



TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: Tom Rounds, ABC Watermark

DATE: December 1, 1984

NEW AT40 PROMO SERVICE STARTS THIS WEEK

Beginning with this week's show, #844-10, we are inaugurating the new AMERICAN TOP 40 weekly promos service on a trial basis that will continue at least through Show #844-13 (which happens to be the eight-hour year end special).

The promos are designed to heighten listener interest in AMERICAN TOP 40 by covering important chart-related events. They are scheduled to run between weekly AT40 shows, mainly on Wednesdays, Thursdays, Fridays and Saturdays. They will help listeners know what to listen for by back-selling last week's show in the context of what might happen on this week's show.

Here are the basics:

- *** Promos are voiced by Casey Kasem. (We will not provide promos when there is a substitute host.)
- *** Promos will run 20-30 seconds each.
- *** Promos will be supplied in the clear with no background tracks or any other production. That's up to you, if you wish. AT40 themes are provided to subscribing stations once every three months as additional cuts on the first show of every calendar quarter (show numbers ending in "-1"). Promos can also be run over long song intros.
- *** Promos will be supplied as extra cuts on the weekly show discs. To find them, look up their location on the cue sheets.
- *** Actual promo copy will also be provided to help in local production, scheduling, etc.
- *** Promos should be tagged with local show time and day, either live or in pre-production.
- *** Promos become out-dated after the show to which they are keyed. We suggest you label your production materials (carts or whatever) "DO NOT USE AFTER _____."
- *** Do not play the promos on the air directly off the AT40 show discs; rather, dub them off onto carts or reel to reel when the show package arrives each week.

For the next few weeks there will be at least one cut selling the eight-hour Year End Special, scheduled for broadcast New Year's weekend. (Program #844-13).

We hope to be able to continue this service after the first of the year. And we would like to hear your reaction. Let us know what you think. Call me at (800) 423-2502 or (818) 980-9490.

Promos for AT40 #844-10 are located at the end of side 4A.

DO NOT USE AFTER DECEMBER 9, 1984.

1) Action at #1 (:25)

Hi, this is Casey Kasem on American Top 40. Last week on the official Billboard charts, the English duo Wham! held on at Number One. But the Americans, Daryl Hall and John Oates -- now at Number two -- are threatening to replace 'em. And, if they succeed, Hall & Oates will break a three-way tie with Michael Jackson and Lionel Richie for Most Number Ones in the Eighties. Will they do it this week? Join me on American Top 40 and we'll find out.

2) Spotlight on Duran Duran (:26)

Hi, this is Casey Kasem on American Top 40. Last week, the hit song "THE WILD BOYS" by the boys from England -- Duran Duran -- leaped into the Top Ten. The song's movement on Billboard's official survey the last three weeks - has been from Number 19 to 12 to 7. And it's a hot prospect to become Duran Duran's second Number One in a row -- after "THE REFLEX". We'll see how much closer they get this week -- on American Top 40.

3) Mid-chart action (:25)

Hi, this is Casey Kasem on American Top 40. In last week's countdown, there was Hot Action on the Billboard charts. TV soap opera star from "General Hospital" -- Jack Wagner -- leaped 15 notches to Number 24 with his first hit record, "ALL I NEED". And the latest hit from Madonna - "LIKE A VIRGIN" leaped 17 notches to Number 21. We'll see where that strong momentum carries them this week - on American Top 40.

4) Most likely Top 40 debuts (:27)

Hi, this is Casey Kasem on American Top 40. Last week, four acts debuted in our countdown of the official Billboard chart: Bob Seger, Chicago, U2, and Ray Parker Jr. And who will debut in our Top 40 this week? Well, among the most likely -- are former Eagle Don Henley...stand-up percussionist and singer Sheila E...and Earth-Wind-&Fire's co-lead singer Philip Bailey. We'll cover all the chart action this week -- on American Top 40.

AMERICAN
★ TOP40 ★
WITH CASEY KASEM

Topical Promos
AT40 #844-10
Page two

5) 1984 Top 100 (:27)

Hi, this is Casey Kasem on American Top 40. The closer we get to the end of the year, the closer we get to our Year-End Countdown:

Our Special Survey of the 100 Top Hits of 1984! Our computers are cranking out our rankings -- based on the official Billboard weekly charts. And on New Year's weekend -- December 29 and 30 -- we'll count 'em all down -- from Number 100 all the way through to the Number One Song of the Year. Join us New Year's weekend -- on American Top 40.

AMERICAN
★ TOP40 ★
WITH CASEY KASEM

TO: AMERICAN TOP 40 SUBSCRIBERS
FROM: ABC WATERMARK
DATE: 12/03/84
RE: LOCAL COMMERCIAL AVAILABILITY

IN THIS WEEK'S AMERICAN TOP 40, PROGRAM #844-10, FOR AIR DECEMBER 8-9, 1984, THERE IS AN ADDITIONAL THREE AND A HALF MINUTES OF LOCAL COMMERCIAL AVAILABILITY.

THERE ARE THIRTY SECONDS IN HOUR 1 AT C-3. THIRTY SECONDS IN HOUR 2 AT C-1 AND C-5. THIRTY SECONDS IN HOUR 3 AT C-1 AND C-5, AND THIRTY SECONDS IN HOUR 4 AT C-1 AND C-5.



ABC Watermark



FOR WEEK ENDING: 12/8/84
 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 1A
 PAGE NO. 1

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

ABC Contemporary Radio Network

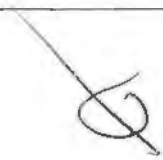
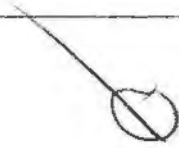
SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		OPENING BILLBOARD: NOW, AMERICAN TOP 40, BROUGHT TO YOU IN PART BY... THE GAP. THEME AND OPENING OF PART I THEME: "THEME FROM AMERICAN TOP 40" (MARKWATER MUSIC/BMI) #40 LOVERBOY (B) Billy Ocean #39 TENDER YEARS (B) John Cafferty and the Beaver Brown Band	08:38
08:38		NETWORK SPOT: Always (OUT CUE) Voice out cold with... "...from a pad." <div style="text-align: right; font-size: 2em;">/</div>	:60
09:38		LOCAL INSERT:	:60
10:38		LOGO: AMERICAN TOP 40 #38 THE BELLE OF ST. MARK () Sheila E.	03:48
14:26		NETWORK SPOT: Universal Pictures/Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit." <div style="text-align: right; font-size: 2em;">/</div>	30/30
15:26		LOCAL INSERT:	:60
16:26		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #37 EASY LOVER (A) Phillip Bailey with Phil Collins #36 WHAT ABOUT ME? (A&B) Kenny Rogers with Kim Carnes & James Ingram	10:41
27:07		NETWORK SPOT: Crest (OUT CUE) Jingle ends cold with... "...kids worth Crest." <div style="text-align: right; font-size: 2em;">/</div>	:30
27:37		LOCAL INSERT:	1:30
29:07		STATION I. D.:	:10



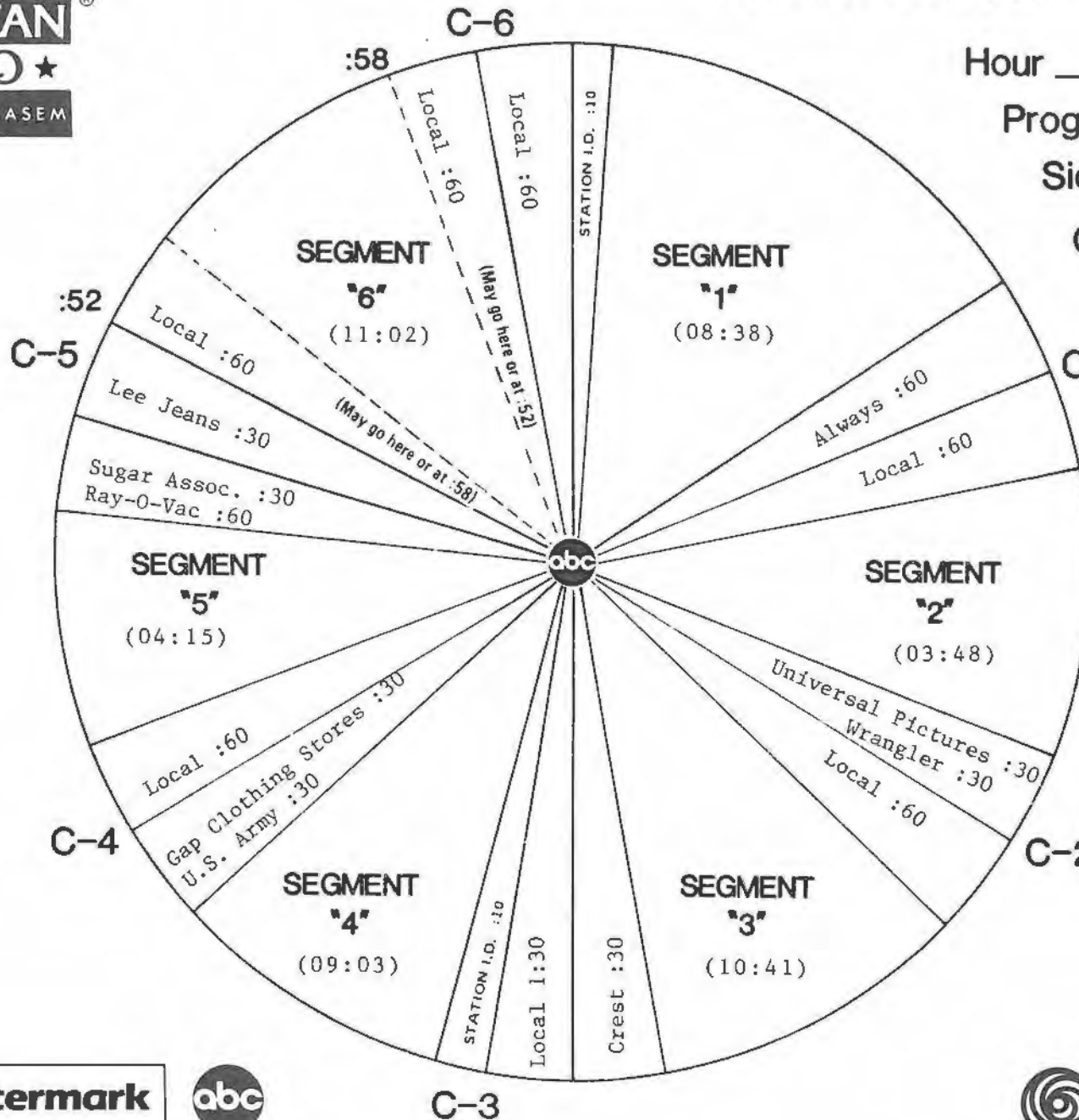
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 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 1B PAGE NO. 2

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:17		LOGO: AMERICAN TOP 40 #35 PRIDE (IN THE NAME OF LOVE) (B) U2 QL: BIGGEST LIVE RECORDINGS #34 THE BOYS OF SUMMER (A) Don Henley	09:03
38:20		C-4 NETWORK SPOT: U.S. Army/Gap Clothing Stores (OUT CUE) Jingle fades after... "...I never knew." 	30/30
39:20		LOCAL INSERT:	:60
40:20		LOGO: AMERICAN TOP 40 STATION MENTIONS #33 JAMIE (A) Ray Parker Jr.	04:15
44:35		C-5 NETWORK SPOT: Ray-O-Vac/Sugar Assoc./Lee Jeans (OIT CUE) Voice out cold with... "...brand that fits." 	60/30 30
46:35		LOGO: AMERICAN TOP 40 #32 STRANGER IN TOWN (A) Toto LDD: CARRY ON WAYWARD SON (B) Kansas	11:02
57:25		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:37 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 844-10

Sides 1A and 1B

Chart Date 12/8/84

Local minutes available 6½

Network minutes used 5½

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 II STATION WELCOMES #31 DESERT MOON (A) Dennis DeYoung	05:44
05:44		C-1 NETWORK SPOT: Gap Clothing Stores (OUT CUE) Jingle fades after... "...I never knew."	:30
06:14		LOCAL INSERT:	1:30
07:44		LOGO: AMERICAN TOP 40 STATION MENTIONS #30 CENTIPEDE (B) Rebbie Jackson #29 I DO'WANNA KNOW (A) REO Speedwagon	10:15
17:59		C-2 NETWORK SPOT: U.S. Army/Wrangler (OUT CUE) Jingle ends cold with... "...just won't quit."	30/30
18:59		LOCAL INSERT:	:60
19:59		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #28 YOU'RE THE INSPIRATION (A&B) Chicago #27 UNDERSTANDING (A) Bob Seger & the Silver Bullet Band	07:30
27:29		C-3 NETWORK SPOT: Ray-O-Vac (OUT CUE) Jingle ends cold after... "...Ray-O-Vac!"	:60
28:29		LOCAL INSERT:	:60
29:29		STATION I. D.:	:10



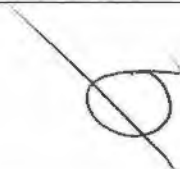
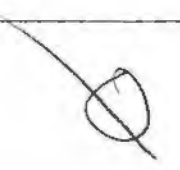
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FOR WEEK ENDING: 12/8/84
 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 2B PAGE NO. 4

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:39		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #26 WE ARE THE YOUNG (B) Dan Hartman #25 <u>I JUST CALLED TO SAY I LOVE YOU (A)</u> Stevie Wonder	10:14
39:53		C-4 NETWORK SPOT: Universal Pictures/Zales (OUT CUE) Jingle ends cold with... "...leading with style." 	30/30
40:53		LOCAL INSERT:	:60
41:53		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #24 HELLO AGAIN (A) The Cars	03:59
45:52		C-5 NETWORK SPOT: Mediquell/Sugar Assoc./Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits." 	30/30 30
47:22		Local Insert:	:30
47:52		LOGO: AMERICAN TOP 40 #23 RUN TO YOU (B) Bryan Adams #22 DO WHAT YOU DO (A) Jermaine Jackson	09:18
56:59		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:10 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10

FORMAT AND COMMERCIAL CLOCK

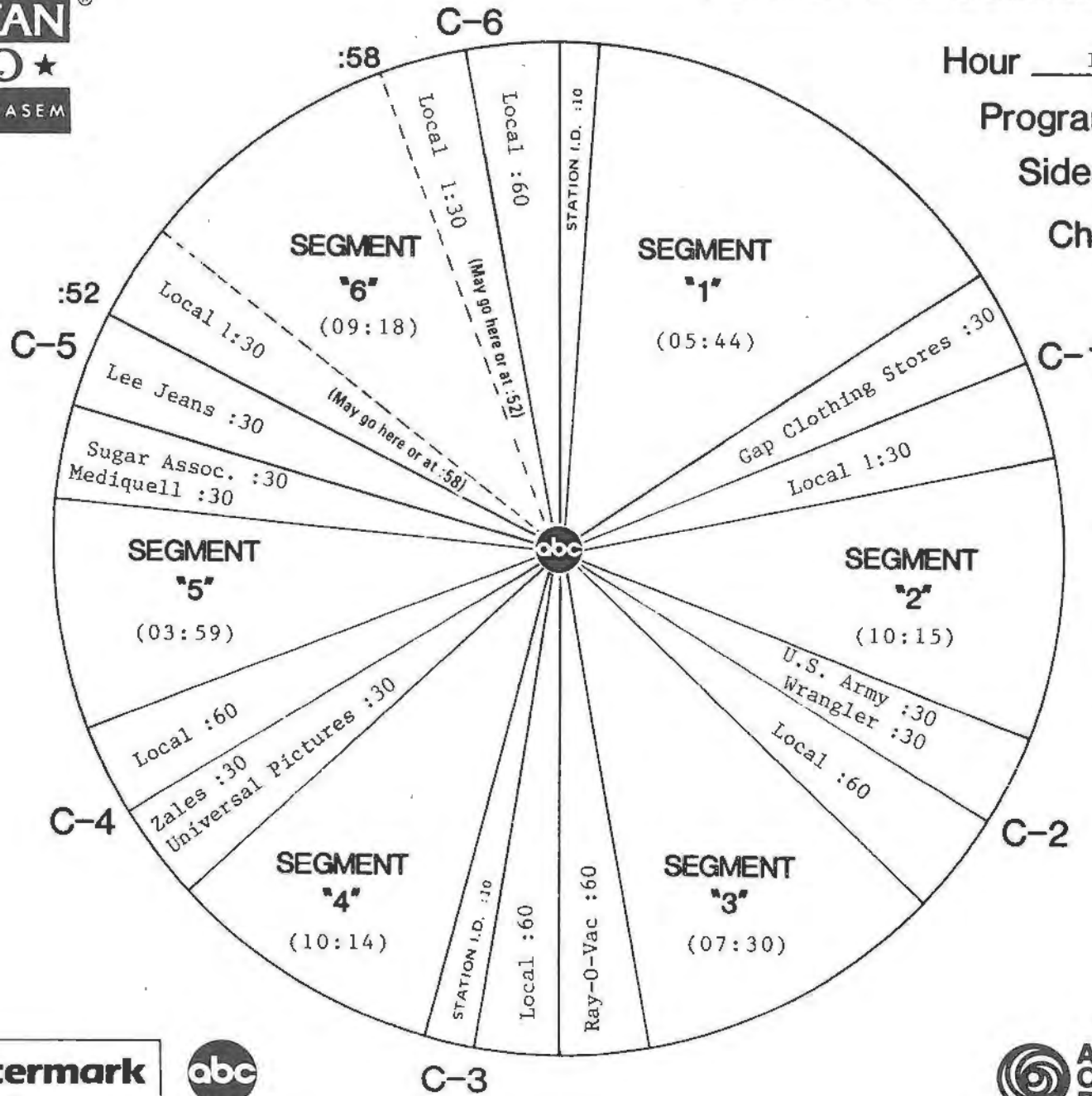


Hour II

Program 844-10

Sides 2A and 2B

Chart Date 12/8/84



Local minutes available 7

Network minutes used 5

ABC Watermark



C-3



ABC Contemporary Radio Network




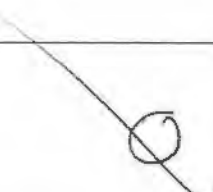

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FOR WEEK ENDING: 12/8/84
 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 3A PAGE NO. 5

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART III #21 BORN IN THE U.S.A. (A) Bruce Springsteen	04:27
04:27		NETWORK SPOT: Pic-Shirts (OUT CUE) Voice out cold with... "...into a T-Shirt." 	:30
04:57		LOCAL INSERT:	1:30
06:27		LOGO: AMERICAN TOP 40 #20 ALL I NEED (A&B) Jack Wagner #19 CARIBBEAN QUEEN (NO MORE LOVE ON THE RUN) () Billy Ocean	08:36
15:03		NETWORK SPOT: Gap/U.S. Army (OUT CUE) Jingle fades after... "...The U.S. Army." 	30/30
16:03		LOCAL INSERT:	:60
17:03		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #18 WALKING ON A THIN LINE (A&B) Huey Lewis and the News #17 IT AIN'T ENOUGH (A) Corey Hart	07:38
24:41		NETWORK SPOT: Always (OUT CUE) Voice out cold with... "...from a pad." 	:60
25:41		LOCAL INSERT:	:60
26:41		STATION I. D.:	:10



ABC Watermark



FOR WEEK ENDING: 12/8/84
 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 3B PAGE NO. 6

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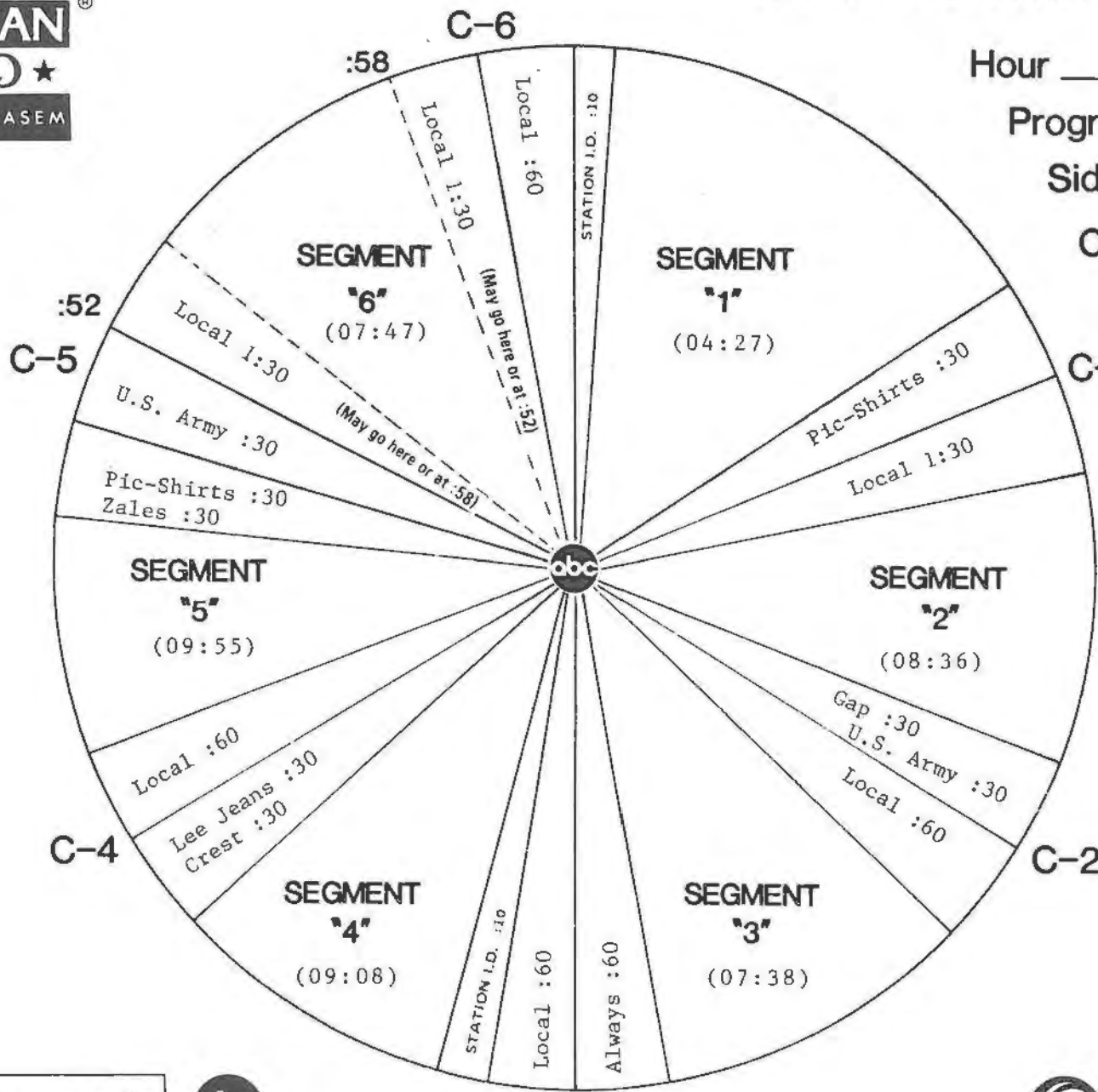
ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
26:51		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #16 VALOTTE (A) Julian Lennon #15 PURPLE RAIN (A) Prince and the Revolution	09:08
35:59		C-4 NETWORK SPOT: Crest/Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits."	30/30
36:59		LOCAL INSERT:	:60
37:59		LOGO: AMERICAN TOP 40 STATION MENTIONS #14 STRUT (A) Sheena Easton QL: <u>BROTHER AND SISTER DUOS IN THE TOP 40</u> #13 I CAN'T HOLD BACK (A&B) Survivor	09:55
47:54		C-5 NETWORK SPOT: Zales/Pic-Shirts/U.S. Army (OUT CUE) Jingle fades after... "...The U.S. Army."	30/30 30
49:24		Local Insert:	:30
49:54		LOGO: AMERICAN TOP 40 #12 BETTER BE GOOD TO ME (A&B) Tina Turner #11 LIKE A VIRGIN (A) Madonna	07:47
57:31		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:41 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



FORMAT AND COMMERCIAL CLOCK

Hour III
 Program 844-10
 Sides 3A and 3B
 Chart Date 12/8/84



Local minutes available 7
 Network minutes used 5








ABC Watermark



FOR WEEK ENDING: 12/8/84
 CYCLE NO. 844 PROGRAM 10 OF 13
 DISC & HALF HOUR NO. 4A
 PAGE NO. 7

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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 WE BELONG (B) Pat Benatar	03:42
03:42		C-1 NETWORK SPOT: Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits." 	:30
04:12		LOCAL INSERT:	1:30
05:42		LOGO: AMERICAN TOP 40 STATION MENTIONS #9 COOL IT NOW (A) New Edition #8 PENNY LOVER (A) Lionel Richie	09:14
14:56		C-2 NETWORK SPOT: Pic-Shirts/Crest (OUT CUE) Jingle ends cold with... "...kids worth Crest." 	30/30
15:56		LOCAL INSERT:	:60
16:56		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #7 SEA OF LOVE (B) The Honey Drippers #6 NO MORE LONELY NIGHTS (A) Paul McCartney ***** *TOPICAL PROMOS * *AT END OF SIDE * * 4 * *****	08:08
25:04		C-3 NETWORK SPOT: Gap (OUT CUE) Jingle fades after... "...I never knew." 	:30
25:34		LOCAL INSERT:	1:30
27:04		STATION I. D.:	:10





ABC Watermark



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 DISC & HALF HOUR NO. 4B PAGE NO. 8

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
27:14		LOGO: AMERICAN TOP 40 #5 ALL THROUGH THE NIGHT (B) Cyndi Lauper <u>LDD: I WANT TO HOLD YOUR HAND (B)</u> Beatles	08:26
35:40		C-4 NETWORK SPOT: Crest/Lee Jeans (OUT CUE) Voice out cold with... "...brand that fits." 	30/30
36:40		LOCAL INSERT:	:60
37:40		LOGO: AMERICAN TOP 40 #4 THE WILD BOYS () Duran Duran #3 I FEEL FOR YOU (A) Chaka Khan	08:58
46:38		C-5 NETWORK SPOT: Zales/Mediquell/Pic-Shirts (OUT CUE) Voice out cold with... "...into a T-Shirt." 	30/30 30
48:08		Local Insert:	:30
48:38		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #2 WAKE ME UP BEFORE YOU GO-GO (A) Wham #1 OUT OF TOUCH (B) Daryl Hall & John Oates CLOSING BILLBOARD: AMERICAN TOP 40, HAS BEEN BROUGHT TO YOU IN PART BY WRANGLER, LIVE IT TO THE LIMIT WITH WRANGLER. THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:33	08:55
56:52		THEME TO: 57:50 C-6	
57:50		LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



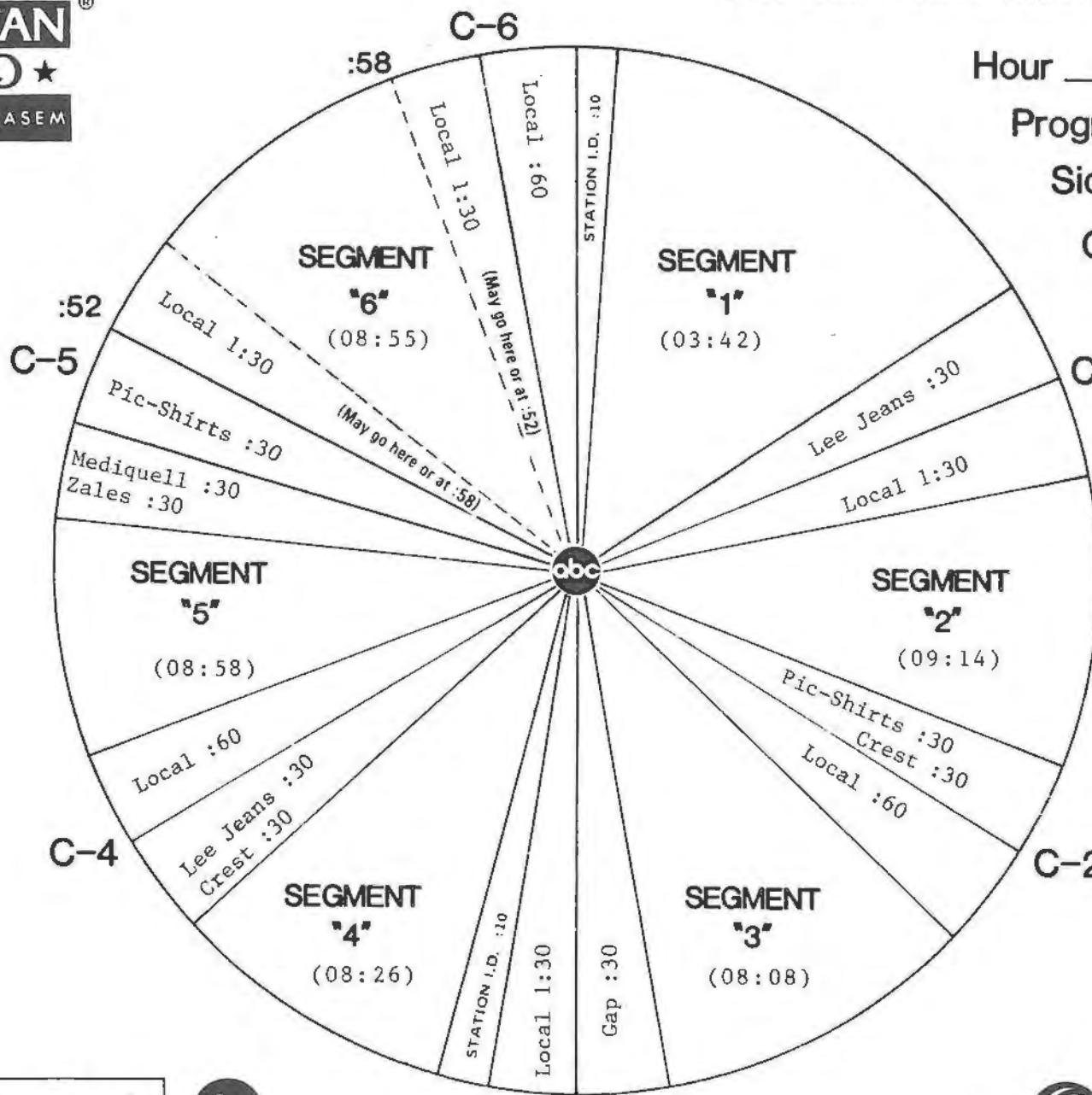
FORMAT AND COMMERCIAL CLOCK

Hour IV

Program 844-10

Sides 4A and 4B

Chart Date 12/8/84



Local minutes available 7

Network minutes used 5

ABC Watermark

