

THE GAVIN SEMINAR FOR MEDIA PROFESSIONALS



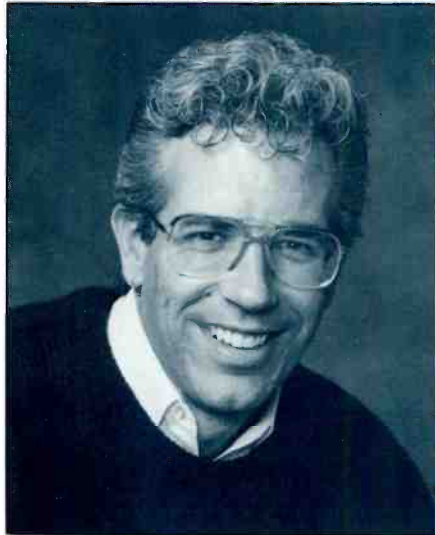
DIRECTORY 1987



We Swear
We're The Best.

EPA

Epic/Portrait/CBS Associated Records



Welcome...

to the second annual Gavin Seminar For Media Professionals and the second annual Gavin Media Directory.

This year's Seminar will continue to carry out the theme of last year's, but we think the changes we and our Advisory Board have made in the agenda will make '87 an even better, more practical event.

Those of you who attended last year's Seminar will note that we've stretched out the radio format sessions. This should allow you to attend as many as three different format events.

I'm pleased that one of my heroes, Larry King, has accepted our invitation to serve as our Keynote Speaker. I'm also pleased that Gary Owens has agreed to master the ceremonies for our Awards Luncheon once again.

Saturday's Gavin Awards Luncheon will salute the best in our businesses. Nomination ballots were sent to more than 2,500 members of the music and radio community, and the final winners won't be known until they are announced at Saturday's ceremony.

On behalf of the entire Gavin staff and our Advisory Board, I welcome you to the Seminar. I hope you enjoy these two days and maybe learn something along the way.

Sincerely,

Ron Fell
Publisher

TABLE OF CONTENTS

GAVIN

SEMINAR AGENDA

- 5 Thursday, February 19th
- Friday, February 20th
- 9 Saturday, February 21st

12 ADVISORY BOARD

13-14 AWARD NOMINEES

GAVIN

CONTRIBUTING EDITORS

- 15 Jerry Boulding
- 18 Oren Harari
- 19 Eric Norberg
- 22 Gary Donohue
- 23 Tony Richland

GAVIN PROFILES:

STATE-OF-THE-FORMAT

- 25 A/C
- 32 Top 40
- 43 Album
- 47 Alternative
- 51 Country
- 57 Urban Contemporary

GAVIN

REPORTING STATIONS

- 27 A/C Radio
- 33 Top 40 Radio
- 45 Album Radio
- 49 Alternative Radio
- 53 Country Radio
- 59 Urban Contemporary Radio

63-76 LABEL DIRECTORY

ARISTA 1986. OUR

Whitney Houston

7x platinum plus in the U.S.,
12 million worldwide.
Billboard's #1 Pop and #1
Black album of the Year. A
string of four #1 singles.
A Grammy. An Emmy. The
#1 Billboard Home Video
from the first week of release.
Whew!



Billy Ocean

Two double platinum albums.
Billboard's #1 Pop Singles
Male Artist, #1 A/C Artist,
and #1 Black Singles Male
Artist of the year.



Carly Simon

Carly's coming around again with a
smash hit single and a brand new
album that's certain to be one of
'87's biggest.

Jermaine Jackson

Precious Moments
connected for a top 15 hit
with "I Think It's Love,"
and the story continues
with the new single,
"Words Into Action." Expect
more great things from
Jermaine in '87.



KBC Band

A top 5 AOR artist off the initial
"12". Their second "12", "America,"
is currently rocketing to the top of
the AOR charts, and is off to a great
start at Top 40.



The Monkees

"Comeback of the Year," with an album that
recently reached Platinum, their first top 20 single
in two decades, and the year's top-grossing tour.

Whodini

Back In Black racked up sales
of over 900,000 units and is
rapidly heading for platinum.
Their SRO tour gave America and
Europe a full-scale rap attack.



Kenny G

The latest album from the
year's most acclaimed
instrumentalist has sold over
250,000 units (50,000 in the
last month alone), and is ready
to explode in '87.

CHAMPIONSHIP SEASON.

Aretha

Already Gold and certain to exceed sales of the Queen's Platinum-plus "Zoomin'" album. "Jimmy Lee" going top 5 R&B and crossing pop. Produced by Narada Michael Walden, Billboard's #1 Producer of the Year.



Dionne Warwick

"That's What Friends Are For": Billboard's #1 Pop and A/C Single of the Year. A Gold Single. A Gold LP.



GTR

A Gold debut album. Voted best Guitar Album of '86 in Guitar Player magazine's readers poll.



Thompson Twins

Well over 700,000 units on their last album in the U.S. alone.



Jermaine Stewart

With a top 5 single, "We Don't Have To Take Our Clothes Off," and a near-gold album, the Frantic Romantic broke through last year, and the word is still spreading.



From January through December, it's been a series of triumphs for Arista and our artists, resulting in easily the best year in our history.

A remarkable **92%** of all LPs released in 1986 by current Arista artists have surpassed sales of 200,000 units!

And more than one-third of those releases were certified Gold, Platinum, or higher.

COMING SOON:

The eagerly awaited Arista debut LP by **Carly Simon**, label firsts by **Patrice Rushen**, **Lala** and **Exposé**, new LPs by **Patti Smith**, **Dionne Warwick**, **Cruzados**, **Thompson Twins**, **Kashif**, and **The Alan Parsons Project...** and, of course, the second LP from **Whitney Houston**.

AND, THE CELEBRATION'S JUST BEGINNING...

ARISTA

THE GAVIN SEMINAR FOR MEDIA PROFESSIONALS

AGENDA

ALL MEETINGS & EVENTS WILL TAKE PLACE ON THE MEZZANINE FLOOR!

THURSDAY, FEBRUARY 19TH

1:00PM-8:00PM

Gavin Registration & Information Desk Open

*Georgian Room / Gavin Registration
& Information Desk*

Pick up your all-important registration bag with your badge and admission tickets for special events. The Registration & Information Desk will also be open all day Friday.

FRIDAY, FEBRUARY 20TH

8:00AM-6:00PM

Gavin Registration & Information Desk Open

*Georgian Room / Gavin Registration
& Information Desk*

10:00AM-11:30AM

Keynote Address by Larry King

Grand Ballroom



The host of Mutual Network's "Larry King Show" kicks off this year's Gavin Seminar. Larry King is one of

America's most listened-to broadcasters, who appears on or in the Mutual Network, Cable News Network (CNN), USA Today and The Sporting News. King's multi-media background qualifies him as the quintessential communicator of the Eighties. Larry King's address starts at 10:00AM sharp. Don't be late!



AGENDA FRIDAY, FEBRUARY 20th cont.

12:00 Noon-1:30PM

**Geffen Records and
MJI Broadcasting Present:
The Super Bowl Of Rock Trivia**
>>FIRST PRIZE--TRIP FOR TWO TO JAMAICA!<<
Grand Ballroom

How well do you know the music you play? Help yourself to a buffet lunch and use your knowledge of rock trivia to win prizes worth thousands of dollars. Pre-qualification information available in your registration packet or at the Gavin Registration & Information Desk.

2:00PM-3:45PM

**Album/Alternative Breakout:
"Cutting Edge Music:
The Art Of Leading
And Following"**

*Colonial Room (just outside the entrance
to the Grand Ballroom)*

*Special Guest
Lindsey Buckingham*



Hosted by 415 Records' Howie Klein, this session will examine the state of Album Radio and Alternative Radio as perceived by a cross-section of those who live and breathe it. Guests on the show include artists and key representatives of the record and radio industry. Audience participation is encouraged. All formats welcome. Bring your ideas.

4:00PM-5:30PM

Practical Management Tips
Colonial Room

Questions, answers and free consultations by Dr. Oren Harari, Associate Professor of Management in the McLaren College of Business at the University of San Francisco. Dr. Harari is a lecturer, trainer and consultant in management and organizational behavior. He works regularly with the Tom Peters "In Search of Excellence" group. Past clients include AT&T, Transamerica, Volkswagen and The Gap. Harari is the *ON Management* columnist for the Gavin Report.

6:00PM-8:00PM

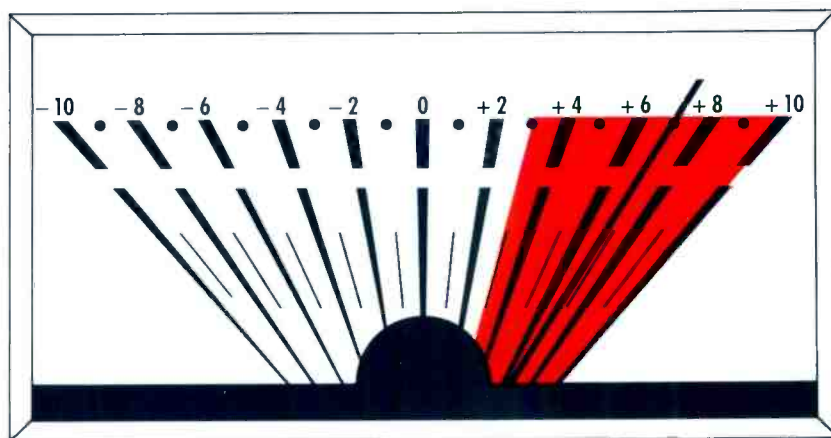
The Gavin Celebrity Cocktail Party
Grand Ballroom

The Grand Bash in the Grand Ballroom for all Seminar attendees, with a host of recording celebrities of every description. Additional tickets can be purchased either at the door or in advance at the Gavin Registration & Information Desk.

9:00 PM-1:00AM

Hospitality Suites Open

**YOU'VE ALWAYS
GIVEN US A
STRONG RECEPTION,
AND NO STATIC.**



ATLANTIC, ATCO AND CUSTOM LABELS

© 1987 Atlantic Recording Corp. A Warner Communications Co.

THE GAVIN SEMINAR FOR MEDIA PROFESSIONALS

AGENDA

**SATURDAY,
FEBRUARY 21ST**

9:00AM-1:00PM

**Gavin Registration
& Information Desk Open**

Mezzanine Level

10:00AM-11:30AM

Concurrent Sessions

**A/C Format Breakout:
"Being Successful May
Not Be Enough"**

Georgian Room

Hosted by Gavin's Ron Fell and Diane Rufer, this session will put America's most listened-to format under the microscope. A spontaneous and unrehearsed discussion exploring the wide variety of strategies and philosophies which make this format so popular.

**Country Format Breakout:
"New and Fresh--
And Still the Same"**

Borgia Room

Hosted by Elma Greer and Lisa Smith. Moderator: Bob Guerra, Operations Manager of KZLA/KLAC-Los Angeles. Guest Speakers: KLAC morning personality Gerry House on "The Challenge of Moving to a Major Market" and voiceover specialist Scott Beach on "Station Identification in Your Market."

WOMEN IN MUSIC

HERE IS WHAT WIM CAN DO:

"Specifically, my involvement with WIM has already helped me secure a production deal with a major record company. In general, WIM has been an invaluable part of my career development."

SHARON STONE
O-TONE PRODUCTIONS, N.Y.

"WIM has proved that raising an eyebrow gets more accomplished than batting an eyelash. This ain't no coffee-clatch, bridge club or sewing circle sorority. It is a vital network that gets to the issues and raises everyone's consciousness."

RON FELL
THE GAVIN REPORT, SAN FRANCISCO

"Entering the business, you're constantly learning. Being in the business, you refine your talents through your experiences and accomplishments. Enduring in the business, you look to give back to others what you didn't have when you started out. Knowledge is power. Sharing that knowledge is education."

LINDA KIRISHJIAN
COLUMBIA RECORDS

FIND OUT WHAT WIM CAN DO FOR YOU:

For more information on our workshops, membership, newsletter, and upcoming events, call the WIM HOTLINE: (212) 627-1240 or write us at: P.O. Box 441, Radio City Station, New York, NY 10101.

AGENDA SATURDAY, FEBRUARY 21st cont.

Urban/Contemporary Breakout: Breaking Your Own Records-- The Creative Crossover Challenge

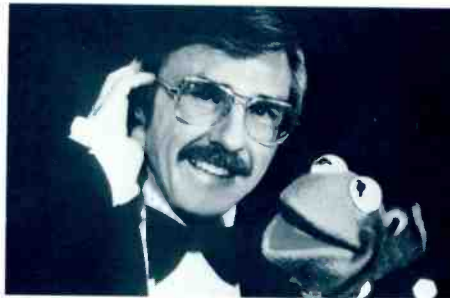
Colonial Room

Participants: Tony Gray (WRKS), Sunny Joe White (WXKS), Lee Michaels (KMEL), James Alexander (WJLB), Jeff Wyatt (KPWR), Jerry Boulding (WBMX), Marvin Robinson (KSOL), Lynn Tolliver (WZAK), Duff Lindsey (HOT 105), Steve Rivers (KIIS/FM), Terri Avery (K104), Licia Torres (KJLH), Ray Boyd (V103) and others.

11:30AM-2:00PM

Gavin Awards Luncheon

Grand Ballroom



1987 Gavin Media Professional Awards, hosted by radio superstar Gary Owens. Gary has spent more than a quarter-century in broadcasting, as part of a

career spanning just about every known medium of communication, from radio and television to movies and books. For the last five years, he has been Vice President/Creative Services for the Gannett Broadcast Group, and last year, brought his popular morning show to KFI-Los Angeles. This is the second year in a row that Gary will emcee The Gavin Awards, saluting the high achievers of six formats of radio as well as outstanding figures within the record industry. The envelope, please...

2:00PM-3:45PM

Top Forty Format Breakout: Staying Mass Appeal While Staying on Top

Colonial Room

Hosted by Gavin Top 40 Editor Dave Sholin and featuring special guests and a spirited roundtable exchange on the state of Top Forty and the trends and strategies that make it a dominant, high-profile format.

4:00PM-5:00PM

Development of a Hit Artist

Colonial Room

Writing, recording, A&R, marketing and promoting a hit record. An in-depth examination of an artist and his music's journey from conception to the top of the Gavin Top 40 chart. Since promotion is only part of the story, this presentation will give radio programmers the total picture. On hand will be the artist and those individuals who contributed to the success of the project. This will be a special event--a unique inside look at the music industry in motion.

9:00 PM-1:00AM

Hospitality Suites Open



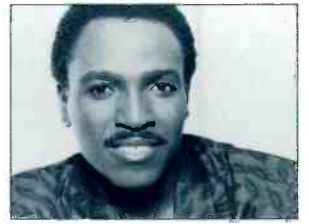
ASHFORD & SIMPSON



BOOGIE BOYS



PEGGY BLU



WILLIE COLLINS



JAKI GRAHAM



FREDDIE JACKSON



MARLON JACKSON



PAUL LAURENCE



LILLO



MAZE
featuring Frankie Beverly



MELBA MOORE



MELI'SA MORGAN



O'BRYAN



SKYY



TINA TURNER



BEAU WILLIAMS

NEED WE SAY MORE??

Capitol
© 1982 CAPITOL RECORDS, INC.

www.americanradiohistory.com

N O M I N E E S

The 1987 Gavin Media Professional Award Nominees

RECORD

RECORD EXECUTIVE OF THE YEAR

MIKE BONE, ELEKTRA
JHERYL BUSBY, MCA
DON IENNER, ARISTA
CHARLIE MINOR, A&M
WALTER WINNICK, E/P/A

RECORD LABEL OF THE YEAR

A&M RECORDS
ARISTA RECORDS
ATLANTIC RECORDS
COLUMBIA RECORDS
EPIC RECORDS
MCA RECORDS
WARNER BROS. RECORDS

TOP 40 NATIONAL PROMOTION DIRECTOR

RICK BISCEGLIA, ARISTA
CHARLIE D'ATRI, CHRYSALIS
LARRY DOUGLAS, E/P/A
JOHN FAGOT, COLUMBIA
MARC NATHAN, ATLANTIC/ATCO
DAVE URSO, ELEKTRA

TOP 40 ASSOCIATE PROMOTION DIRECTOR

MICHELE BLOCK, E/P/A
BILLY BRILL, MCA
DAN DENIGRIS, E/P/A
JOAN LAWRENCE, ARISTA
MARC RATNER, WARNER BROS.
LISA VELASQUEZ, RCA
LISA WOLFE, COLUMBIA

URBAN CONTEMPORARY NATIONAL PROMOTION DIRECTOR

TONY ANDERSON, ARISTA
DON EASON, E/P/A
STEP JOHNSON, A&M
RUBEN RODRIGUEZ, COLUMBIA
ERNIE SINGLETON, MCA
JIMI STARKS, E/P/A

URBAN ASSOCIATE PROMOTION DIRECTOR

BARBARA LEWIS, COLUMBIA
LEROY LITTLE, POLYGRAM
JEANNIE PIERRE, ARISTA
LUTHER TERRY, WARNER BROS.
MAURICE WARFIELD, E/P/A
A.D. WASHINGTON, MCA

A/C NATIONAL PROMOTION DIRECTOR

POLLY ANTHONY, E/P/A
SHEILA CHLANDA, COLUMBIA
MARY CONROY, ATLANTIC
MIKE MARTUCCI, COLUMBIA
TONY RICHLAND, EMI AMERICA
BRUCE SCHOEN, ARISTA

COUNTRY NATIONAL PROMOTION DIRECTOR

JOE CASEY, COLUMBIA
DOUG GRAU, WARNER BROS.
JACK LAMEIER, COLUMBIA
PAUL LOVELACE, CAPITOL/EMI
SHEILA SHIPLEY, MCA
RICH SWANN, E/P/A
JACK WESTON, RCA

COUNTRY ASSOCIATE PROMOTION DIRECTOR

BRUCE ADELMAN, WARNER BROS.
SAM HARRELL, COLUMBIA
LARRY HUGHES, MCA
B.J. KELCH, CBS
DENNY MOESMAN, WARNER BROS.
TIM PRITCHETT, COLUMBIA

ALBUM NATIONAL PROMOTION DIRECTOR

BILL BENNETT, MCA /
DANNY BUCH, ATLANTIC
SEAN COAKLEY, ARISTA
JIM MCKEON, COLUMBIA
PAUL RAPPAPORT, COLUMBIA
KEVIN SUTTER, CHRYSALIS

ALBUM ASSOCIATE PROMOTION DIRECTOR

DAVE FLEISHMAN, ATLANTIC
JACK ISQUITH, E/P/A / POLYGRAM
LINDA KIRISHJIAN, COLUMBIA
JOHN KIRKSEY, E/P/A
JEFF LAUFER, CHRYSALIS
JAY ZISKROUT, ARISTA

ALTERNATIVE NATIONAL PROMOTION DIRECTOR

STEVE BACKER, CBS
NAN FISHER, MCA
HARRY LEVY, ELEKTRA
MICHAEL MENA, A&M
JOHN SIGLER, RCA
JOHN SOUCHACK, ISLAND

STATION OF THE YEAR

TOP 40 STATION

KIIS/FM-LOS ANGELES
 KMEL/FM-SAN FRANCISCO
 KPWR (POWER106)-LOS ANGELES
 KZZP-PHOENIX
 WMMS/FM-CLEVELAND
 WXKS/FM-BOSTON
 WHTZ (Z100)-NEW YORK

AC STATION

KFMB/FM (B100)-SAN DIEGO
 KOST-LOS ANGELES
 KVIL-DALLAS
 WLW-CINCINNATI
 WPIX-NEW YORK

COUNTRY STATION

KASE-AUSTIN, TX
 KIKK-HOUSTON
 KNIX-PHOENIX
 WAMZ-LOUISVILLE
 WUBE-CINCINNATI
 WYAY (Y106)-ATLANTA

URBAN CONTEMPORARY STATION

KKDA (K104)-DALLAS
 KPWR (POWER106)-LOS ANGELES
 WHQT/FM (HOT105)-MIAMI
 WGCI/FM-CHICAGO
 WRKS/FM-NEW YORK
 WVEE (V103)-ATLANTA

ALBUM STATION

KBCO-BOULDER
 KROQ-PASADENA, CA
 WBCN-BOSTON
 WMMR-PHILADELPHIA
 WNEW/FM-NEW YORK
 WXRT-CHICAGO

ALTERNATIVE STATION

91X-SAN DIEGO
 CFNY-TORONTO
 KUSF-SAN FRANCISCO
 WLIR-LONG ISLAND
 WRAS-ATLANTA
 WXYC-CHAPEL HILL, NC

SECONDARY MARKET STATION

KITY-SAN ANTONIO, TX
 KTMT/FM-MEDFORD, OR
 KZZU-SPOKANE, WA
 WKLO-LOUISVILLE
 WPST-TRENTON, NJ
 Z104-MADISON, WI

PROGRAM DIRECTOR OF THE YEAR

TOP 40 PROGRAM DIRECTOR

JIM MORRISON, 94Q-ATLANTA
 STEVE RIVERS, KMEL-SAN FRANCISCO
 MIKE SCHAEFER, KIIS/FM-L. A.
 SCOTT SHANNON, Z100-NEW YORK
 SUNNY JOE WHITE, WXKS/FM-BOSTON
 GUY ZAPOLEON, KZZP-PHOENIX

A/C PROGRAM DIRECTOR

KEITH ABRAMS, WHTX-PITTSBURGH
 DAVE BISHOP, WSNY-COLUMBUS, OH
 STEVE HUNTINGTON, WAVE-SARASOTA
 JHANI KAYE, KOST-LOS ANGELES
 CHUCK RHODES, KVIL-DALLAS

COUNTRY PROGRAM DIRECTOR

COYOTE CALHOUN, WAMZ-LOUISVILLE
 BOB GUERRA, KZLA/KLAC-LOS ANGELES
 DON LANGFORD, KRAK-SACRAMENTO
 GREG LINDAHL, WSM/FM-NASHVILLE
 BILL MAYNE, WBAP-FT. WORTH
 BILLY PARKER, KVOO-TULSA, OK

URBAN CONTEMPORARY PROGRAM DIRECTOR

JAMES ALEXANDER, WJLB-DETROIT
 RAY BOYD, V103-ATLANTA
 STEVE CRUMBLEY, WPLZ-PETERSBURG, VA
 TONY GRAY, WRKS/FM-NEW YORK
 DUFF LINDSEY, HOT105-MIAMI
 LEE MICHAELS, WGCI/FM-CHICAGO
 JEFF WYATT, POWER106-LOS ANGELES

ALBUM PROGRAM DIRECTOR

JOHN BRADLEY, KBCO-BOULDER
 RICK CARROLL, KROQ/FM-PASADENA
 MAD MAX, 91X-SAN DIEGO
 OEDIPUS, WBCN-BOSTON
 TED UTZ, WMMR-PHILADELPHIA
 NORM WINER, WXRT-CHICAGO

ALTERNATIVE PROGRAM DIRECTOR

JOHN DIXON, KEYX-PHOENIX
 DAVID EINSTEIN, WHFS-ANNAPOLIS
 MANFRED JONES, WUOG-ATHENS
 DENIS MCNAMARA, WLIR-LONG ISLAND
 JOHN VAN CITTERS, WUSC-COLUMBIA, SC

SECONDARY MARKET PROGRAM DIRECTOR

TOM CUNNINGHAM, WPST-TRENTON, NJ
 JOHN LANGDON, KZZU-SPOKANE, WA
 BRIAN LEE, WSKY-ASHEVILLE, NC
 JONATHAN LITTLE, Z104-MADISON, WI
 JOHN RANDOLPH, WKLO-LOUISVILLE
 R. CHARLES SNYDER, KTMT-MEDFORD, OR
 DOM TESTA, KFMN-ABILENE, TX

MUSIC DIRECTOR OF THE YEAR

TOP 40 MUSIC DIRECTOR

FRANK AMADEO, Y100-MIAMI
 JEFF MCCARTNEY, 94Q-ATLANTA
 KEITH NAFTALY, KMEL/FM-S. F.
 GREG ROLLING, B97-NEW ORLEANS
 GENE SANDBLOOM, KIIS/FM-LOS ANGELES

A/C MUSIC DIRECTOR

DREW HAROLD, KBOI-BOISE, ID
 BOB JAMES, WCHV-CHARLOTTEVILLE, VA
 GENE KNIGHT, B100-SAN DIEGO
 LIZ KILEY, KOST-LOS ANGELES
 BRIAN LEE, WSKY-ASHEVILLE, NC
 DENNY LONG, WCCO-MINNEAPOLIS

COUNTRY MUSIC DIRECTOR

DALE EICHOR, KWMT-FT. DODGE, IA
 JOE LADD, KIKK-HOUSTON
 MARK LANGSTON, WIL-ST. LOUIS
 ERIC MARSHALL, WSIX-NASHVILLE
 RICK STEWART, KRAK-SACRAMENTO

URBAN CONTEMPORARY MUSIC DIRECTOR

TERRI AVERY, KKDA-DALLAS
 BARBARA PRIETO, WGCI/FM-CHICAGO
 MARVIN ROBINSON, KSOL/FM-S. F.
 JIMMY SMITH, WHRK (K97)-MEMPHIS
 MARCO SPOON, WBMX/FM-CHICAGO
 AL TAVERA, POWER106-LOS ANGELES

ALBUM MUSIC DIRECTOR

LIN BREHMER, WXRT-CHICAGO
 MARK CHERNOFF, WNEW/FM-NEW YORK
 DOUG CLIFTON, KBCO-BOULDER
 BOB KRANES, WXRK-NEW YORK/
 WBCN-BOSTON
 OZ MEDINA, 91X-SAN DIEGO
 ERIN RILEY, WMMR-PHILADELPHIA

ALTERNATIVE MUSIC DIRECTOR

JENNIFER GROSSBERNDT, WRAS-ATLANTA
 FAITH HENSCHTEL, KCMU-SEATTLE
 JIM KELLER, KJET-SEATTLE
 LARRY THE DUCK, WLIR-LONG ISLAND
 BRUCE MCDONALD, WFNX-LYNN, MA
 KANDACE WILKINS, WXCI-DANBURY, CT

SECONDARY MARKET MUSIC DIRECTOR

CHARLIE FOX, KYAA-BILLINGS, MT
 MATT HUDSON, Z104-MADISON, WI
 JAY MCCALL, KOZE-LEWISTON, ID
 BRUCE MCDONALD, WFNX-LYNN, MA
 ROB POULIN, WWHB-HAMPTON BAYS, NY
 R. CHARLES SNYDER, KTMT-MEDFORD, OR

AIR TALENT OF THE YEAR

TOP 40 AIR TALENT

RICK DEES, KIIS/FM-LOS ANGELES
 KID LEO, WMMS-CLEVELAND
 JOHN LANDER, KKBQ-HOUSTON
 JOE NASTY, POWER106-LOS ANGELES
 LONDON & ENGLEMAN, KMEL/FM-S.F.
 SCOTT SHANNON, Z100-NEW YORK

AC AIR TALENT

DON BLEU, KYUU-SAN FRANCISCO
 GARY BURBANK, WLW-CINCINNATI
 RON CHAPMAN, KVIL-DALLAS
 BILL HEYWOOD, KOY-PHOENIX
 JACK RAYMOND, WEIM-FITCHBURG, MA

COUNTRY AIR TALENT

COYOTE CALHOUN, WAMZ-LOUISVILLE
 GERRY HOUSE, KLAC-LOS ANGELES
 RHUBARB JONES, WYAY (Y106)-ATLANTA
 JOE LADD, KIKK-HOUSTON
 WAKING CREW, WUBE-CINCINNATI

URBAN CONTEMPORARY AIR TALENT

TOM JOYNER, KKDA-DALLAS/
 WGCI/FM-CHICAGO
 MASON & CO., WJLB-DETROIT
 MOJO - WHYT-DETROIT
 MR. MAGIC, WBLN-NEW YORK
 JOE NASTY, POWER106-LOS ANGELES
 DONNIE SIMPSON, WKYS-WASHINGTON, D.C.
 TONY WRIGHT, WJIZ-ALBANY, GA

ALBUM AIR TALENT

JONATHAN BRANDMEIER, WLUP-CHICAGO
 JOHN DE BELLA, WMMR-PHILADELPHIA
 RON DIAZ, WYNF-TAMPA
 MARK PARENTEAU, WBCN-BOSTON
 HOWARD STERN, WXRK-NEW YORK
 THE GREASEMAN, DC101-WASHINGTON, DC.

• Nominees are listed in alphabetical order in each category. All ties were included, consequently the number of finalists in each category varies.



Jerry Boulding, author of The Gavin Report's URBANIZING column,

admits his first programming job was "an absolute disaster." Fortunately for the radio and music industries, he was not discouraged. Since then, Jerry has become one of Black/Urban radio's most respected programming figures, and his resume has added stints in the record and trade publication fields.

Boulding's radio career began in 1965, when he was hired as production director for Sonderling's WOL-Washington, DC, which became the fastest-growing station in the history of the nation's capital, going from last to first in less than six months. That success led to his first programming post, in Roanoke, VA, and a lesson in radio's school of hard knocks.

"The reason I initially got into programming was to have an opportunity to practice my production," he says. "I overproduced the station and wound up having to leave."

Next stop was WEBB-Baltimore, an AM daytimer, which he re-staffed and took to a very close second behind WWIN. From there, he rejoined Sonderling at WWRL-New York, eventually becoming VP and National Programming Director for the nine-station Sonderling chain.

In 1973, Jerry left to assume a similar position for United Broadcasting, headquartered in Washington, then went "back to school" at Top 40 WRC and, shortly thereafter, landed at Bell Broadcasting's WCHB/WJZZ in the Motor City.

Next stop was Los Angeles, where he helped found, along with Bob Hamilton, Black Radio Exclusive. WVON-Chicago called, and Boulding was off to the Windy City, making Chicago radio history...until WVON's owners sold out and the entire staff was dismissed.

Jerry rejoined Sonderling Broadcasting, this time as Operations Manager for KDIA-San Francisco/Oakland. Three years later,

Viacom took over and Boulding left to head the black records division of MCA Records until the call came to take over programming WJPC-Chicago. A year later, Boulding returned to WCHB/WJZZ-Detroit as Operations Manager.

Two years later, he returned to Hollywood as Senior Vice President of Black Radio Exclusive. From there, he ventured into telemarketing for Syndicate It!, then became the first Operations Manager for the Satellite Music Network's "Heart & Soul" urban format.

In the Fall of 1985, Boulding joined The Gavin Report as contributing editor, writing a weekly column about the issues affecting not only Urban radio, but other aspects of the broadcasting and music industries. "I wanted to be able to share with individuals in both industries the thoughts, ideas and even solutions to problems I've faced in my twenty-year career. It's an honest approach to problems faced by air talent, programmers, managers and even sales people--problems that often have little to do with exclusivity, and could apply to any format."

In August of last year, Boulding rejoined Sonderling Broadcasting for the FIFTH time, as Operations Manager for WBMX/FM-Chicago, while continuing to contribute his weekly URBANIZING column to The Gavin Report. ●

MOTOWN RECORDS AND GAVIN CONVENTION CELEBRATE BLACK MUSIC MONTH

Black History Fact: February 1987

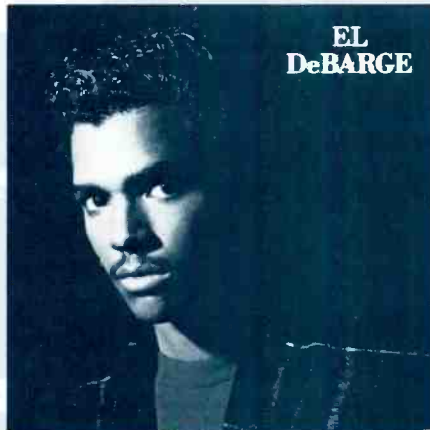
Motown's new artists became Motown's hit acts:



BLAKE & HINES

Sherry

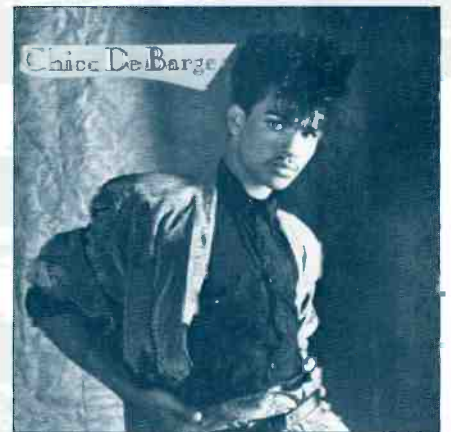
6224ML □ 6224MC



E L D E B A R G E

6181GL □ 6181GC □ GORD-61E1

Gold Album



CHICO DEBARGE

Talk To Me/The Girl Next Door

6214ML □ 6214MC



BUNNY DEBARGE

Save The Best For Me

6217ML □ 6217MC



STACY LATTISAW

Jump Into My Life

6212ML □ 6212MC



GENERAL KANE

Can't Let Go

6216GL □ 6216GC

Black History Fact: February 1987

When the smoke cleared around the hits for 1987,

SMOKEY ROBINSON "Just To See Her"

THE TEMPTATIONS "Someone"

...were leading the pack!



THE GAVIN SEMINAR FOR MEDIA PROFESSIONALS ADVISORY BOARD

Ron Alexenburg - RAA Productions
Andy Allen - Island Records
Steve Backer - CBS Records
Jon Badaux - KDAY Los Angeles
Marylou Badaux - Warner Bros.
Mike Becce - RCA Records
Rick Bisceglia - Arista Records
Michele Block - Epic Records
Lori Blumenthal - IRS Records
Jerry Boulding - WBMX/FM Chicago
Billy Brill - MCA Records
Jim Burruss - Virgin Records
Bob Catania - Island Records
Harold Childs - Warner Bros.
Sheila Chlanda - Columbia Records
Sean Coakley - Arista Records
Jim Coffman - Profile Records
Charlie D'Atri - Chrysalis Records
Jarrett Day - KSO Des Moines, IA
Sue DeBenedette - A&M Records
Iris Dillon - Virgin Records
Larry Douglas - Epic Records
Marcia Edelstein - Elektra Records
Joshua Feigenbaum - MJI Broadcasting
Hugh Foley - WNYU/FM New York
Lisa Frank - Elektra Records
Pat Gillen - WJLK/FM Asbury Park, NJ
Rick Gillette - WHYT Detroit
Bonnie Goldner - RCA Records
Tony Gray - WRKS/FM New York
Bobby Guerra - KZLA/KLAC Los Angeles
Bruce Hix - Motown Records
Brad Hunt - Elektra Records
Jo Interrante - Countdown USA/IS Inc.
Jack Isquith - E/P/A
Dana Jang - KITS/FM San Francisco
Bob Kingsley - ABC Country Countdown
Andrew Kipnes - Advanced Alternative Media
Linda Kirishjian - Columbia Records
Howie Klein - 415 Records
Margo Knesz - Atco Records
Chris LaSalle - Profile Records
Joanie Lawrence - Arista Records
Jerry Lembo - Columbia Records
Judy Libow - Atlantic Records
Leigh Lustberg - WNYU/FM New York
Mike Martucci - Columbia Records
Quincy McCoy - WNEW/FM New York
Kevin McDonald - McD Promotions
Mike Mena - A&M Records
Keith Naftaly - KMEL/FM San Francisco
Marc Nathan - Atlantic Records
Arthur Promoff - Geffen Records
Diarmuid Quinn - E/P/A
Marc Ratner - Warner Bros.
Steve Resnick - A&M Records
Steve Rivers - KIIS/FM Los Angeles
Howard Rosen - Howard Rosen Promotions
John Rosenfelder - Upside/Logarhythm Records
David Rothstein - Capitol Records
Richard Sands - KITS/FM San Francisco
Maxanne Sartori - WNEW/FM New York
Mike Schaefer - Virgin Records
Bobby Shaw - MCA Records
Bill Stedman - KSAN/FM SF/Oakland
Beverly Stevens - Warner Bros.
Steve Tipp - Warner Bros.
Lisa Velasquez - RCA Records
Alan Wolmark - RCA Records
Kim White - Celluloid Records
Dede Whiteside - MTM Records
Lisa Wolfe - Columbia Records
Kerry Wood - PolyGram Records



Oren Harari, author of the ON Management column in The Gavin

Report, is Associate Professor of Management at the McLaren College of Business, University of San Francisco. He teaches graduate-level business courses in general management, strategy, organizational structure and design, leadership, and organization behavior. He has spoken at professional conventions around the country and has been published primarily in professional management and applied psychology journals. In addition, he is currently writing a book dealing with international management.

Oren has also done consulting and seminars for organizations ranging from small businesses to Fortune 500 companies, not only in the United States, but Canada, Europe, Africa and Australia. They are involved in a variety of industries, including telecommunications, computers, finance and insurance, agriculture, retail services, health care, manufacturing and, of course, broadcasting and music.

"My major research and consulting interests," he says, "are 'What makes effective organizations different from the mediocre ones? What makes effective managers different from the mediocre ones?'"

"The things I write about in the 'ON Management' column illustrate the attributes I have found effective managers possess. Most industries are facing turbulent environments and difficult times. The radio and music industries are no exceptions. The difference between those radio stations that thrive and those that merely survive (or don't even survive) will really be based on the kind of managers who drive those stations. Those managers who gain the commitment of all their people towards creativity, new ideas, high-quality, conscientious work and

customer-responsiveness are going to have a higher probability of success in any industry, including records and radio. The 'ON Management' column is geared towards providing managers with ideas on how to gain this type of commitment." ●



For most of its history under founder Bill Gavin, The Gavin

Report was simply a radio/music newsletter, with some additional job information and occasional publisher comments. In 1978, Bill accomplished a longtime goal by converting to a magazine format. One of the additions at this point was a column--a first for The Gavin Report. He approached Eric Norberg, then PD at KEX-Portland, to write it.

"Despite various awards and honors I've received since entering radio," Eric remarks, "no distinction has meant more to me than that invitation from Bill Gavin." This past year saw the appearance of Eric's 400th column in these pages.

While still a student at Pomona College near Los Angeles, Eric landed his first radio job as part-time announcer at KHFR/FM-Monterey, CA (now known as KWAV, a longtime Gavin A/C corresponding station). "In 1961," Eric recalls, "'FM' stood for 'Forgotten Medium'--most people weren't even aware of it."

In 1967, Eric moved to Sacramento as anchor/reporter for "Boss Radio" KXOA/AM, moving back to Monterey a year later--this time as PD for KMBY-AM. When he departed in 1972 to become assistant PD at KMPC-Los Angeles, KMBY had climbed to a 16 share in the Monterey-Salinas market, and was the only station with double figures (12+) in a field of more than 20 rated stations. "And this was in an era when AM Top 40 was generally down to five and six shares nationally," Eric notes.

In 1975, Eric moved on to Portland, where he continues to reside. Recent projects include acting as GM, PD, MD, air personality, salesman, production director and, he says, "almost everything else!" for KWIP, a new AM station near Salem, the state capital. This past October, Eric completed phasing himself out of the station to return to consulting and other projects, leaving KWIP number one

with adults 25-54, among 26 stations in the book. The format was successfully syndicated to other stations and led to the initiation of a new publication in 1985 called "The Adult Contemporary Music Research Letter." Eric notes proudly that the Letter is already in the black, with subscribers coast to coast, and that virtually all subscribers have renewed. "It provides a different way of evaluating and selecting A/C music," he notes.

Eric continues to consult various stations, providing such services as ratings analysis and programming assistance, as well as teaching radio in community colleges and schools around Portland--and writing his weekly column for The Gavin Report.

"I have encouraged letters and input from Gavin readers from the first," Eric says. "Most of the letters I receive, I am able to incorporate into the column at some point. But not enough people write. I constantly have programmers and DJs tell me, 'I'm not experienced enough to have anything to contribute at this point.' Actually, the best ideas and most down-to-earth input usually come from people coming up in the smaller markets. They don't know the so-called 'rules' yet, are least committed to the status quo, and often are the closest to the grass-roots listener. I'm really open to whatever people submit, whether I agree with it myself or not! And I've learned a lot in the process." ●

PHOTO FILE

REMEMBER LAST YEAR?

PHOTOS: JON WINET



Part of the Arista clan in attendance at the Cocktail Party (left to right): Don Jenner, Kevin Wilson, Jermaine Jackson, Gavin's Ron Fell, Rick Bisceglia and Joanie Lawrence.



The recipients of the Gavin awards in the Alternative format (left to right): Jack Isquith (PolyGram), double award winner Del Williams (KCGL-Salt Lake City) with Dave Sholin.



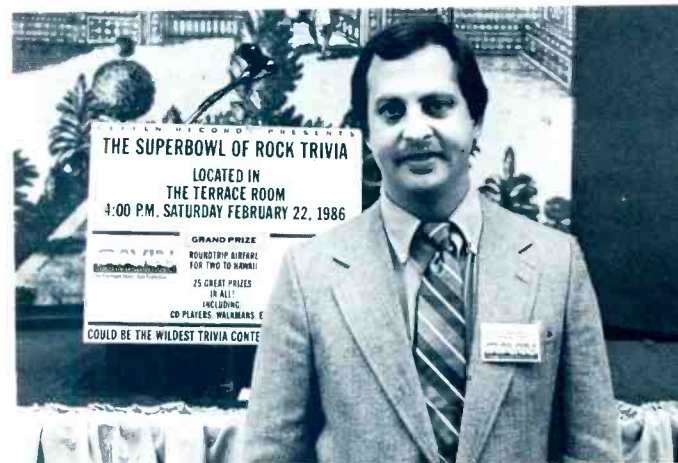
The dynamic duo from Detroit, WJLB's Verna Green (left) and James Alexander (center) chat with Gavin's Betty Hollars (right).



Caught mingling at the Gavin Cocktail Party (left to right): Warner Bros.' Tom Draper, Sheila E. and Sheila's brother, Juan.



Warner Bros.' Marylou Badeaux (left) tries to make a point to WGCI's Lee Michaels.



Guy Zapoleon (KZZP-Phoenix) grand prize winner of Geffen's "Super Bowl Of Rock Trivia."

PHOTO FILE

REMEMBER LAST YEAR?

PHOTOS: JON WINET



WJLB-Detroit General Manager Verna Green was the hit of the "Women in Music" portion of the seminar.



Janet Jackson takes a break during Friday night's Gavin Cocktail Party.



Eddie Money (center) chats with the party-duo of (left) Jeff McCluskey of McCloskey & Associates and (right) Mike Justin of WBNQ-Bloomington, IL.



Proudly displaying their Gavin awards (left to right): Lee Michaels (WGCI-Chicago), Skip Miller (Motown), Terry Avery (KKDA-Dallas) and Barry Mayo (WRKS/FM-New York).



The Adult/Contemporary winners of the Gavin awards (left to right): Sheila Chlanda (Columbia), Ric Lippincott (KYUU-San Francisco) and Liz Kiley (KOST-Los Angeles).



Engaged in a lively conversation during "The Cutting Edge" session (left to right): host Howie Klein (415 Records), Jello Biafra and Greil Marcus.



The term "radio gypsy" is an understatement when describing Gary

Donohue's fourteen years in broadcasting--twelve of them in sales. Gary's career began with an on-air job in Macomb, Illinois, rising at 3:30 a.m. to sign on WKAI/AM-FM. Since then, he attended some of radio's best schools of higher understanding, like Group W, RKO, NBC, Plough, Arbitron, Bonneville, Metroplex, Wichita Great Empire and McGavren Guild Radio. Gary says Les Goldberg, president of INTEREP, often remarked to him, "You're the only guy I know in radio who's had as many jobs as I have!"

In June, 1986, motivated by a desire for independence and a need to relocate to Virginia for family reasons, he founded Donohue Research & Marketing in Richmond. Using his expertise in radio sales techniques, sales management systems and ratings-based consumer marketing know-how, he designed and developed THE RADIO MARKET FINGERPRINT, a sophisticated radio preference research project based entirely on Arbitron ratings data, and further redesigned direct marketing for radio.

"As a journeyman," Donohue says, "I accumulated a wealth of knowledge from thousands of different situations faced on the street in full-contact marketing warfare. I try to shed the skin of a slick consultant or 'research guru' and get right into the middle of the battle--risking rejection and failure alongside my managers in their quest for truth. My style is certainly not for the faint of heart!"

"From what I hear, the other research guys want to be perceived as middle of the road so they can always 'test' something they can't fail at. Whether the results come back negative or positive, they win. I rely heavily on the instincts of my clients to point the direction, and then build a radio product marketing system around them based on THE RADIO MARKET FINGERPRINT. I take the risk with the client because I believe in the human spirit."

How does Donohue position his sales seminar? "First of all, I am exclusive to GAVIN, my research and marketing clients, and a few personal friends. I custom design a two-day seminar, then offer a 52-week private consultation to the sales manager that never reaches the GM. The only thing that's more private is a confessional. Most of the other sales speakers want to deliver a 'pitch' or a 'system' and sell it in multiples. After suffering through many of these ineffective crash courses, I took an oath never to show up and deliver a one-day seminar, then leave town the next day, leaving behind the accountability for my ideas. My involvement is personal and private.

Donohue adds, "Anyway, when was the last time you heard of a sales consultant helping the program manager cope with the sales manager and vice-versa? Since I'm involved with the product marketing, I get involved as a team player. I never pit department managers against one another, as I've seen some consultants do over the years. As an Arbitron manager, I saw it all the time. The stations subjected to that kind of social injustice were very unpleasant places to work. It got so that the minute I walked in the door, I could tell what was going on, based on the noise level." ●



Born of poor but poverty-stricken parents in a swamp

just a little southeast of Yankton, South Dakota, Tony "The Enforcer" Richland has a history unlike those of his idols, Alan Alda and Dr. Oren Harari.

At the age of semi-three, little Tony was enrolled in a combination ballet-wrestling class by his mom and dad, the legendary Madonna and David Lee Richland.

These studies enabled little Tony, now dubbed "The Iceman," to better cope with the outside world, a world populated by the likes of Bob Paiva, Billy Brill, Howard Rosen and Don Anti.

Undaunted by the exigencies of Earth, little Tony left his family and moved to a Mennonite ashram overlooking the towers of KACY-Oxnard. Concentrated studies gave the Tone-man the wisdom he needed to compete in "The World of Juggy Gayles." He mastered his "How to Take Guys to Lunch" class and actually began to reach the Dave Sholins of the world by phone (or Dixie Cup-on-a-string).

Armed with the tools to compete with the almost-likes of Ray Anderson, Richland landed his first successful promotion-person job at AMY-BELL-FOONMAN, where he successfully turned borderline hits like Eddie & The Placemats and Joey & The Doorknobs into Gavin Records To Watch.

Richland's career snowballed and mushroomed as he began supplying snowballs and mushrooms to program directors and DJs from Stevens Point to Guntersville. After being informed that there was no Stevens Point and/or Guntersville, he was permanently blackballed by Kerry Jackson of WGSV-Guntersville and/or Stevens Point.

As the years rolled on, Richland joined Jason & The Scorchers as a roadie, during

which period he suffered a triple hernia from lifting inexpensive amplifiers. With the hernia repaired, Richland, now dubbed "Dr. T," was fired by Jason because of not being able to lift quadruple amps, and moved to a gig as backup singer for Gladys Knight. After listing his occupation as "Pip" on his income tax return, he was busted and sent to federal prison, where he languished for three years as a con, constantly blasting the "screws," a term for prison guard he picked up from a Jimmy Cagney tape he'd been renting from Tower Records.

At press time, Richland, now known as Moammar Abdul Richland, is doing A/C record promotion, combining that career with one as a school crossing guard at Ed's College & Grill in Paducah, where he does double duty as personal valet to Charlie Rivers.

His Bob Dylan and Five Satins imitations have been lauded from coast to coast (depending on what coast you're near). He's told us before--and he'll tell us again: "It's not *facing* the music that hurts--it's listening to it."

"Never giving up in the face of crellman" has always been the motto of this survivor, and we at Gavin Central are proud to include him among our finorkens. ●

Faster than a speeding bullet
More powerful than a locomotive
Able to leap tall charts in a single bound



A/C

THE STATE OF A/C

An Opinion

by Ron Fell

When Bill Gavin coined the phrase "Adult Contemporary" back in 1973, his attempt was to give a popular music format an appropriate handle. The music format which became known as Adult Contemporary had negative predecessors: Non-rock, Chicken rock--and worse yet, it suffered from mis-labels such as Easy Listening and/or Middle Of The Road.

Bill Gavin felt then, as I do now, that A/C deserves a little more respect. Top 40 radio sells more records, and there may be more Country music radio stations in America, but no format in radio delivers more listeners--more attractive listeners--than A/C radio.

But what was and what is Adult Contemporary music radio? By its very name, we have a clue. It's a music format which attracts, almost exclusively, contemporary adults. Its listeners are a generic blend of adults who seek music on the radio which is ambient, irrational and familiar.

Adult Contemporary music is most closely associated with Top 40 music, both in its heritage and current proximity. By heritage I mean that the artists and their fans have primary roots in the format of more youthful appeal. Many acts develop a strong following in A/C as they mature. Those fans also outgrow the disciplines of Top 40 at about the time they grow into mortgage payments.

Actually the A/C listeners show less brand loyalty than do those who follow more ethnic and psychographically specific music formats like Country, Jazz or Oldies. A/C survives and flourishes by its sheer mass. With so many current A/C listeners having grown to maturity with Top 40 radio, it's no wonder that the best of Top 40 radio is represented in good A/C radio. The demographic bubble of baby boomers which fostered Top 40 radio in its infancy has, over the past decade, become A/C's bubble.

Much of the growth in popularity for A/C was not handed over on a silver platter. Rather, it has been a collection of conscious strategies executed by intelligent people.

Not only have artists and listeners grown from Top 40 to A/C, but many Top 40 programmers have also come up to A/C. The explosion of FM band music in the 70s (first with Album Radio and later with Top 40 and A/C) spread quality programmers thinly across two radio bands. This brain drain fostered a giant new industry of consultants to pick up the slack. And while A/C has had

its share of hired guns, it has been less affected than most other formats.

In prior years, A/C was predominantly an AM phenomenon. Strong personalities, a solid local news profile and incidental, undisciplined playlists were often characteristic of the format.

More recently, the format has shifted towards the FM band, as have all music formats; personalities have been de-emphasized, as have all formats; and radio's most radical music research systems are now employed by some of the best A/C stations.

A great deal of time and money is now being spent by A/C radio researching music. But its emphasis seems to be the determination of popularity and/or burnout of older records instead of current releases. Focus groups, auditorium testing and even galvanic skin reponses have been used to determine how many times a week to play "Nights In White Satin" by The Moody Blues. All the while, playlists of current singles have shrunk to the point where A/C now acknowledges fewer new records than any contemporary music format.

A constant complaint levelled at A/C radio is that it sounds too much like Top 40. It could as easily be said that Top 40 is sounding more like A/C. Shared songs are not the problem. But A/C's dependence on older, non-current material could eventually be its ruination.

Adults haven't, don't and won't buy singles. That is no reason, however, to eschew currents.

These factors, coupled with a general lack of enthusiasm by programmers for currently available music, are hurting the format. This affliction is not apparent to many of us now, but it's gonna happen. And when it does, it may be too late to do anything about it.

The painful decline of all music formats on the AM band and the demise in popularity of Album Radio on FM are in part the fault of format leaders who couldn't foresee the problems. I think it's possible and provable that greater awareness of newer music (played more often and at the expense of older music) will be the salvation of the format. ●

Ron Fell is publisher of The Gavin Report.

PHOTO FILE

REMEMBER LAST YEAR?

PHOTOS: JON WINET



Left to right: Kent Zimmerman, Brad Hunt (Elektra), Bob Kranes (WXRK-NY), Tony Berardini, (WBCN- Boston), Linda Kirishjian (Columbia).



Left to right: Matt Hudson (Z104-Madison, WI), Marc Ratner (Warner Brothers), Skip Bishop (RCA), Mike Bone (Elektra).



Left to right: Michele Block (Epic), Ivan Bodley (CBS), Nan Fisher (MCA), Faith Henschel (KCMU-Seattle).

A/C

Station	City	State	Contact	Phone
WHYN	SPRINGFIELD	MA	WALT PINTO	413-781-1011
WHAJ	GREENFIELD	MA	RICHARD ARCHER	413-774-4301
WLAM	LEWISTON	ME	CHRIS LAYNE	207-784-5401
WMLI	BANGOR	ME	FRED MILLER	207-667-9555
WKZX	PRESQUE ISLE	ME	JEREMY SUMNERS	207-764-1950
WTIC/AM	HARTFORD	CT	DAVID BERNSTEIN	203-522-1080
WILL/AM	WILLIMANTIC	CT	EVAN/NORMAN	203-456-1111
WNLC	NEW LONDON	CT	DANNY O'BRIEN	203-442-5328
WELI	NEW HAVEN	CT	JAY MC CORMICK	203-281-9600
WNSR/FM	NEW YORK	NY	ART TILLER	212-752-3322
WKLI	ALBANY	NY	CHRIS HOLMBERG	518-456-6101
WGHQ	KINGSTON	NY	WAYNE FISK	914-331-8200
WJJB/FM	POUGHKEEPSIE	NY	RON LYON	914-454-7400
U102	UTICA/ROME	NY	JOHN CARUCCI	315-336-5600
WGBB	LONG ISLAND	NY	JOHN CHOMMIE	516-623-1240
WKPA	NEW KENSINGTON	PA	GREG COSTANTINO	412-337-3588
WTAE	PITTSBURGH	PA	BOB CONRAD	412-244-4586
WHTX	PITTSBURGH	PA	KEITH ABRAMS	412-731-0996
WMBA	AMBRIDGE	PA	BOBBIE VAUGHN	412-266-1110
WKYE	JOHNSTOWN	PA	JACK MICHAELS	814-255-4186
WKST	NEW CASTLE	PA	GARY WEST	412-654-5501
WSNI	PHILADELPHIA	PA	STEPHANIE BARSAMIAN	215-668-0750
WPIC	SHARON	PA	KEITH CORSO	412-346-4113
WDEL	WILMINGTON	DE	NICK SENECA	302-478-2700
WAFL	MILFORD	DE	KEVIN MOORE	302-422-7575
WQHQ/FM	OCEAN CITY/SALISBURY	MD	KEN MEDEK	301-742-1923
WINC	WINCHESTER	VA	FRANK MITCHELL	703-667-2224
WQPO	HARRISONBURG	VA	ADAM STUBBS	703-434-0331
WCHV	CHARLOTTESVILLE	VA	BOB JAMES	804-977-5566
WRVA	RICHMOND	VA	GARY KING	804-780-3400
WEZS	RICHMOND	VA	DILLON/ELLIOTT	804-323-0104
WLTY	NORFOLK	VA	NICK O'NEIL	804-446-2760
WGOL/FM	LYNCHBURG	VA	BOB ABBOTT	804-239-0335
WMON	MONTGOMERY	WV	JEFF BATTEN	304-442-9555
WBTH	WILLIAMSON	WV	TONY WICK	304-235-3600
WEIR	WEIRTON/STEBENVILLE	WV	ANTHONY/MITCHELL	304-723-1430
WCLG/AM	MORGANTOWN	WV	CRAIG COCHRAN	304-292-2222
WEQR	GOLDSBORO	NC	ALAN HOOVER	919-734-3336
WEED	ROCKY MOUNT	NC	LESLIE JORDAN	919-443-5976
WHYC/FM	SWAN QUARTER	NC	MAZIE SMITH	919-926-7201
WABZ	ALBEMARLE	NC	RIC PATTERSON	704-982-1010
WSTP	SALISBURY	NC	DOUG RICE	704-636-3811
WOHS	SHELBY	NC	ANDY FOSTER	704-482-3966
WBT	CHARLOTTE	NC	MARTY LAMBERT	704-374-3751
WEZC	CHARLOTTE	NC	BILL CONWAY	704-372-1104
WSFL/FM	NEW BERN	NC	JOEL PORTER	919-633-0319
WTYN	TRYON	NC	DAVID BIVENS	803-457-4106
WSKY	ASHEVILLE	NC	BRIAN LEE	704-253-4451
WLSC	LORIS	SC	GLENN HARDEE	803-756-1183
WNMB	NO. MYRLE BEACH	SC	ERIK OLSEN	803-249-3441
WPPI	CARROLLTON	GA	BOBBY DEE	404-834-1050
WKCX	ROME	GA	T.J. McCLAIN	404-291-9705
WSB/FM	ATLANTA	GA	McCOY/LOCASCIO	404-897-7000
WRFC	ATHENS	GA	BRENT JOHNSON	404-549-6222
WZNY	AUGUSTA	GA	HUMPHREYS/PATRICK	404-722-1302
WALG	ALBANY	GA	RON MANI	912-435-9929
WUVU	ST. AUGUSTINE	FL	JIM ANDREWS	904-829-3416
WSTU	STUART	FL	GREG ARCHER	305-692-1000
WYZB/FM	FT. WALTON BEACH	FL	DAVE LYONS	904-243-2323
WFEB	SYLACAUGA	AL	R. BATY/A. LEE	205-245-3281

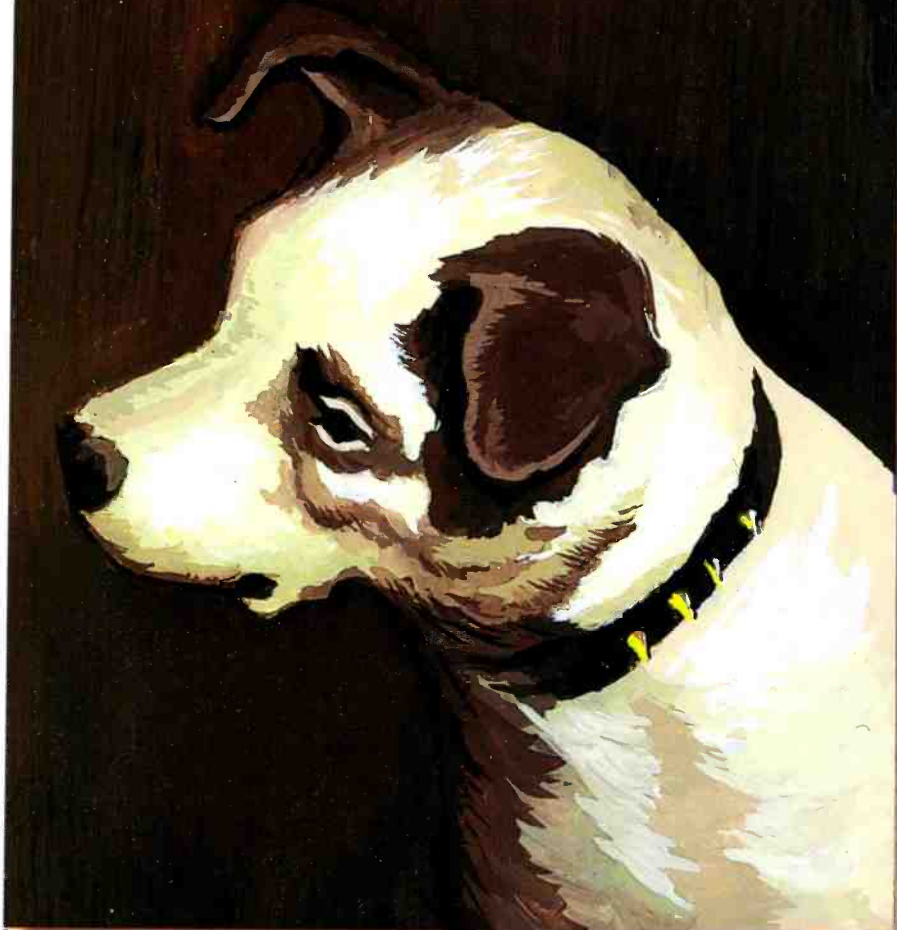
Station	City	State	Contact	Phone
WFFX/FM	TUSCALOOSA	AL	SANDER WALKER	205-758-5523
WAHR	HUNTSVILLE	AL	STEVE DALLAS	205-536-1568
WGAD	GADSDEN	AL	DAVID FORD	205-546-1611
WGSV	GUNTERSVILLE	AL	KERRY JACKSON	205-582-4347
WQRX	VALLEY HEAD	AL	CHRIS JAMES	205-635-6284
WDNG	ANNISTON	AL	CARLA MOORE	205-236-8291
WBCA	BAY MINETTE	AL	FRED EARLS	205-937-5596
WKRQ/FM	MOBILE	AL	HYLTON/GOLDEN	205-479-5555
WTUN	SELMA	AL	JOHN ROGERS	205-875-3350
WJZM	CLARKSVILLE	TN	MONTE HAMILTON	615-645-6414
WGOW	CHATTANOOGA	TN	GARY MAC	615-756-6141
J107	OXFORD	MS	DAVID KELLUM	601-234-5107
WKYX	PADUCAH	KY	CHARLIE RIVERS	502-554-8255
WNKO	NEWARK	OH	DAVE BLACK	614-522-8171
WKSU	URBANA/SPRINGFIELD	OH	RUSS SHAFER	513-652-2281
WLGW	LOGAN	OH	CHUCK ANTHONY	614-385-2151
WSNY	COLUMBUS	OH	DAVE BISHOP	614-451-2191
WDIF	MARION	OH	JAN CHAMBERLIN	614-387-9343
WMRN	MARION	OH	JIM HOWELL	614-383-1131
WHFD	ARCHBOLD	OH	RICK CONTI	419-445-9060
WSPD	TOLEDO	OH	FRED HELLER	419-244-8321
3WM	TOLEDO	OH	JAY MATTHEWS	419-255-1470
WHIZ	ZANESVILLE	OH	PETE PETONIAK	614-452-5431
WFMJ	YOUNGSTOWN	OH	JIM MARTIN	216-744-8611
WJER	DOVER	OH	STEVE KELLY	216-343-7755
WLEC	SANDUSKY	OH	BILL ZIMMERMAN	419-626-2000
WAZU/FM	SPRINGFIELD	OH	STEVE POPP	513-324-5643
WIZE	SPRINGFIELD	OH	DALE GRIMM	513-399-4955
WJEH	GALLIPOLIS	OH	TIM MAXWELL	614-446-3543
WRCR	RUSHVILLE	IN	KEVIN L. STONE	317-932-3983
WZVN	LOWELL	IN	JIM HOLLY	219-738-1730
WIOU	KOKOMO	IN	ALAN WARNER	317-453-1212
WOVR	VERSAILLES	IN	DALE M. GRAVES	812-689-5595
WOKZ	MUNCIE	IN	RANDY TANNER	317-288-1303
WKDQ	EVANSVILLE	IN	CLARK/GAGER	502-826-3923
WASK	LAFAYETTE	IN	MIKE JOHNSON	317-447-2186
WTWR	MONROE	MI	KEN DAVIS	313-242-6600
WTRX	FLINT	MI	BILL PEARSON	313-743-1150
WOOD	GRAND RAPIDS	MI	SKIP ESSICK	616-459-1919
WILS FM	LANSING	MI	JACK ROBBINS	517-393-1320
WKMI	KALAMAZOO	MI	TOMMY JOHN	616-344-0111
WQON/FM	GRAYLING	MI	BOB DITMER	517-348-5488
WJML	PETOSKEY	MI	SHEPPARD/McINTYRE	616-347-8191
KLSS	MASON CITY	IA	HARRY O'NEIL	515-423-8634
KGLO	MASON CITY	IA	STEVE LOCKER	515-423-1300
KRIB	MASON CITY	IA	LAURIE LEE	515-424-1490
KWLO	WATERLOO	IA	ROGER DAVIS	319-234-2200
KAT/FM	DUBUQUE	IA	WES DAVIS	319-588-5699
WMT FM	CEDAR RAPIDS	IA	DENNIS GREEN	319-395-0530
WMT AM	CEDAR RAPIDS	IA	GARY EDWARDS	319-395-0530
KCRG	CEDAR RAPIDS	IA	CHRIS CAINE	319-398-8422
WLIP	KENOSHA	WI	TERRY HAVEL	414-694-7800
WMYX	MILWAUKEE	WI	BETH FAST	414-529-1250
WISN	MILWAUKEE	WI	ALPERT/IRWIN	414-342-1111
WFAW	FT. ATKINSON	WI	ROB ANDERSON	414-563-6351
WRCO	RICHLAND CENTER	WI	JOHN DOYLE	608-647-2111
WMGN	MADISON	WI	PAT O'NEILL	608-271-1484
WIBA	MADISON	WI	DOUG LANE	608-274-5450
WBEV	BEAVER DAM	WI	STEVE SABATKE	414-885-4442
WRDB	REEDSBURG	WI	KEVIN KELLOGG	608-524-2321
WDUZ	GREEN BAY	WI	DAVID CAREW	414-468-4100
WRIG	WAUSAU	WI	DAVE WRIGHT	715-355-1614
WMEQ	MENOMONIE	WI	ALISON GIRARD	715-235-2112
WMGV	APPLETON/OSHKOSH	WI	CHRIS HANSEN	414-426-3239
WRJC	MAUSTON	WI	RANDY McKNIGHT	608-847-6565
WLKX FM	FOREST LAKE	MN	CATHLEEN CARY	612-464-6796
KYMN	NORTHFIELD	MN	RICH HARRIS	507-645-5695

Station	City	State	Contact	Phone
KSTP/FM	MINNEAPOLIS	MN	CHUCK KNAPP	612-642-4141
WEBC	DULUTH	MN	DANN COLLUM	218-728-4484
KROC/AM	ROCHESTER	MN	RICH PETERSON	507-286-1010
KWEB	ROCHESTER	MN	AXELSON/MITCHELL	507-288-3888
KQAD	LUVERNE	MN	KEITH MAINE	507-283-4444
KLOH/FM	PIPESTONE	MN	BERNIE WIEME	507-825-3363
KQIC/FM	WILLMAR	MN	PAUL DAVIS	612-235-3535
KKCK/FM	MARSHALL	MN	CRAIG ALLEN	507-532-2282
KMGM	MONTEVIDEO	MN	LOU KUNO	612-269-6451
WJON	ST. CLOUD	MN	MIKE DIEM	612-251-4422
KSTQ	ALEXANDRIA	MN	MIKE LOMMEN	612-763-6515
KSDN	ABERDEEN	SD	DAN ZERR	605-225-5930
KNOX	GRAND FORKS	ND	PAUL KERO	701-775-4611
KFYR	BISMARCK	ND	BRANNAN/HARDT	701-223-0900
KGCH	SIDNEY	MT	SCOTT LILLEHAUG	406-482-2115
KOJM	HAVRE	MT	DAVID LEEDS	406-265-7841
KYLT	MISSOULA	MT	VERN ARGO	406-728-5000
KLCY	MISSOULA	MT	RICK SANDERS	406-728-9300
KLYQ/FM	HAMILTON	MT	STEVE FULLERTON	406-363-3010
WJTW/FM	JOLIET	IL	TED BROWN	815-729-9596
WDND	WILMINGTON	IL	LOUIE HONDROS	815-458-2141
KMQ	ROCKFORD	IL	JIM REED	815-877-3075
WROK	ROCKFORD	IL	BRILL/GARCIA	815-399-2233
WAJK	LA SALLE	IL	JEFF GEESSEN	815-223-3100
WFPS	FREEPORT	IL	JIM DOUGLAS	815-235-7191
WIRL	PEORIA	IL	DENISE HENLEY	309-694-6262
WMBD	PEORIA	IL	ROBB WESTABY	309-688-3131
WIHN	BLOOMINGTON	IL	ANDERSON/CANNOVA	309-827-6296
KJEZ	POPLAR BLUFF	MO	KELLY URICH	314-686-2403
KKJO	ST. JOSEPH	MO	BOB HEATER	816-279-6346
KBCC	CUBA	MO	TIM McNUTT	314-885-3361
KLWN	LAWRENCE	KS	BILL LEE	913-843-1320
KMAJ	TOPEKA	KS	ROSE RUES	913-272-2122
KLKC	PARSONS	KS	GREG MONTANA	316-421-6400
KFOR	LINCOLN	NE	CATHY BLYTHE	402-475-6606
KHAS	HASTINGS	NE	BRUCE DAVIS	402-462-5101
KVKI/FM	SHREVEPORT	LA	JEFF EDMAN	318-221-9696
KIXK	EL DORADO	AR	GARY TERRELL	501-862-9696
KTYL	TYLER	TX	JANIE BAKER	214-593-1771
KTBC	NACOGDOCHES	TX	KURT MANN	409-564-3723
KVRN	SONORA	TX	MARCUS WAYNE	915-387-3553
KTLT	WICHITA FALLS	TX	DAVE LANDRY	817-692-7106
KNUZ	HOUSTON	TX	BRUCE NELSON	713-523-2581
KLTR	HOUSTON	TX	SCARBOROUGH/MATT	713-780-0937
KDLK	DEL RIO	TX	PAUL KALLINGER	512-775-9583
KPUR	AMARILLO	TX	BUTLER/CLARK	806-374-1637
KQIP	ODESSA/MIDLAND	TX	JOHN ROMAN	915-337-6262
KBOL	BOULDER	CO	JEFFREY GOODWIN	303-444-1490
KQKS/FM	DENVER	CO	DAVE VAN STONE	303-427-7700
KLOV	LOVELAND	CO	LEE/MELOTTI	303-667-1570
KISF/FM	GREELEY	CO	ELLIOTT/PLY	303-356-1310
KVUU	COLORADO SPRINGS	CO	JOHN T. HOWARD	303-579-0880
KDZA	PUEBLO	CO	RIP AVINA	303-544-5646
KVRH	SALIDA	CO	CHARLES DARWIN	303-539-2575
KUBC	MONTROSE	CO	TOM OWCA	303-249-4546
KDBL	RIFLE	CO	DEAN ANGELL	303-625-2299
KVMT	VAIL	CO	PARKER/ANDERSON	303-476-5868
KRVV	VAIL	CO	ERIC MARON	303-476-2900
KLZY	POWELL/CODY	WY	JERRY CLARK	307-754-7292
KOLL	GILLETTE	WY	DENNIS SWITZER	307-682-5101
KSKI	SUN VALLEY	ID	JEFFREY BALLOU	208-788-4504
KORT	GRANGEVILLE	ID	JIM CROSS	208-983-1230
KBOI	BOISE	ID	DREW HAROLD	208-336-3670
KSL	SALT LAKE CITY	UT	LEMICH/JESSOP	801-575-7600
KMTI	MANTI	UT	STAN ERIKSEN	801-835-7301
KKLT	PHOENIX	AZ	SAM CHURCH	602-274-6200
KAZM	SEDONA	AZ	RANDY MAHANNAH	602-282-4154

A/C Gavin Reporters

Station	City	State	Contact	Phone
KYXI	YUMA	AZ	JOHN SCHOFIELD	602-344-4980
KOB/FM	ALBUQUERQUE	NM	SUSAN BRADLEY	505-243-4411
KKOR	GALLUP	NM	ERIC ALLEN	505-863-6851
KVSF	SANTA FE	NM	SKIP O'NIEL	505-982-4455
KOBE/AM	LAS CRUCES	NM	PAM HOPPER	505-526-2496
KRNO/FM	RENO	NV	JIM O'NEAL	702-826-1355
KPTL	CARSON CITY	NV	SCOTT CARSON	702-882-1319
KOST	LOS ANGELES	CA	KAYE/KILEY	213-385-0101
KFI	LOS ANGELES	CA	LABEAU/TYLER	213-385-0101
KFMB	SAN DIEGO	CA	MARK LARSON	619-292-7600
B100	SAN DIEGO	CA	RICH KNIGHT	619-292-7600
KCMJ/FM	PALM SPRINGS	CA	JILL FOX	619-320-6818
KDES	PALM SPRINGS	CA	TY STEVENS	619-325-1211
KLLY	BAKERSFIELD	CA	RUSS DAVIDSON	805-393-1900
KVEC	SAN LUIS OBISPO	CA	DAN ARMSTRONG	805-543-8830
KKUS	SAN LUIS OBISPO	CA	CAROL MEYER	805-541-8798
KWAV/FM	MONTEREY	CA	MICHAEL READING	408-649-0969
K101	SAN FRANCISCO	CA	JACK KULP	415-956-5101
KKIS	CONCORD	CA	RAVI PERUMAN	415-682-2832
KWUN	CONCORD	CA	JIM HAMPTON	415-685-1480
KKIQ	LIVERMORE	CA	STACY EVERETT	415-455-4500
KTIM/FM	SAN RAFAEL	CA	BOB CLARKE	415-456-1510
KLOK	SAN JOSE	CA	BILL WEAVER	408-274-1170
KEZR	SAN JOSE	CA	BONNIE KNOX	408-287-5775
K093	MODESTO	CA	EDWARDS/McCULLOUGH	209-578-1306
KSNM/FM	MERCED	CA	MORTON/MAYER	209-383-7900
KSRO	SANTA ROSA	CA	JIM DANIELS	707-545-3313
KUKI	UKIAH	CA	JIM COOL	707-462-4771
KATA	ARCATA	CA	JILL HENRY	707-822-7223
KCRE	CRESCENT CITY	CA	RENE SHANLE-HUTZELL	707-464-9561
KHTN	PLACERVILLE	CA	TINA KAWAI	916-621-0921
KUIC	VACAVILLE	CA	BOWMAN/BISE	707-446-0200
KOWL	SO. LAKE TAHOE	CA	BILL KINGMAN	916-541-6681
KTHO	LAKE TAHOE, CA/	NV	BRIAN BECK	916-544-6471
KHYL/FM	SACRAMENTO	CA	IRONS ANDREWS	916-885-5636
KAER	SACRAMENTO	CA	RICK AUSTIN	916-929-5325
KPAY	CHICO	CA	DAVE KINDIG	916-345-0021
KNCO	GRASS VALLEY	CA	RICH BROCK	916-272-3424
KORV	OROVILLE	CA	STEVE ATREIDES	916-533-1340
KARZ	BURNEY/REDDING	CA	JIM LEE	916-335-5477
KBLF	RED BLUFF	CA	MARK DEE	916-527-3511
KSUE	SUSANVILLE	CA	HARDAWAY/CRAIG	916-257-2121
KMCQ	THE DALLES	OR	KEVIN MALCOLM	503-298-5116
KGW	PORTLAND	OR	SCOTT TOM	503-226-5055
KLOO/AM	CORVALLIS	OR	P.J. EMMERSON	503-753-4493
KDUK	EUGENE	OR	MITCHELL/MILLER	503-345-8888
KMFR	MEDFORD	OR	JIM ZINN	503-779-1550
KYJC	MEDFORD	OR	JOHN O'BRIEN	503-779-3131
KKRB	KLAMATH FALLS	OR	KATIE McGEE	503-882-4656
KWSI	WARM SPRINGS	OR	SUE MATTERS	503-553-1965
KASY	AUBURN	WA	CARL SAWYER	206-833-5220
KBRC	MOUNT VERNON	WA	MIKE HARTMAN	206-424-4278
KISD	OAK HARBOR	WA	DAVID BOWDEN	206-679-1511
KLDY	LACEY	WA	WINNIE WEATHERLY	206-438-1366
KGY	OLYMPIA	WA	DICK PUST	206-943-1240
KXRO	ABERDEEN	WA	RHYS DAVIS	206-533-1320
KELA	CENTRALIA	WA	JIM KNUTSON	206-736-3321
KMAS	SHELTON	WA	GLEN CONNOLLY	206-426-4404
KLOG	KELSO/LONGVIEW	WA	RAY BARTLEY	206-636-0110
KMWX	YAKIMA	WA	FRANK TAYLOR	509-248-1460
KIT	YAKIMA	WA	ROGER CLARK	509-457-8115
KALE	TRI-CITIES	WA	BILL TEMPLETON	509-586-2151
KFQD	ANCHORAGE	AK	CARTER B.	907-344-9622
KKLV/FM	ANCHORAGE	AK	GREG WILKINSON	907-522-3422
KCSY	SOLDOTNA	AK	McCARTNEY/PRESTON	907-262-6494
1040/AM	VANCOUVER	BC	PAUL McKNIGHT	604-669-1040

the
GAVIN REPORT



RCA Records
**The company
to watch.**

TOP 40

IT'S A ZOO OUT THERE

By Dave Sholin

Skeptical broadcasters in the mid-'50s foresaw Top 40 radio and rock n roll music as a passing fad, expecting a short lifespan. Well...good news! More than thirty years later, the Top 40 format is still with us, and better yet, growing and prospering. In fact, only Country has been around longer than Top 40 radio as a major format. Naturally, the times kept a changin' and several overhauls had to be made along the way. I prefer to term these changes modifications, while keeping the format's framework and basic philosophy intact.

As is the case in all formats, Top 40 is defined by the music it plays. Though it is still the format that plays the widest variety of musical selections, Top 40 programmers are more conscious than ever about the market segments they serve and how drastic changes in population growth are affecting what they play. As an example, the West Coast is witnessing, and will continue to experience, unprecedented immigration from the Pacific Rim, Central America and Mexico. By the year 2000, it's predicted that well over 50 percent of California's population will be Asian and Hispanic. Their tastes in music will no doubt influence record sales and playlists. Demographic and lifestyle changes in other regions have and will continue to force PDs and managers to rethink strategies in attracting a larger audience.

Market pressures combined with a changing population base have focused Top 40's attention on one or two other key music formats. Even though it's still possible, few Country hits have crossed over to Top 40--in contrast to the '50s, '60s, '70s, and even early '80s. And while A/C and Top 40 charts are somewhat similar, the song that becomes an A/C hit first and then crosses over to Top 40 is the exception, not the rule. Currently, it's Urban Contemporary that has the most in common with its Top 40 cousin, and that shouldn't come as a big surprise. The days of passive research, soft pop hits and diminishing audience shares are still fresh in the minds of many Top 40 PDs who are determined not to make the same mistakes again. Label it Urban or, as it was once called, R&B, it is music that has always been a big part of Top 40's history.

We've reached a stage of technological development that mandates that programmers take an aggressive stance or become lost in a sea of signals. Playlists are about the same size (35-40 titles is the average), but the trend of "testing" songs is on an upswing. Records which test well eventually get added, but most important, more new music has a chance of getting exposed. The

only drawback, however, is some stations will leave records in "test" rotation for more than two or three weeks, making accurate airplay assessment difficult.

More than ever, the emphasis on air talent is in morning drive. The theory in more than a handful of markets is "The more, the merrier." Morning Zoos have cropped up at a rapid pace, proving successful when the talent and the programmer understand the concept and have the ability to pull it off. There's not room to list them all, but leading practitioners are Z100's Scott Shannon, 93Q's John Lander, B100's Bobby Rich, and KMEL's London and Engleman.

But if there is an area where Top 40 radio needs improvement, it's in developing young personalities. Not a week goes by without a call from a PD frustrated in a search for that elusive super morning or afternoon drive talent. Deregulation has brought the era of a minimal news and public affairs commitment, as many stations seized the opportunity to cut costs and play more music. In city after city, "more music, less talk" kicks in midday, making many "air talents" slightly more than board operators with good voices. Seems those who want to graduate to morning drive and big bucks have to hone their skills off the air or with a very understanding program director.

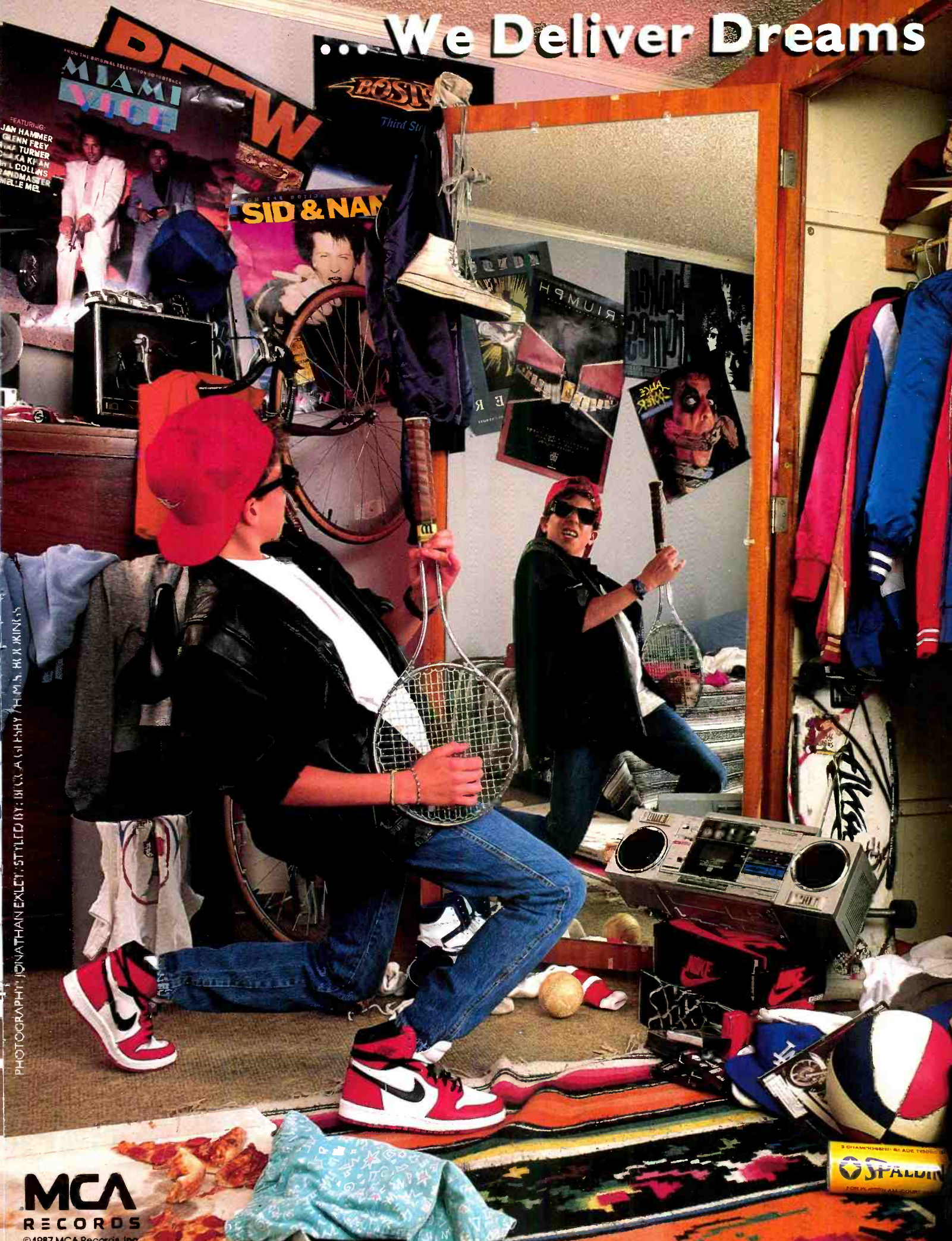
Today, there is a bright new breed of Top 40 programmer entering the arena. These are people who know it takes more than an ear for the hits, production skills, or devising "perfect" rotations to win in 1987. They possess the necessary creativity to get the most from a staff that is well aware of the cold fact they might well be working for new employers as radio properties get bought and sold as fast as California real estate. They listen and adapt by always being open to changing strategy and philosophy when necessary. In an informal survey, PDs in large and small markets agreed that applying the basics of Top 40 radio spelled out by pioneers like Gordon McClendon, Bill Stewart and Todd Storz three decades ago still works in today's fractionalized marketplace. Year after year, one format continues to meet the challenge of reaching the broadest demographic and playing hit songs which draw on our common emotions...Top 40 Radio. ●

Dave Sholin is Top 40 Editor of The Gavin Report.

TOP 40

Station	City	State	Contact	Phone
CKOC	HAMILTON	ON	NEVIN GRANT	416-545-5885
CFTR	TORONTO	ON	BOB SAINT	416-864-2000
Z94	BOSTON	MA	NELSON/DOLGINS	617-267-9090
WXKS/FM	BOSTON	MA	WHITE/O'CONNELL	617-396-1430
WKPE	CAPE COD	MA	RANDALL/MeVIE	617-255-3220
PRO/FM	PROVIDENCE	RI	TOM CUDDY	401-433-4200
WKNE/FM	KEENE	NH	BERNIE HARTNETT	603-352-9230
WHDQ	CLAREMONT	NH	BARLOW/BLODEAUX	603-542-7735
WMR	RUMFORD	ME	RIVERS/PERRY	207-364-3701
WKSQ	ELLSWORTH/BANGOR	ME	TIM MOORE	207-667-7573
WWFX	BANGOR	ME	LEVEN/CLARK	207-338-2290
95XXX	BURLINGTON	VT	DENA YASNER	802-863-4487
Q99	BURLINGTON	VT	THOM RICHARDS	802-658-1230
WTIC/FM	HARTFORD	CT	MIKE WEST	203-522-1080
WILL/FM	WILLIMANTIC	CT	EVAN/SPENCER	203-456-1111
KC101	NEW HAVEN	CT	STEF RYBAK	203-777-7809
WEBE/FM	WESTPORT	CT	STORM N. NORMAN	203-853-9108
WJLK/FM	ASBURY PARK	NJ	PAT GILLEN	201-774-7000
WPST	TRENTON	NJ	TOM CUNNINGHAM	609-896-0975
Z100	NEW YORK	NY	SCOTT SHANNON	201-867-5000
WVHB	HAMPTON BAYS	NY	ROB POULIN	516-728-9229
3WD	SCHENECTADY	NY	JIM WALSH	518-370-5386
WBPM	KINGSTON	NY	THOM WILLIAMS	914-331-8200
WSPK FM	POUGHKEEPSIE	NY	BOB WEIL	914-462-5800
WNYZ	UTICA	NY	EDWARDS/ANDREWS	315-736-9313
WRCK	UTICA	NY	LARRY WILLIAMS	315-797-1330
WAAL/FM	BINGHAMTON	NY	DON MORGAN	607-772-8850
WBEN/FM	BUFFALO	NY	ROGER CHRISTIAN	716-876-0930
WVBR	ITHACA	NY	JESSICA ETTINGER	607-273-4000
B94	PITTSBURGH	PA	LORI CAMPBELL	412-381-8100
WYDD	PITTSBURGH	PA	McQUEEN/SHEDLOCK	412-362-2144
WJET	ERIE	PA	JIM COOK	814-455-2741
K104	ERIE	PA	BILL SHANNON	814-452-2041
WFBG	ALTOONA	PA	STEVE KELSEY	814-943-1136
B106	WASHINGTON	DC	KAGHAN/DEMPEY	703-691-1900
B104	BALTIMORE	MD	KINGSTON/KRONTHAN	301-539-7808
100KH	OCEAN CITY	MD	LANE JERNIGAN	301-289-3456
WZZR/FM	RICHMOND	VA	DAVE ALLAN	804-730-2600
WNVZ	NORFOLK	VA	MARY ANN RAYMENT	804-497-1067
WWYO	PINEVILLE	WV	HENRY MORGAN	304-732-7970
WVSR FM	CHARLESTON	WV	JARVIS ROSE	304-342-3136
WOAY/FM	OAK HILL/BECKLEY	WV	JIM MARTIN	304-877-2424
WCLG FM	MORGANTOWN	WV	JOHN DELANEY	304-292-2222
WFJA	SANFORD	NC	BILL FREEMAN	919-776-9352
G105	DURHAM/RALEIGH	NC	CINDY WRIGHT	919-683-2055
WBCY	CHARLOTTE	NC	JACK DANIEL	704-374-3774
WROQ	CHARLOTTE	NC	REGGIE BLACKWELL	704-392-6191
WZYZ	FAIRMONT	NC	BILL SELLARS	919-628-9777
WKQB FM	CHARLESTON	SC	ROGER GAITHER	803-744-1779
106X	FLORENCE	SC	GREEN/BOSWELL	803-665-0970
WPDZ	CHERAW	SC	JAY LEWIS	803-537-5588
WKSP	KINGSTREE	SC	GREG KNOP	803-382-2382
WKZQ	MYRTLE BEACH	SC	LINDA KING	803-448-4739
WANS/FM	GREENVILLE	SC	TOMMY SMITH	803-224-3424
94Q	ATLANTA	GA	JEFF McCARTNEY	404-261-2970
Z93	ATLANTA	GA	BOB CASE	404-881-0093
WQTU	ROME	GA	DANNY HOWARD	404-295-1023
WGKS/FM	SWAINSBORO	GA	CHARLIE FRI	912-237-2011
98Q	VIDALIA	GA	MELODI GARRETT	912-537-9202
WAGQ	ATHENS	GA	DAN MURRAY	404-546-7350
WBBQ	AUGUSTA	GA	BRUCE STEVENS	803-279-6610
WQBZ	FT. VALLEY/MACON	GA	NATHAN HALE	912-825-0106
WBLU	HINESVILLE	GA	SHANNON WEST	912-368-9258
WLGA	VALDOSTA	GA	STEVE SUTTON	912-244-8642
WNKS/FM	COLUMBUS	GA	MIKE MILLIGAN	404-576-5800
WCGQ	COLUMBUS	GA	McCARD/DANIELS	404-327-1217
WNFI	DAYTONA BEACH	FL	TONY MANN	904-672-9210
Z103	TALLAHASSEE	FL	RICH STEVENS	904-386-5141
WPFM	PANAMA CITY	FL	JEFF DAVIS	904-234-8858
WFTW/FM	FT. WALTON BEACH	FL	MIKE BRIDGES	904-243-7676
WJLQ FM	PENSACOLA	FL	NORTH/HART	904-456-5751
WYKS	GAINESVILLE	FL	JERI BANTA	904-375-2200
Y106	ORLANDO	FL	McKAY/HAYES	305-339-1067
Y100	MIAMI	FL	FRANK AMADEO	305-925-7117
95INZ	MIAMI	FL	MARK SHANDS	305-624-9490
Q105	TAMPA	FL	BOBBY RICH	813-879-1420

... We Deliver Dreams

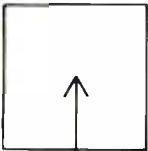


PHOTOGRAPH BY JONATHAN EXLEY, STYLED BY: BILLY GILFILLAN, H.M.S. BLACK KINGS

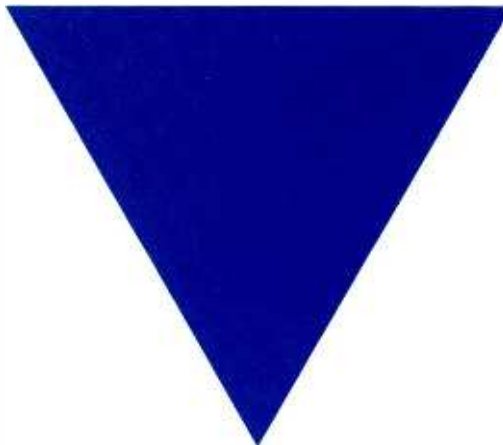
MCA
RECORDS
© 1987 MCA Records, Inc.

www.americanradiohistory.com

SPALDING
FOR PLUMMER, AN ALLIANCE



MEET THE ONLY VIRGIN IN AMERICA



SAY
HELLO
TO
MEMBERS
OF
OUR
NATIONAL
AND
REGIONAL
PROMOTION
STAFF!

Virgin

Top 40 Gavin Reporters

Station	City	State	Contact	Phone
ISLE95	ST. CROIX	VI	JONATHAN KEYES	809-773-0995
WPYK	DORA	AL	CHRIS BAILEY	205-648-6488
WKXX	BIRMINGHAM	AL	PAUL DAVIS	205-252-3171
WKXW	FAYETTE	AL	JOHN ANTHONY	205-932-6761
Q104	GADSDEN	AL	BILL ST. JOHN	205-543-3246
WHHY/FM	MONTGOMERY	AL	BROWN/COLLINS	205-264-2288
BAM99	MONTGOMERY	AL	OWENS/JACKSON	205-288-0150
WABB/FM	MOBILE	AL	MARK DAVID SAWYER	205-432-5572
WTNZ FM	KNOXVILLE	TN	CHRIS MAC	615-637-9900
WQUT	JOHNSON CITY	TN	POTTER/TAYLOR	615-477-3127
WJQQ	GREENVILLE	MS	DAN DIAMOND	601-378-2617
KZ103	TUPELO	MS	LISA LANDAU	601-534-8133
WZKX	GULFPORT	MS	RICK JAMES	601-832-5111
WHSY/FM	HATTIESBURG	MS	DALE TAYLOR	601-545-1230
WNSL	LAUREL HATTIESBURG	MS	JIM SCOTT	601-425-1491
WQID	BILOXI	MS	SANDI STEVENS	601-388-2323
WHNY	McCOMB	MS	DOUG WALKER	601-684-8140
WKOR	STARKVILLE	MS	WILLIAMS/CROCKETT	601-323-4980
WIFX	JENKINS	KY	G.C. KINCER	606-832-4655
WDDJ/FM	PADUCAH	KY	TONY RICHARDS	502-442-8231
WVOV/FM	GLASGOW	KY	KELLY DOSSEY	502-651-8375
92X	COLUMBUS	OH	COOK/HAINES	614-221-7811
WNCI/FM	COLUMBUS	OH	RICHARDS/KELLY	614-224-6397
Q102	CINCINNATI	OH	JIM FOX	513-381-5500
WLKI/FM	ANGOLA	IN	OSBORN/ST. JOHN	219-665-9554
K96	RICHMOND	IN	JASON ROBERTS	317-966-3932
106RTB	VINCENNES	IN	DANNY WAYNE	812-882-6060
WPFR	TERRE HAUTE	IN	MIKE ARNETT	812-238-2557
WQB	ANN ARBOR	MI	JEFF CROWE	313-662-2881
WHYT	DETROIT	MI	MARK JACKSON	313-871-3030
WVIC	LANSING	MI	MARK MALONEY	517-487-5986
WJXQ	JACKSON/LANSING	MI	ALIX WEBSTER	517-788-6360
WKLQ	GRAND RAPIDS	MI	MIKE TINNES	616-774-8461
WATT	CADILLAC	MI	GARY BURTON	616-775-1263
WHSB	ALPENA	MI	DARRELL KELLEY	517-354-4611
WQLZ/FM	CHEBOYGAN	MI	MICHAELS/STEVENS	616-627-2341
WWPZ	PETOSKEY	MI	DENNIS MARTIN	616-347-8713
KDWZ	DES MOINES	IA	OAKES/HALL	515-288-9493
KRNQ	DES MOINES	IA	KNIGHT/SHARP	515-280-1350
KZEV	CLEAR LAKE/MASON CITY	IA	CARLA KEIS	515-357-7585
KKEZ	FT. DODGE	IA	JIM DAVIS	515-955-1100
KRIT	CLARION/FT. DODGE	IA	DAVE MARSHALL	515-532-2829
KOKZ	WATERLOO/C. RAPIDS	IA	JEFF CHRISTENSON	319-233-3371
KSEZ FM	SIoux CITY	IA	HARRISON/BROWN	712-258-6740
KGLI	SIoux CITY	IA	PAT PAXTON	712-258-5595
KLVV	DURBUQUE	IA	JEFF DAVIS	319-557-1040
KKRQ	IOWA CITY/CEDAR RAPID	IA	STEWART/NUGENT	319-354-9500
KQCR/FM	CEDAR RAPIDS	IA	MANN/DIXON	319-363-2061
KHK	DAVENPORT	IA	GYNNY O'HARA	319-383-7000
WJZQ	KENOSHA	WI	TERRY HAVEL	414-694-7800
WKTJ	MILWAUKEE	WI	DENISE LAUREN	414-332-9611
Z104	MADISON	WI	JONATHAN LITTLE	608-274-2720
WKFX	GREEN BAY	WI	KIM BRADLEIGH	414-766-4663
WFC	WAUSAU	WI	DUFF DAMOS	715-842-1672
WSPT	STEVENS POINT	WI	BOULEY/STEFFEN	715-341-1300
HT105	LA CROSSE	WI	SHEBEL/SANDERS	608-782-8335
WIZM/FM	LA CROSSE	WI	GREEER/CARR	608-782-1230
WIAL	EAU CLAIRE	WI	RICK ROBERTS	715-832-3163
WBIZ	EAU CLAIRE	WI	RICK JAMES	715-835-1007
KDWB FM	MINNEAPOLIS/ST. PAUL	MN	ANTHONY/MICHAELS	612-739-4000
KROC/FM	ROCHESTER	MN	BILL DAVIS	507-286-1010
KDOG FM	MANKATO	MN	GARVIN McCORMICK	507-345-4537
KEEZ/FM	MANKATO	MN	SEGER/KING	507-345-4646
KCPJ/FM	ALBERT LEA	MN	PAUL JOHNSON	507-373-2338
KCLD/FM	ST. CLOUD	MN	BLAKE PATTON	612-251-1450
WTBX	DULUTH	MN	JIM GILLES	218-262-4545
KVRF	VERMILLION	SD	DEAN RUSSELL	605-624-2662
KQHU/FM	YANKTON	SD	RANDY KUSSMAN	605-665-4498
KKRC	SIoux FALLS	SD	CHARLIE O'DOUGLAS	605-335-6500
KQ95	ABERDEEN	SD	SCOTT DANIELS	605-226-0950
KWYR FM	WINNER	SD	JOHN FORD	605-842-3693
KGGG/FM	RAPID CITY	SD	McDANIEL/AUSTIN	605-348-1100
KKLS/FM	RAPID CITY	SD	SHERWYN KALLAWAY	605-343-6161
Y94	FARGO/MOORHEAD	ND	JACK LUNDY	701-237-6500
KKXJ/FM	GRAND FORKS	ND	NORTH/HENDRICKSON	701-775-0575
KYYY/FM	BISMARCK	ND	BOB BECK	701-224-9393
KIZZ	MINOT	ND	RICK MORGAN	701-852-2494
KYYA	BILLINGS	MT	CHARLIE FOX	406-652-2280

Top 40 Gavin Reporters

Station	City	State	Contact	Phone
KZLS	BILLINGS	MT	DAVE WEISSMAN	406-248-2681
KBBZ FM	KALISPELL	MT	BARRY BENNETT	406-755-2209
KUUB/FM	BOZEMAN	MT	BENNY BEE	406-586-2343
WDEK FM	DE KALB	IL	LEW WHITE	815-756-9250
WLLJ	JOLIET	IL	BOB WEBER	815-726-4761
WLS AM	CHICAGO	IL	RICH McMILLAN	312-984-0890
WYXZ	CHICAGO	IL	LIPPINCOTT/KELLY	312-984-0890
WXXQ	FREEPORT	IL	JIM READEKER	815-235-4113
WYBR	ROCKFORD	IL	WALKER/ANTHONY	815-874-7861
WZOK	ROCKFORD	IL	BRILL/DENT	815-399-2233
WGBQ FM	GALESBURG	IL	HEATH/SHAVER	309-342-3161
WBNQ	BLOOMINGTON	IL	JUSTIN/ROBBINS	309-829-1221
WLRW/FM	CHAMPAIGN	IL	McCANN/McKEIGHAN	217-352-4141
WDBR	SPRINGFIELD	IL	GREG LAWLEY	217-753-5400
WFIW	FAIRFIELD	IL	TOM LAVINE	618-842-2159
WCHL FM	CARBONDALE	IL	TONY WAITEKUS	618-457-8114
KTUF	KIRKSVILLE	MO	BILL BRAIN	816-627-1212
KYMO	EAST PRAIRIE	MO	GREG LANDIS	314-649-3597
KBEQ	KANSAS CITY	MO	PERUN/BARBER	816-531-2535
KCPW	KANSAS CITY	MO	DENE HALLAM	913-677-9595
KTXV	JEFF CITY/COLUMBIA	MO	BRIAN MILLER	314-634-2950
KFBD	WAYNESVILLE	MO	KEVIN BARTON	314-336-3133
KQLA/FM	MANHATTAN	KS	WAGNER/WILSON	913-776-0104
KDVV/FM	TOPEKA	KS	KEVAN RABAT	913-234-3444
WIBW/FM	TOPEKA	KS	ROGER HEATON	913-272-3456
99KG	SALINA	KS	STEVE WALL	913-825-4631
KHOK	HOISINGTON	KS	BIEKER/ATKINSON	316-653-2101
KJLS	HAYS	KS	JACK CRES	913-628-1064
KGOR	OMAHA	NE	TOM MIKKELSEN	402-556-2323
KNEN	NORFOLK	NE	DOUG KOEHN	402-379-3300
KSYZ FM	GRAND ISLAND	NE	DEAN GORDON	308-384-9200
KQKY/FM	KEARNEY	NE	RICK JEFFREY	308-236-6464
KZMC	McCOOK	NE	CARTWRIGHT/TAPIA	308-345-1981
B97	NEW ORLEANS	LA	SHADOW STEVENS	504-581-7002
KBAU FM	GOLDEN MEADOW	LA	DON GRAHAM	504-475-5141
KCIL FM	HOUMA	LA	MARK KELLY	504-851-1020
KBIU/FM	LAKE CHARLES	LA	HARRISON/GILBERT	318-433-0700
WFMF	BATON ROUGE	LA	RICE/A.	504-383-5271
WGGZ FM	BATON ROUGE	LA	MICHAEL ADAMS	504-383-9999
KNOE/FM	MONROE	LA	LORI CLARY	318-388-2323
KQID FM	ALEXANDRIA	LA	CHRISTIE ATWOOD	318-487-0347
KLBQ FM	EL DORADO	AR	BEN ROBBINS	501-863-5121
KLAZ	HOT SPRINGS	AR	J. HARVEY	501-525-1310
KSER FM	SEARCY	AR	JIM DONNELLY	501-268-7124
KKYK	LITTLE ROCK	AR	MARK MC CAIN	501-661-7570
KHOZ	HARRISON	AR	MARY FLEENOR	501-741-2301
KKEG	FAYETTEVILLE	AR	ALAN/FISK	501-521-5566
KMGZ	LAWTON	OK	GARY MITCHELL	405-536-9530
KZPS	DALLAS	TX	SHOMBY/BUDANAURO	214-770-7777
Y95	DALLAS	TX	CHUCK BECK	817-265-3101
KKTX	LONGVIEW	TX	ROBERTS FULGHAM	214-984-2001
KEYP	TYLER	TX	DAVE GOLDMAN	214-593-0099
KAFX	LUFKIN	TX	ERNIE BROWN	409-634-5596
KNIN FM	WICHITA FALLS	TX	BRENDA KAY	817-855-6924
KBTS FM	AUSTIN	TX	LISA TONACCI	512-345-9300
KWTX FM	WACO	TX	VERN PECORE	817-776-1330
KIXY FM	SAN ANGELO	TX	JOHN RAYMOND	915-653-3387
93Q	HOUSTON	TX	LANDER HAMILTON	713-961-0093
B95	BEAUMONT	TX	BAKER/JACKSON	713-833-0774
K106	BEAUMONT	TX	MacMURPHY/ROBERTS	409-769-2475
KTAM	BRYAN	TX	CARL GIDEON	409-779-1240
KTAW FM	BRYAN	TX	MARK OFFERMAN	713-260-9606
KKYS	BRYAN	TX	RICK WOODELL	409-779-3272
KVIC	VICTORIA	TX	ARENA/DAVIS	512-576-6111
KRRG	LAREDO	TX	KIRK DAVIDSON	512-724-9800
Q96	SAN ANTONIO	TX	KATHIE RANERO	512-271-0972
KRGV	WESLACO	TX	ANNA DeHARO	512-631-5224
KTDR FM	DEL RIO	TX	KEN WILSON	512-775-6291
KGRO	PAMPA	TX	MIKE KNEISL	806-669-6809
KAKS FM	AMARILLO	TX	PETER STEWART	806-353-3500
KEYJ	ABILENE	TX	KELLY JAYE	915-677-7225
KWES FM	ODESSA/MIDLAND	TX	JIM SCOTT	915-563-9102
KIMN	DENVER	CO	RANDY JAY	303-234-9500
Y108	DENVER	CO	DOM TESTA	303-989-1075
KPKE	DENVER	CO	DOUG ERICKSON	303-694-7080
KUAD FM	WINDSOR	CO	FRANSEN/WEBER	303-686-2791
K-STAR	GRAND JUNCTION	CO	DARREN TAYLOR	303-245-9610
KTAG	CODY	WY	J.D. DANIELS	307-527-6444
KTRS	CASPER	WY	KELLY GORDON	307-235-7000

It's Crystal Clear...

The Future Is Bright...




EMI America Records.

© 1988 EMI America Records, a division of Capitol Records, Inc.

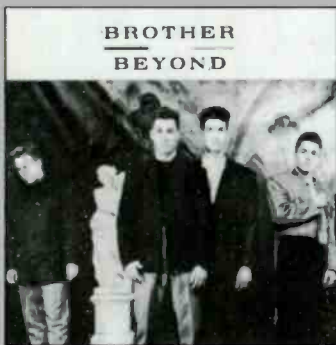


ECLIPSING THE REST. COLUMBIA RECORDS.



"Columbia,"  are trademarks of CBS Inc. © 1987 CBS Inc.

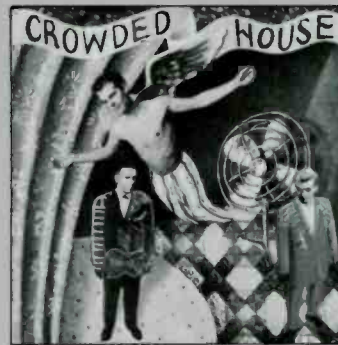
New music coming to you in '87.



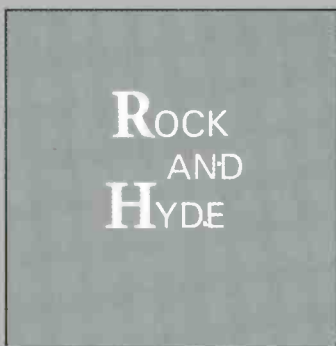
Brother Beyond



Jon Butcher



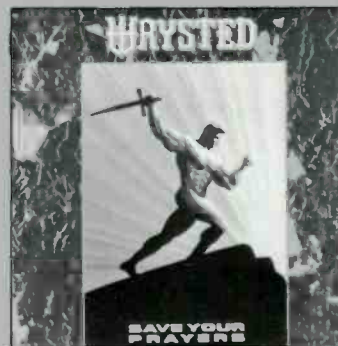
Crowded House



Rock and Hyde



Eric Martin



Waysted

FROM YOUR FRIENDS AT
CAPITOL RECORDS.

©1987 CAPITOL RECORDS, INC.

Capitol

Top 40 Gavin Reporters

Station	City	State	Contact	Phone
KGWY/FM	GILLETTE	WY	ALLEN SCOTT	307-686-2242
KOZE	LEWISTON	ID	JAY McCALL	208-743-2502
KMOK	LEWISTON	ID	JERRY JOLLEY	208-746-5056
KIYS	BOISE	ID	TOM EVANS	208-888-0093
KZFN	MOSCOW	ID	GARY CUMMINGS	208-882-2551
KCPX/FM	SALT LAKE CITY	UT	STONE/SMITH	801-972-3030
KBLQ	LOGAN	UT	JAY HALL	801-752-1390
KVFM	LOGAN	UT	TIM WEST	801-752-5141
KIQ	OGDEN	UT	PAUL WILSON	801-392-7535
KPMY	PROVO/SALT LAKE CITY	UT	GINA SHURTS	801-373-8550
KZZP	PHOENIX	AZ	GUY ZAPOLEON	602-964-4000
KRQ	TUCSON	AZ	GILLIE/JOHNSON	602-424-2431
KHYT	TUCSON	AZ	BEAU RICHARDS	602-623-7501
KKSS/FM	SANTA FE/ALBUQUERQUE	NM	RICH BAILEY	505-471-2311
KZZO/FM	CLOVIS	NM	FRED LYNN	505-769-2108
KINN/FM	ALAMOGORDO	NM	LA DONNA HADLEY	505-437-4440
KLKT	LAKE TAHOE/RENO	NV	MICKEY LEES	702-832-1000
KHTZ/FM	RENO	NV	CLAY/THE NINJA	702-831-5102
KWNZ/FM	RENO	NV	JEFF RYAN	702-323-0123
KIIS/FM	LOS ANGELES	CA	STEVE RIVERS	213-466-8381
KKOS/FM	CARLSBAD	CA	CLARK NOVAK	619-729-5945
KSIO3	SAN DIEGO	CA	FERRARA/ROLLING	619-283-7121
KGGI	SAN BERNARDINO	CA	SHAWN DEMORY	714-889-2651
KEZY	ANAHEIM	CA	MICHELLE DODD	714-774-9600
KKXX FM	BAKERSFIELD	CA	DARRYL ST. JAMES	805-393-1500
KSLY FM	SAN LUIS OBISPO	CA	DAVE ALLEN	805-543-9601
KRQK/FM	LOMPOC/SANTA MARIA	CA	JACKSON/SCOTT	805-736-5656
KXFM	SANTA MARIA	CA	JOHN QUIMBY	805-922-2156
KVNO	FRESNO	CA	WALKER/DAVIS	209-255-8383
KMGX	FRESNO	CA	BERRY/CARTER	209-252-8904
KYOS	MERCED	CA	RICHARD PERRY	209-723-2191
KDON FM	MONTEREY/SALINAS	CA	CONNIE LINDELL	408-422-3365
KITS/FM	SAN FRANCISCO	CA	RICHARD SANDS	415-626-1053
KMEL/FM	SAN FRANCISCO	CA	KEITH NAFTALY	415-391-9400
KVYN FM	NAPA	CA	JEFFREY/DeFESI	707-252-1440
KATD FM	SAN JOSE/LOS GATOS	CA	HARLOW WEINSTEIN	408-354-6622
KWSS	SAN JOSE	CA	PRESTON/SILVA	408-297-5977
KJOY	STOCKTON	CA	R. WMS./BISHOFBERGER	209-948-5569
KSTN	STOCKTON	CA	JOHN HAMPTON	209-948-5786
KWIN	STOCKTON	CA	ORSON LAAM	209-951-8165
FM104	MODESTO/STOCKTON	CA	DAVID KRAHAM	209-526-8600
KFIV FM	MODESTO	CA	FISHER/EDWARDS	209-526-6100
KREO	SANTA ROSA	CA	MIKE O'BRIEN	707-433-4895
KXGO	ARCATA/EUREKA	CA	JIM NELLY III	707-826-9393
KFMI	EUREKA	CA	KNIGHT/WARD	707-822-7723
FM102	SACRAMENTO	CA	CHRIS COLLINS	916-422-1025
KROY	SACRAMENTO	CA	WEST/DAVIDSON	916-446-5769
KWOD	SACRAMENTO	CA	"MR. ED" LAMBERT	916-929-5000
KRFD	MARYSVILLE	CA	JONATHON HARTE	916-742-5555
KNVR	PARADISE/CHICO	CA	JEFF NELSON	916-893-4797
KEWB	REDDING	CA	KAHL/CARPENTER	916-365-2573
KWSD	MT. SHASTA	CA	FRED GERDING	916-926-2124
KKBG	HILO	HI	DANNY AUSTIN	808-961-0651
KWXX	HILO	HI	GUY W. BELLO	808-935-5461
KACI	THE DALLES	OR	ED ROSS	504-296-2211
KSWB	SEASIDE	OR	CHRIS CONWAY	503-738-5555
KMJK	PORTLAND	OR	NAGANUMA/BADZIK	503-245-1433
KIQY	ALBANY/CORVALLIS	OR	SHANNON RYAN	503-259-2414
KSND/FM	EUGENE	OR	SHAKES HYATT	503-686-9123
KYNG/FM	COOS BAY	OR	SONNIA KING	503-267-7055
KHSN	COOS BAY	OR	BOB SHANNON	503-267-2121
KTMT	MEDFORD	OR	R. CHARLES SNYDER	503-779-1550
KFMJ	GRANTS PASS	OR	CHARLIE KIRK	503-479-5365
KAGO/FM	KLAMATH FALLS	OR	MIKE METZGER	503-884-0661
KHIT	SEATTLE	WA	WEED/MATTHEWS	206-292-8600
KUBE/FM	SEATTLE	WA	WENDY CHRISTOPHER	206-322-1622
KNBQ/FM	TACOMA/SEATTLE	WA	SANDY LOUIE	206-383-9700
KQEU	OLYMPIA	WA	KEN PAIGE	206-491-9200
KDUX	ABERDEEN	WA	RHYS DAVIS	206-533-1320
KTTI	CHEHALIS	WA	ROGER DALE	206-736-1355
KLYK	LONGVIEW	WA	BOB HART	206-425-1500
KZHR	YAKIMA	WA	KEVIN JAMES	509-865-3900
KZZU/FM	SPOKANE	WA	JOHN LANGAN	509-448-5555
KKPL/FM	SPOKANE	WA	CATHY CURTIS	509-824-2400
KZZK	TRI-CITIES	WA	JONATHAN WALKER	509-547-9791
KHWK FM	TRI-CITIES/KENNEWICK	WA	CHUCK MATHESON	509-586-4165
OK95	TRI-CITIES	WA	JOHN PURDY	509-586-2151
LG73	VANCOUVER	BC	SHANNON RUSSELL	604-681-7511
CKOM	SASKATOON	SK	GARTH KALIN	306-955-6595
AM106	CALGARY	AB	DON STEVENS	403-246-7111
KGOT	ANCHORAGE	AK	J.D. CHANDLER	907-563-3555

ALBUM

UNRAVELING THE STATE OF ALBUM RADIO

By Kent Zimmerman

I wonder what state Album Radio is in. Is it New York, Oregon, Florida? Flux or suspended animation? Cite the finest examples of Album Radio, and you'll find that their city and state is very important in how they relate nationally to their peers in the business. How a station relates to itself geographically usually separates the innovator from the lemming, the respected from the tolerated. Whether you're a broadcaster or a music person, your market is YOUR turf. When you become an active expert of your terrain, you're ready to react to any national trend that travels down the pike.

Working as a music-oriented trade magazine, we at Gavin tend to measure the power of our formats by our banner artists. What music would make the soundtrack album of the 1980's high times, low times, accomplishments and crises? The Vietnam war was fought and suffered through to the strains of Jimi Hendrix, the Doors, Creedence Clearwater, Paul Butterfield and many more. If such a conflict should erupt today it would be the music of Bruce Springsteen or John Fogerty (again) providing a lifeline back to the home culture. The point is that Album Radio carries the largest potential of all our formats to air and nurture the most important, as well as the best, rock n roll available, and get it to the largest clusters of our population.

Besides prospering as viable business outlets, Album Radio's most urgent function is its potential to present good music regardless of its digestible configuration, boardroom priority or hit single appeal. Though Album Radio is going through a hit single/lead track fixation, programmers do a good job of filtering out the excess glucose that could sugar-coat the format. Occasionally, though, this same process of elimination shuts out females and bands that perform in an ethnic or international style. Thus we are sometimes robbed of those special moments that could differentiate our format from the others that have to wait for their music to come out in big-hole, seven-inch form. Album Radio can be slow to react to music that sits right under our noses for weeks, sometimes months.

If I had a magic wand, I'd wave it at the bureaucracy that mires the music, keeping us from beating Top Forty at its own game. Perhaps I'm old fashioned. I grew up during an era (not long ago) when Top Forty played the latest thing only when we were damned well ready to

pass it on. We snickered under our breath as they played the obvious edited versions. The credo was that they played catch-up to US.

Technology has somewhat turned the tables, as has the death of music on the AM dial. Gerry Cagle once described a "genius" as someone successfully programming music on the AM band against FM competition. Will the AM dial be the very next battleground for the next form of guerrilla/rebel radio? The soaring net worth of many FM properties limits the potential spirit of experimentation that tends to revitalize a format through its lean times. Granted, it's a long shot, but it could be a breeding ground for new ideas and on-air personality styles if or when technology improves AM sound quality.


Another important aspect of technology involves the future of the vinyl album as we know it. More and more artists are being affected by the format of CD. The concept of side one and side two could dissolve. With the grand interruption of turning over the disc eliminated, works will soon be perceived as a complete set of songs.

Until then, Album Radio is and will be the first to enjoy the fruits of digital technology. The first wave of those buying compact discs and players strongly represents OUR audience. It was also our audience that blazed the trail and provided the need to have an FM in every car. Our format was the first excuse for increased fidelity over the airwaves. Now that the arena is opened and the trails blazed, the challenge lies in retaining the use of technology both in the way that Robert DeNiro wielded a pool cue in Mean Streets and the way Obi Wan Kenobi used The Force. That is, there's room for sheer aggression as well as crafty subtlety.

Right now there is a risk of Album Radio losing its leadership edge and its reputation as an aggressive, trend-setting, music-breaking format. I'd hate to see us falling into the trickbag of following rather than leading our mass audience. I believe the general public needs guidance and gentle persuasion. They are the ones, after all, that tend to favor VHS over Beta, Velveeta and Cheese Whiz over aged cheddar, Richard Nixon over...well, you get the picture. Our responsibility to provide quality entertainment can't be overemphasized. The public can be a deaf and dumb bull in a china shop. It needs to be led around the aisles and out the door, since their input and approval are the final verification.

I recall someone outside the Album Radio sphere once enthusiastically auditioning new material by a major artist. After two sensational songs were played, he announced the third track as "the Album Radio" track. It was clearly third best, with raunchy guitar chords on the intro. That incident best typifies the biggest change Album Radio has gone through since the turn of the decade. No longer is Album Radio content with playing the third best track with the raunchy chords. We now want and deserve the best of what's out there and available. And we'll not settle for less. ●

Kent Zimmerman is Album Radio Editor for The Gavin Report.



**THE GOLDEN PALOMINOS
BLAST OF SILENCE**
(axed my baby for a nickel)

"Spirit gains
its truth
by finding itself
in absolute
dismemberment."
—Hegel

Golden Palominos
and
Visions of Excess

"Featuring "Diamond"
and "Work Was New"

CELLULOID
CELL 6127

National Tour - March 1987



**GINGER BAKER
IS BACK!**

THE RETURN OF CREAM'S
LEGENDARY DRUMMER

HIS NEW ALBUM
HORSES AND TREES
(CELL 6126)

WITH
BILL LASWELL
L. SHANKAR
FODAY MUSA SUSO
BERNIE WORRELL
NICKY SKOPELITIS

Featuring "Interlock"
and "Dust To Dust"

CELLULOID

ALBUM

Station	City	State	Contact	Phone
CFNY	TORONTO	ON	DON BERNS	416-453-7452
WAAF	WORCESTER	MA	RUSS MOTTLA	617-752-5611
WFNX	LYNN	MA	B. MCDONALD/M. BRIGHT	617-595-6200
WBCN	BOSTON	MA	OEDIPUS/CARTER ALAN	617-266-1111
WMRQ	BOSTON	MA	CHRIS KNIGHT	617-426-2200
WBRU	PROVIDENCE	RI	ALISON STEWART	401-272-9550
WMDK	PETERBOROUGH	NH	JIM LEONARD	603-924-7165
WFRD	HANOVER	NH	BHAVSAR/WACHEN	603-646-3313
WZON	BANGOR	ME	JOHN MARSHALL	207-942-4656
WNCS	MONTPELIER	VT	JODY PETERSEN	802-223-2396
WKXE	WHITE RIVER JCT	VT	CHARLIE TURNER	802-295-3093
WMJY	LONG BRANCH	NJ	JOY CROSSLIN	201-222-1071
WLIR	LONG ISLAND	NY	L. DUCK/MCNAMARA	516-485-9200
WNEW/FM	NEW YORK	NY	MARK CHERNOFF	212-986-7000
WXRK	NEW YORK	NY	BOB KRANES	212-750-0550
WXXP	PITTSBURGH	PA	D.J. BIRD/D. McNAMARA	412-821-6140
WMMR	PHILADELPHIA	PA	TED UTZ/ERIN RILEY	215-561-0933
WHFS	WASHINGTON	DC	EINSTEIN/SHOWACRE	301-263-1430
WRXL	RICHMOND	VA	SHUGRUE/GROSSMAN	804-282-9731
WFXR	CHARLESTON	SC	JON ERDAHL	803-556-8881
WIXV/195	SAVANNAH	GA	DOC HOLIDAY/B. WESTON	912-897-1529
WYNF	TAMPA	FL	RON DIAZ	813-228-6090
WONE	AKRON	OH	HOLMES/DAUGHERTY	216-535-7831
WOXY	OXFORD/CINCINNATI	OH	MATTHEW HARRIS	513-523-4114
WTUE	DAYTON	OH	JOHN BEAULIEU	513-224-1501
WBGK	MILWAUKEE	WI	B. JARRETT/A. LAWSON	414-964-8300
KABL	MINNEAPOLIS/ST. PAUL	MN	KEN ORNBERG	612-647-5225
KTCZ	MINNEAPOLIS/ST. PAUL	MN	ALAN LAWSON	612-339-0000
KGKG/FM	BROOKINGS	SD	KEITH JAMES	605-692-1430
KQWB/FM	FARGO	ND	T. BANKS/G. STEELE	218-236-7900
Z99	REGINA	SK	SEGER/KING	306-359-9936
KNOX/FM	GRAND FORKS	ND	MICHAEL RIGHT	701-775-4611
WXRT	CHICAGO	IL	L. BREHMER/N. WINER	312-777-1700
WSMI	LITCHFIELD	IL	BRIAN TALLEY	217-324-5921
WMRY	ST. LOUIS	MO	TED HABECK/M. KLOSE	618-397-2002
WVJC	MT. CARMEL	IL	TONY CARIOTA	618-262-8989
WHMD	HAMMOND	LA	S. CHAUVIN/P. COLWART	504-345-1070
WBRH	BATON ROUGE	LA	KRISTI BROOKS	504-383-3243
KLPI/FM	RUSTON	LA	BILL BEZIO	318-257-3689
KLOL	HOUSTON	TX	RICK LAMBERT/DAYNA STEELE	713-526-6855
KWIC	BEAUMONT	TX	T. GARLAND/T. KELLEY	409-842-2210
KATP	AMARILLO	TX	M. MEREDITH/D. MILLER	806-374-1637
KACV	AMARILLO	TX	JAMEY KARR	806-371-5227
KLAQ	EL PASO	TX	MAGIC MIKE	915-544-8864
KAZY	DENVER	CO	ZAK PHILLIPS	303-759-5600
KBCO/AM/FM	BOULDER	CO	DOUG CLIFTON	303-444-5600
KTCL/FM	FT. COLLINS	CO	JOHN HAYES	303-493-5330
KILO	COLORADO SPRINGS	CO	ALAN WHITE	303-634-4896
KRQU	LARAMIE	WY	JOHN EDWARDS	307-745-7396
KEYX	PHOENIX	AZ	JONATHAN L/JOHN DIXON	602-964-3100
KSTM	PHOENIX	AZ	JEFF PARETS	602-835-1767

Station	City	State	Contact	Phone
KTAO	TAOS	NM	BRAD HOCKMEYER	505-758-1017
KOPE	LAS CRUCES	NM	DAVID WATKINS	505-526-2496
KRZQ/FM	RENO	NV	ERIC ROY	702-827-0965
KLOS	LOS ANGELES	CA	TIM KELLY/KURT KELLY	213-557-7250
KNX/FM	LOS ANGELES	CA	RICK SHAW	213-460-3333
KMET/FM	LOS ANGELES	CA	FRANK CODY	213-464-5638
KROQ	PASADENA	CA	L. GROVES/R. CARROLL	818-578-0830
XHITZ	SAN DIEGO	CA	MICHAEL FISCHER	619-696-8890
91X	SAN DIEGO	CA	OZ/MAD MAX	619-291-9191
KKDJ	FRESNO	CA	JEFF RIEDEL	209-226-5991
KMBY	MONTEREY	CA	RICH BERLIN/PATTY MARTIN	408-394-9000
KKCY	SAN FRANCISCO	CA	KATE HAYES	415-922-2489
KFOG	SAN FRANCISCO	CA	DAVE LOGAN	415-986-1045
KSJO/FM	SAN JOSE	CA	KEN ANTHONY	408-288-5400
KOME	SAN JOSE	CA	CHAMBERLAIN/R. NENNI	408-246-6811
KVRE	SANTA ROSA	CA	SCOTT MURRAY	707-544-5873
KLLK	WILLITS	CA	MIKE VALENTINE	707-459-1250
KDJQ	SACRAMENTO	CA	C. FERRER/R. GARRETT	916-334-7777
KINK	PORTLAND	OR	CARL WIDING/KERI STONE	503-226-5080
KZAM	EUGENE	OR	TOM KRUMM	503-741-1999
KMED	MEDFORD	OR	DAVE HATTON	503-773-1440
KFTZ	IDAHO FALLS	ID	J. HUGHES/J. SORENSEN	208-523-3722
KEZX	SEATTLE	WA	P. MAYS/C. HANLEY	206-633-5590
KJET	SEATTLE	WA	JIM KELLER	206-281-5600
KXXR	SEATTLE	WA	SULLIVAN/SNIDER	206-323-3636
KATS/FM	YAKIMA	WA	RON O'BRIEN	509-457-3117
KQSP	SPOKANE	WA	SKY WALKER	509-448-3900
KWHL/FM	ANCHORAGE	AK	CARTER B./VARGAS	907-344-3622
CHIM/FM	KELOWNA	BC	VIGGIANI/REID	604-762-3331
CFOX	VANCOUVER	BC	D. SHAKER/K. HAWKO	604-684-7221

★ Billboard 1986 ★

SLEEPING BAG RECORDS

"THEY PUT OUT GOOD RECORDS"

The Only Independent "Indie" Label

TOP DANCE SALES LABELS

1. MCA
2. A&M
3. ATLANTIC
4. WARNER BROS.
5. EPIC
6. SIRE
7. COLUMBIA
8. GEFLEN
9. TABU
10. SLEEPING BAG
11. RCA
12. ARISTA
13. MERCURY
14. PAISLEY PARK
15. LONDON



**SLEEPING
BVG
RECORDS**

1974 BROADWAY, NEW YORK, NEW YORK 10023
(212) 724-1440

TOP DANCE CLUB PLAY LABELS

1. A&M
2. MCA
3. ATLANTIC
4. RCA
5. WARNER BROS.
6. COLUMBIA
7. SIRE
8. MERCURY
9. EPIC
10. ARISTA
11. EMI
12. GEFLEN
13. SLEEPING BAG
14. LONDON
15. PAISLEY PARK



★ Will Socolov

Ron Resnick

Juggy Gayles



FORMAT PROFILE

ALTERNATIVE

UNREFINED EXCITEMENT

By Peter Standish

For both commercial and college/non-commercial stations, 1986 was another successful year in Alternative Radio. The format attracted more listeners and publicity than ever before as the Alternative music market continues to assert itself as a viable means of developing and breaking new artists. Nearly every major label now boasts an Alternative Promotion/Marketing Director and/or department. The rise of independent labels and their promotional staffs has also been a welcome trend. The awareness of Alternative music by other programmers is also exceptionally high. It's not uncommon for programmers in Top 40 or Album Radio to tell me they look to the Alternative section for tomorrow's--and sometimes today's--hits.

Commercial programmers continue to wrestle with the economic realities of programming-for-the-masses versus innovative musical standards by positioning themselves to the left of their commercial counterparts at Album radio or Top 40 and to the right of their cousins in college radio.

For stations like KROQ in Los Angeles and 91X in San Diego, the payoff has been high ratings. On Long Island, WLIR, despite a bruising license battle, managed to cross-fertilize its innovative format to WXXP in Pittsburgh. There's obviously an audience out there that wants what Alternative radio has to offer, and those who choose to market to those people will be rewarded with an active and loyal audience.

But even consistently rising ratings are not always enough. One casualty of 1986 was KCGL in Salt Lake City (Gavin Alternative Station of the Year), where new owners abruptly pulled the plug last fall. But that has not diminished the demand for its format and the format may soon reappear in the market.

By being on the forefront, commercial radio is constantly discovering new pop hits and can take pride in breaking artists such as: Howard Jones, OMD, Human League, Depeche Mode, INXS, Peter Gabriel and The Thompson Twins. Probably their biggest frustration, however, is watching the neighboring hit stations grab the big promotions when those artists make it big. As one Alternative Music Director said, "We make the bread dough rise, and they come and take it out of the oven."

In terms of recognition and impact, college radio enjoyed one of its best years ever in 1986. Besides a large profile in Rolling Stone last fall, and an upcoming article in Advertising Age, local publications across the country are beginning to take notice of this entertainment phenomenon. Some former great

Alternative stations may have slipped in their ranking, but their voids have been filled by new up-and-coming stations like WWVU in Morgantown, West Virginia, or KACV in Amarillo, Texas. The format has seen the realization of its Alternative identity, both internally, in the culture of these stations, and externally, within their communities.

Nevertheless, programming philosophies in college radio vary as much as the music. No two stations are alike. Some of the more professionally run stations utilize record rotations and thoroughly research their markets, while others take a rebellious stand with a free-form music approach.

Just as the commercial Alternative stations have broken many artists, college radio was the breeding ground for artists like U2, REM, Tears For Fears, Talking Heads, Simple Minds, Psychedelic Furs and The Bangles. The format has also turned out some of the brightest new record and radio talent within our industry. Ironically, the overwhelming majority of talented college programmers are overlooked by commercial radio and are being hired by the record labels. Unlike commercial radio, the labels are investing their time and resources in developing these hungry new people. (One exception among radio stations is WBCN, which consistently chooses from the college ranks in the Boston area.) Commercial programmers should make an effort to meet and talk with the cream of the crop here at our Seminar.

I sense that some elite college radio stations are fearful of success or popularity, fearing that to be popular would be unhip and would come at the expense of musical integrity. The value of educating your audience musically is obvious, but often there is too much unfamiliar music and not enough recognizable songs to provide a frame of reference for even the most adventuresome listener. These "roommate radio" programmers are usually more concerned with impressing their small circle of friends at the expense of diminishing their stations' potential influence and impact.

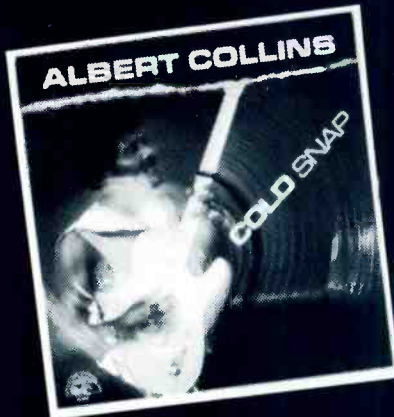
Stellar albums by non-Alternative artists such as Paul Simon, Van Morrison, Run DMC, Clannad and Richard Thompson broke the orthodox Alternative mold (as we know it) and achieved moderate success. But it was disappointing to see remarkable records by Dwight Yoakam, Steve Earle, James Brown and George Clinton fail to receive tremendous airplay on our format.

Some critics have dismissed college radio as the "minor leagues" of commercial radio. The same could be said for college basketball, yet last year, the NCAA college Final Four television ratings were over double the NBA finals. Like college basketball, college radio may be less refined, but the high turnover of players and artists creates a vibrant atmosphere. Many of the attributes that excite college basketball fans are the same ones that turn on college radio listeners. ●

Peter Standish is Alternative Radio Editor for The Gavin Report.

ALLIGATOR RECORDS

"THE HOME OF GENUINE
HOUSEROCKIN MUSIC"



AL 4752

WE

"The most powerful blues
guitarist in the world"
—MUSICIAN MAGAZINE

WANNA

If you think Clapton and Allman
hit pay dirt recording "Layla,"
you're about to be bow'n away.
—SPIN



AL 4743

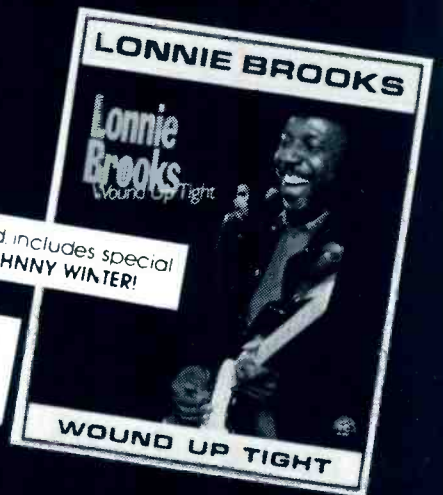
ROCK



AL 4750

"The first and perhaps the last of
the modern American road-
house rockers like Ray Charles,
he partakes equally of the
carnal and the spiritual"
—HIGH FIDELITY

YER

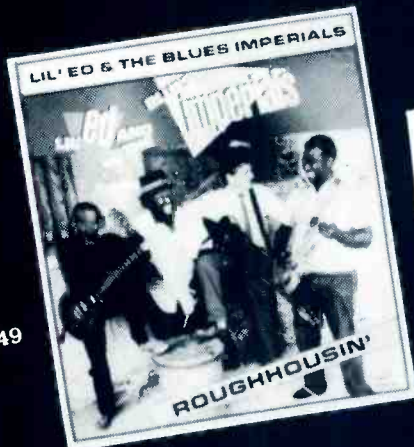


AL 4751

New Record includes special
guest JOHNNY WINTER!

"snorting Chicago blues like
ZZ Top playing Muddy Waters"
—BOSTON GLOBE

HOUSE



AL 4749

"We like to get wild We want to
see the crowd jump"
—LIL' ED WILLIAMS

IN '87

Call Mindy at Alligator for Service/re-service (312) 973-7736



COUNTRY

Station	City	State	Contact	Phone
WORC	WORCESTER	MA	TIM TODD	617-799-0581
WLLH	LOWELL/LAWRENCE	MA	FRANK FITZ	617-458-8486
WCAV/FM	BROCKTON	MA	MARK BURNS	617-587-2400
WPOR/FM	PORTLAND	ME	HAL KNIGHT	207-773-8111
WHN	NEW YORK	NY	PAM GREEN	718-706-7690
WRNY	ROME	NY	JACK MORAN	315-336-5600
WHYL	CARLISLE	PA	ANN STEVENS	919-926-7201
WXTU	PHILADELPHIA	PA	BOB YOUNG	215-667-9000
WPOC/FM	BALTIMORE	MD	GREG COLE	301-366-3693
WFRB	FROSTBURG	MD	GEORGE DENTON	301-689-8871
WKRE	EXMORE	VA	JOHNNY B. BAUBLIS	804-442-5000
WQBE/FM	CHARLESTON	WV	BOB JONES	304-744-7020
WKKW	CLARKSBURG	WV	TERRY MATHEWS	919-734-4211
WFMC	GOLDSBORO	NC	BILL WIGGS	304-623-6546
WRNS/FM	COASTAL	NC	CAREY WOLFE	919-522-4141
WLAS	JACKSONVILLE	NC	B. J.	919-455-9528
WFMX	STATESVILLE	NC	TIM WALKER	704-872-6348
WLAT	CONWAY	SC	DAVE DEMPSEY	803-248-9040
WCHK/FM	CANTON	GA	CHRIS GRIFFIN	404-479-2101
WLBB	CARROLLTON	GA	PATRICK SHUMAKE	404-832-7041
WGAA	CEDARTOWN	GA	CHUCK WALLEY	404-748-1340
WKHX/FM	ATLANTA	GA	NEIL MCGINLEY	404-955-0101
WJAT	SWAINSBORO	GA	SHIRLEY SMOAK	912-237-2011
WWRK/FM	ELBERTON	GA	DAVE DAVIS	404-283-1714
WOWW107	PENSACOLA	FL	STEVE RYAN	904-434-7386
K92/FM	DESTIN	FL	SKIP DAVIS	904-837-0101
WYGC	GAINESVILLE	FL	TERRY SINCLAIR	904-375-1317
WTRS	DUNNELLON	FL	NATE GRAHAM	904-489-2800
WFTP	FT. PIERCE	FL	GEORGE GORDON	305-464-1330
WSUN	ST. PETERBURG	FL	JAY ROBERTS	813-576-6090
WQYK/FM	ST. PETERSBURG/TAMPA	FL	BILL PYNE	813-576-6055
WOKD	ARCADIA	FL	CHARLIE B.	813-494-2525
WEYY	TALLADEGA	AL	RICK ROBINSON	205-362-9041
WARF	JASPER	AL	JOHNNY ELMORE	205-221-2222
WEZQ	WINFIELD	AL	DOUG TREADGILL	205-487-3261
WAAX	GADSDEN	AL	JIM PRUETT	205-543-9229
WQSB/FM	ALBERTVILLE	AL	JEFF ALLEN	205-878-1311
WSKR	ATMORE	AL	GARY BURKETT	205-368-8104
WKOM/FM	COLUMBIA	TN	RAMEY/MOSS	615-388-3636
WSIX	NASHVILLE	TN	ERIC MARSHALL	615-248-7300
WQLA	LaFOLLETTE/KNOXVILLE	TN	TONY LAWSON	615-566-1000
WMC	MEMPHIS	TN	JIM TABOR	901-726-0555
WGKX/FM	MEMPHIS	TN	JON CONLON	901-767-6532
WXKY	MILAN	TN	STEVE MULLARD	901-686-1360
WKNZ	COLLINS/HATTIESBURG	MS	TOM BROOKS	601-765-6548
WVMI	BILOXI	MS	RICH MIZE	601-388-2323
WGUD	PASCAGOULA	MS	AL PARKER	601-475-2111
WAMZ	LOUISVILLE	KY	COYOTE CALHOUN	502-582-7830
WFSR	HARLAN	KY	MIKE STANLEY	606-573-1470
WKYQ	PADUCAH	KY	KENT KING	502-554-8255
WKYA	CENTRAL CITY	KY	BARNETT/LANE	502-754-9592
WSLR	AKRON	OH	RICK CARDARELLI	216-836-4700
WUBE	CINCINNATI	OH	DUKE HAMILTON	513-621-6960
WFMS/FM	INDIANAPOLIS	IN	J.D. CANNON	317-842-9550
WCMR	ELKHART	IN	GREG HARRIS	219-875-5166
WNDU	SOUTH BEND	IN	J. K. DEARING	219-239-1616

Station	City	State	Contact	Phone
WBTU	FT. WAYNE/KENDALLVILLE	IN	DOUG WAGNER	219-347-2400
WRBI	BATESVILLE	IN	JOE MARTINI	812-934-5111
WHON	RICHMOND	IN	MARILYN WILLIAMS	317-962-1595
WAOV	VINCENNES	IN	DAVE MILLARD	812-882-6060
WKCQ	SAGINAW	MI	TOMMY SAMORAY	517-752-8161
WITL/FM	LANSING	MI	WAYNE WATERS	517-393-1009
KSO	DES MOINES	IA	JIM PATRICK	515-265-6181
KWMT	FORT DODGE	IA	DALE EICHOR	515-576-1516
KXEL	WATERLOO	IA	BRETT DAVIS	319-233-3371
KMNS	SIOUX CITY	IA	TY COOPER	712-258-0628
KICD/FM	SPENCER	IA	RICK FRIDAY	712-262-1240
WDMP	DODGEVILLE/MIN. PT.	WI	BRIAN JEFFREY	608-935-2302
WWQM	MADISON	WI	MARK HUNTER	608-271-6611
WCUB	MANITOWOC	WI	JON MURRAY	414-682-8226
WXYQ	STEVENS POINT	WI	DAN OLSEN	715-341-1300
WLXR/AM	LA CROSSE	WI	DAVE SHEPEL	608-782-8335
WKTY	LA CROSSE	WI	KAREN WILLIAMS	608-782-6430
WAXX/FM	EAU CLAIRE	WI	TIM CLOSSON	715-832-1530
WHTL	WHITEHALL	WI	JOHN R. SIMONSON	715-538-4341
KWWK/FM	ROCHESTER	MN	KEITH PHILLIPS	507-288-9500
KMHL	MARSHALL	MN	PAUL BACHMAN	507-532-2282
WWJO/FM	ST. CLOUD	MN	STEVE STEWART	612-251-4422
KVBR	BRAINERD	MN	DAVE TORKELSON	218-829-8747
WNAX	YANKTON	SD	BOB FLITTIE	605-665-7442
KMIT	MITCHELL	SD	KURT PHILLIPS	605-996-9667
KOKK	HURON	SD	JEFF DUFFY	605-352-1933
KKAA	ABERDEEN	SD	STEVE SMALL	605-225-1560
KQKD	REDFIELD	SD	MYRON GRAGE	605-472-1380
KIMM	RAPID CITY	SD	STEVE BLAKE	605-348-1100
KTOQ	RAPID CITY	SD	SCOTT KEARNS	605-343-0888
KBMW	WAHPETON	ND	JOHN WOLF	701-642-8747
KFGO	FARGO	ND	DON ROBERTS	701-237-5346
KVOX A/F	FARGO	ND	SCOTT WINSTON	218-233-1522
KYCK	GRAND FORKS	ND	TIM LARSON	218-281-6820
KSJB	JAMESTOWN	ND	THE COWBOY	701-252-3570
KZPR	MINOT	ND	JERI LEE	701-852-4646
KVCK	WOLF POINT	MT	ADRIENNE STARR	406-653-1900
KGVO	MISSOULA	MT	MARK WILSON	406-721-1290
KYSS/FM	MISSOULA	MT	PAUL PROCTOR	406-728-9300
KLYQ/AM	HAMILTON	MT	JEAN PYSSON	406-363-3010
KJJR	WHITEFISH	MT	ART JACKSON	406-862-5565
WKKN	ROCKFORD	IL	CURTIS KING	815-877-9556
WFMB	SPRINGFIELD	IL	T.J. HART	217-528-3033
WRAJ	ANNA	IL	JEFF ROBERTS	618-833-2148
KJCF	FESTUS	MO	SUE CRESSWELL	314-937-7642
WIL	ST. LOUIS	MO	OAKES/LANGSTON	314-436-1600
KUSA	ST. LOUIS	MO	GEORGANN HARRIS	314-997-5594
KFEQ	ST. JOSEPH	MO	BOB ORF	816-233-8881
WMBH	JOPLIN	MO	LISA ARMSTRONG	417-623-1450
KZMO	CALIFORNIA	MO	JEFF SHAKLEFORD	314-796-3139
KRMS	OSAGE BEACH	MO	ROGER HULETT	314-348-2772
KLIK	JEFFERSON CITY	MO	JACK DANIELS	314-634-2950
KTGR	COLUMBIA	MO	TOM BRADLEY	314-449-2433
KWTO/AM	SPRINGFIELD	MO	JOHN HENDERSON	417-883-9000
KFH	WICHITA	KS	PETER BRIER	316-262-4491
KBUF	GARDEN CITY	KS	LORI WILLIAMS	316-276-2366
KJIN	HOUMA	LA	LARRY HYATT	504-851-1025
WFPR	HAMMOND	LA	KEVIN CARLISLE	504-542-1400
KROF	ABBEVILLE	LA	ANTHONY KEITH	318-893-2531
KRRV	ALEXANDRIA	LA	RICK STEVENS	318-443-7454
WKJN	BATON ROUGE	LA	JIM WILLIAMS	504-292-9556
KXKZ	RUSTON	LA	BOB DAY	318-255-5000
KDMS	EL DORADO	AR	KEN JOHNSON	501-863-5121

Station	City	State	Contact	Phone
KQUS	HOT SPRINGS	AR	JIM SWANSON	501-624-5425
KKIX	FAYETTEVILLE	AR	TOM SLEEKER	501-521-0104
KTFX	TULSA	OK	BILL PAYNE	918-836-5512
KIKM	SHERMAN	TX	TIM STEWART	214-893-1151
KMLA	TEXARKANA	TX	MARIO GARCIA	214-793-1109
KSFA	NACOGDOCHES	TX	PETE RUNNELS	409-564-3723
KSCS/FM	DALLAS/FT. WORTH	TX	JOHNNY O'NEIL	817-531-3656
WBAP	DALLAS/FT. WORTH	TX	BILL MAYNE	817-531-3656
KILT	HOUSTON	TX	CANDEA/MURRAY	713-526-3461
KYKR	PT. ARTHUR/BEAUMONT	TX	MICKEY ASHWORTH	409-838-3911
WTAW	BRYAN/COLLEGE STAT.	TX	ANDY GALLO	409-846-7788
KVET	AUSTIN	TX	MIKE CARTA	512-495-1300
KASE/FM	AUSTIN	TX	STEVE GARY	512-495-1300
KBUY	AMARILLO	TX	KIM CROSS	806-372-4731
KLLL	LUBBOCK	TX	CHUCK LUCK	806-763-2929
KCRS	MIDLAND/ODESSA	TX	CHUCK WOLFE	915-563-0550
KHEY/Y96	EL PASO	TX	BILL POWELL	915-566-9301
KYOU/FM	GREELEY/FT. COLLINS	CO	DON DANA	303-356-1450
KIDN	PUEBLO	CO	RANDY HILL	303-242-5570
KWYO	SHERIDAN	WY	DEAN McMARTIN	307-674-4461
KNIX	PHOENIX	AZ	BUDDY OWENS	602-966-6236
KRST FM	ALBUQUERQUE	NM	FRANCINA RODRIGUEZ	505-884-5778
KGRF	LAS CRUCES	NM	BIG JOHN LIBYNSKI	505-524-8588
KATK FM	CARLSBAD	NM	BOB SWAYZE	505-885-2151
KZZX	ALAMOGORDO	NM	BEN NOE	505-437-4440
KFMS	LAS VEGAS	NV	J.C. SIMON	702-737-0004
KOLO	RENO	NV	JIM McCLAIN	702-323-5656
KROW	RENO	NV	JOEL MULLER	702-825-5700
KLAC	LOS ANGELES	CA	R.J. CURTIS	818-842-0500
KZLA FM	LOS ANGELES	CA	R.J. CURTIS	818-842-0500
KROP	BRAWLEY	CA	CHRIS OLIVAREZ	619-344-1300
KNEW	OAKLAND/SAN FRAN.	CA	CARL BROWN	415-836-0910
KSAN	OAKLAND/SAN FRAN.	CA	DENNIS DAY	415-986-2825
KEEN	SAN JOSE	CA	JULIE STEVENS	408-370-1370
KTRB	MODESTO	CA	J.W. FORD	209-526-8600
KRED	EUREKA	CA	KEN CONLIN	707-443-1621
KHWY	SACRAMENTO	CA	CAMMIE WINSTON	916-351-1030
KRAK/AM	SACRAMENTO	CA	RICK STEWART	916-482-7100
KMIX	TURLOCK	CA	ED NICKUS	209-883-0433
KHSL	CHICO	CA	MARK RATHBUN	916-893-8926
KVAS	ASTORIA	OR	BOB LOUCKS	503-325-6221
KFAT/FM	CORVALLIS	OR	P.J. EMMERSON	503-753-4493
KTDO	TOLEDO	OR	DENNIS EDWARDS	503-336-2252
KEED	EUGENE	OR	PILGRIM WILLIAMS	503-344-1457
KPRB	REDMOND	OR	MIKE WEST	503-548-5101
KWHT	PENDLETON	OR	STEVE GREEN	503-278-2500
KMPS	SEATTLE	WA	SUSAN FALCONER	206-622-2312
KWYZ	EVERETT/SEATTLE	WA	WAYNE CORDRAY	206-252-5123
KUTI	YAKIMA	WA	BOB MURPHY	509-248-2900
KORD	TRI-CITIES	WA	JESSE LEE	509-547-9791
KOTY	TRI-CITIES	WA	RANDY MUSZYNSKI	509-586-4165
KCLK	CLARKSTON	WA	SHANE KRAG	509-758-3361
KYAK	ANCHORAGE	AK	JAY JENNINGS	907-563-3311
KASH	ANCHORAGE	AK	STEVE CHAPMAN	907-522-1515
CFAC	CALGARY	AL	RAY MacKENZIE	403-246-9696

**TO ALL OUR
GAVIN RADIO REPORTERS**

***THANKS
FOR MAKING
1986 OUR BEST
YEAR EVER!***

*Lynn Anderson
Butch Baker
Larry Boone
The Cannons
Johnny Cash
Donna Fargo*

*Tom T. Hall
David Lynn Jones
Kris Kristofferson
Kathy Mattea
Johnny Paycheck
Tommy Roe*

*The Statler Brothers
Glenn Sutton
Billy Swan
The Wrays
Frank Yankovic
Jenny Yates*



Manufactured and Marketed by
PolyGram Records
.....



FORMAT PROFILE

URBAN

CONTEMPORARY

THE CREATIVE CROSSOVER CHALLENGE

By Betty Hollars

In thinking about the status of Black/Urban Contemporary music today, one of those annual "What's In and Out" newspaper lists comes to mind. The latest compilation notes that in 1987, "square" is in and "hip" is out; conga is in and tango is out; "New Age Radio" is in and "Classic Rock Radio" is out, Oprah Winfrey is in and Dr. Ruth is out. But the two most relevant to urban radio are that "Blues" is in and "synth-pop" out, and "Soul Train" is in and "Solid Gold" out.

During the past decade, "crossover" has become less debated and more accepted as the norm. Back in 1972, a popular complaint at panel discussions at the Gavin Radio Program Conference in San Francisco was the lack of acceptance of black performing artists on what was then referred to as "Pop Radio." But last year, at gatherings ranging from The Gavin Seminar for Media Professionals to the annual meetings sponsored by BRE (Black Radio Exclusive), the YBPC (Young Black Programmers' Coalition) and the BMA (Black Music Association), the conversations took on a different tone. Resentment of white stations raiding the black charts for the "cream of the crop" turned to encouragement, as crossover "regulars" like Whitney Houston, Lionel Richie, Michael Jackson, Aretha Franklin and Kool & The Gang were joined by new and returning names: Janet Jackson, Ready for the World, Luther Vandross, Tina Turner, James Brown, Cameo, Anita Baker, Run DMC, Freddie Jackson, Jermaine Jackson, Patti LaBelle, Billy Ocean, Jeffrey Osborne, Howard Hewett, Gregory Abbott, 5 Star, The Jets, Jesse Johnson & Sly Stone, Oran "Juice" Jones, Lisa Lisa with Full Force and Cult Jam, Gwen Guthrie, Atlantic Starr, Carl Anderson, Prince, El DeBarge, Jermaine Stewart, Force MD's, Sade and Bobby Brown.

The same scenario--resentment, followed by acceptance--followed the simultaneous appearance of "reverse crossover," with the likes of these artists showing up on the playlists of Black/Urban Contemporary stations: Human League, Nu Shooz, Simply Red, Madonna, Art Of Noise, Robbie Nevil, Daryl Hall, Miami Sound Machine, Robert Palmer, Steve Winwood, Peter Gabriel, Pet Shop Boys, Beastie Boys, Falco, Wang Chung, Blow Monkeys, Wham!, Regina, Stacey Q and Michael McDonald.

The third and most unexpected acceptance--one that created the most smiles and raised the most eyebrows when related from one programmer to another--was the impact of "Rap Music" on radio--and not just black radio.

What seems amazing about all this is that the record-buying public, whether black or white, young or old, became conscious of the increase in the music quality and more interested in the beat and the rhythm, not who was creating it. They are demanding the newly introduced 12-inch releases so they can own what they're hearing on their favorite radio stations--the extended or long versions that are usually not available on the LPs. The appearance of compact discs made quality recordings a must, as the least little imperfection became not only more noticeable but blatant enough to affect sales. Producers like Terry Lewis & Jimmy Jam, and mixers like Larry Levy in New York were in demand.

The end result showed up in the ratings: Black/Urban Contemporary stations are now on top in many major markets around the country. WRKS/FM is a leader in New York; San Francisco's KSOL/FM is the leading music station here; Detroit has WJLB on top; Chicago has WGCI/FM; Atlanta, V103; WYLD/FM in New Orleans is hot; in Houston it's MAGIC 102-KMJQ; in Charlotte, WPEG; in Dallas it's K104-KKDA; and in Birmingham, it's WENN. These stations are formatted in such a way that they appeal to the general market, regardless of color make-up. This year's introduction of the "hybrid" format has opened even more doors, as KPWR rose to the top of the ratings in Los Angeles and similarly-formatted stations like HOT103 in New York, HOT105 in Miami, WBLZ in Cincinnati and WLUM in Milwaukee scored well.

They were followed by stations that added a heavy crossover core to their Top 40 playlists: FM102 in Sacramento, KMEL in San Francisco, KMGX in Fresno, WXKS in Boston, B97 in New Orleans, Z93 in Atlanta, B104 in Baltimore, WHYT in Detroit, KSTN in Stockton and KHYT in Tucson. The list becomes longer as the question is no longer: "Will diluting our format ruin the sound we're after?" The question is now, "How much or how little must we change in order to compete? ●

Betty Hollars is Urban Contemporary Editor of The Gavin Report.



WE SALUTE GAVIN AND THEIR
URBAN CONTEMPORARY EDITORS
FOR PROVIDING OUR INDUSTRY
WITH THEIR CHART ACCURACY
AND ENLIGHTENING EDITORIALS.



ATLANTIC RECORDS
BLACK MUSIC DIVISION

URBAN CONTEMPORARY

Station	City	State	Contact	Phone
WILD	BOSTON	MA	TONYA PENDLETON	617-427-2222
WXKS/FM	BOSTON	MA	SUNNY JOE WHITE	617-396-1430
WNHC	NEW HAVEN	CT	HANNIBAL/DICKINSON	203-776-1340
WRKS/FM	NEW YORK	NY	TONY GRAY/ROBIN WASHINGTON	212-764-6617
Z100	NEW YORK	NY	SCOTT SHANNON	201-867-5000
WCDB	ALBANY	NY	BRIAN SINGLETON	518-442-5262
WDKX	ROCHESTER	NY	ANDRE MARCEL	716-262-2050
WAMO	PITTSBURGH	PA	JOHN ANTHONY	412-471-2181
WBLQ	ERIE	PA	S. COLLINS/T.D'ANGELO	814-456-7036
WUSL/FM	PHILADELPHIA	PA	TONY QUARTERONE	215-483-8900
WHUR	WASHINGTON	DC	MIKE ARCHIE	202-232-6000
B104	BALTIMORE	MD	KINGSTON/KRONTHAL	301-539-7808
WXYV/FM	BALTIMORE	MD	ROY SAMPSON	301-653-2200
CAVC/FM	CHARLOTTESVILLE	VA	J. MICHAEL	804-971-9971
WKIE	RICHMOND	VA	DONNIE DEANE	804-264-1540
WOWI	NORFOLK	VA	DON "EARLY" ALLEN	804-622-4600
WPAK	FARMVILLE	VA	STAN WILLIAMS	804-392-8114
WTOY	ROANOKE	VA	STAN TOMPKINS	703-343-5545
WQMG	GREENSBORO	NC	DOC FOSTER	919-275-1657
WGIV	CHARLOTTE	NC	DON CODY	704-333-1031
WDKS	FAYETTEVILLE	NC	BAEZ/LEDESMA	919-484-2107
WZFX	FAYETTEVILLE	NC	LYPE/GREENE/BENSON	919-486-4991
WWIL	WILMINGTON	NC	TONY GORE/JOE DIAZ	919-791-9083
WBMU/FM	ASHEVILLE	NC	CHUCK MCKESSON/JENNIFER MOSS	704-253-1818
WIKS/FM	NEW BERN	NC	CEASAR GOODING	919-633-1500
WQKI	ST. MATTHEWS	SC	ANDY HENDERSON	803-534-2777
WWDN/FM	COLUMBIA	SC	TONY DEAN	803-495-2558
WYNN	FLORENCE	SC	ANDREW BAILEY	803-662-6364
WHYZ	GREENVILLE	SC	A. CARSON/T. SEWELL	803-246-1441
WEKS	ATLANTA	GA	TONY SCOTT	404-428-9900
V103	ATLANTA	GA	RAY BOYD	404-898-8948
Z93	ATLANTA	GA	BOB CASE	404-881-0093
WFXA	AUGUSTA	GA	CHARLOTTE LOGAN	803-279-2330
WRDW	AUGUSTA	GA	MICKEY ARNOLD	404-724-1480
WQDE	ALBANY	GA	BRUCE WASHINGTON	912-436-0544
WJIZ	ALBANY	GA	TONY WRIGHT	912-432-7447
WANM	TALLAHASSEE	FL	JOE BULLARD	904-222-1070
Y100	MIAMI	FL	FRANK AMADEO	305-944-1956
HOT105	MIAMI	FL	DUFF LINDSEY	305-445-5411
WTMP	TAMPA	FL	CHRIS TURNER	813-626-4108
WQIM	MONTGOMERY	AL	FRENCH BE	205-365-0393
WBLX	MOBILE	AL	ALVIN STOWE/T. BROWN	205-432-7609
WGOK	MOBILE	AL	BOOGIE J. JEFFERSON	205-432-8661
WBIL	TUSKEGEE	AL	COSTEE McNAIR	205-727-2100
WQQK/FM	NASHVILLE	TN	J.C. FLOYD/CY YOUNG	615-227-1470
WNOO	CHATTANOOGA	TN	JAY RILEY	615-698-8617
K-97	MEMPHIS	TN	P. WELLS/JIMMY SMITH	901-529-4397
KRNB	MEMPHIS	TN	MELVIN JONES	901-323-0101
WFKX	JACKSON	TN	FRED HARVEY	901-427-9616
WJMI	JACKSON	MS	CARL HAYNES	601-948-1515
WQIC	MERIDIAN	MS	D. EDWARDS/L. CARR	601-693-4851
WQIS	LAUREL/HATTIESBURG	MS	RON DAVIS	601-425-1491

**CONGRATULATIONS ON YOUR SECOND GAVIN SEMINAR
FOR MEDIA PROFESSIONALS
MAY EACH ONE GET BIGGER AND BETTER!**

FROM ALL THE EPA ARTISTS AND THE STAFF:

JIMI STARKS

DON EASON

MAURICE WARFIELD

DEBRA SHAW

KATHI MOORE

CURTIS MOBLEY

LARRY DAVIS

REGINALD SULLIVAN

CLIFFORD RUSSELL

CHARLES MILLER

DENNIS LEE

CHUCK DEBOW

JACQUIE JAMES



EPA ALWAYS BRINGING YOU THE BEST

Station	City	State	Contact	Phone
WHNY	MCCOMB	MS	DOUG WALKER	601-684-8140
WJYL	LOUISVILLE	KY	PHILLIP DAVID MARCH	502-425-3444
WCKX	COLUMBUS	OH	RICK STEVENS	614-464-0020
WVKO	COLUMBUS	OH	K.C. JONES	614-451-2191
POWER108	CLEVELAND	OH	J. KELLY/CALVIN HICKS	216-338-6600
WZAK	CLEVELAND	OH	LYNN TOLLIVER JR	216-621-9300
WBLZ	CINCINNATI	OH	B. CASTLE/G. WEILER	513-742-3600
WCIN	CINCINNATI	OH	STEVE HARRIS	513-281-7180
WTLC	INDIANAPOLIS	IN	KELLY KARSON	317-923-1456
WHYT	DETROIT	MI	MARK JACKSON	313-875-4440
WJLB	DETROIT	MI	JAMES ALEXANDER	313-965-2000
WWWS/FM	SAGINAW	MI	DAVID ROSAS	517-754-1071
WKMI	KALAMAZOO	MI	MICHAEL JACKSON	616-344-0111
WLUM	MILWAUKEE	WI	BERNIE MILLER	414-785-1021
WNOV	MILWAUKEE	WI	ROB HARDY	414-449-9668
CBLS	MINNEAPOLIS	MN	PETE RHODES	612-341-2447
WBMX/FM	CHICAGO	IL	JERRY BOULDING	312-524-3200
WGCI/FM	CHICAGO	IL	SONNY TAYLOR	312-984-1400
WJPC	CHICAGO	IL	DEE HANDLEY	312-322-9400
KATZ/FM	ST. LOUIS	MO	DEL SPENCER	314-241-6000
KMJM	ST. LOUIS	MO	MIKE STRADFORD	314-361-1108
KCPW	KANSAS CITY	MO	LORRIN PALAGI	913-677-9595
WYLD/FM	NEW ORLEANS	LA	DEL SPENCER	504-822-1945
B97	NEW ORLEANS	LA	O'KELLY/ROLLING	504-581-7002
KFXZ	MAURICE/LAFAYETTE	LA	STEPHANIE SMALLWOOD	318-898-1112
KXZZ	LAKE CHARLES	LA	DARYL MOORE	318-433-0700
KCLT	WEST HELENA	AR	DELL SIMES	501-572-9506
KKDA	DALLAS	TX	T. AVERY/M. SPEARS	214-263-9911
KDLZ	FT. WORTH	TX	MICHELLE MADISON	817-831-1278
KIIZ/AM	KILLEEN	TX	BILL ST. JOHN	817-699-5000
KMJQ	HOUSTON	TX	R. ATKINS/J. MICHAELS	713-623-0102
KHYS	PT. ARTHUR	TX	DOUG DAVIS	409-963-1276
KHRN	HEARNE/BRYAN/C.S.	TX	SEDRIC WALKER	409-279-9211
KDKO	ENGLEWOOD/DENVER	CO	DANNY HARRIS/RON ASH	303-779-8797
KUKQ	PHOENIX	AZ	E. GLADDEN/R. THOMAS	205-745-4656
KHYT	TUCSON	AZ	BEAU RICHARDS	602-623-7501
KFXX	TUCSON	AZ	ROYCE BLAKE	602-748-1450
KWNZ/FM	RENO	NV	JEFF RYAN	702-323-0123
KJLH	LOS ANGELES	CA	LICIA TORRES	213-299-5960
KDAY	LOS ANGELES	CA	LISA CANNING	213-665-1105
KPWR	LOS ANGELES	CA	JEFF WYATT	213-467-1224
KIIS/FM	LOS ANGELES	CA	STEVE RIVERS	213-466-8381
KACE	LOS ANGELES	CA	ROBINSON/PERRODIN	213-564-7951
XHRM	SAN DIEGO	CA	L.D. MCCOLLUM	619-263-4485
KS103	SAN DIEGO	CA	FERRARA/ROLLING	619-283-7121
KMYZ	OJAI	CA	HOWARD THOMAS	805-647-1055
KYNO	FRESNO	CA	WALKER/DAVIS	209-255-8383
KMGX	FRESNO	CA	BERRY/CARTER	209-252-8994
KMEL/FM	SAN FRANCISCO	CA	KEITH NAFTALY	415-391-9400
KSOL/FM	SAN FRANCISCO	CA	MARVIN ROBINSON	415-341-8777
KJOY	STOCKTON	CA	ROY WILLIAMS/B. BISHOFBERGER	209-948-5569
KSTN	STOCKTON	CA	JOHN HAMPTON	209-948-5786
KXGO/FM	EUREKA/ARCATA	CA	JIM NELLY III	707-822-3667
FM102	SACRAMENTO	CA	CHRIS COLLINS	916-422-1025
KROY	SACRAMENTO	CA	DAVIDSON/WEST	916-446-5769
KRIZ	RENTON/SEATTLE	WA	FRANK BARROW	206-251-5151
KKFX	SEATTLE	WA	BOB WIKSTROM	206-292-8700
KZZK/FM	TRI-CITIES	WA	JONATHAN WALKER	509-547-9791

WE'VE GOT THE MUSIC.

Patti Austin
Anthony & The Camp
Atlantic Starr
George Benson
George Black
Jocelyn Brown
Chill Factor
Club Nouveau
Bill Cosby
Randy Crawford
Morris Day
Miles Davis
The Dazz Band
Female Body Inspectors
Force M.D.'s
Whoopi Goldberg
Jennifer Holliday
James Ingram
Jamaica Boys
Bob James
Al Jarreau
Michael Jeffries
Jesse's Gang
Jill Jones
Quincy Jones
Chaka Khan
Kid Creole & The Coconuts
Earl Klugh
Jeff Lorber
Madhouse
Madonna
Manfriday
Ray Parker, Jr.
Prince
Richard Pryor
Roger
David Sanborn
Sheila E.
Sherrick
Skipworth & Turner
Sylvia Smith
Donna Summer
Sylvester
The Tackheads
Taj A Seville
Teen Dream
Narada Michael Walden
Ernie Watts
Karyn White
The Winans
Zapp

From The Black Music Marketing Department WARNER BROS. RECORDS



DIRECTORY OF MEDIA PROFESSIONALS

ACADEMY OF COUNTRY MUSIC

6255 Sunset Blvd. #915
Hollywood, CA 90028
(213)462-2351
President - Gene Weed
Chairman of Board - Ron Martin
Executive Director - Bill Boyd
Executive Secretary/Office Manager - Fran Boyd

ACCELERATED MOVEMENT

17357 Tribune Street
Granada Hills, CA 91344
Jack Ashton (818)366-2904

ACE OF HEARTS RECORDS

P.O.Box 579, Kenmore Station
Boston, MA 02215
(617)536-1770
Promotion - Brenda Dunlap

ADVANCED ALTERNATIVE MEDIA

277 Church Street - 3rd Floor
New York, NY 10013
Andy Kipnes (212)334-9556

A.D. MUSCOLO PROMOTIONS

17357 Tribune Street
Granada Hills, CA 91344
(818)366-0044
President - Tony Muscola
V.P.Promotions - Joey Grossman

ALLIED ARTISTS RECORDS

11330 Ventura Blvd.
Studio City, CA 91604
(818)506-3600
Executive V.P. - Kenny Buttice
V.P. of Marketing - Rip Pelley

ALLIGATOR RECORDS

P.O. Box 60234
Chicago, IL 60660
Mindy Giles (312)973-7736

ALPINE RECORDS

1025 17th Ave. South
Nashville, TN 37212
Johnny Rutenschoer (615)327-2227

ALPHA VIDEO/AMI RECORDS

915 W. Main Street
Hendersonville, TN 37075
Harold Hodges (615) 822-6786

ALTERNATIVE TENTACLES

P.O. Box 11458
San Francisco, CA 94101
(415) 863-9292
Gary Strasburg (415)861-0688

A&M RECORDS

1416 North La Brea
Los Angeles, CA 90028
(213)469-2411

New Jersey Branch:

50 East Palisades Ave.
Englewood, NJ 07631
(201)569-2727

New York Branch:

595 Madison Avenue
New York, NY 10022
(212)846-0477

National Staff

Senior Vice President of Promotion - Charlie Minor
(213)856-2752
Vice President of Promotion - Rick Stone (212)826-0477

National Promotion Director - Steve Resnik (213)856-2750
Senior Director/National Album Promotion - J.B.
Brenner (213)856-2730

National Singles Director - Jon Konjoyan (213)856-2758

National AOR Promotion Director - Al Cafaro
(212)826-0477

National AOR Promotion Director - Craig Lambert
(312)298-9411

National Singles Director - Charley Lake (312)298-9411
Director/National Dance Music - Leslie Doyle
(212)846-0477

National Dance Coordinator - Chris Kerr (213)856-2757
Director of College Promotion - Mike Menna (212)826-0477

Field Staff

Atlanta - Lee Durham (404)455-7504

Boston - Chuck Bliziotis (617)329-2338

Charlotte - Paul Crowley (704)537-2355

Chicago - Bob Tarantino (312)298-9411

Cincinnati - Ross Grierson (513)381-5307

Dallas - Ed Climie (214)699-3636

Denver - Dick Merkle (303)258-8084

Detroit - Denise George (313)362-2985

Houston - Patti Martin (713)780-7325

Los Angeles - Kelly Summers (213)469-2411

Miami - Jordan Zucker (305)591-9767

New York - Sue De Benedette (212)826-0477

Philadelphia - Stuart Goldberg (609)779-2525

San Francisco - Mark Mazzetti (415)468-5550

Seattle - Jerry Doughman (206)575-1328

Washington D.C. - Eva Wood (301)441-9505

National Urban/Black Staff

Vice President of Promotion - Step Johnson (213)469-2411

National Urban Retail Director - Boo Frazier

National East Coast Urban Promotion - Gwen Franklin

Director/Black Music Marketing/Promotion - Jesus
Garber (213)469-2411

Black/Urban Field Staff

South - Keith Frye (404)455-7504

Northeast - Donnie Sellers (609)779-2525

West - Rich Callaway (213)469-2411

Midwest - Jun Mhoon (312)298-9411

Southwest - Michael Redwine (214)699-3636

Southeast - Woody Johnson (301)441-9505

DON ANTI PROMOTIONS

6628 Farralone Ave.
Canoga Park, CA 91303
(818) 716-9818

ARISTA RECORDS, INC.

6 West 57th Street
New York, NY 10019
(212)489-7400

Sr. Director, National Singles Promotion, Top 40 - Rick
Bisceglia (212)489-7400

National Singles Director, Top 40 - Jeff Eacker
(212)489-7400

National Director, Top 40 Secondaries - Bruce Schoen
(212)489-7400

National Director, A/C, Trade Relations - Joanie
Lawrence (213) 655-9222

Sr. Director, AOR Promotion - Sean Coakley (212) 489-7400

Assoc. Director, National AOR Promotion - Jay Ziskrout
(212)489-7400

National Director, West Coast, AOR Promotion - Geoffrey
Schulman (213) 655-9222

Director, Dance Promotion - Dave Jurman (212)489-7400

V.P., Black/Urban Promotion - Tony Anderson

(212)830-2197

Director, Operations, Black Music - Jean Pierre

(212)830-2176

National Director, Black/Urban Promotion - Vaughn

Thomas (213)655-9222

Field Staff

Atlanta - Linda Alter (404)452-2320

Miami - David Prescott (305)585-7184

Dallas - June Colbert (214)480-0501

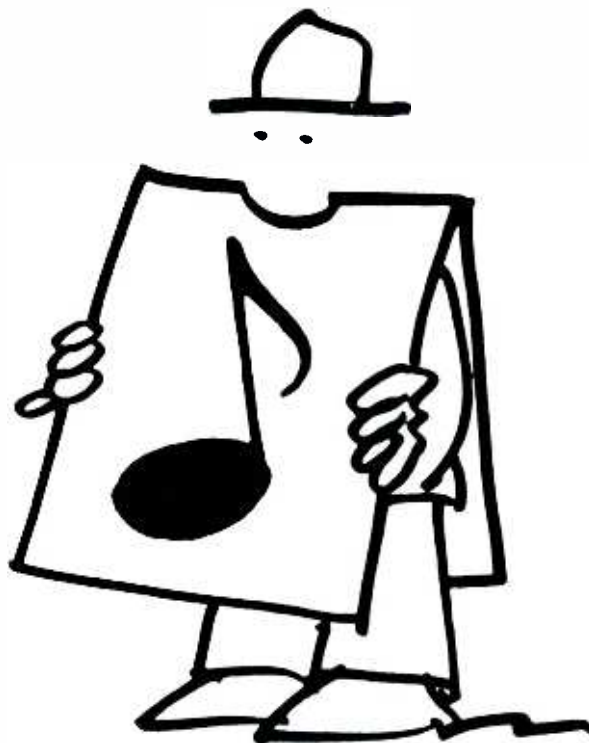
Minneapolis - John Grady (612)927-8833

Chicago - Tom Moran/Tony Gates (312)935-1578

Los Angeles - Peter Schwartz (213)655-9222

Seattle - Gregg Feldman (206) 868-6900

THE COMPETITIVE EDGE



HOWARD
ROSEN
PROMO
TION, INC.

Howard Rosen

Lynda Tice

Matt Yedlin

Stacey Levine

5315 Laurel Canyon Boulevard
North Hollywood, California 91607
(818) 985-7700

DIRECTORY OF MEDIA PROFESSIONALS

Charlotte - David Coleman (404)897-1956
 Washington - Johnny Powell (301)441-1900
Black/Urban Field Staff
 Atlanta - India Graves (404)452-2320
 Dallas - Al Wallace (214)480-0144
 Chicago - John Hall, Jr. (312)571-7085
 Los Angeles - Ken Wilson (213)655-9222
 Washington - Roland Lewis (301)441-1900
 Detroit - Cecilia Whitmore (313)362-2985
 Phil/NY - Connie Johnson (215)228-2881/(212)830-2147

ASPEN RECORD GROUP

525 Brannan Street
 San Francisco, CA 94107
 (415)974-3500
 National Dir. Promotion/Black Hawk Records - Brenda
 Winfield (818)506-0129
 National Dir. Promotion/Blue Heron Records - Craig
 Neely
 National Director of A&R - Jeff Trager
 National Director Publicity/Artist Development -
 Gretchen Horton

ATCO RECORDS

75 Rockefeller Plaza
 New York, NY 10019
 (212)484-6400
 General Manager - Margo Knesz (212)484-6406
 Top 40 Promotion - Bruce Tennebaum (212)484-7658
 Top 40 Promotion - Barbara Seltzer (212)484-6400
 AOR Promotion - Michael Prince (212)484-6400
 AOR Promotion - Alex Miller (212)484-6400
 College/Alternative Promotion - Eric Hodge (212)484-6400

ATLANTIC RECORDS

75 Rockefeller Plaza
 New York, NY 10019
 (212)484-6000
 Senior V.P. Promotion - Vince Faraci (212)484-8161
 V.P., National Promotion - Judy Libow (212)484-6062
 V.P., Field Operations - Lou Sicurezza (212)484-7683
 Sr. Director, National Singles Promotion - Andrea Ganis
 (212)484-6419
 Director, National Singles Promotion - Marc Nathan
 (212)484-6046
 Assoc. Director, National Singles Promotion - Joe Ianello
 (212)484-7690
 Senior Director, National AOR Promotion - Danny Buch
 (212)484-7631
 Director, National AOR Promotion - David Fleischman
 (212)484-6017
 National College/Alternative Promotion - Jackie Tesman
 (212)484-8179
 Manager, National A/C Promotion - Mary Conroy
 (212)484-8174

Regional Promotion

Midwest - Bob Clark (216)524-3200
 South - Kim Stephens (504)288-0296
 West Coast - Mark Gorlick (213)205-7450

Field Staff

Atlanta/Charleston - Larry King (404)344-4933
 Baltimore/DC/Virginia - Rick Miller (301)459-9050
 Boston/Hartford/Albany - Don Maggi (617)721-1991
 Charlotte/Memphis - Erik MacDonald (615)361-0268
 Chicago/Milwaukee - Rick Sudakoff (312)595-6000
 Cincinnati - Bill Heltemes (606)356-8920
 Cleveland/Buffalo - Kevin Young (216)524-3200
 Dallas - Bill Collins (214)247-5959
 Denver/Phoenix/Tucson - Michael Brannen (303)758-6044
 Detroit - Jeff Appleton (313)569-4822
 Houston/New Orleans - Michael Stevens (713)583-7058
 Kansas City/St. Louis - Mary Tripodi (816)531-7730
 Los Angeles/San Diego - Rock Allen Dibble (818)709-4190
 Miami - Steve Jones (305)871-2090
 Minneapolis - Gary Wisner (612)835-7255
 New York/New Haven - John Weston (212)757-3939
 Philadelphia - Frank Sciarra (609)596-1200

Pittsburgh - Mark Fritzges (412)331-6172
 San Francisco - Ken Reuther (415)777-2299
 Seattle - David Chance (206)575-0190

National Black Music Division Staff

Vice President/General Manager - Sylvia Rhone
 (212)484-8155
 National Director of Promotion - Richard Nash
 (212)484-8145
 National Director of Public Management - Pat Jones
 (212)484-6082
 National Director of Publicity - Simo Doe (212)484-6082
 National Marketing Manager - Rita Roberts (212)484-8170
 Director of A&R - Merlin Bobb (212)484-7689

Field Staff

Atlanta - Charles Geer (404)344-4933
 Tennessee/Arkansas - Veniece Starks (404)344-4933
 Florida - Crown Price (305)871-2090
 The Carolinas - Delores Carr (404)344-4933
 Chicago/Milwaukee/St. Louis - Eddie Holland
 (312)595-6000
 Houston/Dallas/New Orleans/Louisiana/Mississippi -
 Henry Jefferson (713)271-0011
 New York - Clarence "CB" Bullard (212)757-3939
 Baltimore/Washington/Virginia - Dwayne Cunningham
 (301)459-9050
 Philadelphia/Boston - Buddy Dee (609)459-9050
 Detroit/Louisville - Van James (313)569-4822
 San Francisco/Seattle - Cleve Walker (415)777-2299
 Cleveland - Lynn Poole (216)524-3200
 Los Angeles - Rick Nuhn (213)733-4635

ATTIC RECORDS LIMITED

624 King Street West, 3rd Floor
 Toronto, Ontario, Canada
 M5V 1M7
 Steve Waxman (416)862-0352

BARKING PUMPKIN RECORDS

P.O. Box 5265
 No. Hollywood, CA 91616
 (818)764-0777
 Gail Zappa
 Mariel Betts

BAR/NONE

P.O. Box 1704
 Hoboken, NJ 07030
 Glenn Morrow (212)995-0650

BIG TIME RECORDS

6777 Hollywood Blvd., 7th Floor
 Hollywood, CA 90028
 (213)460-4033
 AOR Promotion - Mark Kates
 College/Alternative Promotion - Nancy McCoy

CAPITOL RECORDS

1750 North Vine
 Hollywood, CA 90028
 (213)462-6252
 (213)467-6550
 (213)757-7470
 Senior Vice President Promotion - Walter Lee
 (213)462-6252
 Executive Vice President Central Core Services - Dennis
 White
 National Promotion Director - Tom Gorman
 Vice President of R&B Promotion - Ronnie Jones
 Vice President of Sales - Joe Mansfield
 National Sales Manager - Joe McFadden
 Vice President of Rock Promotion - Ray Tusken
 National Secondaries Promotion - Paulette McCubbin
 National Secondaries Promotion - Tasha Mack
New York Branch:
 1370 Avenue of the Americas
 New York, NY 10019
 (212)757-7470
Regional Album Promotion
 Atlanta - Stan Gleason (404)447-0940
 Chicago - Steve Pachter (312)298-0800

A.D. Muscolo
Promotions
Inc.

Promotion at its best!
Call (818) 366-0044

DIRECTORY OF MEDIA PROFESSIONALS

Dallas - Randy Robins (214)352-1700
 Los Angeles - Bob Osborn (213)462-6252
 New York - Dave Morrell (201)342-4900
 Los Angeles - Bill Bartlette (818)244-4645

Field Staff

Atlanta - Gene Rumble (404)447-0940
 Boston - Tony Chalmers (617)875-7925
 Chicago - Phil Dempsey (312)298-0800
 Cincinnati - Dick Bethel (513)272-0544
 Cleveland - Jack Snyder (216)888-8575
 Dallas - Frank Palombi (214)352-1700
 Hartford - Merv Amols (203)247-3573
 Los Angeles - Susan Epstein (818)244-4645
 Minneapolis - Bernadette Powers (612)884-0444
 Nashville - Sandy O'Connor (615)244-7770
 New York - Arthur Field (201)342-4900
 Philadelphia - Rick Salvador (609)665-8395
 San Francisco - Dave Rothstein (415)839-5757
 Seattle - Stan Foreman (206)284-8183
 Carolina - Craig Brashear (704)366-7718
 Detroit - Dave Tezak (313)350-9739
 Denver - Randy Robbins (303)699-6846
 Florida - Steve Pachter (305)722-6797
 Houston - Phil Fox (713)721-3433

Black Promotion Staff

Vice President Black Music Promotion - Ronnie Jones (213)871-5358
 National Director Black Music Promotion - Howard Geiger (213-871-5381
 North Mid-Western Regional Promotion Manager - Gordon Alderson (313)354-8441
 Southeastern Regional Promotion Manager - Ken Bolden (404)447-0940
 Northeastern Regional Promotion Manager - Rod Butler (201)342-4900
 Mid-Southern Regional Promotion Manager - Dick Dawkins 803)234-5642
 Southern Regional Promotion Manager - Jimmy Dodson (305)942-7972
 Mid-Western Regional Promotion Manager - Michael Horton (312)298-0803
 Mid-Eastern Regional Promotion Manager - Earl Jordon (216)888-8575
 Mid-South Eastern Regional Promotion Manager - Darrell Powe (404)447-0940
 Southwestern Regional Promotion Manager - Greg Taylor (214)352-1700
 Mid-Atlantic Regional Promotion Manager - Jack Wellmon (215)548-5467
 Western Regional Promotion Manager - Michael White (818)244-4645
 Secondary Promotion Manager - Michael Johnson (213)871-5350
 Executive Secretary - Becky Nuhn (213)871-5358

Country Promotion Staff

V.P. National Promotion - Paul Lovelace (615)320-5009
 Manager, National Promotion - Gerrie McDowell (615)320-5009
 Promotion Assistant - Georgia Mock
Country Field Staff
 Atlanta - Steve Powell (404)477-0940
 Chicago - Bob Walker (312)298-0803
 Dallas - David Williams (214)342-1700

CBS RECORDS COUNTRY

34 Music Square East
 Nashville, TN 37203
 (615)742-4321
 V.P. Promotion, CBS Records, Nashville - Joseph E. Casey
 Director, National Columbia Promotion, Nashville - Jack Lameier
 Director, National Epic Promotion, Nashville - Rich Schwan
 Manager, Secondary Promotion - Debi Fleischer
Country Field Staff
 Atlanta - Tim Pritchett (404)325-7092

Dallas - Phil Little (214)634-1710
 Los Angeles - Sam Harrell (213)556-4778
 Rolling Meadows - B.J. Kelch (312)640-5940

CBT RECORDS

3318 E SSW Loop 323
 Tyler, TX 75701
 (214)581-9945
 Country - Roy L. Haws
 Lonnie Wright

CD PRESENTS

1230 Grant Ave. Suite 531
 San Francisco, CA 94133
 Alan Brown (415)641-7775

CELLULOID/MOVING TARGET

330 Hudson Street
 New York, NY 10013
 (212)741-8310
 College & Club - Geordie Gillespie
 Radio (Commercial) - Kim White

CENTURY 21 PROGRAMMING

4340 Beltwood Parkway
 Dallas, TX 75244-3225
 (800)582-2100
 (214)934-2121

CHAMELEON MUSIC GROUP

3355 W. El Segundo Blvd.
 Hawthorne, CA 90250
 (213)973-8282

CHRYSALIS RECORDS

645 Madison Avenue
 New York, NY 10022
 (212)758-3555
 1-800-221-8787
 Director National Album Promotion - Kevin Sutter
 Director National Singles Promotion - Charlie D'Atri
 National Promotion Coordinator - Liz Grove
 Promotion Assistant - Andrea Cooper
 Manager Video Promotion - Scott Spanjich
Los Angeles Branch:
 9255 Sunset Blvd.
 Los Angeles, CA 90069
 (213)550-0171
 Director West Coast Promotion - Steve Brack
 Associate Director Singles/West Coast - Jan Teifeld
 Associate Director Albums/West Coast - Jeff Laufer
 Associate Director Albums/Mid-West - Roger Mayer
 (312)490-0113
Field Staff
 New England - Jerry Blair (617)339-6199
 Northeast - Mark Diller (212)758-3555
 Mid-Atlantic - Neil Lasher (202)462-7228
 Upper Southeast - David Ross (704)536-4487
 Southeast - Geary Tanner (404)973-9979
 Midwest - Greg Thompson (312)281-6390
 Central/Cleveland - Michael Van Orsdale (513)677-0323
 Mid-Central - Geina Horton (303)988-6918
 Pacific Northwest - Robert Nesbitt (206)323-3860

LINDA CLARK & ASSOCIATES

P.O. Box 1304
 Burbank, CA 91507
 (818)848-4058
 Linda Clark
 Rick Bates

COLUMBIA RECORDS

51 West 52nd Street
 New York, NY 10019
 (212)975-4321
 Vice President, Promotion - John Fagot (212)975-5263
 Director National Singles Promotions - Marc Benesch (212)975-3176
 Vice President, Nat'l Album Promotion - Paul Rappaport (212)975-8616

DIRECTORY OF MEDIA PROFESSIONALS

Dir., Album Promotion, East Coast - Bert Baumgartner
(212)975-8616
Manager, National Album Promotion - Linda Kirishjian
(212)975-1701
Director, National Promotion A/C - Sheila Chlanda
(212)975-2818
Manager, National Promotion A/C - Mike Martucci
(212)975-5807
Promotion Manager, Secondary Markets - Lisa Wolfe
(212)975-1990
Manager, Dance Music Marketing - Gail Brueswitz
(212)975-8617
Director, College Marketing - Fred Erlich (212)975-5959
Manager, College Marketing - Michele Block
(212)975-4695

National Staff West Coast

Director, National Promotion - George Chaltas
(213)556-4894
Director, National Album Promotion - Jim McKeon
(213)556-4936
Director, Jazz/Progressive Music - Doug Wilkins
(213)556-4934

Local Promotion Managers

Washington - Ritch Bloom (CBS Records) (301)572-2444
Houston - Tom Chaltas (713)771-6864
Carolinas - Tim Burruss (704)663-4466
Phoenix/El Paso - Bob Conrad (602)867-3607
St. Louis/Kansas City - Gene Denonovich (314)621-2345,
ext. 1822
Los Angeles/Hawaii - Bob Garland (213)556-4708
Cleveland/Buffalo - Doug Hamann (216)464-7020
Philadelphia - Herb Gordon (609)429-2447
Lexington - Sal Ingeme (CBS Records) (617)861-6180
Denver - Kevin Knee (303)337-3535
New York/Long Island/New Jersey - Jerry Lembo
(718)830-3600
Hartford/Albany - Jay Miggins (203)874-7440
Atlanta - Alan Orem (CBS Records) (404)321-4553
Rolling Meadows - Dave Remedi (CBS Records)
(312)640-5909
Seattle/Alaska - Larry Reymann (206)228-2149
Dallas - Michael Scurlock (CBS Records) (214)634-1700
Minneapolis - Kevin Shannon (612)827-3478
Cincinnati - Al Stann (513)248-1117
Miami - Rich Tardanico (305)431-0076
Detroit - Mark Westcott (313)348-6504
San Francisco Branch - (415)499-9450
Urban/Black Promotion Staff
Vice President - Ruben Rodriguez (212)975-4692
Director, National Promotion - (Ms.) Mike Bernardo
(212)975-8098
Promotion Manager/Secondary Markets - Christina
Murray (212)975-2798
Manager/Dance Music Promotion - Gail Brueswitz
(212)975-8616
Urban/Black Field Staff
Promotion Manager - Jodi Williams (718)830-8616
Beltsville, MD - Eddie Pugh (301)572-2444
Memphis - Gloria Barley (901)332-7773
New Orleans - Barbara Lewis (504)242-3131
Raleigh - Marie Sellers (919)781-7623
Atlanta - Cledra White (404)321-4553
Chicago - Frank Chaplin (312)640-5934
Cleveland - Glen Wright (216)464-7020
Los Angeles - Junious Taylor (213)556-4778

COUNTRY MUSIC ASSOCIATION, INC.

Seven Music Circle No.
Nashville, TN 37202
(615)244-2840
Executive Director - Jo Walker-Meador
Assoc. Executive Director - Ed Benson
Dir. Program, Special Projects - Helen Farmer
Director Public Information - Judi Turner
Membership - Steve Ison
Administration Assistant - Peggy Whitaker

COYOTE RECORDS

P.O. Box 112
Upper Hoboken, NJ 07030
Steve Fallon (212)995-0648

CRITIQUE RECORDS, INC.

400 Main Street
Reading, MA 01867
Michael Patt (617)944-0423

DB RECORDS

450 14th Street Suite 201 NW
Atlanta, GA 30318
(404)521-3008

DRAKE-CHENAULT ENTERPRISES, INC.

2000 Randolph Road Rd. S.E.
Albuquerque, NM 87106
(800)247-3303

ELEKTRA

75 Rockefeller Plaza
New York, NY 10019
(212)484-7214
Senior V.P. Marketing/Promotion - Mike Bone
(212)484-7214
V.P., Promotion - Dave Urso (213)205-7431
Promotion Coordinator - Cindy Parker-Cook (213)205-7435
V.P., Special Markets - Primus Robinson (212)484-7201
Manager, Special Markets - Elaine Valentine
(212)484-7201
Director, Special Markets - Doug Daniel (212)484-7204
Special Markets, Marketing - Debra Jones (212)484-7210
V.P., AOR Promotion - Brad Hunt (212)484-7232
Promotion Coordinator - Karen Lee (212)484-7291
National Director, Top 40 - Ray Carlton (212)484-7941
National Director, Top 40 - Rick Alden (609)596-1200
West Coast AOR - Ray Gmeiner (213)205-7433
Midwest AOR Director - Jay Hart (312)595-6000
National AOR Field Dir. - Jeff Cook (404)344-5080
Ass. Dir. A/C Promotion, Artist Development - Lisa Frank
(212)484-7930
College/Alternative Promotion - Harry Levy (212)484-7211
Manager, Nat'l Single Sales - Ann Litin (212)484-7205
Nat'l Director, New Music Marketing - Larry Braverman
(212)484-7218

Field Staff

Atlanta/Miami - Chuck Jones (404)344-4933
Charlotte/Nashville/Memphis - Jim Sellers (615)646-7223
New York - Steve Schnur (212)757-3939
Boston/Albany - Karen Durkot (617)721-1991
Baltimore/Washington DC - Ron Gregory (301)792-7540
Chicago/St. Louis/Milwaukee - Barry Lyons (312)595-6000
Minneapolis/KC - Beau Siegel (612)835-7255
Detroit/Cincinnati - Louis Heidelberg (313)569-4822
Pittsburgh/Buffalo/Cleveland - Jay Brooks (216)524-3200
Dallas - Laura Warner (214)247-5959
Houston - Phil Poulos (713)977-8909
Los Angeles/San Diego - Roger Smith (818)709-4190
San Francisco - Michelle Meisner (415)777-2299
Denver - Todd Cavanah (303)691-9140
Seattle/Portland - John Kohl (206)575-0190
Black/Urban Field Staff
Carolina/Memphis/Nashville - Tyrone Miller
(919)373-8834
Miami - Joyce Straws (305)344-4933
New York/Boston/NJ/CT - Earl Hutchinson (212)757-3939
Washington DC/Baltimore - Loretta Farmer
(301)792-7540
Chicago/St. Louis/KC/Pitt/Buffalo - Carter Russell
(312)595-6000
Cleveland/Detroit/Pittsburgh - Roy Emory (216)524-3200
Houston/Dallas/Alabama/N.O. - Rene Esquibel
(713)437-9479
West Coast - Joe Morrow (213)205-7436

EMI AMERICA RECORDS

6920 Sunset Blvd.
Los Angeles, CA 90028
(213)461-9141

D
I
R
E
C
T
O
R
Y

DIRECTORY OF MEDIA PROFESSIONALS

V.P., Promotion - Tony Smith x254/255
 V.P., Black/Urban Promotion - Michael Johnson x247/248
 National Director, AOR - John Hey x256/257
 Assoc. National AOR Director - Ken Benson x273
 National Director, Club - Rusty Garner x201
 National Director, Video - Shelley Green x271/272

Field Staff

New York - Howard Bernstein (201)342-4900
 Dallas - Jim Davenport (214)352-1700
 Seattle - Jon Donovan (206)281-9881
 Minneapolis - Ron Geslin (612)884-0444
 Denver - Dave Gleekman (303)671-8956
 Houston - Jean "Bebop" Hobel (713)975-6640
 New England - Tom Jodka (617)339-4309
 Los Angeles - Mark Kargol (818)244-4645
 Atlanta - Terry Lawson (404)447-0940
 Miami - Michael Martin (305)721-4166
 Nashville - Chal Martina (615)320-5009
 Cleveland - Alex Maye (216)888-8575
 San Francisco/Utah/Wyoming - Norman Osborne (415)839-5757
 Memphis - Phillip Rauls (314)394-6040
 Chicago - Mike Scheid (312)298-0800/(312)390-0052
 Washington DC - Tom Schoberg (301)428-0790
 Philadelphia - George Silva (609)468-5318/(609)464-0732
 Buffalo - Jack Silverstein (716)691-5566/(716)691-5574
 Detroit - Michael Stone (313)363-5954

Black/Urban Promotion Staff

Promotion Assistant - Karen Fields (213)461-9141
 Southwest - Mike Austin (214)243-5695
 Midwest - Reggie Barnes (312)358-5286
 Northeast - James Boyce (313)331-0126
 Florida - Emma Garrett (305)751-7548
 South - Wayman Johnson (404)981-0312
 West Coast - Joan Scott (213)650-9619
 Mid-Atlantic - Everett Smith (301)568-0676
 Cleveland - Broderick Thomas (216)888-8575
 Memphis - Virgil Thompson (901)755-1527

EMI- America Country

(See Capitol Country)

ENIGMA RECORDS

1750 East Holly Ave.
 El Segundo, CA 90245
 (213)640-6869
 National Director, AOR - Rick Winward
 National Director, Alternative - Maryann Earl

E/P/A RECORDS

51 West 52nd Street
 New York, NY 10019
 (212)975-4321
 V.P. National Promotion - Walter Winnick (212)975-5987
 V.P. Nat'l Album Promotion - Harvey Leeds (212)975-8661
 V.P. Nat'l Black Music Promotion - Jimi Starks (212)975-7542
 Director, National Promotion - Dan Denigris (212)975-5687
 Assoc. Director, National Album Promotion - Jack Isquith (212)975-8861
 Director, College Marketing - Fred Ehrlich (212)975-5959
 Manager, College Marketing - Michele Block (212)975-4695

Los Angeles Branch:

1801 Century Park West
 Los Angeles, CA 90067
 (213)556-4700
 V.P. Marketing, West Coast - Larry Douglas (213)556-4969
 Director, National Promotion - Polly Anthony (213)556-4809
 Dir., Nat'l Album Promotion - Jon Kirksey (213)556-4609
 Dir., National Black Music Promotion - Maurice Warfield (213)556-4778

Field Staff

Rego Park - Terry Coen (718)830-3600
 Boston - Lennie Collins (617)861-6180
 Washington D.C. - Gerry Thompson (301)572-2444
 Atlanta - Don Miller (404)321-4553
 Chicago - Bill Johnson (312)640-5900
 Cleveland - Joe Carroll (216)464-7020
 Dallas - Charlie Strobel (214)634-1700
 Los Angeles - Lori Anderson (213)556-4708
 San Francisco - Michael Moore (415)499-9450
 Houston/New Orleans - George Weinberg (713)955-0195
 Cincinnati - Shelley Mori (513)871-6719
 Philadelphia - Bill Kennedy (215)646-0405
 Seattle - Debi Lipetz-Holman (206)721-2444
 Florida - Jeff Shane (305)861-8654
 Minneapolis - Tom Genetti (612)544-8558
 Missouri - Larry Wall (314)527-2507
 Carolinas - Michael Conway (919)489-7064
 Phoenix - Joe Bravo (602)582-8006

Black Promotion Staff

Vice President - Jimi Starks (212)975-7542
 National Director - Don Eason (212)975-7013
 Associate National Director - Maurice Warfield (213)556-4778
 Manager Secondary Markets - Kathi Moore (212)975-8964

Field Staff

Midwest - Clifford Russell (213)640-5913
 Northeast - Reggie Sullivan (718)830-3600
 Southwest - Dennis Lee (504)769-9960
 Northeast - Curtis Mobley (404)321-4553
 West Coast - Jacquie James (213)556-4778
 Mid Central - Charles Debow (216)464-7020
 Southeast/Southwest - Charles Miller (901)346-8442

ETIQUETTE/SUSPICIOUS RECORDS

2442 NW Market Street, Suite 273
 Seattle, WA 98107
 John "Buck" Orinsby (206)789-3658
 Gregory Butler (206)283-3552

EXIT

9844 Business Park Drive
 Sacramento, CA 95827
 Don McKinney (916)361-3652

415 RECORDS

P.O. Box 14563
 San Francisco, CA 94114
 Howie Klein (415)621-3415

F&L RECORDS

1618 16th Ave. South
 Nashville, TN 37212
 Bobby Fischer (615)292-3611

FEVER RECORDS

P.O. Box 42684
 Philadelphia, PA 19101
 Colin Camerer (215)849-2553

DICK FORESTER

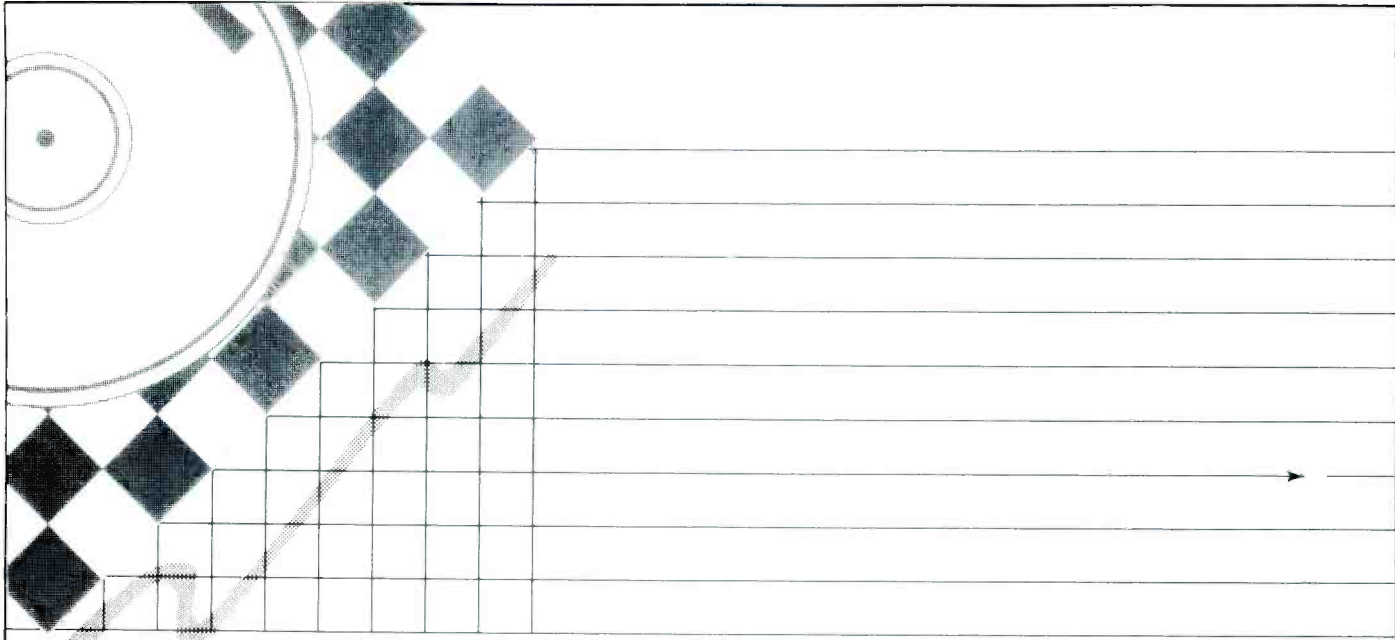
54 Cypress Drive
 Fairfax, CA 94930
 (415)453-2005/4115
 Special Projects Marketing-Promotion

FRONTIER RECORDS

P.O. Box 22
 Sun Valley, CA 91353
 (818)506-6886
 AOR/College/Alternative - Graham Hatch
 Boston - Marlene Silva (617)643-3409/(617)491-1098

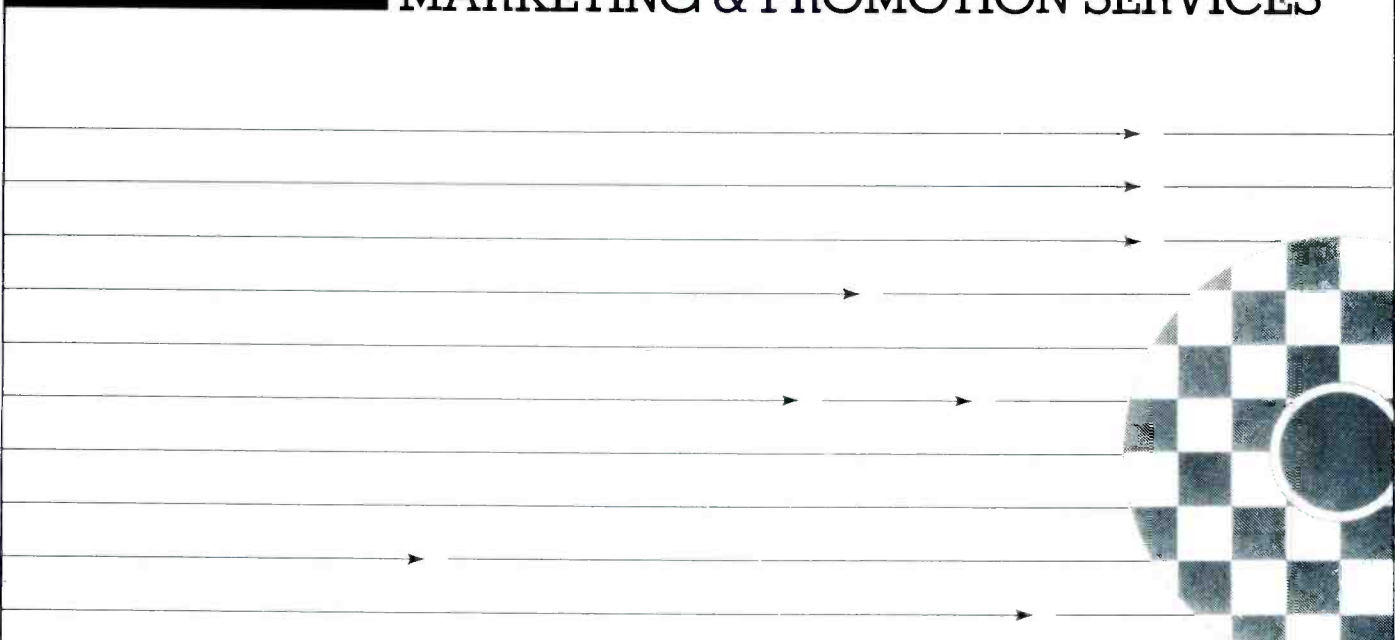
FUN STUFF

3960 Laurel Canyon Blvd. #429
 Studio City, CA 91604
 (818)762-3321



JEFF McCLUSKY & ASSOCIATES, INC.

MARKETING & PROMOTION SERVICES



28 E. HURON Suite 300 CHICAGO, IL 60611
312/280-1212

JEFF McCLUSKY
MEL FLOSS

RICK COOPER
RON HERBERT

SCOTT BURTON
DON ANTI



DIRECTORY OF MEDIA PROFESSIONALS

GEFFEN RECORDS

9130 Sunset Blvd.
Los Angeles, CA 90069
(213)278-9010
President - Ed Rosenblatt
Operations - Robin Rothman
Nat'l Promotion and Marketing - Al Coury
National Top 40 Promotion - John Brodey
National Sales Manager - Eddie Gilreath
National Secondary Promotion - Connie Young
National A/C Promotion - Shelley Mugavero
National Black/Urban Promotion - Francesca Roberts

Field Staff

Los Angeles - Arthur Promoff (213)653-5069
Atlanta - George Cappellini (404)344-4933
Chicago - Marvin Gleicher (312)595-6000
Nashville - Berry Griffin (615)320-7525
Kansas City - Jeff Ifland (314)227-7257
Detroit - Howard Leshick (313)569-4822
Denver - Bob Margolis (303)467-2699
New York - Peter Napoliello (212)484-7170
San Francisco - David Newmark (415)777-2299
Dallas - Mark Niederhauser (214)247-5959
Boston - Al Terry (617)721-1991
Seattle - Michael Stein (206)575-0190
Baltimore/Wash - Jann Zlotkin (301)792-7540

GOLD MOUNTAIN

3575 Cahuenga Blvd. West, Suite 470
Los Angeles, CA 90068
(213)850-5660

New York Office:

120 West 44th St., Suite 608
New York, NY 10036
(212)840-6011
President - Danny Goldberg
Executive V.P. - Burt Stein
National Promotion Coordinator - Penny Muck

GRP RECORDS

555 West 57th Street
New York, NY 10019
Duke DuBois (212)245-7033
Los Angeles - Bill Metz (213)596-6136

GRAMAVISION RECORDS

260 West Broadway
New York, NY 10013
Suzanne Berg (212)226-7057

HEAVY LENNY PRODUCTIONS

2343 31st Street
Santa Monica, CA 90405
Lenny Bronstein (213)450-6224
(800)233-1382

HOMECOMING RECORDS

P.O. Box 2050
Malibu, CA 90265-7050
John Stewart (213)457-5135

HOMESTEAD RECORDS

P.O. Box 570
Rockville Centre, NY 11571
(516)764-6200

IRS RECORDS

100 Universal City Plaza
Universal City, CA 91608
(818)777-4730
New York Branch:
445 Park Ave., 6th Floor
New York, NY 10022
(212)605-0601
Top 40 Promotion - Mel Delatte
Director, Dance Promotion - Stacy Banet

National Director, College Promotion - Laurie Blumenthal
East Coast Director of Promotion & Sales - Paul Brown

ISLAND RECORDS

14 East 4th Street
New York, NY 10012
(212)477-8000
V.P., Top 40 Promotion - Bob Catania (212)477-7159
Director, AOR Promotion - Andy Allen (212)477-7132
Director, Alternative Promotion - John Souchack
(212)477-7163
National Promotion Coordinator - Pat Mariscano
(212)477-7152
V.P. Black Music Promotions /A&R - (212)477-7378
National Director, Secondary Promotion - Debbie Howard
(212)477-7375
Coordinator of Black Music Promotions/Dance
(212)477-7375

Urban/Black Field Staff:

West Coast - Chris Jones (213)656-5868
Southwest - Gene "Bo Legs" Miller (901)946-0181
Mid-Atlantic - Renee Givens (703)931-1214
Southwest - Terry Wilson (214)414-8061
Southeast - Fred Ware (205)456-9175
North Central - Jim Stephens (216)751-7451
Northeast - Ron Mosley (212)580-0613
Southeast - Bo Crane (305)687-3761
North Central - Mike English (312)483-1831
North Central - Kelvyn Ventour (313)353-5587

JAMEX RECORDS

P.O. Box 55702
Sherman Oaks, CA 91403
(818)906-3131
Sol Greenberg (818)344-4382 (Country)

JEROME PRODUCTIONS

1671 Jennings Way
Norcross, GA 30093
(404)441-1740
Bill Jerome
Sally Jerome

LANDSLIDE RECORDS

450 14th Street, Suite 201 NW
Atlanta, GA 30318
(404)873-3918

LIVING MUSIC

1047 Amsterdam Ave.
New York, NY 10025
John Hammond (212)749-5555
West Coast - Paula Samonte (707)468-5559

MAIN STREET MARKETING & PROMOTION, INC.

4517 Minnetonka Blvd. Suite 104
Minneapolis, MN 55416
(612)927-HITS
President - Tom Kay
Promotion Associate - Denise Lutz

MANHATTAN RECORDS

1370 Avenue of the Americas
New York, NY 10019
(212)757-7470
President - Bruce Lundvall (212)603-4500
Senior Vice President - Stephen Reed (212)603-4516
Vice President of Top 40 Promotion - Jack Satter
(212)603-4515
Director Dance Music Promotion - Rusty Garner
(213)461-9141
Director National AOR Promotion - John Hey
(213)461-9141
Vice President Black/Urban Promotion & Marketing -
Varnell Johnson (212)541-6401
National Manager Jazz Promotion - Susan Levin
(212)603-4556
National Top 40 Promotion - Jaye Riggio (212)603-4514

**ONLY ONE
PROGRAM GIVES YOUR
LISTENERS THE "411" ON
THEIR FAVORITE
STARS!**



THE ENTERTAINMENT MAGAZINE OF THE AIR

**NOW AVAILABLE IN
THREE VERSIONS**

**HOUR LONG WEEKEND EDITION
TWO 1/2 MINUTE DAILY EDITION
AND OUR NEW ONE MINUTE DAILY EDITION**

CALL FOR A DEMO (213) 969-0011

3151 CAHUENGA BLVD. WEST SUITE 200 LOS ANGELES, CA 90068

PRODUCED IN HOLLYWOOD BY LEE BAILEY PRODUCTIONS

DIRECTORY OF MEDIA PROFESSIONALS

Director National Promotion - Rich Tamburro
(212)603-4514

Black/Urban Field Staff

East Coast - Glynice Coleman (201)342-4900

Atlanta - W.Slack Johnson (404)447-0940

Chicago - Reggie Barnes (312)298-0803

Los Angeles - Joan Scott (818)244-4645

Dallas - Mike Austin (214)352-1700

Detroit - James Boyce (313)331-0126

Mid-Atlantic - Everett Smith (301)428-0790

Miami - Emma Garrett (305)751-7548

Memphis - Virgil Thompson (901)755-1527

Cleveland - Roderick Thomas (216)888-8575

(See *EMI America* for more staff numbers).

MCA RECORDS

70 Universal City Plaza

Universal City, CA 91608

(818)777-4000

Executive President of Marketing & Promotion - Richard Palmese (818)777-4012

Senior Vice President of Promotion - Steve Meyer
(818)777-4014

Vice President Album Promotion - Bill Bennett
(818)777-4026

National Promotion Director - Frank Turner
(404)447-6405

National Singles Director - Billy Brill (213)551-1653

National College & Alternative Promotions - Nan Fisher
(818)777-4141

National A/C & Secondary Promotion - Donnie Cohen
(818)777-6180

National Dance Promotion - Bobby Shaw (212)605-0622

Field Staff

California - Pat Martine (818)768-3520

Southeast (Atlanta) - Michael Steele (404)447-6405

Nashville/Memphis - Scott Porter (615)244-8944

Washington D.C./Baltimore - Bob Brady (301)992-0020

Chicago - Kevin Carroll (312)298-6600

St. Louis - Norrin Cohen (314)991-3052

Cleveland - Don George (216)241-7656

Boston - Roman Marcinkiecz (617)933-9290

Dallas - Wayne Memanomits (214)556-2002

Houston - Rhonda Rose (713)974-5105

Philadelphia - Joe Reagoso (215)922-5659

Denver - Sharon White (303)755-6470

Seattle - Fred Zazhler (206)932-4033

New York City - Bobby Shaw (212)605-0622

AOR Promotion

East Coast - Randy Hock (212)605-0635

Midwest - Mike Rose (216)241-7656

West Coast - Bob Osborne (415)343-0200

Country Division

1701 West End Avenue, Suite 400

Nashville, TN 37203

(615)244-8944

President MCA Records, Nashville - Jimmy Bowen

Vice President MCA Records, Inc. - Abbe DeMontreun

Senior Vice President & General Manager - Bruce Hinton

Executive Assistant - Rhonda Johnston

Director of Marketing - Walt Wilson (818)777-4188

Vice President of Promotion - Shelia Shipley (615)244-4709

Promotion Coordinator - Lori Evans

Manager of Promotion, Secondary Radio - J.W. Harper

Field Staff

Northeast/Midwest - Bill Catino (216)621-9770

Southeast - Joe Deters (404)447-6405

Southwest - Roger Ramsey Corkill (713)463-3700

West Coast - Larry Hughes (818)768-0426

Urban/Black Division

President Urban/Black Music Division - Jheryl Busby
(818)777-4010

Administrative Director - Shelley Fowler (818)777-4531

Vice President of Promotion - Ernie Singleton
(818)777-4024

National Director of Promotion - A.D. Washington
(214)556-2002

Promotional Product - Dowlin Mayfield (818)777-4004

New York Office:

445 Park Avenue

New York, NY 10022

East Coast Promotion - Mike Halley (212)605-0641

Promotion Coordinator - Beverly Lias (212)605-0632

Local Promotion - Angela Thomas (212)605-0640

Field Promotion & Merch. - Roland Russell (212)605-0640

Philadelphia Office:

900 Haddon Avenue, Suite 206

Collingswood, NJ 08108

Local Promotion Manager - Billy Hendricks
(215)922-5659

West Coast Office:

11312 Penrose Street

Sun Valley, CA 91352

West Coast Promotion - Sara Melendez (818)768-3520

Local Promotion Manager - Cynthia Johnson
(818)768-3520

San Francisco Office:

430 Peninsula Avenue, Suite 2

San Mateo, CA 94401

Local Promotion Manager - Allen Carroll (415)343-0200

Chicago Office:

10700 W. Higgins Road, Suite 100

Rosemont, IL 60018

Midwest Promotion - Chuck Arrington (312)298-6600

Roni Looper - Local Promotion Manager (312)298-6600

Dallas Office:

6311 N. O'Connor, Suite 201

Irving, TX 95039

Urban/Black Promotion Coordinator - Taryn Brown

(214)556-2002

Atlanta Office:

6115 E. Northbelt Drive

Norcross, GA 30071

Promotion Manager - Martha Thomas (404)447-6405

Local Promotion Manager & Merch. Rep. - Novice
Johnson (404)447-6405

Local Promotion - Candis Bonner (404)447-6405

Baltimore Office:

Standard Courts West

9160 Red Branch Road

Columbia, MD 21045

Promotion Manager - Ron White (301)992-0020

Field Promotion & Merch. Rep. - Renee Givens
(301)992-0020

Field Staff

Carolinas - Richard Evans (704)541-9476

South Carolina - James Hemingway (803)786-4538

Ohio - Andre Morgan (216)751-7816

Cleveland - Ken Allen (412)321-1565

Detroit - Kelvyn Ventour (313)553-4599

JEFF McCLUSKY & ASSOC., INC.

28 East Huron, Suite 300

Chicago, IL 60611

(312)280-1212

Southeast - Ron Herbert (804)428-5021

Southwest - Don Anti (818)716-9818

McD PROMOTION

319 Elm Street

Northampton, MA 01060

Kevin McDonald (413)586-4316 (A/C)

MEGATONE RECORDS INC.

218 Corbett Avenue

San Francisco, CA 94114

(415)621-7475

President & CEO - Marty Bleaman

Club Promotion - Loren Chaidez (212)764-8584

DICK MICHAELS PRODUCTIONS

High Sky Records/High Rocket Records

11311 Audelid #283

Dallas, TX 75243

(214)348-4151

DIRECTORY OF MEDIA PROFESSIONALS

MODERN RECORDS

9111 Sunset Blvd.
Los Angeles, CA 90069
(213)273-8111
President - Paul E. Fishkin

MOTOWN RECORDS

6255 Sunset Blvd.
Hollywood, CA 90028
(213)468-3500
President of the Motown Music Group - Jay Lasker
Executive Vice President - Skip Miller (213)468-3500
Vice President Pop Promotion - Michael Lessner
(213)468-3588
National Director Pop Promotion - Vicki Leben
(213)468-3581
National Director Black/Urban - Maurice Watkins
(213)468-3542

Field Staff

Los Angeles - Joel Newman (213)468-3525
Southeast - James Bishop (404)447-6405
Southern - Wayne Fogle (704)664-6250
Northern California - Bruce Hix (415)343-0200
Director Club Promotion - Dave Castanza (212)665-0620
Upper Midwest - Kelly Norris (216)621-9770
Northeast - Chuck Oliner (609)954-2255
Southeast - Mike Pack (214)556-2002
Florida - Margaret Ann Ronayne (305)456-6344
Pacific Northwest - Michael Rowley (206)283-2260
Midwest - Judy Vertucci (312)298-6671
Black/Urban Field Staff
GA/FL/AL - Janice Burley (404)447-6405
Chicago/St.Louis/Milwaukee/IN/KC - James Cochran
(312)298-6600
MI/OH/Pittsburgh - Ray Henderson (313)559-2007
NY/NJ/Boston/CT - Eddie Jorge (212)605-0665
No.&So.Carolina - Stephanie McCoy (704)375-6677
MD/VA/Wash.DC/Philadelphia - Lynda Penn
(301)495-3054
TX/Louisiana - Eric Thrasher (214)556-2002
TN/MS/Arkansas - Joseph Young (901)332-3874
West Coast - Ron Daniels (213)468-3544
Trade Liason & Retail Research Manager - Barry O'Neil
(213)468-3500

MTM RECORDS

21 Music Square E.
Nashville, TN 37203
(615)242-1931
Country - Bruce Shindler
Country - Scott Borchetta
Top 40 - Dede Whiteside

MUSIC WEST

3140 Kerner Suite 'F'
San Rafael, CA 94901
Jeff Workman (415)459-6000

NATIONWIDE SOUND

1204 Elmwood Avenue
Nashville, TN 37212
(615)385-2704
Betty Gibson
Joe Gibson
David Gibson

NO PARKING RECORDS

6760 Greene Street
Hollywood, Florida 33024
Steve Salmasiaw (305)989-5554

NORTH STAR RECORDS

116 Chestnut Street
Providence, RI 02903
Ken Lucek (401)274-4119

OCTOBER RECORDS

P.O. Box 2435
Holyoke, MA 01041
John Epstein (413)532-2001

OLIVIA RECORDS

4400 Market Street
Oakland, CA 94608 (415)655-0364
Judy Dlugaez
Karen Hester

ONE WAY INC.

2510 Jalmia Drive
Los Angeles, CA 90046
Robyn Kravitz (213)874-7222

PALO ALTO/TBA RECORDS

11026 Ventura Blvd. #2
Studio City, CA 91604
(213)877-5106
Pop/Jazz Fusion - Don Graham
Urban/Fusion Jazz - Jennifer Benci (818)506-6458

PASHA

6515 Melrose Avenue
Hollywood, CA 90038 (213)466-3507
Carol Peters
Gail Lee

POLYGRAM RECORDS

810 Seventh Ave.
New York, NY 10019
(212)333-8000
Los Angeles Branch:
8355 Sunset Blvd., 3rd Floor
Los Angeles, CA 90069 (213)656-3003
Nashville Branch:
10 Music Circle Sq.
Nashville, TN 37203
(615)244-3776
Senior Vice President Nashville Operations - Steve Popovich
National Promotion Director - Frank Leffel
Black/Urban Music Promotion Staff
Vice President - Leroy Little, Jr. (212)333-8577
National Director Promotions - Wayman Jones
(212)333-8570
Administrative Assistant - Felecia A. Harris (212)333-8335
Field Staff
Chicago - Deke Atkins (312)671-5380
Los Angeles - Narvelan Hunt (213)656-3003
Charlotte - Frankee Robinson (704)545-9005
Baltimore/Washington - Wanda Hayes (301)899-6393
Dallas - Bill Magness (214)387-2797
Memphis - Joe Lewis (901)332-0159
Detroit - Wilson Lindsey (313)884-4700
Atlanta - Luther Terry (404)428-2929
Cleveland - Walter White (216)228-6412
New York - Van Gibbs (212)333-8464
New York - Kevin Kole (212)333-8599

PRIVATE MUSIC

220 East 23rd Street, 10th Floor
New York, NY 10010 (212)684-2533

PROFILE RECORDS

740 Broadway, 7th Floor
New York, NY 10003
(212)529-2600
Black/Urban - Manny Bella
Dance - Claudia Cuseta

QWEST RECORDS

(See Warner Bros. Records)

RALPH RECORDS

109 Minna #391
San Francisco, CA 94105
(415)543-4085

DIRECTORY

DIRECTORY OF MEDIA PROFESSIONALS

RECORD RESEARCH INC.

P.O. Box 200
Menomonee Falls, WI 53051
William Hathaway

RCA RECORDS

1133 Avenue of the Americas
New York, NY 10036
(212)930-4000
Vice President of National Promotion - Eddie Mascolo
(212)930-4098
Director of National Promotion - Mike Becce (213)930-4105
Director National AOR Promotion - Alan Wolmark
(212)930-4309
Director National A/C Promotion & Trade Relations -
Bonnie Goldner (213)468-4190
Manager National Top 40 Promotion - Lisa Valasquez
(212)930-4097
National Black/Urban Administrator - Sylvia DeGraff
(212)930-4310
National Black/Urban Coordinator - Paquita King
(212)930-4160
National Black/Urban Director - Basil Marshall
(212)930-4159
National V.P. Black/Urban - Richard Smith (212)930-4159
A/C Promotion Representative - Rhonda Herlich
(212)930-4291
Manager Album Promotion, East Coast - David Ross
(212)930-4518
Field Promotion Representative - Steve Stoff (213)930-4626
Field Promotion Representative, Alternative Radio - John
Sigler (212)930-4552

Field Staff

Atlanta - Butch Waugh (404)452-2312
Chicago - Bill Kennedy (312)986-8700
Los Angeles - Steve Leavitt (213)468-4170
New York - Larry Van Druff (212)930-4620
East Coast - David Ross (212)930-4608 (AOR)
Boston - Don Delacy (617)461-0960
Carolinas - Robbie Vogt (704)535-3290
Cleveland/Buffalo - Teddy Mussro (216)447-1400
Dallas - Mila Collins (214)480-0501
Denver - Bob Myers (303)759-8182
Detroit - Mike Whitenack (313)569-5980
Memphis/Nashville - Bobby Hurt (615)664-9880
Miami - Shirley Torlucci (305)923-5628
Seattle - Bob Smith (206)575-1412
Cincinnati - Pete Spasoff (513)891-5660
Houston - Skip Bishop (713)993-9851
Los Angeles - Greg Phifer (213)468-4050
New York - Steve Stoff (212)930-4626

Black/Urban Field Staff

Los Angeles - Lygia Brown-Guy (213)468-4058
Dallas/Houston/N.O. - Roland Edison (214)480-0501
SF/Denver - Jay Johnson (415)468-5551
Phila./Atl.City/Cleveland/Detroit - Richard Jones
(609)854-3897
Chicago/OH - Daria Langford (312)571-8700
Florida - Shirley Torlucci (305)921-6656
Atlanta/C Carolinas - Bill Williams (404)452-2312
NY/NJ/Boston/CT/Buffalo - Hilda Williams
(212)930-4610
Memphis/St. Louis/Nashville/Jackson - Mike Williams
(901)755-8687

Country Division

Music Square West
Nashville, TN 37203
(315)664-1200
Director, National Country Promotion - Jack Weston
Manager, National Country Promotion - Mike Sirls

Field Staff

Atlanta - Gaylen Adams (404)452-2314
Dallas - Allen Butler (214)480-0501
Chicago - Dale Turner (312)571-8700
Hollywood - Carson Schreiber (213)468-4181
Hollywood - Gary Greenberg (213)468-4181

RELATIVITY RECORDS

149-03 Guy R. Brewer Blvd.
Jamaica, New York 11434
Label Manager - Steve Sinclair (718)995-9200
National Radio Promotions - Nick Cucci
(718)995-8277/9200

REPTILE RECORDS

P.O. Box 121213
Nashville, TN 37212
(615)329-0856
Scott Tutt
Ellen McQueary
Jeff Pender
Ken McMahan
Sunny Richards

RESTLESS/PINK DUST RECORDS

1750 East Holly Ave.
El Segundo, CA 90245
Irene Barg (213)640-3772

RHINO RECORDS

1201 Olympic Blvd.
Santa Monica, CA 90404
(213)450-6323

DIANE RICHEY PROMOTIONS

P.O. Box 171081
Nashville, TN 37217
Diane Richey-Haupt (615)631-4673

ROIR

611 Broadway, Suite 725
New York City, NY 10012
Neil S. Cooper (212)677-0563

HOWARD ROSEN PROMOTION, INC.

5315 Laurel Canyon Blvd.
N. Hollywood, CA 91607
(818)985-7700
Howard Rosen (Top 40)
Lynda Tice
Matt Yedlin
Giovanni Deetan

ROUNDER RECORDS

1 Camp Street
Cambridge, MA 02140
Brad Paul (617)354-0700

KENNY RYBACK PROMOTION

P.O. Box 93666
Los Angeles, CA 90093
(213)851-2766
President - Kenny Ryback
Assistant to President - Suzy Peters

RYCO PROMOTION

2252 Laurel Canyon
Los Angeles, CA 90046
Richard Crowley (213)654-2792

SCOTTI BROTHERS RECORDS, INC.

2114 Pico Blvd.
Santa Monica, CA 90405
(213)450-3193
V.P. of Promotion - Robin Mitchell
National Promotion Dir. - Mike Krum
National AOR Promotion Dir. - Rita Fukui
National Promotion - Steve Lake

SLASH RECORDS

P.O. Box 48888
Los Angeles, CA 90048
(213)937-4660
College - Lisa Whitmore
AOR/General - Pat Hall

DIRECTORY OF MEDIA PROFESSIONALS

SLEEPING BAG/FRESH RECORDS

1974 Broadway
New York, NY 10023
(212)724-1440
(212)580-1717
Executive V.P. - Ron Resnick
Vice President - Michael A. Scott
Regional Promotion/Marketing Director - Millie Walker
Promotion/Marketing Manager - Tita Gray

Field Staff

San Francisco - "Big Ed" Moore (415)587-7128
Los Angeles - Jorge Hinojosa (714)359-4856
Baltimore/DC - Virgil Simms (301)355-4463

SPINDLETOP RECORDS

11114 Cumpston Street
N. Hollywood, CA 91601
(818)766-1125
Jazz - Barry Wilson
Rock/Pop - Larry Harteker (512)443-3211

SST RECORDS

P.O. Box 1
Lawndale, CA 90260
Ray Farrell (213)676-0110

SUBTERRANEAN RECORDS

577 Valencia Street
San Francisco, CA 94105
(415)864-1649

THROBBING LOBSTER RECORDS

P.O. Box 205
Brookline, MA 02146
(617)964-1859
Chuck Warner
Brenda Dunlap

TOMMY BOY RECORDS

1747 First Ave.
New York, NY 10128
(212)722-2211
Chairman - Tom Silverman
President - Monica Lynch
National Radio Dir. - Jazzy Jordan

TVT RECORDS

636 Avenue of Americas
Square West 19th Street
New York, NY 10011
(212)929-0570

TWIN/TONE RECORDS

2541 Nicollet Avenue South
Minneapolis, MN 55404
Blake Gumprecht (612)872-0646
Field Staff
New York City - Glen Marrow (212)995-0698

UNITED ARTISTS RECORDS

450 N. Roxbury Drive
Beverly Hills, CA 90210
(213)281-4140

UPSIDE/BLUESIDE/LOGARHYTHM

225 Lafayette Street, Suite 1109
New York, NY 10012
John Rosenfelder (212)925-9599
Field Staff
Poughkeepsie, NY - Jimmy Merlis (914)473-6406

VIRGIN RECORDS

9247 Alden Drive
Beverly Hills, CA 90210
(213)278-1181
Managing Director - Jordan Harris

Managing Director - Jeff Ayeroff
V.P. National Promotion - Phil Quartararo
V.P. Field Operations - Michael Plen
Director National AOR Promotion - Jeffrey Naumann
National Alternative Promotion Director - Iris Dillon
National College Promotion Director - Todd Bisson
(718)392-4735

Field Staff

West Coast - Michael Schaefer
Midwest - Phil Costello (312)477-0394
South - Al Monet (404)434-4869
Mid-South - Stan Gleason
Mid-Atlantic - Tom Bobak (301)588-7418
Northwest - Jim Burruss

WARNER BROTHERS RECORDS

3300 Warner Blvd.
Burbank, CA 91510
(818)846-9090
Senior V.P., Marketing & Promotion - Russ Thyret
(818)953-3456
Assoc. Marketing/Promotion Director - Carol Hart
(818)953-3464
V.P., Album and Video Promotion - George Gerrity
(818)953-3711
V.P. Promotion - Mark Maitland (818)953-3745
V.P. Promotion - Rich Fitzgerald (818)953-3717
National A/C Promotion - Dino Barbis (818)953-3548
Director, National Singles Promotion - Stewart Cohen
(818)953-3720
Director, National Album Promotion - Kenny Puvogel
(818)953-3723
Assoc. National Album Promotion Dir. - Dave
Dannheisser (404)344-6820
National Album Promotion - Patti Oates (818)953-3713
National Singles Promotion Manager - Sue Emmer
(818)953-3715
National Singles Promotion Manager - Marc Ratner
(818)953-3727
Promotion Administrator - Ann Hesen (818)953-3709
Research/Trade Relations - Rochelle Staab (818)953-3460
Director of Dance/Contemporary Music - Craig Kostich
(818)953-3566
Nat'l Promotion Mngr./Modern Music/College Radio -
Steve Tipp (818)953-3595
Promotion Mngr., West Coast/Dance&Contemporary Music
- Shaye Sullwold (818)953-3566

New York Branch:

3 East 54th Street
New York, NY 10022
(212)702-0300
Dance & Contemporary Music, Promotion Manager -
Dennis Wheeler (212)484-6815
NY Marketing Manager, Dance & Contemporary Music -
David Shaw (212)484-6820

Field Staff

Atlanta - Danny Davenport (404)344-4933
Baltimore/Virginia - Linda Baker (301)792-7540
Boston - Mike Symonds (617)721-1991
George Skaubitis
Buffalo/Rochester - Jeffrey Criden (716)693-4492
Charlotte - Warren Hudson (404)344-4933
Chicago - Richard Wolod (312)595-6000
Nancy Stein
Cincinnati - Craig Diable (606)371-0865
Cleveland - Larry Bole ((216)524-3200
Dallas - Jerry Barrett (214)247-5959
Denver - Michael Linehan (303)690-5678
Detroit - Alan Ferszt (313)569-4822
Hartford - Debbie Sweeney (203)643-2247
Houston - Todd Galli (713)820-9316
Kansas City - Mary Klinedinst (816)753-3439
Los Angeles - Chris Crist (818)709-4190
Miami - Ed Nuhfer (305)871-2090
Minneapolis - Steve Fingerett (812)835-7255
Nashville/Memphis - Gene Dries (615)320-7525
New Orleans - Bobby Belisle (504)945-8946
New York - Valerie Goodman (212)484-6809
Philadelphia - George Stone (609)596-1200
Pittsburgh - Mark Wallace (412)733-1688
Portland - Greg Lee (503)246-1202

DIRECTORY

DIRECTORY OF MEDIA PROFESSIONALS

San Diego/Phoenix - Kenne Swink (619)436-0523
San Francisco - Beverly Stevens (415)777-2299
Gary Briggs

Seattle - Sue Brett (206)575-0190

Black Music Marketing

V.P., Black Music Marketing - Tom Draper (818)953-3481

Vice President - Oscar Fields (818)953-3245

V.P., Promotion - Ron Ellison (818)953-3523

Research Director - Marylou Badeaux (818)953-3556

Black/Urban Field Staff

Atlanta - Ted Astin (404)344-4933

Baltimore/DC - Barry Terry (301)792-7540

Charlotte - Trupledo Crump (404)344-4933

Chicago - Kirkland Burke (312)595-6000

Cleveland - Willie Smith (216)524-3200

Dallas - Terrell Broom (214)247-5959

Detroit - Ted Joseph (313)569-4822

Los Angeles - Steve Campfield (818)709-4190

Memphis - Jarvis Shelton (404)344-4933

Miami - L.C. Sneed (305)871-2090

New Orleans - Michael Cheshier (504)524-3917

New York - Joan Armond (212)484-6800

San Francisco - Ken Hudson (415)777-2299

Nashville Branch

P.O. Box 12897

Nashville, TN 37212

(615)320-7525

Executive V.P. - Jim Ed Norman

Senior V.P. - Vic Faraci (818)953-3370

Senior V.P., Sales & Promotion - Nick Hunter

Co-National Promotion Directors - Robert Saporiti
Nancy Solinski

Secondary Country Promotion - Doug Grau

Western Regional Promotion Manager - Bruce Adelman
(818)953-3515

Midwest Regional Marketing Manager - Anthony
Marflai (314)968-8887

Assoc. Nat'l Promotion Dir., Southwest - Dennis
Mosesman (214)247-5959

Southeastern Regional Marketing Manager - Richard
Moxley (404)344-4933

Sales/Promotion Coordinator - Chris Palmer

WAX TRAX RECORDS

2445 N. Lincoln Ave.

Chicago, IL 60614

Jim Nash (312)528-8753

THE WELK MUSIC GROUP

54 Music Square East

Nashville, TN 37203

(615)256-7648

Bob Kirsch

Doyle Brown

Doug Howard

Thad Tarleton

Field Staff

Santa Monica, CA - Headquarters (213)870-1582

Hollywood, CA - Branch Office (213)467-3197

New York, NY - Branch Office (212)581-3197

WESTWOOD ONE

9540 Washington Blvd.

Culver City, CA 90232

(213)204 5000

Westwood One Radio Networks Chairman of the Board &
CEO - Norm Pattiz

President - Bill Battison

Vice President & General Manager - Thom Ferro

Director of Programming - Gary Landis

WINDHAM HILL PRODUCTIONS

1416 North La Brea Avenue

Hollywood, CA 90028

(213)469-2411

West Coast Promotion - Michael Carlson (213)469-2411

East Coast Promotion - Robert Duski (718)797-4121
Director of Promotion - Rich Schmidt (213)469-2411

WIND AND SAND RECORDS

50 West 34th Street, Suite 11C5-PM

New York, NY 10001

(212)279-9596

Veronica Piastuch (A/C)

PAUL YESKEL PROMOTIONS

33 Tenafly Road

Tenafly, NJ 07670

(201)567-5931

President - Paul Yeskel (AOR)

the GAVIN REPORT

Bill Gavin

Ron Fell

Dave Sholin

Betty Hollars

Elma Greer

Kent Zimmerman

Diane Rufer

Keith Zimmerman

Lisa Smith

Peter Standish

Natalie Cusenza

Joe Belden

Dodie Shoemaker

Peter Gram

Glen Helfand

Terrance Mark

Contributing Editors

Eric Norberg

Jerry Boulding

Tony Richland

Gary Donohue

Dr. Oren Harari

Founder

Publisher

Managing Editor

Adult Contemporary

Editor

Top 40 Editor

Urban Contemporary

Editor

Office Manager

Country Music Editor

Album Radio Editor

Circulation Manager

Adult Contemporary-

Associate Editor

Top 40 Research

Top 40 Research

Associate Country Editor

Alternative Radio Editor

Manager of Gavin

Radio Services

Research Assistant

News Editor

Art Director

Art Department Staff

Editorial Assistants

Joel Moalem

Cyndi Hoelzle

John Martinucci

Frank Bodeck

Beth Hartley

Liz Pullen

Victor Janflone

The Gavin Report is published fifty weeks a year on
the Thursday of each week.

Subscription Rates: \$240 for 50 issues or \$130 for 25 issues.

Subscription and circulation inquiries: (415) 392-7750

Station Reporting Phone: (415) 392-7750

All rights to any or all of the contents of this publication are
reserved. Material may not be reproduced in any form
without publisher's permission.

©THE GAVIN REPORT, INC. 1987

One Hallidie Plaza, Suite 725

San Francisco, CA 94102

Marketing Representatives: Galliani Brothers.



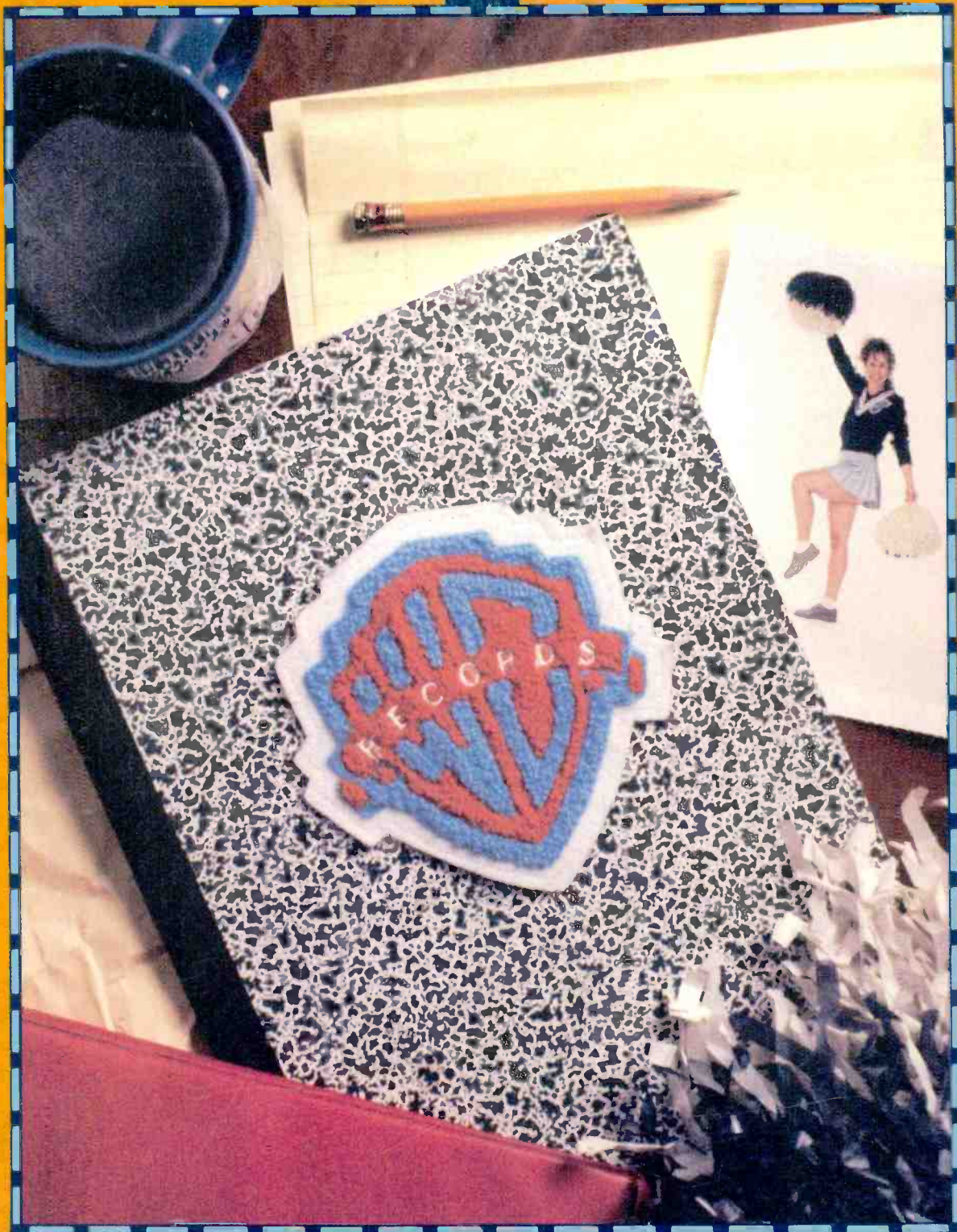
GEFFEN RECORDS

THIS IS OUR YEAR! 1987

January	February	March	April	May	June
4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
July	August	September	October	November	December
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Let's GO!





Most Likely To Succeed

1987