



PRESS AND ADVERTISING MATERIALS

for

A Special & Exclusive Countdown

"THE 40 BIGGEST HITS OF JOHN, PAUL, GEORGE, AND RINGO -  
AS THE BEATLES, AND ON THEIR OWN."

July 4th Weekend

As you know, Casey Kasem has been promoting a Special Countdown of the greatest hits of the Beatles - together and apart - for several weeks on AMERICAN TOP 40. The Special Countdown rolls around the weekend of July 4th. In order to promote the Special on a local level, we are supplying you with a sheet of repro paper on which are printed the graphics for you to use in newspaper ads.


Print ads for the Special Countdown should be built from these elements. The boxed announcement of the Special is designed as a two-column newspaper ad. However, it may be "blown up" to suit your needs. We have provided you with an AMERICAN TOP 40 logo and Casey Kasem's name in case you want to take a crack at designing a Special announcement yourself. Your own art department or the layout person at the publication will know what to do when you present these raw materials.

You, of course, will be required to add such pertinent information as your call letters, your own logo, dial position and dates and times.

A Sample Press Release

"The 40 Biggest Hits of John, Paul, George, and Ringo...as the Beatles, and On Their Own" will be featured in a special edition of the weekly radio program "American Top 40." The four-hour tribute to the musical genius of the Beatles is hosted by Casey Kasem and can be heard on station (calls) on (day and/or date) at (time). "American Top 40" is produced by Don Bustany, executive producer Tom Rounds. The series is produced in Hollywood by Watermark, Inc.





AMERICAN  
TOP 40

HOSTED BY  
CASEY KASEM

PRESENTS  
"THE 40 BIGGEST HITS OF  
**JOHN, PAUL,  
GEORGE & RINGO**  
... AS THE BEATLES,  
AND ON THEIR OWN"

IN A SPECIAL & EXCLUSIVE 4th OF JULY COUNTDOWN



Casey Kasem





Watermark  
10700 Ventura Boulevard  
North Hollywood, California 91604  
Phone: (213) 980-9490

FOR WEEK ENDING: 7-4-81  
CYCLE NO. 813 PROGRAM 1 OF 1  
SIDES 1A & 1B  
PAGE NO. 1

"The 40 Biggest Hits by the Beatles--Together and Apart"

| SCHEDULED START TIME | ACTUAL TIME | ELEMENT                                                                                                                                                                     | RUNNING TIME |
|----------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 00:00                |             | THEME & OPENING OF PART I<br>THEME: "SHUCKATOOM THEME FROM AMERICAN TOP 40" (MARKWATER<br>#40. NOWHERE MAN (B) The Beatles MUSIC/BMI)<br>#39. PENNY LANE (B) The Beatles    | 7:22         |
| 7:20                 |             | LOGO: CASEY'S COAST TO COAST                                                                                                                                                |              |
| 7:22                 |             | LOCAL INSERT: C-1                                                                                                                                                           | 2:00         |
| 9:22                 |             | LOGO: AMERICAN TOP 40<br>#38. GOODNIGHT TONIGHT (A) Paul McCartney & Wings<br>EXTRA: LUCY IN THE SKY WITH DIAMONDS (B) The Beatles<br>#37. PLEASE PLEASE ME (B) The Beatles | 11:04        |
| 20:24                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                                              |              |
| 20:26                |             | LOCAL INSERT: C-2                                                                                                                                                           | 2:00         |
| 22:26                |             | LOGO: AMERICAN TOP 40<br>#36. TWIST AND SHOUT (B) The Beatles<br>#35. IT DON'T COME EASY (B) Ringo Starr                                                                    | 6:33         |
| 28:57                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                                                |              |
| 28:59                |             | LOCAL INSERT: C-3                                                                                                                                                           | 2:10         |
| 35:09                |             | LOGO: AMERICAN TOP 40<br>#34. JUNIOR'S FARM (B) Paul McCartney & Wings<br>EXTRA: HERE COMES THE SUN (B) The Beatles                                                         | 4:13         |
| 39:20                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                                              |              |
| 39:22                |             | LOCAL INSERT: C-4                                                                                                                                                           | 2:00         |
| 41:22                |             | LOGO: AMERICAN TOP 40<br>#33. LIVE AND LET DIE (B) Paul McCartney & Wings<br>#32. ALL YOU NEED IS LOVE (B) The Beatles                                                      | 7:52         |
| 49:12                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                                                |              |
| 49:14                |             | LOCAL INSERT: C-5                                                                                                                                                           | 2:00         |
| 51:14                |             | LOGO: AMERICAN TOP 40<br>#31. GIVE ME LOVE (B) George Harrison<br>EXTRA: THE FOOL ON THE HILL (A) The Beatles                                                               | 7:19         |
| 58:33                |             | THEME UP & UNDER W/TALK UNIT ENDING AT: 58:44<br>THEME TO: 58:50                                                                                                            |              |
| 58:50                |             | LOCAL INSERT: C-6                                                                                                                                                           | 1:00         |
| 59:50                |             | STATION I.D.:                                                                                                                                                               | :10          |



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 CYCLE NO. 813 PROGRAM 1 OF 1  
 SIDES 2A & 2B  
 PAGE NO. 2

"The 40 Biggest Hits by the Beatles--Together and Apart"

| SCHEDULED START TIME | ACTUAL TIME | ELEMENT                                                                                                                                                                | RUNNING TIME |
|----------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 00:00                |             | THEME & OPENING OF PART II                                                                                                                                             |              |
|                      |             | #30. THE LONG AND WINDING ROAD (B) The Beatles<br>#29. PHOTOGRAPH (B) Ringo Starr                                                                                      | 8:33         |
| 8:31                 |             | LOGO: HITS FROM COAST TO COAST                                                                                                                                         |              |
| 8:33                 |             | LOCAL INSERT: C-1                                                                                                                                                      | 2:00         |
| 10:33                |             | LOGO: AMERICAN TOP 40<br>#28. TICKET TO RIDE (B) The Beatles<br>EXTRA: SGT. PEPPERS LONELY HEARTS CLUB BAND (B)/<br>WITH A LITTLE HELP FROM MY FRIENDS (B) The Beatles | 8:53         |
| 19:24                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                                           |              |
| 19:26                |             | LOCAL INSERT: C-2                                                                                                                                                      | 2:00         |
| 21:26                |             | LOGO: AMERICAN TOP 40<br>#27. WITH A LITTLE LUCK (B) Paul McCartney & Wings<br>#26. LOVE ME DO (B) The Beatles                                                         | 8:00         |
| 29:24                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                                         |              |
| 29:26                |             | LOCAL INSERT: C-3                                                                                                                                                      | 2:10         |
| 31:36                |             | LOGO: AMERICAN TOP 40<br>#25. EIGHT DAYS A WEEK (B) The Beatles<br>#24. UNCLE ALBERT/ADMIRAL HALSEY (B) Paul & Linda<br>McCartney                                      | 8:44         |
| 40:18                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                                           |              |
| 40:20                |             | LOCAL INSERT: C-4                                                                                                                                                      | 2:00         |
| 42:20                |             | LOGO: AMERICAN TOP 40<br>#23. LISTEN TO WHAT THE MAN SAID (B) Paul McCartney &<br>EXTRA: MICHELLE (B) The Beatles Wings                                                | 6:59         |
| 49:17                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                                         |              |
| 49:19                |             | LOCAL INSERT: C-5                                                                                                                                                      | 2:00         |
| 51:19                |             | LOGO: AMERICAN TOP 40<br>#22. WOMAN (B) John Lennon<br>#21. PAPERBACK WRITER (B) The Beatles                                                                           | 6:25         |
| 57:44                |             | THEME UP & UNDER W/TALK UNIT ENDING AT: 57:57<br>THEME TO: 58:50                                                                                                       |              |
| 58:50                |             | LOCAL INSERT: C-6                                                                                                                                                      | 1:00         |
| 59:50                |             | STATION I.D.:                                                                                                                                                          | :10          |



**Watermark**  
 10700 Ventura Boulevard  
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FOR WEEK ENDING: 7-4-81  
 CYCLE NO. 813 PROGRAM 1 OF 13  
 SIDES 3A & 3B  
 PAGE NO. 3

"The 40 Biggest Hits by the Beatles--Together and Apart"

| SCHEDULED START TIME | ACTUAL TIME | ELEMENT                                                                                                                                            | RUNNING TIME |
|----------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 00:00                |             | THEME & OPENING OF PART III<br><br>#20. YOU'RE SIXTEEN (B) Ringo Starr<br>#19. HELLO GOODBYE (B) The Beatles                                       | 7:18         |
| 7:16                 |             | LOGO: CASEY'S COAST TO COAST                                                                                                                       |              |
| 7:18                 |             | LOCAL INSERT: C-1                                                                                                                                  | 2:00         |
| 9:18                 |             | LOGO: AMERICAN TOP 40<br><br>#18. BAND ON THE RUN (B) Paul McCartney & Wings<br>EXTRA: YOU'RE GONNA LOSE THAT GIRL (B) The Beatles                 | 8:11         |
| 17:27                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                     |              |
| 17:29                |             | LOCAL INSERT: C-2                                                                                                                                  | 2:00         |
| 19:29                |             | LOGO: AMERICAN TOP 40<br><br>#17. A HARD DAY'S NIGHT (B) The Beatles<br>#16. LET IT BE (B) The Beatles<br>EXTRA: OB LA DI OB LA DA (B) The Beatles | 10:45        |
| 30:12                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                       |              |
| 30:14                |             | LOCAL INSERT: C-3                                                                                                                                  | 2:10         |
| 32:24                |             | LOGO: AMERICAN TOP 40<br><br>#15A. COME TOGETHER (B) The Beatles<br>#15B. SOMETHING (B) The Beatles                                                | 8:01         |
| 40:23                |             | LOGO: HITS FROM COAST TO COAST                                                                                                                     |              |
| 40:25                |             | LOCAL INSERT: C-4                                                                                                                                  | 2:00         |
| 42:25                |             | LOGO: AMERICAN TOP 40<br><br>#14. CAN'T BUY ME LOVE (A) The Beatles<br>EXTRA: IN MY LIFE (B) The Beatles<br>#13. I FEEL FINE (B) The Beatles       | 8:36         |
| 50:59                |             | LOGO: CASEY'S COAST TO COAST                                                                                                                       |              |
| 51:01                |             | LOCAL INSERT: C-5                                                                                                                                  | 2:00         |
| 53:01                |             | LOGO: AMERICAN TOP 40<br>#12. YESTERDAY (B) The Beatles<br>#11. COMING UP (A) Paul McCartney & Wings                                               | 5:48         |
| 58:49                |             | THEME UP & UNDER W/TALK UNIT ENDING AT: 59:02<br>THEME TO: 59:02<br><br>* * * THREE PROMOS AT END * * * * * * * * * * * * * * * * *                |              |
| 59:02                |             | LOCAL INSERT: C-6                                                                                                                                  | 1:00         |
| 59:50                |             | STATION I.D.:                                                                                                                                      | :10          |



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SIDES 4A & 4B  
PAGE NO. 4

"The 40 Biggest Hits by the Beatles--Together and Apart"

| SCHEDULED START TIME | ACTUAL TIME | ELEMENT                                                                                                                                  | RUNNING TIME |
|----------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 00:00                |             | THEME & OPENING OF PART IV<br>#10. WE CAN WORK IT OUT (B) The Beatles<br>#9. HELP (B) The Beatles                                        | 5:53         |
| 5:51                 |             | LOGO: HITS FROM COAST TO COAST                                                                                                           |              |
| 5:53                 |             | LOCAL INSERT: C-1                                                                                                                        | 2:00         |
| 7:53                 |             | LOGO: AMERICAN TOP 40<br>#8. SHE LOVES YOU (B) The Beatles<br>EXTRA: I AM THE WALRUS (B) The Beatles                                     | 7:54         |
| 15:45                |             | LOGO: CASEY'S COAST TO COAST                                                                                                             |              |
| 15:47                |             | LOCAL INSERT: C-2                                                                                                                        | 2:00         |
| 17:47                |             | LOGO: AMERICAN TOP 40<br>#7. MY LOVE (B) Paul McCartney & Wings<br>#6. GET BACK (B) The Beatles                                          | 8:11         |
| 25:56                |             | LOGO: HITS FROM COAST TO COAST                                                                                                           |              |
| 25:58                |             | LOCAL INSERT: C-3                                                                                                                        | 2:10         |
| 28:08                |             | LOGO: AMERICAN TOP 40<br>#5. MY SWEET LORD (B) George Harrison                                                                           | 5:02         |
| 33:08                |             | LOGO: CASEY'S COAST TO COAST                                                                                                             |              |
| 33:10                |             | LOCAL INSERT: C-4                                                                                                                        | 2:00         |
| 35:10                |             | LOGO: AMERICAN TOP 40<br>#4. SILLY LOVE SONGS (B) Paul McCartney & Wings<br>#3. STARTING OVER (B) John Lennon                            | 8:39         |
| 3:47                 |             | LOGO: HITS FROM COAST TO COAST                                                                                                           |              |
| 3:49                 |             | LOCAL INSERT: C-5                                                                                                                        | 2:00         |
| 5:49                 |             | LOGO: AMERICAN TOP 40<br>#2. I WANT TO HOLD YOUR HAND (B) The Beatles<br>#1. HEY JUDE (B) The Beatles                                    | 10:28        |
| 6:17                 |             | THEME UP & UNDER W/TALK UNIT ENDING AT: 56:48<br>THEME TO: 57:50<br>THEME: "SHUCKATOOM THEME FROM AMERICAN TOP 40" (MARKWATER MUSIC/BMI) |              |
| 7:50                 |             | LOCAL INSERT: C-6                                                                                                                        | 2:00         |
| 9:50                 |             | STATION I.D.:                                                                                                                            | :10          |