

ABC Watermark



3575 Cahuenga Boulevard West, Suite 555
Los Angeles, California 90068 U.S.A.
(818) 980-9490 Telex 215623

TO: AMERICAN TOP 40 SUBSCRIBING STATIONS
FROM: Tom Rounds, ABC Watermark
DATE: November 19, 1984

NEW BREAKTHROUGH IN AMERICAN TOP 40 PROMOS!

Starting with next week's show (#844-10...scheduled for U.S. broadcast the weekend of December 8-9, 1984), and continuing at least through the end of this year, we will supply TOPICAL, DATED PROMOS for your use in advance of each AMERICAN TOP 40 show.

Each week, Casey will cut three, four or five promos that will both refer to last week's countdown and speculate on the upcoming show. The promos are for use starting Wednesday of each week and continuing right up until the first scheduled AT40 on the weekend. The promos will be supplied to you as extra cuts somewhere on the discs for the show to which they refer.

We have been testing these promos with several stations, and we've learned that (a) they are most useful without any production music, (b) they need to be locally tagged with time and day of show, (c) they should be transferred to cart right away when the show arrives each week and (d) there is no particular frequency or rotation recommended; whatever works best for you. So, starting next week, look for the new AMERICAN TOP 40 promos; we hope you will find them interesting, useful and effective.

Here are the basics:

- *** Three to five 20-25 second cuts, voiced by Casey, per show.
- *** Look up location of cuts on the AT40 discs on the cue sheets supplied with that show.
- *** Promos will be provided in the clear; no production music.
- *** Actual promo copy will be included.
- *** Use them as is, or produce them into something more elaborate. AT40 production music is distributed on the show discs on the first show of each calendar quarter (#844-1, 851-1, etc).
- *** Promos must be tagged with your time and day of AT40 broadcast, either live or, better yet, produced.
- *** Programs become undated after the show they are keyed to. We suggest you label your carts "DO NOT USE AFTER _____."

AMERICAN
★ TOP40 ★
WITH CASEY KASEM

TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: ABC WATERMARK

DATE: NOVEMBER 26, 1984

RE: Top 100 of 1984

This is to advise you that we're approaching AMERICAN TOP 40's annual year-end countdown of the year's 100 biggest hits.

The ATF countdown of the Top 100 of 1984 is an eight hour show scheduled for the weekend of December 29-30, 1984, (there will be no regular countdown that weekend) program number 844-13. Allow for an additional four hours of programming for this weekend. Please notify your sales department of the extra inventory available for this special 8-hour countdown. Stations will have an additional 24 minutes of local availability.

This eight hour program must run with commercials on December 29 or 30th between the hours of 6am and 12 midnight in one eight hour block or two four hour blocks. If you wish to "re-run" the program on New Year's Eve or Day, that's O.K.

Any questions regarding scheduling can be directed to Beverly Padratzik at (212) 887-5218.

This special countdown will be shipped to you along with your regular weekly countdown program #844-12 on December 15, 1984.

If you have any late or damaged programs to report, please notify the Distribution Department at (800) 423-2502 or (818) 980-9490.



TO: AMERICAN TOP 40 SUBSCRIBERS
FROM: ABC WATERMARK
DATE: 11/26/84
RE: LOCAL COMMERCIAL AVAILABILITY

IN THIS WEEK'S AMERICAN TOP 40, PROGRAM #844-9,
FOR AIR DECEMBER 1-2, 1984, THERE IS AN ADDITIONAL
FOUR MINUTES OF LOCAL COMMERCIAL AVAILABILITY.

THERE IS ONE MINUTE IN EACH HOUR. THIRTY SECONDS
AT C-1 AND C-3 OF EACH HOUR.



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 1A 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		OPENING BILLBOARD: NOW, AMERICAN TOP 40, BROUGHT TO YOU IN PART BY THE GAP. THEME AND OPENING OF PART I THEME: "THEME FROM AMERICAN TOP 40" (MARKWATER MUSIC/BMI) #LW1 WAKE ME UP BEFORE YOU GO-GO (A) Wham! #40 JAMIE (A) Ray Parker Jr.	8:57
8:57		C-1 NETWORK SPOT: Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit."	:30
9:27		LOCAL INSERT:	1:30
10:57		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #39 PRIDE (IN THE NAME OF LOVE) (B) U2 <u>QL: GAME SHOW HOST IN THE TOP 40</u> #38 I CAN'T DRIVE 55 (A) Sammy Hagar	9:54
20:51		C-2 NETWORK SPOT: Zales/U.S. Army (OUT CUE) Jingle fades after... "...The U.S. Army."	30/30
21:51		LOCAL INSERT:	:60
22:51		LOGO: AMERICAN TOP 40 #37 TEARS (B) John Waite #36 YOU'RE THE INSPIRATION (A&B) Chicago	7:06
29:57		C-3 NETWORK SPOT: Gap (OUT CUE) Jingle fades after... "...25 HUH?(laugh)." LOCAL INSERT: STATION I. D.:	:30 1:30 :10



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 1B PAGE NO. 2

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

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:07		LOGO: AMERICAN TOP 40 #35 STRANGER IN TOWN (A) Toto #34 UNDERSTANDING (A) Bob Seger & The Silver Bullet Band	8:45
40:52		C-4 NETWORK SPOT: U.S. Army/Crest (OUT CUE) Jingle ends cold with... "...kids worth Crest."	30/30
41:52		LOCAL INSERT:	:60
42:52		LOGO: AMERICAN TOP 40 #33 WHAT ABOUT ME? (A&B) Kenny Rogers with Kim Carnes & James Ingram	5:05
47:57		C-5 NETWORK SPOT: Lee Jeans/Always/Sugar Assoc. (OUT CUE) Voice out cold with... "...Sugar Assoc., Inc."	30/60 30
49:57		LOGO: AMERICAN TOP 40 #32 CENTIPEDE (B) Rebbie Jackson ??HIT: SALLY FIELD "FELICIDAD" #31 I DO 'WANNA KNOW (A) REO Speedwagon	7:31
57:19		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:28 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10

FORMAT AND COMMERCIAL CLOCK

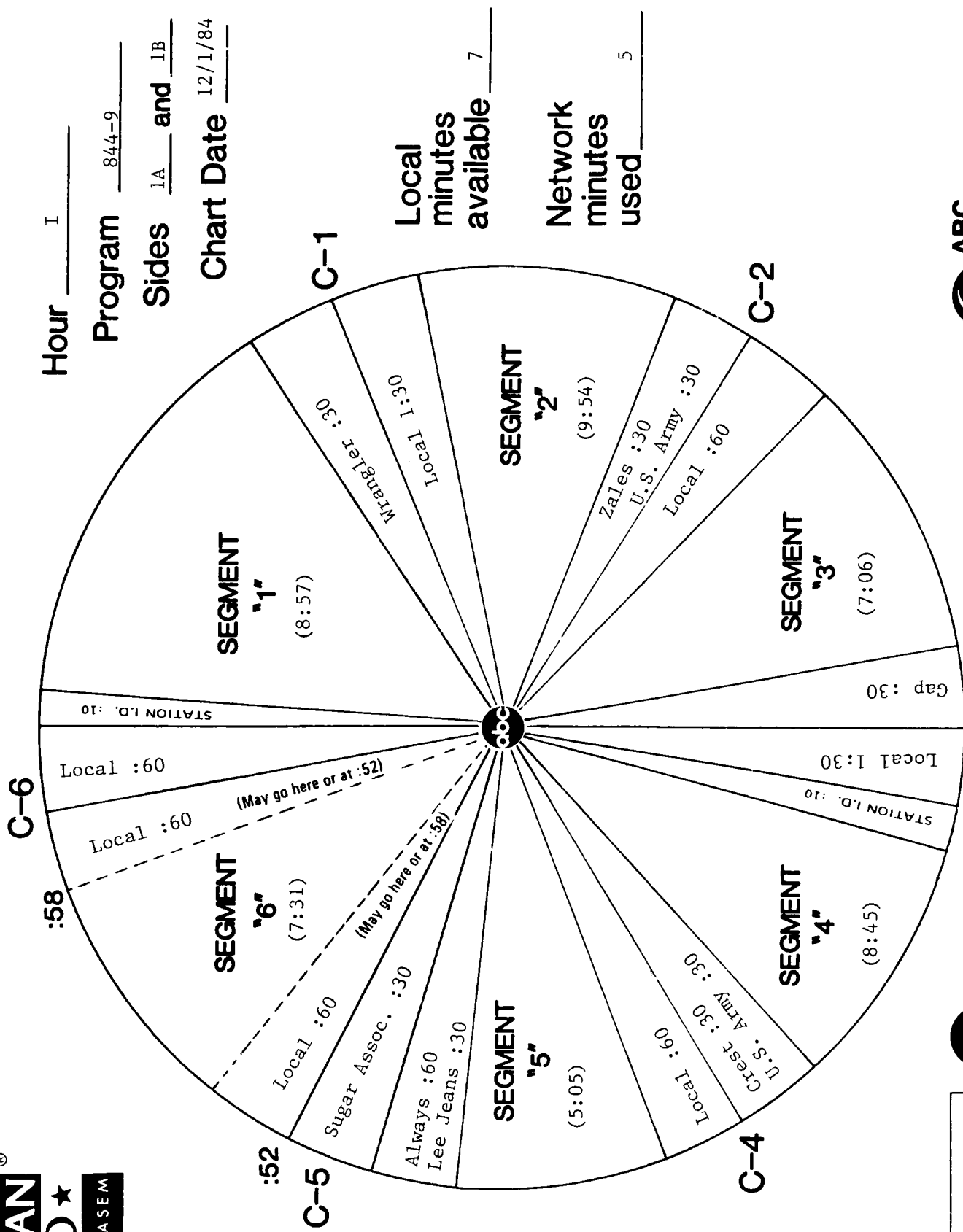


Hour I

Program 844-9

Sides 1A and 1B

Chart Date 12/1/84



Local minutes available 7

Network minutes used 5





ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 2A 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 THE WAR SONG (A) Culture Club #29 RUN TO YOU (B) Bryan Adams	7:37
7:37		C-1 NETWORK SPOT: Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit."	:30
8:07		LOCAL INSERT:	1:30
9:37		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #28 WE ARE THE YOUNG (B) Dan Hartman #27 <u>BORN IN THE U.S.A.</u> (A) Bruce Springsteen	8:38
18:15		C-2 NETWORK SPOT: U.S. Army/Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits."	30/30
19:15		LOCAL INSERT:	:60
20:15		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #26 HELLO AGAIN (A) The Cars	4:20
24:35		C-3 NETWORK SPOT: Gap (OUT CUE) Jingle fades after... "...you sure do. (laugh)."	:30
25:05		LOCAL INSERT:	1:30
26:35		STATION I. D.:	:10



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 2B 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
26:45		LOGO: AMERICAN TOP 40 #25 DO WHAT YOU DO (A) Jermaine Jackson LDD: UP WHERE WE BELONG (A&B) Joe Cocker and Jennifer Warnes	9:40
36:25		C-4 NETWORK SPOT: Crest/Sugar Assoc. (OUT CUE) Voice out cold with... "...Sugar Assoc., Inc."	30/30
37:25		LOCAL INSERT:	:60
38:25		LOGO: AMERICAN TOP 40 #24 ALL I NEED (A&B) Jack Wagner STATION MENTIONS #23 HARD HABIT TO BREAK (A&B) Chicago	8:45
47:10		C-5 NETWORK SPOT: Always/Lee Jeans/Mediquell (OUT CUE) Voice out cold with... "...use as directed."	60/30 30
49:10		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #22 BLUE JEAN (A) David Bowie QL: MOST #1's ON DANCE/DISCO CHART #21 LIKE A VIRGIN (A) Madonna	8:31
57:32		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:41 THEME TO: 57:50	
57:50		LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10

FORMAT AND COMMERCIAL CLOCK

AMERICAN
★ TOP40 ★
 WITH CASEY KASEM

Hour II

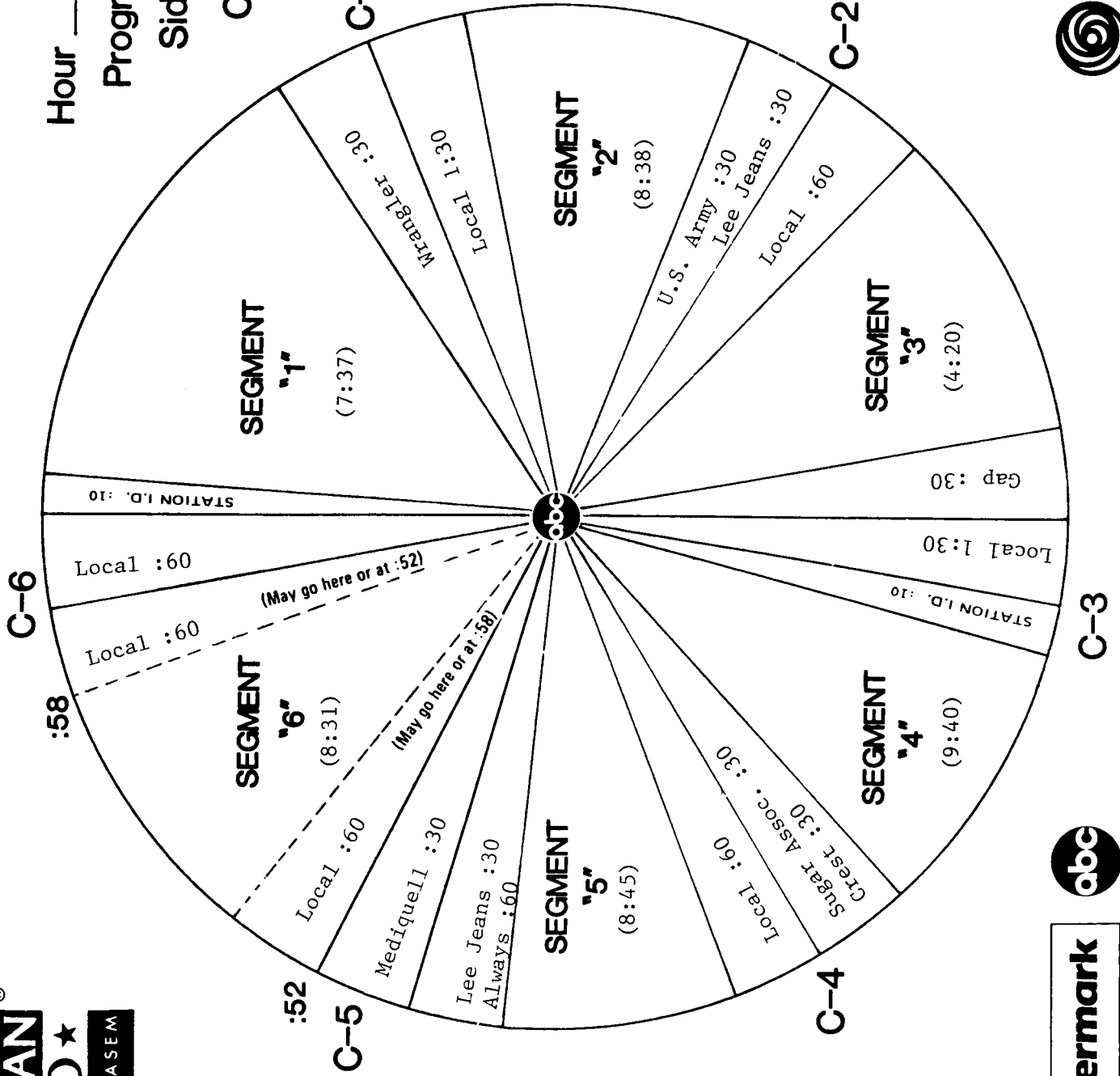
Program 844-9

Sides 2A and 2B

Chart Date 12/1/84

Local minutes available 7

Network minutes used 5



ABC Watermark



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 3A
 PAGE NO. 5

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 III #20 DESERT MOON (A) Dennis DeYoung	5:12
5:12		C-1 NETWORK SPOT: Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit."	:30
5:42		LOCAL INSERT:	1:30
7:12		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #19 WALKING ON A THIN LINE (A&B) Huey Lewis and The News #18 <u>VALOTTE</u> (A) Julian Lennon	10:18
17:30		C-2 NETWORK SPOT: Pic-Shirts/U.S. Army (OUT CUE) Jingle ends cold with... "...kids worth Crest."	30/30
18:30		LOCAL INSERT:	:60
19:30		LOGO: AMERICAN TOP 40 #17 I AIN'T ENOUGH (A) Corey Hart #16 I JUST CALLED TO SAY I LOVE YOU (A) Stevie Wonder	6:30
26:00		C-3 NETWORK SPOT: Gap (OUT CUE) Jingle fades after... "...I never knew."	:30
26:30		LOCAL INSERT:	1:30
28:00		STATION I. D.:	:10



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 3B PAGE NO. 6

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

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
28:10		LOGO: AMERICAN TOP 40 #15 I CAN'T HOLD BACK (A&B) Survivor #14 WE BELONG (B) Pat Benatar	8:16
36:26		C-4 NETWORK SPOT: Pic-Shirts/Crest (OUT CUE) Jingle ends cold with... "...kids worth Crest."	30/30
37:26		LOCAL INSERT:	:60
38:26		LOGO: AMERICAN TOP 40 #13 COOL IT NOW (A) New Edition #12 CARIBBEAN QUEEN (NO MORE LOVE ON THE RUN) () Billy Ocean	8:29
46:55		C-5 NETWORK SPOT: <u>Oxyline</u> /Lee Jeans/Mediquell (OIT CUE) Voice out cold with... "...use as directed."	60/30 30
48:55		LOGO: AMERICAN TOP 40 #11 SEA OF LOVE (B) The Honey Drippers <u>QL: ARTIST IN TOP 40 WITH MOST LABELS</u> #10 NO MORE LONELY NIGHTS (A) Paul McCartney	8:36
57:21		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:31 THEME TO: 57:50	
57:50		LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10

FORMAT AND COMMERCIAL CLOCK

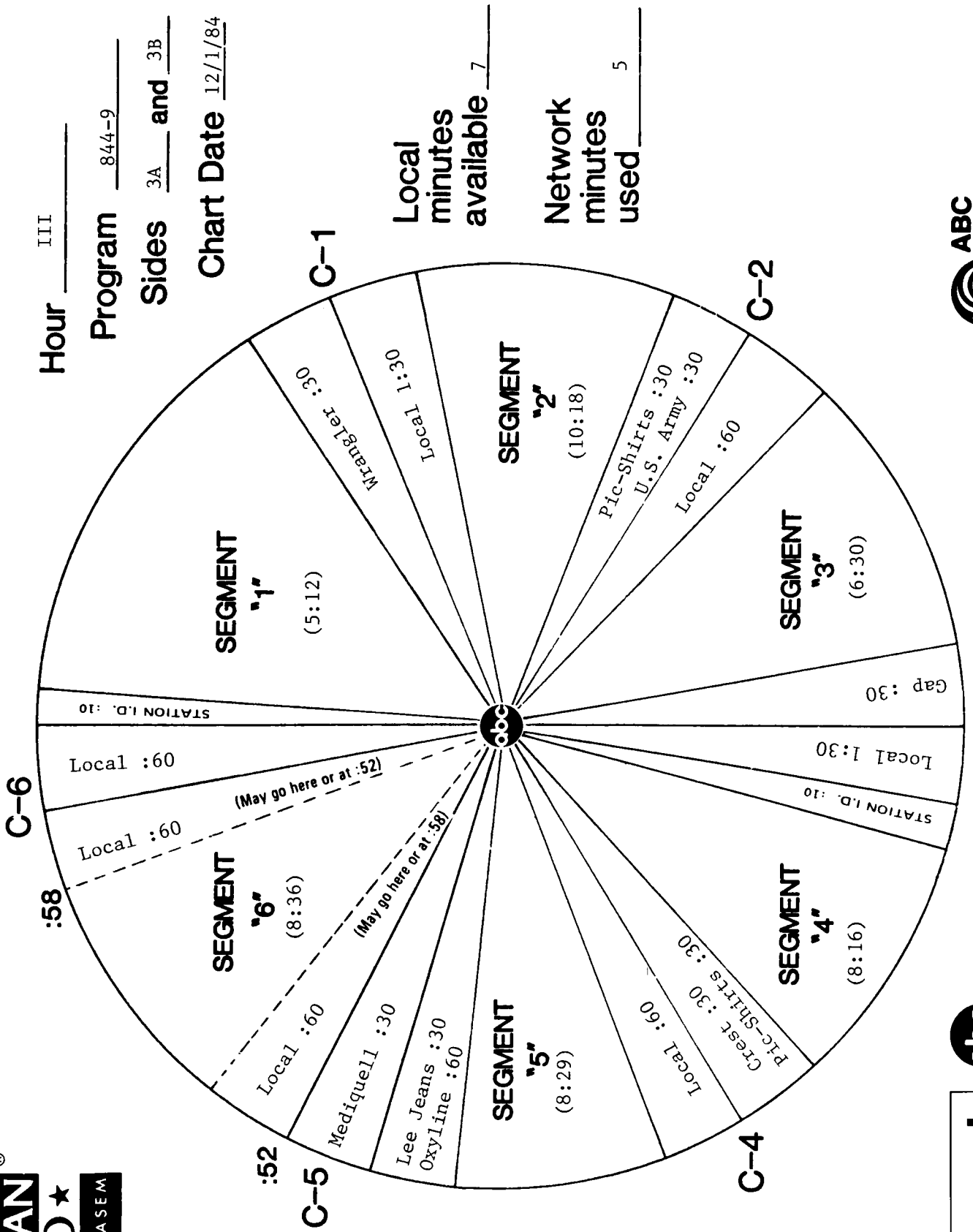


Hour III

Program 844-9

Sides 3A and 3B

Chart Date 12/1/84



Local minutes available 7

Network minutes used 5





ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 4A
 PAGE NO. 7

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 IV #9 STRUT (A) Sheena Easton	4:30
4:30		C-1 NETWORK SPOT: Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit."	:30
5:00		LOCAL INSERT:	1:30
6:30		LOGO: AMERICAN TOP 40 STATION MENTIONS #8 PENNY LOVER (A) Lionel Richie #7 THE WILD BOYS () Duran Duran	10:02
16:32		C-2 NETWORK SPOT: Pic-Shirts/U.S. Army (OUT CUE) Jingle fades after... "...The U.S. Army."	30/30
17:32		LOCAL INSERT:	:60
18:32		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s Himself</u> #6 ALL THROUGH THE NIGHT (B) Cyndi Lauper #5 BETTER BE GOOD TO ME (A&B) Tina Turner	8:51
27:23		C-3 NETWORK SPOT: Gap (OUT CUE) Jingle fades after... "...25 HuH? (laugh)."	:30
27:53		LOCAL INSERT:	1:30
29:23		STATION I. D.:	



ABC Watermark



FOR WEEK ENDING: 12/1/84
 CYCLE NO. 844 PROGRAM 9 OF 13
 DISC & HALF HOUR NO. 4B
 PAGE NO. 8

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

ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:33		LOGO: AMERICAN TOP 40 , <u>then Casey I.D.'s himself</u> #4 PURPLE RAIN (A) Prince and the Revolution LDD: <u>WELCOME TO HEARTLIGHT (A)</u> Kenny Loggins	9:46
39:19		<p style="text-align: center;">C-4</p> NETWORK SPOT: Pic-Shirts/Crest (OUT CUE) Jingle ends cold with... "...kids worth Crest."	30/30
40:19		LOCAL INSERT:	:60
41:19		LOGO: AMERICAN TOP 40 #3 I FEEL FOR YOU (A) Chaka Khan	4:33
45:52		<p style="text-align: center;">C-5</p> NETWORK SPOT: Oxyline/Mediquell/Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits."	60/30 30
47:52		LOGO: AMERICAN TOP 40 , <u>then Casey I.D.'s himself</u> #2 OUT OF TOUCH (B) Daryl Hall & John Oates #1 WAKE ME UP BEFORE YOU GO-GO (A) Wham CLOSE: AMERICAN TOP 40 HAS BEEN BROUGHT TO YOU IN PART BY WRANGLER, LIVE IT TO THE LIMIT WITH WRANGLER.	9:15
56:26		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:07 THEME TO: 57:50	
57:50		<p style="text-align: center;">C-6</p> LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10

FORMAT AND COMMERCIAL CLOCK

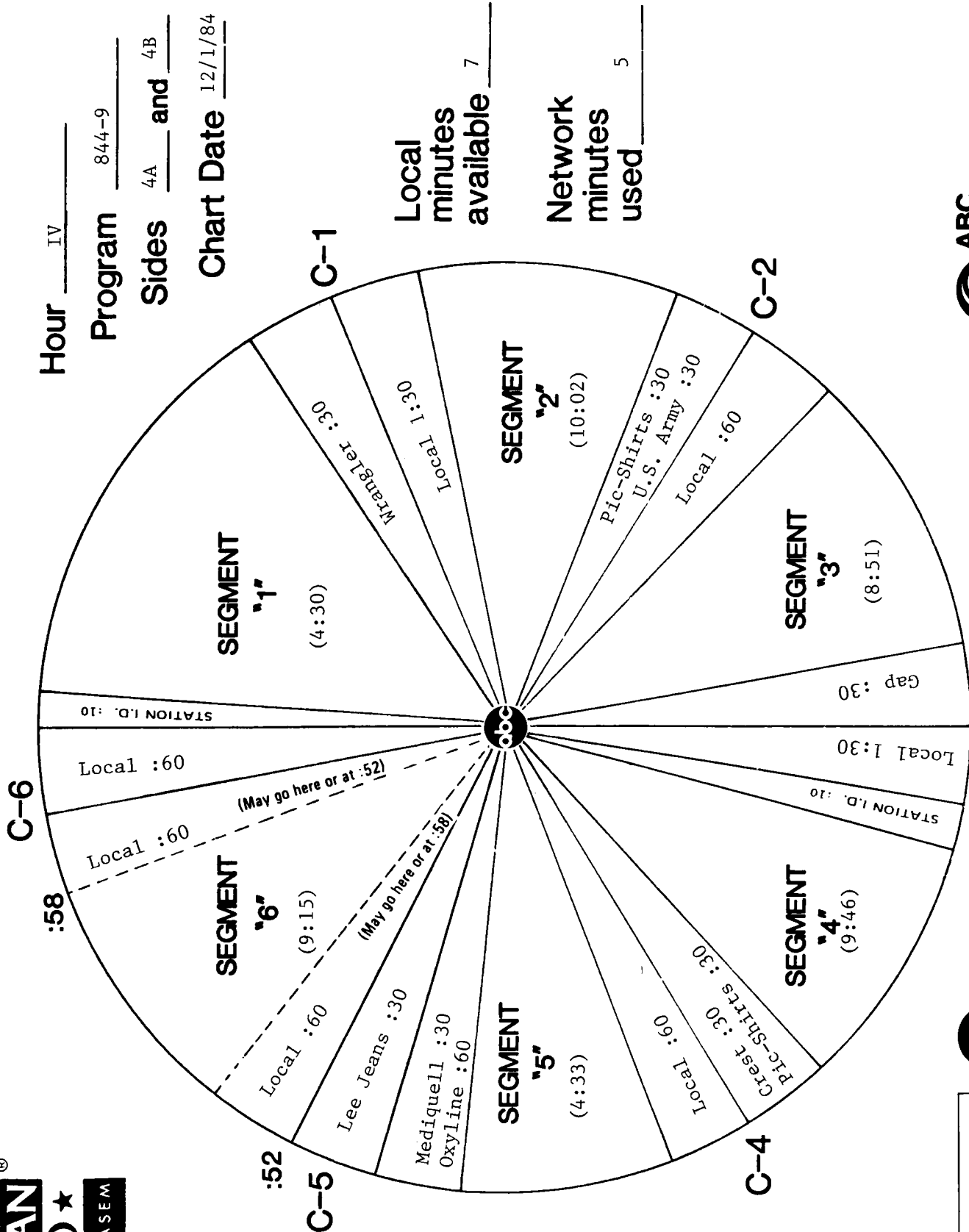
AMERICAN
★ TOP40 ★
 WITH CASEY KASEM

Hour IV

Program 844-9

Sides 4A and 4B

Chart Date 12/1/84



ABC Watermark