

AMERICAN TOP 40

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AMERICAN
TOP 40
PROGRAM NO.

723-4

CHART DATE:

7/22

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**The definitive. weekly review of
popular music in America. On radio.
Around the world.**

Three hours each week...American Top 40 presents the nation's 40 current, best selling records. And much more.



- ★ A countdown of the 40 hottest hits based on the industry's most accurate weekly national survey
- ★ A continuing review of each record's rising and declining popularity
- ★ In-depth, factual interpretation of the impact and trends of today's music
- ★ Inside stories of the writers and artists that make it to the American Top 40



In three, fast-paced, entertaining hours, radio listeners find out what's new and what's happening in the music that's most important to them. They hear the actual hit singles that are scoring top sales and top popularity from coast to coast played in their entirety from #40 to #1. Each new, weekly playlist is the result of official survey data collected and tabulated by the Research

Division of BILLBOARD Magazine, the music industry's leading trade publication. BILLBOARD's weekly "Hot 100" Singles Survey has long been recognized as the most accurate, most authoritative national record tabulation in the industry. The top 40 list is provided exclusively to American Top 40 nearly one full week in advance of BILLBOARD publication.

BILLBOARD Director of Charts, Don Owens (below); "Hot 100" manager, Tom Williams; AMERICAN TOP 40 Chief Statistician, Ben Marichal; Record & Chart Assistants, Larry Aitken, Ann Strohecker.



IN THIS ISSUE: INTRODUCING THE NEW FRAMED TAPE/AUDIO/VIDEO SECTION (COVERING ALL FACTS OF THE RECORD & ELECTRONIC MUSIC)

Billboard

FORE Acts to Spur 'Block Experience' Anticipate Immediate Purchasing Response at CES Audio Booths

Radio & Promotion Exerts Select Radio Forum Topics

Possible Aural Monitor Delay

Bill Oldies In Expansion

Hansen Is Key Videopa 72

Library Reaffirm Muted in U.S.

Narrated by radio's most listened to authority on popular music. Casey Kasem.

- ★ **A top-rated, top-station talent for over 15 years and today's top commercial voice**
- ★ **One of the nation's leading pop musicologists**
- ★ **Factual, informative, but uniquely personable style and master of the "teaser" technique***
- ★ **Backed up by radio's finest music research, writing and radio production teams**



With the wild-fire success of AMERICAN TOP 40, Casey Kasem is now the most widely heard disc jockey in radio. But Casey himself is the chief reason for that success. He presents the hits with insight and information, packing each program with facts and stories that grab and hold the listener for three solid hours. Casey knows his music and he's assembled a top-flight staff of

writers and researchers to help prepare and polish each week's AMERICAN TOP 40 script. With all his success and credits in radio, TV, commercial announcing and movies, Casey Kasem has retained his life-long enthusiasm for the exciting and ever-changing pop/rock scene.

AMERICAN TOP 40 Producer and Head Writer, Don Bustony (below with Kasem) Writer/Researchers, Nikki Wine, Alan Kaltman, Fred Milstein, Mary Ann Gordon, Linda Kasem; Pre-production Assistant, Sue Aitken.



*Here are examples of Casey's "Teasers" and biographical stories :

- a. "In five minutes... a current Top 40 hit by the country music star who was a member of the Marine Corps unit that recaptured Guam from the Japanese in World War II, when he was barely 14 years old!"
- b. "Coming up in 10 minutes... an AT40 special... the biggest selling single record which sold more copies than any other in history!"
- c. "Next, a current hit by the group that gets its buttons pushed on America's juke boxes more than any other act."
- d. "A singing star once had four records in the top 10 at the same time... that was 22 years ago. In 10 minutes, his current Top 40 hit!"
- e. "In five minutes, a current hit by the star who used to shine shoes at the entrance of the Augusta, Georgia radio station that, today, he owns!"

[a. Freddie Hart, "Easy Lovin'"; b. Bing Crosby's "Silent Night"; c. Creedence Clearwater Revival 1971; d. Perry Como, "It's Impossible"; e. James Brown]

Recorded at Watermark Studios in Hollywood. fully produced for easy immediate local broadcast.



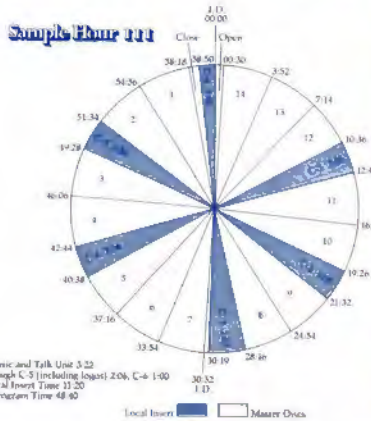
- ★ **3-hour format provides minimum of 11 commercial minutes per hour . . . split logo allows maximum flexibility**
- ★ **Latest recording and duplication techniques assure consistent, highest broadcast quality**
- ★ **Reproduced on three vinyl L. P. discs with maximum fidelity and on-air production ease . no deposit - no return**
- ★ **Guaranteed on-time delivery**



Watermark's exclusive systems are another reason for the success of AMERICAN TOP 40. Each week some 29 people at Watermark and supplier firms are directly responsible for recording, editing, mastering, duplicating, packaging, routing and delivery. Watermark, Inc., has earned its high quality reputation by meticulous attention to detail. Subscribing stations are provided

with complete Operations Manual, personalized program promos, weekly cue sheets and consulting services of Watermark's engineering and marketing departments. Each new weekly show is shipped to arrive no later than noon on Wednesday, in ample time for weekend broadcast.

WATERMARK, INC. Chief Engineer, David Freese; Assistants, John Groper, Ryan Lucas; Custom Fidelity Corp. Mastering Engineer, Terry More; Assistant: Bill Wysock; Operations and Traffic Manager, Stew Hilner, Jane Nunez.



Rushed each week to a solid "network" of top-rated, aggressive radio stations around the world.

- ★ **A firm weekend radio habit for over 5 1/2 million listeners, coast to coast, in over 175 markets**
- ★ **An exclusive programming attraction... limited to one station per broadcast area**
- ★ **A featured "special" on Top 40, Progressive and M.O.R. stations**
- ★ **A proven success in all market sizes: from Elko, Nevada to New York City; from Bath, Maine to Mobile, Alabama**

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AMERICAN TOP 40 is a phenomenon in radio. It is the first block music program to gain acceptance, acclaim and long-term commercial success on so many of the nation's dominant radio stations. Its production sound and content have fit well with a variety of programming formats. It's gained and held audiences and sponsors in all time slots, primarily scheduled on weekends. And it has overcome all of the traditional objections to so-called outside,

packaged programs. In addition to nearly 200 world-wide commercial-station outlets, AMERICAN TOP 40 is a top-rated feature on over 350 stations via the American Forces Radio Service. Available for exclusive licensing for 13 weeks. Over 60% of the AMERICAN TOP 40 subscribers are currently on 26-week or 52-week contracts.



Scoring top ratings, listener reaction and sales results for local sponsors.



- ★ **Average (A.R.B.) rating increases of 52% in the first 18 months*. Some stations up 200% to 300%**
- ★ **Blankets the important 18-34 demographics (85% of the AT40 audience is in this age group)**
- ★ **Over 850 local and regional advertisers sponsoring and merchandising the program locally . . . many with long-term exclusive contracts**
- ★ **A prestige programming feature and profit producer in all station sizes**



The test for success is results. And AMERICAN TOP 40 has delivered consistently and profitably when sold and promoted properly. Gigantic ratings increases and loads of listener mail are now commonplace. Heavy radio users like Sears, McDonald's, Pepsi and others have been quick to include AMERI-

CAN TOP 40 in their spot schedules. But local merchants and occasional radio advertisers also effectively tie-in with identified, weekly sponsorship of AMERICAN TOP 40 and get noticeable results on relatively small radio budgets. Listeners mention the program by name and the payoff is in retail sales!

*Audience Survey Data provided by ARB. Qualifying details available upon request.



Get in on the action of radio's hottest national music show... make it your exclusive local attraction.

- ★ **Backed with display and merchandising materials**
- ★ **Loaded with promotional and tie-in possibilities**
- ★ **Low-cost, low-risk commitments**
- ★ **Special Programming Events all year long**



AMERICAN TOP 40 reflects and presents the music tastes of America in an important new way. And in just two years it has become a fixture in weekend radio in nearly every state and in over 35 other nations. Today, AMERICAN TOP 40 also brings the radio station and advertiser a tried and tested package, complete with merchandising backup, promos, posters, publicity mater-

ial. Special program events such as "The 40 Biggest Hits of the Rock Era" and "The 40 All-Time Christmas Hits" are scheduled each quarter within the AMERICAN TOP 40 service. These extra special shows add an exciting vitality and dimension to this unique programming concept to build and hold audience loyalty.

For additional information regarding availability, rates and contracts, call or write Watermark, Inc. Executive Producer, Tom Rounds; Marketing Director, George Savage; Sales Coordinator, Steve Aitken.





From the Watermark system . . .
national radio
for local programming.

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