



9540 Washington Boulevard • Culver City, California 90232-1985 • (213) 204-5000

IMPORTANT PROGRAMMING INFORMATION

TO: All "CASEY'S TOP 40" Stations
FROM: Gary Landis
DATE: January 31, 1989
SUBJECT: CHANGE In "Top-Of-The-Hour" ID Sweep

We have reviewed the top-of-the-hour ID sweeps built into "CASEY'S TOP 40," and discussed those sweeps with many of you.

As a result, effective with THIS WEEK'S show, the length of the top-of-the-hour ID rhythm bed is being reduced from ten seconds to FIVE SECONDS.

Ten seconds can come across as a lot of time to fill, and without any local ID fill, it can seem even longer. With a five-second legal ID dropped in, the top-of-the-hour sweep will sound tighter and better-paced, thus enhancing the "non-stop" feel we are trying to create.

If your board operator is unsure of the best way to utilize the ID sweep, I suggest it be tried several times prior to airtime.

And now, on with the Countdown!



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CASEY'S TOP 40 WITH CASEY KASEM - HOUR 1

Show 89-06 for broadcast the weekend of February 4-5, 1989

**** 4 PROMOS LOCATED AT THE END OF SIDE 12 ****

Clock Time

Segment 1 -
9:50
Side One

Incue: "Westwood One Radio Network..."
Billboard: York Peppermint Patties, U.S. Navy & Greyhound
Songs: # 1. "When I'm With You" - Sheriff
#40. "Little Liar" - Joan Jett
Commercials: :30 - U.S. Navy :30 - NBC Entertainment
Outcue: "...on NBC." (sting)

LOCAL BREAK

Segment 2 -
8:48
Side One

Incue: Jingle
Songs: #39. "The Love In Your Eyes" - Eddie Money
#38. "Put A Little Love In Your Heart" - Lennox & Green
Commercials: :60 - Three Musketeers
Outcue: "...out done itself." + music

LOCAL BREAK

Segment 3 -
9:49
Side Two

Incue: Jingle
Songs: #37. "Just Because" - Anita Baker
#36. "Girl, You Know It's True" - Milli Vanilli
Commercials: :30 - York Peppermint Patty :30 - Duration
Outcue: "...only as directed."

LOCAL BREAK

Segment 4 -
10:27
Side Two

Incue: Jingle
Songs: #35. "I Beg Your Pardon" - Kon Kan
#34. "I Remember Holding You" - Boys Club
Commercial: :30 - NBC Entertainment :30 - Doritos
Outcue: "...we'll make more."

LOCAL BREAK

Segment 5 -
10:56
Side Three

Incue: Jingle
Songs: #33. "You're Not Alone" - Chicago
#32. "It's No Secret" - Kylie Minogue
Commercial: :30 - Drixoral :30 - Greyhound
:30 - Nestle's Crunch :30 - Hall's Vitamin C
Outcue: "...in limited areas."

LOCAL BREAK

Segment 6 -
4:10
Side Four

Incue: Jingle
Songs: #31. "Don't Tell Me Lies" - Breathe
Outcue: "...Casey's Coast To Coast."
Outcue goes directly into :05 bed for Station I.D. insert

TOTAL SEGMENT TIMES - 54:00 w/ 5 LOCAL BREAKS

ATTENTION: Seg. 6 segues into Seg. 7. This is not a commercial break. To sweep top of hour, insert local I.D. in :05 bed between Segs 6 & 7 on Side 4.



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CASEY'S TOP 40 WITH CASEY KASEM - HOUR 2

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Clock Time

Segment 7 -
9:59
Side Four

Incue: Hour opening I.D.
Songs: #30. "Every Rose Has Its Thorn" - Poison
EXTRA

Commercials: :30 - York Peppermint Patty :30 - Orion Pictures
Outcue: "...theater near you."



LOCAL BREAK

Segment 8 -
10:13
Side Five

Incue: Jingle
Songs: #29. "All She Wants Is" - Duran Duran
#28. "My Heart Can't Tell You No" - Rod Stewart

Commercials: :30 - U.S. Navy :30 - Doritos
Outcue: "...we'll make more."



LOCAL BREAK

Segment 9 -
9:21
Side Five

Incue: Jingle
Songs: #27. "Roni" - Bobby Brown
#26. "Shake For The Sheik" - Escape Club

Commercials: :30 - NBC Entertainment :30 - Tidy Cat
Outcue: "...cat box again."



LOCAL BREAK

Segment 10 -
10:37
Side Six

Incue: Jingle
Songs: #25. "My Prerogative" - Bobby Brown
#24. "Paradise City" - Guns N' Roses

Commercial: :30 - Reese's P.B. Cup :30 - 20th Century Fox/Fly II
Outcue: "...theaters everywhere."



LOCAL BREAK

Segment 11 -
11:23
Side Six

Incue: Jingle
Songs: #23. "Surrender To Me" - Wilson & Zander
#22. "Holding On" - Steve Winwood

Commercial: :30 - NBC Entertainment :30 - Nestle's Crunch
:30 - Hall's :30 - Close-Up

Outcue: "...get Close-Up."



LOCAL BREAK

Segment 12 -
4:22
Side Seven

Incue: Jingle
Songs: #21. "The Living Years" - Mike & The Mechanics
Outcue: "...Casey's Coast To Coast."

Outcue goes directly into :05 bed for Station I.D. insert



TOTAL SEGMENT TIMES - 55:55 w/ 5 LOCAL BREAKS

ATTENTION: Seg. 12 segues into Seg. 13. This is not a commercial break. To sweep top of hour, insert local I.D. in :05 bed between Segs 12 & 13 on Side 7.



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CASEY'S TOP 40 WITH CASEY KASEM - HOUR 3

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Clock Time

Segment 13 -
10:01
Side Seven

Incue: Hour Opening I.D.
Songs: #20. "Dial My Heart" - The Boys
#19. "What I Am" - Edie Brickell & New Bohegmians
Commercials: :30 - Greyhound :30 - Doritos
Outcue: "...we'll make more."

LOCAL BREAK

Segment 14 -
8:22
Side Seven

Incue: Jingle
Songs: #18. "A Little Respect" - Erasure
#17. "Lost In Your Eyes" - Debbie Gibson
Commercials: :30 - York Peppermint Patty :30 - NBC Entertainment
Outcue: "...only on NBC." (sting)

LOCAL BREAK

Segment 15 -
10:54
Side Eight

Incue: Jingle
Songs: #16. "Angel Of Harlem" - U2
Request & Dedication
Commercials: :30 - U.S. Navy :30 - Hall's
Outcue: "...spearmint flavor, too." (music out)

LOCAL BREAK

Segment 16 -
8:01
Side Eight

Incue: Jingle
Songs: #15. "I Wanna Have Some Fun" - Samantha Fox
#14. "You Got It" - New Kids On The Block
Commercial: :60 - Three Musketeers
Outcue: "...just out done itself." (music)

LOCAL BREAK

Segment 17 -
10:31
Side Nine

Incue: Jingle
Songs: #13. "Two Hearts" - Phil Collins
#12. "All This Time" - Tiffany
Commercial: :30 - NBC Entertainment :60 - Head & Shoulders
:30 - Jergens Lotion
Outcue: "...Jergens Extra Dry."

LOCAL BREAK

Segment 18 -
4:12
Side Nine

Incue: Jingle
Songs: #11. "The Lover In Me" - Sheena Easton
Outcue: "...Casey's Coast To Coast."
Outcue goes directly in :05 bed for station I.D. insert

TOTAL SEGMENT TIMES - 52:01 w/ 5 LOCAL BREAKS

ATTENTION: Seg. 18 segues into Seg. 19. This is not a commercial break. To sweep top of hour, insert local I.D. in :05 bed between Segs 18 & 19 on Side 9.



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CASEY'S TOP 40 WITH CASEY KASEM - HOUR 4

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Clock Time

Segment 19 -
8:21
Side Nine

Incue: Jingle
Songs: #10. "She Wants To Dance With Me" - Rick Astley
9. "Walking Away" - Information Society
Commercials: :30 - U.S. Marines :30 - Nestle's Crunch
Outcue: "...video stores everywhere."

LOCAL BREAK

Segment 20 -
9:12
Side Ten

Incue: Jingle
Songs: # 8. "Don't Rush Me" - Taylor Dayne
7. "Armageddon It" - Def Leppard
Commercials: :30 - Greyhound :30 - NBC Entertainment
Outcue: "...on NBC." (sting)

LOCAL BREAK

Segment 21 -
8:45
Side Ten

Incue: Jingle
Songs: # 6. "The Way You Love Me" - Karyn White
Commercials: :30 - York Peppermint Patty :30 - Lipton Cup-A-Soup
Outcue: "...America's Cup." (sung)

LOCAL BREAK

Segment 22 -
9:50
Side Eleven

Incue: Jingle
Songs: # 5. "Wild Thing" - Tone Loc
4. "When The Children Cry" - White Lion
Commercial: :30 - Reese's P.B. Cup :30 - 20th Century Fox/Fly II
Outcue: "...theaters everywhere."

LOCAL BREAK

Segment 23 -
6:31
Side Eleven

Incue: Jingle
Songs: # 3. "Born To Be My Baby" - Bon Jovi
Commercial: :30 - U.S. Navy :30 - NBC Entertainment
:30 - Flintstones Vitamins :30 - Clorets
Outcue: "...bad breath, fast."

LOCAL BREAK

Segment 24 -
11:59
Side Twelve

Incue: Jingle
Songs: # 2. "Straight Up" - Paula Abdul
1. "When I'm With You" - Sheriff
Billboard: York Peppermint Patties, U.S. Navy & Greyhound
Outcue: "...driving to us."

Includes (1:34) theme run-out/bed for local billboards

TOTAL SEGMENT TIMES - 54:38 w/ 5 LOCAL BREAKS

***** 4 PROMOS LOCATED AT THE END OF SIDE 12 *****