



TAYLOR SWIFT ALBUM PREMIERE

Air Date: 10/25/10 – 11/07/10



TRACKS 1-2

TRACKS 3-4

BILLBOARD: Now...presented by Target, a Country Top 40 special: The world premiere of Taylor Swift's, "Speak Now." Get the exclusive version of Taylor's CD featuring three bonus tracks, three remixed tracks, and over 30 minutes of video today, exclusively at Target.

Theme and Opening

Theme and Opening

"MINE"

"DEAR JOHN"

"SPEAK NOW"

"SPARKS FLY"

"NEVER GROW UP"

"OURS"

"BACK TO DECEMBER"

INSTRUMENTAL STINGER

INSTRUMENTAL STINGER

1 MINUTE OF NATIONAL INVENTORY (ONE :60 SPOT)
OUTCUE: Coming up

1 MINUTE OF NATIONAL INVENTORY (ONE :60 SPOT)
OUTCUE: Only at Target

TRACK 1 RUN TIME: 26:42 (LOCAL INSERT 5:00)

TRACK 3 RUN TIME: 17:32 (LOCAL INSERT 5:00)

Theme and Opening

Theme and Opening

"MEAN"

"LONG LIVE"

"INNOCENT"

"MINE"

"LAST KISS"

INSTRUMENTAL STINGER

OUTCUE: Exclusively at TARGET

1 MINUTE OF NATIONAL INVENTORY (ONE :60 SPOT)
OUTCUE: Stay close

TRACK 4 RUN TIME: 12:14

TRACK 2 RUN TIME: 19:08 (LOCAL INSERT 5:00)

VOICE OUT: 75:27 THEME OUT: 75:36

TOPICAL PROMOS ARE LOCATED ON TRACKS 5/ :23; 6/ :10 7/ :09

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KCCS PRODUCTIONS, INC.
1710 MARTIN DRIVE
WEATHERFORD, TEXAS 76086



Please audition your
show immediately.
If you have any questions,
please contact us at
817.599.4099 x 2238

PROMOS FOR THE TAYLOR SWIFT ALBUM PREMIERE
DO NOT USE AFTER 11/07/10

PRODUCED

BOB: HI THIS IS BOB KINGSLEY WITH THE COUNTRY TOP 40, AND I THINK IT'S TIME TO
SHARE SOME INTERESTING INFORMATION!

TAYLOR: *HEY BOB, THIS IS TAYLOR SWIFT!*

BOB: WELL HELLO, TAYLOR! ARE YOU READY TO LET THE CAT OUT OF THE BAG?

TAYLOR: *I'M READY IF YOU'RE READY!*

BOB: OK! TAYLOR AND I HAVE BEEN PREPARING A WORLD PREMIERE, TOGETHER...

TAYLOR: *WE'LL BE PLAYING AND TALKING ABOUT MY NEW CD, "SPEAK NOW", RIGHT
HERE ON THIS STATION!*

BOB: DON'T MISS IT!

(LOCAL TAG) :23

HEY GUYS, THIS IS TAYLOR SWIFT. JOIN ME AND MY GOOD FRIEND BOB KINGSLEY FOR
AN ALBUM RELEASE SPECIAL. WE'LL BE PLAYING AND TALKING ABOUT MY NEW CD,
"SPEAK NOW", RIGHT HERE ON THIS STATION!

(LOCAL TAG) :10

HEY EVERYONE, THIS IS TAYLOR SWIFT. I'M SO EXCITED ABOUT MY NEW CD, "SPEAK
NOW," AND I'D LOVE YOU TO JOIN ME RIGHT HERE AS BOB KINGSLEY AND I TEAM UP FOR
AN ALBUM RELEASE SPECIAL.

(CT40 JINGLE/LOCAL TAG) :09

