



TO: Traffic Director - American Top 40  
FROM: ABC Watermark  
DATE: May 28, 1988  
RE: J.C. Penny -- "Holiday Sales Event" spots

In American Top 40 program #882-9, for air May 28-29, 1988, there are eight (8) thirty-second J.C. Penny "Holiday Sales Event" spots. J.C. Penny requests that all "Holiday Sales Event" commercials scheduled to air before 3pm on Saturday, May 28th be BLACKED OUT. You can fill these spots with local avails or PSA's.

This blackout pertains only to those spots airing in the regular weekly show before 3pm on Saturday, May 28th. Please alert your board operator.

One thirty-second J.C. Penny "Holiday Sales Event" spot is located in each of the following breaks:

IN HOUR I THERE ARE TWO THIRTY-SECOND SPOTS: C-2 AND C-4

IN HOUR II THERE ARE TWO THIRTY-SECOND SPOTS: C-2 AND C-5

IN HOUR III THERE ARE TWO THIRTY-SECOND SPOTS: C-2 AND C-5

IN HOUR IV THERE ARE TWO THIRTY-SECOND SPOTS: C-2 AND C-4





ABC Watermark



FOR WEEK ENDING: 5/28/88  
 CYCLE NO. 882 PROGRAM 9 OF 13  
 DISC & HALF HOUR NO. 1A (Backed w/4B)  
 PAGE NO. 1

3575 Cahuenga Blvd. W., Suite 555, Los Angeles, CA 90068

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		BILLBOARD: "NOW, AMERICAN TOP 40, BROUGHT TO YOU IN PART BY DR. PEPPER, DIET DR. PEPPER, AND YOUR LOCAL DR. PEPPER BOTTLER. AND BY LEVI'S 5-0-1 JEANS. SPECIALLY MADE TO GIVE YOU A UNIQUE, PERSONAL FIT NO OTHER JEANS CAN MATCH. THEME AND OPENING OF PART I THEME: THEME AND JINGLES, FIRST DIGITAL MUSIC BMI #40 NIGHTTIME (A) Pretty Poison #39 WHEN WE KISS (B) Bardeux	09:04
09:04		NETWORK SPOT: C-1 PLAYTEX/NOXZEMA (OUT CUE) Jingle fades after... "...begin with Noxzema."	:30/30
10:04		LOCAL INSERT:	:60
11:04		LOGO: AMERICAN TOP 40 #38 NEW SENSATION (A) Inxs #37 UNDER THE MILKY WAY (A&B) The Church	08:35
19:39		NETWORK SPOT: C-2 DR. PEPPER/J.C. PENNEY (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." "...Dr. ordered." (Dr. Pepper)	:30/30
20:39		LOCAL INSERT:	:60
21:39		LOGO: AMERICAN TOP 40 #36 BEDS ARE BURNING (B&APRA) Midnight Oil #35 DA'BUTT (A) E.U.	08:22
30:01		NETWORK SPOT: C-3 LEVI JEANS/SEARS (OUT CUE) Jingle ends cold with... "...at Sears."	:30/30
31:01		LOCAL INSERT:	:60
32:01		STATION I. D.:	:10



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 DISC & HALF HOUR NO. 1B (Backed w/3A)  
 PAGE NO. 2

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:11		LOGO: AMERICAN TOP 40 STATION MENTIONS  #34 MERCEDES BOY (A) Pebbles	03:58
36:09		<b>C-4</b> NETWORK SPOT: DR. PEPPER/J.C. PENNEY (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." 37:09 LOCAL INSERT: "...Dr. ordered." (Dr. Pepper)	:30/30 :60
38:09		LOGO: AMERICAN TOP 40  #33 WHERE DO BROKEN HEARTS GO (A) Whitney Houston  LDD: <u>YOU'RE THE INSPIRATION</u> (A&B) Chicago	09:55
48:04		<b>C-5</b> NETWORK SPOT: DODGE KIT KAT/NOXZEMA (OUT CUE) Jingle fades after... "...begins with Noxzema."	:60 :30/30
50:04		LOGO: AMERICAN TOP 40  #32 POUR SOME SUGAR ON ME (A) Def Leppard  #31 I'M STILL SEARCHING (A&CAPAC) Glass Tiger	07:41
57:36		THEME IN AND UNDER WITH TALK UNIT ENDING AT: 57:45 THEME: 57:50	
57:50		<b>C-6</b> LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10


**ABC Watermark**

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 DISC & HALF HOUR NO. 2A (Backed w/3B) PAGE NO. 3

3575 Cahuenga Blvd. W., Suite 555, Los Angeles, CA 90068

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART II  #30 NOIHIN' BUT A GOOD TIME (B) Poison  #29 THE FLAME (A&B) Cheap Trick	08:51
08:51		C-1 NETWORK SPOT: PLAYTEX/INTERNATIONAL COFFEE (OUT CUE) Jingle ends cold with... "...or any day."	:30/30
09:51		LOCAL INSERT:	:60
10:51		LOGO: AMERICAN TOP 40 STATION MENTIONS  #28 NITE AND DAY (A) Al B. Sure  #27 <u>ANGEL</u> (A&B) Aerosmith	08:51
19:42		C-2 NETWORK SPOT: CAREFREE/J.C. PENNEY (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." "...feelin' Carefree." (Carefree)	:30/30
20:42		LOCAL INSERT:	:60
21:42		LOGO: AMERICAN TOP 40  #26 KISS ME DEADLY (A) Lita Ford  #25 PINK CADILLAC (A) Natalie Cole	08:51
30:33		C-3 NETWORK SPOT: LEVI JEANS/NOXZEMA (OUT CUE) Jingle fades after... "...begin with Noxzema."	:30/30
31:33		LOCAL INSERT:	:60
32:33		STATION I. D.:	:10

FOR SATELLITE INFORMATION CALL: (212) 887-4414



ABC Watermark



FOR WEEK ENDING: 5/28/88  
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 DISC & HALF HOUR NO. 2B (Backed w/4A) PAGE NO. 4

3575 Cahuenga Blvd. W., Suite 555, Los Angeles, CA 90068

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:43		LOGO: AMERICAN TOP 40  #24 WISHING WELL (B) Terence Trent D'Arby	03:26
36:09		C-4 NETWORK SPOT: HOSTESS/DR. PEPPER (OUT CUE) Jingle fades after... "...Doctor ordered."	:30/30
37:09		LOCAL INSERT:	:60
38:09		LOGO: AMERICAN TOP 40  #23 I STILL BELIEVE (A) Brenda K. Starr  #22 MY GIRL (A) Suave	08:19
46:28		C-5 NETWORK SPOT: DODGE/PARAMOUNT/J.C. PENNEY (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." "...theatre for you." (Paramount)	:60 :30/30
48:28		LOGO: AMERICAN TOP 40  #21 STRANGE BUT TRUE (A) Times Two  #20 WE ALL SLEEP ALONE (A) Cher	09:03
57:23		THEME IN AND UNDER WITH TALK UNIT ENDING AT: 57:31 THEME: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10


**ABC Watermark**

 FOR WEEK ENDING: 5/28/88  
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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART III  #19 ALPHABET ST. (A) Prince  #18 THE VALLEY ROAD (A) Bruce Hornsby & The Range	08:06
08:06		<b>C-1</b> <b>NETWORK SPOT:</b> PARAMOUNT/KIT KAT (OUT CUE) Voice out cold with... "...what you want."	:30/30
09:06		<b>LOCAL INSERT:</b>	:60
10:06		LOGO: AMERICAN TOP 40 STATION MENTIONS  #17 DIRTY DIANA (A) Michael Jackson  #16 DREAMING (A) Orchestral Manoeuvres In The Dark	10:29
20:35		<b>C-2</b> <b>NETWORK SPOT:</b> DR. PEPPER/J.C. PENNEY (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." "...Dr. ordered." (Dr. Pepper)	:30/30
21:35		<b>LOCAL INSERT:</b>	:60
22:35		LOGO: AMERICAN TOP 40  #15 FOOLISH BEAT (A) Debbie Gibson	04:54
27:29		<b>C-3</b> <b>NETWORK SPOT:</b> CAREFREE/AGREE (OUT CUE) Jingle ends cold with... "...with Agree."	:30/30
28:29		<b>LOCAL INSERT:</b>	:60
29:29		<b>STATION I. D.:</b>	:10



ABC Watermark



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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:39		LOGO: AMERICAN TOP 40  #14 CIRCLE IN THE SAND (A&B) Belinda Carlisle  <u>LISTO: RAY STEVENS "IN THE MOOD"</u>  #13 MAKE IT REAL (A&B) The Jets	08:06
38:55		C-4 NETWORK SPOT: NOXZEMA/SEARS (OUT CUE) Jingle ends cold with... "...at Sears."	:30/30
39:55		LOCAL INSERT:	:60
40:55		LOGO: AMERICAN TOP 40  #12 ELECTRIC BLUE (A&B) Icehouse	10:29
45:21		C-5 NETWORK SPOT: DODGE/CLOSE UP/J.C. PENNEY J.C. Penney (OUT CUE) Jingle fades after... "...J.C. Penneys, yeh." Close Up (OUT CUE) Voice out cold with... "...Thank You."	:60 :30/30
47:21		LOGO: AMERICAN TOP 40  #11 TWO OCCASIONS (A&B) The DeeLe  <u>LDD: ROCK ME AMADEUS (A)</u> Falco	04:54
57:30		THEME IN AND UNDER WITH TALK UNIT ENDING AT: 57:40 THEME: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I. D.:	:10




**ABC Watermark**

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**ABC Contemporary Radio Network**

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART IV  #10 PIANO IN THE DARK (A) Brenda Russell featuring Joe Esposito  #9 WAIT (A) White Lion	09:32
09:32		C-1 NETWORK SPOT: DR. PEPPER/PLAYTEX (OUT CUE) Jingle ends cold after... "...know the facts."	:30/30
10:32		LOCAL INSERT:	:60
11:32		LOGO: AMERICAN TOP 40  #8 TOGETHER FOREVER (A) Rick Astley  SR: CHINA GETS HIP  #7 EVERYTHING YOUR HEART DESIRES (B) Daryl Hall & John Oates	08:56
20:28		C-2 NETWORK SPOT: HOSTESS/J.C. PENNEY J.C. Penney (OUT CUE) Jingle fades after... ". .J.C. Penneys, yeh." Hostess (OUT CUE) Jingle ends cold with..	:30/30
21:28		LOCAL INSERT: "...bright new package."	:60
22:28		LOGO: AMERICAN TOP 40  #6 ALWAYS ON MY MIND (B) Pet Shop Boys	04:00
26:28		C-3 NETWORK SPOT: MAYBELLINE/AGREE SHAMPOO (OUT CUE) Jingle ends cold with... "...with Agree."	:30/30
27:28		LOCAL INSERT:	:60
28:28		STATION I. D.:	:10

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
28:38		LOGO: AMERICAN TOP 40 STATION MENTIONS  #5 I DON'T WANT TO LIVE WITHOUT YOU (A) Foreigner  #4 NAUGHTY GIRLS (NEED LOVE TOO) (B) Samantha Fox	09:39
38:17		NETWORK SPOT: C-4 CLOSE UP/J.C. PENNEY J.C. Penney (OUT CUE) Jingle fades after... "...J.C. Penney, yeh." Close Up (OUT CUE) Voice out cold with...	:30/30
39:17		LOCAL INSERT: "...kiss me again."	:60
40:17		LOGO: AMERICAN TOP 40  #3 ANYTHING FOR YOU (B) Gloria Estefan and Miami Sound Machine	03:34
43:51		NETWORK SPOT: C-5 DODGE DR. PEPPER/RAGU PIZZA (OUT CUE) Jingle ends cold with... "...Pizza Quick."	:60 :30/30
45:51		LOGO: AMERICAN TOP 40 #2 SHATTERED DREAMS ( ) Johnny Hates Jazz #1 ONE MORE TRY (A) George Michael  CLOSE: "AMERICAN TOP 40 HAS BEEN BROUGHT TO YOU IN PART BY DR. PEPPER, DIET DR. PEPPER, AND YOUR LOCAL DR. PEPPER BOTTLER. AND BY LEVI'S 5-0-1 JEANS. SPECIALLY MADE TO GIVE YOU A UNIQUE, PERSONAL FIT NO OTHER JEANS CAN MATCH."	11:46
56:23		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:37	
57:50		THEME: 57:50 LOCAL INSERT: C-6	2:00
59:50		STATION I. D.:	:10

# FORMAT AND COMMERCIAL CLOCK

Hour I

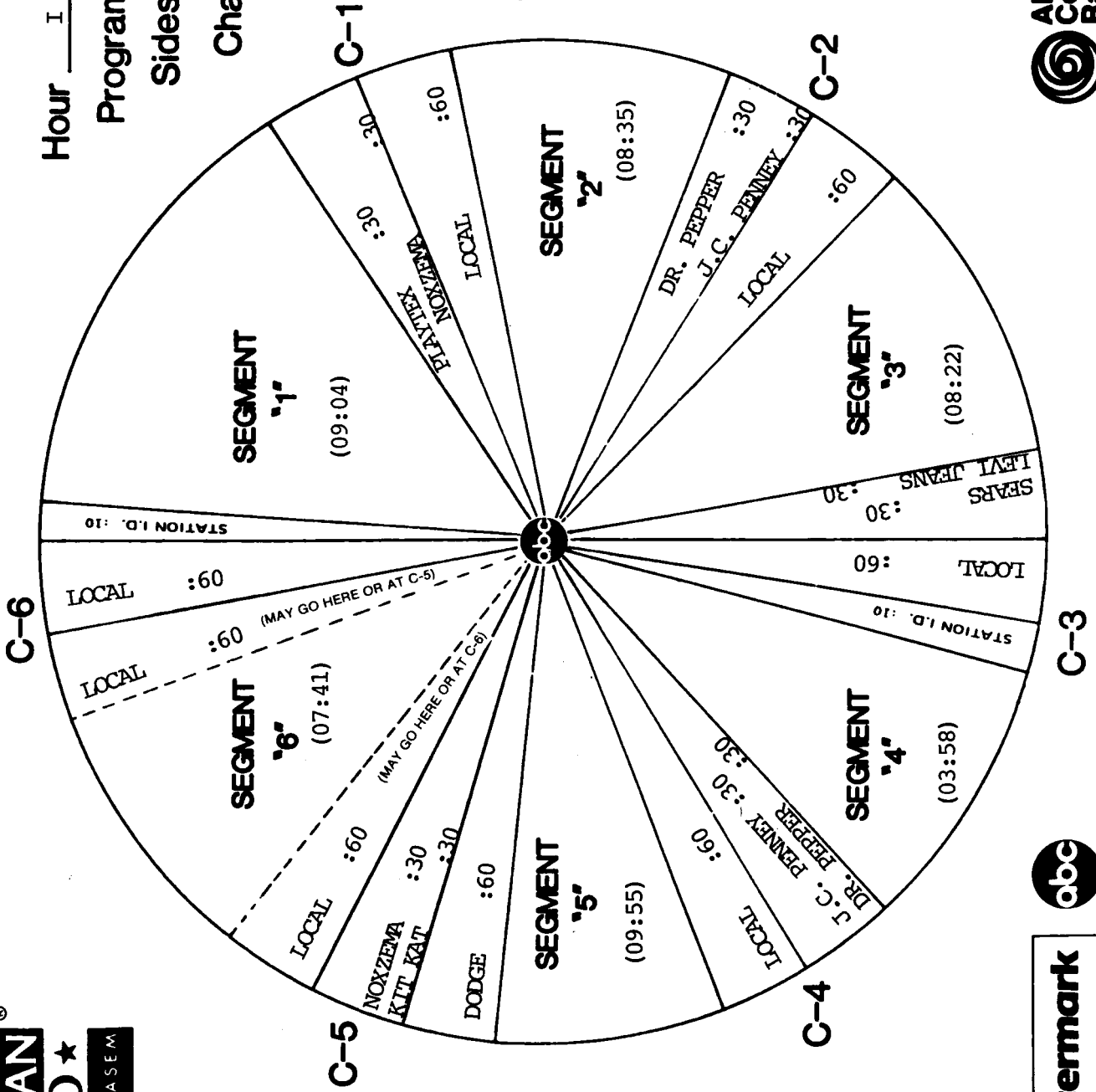
Program 882-9

Sides 1A and 1B

Chart Date 5/28/88

Local minutes available 6

Network minutes used 6



# FORMAT AND COMMERCIAL CLOCK

**AMERICAN**  
**★ TOP40 ★**  
 WITH CASEY KASEM

Hour II

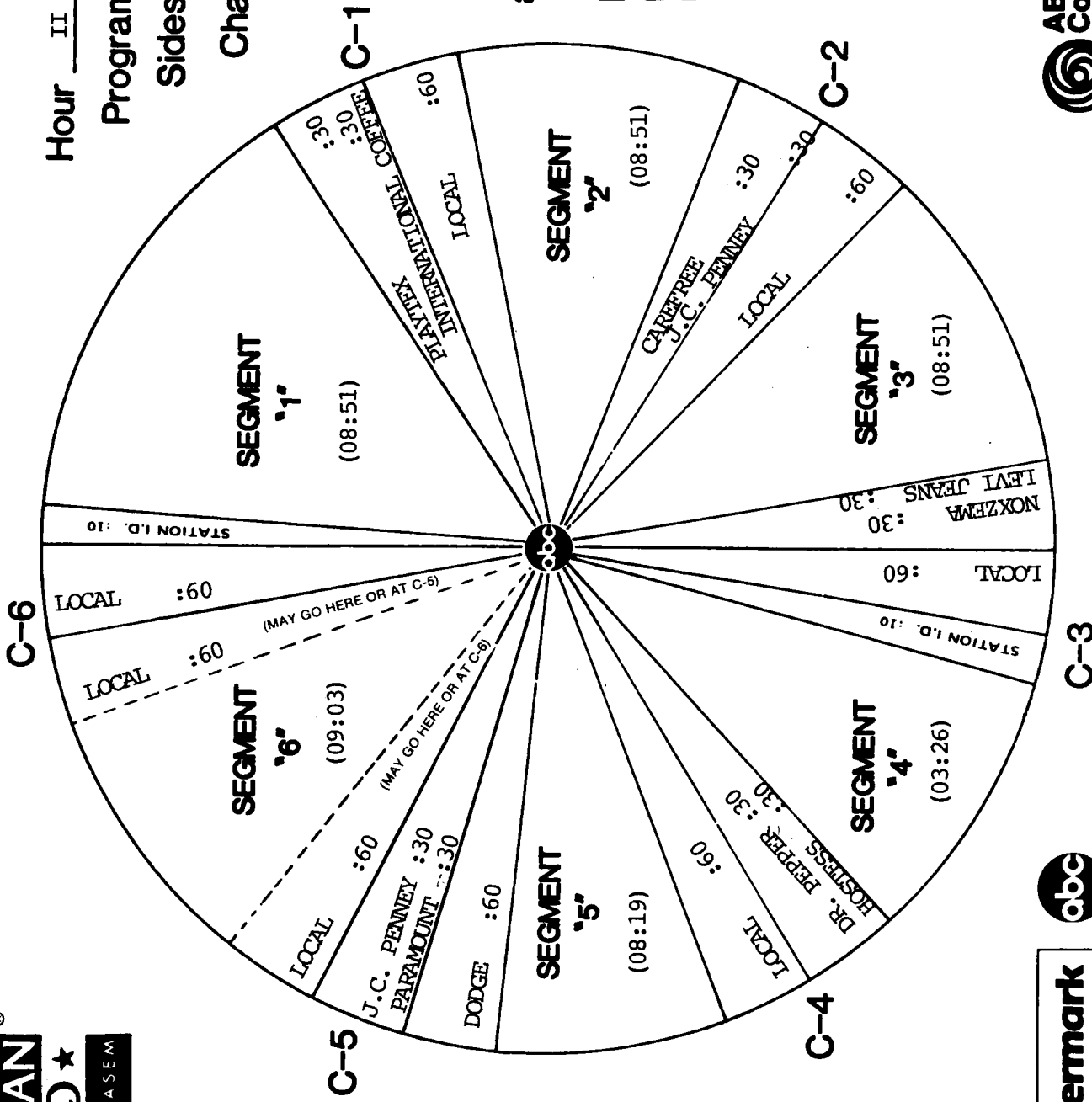
Program 882-9

Sides 2A and 2B

Chart Date 5/28/88

Local minutes available 6

Network minutes used 6

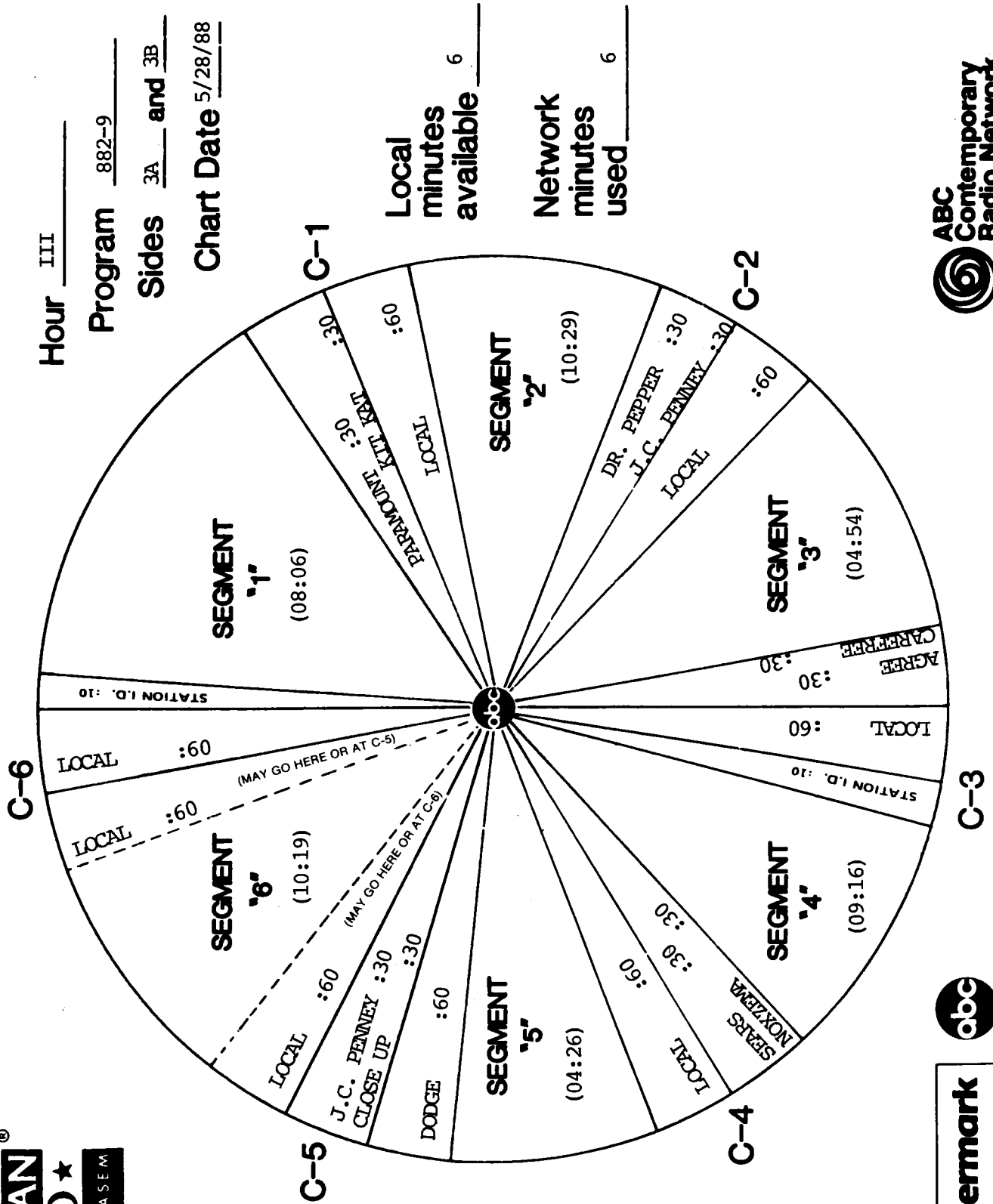


**ABC Watermark**

# FORMAT AND COMMERCIAL CLOCK



Hour III  
 Program 882-9  
 Sides 3A and 3B  
 Chart Date 5/28/88



Local minutes available 6  
 Network minutes used 6



# FORMAT AND COMMERCIAL CLOCK

**AMERICAN**  
**★ TOP40 ★**  
 WITH CASEY KASEM

Hour IV

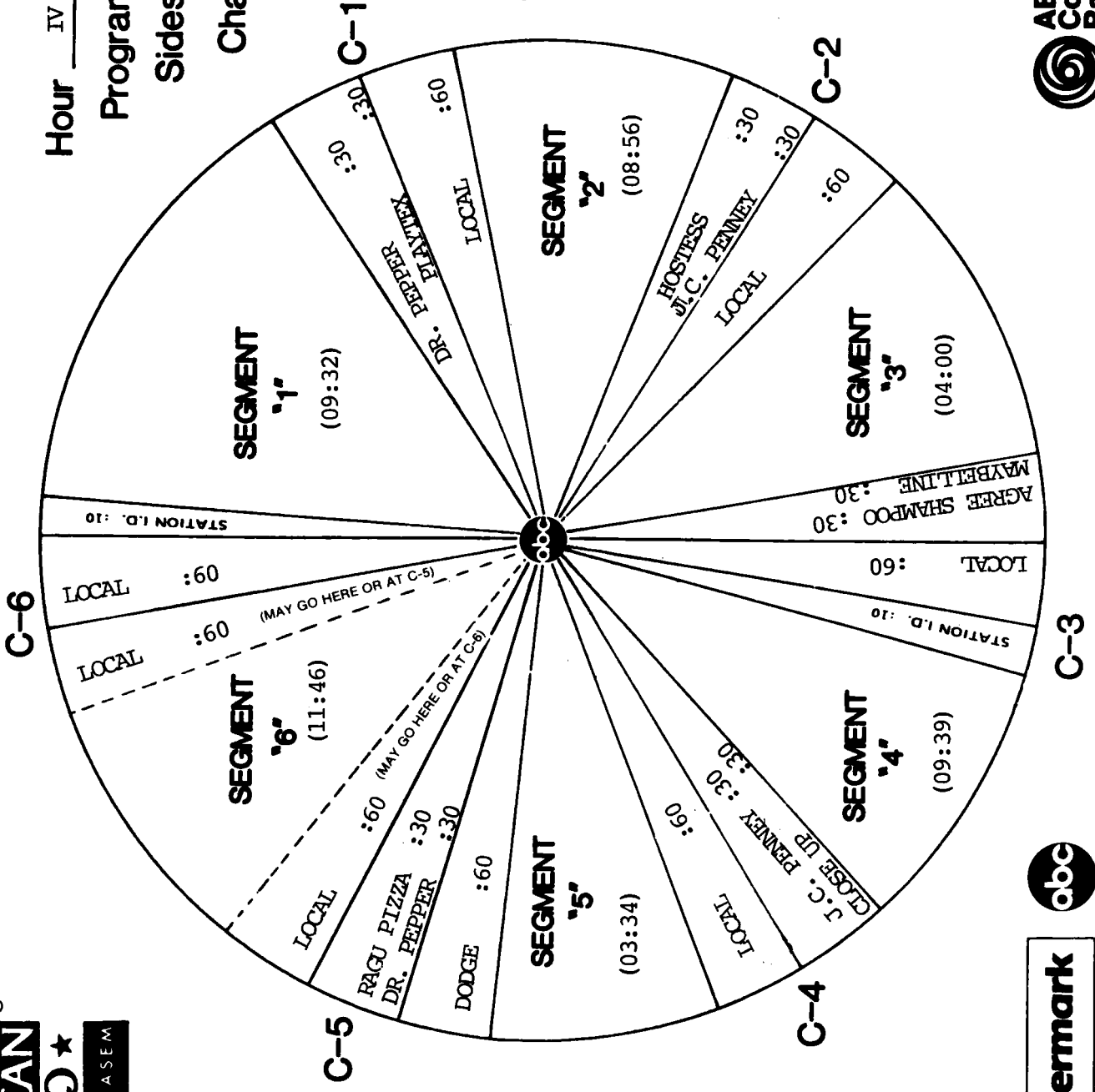
Program 882-9

Sides 4A and 4B

Chart Date 5/28/88

Local minutes available 6

Network minutes used 6



**ABC Watermark**



# AMERICAN ★ TOP40 ★

WITH CASEY KASEM

## TOPICAL PROMOS

TOPICAL PROMOS FOR SHOW #882-9 ARE LOCATED AT THE END OF SIDE 4B

DO NOT USE AFTER 5/30/88

1) NUMBER ONE MAN (:27)

Hi, this is Casey Kasem. Who's the #1 man in the countdown? Well, his album, "Faith", recently climbed back into the #1 spot on the album chart. The last two hits from that album, "FAITH" and "FATHER FIGURE", both hit #1 on the Billboard Pop Survey. And now his latest hit "ONE MORE TRY" is at #2 and has Number One written all over it. Will George Michael collect one more #1? We'll find out as we count 'em down this week on American Top 40.

2) THE OTHER BRUCE (:27)

Hi, this is Casey Kasem. Last year, Bruce Hornsby and The Range released their first album. Most people thought it didn't have much of a pop sound, including Bruce himself. Well, everybody was wrong. The album generated three Top 40 hits, including the #1 "THE WAY IT IS." Now Bruce brings us more of his new found sound on a second album called "Scenes from the Southside." And the album's first hit "THE VALLEY ROAD" is travelling up the countdown. Follow Bruce's pop path on American Top 40.

3) AUSSIE SENSATION (:26)

Hi, this is Casey Kasem. And we've definitely found some New Thunder from Down Under. A six man band from Sydney, Australia have taken the Official Billboard Chart by storm scoring with two smashes, the #1 "NEED YOU TONIGHT" and the #2 "DEVIL INSIDE." Now their fast moving latest hit, "NEW SENSATION" looks like it's going to debut in the countdown this week. INXS are the New Ozzie Sensation shakin; our nation on American Top 40.

4) CHART TOPPERS (:29)

Hi, this is Casey Kasem. Last week, these hits topped the Billboard Charts: #1 on the Black Singles Chart was "MERCEDES BOY" by Pebbles, #1 on the Country Chart was "18 WHEELS AND A DOZEN ROSE" by Kathy Mattea, #1 on the Album Chart was "FAITH" by George Michael, and #1 on the Pop Chart was "ANYTHING FOR YOU" by Gloria Estefan and Miami Sound Machine. Who'll top the Official Billboard Charts this week? We'll find out, as we countdown the biggest hits by the hottest stars on American Top 40.

