auditorium. Carlos Santana, Tramaine Hawkins, Todd Rundgren and Rappers Digital Underground are the first announced performers. Doug Ferrari, winner of the San Francisco Comedy Competition will act as master of ceremonies with help from Jack Blades of Damn Yankees and crooner Chris Isaac. A little bird told me that Nick Lowe would also be in attendance along with presenters Robert Cray, “Midnight Caller” star Gary Cole and members of Metallica...

Bits & Pieces. Depeche Mode will release their new album March 20th with a tour to begin in June, featuring Geffen’s Nitzer Ebb as the opening act...Mike Oldfield’s latest album for Virgin Records, Earth Moving features a total of eight vocalists on the ten tracks Oldfield recorded at his home recording studios in England. His next album is already in progress, and will be Mike’s first totally instrumental offering in years...Seventeen-year-old Japanese artist Hiroko has just released her debut album for Enigma’s newly formed subsidiary, Obvious Records. Produced by Preston Glass, it’s a dance-oriented collection of songs guaranteed to get you moving...Lenny Kravitz finished up his special guest stint with Tom Petty this week and will cover Europe and Japan through May. There’s a tour in the works for Taylor Dayne who’s new Diane Warren penned “Love Will Lead You Back” is still climbing the musical ladder...

Poi Dog Pondering

More Award News: Talk about awards! Albert Collins is the recipient of a total of 11 W.C. Handy Awards with the most recent kudos coming just a few weeks ago. The Texas blues guitar hero also landed in the Bay Area Blues Society Hall of Fame this year. Listen to his pickin’ on the new Jack Bruce album A Question Of Time on Epic and on a live recording with Joe Walsh and Etta James on Verve/PolyGram...Luther Vandross, who recently captured three nominations in the Fourth Annual Soul Train Music Awards, will head for tour dates in Europe right after the awards show. The live telecast is scheduled for March 14 from Los Angeles’ Shrine Auditorium. Co-hosting with Vandross will be Patti LaBelle and Dionne Warwick...

The Mission U.K. released their first album in two years for Mercury. It’s entitled Carved In Sand and “Deliverance” will be the first single. The powerful writing focuses on love—love of self, love of children and love of life. The band is expected to hit the U.S. roads as early as April...

Singer/songwriter Suzanne Vega is set to release her new album on April 16. Its title Dang If I Don’t is taken from a lyric on the first single “Book Of Dreams.” Besides writing and performing all the songs, Suzanne produced, along with keyboardist Anton Sanko. After a promotional tour of Europe, Vega will perform dates in selected American cities by June...

Get ready for some good music the end of March from CBS Records. Social Distortion’s new self-titled album will be released on Epic. The Dave Jerden-produced album features nine Mike Ness originals along with Johnny Cash’s “Ring Of Fire.” Ness, who appeared on the Gavin’s “Cutting Edge” session at our February Seminar impressed the audience with his honesty and his music. Prong is a three-piece rock band from NYC’s lower east side. Their two previous albums were released in the UK on their own Spigot label. Relativity/In-Effect picked up their second album, Force Fi 1 last spring. The 1990 model Beg To Differ was recorded in Warren, RI at Normandy Sound, with producer Mark Dodson of Anthrax fame. Poi Dog Pondering will be out on Columbia with advance music shipped by February 19th. Side A of the 12” sampler features “U Li La Lu” and “Bury Me Deep” with Side B featuring an engraved etching. In every Wishing Like A Mountain And Thinking Like The Sea album there will be a postcard addressed to the Poi Dog Pondering office in Austin, Texas. Send in that postcard and you will receive, at no cost, a 7” 45 disc with two tracks deleted from the album, “Sugarbush Cushman” and “Big Beautiful Spoon.”

The Gavin Report/March 9, 1990

As a frequent participant in panels and seminars concerning the Country Music Industry I am often asked to address why there is little correlation between record sales and record airplay. There are Country music Super-Sellers who are unknowns compared to some of their colleagues who receive thousands of hours of collective airtime but who fail to sell as many as 50,000 units.

This column is not the forum for addressing these differences in their entirety. What I’d like to do is point out an analogy in an entirely different entertainment medium: the Film Industry.

In 1964, history was made when the first Made-For-TV movie “See How They Run” was aired. Over the years over 2,000 Made-For-TV films have since aired on the networks as well as the premium cable channels. Ten years ago the theatrical film industry feared video was going to be their doom; they’d be able to make films only for television.

As time has shown, the film industry is in better condition than ever before and the future looks very bright, but meanwhile, Made-For-TV films continue to draw big ratings.

So what’s the similarity between the film business and country music, especially on radio?

Country records by artists who sell large quantities of product are like the movies that are shown in theaters. Consumers lay down hard earned bucks for the entertainment the big screen provides.

Made-For-TV films are like the Country records that receive a lot of airplay but little or no sales. The consumer who watches a TV movie and would never darken the doorway of a theater is very much like the Country fan who listens a lot but never purchases a record.

If both industries could determine what would make both groups spend money for what they enjoy, the revenue available would be astounding.

1988’s top money-making film was “Who Framed Roger Rabbit,” which grossed around $150 million. That same year, “The Karen Carpenter Story” was the most watched Made-For-TV movie. If those who watched the TV movie had paid $5.00 each to see it in the theaters, “The Karen Carpenter Story” would have grossed $200 million in ONE NIGHT!!

Moonlighting by Moon Mullins

Big Screen Folks Versus Little Screen Folk

The Gavin Report/March 9, 1990
RUSS TAFF

"I Cry"

"Immediate Phones... GREAT IMAGE RECORD... heavy rotation"
- Maria Lopez, PD
  KTID San Francisco

"...a leading contender to the pop mainstream."
- The Los Angeles Times

"With a voice like molten lava and a band that sizzles... what this gifted guy does is not only great music but great theater."
- The Tennessean
the GAVIN REPORT

MOST ADDED

BASIA (53) (Epic)
WILSON PHILLIPS (48) (SBK)
KENNY ROGERS AND GLADYS KNIGHT (42) (Reprise)
MICHAEL BOLTON (34) (Columbia)
EVERYTHING BUT THE GIRL (27) (Atlantic)

TOP TIP

WILSON PHILLIPS
Hold On (SBK)
Total unknowns total 48 first week adds.

RECORD TO WATCH

SINEAD O'CONNOR
Nothing Compares 2 U (Chrysalis)

In-your-face record and video.

Editor: Ron Fell
Assoc. Editor: Diane Rufer

ADULT CONTEMPORARY

2W  LW  TW
3       2 1  TAYLOR DAYNE - Love Will Lead You Back (Arista)
1       1 2  LINDA RONstadt featuring AARON NEVILLE - All My Life (Elektra)
5       5 3  BONNIE RAITT - Have A Heart (Capitol)
6       6 4  PHIL COLLINS - I Wish It Would Rain Down (Atlantic)
5       3 5  BILLY JOEL - I Go To Extremes (Columbia)
8       8 6  BEE GEES - Bodyguard (Warner Bros.)
10      10 7  ALANNAH MYLES - Black Velvet (Atlantic)
2       4 8  NATALIE COLE - Starting Over Again (EMI)
23      13 9  SMOKEY ROBISON - Everything You Touch (Motown)
9       9 10 LUTHER VANDROSS - Here And Now (Epic)
24      18 11 DON HENLEY - Heart Of The Matter (Geffen)
4       7 12 GLORIA ESTEFAN - Here We Are (Epic)
18      15 13 KATHY MATTEA - Where've You Been? (Mercury/PolyGram)
25      20 14 BELINDA CARLISLE - Summer Rain (MCA)
19      17 15 ROXETTE - Dangerous (EMI)
7       16 16 CHICAGO - What Kind Of Man Would I Be (Reprise)
6       12 17 SADAO WATANABE featuring PATTI AUSTIN - Any Other Fool (Elektra)
24      22 18 SHAWN COLVIN - Steady On (Columbia)
33      25 19 TIM FINN - Not Even Close (Capitol)
14      20 20 DONNY OSMOND - I'll Be Good To You (Capitol)
32      26 21 CHER - Heart Of Stone (Geffen)
——     32 22 REGINA BELLE - Make It Like It Was (Columbia)
11      16 23 KENNY G - Going Home (Arista)
31      27 24 JANET JACKSON - Escapade (A&M)
——     33 25 TINA TURNER - Look Me In The Heart (Capitol)
36      26 25 GRAYSON HUGH AND BETTY WRIGHT - How 'Bout Us (RCA)
34      28 27 SARA HICKMAN - Simply (Elektra)
29      24 28 PAUL CARRACK - Battlefield (Chrysalis)
35      31 29 MADONNA - Keep It Together (Sire/Warner Bros.)
——     30 31 MICHAEL BOLTON - How Can We Be Lovers (Columbia)
——     31 31 BASIA - Cruising For Bruising (Epic)
27      32 32 NANCY MARTIN - I Don't Want To Talk About Love (MCA)
16      19 33 SOULSISTER - Blame You (EMI)
——     34 34 ROLLING STONES - Almost Hear You Sigh (Rolling Stones/Columbia)
——     35 35 TEARS FOR FEARS - Advice For The Young At Heart (Fontana/Mercury)
15      21 36 CROSBY, STILLS & NASH - Chippin' Away (Atlantic)
——     37 37 RICHARD MARX - Too Late To Say Goodbye (EMI)
40      38 38 RICKIE LEE JONES - Don't Let The Sun Catch You Crying (Geffen)
——     39 39 MICHAEL DAMIAN - Was It Nothing At All (Cypress/A&M)
——     40 40 KENNY ROGERS duet with GLADYS KNIGHT - If I Knew Then ...(Reprise)

CHARTBOUND

<table>
<thead>
<tr>
<th>ARTIST TITLE LABEL</th>
<th>Reports</th>
<th>Adds</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Hit Factor</th>
<th>Weeks</th>
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<tr>
<td>TOMMY PAGE - I'll Be Your Everything (Sire/Warner Bros.)</td>
<td>66</td>
<td>15</td>
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<td>22</td>
<td>25</td>
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<td>LISA STANSFIELD - All Around The World (Arista)</td>
<td>62</td>
<td>17</td>
<td>7</td>
<td>21</td>
<td>17</td>
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<td>EVERYTHING BUT THE GIRL - Driving (Atlantic)</td>
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<td>15</td>
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<td>15</td>
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<tr>
<td>WILSON PHILLIPS - Hold On (SBK)</td>
<td>48</td>
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</tbody>
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the GAVIN REPORT/March 9, 1990
Tired of Platters That Are All Washed Up?
These are guaranteed to break:

SARAH HICKMAN
"Simply"
the single and video
from the album EQUAL SCARY PEOPLE
GAVIN A/C: 27*
107/10
70% HIT FACTOR

LINDA RONSTADT
featuring Aaron Neville
"All My Life"
the single
from the DOUBLE PLATINUM, TRIPLE GRAMMY-WINNING album
CRY LIKE A RAINSTORM, HOWL LIKE THE WIND
GAVIN A/C:
3 WEEKS AT #1!

GIPSY KINGS
"Volare"
the single and video
from the album MOSAIQUE
ON YOUR DESK NOW

We sink to new lows...on Elektra Cassettes, Compact Discs and Records
©1990 Elektra Entertainment, a Division of Warner Communications Inc.
UP & COMING

Reports Added: 45 / 26

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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<tbody>
<tr>
<td>CLAIR MARLO</td>
<td>'Til They Take My Heart Away</td>
<td>(Sheffield Labs)</td>
</tr>
<tr>
<td>BLUE NILE</td>
<td>The Downtown Lights</td>
<td>(A&amp;M)</td>
</tr>
<tr>
<td>JULIA FORDHAM</td>
<td>Manhattan Skyline</td>
<td>(Virgin)</td>
</tr>
<tr>
<td>* SINEAD O'CONNOR</td>
<td>Nothing Compares 2 U</td>
<td>(Chrysalis)</td>
</tr>
<tr>
<td>* LITTLE RIVER BAND</td>
<td>If I Get Lucky</td>
<td>(MCA)</td>
</tr>
<tr>
<td>BIG NOISE</td>
<td>I Can't Live Without It (Ato)</td>
<td></td>
</tr>
<tr>
<td>TELL ME TELL ME</td>
<td>For A Love Like That (Imagine)</td>
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<tr>
<td>k.d. lang &amp; the re-creates</td>
<td>Pullin' Back The Reins (Sire/Warner Bros.)</td>
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<tr>
<td>LAURA BRANIGAN</td>
<td>Moonlight On Water</td>
<td>(Atlantic)</td>
</tr>
<tr>
<td>COLIN HAY</td>
<td>Into My Life</td>
<td>(MCA)</td>
</tr>
</tbody>
</table>

Dropped: Cutting Crew, Poco, Michael Penn, Rod Stewart, John Tesh featuring Diane DeWitt, Robert Hart, Indigo Girls.

NSIDE A/C

TAYLOR DAYNE's "Love Will Lead You Back" is our new number one with a 98% HIT FACTOR from 203 stations. TAYLOR also beats out the reigning number one from RONSTADT and NEVILLE in the all-important HEAVY rotation category 189 to 187.

SMOKEY ROBINSON breaks into the top ten with 173 stations and a hearty 86% HIT FACTOR. Only five records are being played by more than SMOKEY's 173.

DON HENLEY's "Heart Of The Matter" continues its quest for number one. It's once again our HOTTEST record, climbing 28 to 11 over the past two weeks. In just five weeks it has claimed 169 stations and a 79% HIT FACTOR.

TIM FINN's "Not Even Close" is up 14 slots over the past two issues. ADDs this week from KSDF, WVUD, KFIG, WJXL, WTCB, KSOO, WEBS, KSDN and newcomer WJFY/FM.

Super-hot Capitol Records, with BONNIE RAITE at number three and TIM FINN at 19 also has another winner with TINA TURNER's "Look Me In The Heart," which is at number 25 after just two weeks on the chart. Seventy percent of her players are already HIT FACTORing and among the ADDs are WMGI, KCMJ/FM, WZST, CLEAR107 and newcomer WQOK/FM Green Bay.

Last week's TOPTIP is this week's highest chart debut at number 30. MICHAEL BOLTON's "How Can We Be Lovers" has been a MOST ADDED each week since its release. This smokin' track is now on 125 stations including WKMI, CKFM, KHLT/FM, KYMG/FM, KXKL, WFBG, KLSS, WFMK/FM, KS93, KUIC, etc.

KENNY ROGERS and GLADYS KNIGHT debut with a more than respectable 32% HIT FACTOR and a two-week total of 108 stations. Among this week's new 42 are WGOL/FM, KBIG, KYJC, WELJ, KFMB, WTWR, WELW, WFMK/FM, WRCF, KFYR, WAEB, KKKO, KWLO and KBOI.

EVERYTHING BUT THE GIRL is poised to chart next week with its current 55 stations and 27 ADDS including WJON, KSIGT, KAIZ/FM, KSAL, KYJC, WYRY, WIFE, KUNW, KYRE and WEVA.

Last week's RECORD TO WATCH, LISA STANSFIELD's "All Around the World," has gained enough momentum for our CHARTBOUND section with a total of 62 believers. Starting this week to assist LISA on "looking for her baby" are WHAI, WZNY, KSAL, WAFI, KEZH, KKIS, KKYV, WFRM, KGY and KBBK.

Our RECORD TO WATCH this week, SINEAD O'CONNOR's "Nothing Compares 2 U" debuts in UP AND COMING with 25 ADDS and a total of 40. We have high expectations for this single because it has ALL the elements of a classic. ADDs from WQNY, WNMB, KLSS, WMT/FM, WJTW, WDF, WMR, KSIGT, KCMJ/FM, KYJC and B100. If your only excuse for not playing it is that you don't have this treasure, call CHANTAY TAYLOR at Chrysalis 212-326-2314.

REVIEWS

by Diane Rufer & Ron Fell

QUINCY JONES
The Secret Garden (Qwest/Warner Bros.)

If only for Barry White's lower-than-low spoken word intro, this is worth a moment of your time. Q's elegant melodic arrangement and the chilling, seductive vocals from Al B. Surel, El Debarge and James Ingram sell the rest. Put this one on at home and your lites dim automatically.

JUDE COLE
Baby It's Tonight (Reprise)

Version two on the CD Promo should give Jude his first flat-out A/C hit after coming ever so close two years back with some softer ballads.

ROD STEWART with RONALD ISLEY
This Old Heart Of Mine (Warner Bros.)

So what if it's a re-make. Rod and Ronald extend a strong vocal and kick up the medley to get your feet a moving. Found ourselves instantly singing along to this Isley Bros. release of '66, and Stewart re-release from '76.

B.J. THOMAS
Midnight Minute (Reprise)

B.J.'s never sounded so "up" as he does on this title track from his upcoming album. As with all good minutes in life, this one seems shorter than it really is (3:55).

CARPENTERS
You're The One (A&M)

Brother Richard says this vocal by sister, Karen, is "one of Karen's finest performances." We'd agree. A beautiful '90s love song recorded in 1977.

GEOFFREY WILLIAMS
Blue (Atlantic)

Imagine Judson Spence produced by Willie Mitchell and you've got "Blue" by Geoffrey Williams. That intimate, Memphis-like mix and soul-fed bass line create a bright blue Pop spotlight.

AFTER 7
Ready Or Not (Virgin)

Nepotism all the way! This trio of fellows are the siblings and cousin of the hottest producers around these days. L.A. Reid and Babyface. Brothers of Babyface, Melvin and Kevon Edmonds, along with L.A.'s cousin Keith Mitchell have the family blend of talent and vocal harmonization. Could be played before or after seven.

the Gavin Reports/March 9, 1990
EVANSVILLE, IN (WITHERSPOON-MERCIER-WSTO-FM) 502-245-3991

LANSING, MICHAEL LOWENSTEIN-WGDR 517-696-3851

UPPER MIDWEST

DES MOINES, IA (J.B. LEEWIS-KRNO) 515-280-1350


BURLINGTON, IA (COSMO LEONE-KGRS) 319-752-2701

ADDS: The Beach Boys, Corey Hart, A'meLorain, Smrthereen.

MILWAUKEE, WI (DANNY CLAYTON-WKTI) 414-332-9611


ASHLAND, WI (JEAN SPRINGER-WJJH) 715-662-2727


EAU CLAIRE, WI (RICK ROBERTS-WIAL) 715-832-3463


STEVENS POINT, WI (BLUM HALL-WSPT) 715-341-1300


MINneapolis, MN (MICK PHILLIPS-MN) 612-340-9000


BROOKLYN CENTER, MN (JAMES BOWMAN-KQKE) 763-248-1610

CROSSOVER

BOSTON, MA
SUNNY JOE WHITE-WXKS/ 203-329-7880

ADDS:
NEW YORK, NY
SALKOWITZ/MCCABE HOT/ 212-949-1035

ADDS: Simple Sweet, Babeface, Beats Int., Kanoma.

NEW YORK, NY
KINGSTON-BLUE/ 212-239-2300

ADDS: M. Bolt, Lissett.

NEW YORK, NY
LEIGH LILLY/WNY/ 212-596-3096

ADDS: M. Bolt, Sweet Men, S. Phillips, L. Brangan.

THIGA, NC
DARRYL WHARTON-WRC/ 677-247-4440

ADDS: H. Hewett, Starsfield, 3rd Bass, Quincy J., V. L. Damoni,_handles, Technics, Babeface, Myrtle Beach, SC.

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MIAMI, FL
BILL TANNER POWER/ 305-553-6796

ADDS: S. M. Berlin, Faschnaft, P. Collins.

SAN FRANCISCO, CA

ISAW

ADDS: Quincy J., D. Reeves, & Robinson, L. Vandross.

FARMINGTON, ME

ADDS: Barry White, Body, B. L. R. B., L. Vandross.

ST. AUGUSTINE, FL

ADDS: M. Damian, S. Mills, Janet Jack, Earth, W & F.

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MIAMI, FL
BILL TANNER POWER/ 305-553-6796

ADDS: S. M. Berlin, Faschnaft, P. Collins.
Northwest

PORTLAND, OR (BILL MINKLER-K103) 503-643-5103

No adds.

NEW HAVEN, CT (SHANNON MILBURG-KMOC) 503-298-5116

Chris Rez, R.Crawford, Beau South

McMINNVILLE, OR (RICHARD PATTERSON-WCYX) 503-472-2151

Bill Patterson, R.Crowell, T. Tucker, KY

PORTLAND, OR (BILL BISHOFBERGER-KJOY) 209-948-5569

Adds: Frozen.

South

TALLADEGA, AL (DON STEPHENS-WEY) 205-362-8800

Alex Venable, S. McGaugh, J. Black, T. Tucker.

PORTLAND, OR (BILL MINKLER-K103) 503-643-5103

No adds.

Toledo, OH (TEDDY ROSENBURG-WHTX) 419-242-7670

S. Black, T. Tucker, J. Black, M. Bolton.

CANTON, OH (JIM O'NEILL-WCHK/FM) 404-479-2101


GREENVILLE, SC (JOHN LANDRUM-WESC) 803-242-4660

No adds.

STARKVILLE, MS (STEVE MARTIN-WVMI) 601-388-2323

Judds, R. Belle, J. Cash, C. Black, T. Tucker, KY

FREDERICKSBURG, VA (JIM ASKER-WFLS) 703-373-1500

S. Wanner, C. Black, J. Sonnier, D. Rose Bd., T. Tucker, KY

LAFAYETTE, LA (KELLY THOMPSON-KMOL) 318-232-2242

Judds, R. Belle, J. Cash, C. Black, T. Tucker, KY

CENTRAL CITY, KY (BARNETTA ANE-WKYA) 502-754-9592

Maybelline, D. Rose Bd., J. Sonnier, T. Tucker, KY

BILOXI, MS (STEVE MARTIN-WWZD) 601-842-1067

Judds, R. Belle, J. Cash, C. Black, T. Tucker, KY

LAWRENCEBURG, TN (DAN HOLLANDER-WLLX/FM) 615-363-8855

Judds, R. Belle, J. Cash, C. Black, T. Tucker, KY

TUPelo, MS (MSSKI STEEL-wwM) 601-842-1067

Judds, R. Belle, J. Cash, C. Black, T. Tucker, KY

ST. CLOUD, MN (MARK SPRINT-WWJO/FM) 612-251-4422

No adds.

LUVERNE, MN (DAN DOBSON-KLOL) 507-283-4444

No adds.

FAIRMONT, MN (MINNETT/SUMMERS-KSUM) 507-235-5595

No adds.

POCOPOMOC CITY, ID (CHARLIE WATSON-WDM) 208-397-5564

No adds.

FROSTBURG, PA (GREG COLLE-WFPR) 201-694-7021

No adds.

GREENBROOK, NJ (DANNY HALL-WCTR) 201-897-9807

No adds.

BURLINGTON, NJ (HOMIE HOWE-WHJO) 201-473-0125

No adds.

WILLIAMSPORT, MD (BROOKS/KAY-WYII) 301-223-8800

No adds.

WASHINGTON, DC (GARY McCARTIE-WKZZ-FM) 202-362-8330

No adds.

GETTYSBURG, PA (PELLEGRINI/HENNESSEY-WGTY/FM) 717-334-3101

No adds.
Midwest

JONATHAN TURNER-WXTS 419-244-6675
HARVEY ZAY-WCPN 216-432-3700

HARMONYKINS-WBBY 614-891-1829
ANN DELISI-WDET 313-577-4146

DENNIS GREEN-WMT 319-395-0530

- OHIO

HALLETT HALL-BWJ 216-926-3149

JALL/ADULT ALTERNATIVE CORRESPONDENTS

Chicago, IL

MICHAE LICHSKY-WNUA 312-645-9550

ROBERT DAVIS-WLIR 616-886-2200

IKE STRICKER-KSL 612-941-1820

ROB BYRD-KABU 602-941-3500

COLUMBUS, OH

JAY SCHMIDT-WJTL 513-245-8200

ANN WELCH-WLIR 614-441-2640

JEFF DUNN-WJTL 513-245-8200

JERRY HOLLAND-WDRB 502-568-2300

SOUTH

GEORGE OLSEN-WUAL 205-348-6644

JAMES TAYLOR-WKLB 414-224-7600

JOHN SAULS-WJTL 513-245-8200
### HIT FACTOR

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

<table>
<thead>
<tr>
<th>Record</th>
<th>Reports</th>
<th>Adds</th>
<th>Heavy</th>
<th>Medium</th>
<th>Light</th>
<th>Hit Factor Weeks</th>
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<tbody>
<tr>
<td>TAYLOR DAYNE</td>
<td>203</td>
<td>2</td>
<td>189</td>
<td>11</td>
<td>1</td>
<td>98% 8</td>
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<tr>
<td>LINDA RONSTADT featuring AARON NEVILLE</td>
<td>210</td>
<td>2</td>
<td>187</td>
<td>16</td>
<td>5</td>
<td>96% 9</td>
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<tr>
<td>BONNIE RAITT</td>
<td>194</td>
<td>12</td>
<td>147</td>
<td>31</td>
<td>4</td>
<td>91% 8</td>
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<tr>
<td>PHIL COLLINS</td>
<td>188</td>
<td>7</td>
<td>134</td>
<td>42</td>
<td>5</td>
<td>93% 9</td>
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<tr>
<td>BILLY JOEL</td>
<td>173</td>
<td>3</td>
<td>142</td>
<td>22</td>
<td>6</td>
<td>94% 9</td>
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<tr>
<td>BEE GEES - Bodyguard</td>
<td>180</td>
<td>6</td>
<td>114</td>
<td>52</td>
<td>8</td>
<td>92% 8</td>
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<tr>
<td>ALANNAH MYLES - Black Velvet</td>
<td>156</td>
<td>4</td>
<td>122</td>
<td>26</td>
<td>4</td>
<td>94% 10</td>
</tr>
<tr>
<td>NATALIE COLE</td>
<td>168</td>
<td>1</td>
<td>119</td>
<td>32</td>
<td>16</td>
<td>89% 12</td>
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<tr>
<td>SMOKEY ROBINSON - Everything</td>
<td>173</td>
<td>13</td>
<td>76</td>
<td>74</td>
<td>10</td>
<td>86% 6</td>
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<tr>
<td>LUTHER VANDROSS</td>
<td>153</td>
<td>6</td>
<td>105</td>
<td>34</td>
<td>8</td>
<td>90% 16</td>
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<tr>
<td>DON HENLEY - Heart Of The Matter</td>
<td>169</td>
<td>17</td>
<td>45</td>
<td>90</td>
<td>17</td>
<td>79% 5</td>
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<tr>
<td>GLORIA ESTEFAN - Here We Are</td>
<td>155</td>
<td>1</td>
<td>78</td>
<td>52</td>
<td>25</td>
<td>83% 13</td>
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<tr>
<td>KATHY MATTEA - Where've You Been?</td>
<td>127</td>
<td>3</td>
<td>62</td>
<td>53</td>
<td>9</td>
<td>90% 9</td>
</tr>
<tr>
<td>BELINDA CARLISLE - Summer Rain</td>
<td>129</td>
<td>5</td>
<td>41</td>
<td>73</td>
<td>10</td>
<td>88% 9</td>
</tr>
<tr>
<td>ROXETTE - Dangerous</td>
<td>120</td>
<td>5</td>
<td>54</td>
<td>52</td>
<td>9</td>
<td>88% 10</td>
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<tr>
<td>CHICAGO - What Kind Of Man Would I Be</td>
<td>130</td>
<td>5</td>
<td>52</td>
<td>51</td>
<td>27</td>
<td>79% 14</td>
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<td>SADAO WATANABE featuring PATTI AUSTIN</td>
<td>124</td>
<td>4</td>
<td>48</td>
<td>59</td>
<td>17</td>
<td>86% 18</td>
</tr>
<tr>
<td>SHAWN COLVIN - Steady On</td>
<td>112</td>
<td>2</td>
<td>24</td>
<td>69</td>
<td>18</td>
<td>83% 11</td>
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<tr>
<td>TIM FINN - Not Even Close</td>
<td>128</td>
<td>9</td>
<td>7</td>
<td>82</td>
<td>30</td>
<td>69% 5</td>
</tr>
<tr>
<td>DONNY OSMOND - I'll Be Good To You</td>
<td>112</td>
<td>3</td>
<td>40</td>
<td>51</td>
<td>18</td>
<td>81% 11</td>
</tr>
<tr>
<td>CHER - Heart Of Stone</td>
<td>121</td>
<td>12</td>
<td>14</td>
<td>74</td>
<td>21</td>
<td>72% 6</td>
</tr>
<tr>
<td>REGINA BELLE</td>
<td>130</td>
<td>18</td>
<td>5</td>
<td>71</td>
<td>36</td>
<td>58% 5</td>
</tr>
<tr>
<td>KENNY G - Going Home</td>
<td>110</td>
<td>30</td>
<td>53</td>
<td>27</td>
<td>75% 13</td>
<td></td>
</tr>
<tr>
<td>JANET JACKSON - Escapade</td>
<td>98</td>
<td>10</td>
<td>41</td>
<td>37</td>
<td>10</td>
<td>79% 8</td>
</tr>
<tr>
<td>TINA TURNER - Look Me In The Heart</td>
<td>109</td>
<td>16</td>
<td>28</td>
<td>49</td>
<td>16</td>
<td>70% 6</td>
</tr>
<tr>
<td>GRAYSON HUGH AND BETTY WRIGHT - How Bout Us</td>
<td>112</td>
<td>10</td>
<td>7</td>
<td>78</td>
<td>17</td>
<td>75% 6</td>
</tr>
<tr>
<td>SARA HICKMAN - Simply</td>
<td>107</td>
<td>10</td>
<td>12</td>
<td>63</td>
<td>22</td>
<td>70% 7</td>
</tr>
<tr>
<td>PAUL CARRACK - Battlefield</td>
<td>106</td>
<td>5</td>
<td>18</td>
<td>57</td>
<td>26</td>
<td>70% 7</td>
</tr>
<tr>
<td>MADONNA - Keep It Together</td>
<td>89</td>
<td>1</td>
<td>20</td>
<td>58</td>
<td>10</td>
<td>87% 6</td>
</tr>
<tr>
<td>MICHAEL BOLTON - How Can We Be Lovers</td>
<td>125</td>
<td>34</td>
<td>6</td>
<td>61</td>
<td>24</td>
<td>53% 3</td>
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<tr>
<td>BASIA - Cruising For Bruising</td>
<td>134</td>
<td>44</td>
<td>5</td>
<td>49</td>
<td>27</td>
<td>40% 2</td>
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<tr>
<td>NANCY GRIFFITH - I Don't Want To Talk About Love</td>
<td>90</td>
<td>2</td>
<td>18</td>
<td>53</td>
<td>17</td>
<td>78% 9</td>
</tr>
<tr>
<td>SOULSISTER - Blame You</td>
<td>90</td>
<td>19</td>
<td>55</td>
<td>16</td>
<td>82% 9</td>
<td></td>
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<tr>
<td>ROLLING STONES - Almost Hear You Sigh</td>
<td>85</td>
<td>7</td>
<td>13</td>
<td>43</td>
<td>22</td>
<td>65% 5</td>
</tr>
<tr>
<td>TEARS FOR FEARS - Advice For The Young At Heart</td>
<td>98</td>
<td>18</td>
<td>6</td>
<td>44</td>
<td>30</td>
<td>51% 4</td>
</tr>
<tr>
<td>CROSBY, STILLS &amp; NASH - Chippin Away</td>
<td>82</td>
<td>1</td>
<td>13</td>
<td>50</td>
<td>18</td>
<td>76% 9</td>
</tr>
<tr>
<td>RICHARD MARX - Too Late To Say Goodbye</td>
<td>72</td>
<td>6</td>
<td>14</td>
<td>38</td>
<td>14</td>
<td>72% 6</td>
</tr>
<tr>
<td>RICKIE LEE JONES - Don't Let The Sun Catch You Crying</td>
<td>88</td>
<td>12</td>
<td>6</td>
<td>36</td>
<td>34</td>
<td>47% 5</td>
</tr>
<tr>
<td>MICHAEL DAMIAN - Was It Nothing At All</td>
<td>70</td>
<td>11</td>
<td>28</td>
<td>16</td>
<td>15</td>
<td>62% 7</td>
</tr>
<tr>
<td>KENNY ROGERS duet with GLADYS KNIGHT - If I Knew Then...</td>
<td>107</td>
<td>42</td>
<td>2</td>
<td>33</td>
<td>30</td>
<td>32% 2</td>
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</table>

### PLUS FACTOR

Records which received the greatest increase in HIT FACTOR

<table>
<thead>
<tr>
<th>Record</th>
<th>LW</th>
<th>TW</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIA - Cruising For Bruising</td>
<td>40</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>MICHAEL BOLTON - How Can We Be Lovers</td>
<td>53</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>KENNY ROGERS AND GLADYS KNIGHT - If I Knew Then What I Know Now</td>
<td>32</td>
<td>32</td>
<td>32%</td>
</tr>
<tr>
<td>MADONNA - Keep It Together</td>
<td>87</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>EVERYTHING BUT THE GIRL - Driving</td>
<td>20</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>CLAIR MARLO - 'Til They Take My Heart Away</td>
<td>24</td>
<td>16</td>
<td>16%</td>
</tr>
<tr>
<td>TIM FINN - Not Even Close</td>
<td>54</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>REGINA BELLE - Make It Like It Was</td>
<td>44</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>TEARS FOR FEARS - Advice For The Young At Heart</td>
<td>37</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>JULIA FORDHAM - Manhattan Skyline</td>
<td>53</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>GRAYSON HUGH AND BETTY WRIGHT - How Bout Us</td>
<td>62</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>TOMMY PAGE - I'll Be Your Everything</td>
<td>26</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>SMOKEY ROBINSON - Everything You Touch</td>
<td>74</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>DON HENLEY - Heart Of The Matter</td>
<td>68</td>
<td>11</td>
<td>11%</td>
</tr>
</tbody>
</table>
JUDE COLE

"Baby, It's Tonight"
A/C PICK THIS WEEK!

THE NEW TRACK

FROM THE ALBUM
A View from 3rd Street
PRODUCED BY DAVID TYSON

jane siberry

THE NEW SINGLE
"The Life Is The Red Wagon"

From The Album BOUND BY THE BEAUTY
Produced by Jane Siberry and John Switzer

1990 Reprise Records
HOW TO READ AND USE THE GAVIN A/C PAGES

by Ron Fell and Diane Rufer

The Gavin Report established its A/C pages in the summer of 1973. At that time, a reporter panel of approximately fifty adult pop music stations were participating. Our research was tabulated in pencil on note pads and calculated on a manual adding machine. Seventeen years later our panel is up to more than two hundred and twenty five stations and the information we receive is processed on a sophisticated Hewlett Packard office computer system.

Our research is only as good as the information we’re able to input. Each of our reporting stations does its own research to determine what it does and does not play, and if played, how frequently. Most Gavin A/C stations report their currents in three rotations: HEAVY, MEDIUM and LIGHT. Stations also report their ADDS and all DROPS (records which have been reported in rotations previously, but are being taken out of current rotations.)

Once a station’s playlist has been entered, our computer system gives each HEAVY rotation mention seven points, each MEDIUM mention five points, each LIGHT mention three points, each ADD one point and each drop (whether to recurrent or off-air entirely) minus one point.

The computer-generated data summaries allow us to rank the forty most active records in the format, thus creating the chart itself. Part of the necessary analysis done by the Gavin’s A/C department (Diane Rufer and Ron Fell) is to interpret the growth and the fatigue of each record in its statistical profile and to determine its potential for continued growth. Any charted record the editors feel is likely to look better next week will have the artist’s name in bold type with an underline.

Thus, an underlined record is one which has the stats to actually have a higher number rank next week. There is a critical difference between an underline on Gavin and records highlighted in other trades and tipsheets. To the best of our knowledge, such highlighted records elsewhere are being designated for their performance that week and such a highlight is by no means a projection for the following week.

Beyond the chart itself are other critical points. The MOST ADDED may be the simplest and most understood category. Pure and simple, this category ranks the five most added records in the format that week.

The TOP TIP category is that record which, in the opinion of the Gavin A/C department, will be the next issue’s highest chart debut. Since this category was initiated, we’ve been correct more than 90% of the time.

RECORD TO WATCH is a hunch call. A record chosen for this category is never an obvious play in Adult Contemporary radio. Such records are usually and unfortunately prejudged as being less than perfect for the format by many programmers. In our educated opinion, such prejudice should be re-evaluated. Often these RECORDS TO WATCH have proven themselves in other formats first or are just plain too good to ignore, even though their popularity in the format has yet to be validated. Quite often a RECORD TO WATCH will accumulate more than twenty ADDS the week following its designation as RECORD TO WATCH, and nearly all go on to prove themselves as significant chart plays.

CHARTBOUND records are those with enough early airplay and/or significant rotation commitments to chart the following week. Usually it takes more than 50 reports to make CHARTBOUND yet on rare occasions, records with more than one hundred reports may still be in CHARTBOUND because they may not yet have the total points necessary to rank in the top forty of A/C stats.

UP & COMING represents those other popular A/C records which have yet to make it to CHARTBOUND or the chart. The minimum number of stations required to make UP & COMING is twenty, but a record may not remain in the category if the number of DROPS exceeds the number of ADDS. Any record may re-debut in following weeks if it maintains more than twenty total stations and once again has more ADDS than DROPS.

INSIDE A/C is our attempt to give some personality to the statistics. In this section we choose to highlight records that are extremely active. Often their mere movement doesn’t tell the whole story.

A few years back, Gavin instituted the HIT FACTOR portion of our pages to create a means by which programmers can determine how well a record is doing once it has been played. HIT FACTOR is a percentage of those stations who’ve added a record that are committed to significant rotations. As an example: if a record is part of the reported playlist at 100 stations and among those 100 stations 30 stations report HEAVY rotation, 26 stations report MEDIUM rotation, 29 stations report LIGHT rotation and 15 stations report it as an ADD, the record’s HIT FACTOR is calculated by adding only the number of HEAVYs and MEDIUMs together and dividing by the number of total stations. The math on that would be 30 plus 26 divided by 100 = 56%.

HIT FACTOR is Gavin’s way of qualifying rather than quantifying information. We feel that the truest barometer of a record’s success is not in the accumulation of stations but in the success ratio from only those stations who have played the record. Smart programmers will look to HIT FACTOR to judge a record’s true performance.

Last, but certainly not least, is our PLUS FACTOR category. PLUS FACTOR is merely a ranking of records based on their weekly increase in HIT FACTOR. PLUS FACTOR reflects the conversion upward in rotation from LIGHT rotation and ADDS to significant rotation (HEAVY or MEDIUM.)

We hope that the above explains to you satisfaction any questions you may have had about Gavin’s Adult Contemporary section. If we haven’t answered everything to your satisfaction, please let us know. 
FEATURES

BIOFEEDBACK
by Ron Fell

• KEVIN PAIGE
When Taylor Dayne begins her long-awaited tour this spring, Kevin Paige will open the shows.

• WILSON PHILLIPS
Wendy and Carnie Wilson’s first experience in the recording studio came when they were seven and eight respectively. They sang backup on The Beach Boys’ ‘I Saw Mommy Kissing Santa Claus.’

• TEARS FOR FEARS
Advice For The Young At Heart was written by Robert Orzabal in 1986. It was the first song ready for their latest album “Sowing The Seeds,” even though it’s the third track to be released as a single.

• MARCIA GRIFFITHS
Marcia was once a member of The I-Threes, the singing trio that backed up the legendary Bob Marley.

• QUINCY JONES
Quincy has produced every Michael Jackson album since “Off The Wall.” But, according to Quincy, Michael’s appearance on Quincy’s latest album “Back On The Block” was vetoed by CBS Records’ Chairman Walter Yetnikoff.

• CHRIS REA
Growing up in Middlesborough, England, Chris’ earliest musical influences were Ry Cooder and Joe Walsh.

• RICK NELSON
San Francisco Chronicle entertainment critic Joel Selvin has completed his first book, “Rick Nelson: Idol For A Generation.” The book, based on interviews with friends and associates of the late pop singer, will be published in April by Contemporary Books.

• RICHARD THOMPSON
A new Taylor Hackford film called “Confidence” will feature music composed and performed by Richard Thompson.

• GLADYS KNIGHT
At the age of seven, Gladys Knight won $2,000 singing TOO YOUNG on a 1951 Ted Mack’s Original Amateur Hour.

• MIKE OLDFIELD
Mike Oldfield was the first artist to record for Richard Branson’s Virgin Records. The 1972 sessions lead to the 1973 release of the fifty minute “Tubular Bells” album which went on to sell three million copies worldwide.

• MATT BIANCO
Despite the success of former charter members Danny White and Basia, Matt Bianco’s remaining original member, Mark Reilly is keeping the torch lit while currently recording a new Matt Bianco album in London.

• SISTERS OF MERCY
Tony James from Sig Sig Sputnik has replaced Patricia Morrison on bass in the group Sisters Of Mercy.

It’s A Hit!
BOBBY VINTON
“What Do You Do With Your Old 45’s”

ADDING EVERYWHERE!
WGBE  WMBA  WTIC
WKLU  KLWN  KSAL
WJON  WDUZ  WFRO
WLIP  KNJUZ  WCGR
KNCO  WJOD  WCMC
WJBY  WNY  WENU
WVIO  WKWI  WKEN
WGSV  KNLV  KRIM
KMVI  WXTZ  WTOE
WKLU  WSKI  WYOD
WNYR  WCCO  WHBC
WEIM  and more . . .

Joan Jett
Usually Love Hurts
This Time It Feels Good . . .
ON A/C RADIO!

“If you’re programming A/C stations for the 90’s this one’s a must!”
Rick Archer - WHAI

Distributed By CEMA
MOST ADDED

CLINT BLACK (90)  (RCA)
RICKY VAN SHELTON (61)  (Columbia)
DESERT ROSE BAND (53)  (MCA/Curb)
TANYA TUCKER (51)  (Capitol)
STEVE WARINER (44)  (MCA)

TOP TIP

DESERT ROSE BAND
In Another Lifetime  (MCA/Curb)

The DRB have spent the last two weeks in the Most Added section. This week's 53 adds take them up to 114 reports.

RECORD TO WATCH

SCOTT McQUAIG
Old Memory  (Capitol)

He tops 50 reports in only two weeks. This week's adds include KASH, WAQT, KYVA, WKWT, KMLA, KQKD, KVBQ, KIIX, etc.

CHARTBOUND

ARTIST TITLE LABEL  *Debuts in Chartbound   Reports  Adds  Heavy  Medium  Light  Hit Factor  Weeks
STEVE WARINER - The Domino Theory  (MCA)  144  44  1  29  70  20%  3
JO-EL SONNIER - The Scene Of The Crime  (RCA)  127  18  —  30  79  23%  3
CLINT BLACK - Walkin' Away  (RCA)  125  90  —  9  26  7%  2
LACY J. DALTON - Black Coffee  (Capitol)  122  43  —  11  68  9%  3

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

March 9, 1990

Reports Adds Weeks

120 8 6 CHARLIE DANIELS BAND - Mister DJ (Epic)
114 53 2 DESERT ROSE BAND - In Another Life Time (MCA/Curb)
88 5 6 SUSI BEATTY - Nobody Loves Me Like The Blues (Starway)
82 8 6 JENNIFER McCARTER & THE McCARTERS - Better Be Home Soon (Warner Bros.)
70 3 5 WILLIE NELSON - The Highway (Columbia)
67 1 8 JERRY LANDSDOWNE - Lessons Of Love (Step One)
67 51 1 * TANYA TUCKER - Walking Shoes (Capitol)
66 61 1 * RICKY VAN SHELTON - I've Cried My Last Tear For You (Columbia)
62 4 4 DANIELE ALEXANDER - You Called (Mercury/PolyGram)
56 21 2 SCOTT MCGUIRE - Old Memory (Capitol)
49 — 7 JEFF STEVENS & THE BULLETS - Boomtown (Atlantic)
49 5 3 DAWNNETT FAUCETT - As Far As Love Can Throw Me (Step One)
49 8 3 BILLY HILL - Nickel To My Name (Reprise)
47 11 3 STATLER BROTHERS - Walking Heartache In Disguise (Mercury/PolyGram)
45 — 8 MOE BANDY/BECKY HOBB - Pardon Me(Haven't We Loved Somewhere Before) (Curb)
39 14 2 BUTCH BAKER - Playing With Her Sweet Thing (Mercury/PolyGram)
37 10 2 DAVID LYNN JONES - Lonely Town (Mercury/PolyGram)
34 2 8 LEE ROY PARNELL - Crocodile Tears (Arista)
33 9 2 CANYON - Carryin' On (16th Avenue)
27 1 4 JOSH LOGAN - Lovin' On Backstreets (Curb)
27 4 3 JOHN ANDERSON - Tryin' To Make A Livin' On The Road (Capitol)
26 8 1 * JOHNNY LEE - Heart To Heart Talk (Curb)
26 20 1 * GEORGE FOX - Angelina (Warner Bros.)
23 7 1 * JOHNNY TOLLITSON - Bim Bam Boom (Atlantic)
23 22 1 * JUDDS - Guardian Angels (RCA)
20 1 6 LORIE ANN - If I'm Gonna Fall (Sing Me)

Dropped: #24-Exile, #31-R. Skaggs, #33-Oaks, Marie Osmond.

TOP REQUESTS

RANDY TRAVIS
ALAN JACKSON
GARTH BROOKS
PATTY LOVELESS
PAUL OVERSTREET

LP CUTS

Hank Williams Jr. - Man To Man / Almost Persuaded/Stoned At The Jukebox
Southern Pacific - I Go To Pieces
Kentucky Headhunters - Oh Lonesome Me/Skip A Rope
Restless Heart - Dancy's Dream
Marty Stuart - Western Girls

NSIDE COUNTRY

CRS SUMMARY. It was great to see a lot of you this past week at the Country Radio Seminar. With a record number of people in attendance, The Country Crew didn’t get to see everyone, but we sure tried. We also tried to attend all the sessions and events that we could, but as all of you who attended are aware, that was no easy task either. In retrospect, some of our highlights included the Highway To The Stars session, the Road Under Construction: A Publishers Perspective For The The ’90s session (featuring Gavin publisher Ron Fell), C.W. McCall’s session, the Alabama concert at the Grand Ole Opry, the Highwaymen, the Business In The Right Key session, the McCarters concert in the James Paul Brown suite, the RCA boat cruise, the New Faces show and Garth Brooks at the ASCAPPlush. Congratulations to Frank Mull, the Country Radio Broadcasters and the Agenda committee on organizing another fine gathering for the best in Country music. We’re already looking forward to next year!

For more Seminar details, be sure to check out Cyndi’s wrap-up in the news section of this week’s Gavin.

PROGRAMMERS ARE TALKING ABOUT...Ed Paulson at KQJL-Grand Junction says calls are tremendous for Lace J. Dalton...Wayne Cordray at KKYZ-Everett/Seattle is getting good response to Robin Lee...Jim Quinton at WCHK-Canton is getting a lot of calls for Hank Jr.’s “Almost Persuaded”...The Alan Jackson record is hot for Dana Hall at KRED-Eureka. It’s selling real well and getting lots of request action...Kelly Thompson at KMDL-Lafayette reports, “Doug Stone is driving our phones crazy. He’s got a ‘stone cold’ hit on his hands. Ship this one in a platinum box instead of a pine one!”

STATION HAPPENINGS WXCY-Havre de Grace MD Gerry O’Brien has left the station for the overnight shift at WQSR-Baltimore. Until a replacement can be found, PD Bruce Collins will be doing the music. He’ll take calls from 10AM-1PM EST...The address for KCFM is P.O Box 9428, Kansas City, MO 64133, and the phone number is 816-373-1073...The new assistant PD at WKSW-Springfield is mid-day personality Nick Roberts. Russ Shafer is now taking music calls Fridays from 10:30 AM to 2:30 PM...Dan Casey has resumed his former Music Director duties at WMJH-Joplin. He will take music calls on Wednesdays from noon-1:30...KUAD/FM-Windsor is putting on a benefit for the Special Olympics featuring a Dan Seals concert on Saturday, March 31st...Tony Lynn has left KSSS-Colorado Springs to go to KRST-Albuquerque. Trish Matthews has been promoted to MD...WMZQ-Washington, DC announces it will be bringing at least two Bald Eagles into the continental United States through proceeds raised during the station’s recent “Keep The Eagle Flying” campaign. WMZQ has raised over $10,000 in an effort to help breed and repopulate our national symbol.

Talk with you next week. The Gavin Country Crew

March 9, 1990

THE GAVIN REPORT
**NEW RELEASES** by Lisa Smith & Cyndi Hoelzle

**KELLY WILLIS - I Don't Want To Love You (But I Do)** (MCA)
Kelly's already well known to many music industry insiders, this terrific debut single gives her a great introduction to the rest of us. Many of you saw her tear up the audience at Nashville's Ace of Clubs; her performance was memorable.

**THE JUDDS - Guardian Angels** (RCA/Curb)
Naomi gets co-writing credit on this sentimental tune. The song's highlight, aside from Wynonna's exceptional vocals, is the wonderfully simple production.

**RICKY VAN SHELTON - I've Cried My Last Tear For You** (Columbia)
Ricky picks up the pace with this swing number that has been a favorite album cut since RVS III was released. Shelton's ability to take a contemporary composition and give it the sound and feel of a classic makes him appealing to all demographics.

**VEGA BROTHERS - It's Out Of My Hands** (Curb)
The Vega Brothers have been kicking around for a while, but it sounds like they finally have found a home with Curb. This song, produced by the Desert Rose Band's Herb Pedersen, is an upbeat number with a great chorus.

**T. GRAHAM BROWN - If You Could Only See Me Now** (Capitol)
Here's the debut single from T.'s upcoming album Bumper To Bumper. T.'s voice has never sounded stronger, and the song's lyrics should appeal to anyone who's ever loved and lost.

**DAY JOHNSTON - I Can Live Without You** (Roadrunner)
Singer/songwriter Johnston has come up with a twist on the old "I can quit anytime I want to" theme, only this time the addiction is love. Her soft sweet voice draws you into the drama of the song.
JAZZ NEW RELEASES

JUST FRIENDS - HELEN MERRILL FEATURING STAN GETZ (EMARCY / POLYGRAM)
While Stan's other EmArcy release races up the Jazz chart, this companion piece with Helen Merrill is informal in presentation and classy in concept. Getz is much more another singer on this date—his lyrical embellishments are that human. Also the group, which includes German pianist Joachim Kuhn, is very obliging to the spontaneity of the Merrill and Getz. A touch of reverberation is added to Ms. Merrill voice, but on the whole Just Friends sounds as after hours as it does beautiful.

PROMISE OF TOMORROW - KEVIN EUBANKS (GRP)
Kevin Eubanks' playing is equally imaginative and lyrical whether he's playing acoustically or on electric guitar. He's also one of the most consistent charttoppers in Jazz/AA. One of my guitar maniac friends has told me that in rock and other forms there is definitely more emphasis on blues stylized playing nowadays. So perhaps fittingly, Promise Of Tomorrow starts off on a bluesy side with the soaring "Angel With The Blues." Tracks like "Promise Of Tomorrow" and "Eyes Of A Lost Child" will appeal on its easy groove merits, the blends of acoustic and electric picking and its simmering keyboard textures. Both tracks also feature the tasty drumming of Marvin "Smitty" Smith. Adult Alternative stations might want to check out "He Smiled The Sea" and Jazz folks "In A Sentimental Mood."

PERSONAL - GEORGE HOWARD (MCA)
From the first few seconds it's apparent this one has the smooth Urban feel necessary for commercial Jazz Radio—and lots of "Quiet Storm" type background vocal arrangements. George Howard's presentation is more satiny than Kenny G's cascades. Check out "You And Me," a production collaboration between George Howard and one of Miles' favorite producers, Cameo's Larry Blackmon. If you can get away with it, try George Duke's offerings on "Fakin' The Feeling" or the safer "Piano In The Dark."

BIG BOP NOUVEAU - MAYNARD FERGUSON (INTIMA)
Holy mackerel, the Maynard Ferguson Big Band is back! Put "Blue Birdland!" on early in the morning and your listeners will rise one foot above their mattresses, ready to face the day. After touring around with a smaller, atomic fusion group, this full blown lineup is more like it. Christopher Hollyday sits in on alto sax and Ferguson's four piece trumpet section will grow hair on anybody's chest. Includes the five song live recording, "The Maynard Ferguson Hit Medley" free for all. Go for the throat!

continued on page 39

YOU TOO CAN INCREASE RATINGS IN 3-4 HOURS!

I know you are skeptical. You too can live a richer life, have healthier, happier skin, a full head of hair, be free of tension, no longer suffer from neck and back aches, lose inches off your waist, rid your body of unwanted pounds and be the life of the party.

Hundreds of M.D.'s, P.D.'s and radio personalities from across this great land are discovering the Voss secret. All the clinical evidence indicates that the unprecedented favorable behavior pattern of the listening audience is contagious.

From our laboratories and research and development facilities in Oxnard, California we have carefully crafted music with a solid and pure adult alternative and contemporary jazz foundation. Years have been spent analyzing and refining the musical knowledge handed down from previous generations. The sound reproduction has been achieved by using the finest, state-of-the-art technology available.

FREE!
There is no way you can lose. Solve all your problems or you may return the unused cuts.

THE EXPERTS AGREE!
Here's what newspapers and magazines are saying about this wonderful "new" product.

ANNE HOWARD MAXWELL - "Shadow Of My Heart"
"It is not often that a guitarist comes around who possesses enough versatility to please both contemporary and mainstream souls on the jazz circuit, but Anne is doing just that on her debut album."
THE R&B REPORT 3/10/1990

CHET McCracken - "Flight To Moscow"
"The ex-Doobie Brother drummer makes a startlingly potent debut. The set should entice fusion fans, as well as adventurous new ageists."
BILLBOARD 3/10/1990

MICHAEL DAVIS - "Sidewalk Cafe"
"Ranks high in duo-format appeal and succeeds in actually redefining a musical instrument. Michael abandons the trombone's traditional preconceptions."
THE GAVIN REPORT 2/2/1990

MATT HARRIS - "Hit And Run"
"A classy, catchy, contemporary jazz sound. Matt Harris will soon be recognized as a talented bandleader, musician, composer, arranger and producer."
FIRST COAST ENTERTAINER 1/27/1990

I GUARANTEE IT! With my unconditional guarantee, there is absolutely NO RISK ON YOUR PART. This offer is limited. So act now. There is no obligation. CALL US TODAY.

SWORN STATEMENT:
"I really, really, really am telling you that this can happen. My right hand is up!"

VOSS RECORDS
300 ESPANADE DR. #760, OXNARD, CA 93030 • (805) 989-1661
MOST ADDED

1. RAVEN - DON GRUSIN (GRP)
2. RITUALS - MICHAEL COLINA (PRIVATE MUSIC)
3. PERSONAL - GEORGE HOWARD (MCA)
4. BLACK HAT & SAXOPHONE - JAY PATTEN (CBS)
5. DORIAN'S LEGACY - SPENCER BREWER (NARADA EQUINOX)

TOP TIP

DON GRUSIN
RAVEN (GRP)

MICHAEL COLINA
RITUALS (PRIVATE MUSIC)

A hot week for “Ravens” and “Rituals.” Charting at #36 and #40 respectively.

A WEEK FOR "Ravens" and "Rituals." Charting at #36 and #40 respectively.

RECORD TO WATCH

THE BLUE NILE
HATS (A&M)

Scottish trio compresses passion between the silences. Currently red hot on our Alternative chart. Wouldn't it be nice to make it a triple A, as in Alternative/Adult Alternative?

Co-Editors: Keith Zimmerman / Kent Zimmerman

ADULT ALTERNATIVE

2W LW TW

1 1 1 JULIA FORDHAM - Porcelain (Virgin)
6 2 2 BASIA - London Warsaw New York (Epic)
12 4 3 EVERYTHING BUT THE GIRL - The Language Of Love (Atlantic)
8 3 4 DOTSERO - Off The Beaten Path (Nova)
7 5 5 RICHARD SMITH UNIT - Rockin’ The Boat (Chase Music Group)
5 6 6 KIM PENSYL - Pensyl Sketches #2 (Optimism)
4 8 7 PAT KELLEY - High Heels (Denon)
32 17 8 DOUG CAMERON - Mil Amores (Narada/Equinox)
11 11 9 GARY BURTON - Reunion (GRP)
19 10 10 DENNIS COFFEY - Under The Moonlight (Orpheus/EMI)
2 7 11 SAM RINEY - At Last (Spindletop)
3 9 12 KENNY G - Live (Arista)
41 25 13 DEBORAH HENSON-CONANT - Caught In The Act (GRP)
15 15 14 ROB MOUNSEY & FLYING MONKEY ORCHESTRA - Dig (Sona Gaia)
24 16 15 TANITA KIKAMI - The Sweet Keeper (Reprise)
20 14 16 ANNE HOWARD MAXWELL - Shadow Of My Heart (Voss)
18 18 17 TONY GUERRERO - Different Places (Nova)
9 12 18 SHAWN COLVIN - Steady On (Columbia)
10 13 19 NANCEE KAHLER AND OPEN THE SKY - Songs Without Words (Nebula)
14 19 20 KIM WATERS - Sweet And Saxy (Warlock)
25 23 21 DIANNE REEVES - Never Too Far (EMI)
27 22 22 CRYSTAL WIND - Inner Traveler (Higher Octave)
17 20 23 QUINCY JONES - Back On The Block (Warner Bros.)
26 24 24 EDDIE GOMEZ - Street Smart (Columbia)
36 36 35 GIPSY KINGS - Mosaigue (Elektra)
35 32 36 DON GRUSIN - Raven (GRP)
31 29 37 MIKE SMIAROWSKI - Island Fantasy (Smear)
21 27 38 CHARNETT MOFFETT - Beauty Within (Blue Note)
26 29 39 HUGH MASEKELA - Uptownship (Novus/RCA)
42 35 40 MATT HARRIS - Hit And Run (Voss)
16 21 31 UNCLE FESTIVE - That We Do Know (Denon)
44 34 32 MICHAEL DAVIS - Sidewalk Cafe (Voss)
45 33 33 CHRIS REA - The Road To Hell (Geffen)
36 36 35 SPENCER BREWER - Dorian's Legacy (Narada/Equinox)
38 38 38 GIPSY KINGS - Mosaigue (Elektra)
48 36 48 DON GRUSIN - Raven (GRP)
31 29 37 DON HARRISS - Abacus Moon (Sonoc Atmospheres)
29 30 38 FATTBURGER - Time Will Tell (Intima)
39 39 39 SADAO WATANABE - Front Seat (Elektra)
40 40 40 MICHAEL COLINA - Rituals (Private Music)
43 41 41 MATT ROLLINGS - Balconies (MCA Master Series)
47 42 42 JIM BROCK - Tropic Affair (Reference Recordings)
43 41 41 CLIVE GREGSON & CHRISTINE COLLISTER - A Change In The Weather (Rhino)
44 41 41 GEORGE HOWARD - Personal (MCA)
43 41 41 DIDIER LOCKWOOD - 1 2 3 4 (Nova)
47 38 46 CHRISTINE LAVIN - Attainable Love (Rounder)
47 38 46 BLUE NILE - Downtown, Headlights, Seven (A&M)
49 48 48 WALTER BEASLEY - Just Kicking It (Mercury/PolyGram)
46 46 49 NICHOLAS - Body Music (Nugue)
37 37 50 RANDY CRAWFORD - Rich And Poor (Warner Bros.)

CHARTBOUND

*Debuts in chartbound

HEINZ AFFOLTER (ARTFUL BALANCE)
STEVIE RAY VAUGHAN (EPIC)
LUIS CONTE (DENON)
CHICK COREA (GRP)
*ROCHES (PARADOX/MCA)
*KENNEDY ROSE (PANGAEA/IRS)

TOMMY EMANUEL (ARTFUL BALANCE)
*MIKE STEVENS (NOVUS/RCA)
JOHNNY ADAMS (ROUNDER)
*WENDY MAHARRY (A&M)
JAY PATTEN (CBS)
ALAN THOMAS (BLACK BAMBOO)

Dropped: #28 David Chesky, #40 Grover Washington, Jr., #42 Daniel Lanois, #44 Happy Anniversary, Charlie Brown. #50 Steve Haun.
Music That Is Not Of This World.

Bela Fleck and the Flecktones

Watch for "THE SINISTER MINISTER" video airing on VH1 and BET.
**MOST ADDED**

1. INSIDE OUT - CHICK COREA ELEKTRIC BAND (GRP)
2. RITUALS - MICHAEL COLINA (PRIVATE MUSIC)
3. SUPERBLUE 2 - SUPERBLUE (BLUE NOTE)
4. PERSONAL - GEORGE HOWARD (MCA)
5. LIVE AT THE VILLAGE GATE - IGOR BRIL (MOBILE FIDELITY)
6. THE RAVEN - DON GRUSIN (GRP)

**TIE**

**TOP TIP**

MAYNARD FERGUSON
BIG BOP NOUVEAU (INTIMA)

Maynard's screamin' big band trumpet attack debuts high at #34, 43 stations strong!

**RECORD TO WATCH**

CHICK COREA ELEKTRIC BAND
INSIDE OUT (GRP)

It's time for Chick to plug back in... some Edison medicine for Jazz Radio.

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**CHARTBOUND**

* SUPERBLUE (BLUE NOTE)  
* CHICK COREA ELEKTRIC BAND (GRP)  
* LUIS CONTE (DENON)  
* IGOR BRIL (MOBILE FIDELITY)  
* MICHAEL COLINA (PRIVATE MUSIC)  
* DON GRUSIN (GRP)  
* MATT HARRIS (VOS)  
* GEORGE HOWARD (MCA)  
* NIELS LAN DOKY (MILESTONE)  
* CHET McCracken (VOS)  
* SATHIMA BEA BENJAMIN (ENJA)  
* STEVE KHAN (GRP)  
* EVERYTHING BUT THE GIRL (ATLANTIC)  
* MIKE SMIAROWSKI (SMEAR)  
* BARBARA DENNERLEIN (ENJA)  

Dropped: #36 Sam Riney, #38 David Chesky, #43 Uncle Festive, #44 Out Of The Blue, #49 Art Farmer, #50 Count Basie & Friends.
JAZZ NEW RELEASES

THE LANGUAGE OF LIFE - EVERYTHING BUT THE GIRL (ATLANTIC)
By now it's unnecessary to pinpoint this fine release track by track. It's already heading for its rightful place at the Adult Alternative top spot, with some respectable sidecar Jazz support. With all these signature releases out, this one stands out because it represents somewhat of a milestone. One can only imagine the respect and power this release represents in the UK. And while Basia and Julia Fordham are making inroads, this one is particularly sweet because via producer Tommy LiPuma and support players (from OUR formats) like John Patitucci, Joe Sample, Kirk Whalum, Michael Brecker and Russell Ferrante, great American Jazz/AA players are helping EBTG make a fashionable European musical statement as well as a worldwide impact. To those of us who look to the British as the real, imaginative musical stylists, that's important.

Album of the Year! Look for a notable sidecar Jazz support. For drummer Dave Weckl, the only direction is fullspeed ahead. He sets the scooting, driving feel for most of the music on Inside Out. Each track pushes hard—the accents and upbeats snap, the changes crackle and the rhythm pops.

RAVEN - DON GRUSIN (GRP)
Come to think of it, Raven does, as the liner notes suggest, sound like a solo keyboard concept. But as Don tells it, folks like Ricardo Silveira, Gary Herbig and Djavan contributed their parts after the song structure was cut. It's most apparent on a track like the lonely "Light In The Window." "Zuma Noon" has an upbeat Benoit type feel to it. For groove potential try "Um Beijo" with guests Silveira and Eric Marienthal.

DORIAN'S LEGACY - SPENCER BREWER (NARADA)
Dorian's Legacy, named for Spencer Brewer's son, is a combination of synthesizer and Boren dorier grand piano—the finest piano in the world—backed with a quartet that includes oboist Nancy Rumbel. "Marcel and Claudette" is a pretty piece that sounds like it would fit the soundtrack of a Truffaut film. It's bluesy, French and sentimental. The title cut is childlike in its quaintness. "Eric's Theme" is active and rolling, possibly suited for evening dayparts.

A LADY WITH A SONG - NANCY WILSON (COLUMBIA)
A Lady with a Song arrived to us in its beautiful Japanese import packaging from the country that holds Nancy Wilson almost as a goddess. And no wonder. After five albums Wilson is making serious inroads on Jazz radio and that will most likely spread to Adult Contemporary. On a song like "Don't Ask My Neighbors" Wilson is conversational and direct, as opposed to just belting out words. For Jazz programmers, the title track supplies some textbook, tour de force vocal techniques with an up-to-date sound that could sneak up on that track by Kirk Whalum or Grover Washington, Jr.

March 9, 1990 the GAVIN REPORT
### MOST ADDED
1. "FOOLS GOLD" - THE STONE ROSES (SILVERTONE/RCA)
2. "LET IT BE ME" - SOCIAL DISTORTION (EPIC)
3. "HALLELUJAH" - THE HAPPY MONDAYS (ELEKTRA)
4. PARTY OF ONE - NICK LOWE (REPRISE)
5. RIVERSIDE - LUKA BLOOM (REPRISE)

### ALTERNATIVE

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<td>PETER MURPHY - Cuts, Line, Shy, Crystal (Beggars Banquet/RCA)</td>
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<td>THEY MIGHT BE GIANTS - Birdhouse, Istanbul, Whistling (Elektra)</td>
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<td>MIDNIGHT OIL - Blue (Columbia)</td>
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<td>THE CHURCH - Metropolis (Arista)</td>
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<td>MISSION UK - Deliverance (Mercury/PolyGram)</td>
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<td>BLUE NILE - Downtown, Headlights, Seven (A&amp;M)</td>
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<td>JOHN WESLEY HARDING - Devil, Groom, Affairs, Spaced (Sire/Reprise)</td>
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<td>RAVE UPS - Respectfully, Train (Epic)</td>
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<td>UB40 - Here, Tears (Virgin)</td>
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<td>THE CRAMPS - Bikini (Enigma)</td>
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<td>14 CREATURES - Fury, Standing, Wolf, Manchild (Geffen)</td>
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<td>16 SILENCERS - Razor, Wayfaring, Walk (RCA)</td>
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<td>ELECTRONIC - &quot;Getting Away With It&quot; (Factory)</td>
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<td>18 GRANT HART - Senses, Twenty-Five, Now (SST)</td>
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<td>del AMITRI - Kiss, Move, Sober, Nothing (A&amp;M)</td>
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<td>21 3RD BASS - Stymie's, Steppin', Monte (Def Jam/Columbia)</td>
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<td>22 TANITA TIKARAM - Together (Reprise)</td>
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<td>30 PALE SAINTS - Sea, World, Substantial (4-AD)</td>
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<td>15 JESUS &amp; MARY CHAIN - Head, Planets, Blues, Coast, Crazy (Warner Bros.)</td>
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<td>29 QINGO BOINGO - Lights (MCA)</td>
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<td>28 THIN WHITE ROPE - Yoo, Whirling, Sack (Frontier/RCA)</td>
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<td>41 DEPECHE MODE - Silence, Dangerous, Personal (Sire/Reprise)</td>
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<td>31 MARTY WILLSON-PIPER - Questions, Cascade, Time (Rykodisc)</td>
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<td>33 BEAUTIFUL SOUTH - Keep, Song, (Elektra)</td>
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<td>20 IAN McCULLOCH - Faith, White, Proud, Candleland (Sire/Reprise)</td>
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<td>43 COWBOY JUNKIES - Little, Happy, Love (Beggars Banquet/RCA)</td>
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<td>50 FLASHBACK SOUNDTRACK - Free (MCA/RCA)</td>
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<td>50 CATERWAUL - Mox, Ox, Innerlooped (IRS/MCA)</td>
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### CHARTBOUND

- THE BLUE AEROPLANES - JACKET HANGS (ENSIGN/CHYSLAS) 
- NICE STRONG ARM - STRESS CITY (HOMESTEAD) 
- ADAM ANT - MANNERS & PHYSIQUE (MCA) 
- THE SILOS - THE SILOS (RCA) 
- PLAN B - THE GREENHOUSE EFFECT (RCA) 
- RICHARD BARONE - PRIMAL DREAM (MCA) 
- STONE ROSES - "FOOLS GOLD" (SILVERTONE/RCA) 

**Reports accepted Mondays at 9AM through 4PM Tuesdays**

*Gavin Fax: 415-495-2580*

*Gavin Report/March 9, 1990*
THE CHILLS

Submarine Bells

The Chilling Major Label Debut of New Zealand's Hottest Rockers!

Featuring The Single
"Heavenly Pop Hit"

Produced by Gary Smith

Management: Craig Taylor

© 1990 Slash Records
INSIDE ALTERNATIVE RADIO by Linda Ryan

NEW RELEASES

SOCIAL DISTORTION - "LET IT BE ME" (EPIC)
Born out of the late '70s punk explosion, Social Distortion joined the ever-increasing ranks of bands willing to make things happen. The zegeist was "Do It Yourself," and in that spirit Social Distortion released four pieces of vinyl independently by the end of the '80s, including 1988's Prison Bound—a surprise hit that topped critic polls and radio play lists. Social Distortion and the subsequent single "Let It Be Me" is the offspring of the band's recent marriage to Epic. Let me tell ya, this is one loud, bratty kid! The animating principle is still based on crashing guitars and Mike Ness' trademark snarl. New facets are explored as the band pays homage to American roots-music by covering "It's All Over Now" and "Pretty Thing." These aren't available on the album, which should grace your desk next week. You need to turn this one up loud! LINDA RYAN

SINEAD O'CONNOR - I DON'T WANT WHAT I HAVEN'T GOT (CHRYSALIS)
This is one of those cases when you're so overwhelmed by an album that it's difficult to sort out all the things you'd like to say and find a place to begin! I Do Not Want... is one of those albums you gravitate to instinctively. Why? Here are a few reasons: 1) Marvel at the way Sinead sends shivers up your spine when you hear "Three Babies," "Black Boys On Mopeds," or "Nothing Compares 2 U." 2) Notice how the classical instrumentation lends beauty and elegance to Sinead's already graceful vocals. 3) Acknowledge the diversity within the album. Case in point: "I Am Stretched On Your Grave," which features a hip-hop type drum track (James Brown?) and a very Celtic-sounding fiddle. Or the title track, which she sings a capella. Sinead isn't afraid to mix n' match sounds and cultures. 4) Groove to the driving, pop quality of "Emperor's New Clothes" or "Jump In The River"—the latter being my favorite track from the Married To The Mob Soundtrack. I Do Not Want... represents a powerful statement in creativity and diversity that will take Sinead O'Connor to new realms of success. I doubt that she cares much about that—she just makes music from the heart. LR

DEPECHE MODE - VIOLATOR (SIRE/REPRISE)
Depeche Mode put out popular records throughout the '80s, earning their stripes as one of the staples of the "Modern Rock" format. Their latest effort, Violator, brings them into the '90s, where their reputation for producing excellent synth dance-pop goes to an all-time high. Start with the single "Enjoy The Silence" and move onto "World In My Eyes," "Halo" and "Policy." Also notice that the popular import "Personal Jesus" is included in the collection. LR

LOOP - A GILDED ETERNITY (BEGGARS BANQUET/RCA)
After a few listens the initially muddled vocals become clear. This might be because your attention is focused on the music. The chords are simple and repetitious based on 8 or 9 note progressions played in a circular manner. Tracks: "Afterglow," "Blood" (psychedelic), "Breathe Into Me" (has a nice guitar solo), "From Centre To Wave" (includes heavier bass), "Be Here Now" and "Shot With A Diamond." Loop is somewhere between metal and rock—loud and noisy. The CD includes three additional tracks. ROBERT BARONE

"The fastest-breaking album of the year!"
—Howard Krumholtz, Tower/Sunset

"The most beautiful voice in rock 'n' roll."
—Oedipus / WBCN

"After the first listen, it became an instant favorite of mine. The more I listen to it, the better it gets!"
—Karen Bryant/WBRU

KUSF WHTG KOTR
KACV WKXJ KFTR
KZSC WICB KTCL
WBER WKXE KJQN
WXVX WMDK KTAL
WAPS WBNY WRSI
KRCK KCWI WDET
WTSR KUNV WXRT
KVQK WBRU WRAS
KABL KCRW WHHS
WSMV WDST KTCZ
WXC1 KFSR KBCO
WUSC WDRE and more!

THE BLUE NILE
"the downtown lights"

The first single from their much-anticipated second album Hats. (SP 5268)

Produced by The Blue Nile
Management: Ronald K. Firestein, Esq. A&G Entertainment Ltd.—New York

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THE STONE ROSES

“FOOLS GOLD,” THE NEW SINGLE

#1 MOST ADDED ALTERNATIVE!

Producer: John Leckie

On Silvertone/RCA Records cassettes, compact discs and albums.
MARY-CHAPIN CARPENTER - STATE OF THE HEART (CBS/NASHVILLE)
I've been hearing a buzz about this artist and so I was happy to find the CD in my mailbox. Mary-Chapin’s pitch rings clear and precise with each note. Her decisive vocals add to the reality of these ballads. Not a foot stompin’ medley of Country songs, but rather stories that hit home. I like: “How Do,” “Never Had It So Good,” “This Shirt,” “Down In Mary’s Land,” “Too Tired” and the one that tears me up is “Goodbye Again.” RB

ROBYN HITCHCOCK - EYE (TWIN/TONE)
Entirely comprised of acoustic guitar, vocals, and occasional piano. Eye bears little resemblance to Robyn Hitchcock’s recent work with the Egyptians, indeed, its closest counterpart is his 1984 solo effort I Often Dream Of Trains. Although it contains the obligatory amount of Hitchcock weirdness and worldly bitterness, this album carries a more serious and introspective tone. The best tracks are sensitive portraits/stories that begin as “proper” songs and then lapse into vague images and associations. Hitchcock knows that a veil tantalizes that makes most of the cuts so catchy has a tendency to get syrupy when the pace slows, so explore the livlier tracks: “Shakedown” “Green Hotel,” and “This Feeling’s Gone.” SB

THE BEVIS FROND - ANY GAS FASTER (RECKLESS)
One man band The Bevis Frond relies heavily on the legacy of ‘60s psychedelia but avoids any tendency toward that genre’s cheesier extremes. Propelled by guest drummer Martin Crowley’s steady beat, The Bevis Frond’s guitar is the emphasis, and it fuzzes and wah-wahs its way through most of the songs. Exceptions are “Rejection Day,” a cut with bluesy licks, “Lost Rivers,” a lighter, trippy instrumental, “These Dark Days,” a middle eastern flavored ballad, and another slower number, “Old Sea Dog.” Nick Soloman’s songs aren’t the overly-weird guitar freakouts they’ve been in the past, although the occasional (and very satisfying) solo does make an appearance. For the most part, Soloman crafts concise slices of guitar psychedelia and delivers them confidently on this, his sixth album and first-ever-in-a-studio recording.

RED HOT CHILI PEPPERS SHOW ME YOUR SOUL

ROBERT PALMER Life in Detail

THE SENSATIONAL SEARING NEW TRACK FROM PSYCHEDELIC FUNK ROCKERS FROM HEAVEN...THE RED HOT CHILI PEPPERS.

PRODUCED BY THE RED HOT CHILI PEPPERS AND NORWOOD FISHER.

Show Me Your Soul and Life In Detail from the Touchstone motion picture soundtrack Pretty Woman starring Richard Gere and Julia Roberts.

EMI Executive Producer Ron Fair

The stirring new focus track
First off, many thanks for the cards, letters and calls regarding the Gavin Seminar. We appreciate the feedback and certainly consider your attendance as a show of support. We got particular response from both the live presentation and the printed interview with environmental activist Jeremy Rifkin. Fortunately the mail brought more news as to how radio and music can get mobilized toward saving the planet.

Regarding the Jeremy Rifkin interview (Gavin issue #1794), Carol Handley of KEZX-Seattle writes:

"Thanks so much for the informative interview with Jeremy Rifkin and for helping to inform the industry of the need for movement. Peyton (Mays) and I grinned from ear to ear when we saw the title of the article. Two weeks ago KEZX started the "Green Report." It came out of another daily news/magazine feature called Focal Point. Whenever the topic was the environment, we got a lot of positive feedback from our listeners. The Green Report is a two minute bit that runs four times a day. It changes daily and focuses on one topic each week. We just drop them into music sweeps.

Handley continues, "Over the years we have been active in the community with environmental issues. We've done promotions with such groups as Washington Citizens For Recycling, the Nature Conservancy, Greenpeace and ORCA (Ocean Research and Conservation Association). Our listeners have come to associate us with issues of the environment and it is a great feeling to be helping to educate. Last year we did a big push to educate about waste. Programmers throughout the country open thousands of packages each day. Because we recycle here at the radio station, cardboard is the best material to ship in and the easiest to recycle."

Handley goes on to suggest how both the radio and record industry may be able to cut down on waste.

Certainly sets my mind reeling as to the paper products that are consumed at our offices alone. Incidentally Carol's letter was sent on recycled paper. Carol has a lot of good ideas and can be contacted at 206-633-5590.

We also received a letter from Steven Strick at WBCN, who is coordinating the Great Radio Rainforest Rescue. According to Strick, here is the Radiothon's purpose:

"The purpose of this event is to raise awareness on the issue of the world's dwindling rainforests and to raise money to help save them. There will be a toll-free number where listeners can call and pledge money to help "buy" an acre of the rainforests. These listeners will not actually own the land, but their pledge will go towards saving the land in their name via the Rainforest Alliance."

"Infinity radio stations in six major U.S. cities will be creating a 12-hour radiothon to buy back the rainforests of Costa Rica. Stations joining the radiothon include WBCN-Boston, KOME-San Jose, WXRX-New York, WJFK-Washington D.C., WYSP-Philadelphia and KROQ in Los Angeles."

The Great Radio Rainforest Rescue will be held Sunday, March 25 from noon until midnight. Steve can be contacted at 617-266-1111. Good luck to these stations who are helping all of us out. May your ratings soar as high as your consciousness.

Beggars Banquet recording artist Ian Lowrey came all the way from the UK to entertain the troops at the Gavin Alternative Conclave.

Rappers and Rap enthusiasts packed the house. Guests included (l to r) Nes Rodriguez of Nastymix with Prime Minister Pete Nice and M.C. Serch of 3rd Bass, currently hot on the Gavin Alternative chart.

Among the mini-breakouts was the issue of retail as discussed by Gail Countryman of Rough Trade with Jude Brown and Andy Forward of Reckless.

March 9, 1990 • the GAVIN REPORT
CLASSIFIEDS

JOB OPENINGS

TOP 40 WSBC/FM has an opening for AM Drive. Good phones, awesome production, personable, intelligent, funny (but not obscene), sincere, promotion-oriented and creative. Work for a station that knows how to have fun! No beginners and no calls. T&R's: R.J., 22 South 6th Street, Stroudsburg, PA 18360. [3/9]

COLLEGE/ALTERNATIVE KCSB needs a Primary Advisor for the student-run campus radio station. Duties include overseeing trading & development of student/community volunteers. Advanced degree preferred. Knowledge of University policies and procedures. Full-time position w/ U.C. benefits. Deadline is April 1. Write for application. UCSB Employment Office, South Paul Room 3607, Santa Barbara, CA 93106, or call general information line (805) 961-3166. [3/2]

A/C/KNNN-Redding, CA, has one position open for a 7-midshift/Production Director. Eight-track capabilities a must. T&R: Gary Moore, 1326 Market Street, San Francisco, CA 94101. [3/2]

ALBUM ROCK KLLK has immediate openings for AM Drive/Production. T&R: Brian Henry, 12 West Valley Street, Willits, CA 95490, or call between 11AM-12noon PST only (707) 459-1250. [3/2]

A/C/JAZZ KIOW/FM has an IMMEDIATE opening for a Morning Drive Personality. T&R: Carl Soares, 1660 North Newcomb, Porterville, CA 93257. EOE [3/2]

CLASSIC AOR WEDI needs an entry-level Air Talent for middays. Females encouraged. Must have knowledge of AOR music. Must be willing to learn and take direction. For more information contact: Brian Wayne (217) 243-2800. EOE [3/2]

Q95 FM-Detroit is looking for weekend/part-time on air help. If you're within commuting distance to Detroit, send your T&R: Gary Berkowitz, WKQL Radio, 15401 West Ten Mile Road, Detroit, MI 48237. [3/2]

MEDIUM/SMALL MIDWEST MARKET STATION needs a Morning News Anchor/Sideline. Minorities and females encouraged to apply. T&R: Stecker-Thompson Associates, 5206 Independence Avenue, Arlington, TX 76017, or call (817) 572-5353. EOE [3/2]

KLWN/KLZR IN JAYHAWK COUNTRY needs a News Director. Local beat and Anchor experience required. T&R: and writing samples: Station Manager, PO Box 3307, Lawrence, KS 66046. [3/2]

TOP RATED A/C IN CENTRAL CALIFORNIA Top 100 market, is looking for a warm, witty, adult personality for morning shift and possible PD opportunity. Must be demon of show prep, determined to win, stable, write and produce comedy bits, want to make appearances, be a friendly communicator. Experienced only, no zoo or bathroom humor. Rush T&R: Scott Thomas, KJOY Radio, PO Box 201075, Stockton, CA 95201. EOE [3/2]

COUNTRY KBOZ/AM in Bozeman, MT needs an AM Drive Talent/PD. For more information contact: Paul Ehlih (406) 586-5466. [3/2]

TOP 40 KZMC NEEDS talent with production skills for 2-7 afternoon shift. Females encouraged to apply. T&R yesterday: John Cartwright, PO Box 218, McCook, NE 69001. EOE [3/2]

ANCHOR/REPORTER NEEDED for small market "Station Of The Year," two years running. Work for a major market quality station in a beautiful setting. Experience a must. Also, opening for a part-time reporter with experience. T&R: Keith Edwards, WAXX/WAY Radio, PO Box 6000, Eau Claire, WI 54702, or call (715) 832-1531. EOE [3/2]

#1 & GROWING TOP 40 THE MAX has two positions open: 1) Morning drive personality who is funny but brief, can relate to college town, can do promotions and remotes. 2) Production Director with voice who can write and has ideas for commercials, station promotions and identities. Airshift potential. T&R: John McCorckle, THE MAX, PO Box 1207, Colusa, CA 95932. [3/2]

KNB'A HAS AN IMMEDIATE OPENING for an experienced Newsperson to gather, write and air local news. T&R: KNBA Radio, 3267 Sonoma Blvd., Vallejo, CA 94590. [3/2]

UPTEMPO A/C WECD/FM needs an AT. Work for re-pected small market winner with new facilities. Also, part-time position available. Needed immediately. T&R: Gabe Anthony, 3568 Lenox Road, Geneva, NY 14456. [3/2]

FULL SERVICE WQVA/AM seeks T&R's for future AT openings. Station with long history, tradition and new facilities. T&R: Gabe Anthony, 3568 Lenox Road, Geneva, NY 14456. [3/2]

TOP 40 KINZ-Ardmore, OK, seeks young and hungry AT for PM Drive. Must be dedicated and motivated. T&R: Scott Benton, KYNZ Radio, PO 1609, Ardmore, OK 73402. [3/2]

AVAILBLE

SATISFACTION GUARANTEED! Free cassette tape just for calling this five year radio pro. Immediate delivery, call now! Offer limited to Dakotas and surrounding states. BILL COSHINGRADE: (605) 882-3239. [3/9]

MUSICOLOGIST WHO REALLY KNOWS OLDIES, including local hits! I'm single, 31, have degree and grew up in Chicago on WLS, WCFL, hullabaloo, shindig, upbeat & kiddie-a-go-go. Five years experience at WSP1, WSP3, WILLI, WJRC, VIC. (715) 344-3264. [3/9]

ATTENTION TOP 40! Dedicated nine-year vet wants PD/ APD work. Suburban NY/Boston experience, and excellent with Selector, promotions and formats. Love North- east, but will relocate for right station. BRETT RICHARDS: (508) 778-1840. [3/9]

12 YEAR L.A./SAN FRANCISCO VETERAN & former NBCengineering & development of student/community For the student-run campus radio station. Duties include overseeing trading & development of student/community volunteers. Advanced degree preferred. Knowledge of University policies and procedures. Full-time position w/ U.C. benefits. Deadline is April 1. Write for application. UCSB Employment Office, South Paul Room 3607, Santa Barbara, CA 93106, or call general information line (805) 961-3166. [3/2]

TEAM PLAYER WITH 17 YEARS EXPERIENCE is looking to work in the Southwest. Former Seattle, New Orleans & Colorado Springs. Skilled in all major formats. JOHN LARSON: (505) 984-1676. [3/9]

FOUR YEAR ON-AIR PRO seeking new opportunities in West/Southwest. Very strong on-air, production and music skills. ROBBIE RAY: (303) 641-1288. [3/9]

EXPERIENCED, AGGRESSIVE, COUNTRY MUSIC DIRECTOR seeking that first programming opportunity. CALL ASAP! DON: (314) 875-2939. [3/2]

FORMAT CHANGE HAS LEFT US MORNINGLESS AND MARKETLESS! Joe Scott and Stan Lee are available to shake up your market. Formerly of Y102-Melbourne, FL Call before midnight tonight! (407) 2259-5792 or 723-5134. [3/2]

NEW FORMAT LEFT ME BEHIND. Recently overnighted at Y102-Melbourne, FL. Available now! Willing to relocate. Contact MARK "THE AX-MAN" ALLEN: (407) 725-6426. [3/2]

ENERGETIC, DEDICATED & TOTALY PROFESSIONAL AT/Programmer/MD with great pipes and track record. Any size market, fit or plt in Southern California. Will work A/C, Top 40, Country or Talk radio. DAVE PASCHAL: (213) 964-2382. [3/2]

SERVIE REQUEST

WZMP: Country service needed from all labels. Bill Day, 2711 7th Street, Meridian, MS 39301. [3/2]
RB: I got that from Joe McEwen, my executive producer. The tape had "So Many Tears" on it. I wasn't nuts about "Show Me," but Joe was. I had just come from Rutgers University singing Jazz, with all these heavy changes from this key to that key. I didn't think "Show Me..." wasn't a difficult tune at all, but it taught me that simplicity can be complex.

I thought "What do I do with this?" Well, we recorded it in three hours and I wasn't happy with what I'd done. My producer Nick Martinelli and I had a ball in the studio.

He said, "Look, you approach and attack from what you know best. Your instinct is what has gotten you this far. Why are you going to stop trusting it now? Sometimes less is best."

BH: You hit some of the notes in "Show Me The Way" with the ease as the late Minnie Ripper -ton. I understand you studied with Inge Wolfe?

RB: I was already established before I met Inge Wolfe at Manhattan School Of Music. She was the best singing coach and opera teacher there. I learned what I was doing on a more technical basis — more mechanical as opposed to emotional. She showed me the correct way to breathe. She showed me the key to longevity in singing.

BH: You've mentioned both Rutgers University and Manhattan School of Music. You went to both?

RB: I chose Manhattan because learn another side of music. I would have more to offer if I knew other sides. Inge was very impressed. I took lessons at her house. Shortly after that, I got a scholarship to do my undergradate work. I didn't want to go to a music conservatory because I wanted a business background. So I went to Rutgers. Howard accepted me in terms of my grades and SAT scores, but said my singing was inadequate. Obviously, they'd lost my tape! (laughs)

BH: You were discovered at Rutgers.

RB: Vaughn Harper (WBLS-NY Air Personality) emceed an Mtume show at Rutgers. I sang the Black National Anthem as an opening. Vaughn introduced me, heard about eight bars, and left because he had to go on the air. Later, he called me and said Blue, the bass singer of the Manhattans was holding auditions for a female vocalist. Lady BJ, who sang the tune, "Don't Say No" didn't want to go on the road and they needed somebody quick. I got the job. That was in 1985.

The Manhattans were touring with Bobby Womack, who had a female vocalist named Trina Grayson. She told Bobby to listen to me and after he heard me he wanted to record me. Bobby was getting ready to produce two Manhattans tunes, so we went into the studio and recorded "Where Did We Go Wrong." Joe McEwen heard it in the rough, liked it and got me a contract with Columbia Records.

BH: You don't enjoy making videos?

RB: There are frustrating points, like standing in a dress for five hours so you don't wrinkle it, and then when the video comes out you only see a bust shot (laughs). You spend eighteen hours in making a video that lasts three minutes. I don't envy models at all, after seeing what kind of work they have to put into it. Months of doing that? I would die — I would shoot myself — give me the gun (laughs)! I'm not cut out for that kind of thing.

BH: What's next?

Writing interests me — to be a Lionel Richie in the 1990s, I think that'd be great! I'd like to produce, maybe not so much myself as someone else. I think I'm my own worst enemy. I'm never satisfied with what I've done. I'll wake up in the morning with a bass line and I'll say, "Where's the four-track? Turn it on because I want to get this tune down before I lose it!"
PERSONAL PICKS

SINGLES by Dave Sholin

SINEAD O'CONNOR - Nothing Compares 2 U (Chrysalis)
A few times each year a song comes along that deserves extra-special recognition. Here’s the first such entry of 1990. Since I’ve been shouting the praises of Sinead’s remarkable interpretation of this Prince-penned tune to many of you for over a month, it was safe to assume it would eventually end up on this page. Absolutely brilliant—and if you haven’t caught the video, do yourself a favor and check it out NOW!

A few years back, Sinead is inclined towards a rather hip minimalism in her self-production—for the most part she relies on acoustic instruments and first-take, au naturel performances which tend to give each song its essential sincerity. Besides the obvious smash hit, I keep going back to tracks like YOU ARE LOSING TO ME, GIRL, my family has been playing this for over a month, it was safe to assume it would eventually end up on this page. Absolutely brilliant—and if you haven’t caught the video, do yourself a favor and check it out NOW!

ALBUMS by Ron Fell

ROBERT PLANT - Hurting Kind (I've Got My Eyes On You) (Es Paranza / Atlantic)
Planted firmly among Rock’s all-time greatest vocalists, Robert wails at full speed. Elvis fanatics like yours truly will no doubt detect a little of “The King’s” influence on Plant’s smokin’ hot delivery. The rock n’ roll event of the week.

ROD STEWART featuring RONALD ISLEY - This Old Heart Of Mine (Warner Bros.)
In 1976, ten years after The Isley Brothers struck with this now R&B classic, Rod issued his version. Going at it once again for the nineties he teams with Ronald Isley and they wind up with a priceless rendition. Hard to improve on a perfect song but they work wonders with it.

GEOFFREY WILLIAMS - Blue (Atlantic)
If this is a sample of the talent we can expect from this English singer/songwriter, he should be looking into an awfully bright future. Time for the U.S. to discover this gem—check it out NOW!

ROBERT PLANT - STRETCHED ON YOUR GRAVE, THREE CAUSE AS MUCH SORROW, I AM

SINEAD O'CONNOR - I Do Not Want What I Haven't Got (Chrysalis)
Goosebumps by the bucket load! The formerly agitating Ms. O'Connor turns swords into plowshares with this exotic, inventive set. Her breathy, shiveringly delicate vocals turn potentially pedestrian poetry into past. Her breathy, shiveringly delicate vocals turn potentially pedestrian poetry into past.

CROSSOVER PICK

AFTER 7 - Ready Or Not (Virgin)
Top 15 at Urban Contemporary, here’s a super tasty ballad primed to reach Top 40’s ears. Taking off in Fresno at KYNO 28-23 and B95 36-30 with good sales, especially cassettes, being reported. Also doing well at KMEL San Francisco 29-22 and WCKZ Charlotte 30-25. Sounds real sweet on the radio.

next week:

TAYLOR DAYNE

ROBERT PLANT - STRETCHED ON YOUR GRAVE, THREE CAUSE AS MUCH SORROW, I AM

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#1 Track - 4 Weeks • NOW ON TOUR!

"WHAT IT TAKES"
The New Single And Track
The Follow-Up to The Top 5 Smash Hits
"Janie's Got A Gun" & "Love In An Elevator"

AEROSMITH
From The Album Pump
Sales Over 1,500,000 Worldwide

Produced By Bruce Fairbairn • 1990 The David Geffen Company.
THE HIT SINGLE AND VIDEO
NOTHING COMPARES 2 U
PRODUCED BY SINEAD & NELLEE HOOPER
CD SINGLE ON YOUR DESK TODAY

FROM THE FORTHCOMING ALBUM
I DO NOT WANT WHAT I HAVEN'T GOT
THE FOLLOW-UP TO THE GOLD LP "THE LION AND THE COBRA"