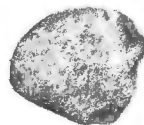


TO: ALL AMERICAN TOP 40 SUBSCRIBERS
FROM: GARY LANDIS

March 2, 1979



Several weeks ago we mailed out a sales and marketing questionnaire to you. So far the response has been tremendous! A lot of ideas have been passed along that will no doubt result in a more substantive Sales & Marketing Guide.

Knowing full well that this is the time of year all of you are gearing up for those spring and summer campaigns, it is imperative that we get all of the information analyzed and distributed in the form of the Sales & Marketing Guide as soon as possible.

For those of you who have returned your questionnaires we thank you for your input. It would be helpful if any of you still hanging on to the questionnaires could get them back within the next week.

If for some reason you never received one, I've attached another for your convenience. Just send it to the address on this sheet.

Thanks!

AMERICAN TOP 40
SALES & MARKETING QUESTIONNAIRE

1. Station Call Letters _____ AM FM (circle one or both)
2. Time(s) AT40 airs 1. Day _____ Time _____
2. Day _____ Time _____
3. Why did you subscribe to AT40?
- A. Program Director requested it
B. Sales Manager requested it
C. Listeners requested it
D. Sponsor(s) was familiar and requested it
E. Stations growing interest in special programming
F. National awareness of the show
G. Recommended by other broadcasters
H. To keep it away from the competition
I. Other _____
4. Why did you choose this day and time for the program?
- A. Best for listeners
B. Best for sponsors
C. Other _____
5. If AT40 was requested for programming, which reasons listed were important factors?
- A. Casey Kasem as the host
B. Compatibility with the station's format
C. The idea of presenting a national countdown for the listeners
D. The information and stories on the artists in the countdown
E. Other _____
6. If AT40 was requested for sales purposes, which of the following reasons were important factors?
- A. As a way to expand local client list
B. As a way to initiate or expand regional and national client list
C. As an alternative for existing advertisers to showcase their businesses or products
D. Other _____
7. What primary factor was responsible in closing the sale of AT40 to sponsors?
- A. Sponsor was offered a package deal with outside spots and features
B. Merchandising tie-ins were part of the deal
C. Sponsor was sold on controlling advertising impressions within 4 hour show
D. Various frequency discounts depending on contract length
E. A well presented and organized presentation
F. Other _____
8. What are the most important reasons sponsors renew AT40?
- A. A sales person or staff that remains motivated and provides ongoing account service
B. Sponsor gets positive word of mouth feed back
C. Sponsor benefits from station's AT40 promotional efforts
D. Sponsor benefits from special merchandising tie-ins
E. Sponsor and/or family likes the show
F. Other _____

(over)

9. Please list your most consistent advertisers on AT40.

_____	_____
_____	_____
_____	_____

10. To what other special programs do you subscribe? (Rate both 1-5 with 5 being the best)

Program	Sales Effectiveness	Programming Effectiveness
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

11. Do you find the Sales & Marketing Guide a useful tool in selling AT40? yes _____ no _____

12. Is there any additional information that Watermark could provide you in order to better assist your sales effort with AT40?

yes _____ no _____ If yes, please respond _____

13. If you encounter objections when selling AT40, do you find them to be (A) standard radio objections, or (B) specifically related to AT40?

If (B), please explain _____

14. Do you have a particular package or approach for selling AT40?

yes _____ no _____ If yes, would you share your ideas with the rest of our stations? yes _____ no _____ (If the answer is "yes" we'll call you for details)

15. Comments and suggestions

NAME _____

TITLE _____

Please return this questionnaire in the enclosed envelope.

SONG



PHIL LA CHASSE

For once Casey yields the mike (above) to another Mike, his 5-year-old son. Apparently 25 million radio fans aren't enough for the voice that blankets America like a fog. Now Kasem, who played bits in flicks like *The Incredible Two-Headed Transplant* and *Free Grass*, is moving slightly up in class with *Disco Fever*, co-starring ex-Bandstander Fabian Forte.

CASEY KASEM, AMERICA'S NO. 1 DEEJAY, HAS HAD IT WITH BEING HEARD AND NOT SEEN

What was the only recording group to have the top five songs on the chart at the same time? (The Beatles, natch, in 1964.) And what two artists had No. 1 hits only after they died? (Bzzzzzz! Time's up. Otis Redding, *Sittin' on the Dock of the Bay*, and Janis Joplin, *Me and Bobby McGee*.)

Okay, now here's a real toughie. Who, by incorporating such pop-schlock trivia into his *American Top 40* radio show, signed up 500 stations and has become the most widely syndicated disc jockey in America? Hint: he's also the faceless voiceover behind more than 300 radio and TV commercials a year, from Shasta to Hoover to Heinz ketchup, as well as the bell-toned promo announcer on NBC heralding upcoming events. The answer to all of

the above is deejay-dubber extraordinaire Casey Kasem, 46, whose mellifluous tones and ingratiating energy—not to mention 5'8" of tightly coiled ambition—have made him the most-listened-to voice in America.

That peculiar pinnacle, he finds, is rewarding—and frustrating. "It's the easiest business to work in," admits Kasem, who reaps well over \$450,000 a year for spending just a dozen hours a week on his narrating chores. But even his half-a-million Beverly Hills manor house is little solace to Kasem. "What I really want to be," he says, "is an actor."

So far his efforts to replace the Voice with the Face have produced guest-star bits on TV shows like *Charlie's Angels* and *Quincy*, plus eight low-

CONTINUED

People
weekly

Song CONTINUED

budget feature films. He just opened in *Disco Fever*, starring whatever-happened-to Fabian.

The son of immigrant Lebanese grocers, Kasem (whose real first name is Kemal) grew up in Detroit and broke into radio while at Wayne State University by working on the old *Lone Ranger* and *Sergeant Preston of the Yukon* series. After serving a Korean war stint creating radio dramas for GIs, he station-hopped around the U.S., was fired from a Buffalo station for "insubordination—I told them how to run it," briefly studied acting in New York and actually appeared in some grade-B biker films in the late '60s.

Casey syndicated his radio show while working as a top deejay in Los Angeles in 1970. "I credit God with giving me the idea for Top 40," says Kasem, a Druze who attends the Hollywood Congregational Church. He wasn't handed instructions in stone, though, because some years before he found *Who's Who* on top of a garbage can and hit upon the idea of the trivia quiz on stars' bios. Kasem also gives co-credit for his subsequent voiceover success to then producer and now California Lt. Gov. Mike Curb, who steered him toward commercials. In return, Casey narrated Curb's TV

spots gratis during last year's campaign and says flat out: "Mike's going to be President of the United States someday."

At home Casey's wife, Linda, 31, a former bank officer, handles his accounts and their three children. His way of relaxing includes watching the 11 p.m. news while pumping away on

an Exercycle. Ironically, Casey's pleasures do not include listening to music. "I'd rather read magazines or watch TV. The dullest thing in the world is waiting for your scene," he admits. "But the most exciting thing is seeing yourself on the screen and then getting compliments."

LAURA STEVENSON



The best friends of Casey and his wife Linda (right) are California Lt. Gov. Mike Curb and his wife Linda.

The Kasems keep a replica of a vintage juke, but mostly for kids Julie, 3, Mike, and Kerri, 6. He prefers TV documentaries.





WATERMARK

10700 Ventura Blvd.
No. Hollywood, Ca. 91604
Phone: (213) 980-9490

FOR WEEK ENDING: 3/10/79
CYCLE NO. 791 PROGRAM 10 OF 13
SIDES: 1A & 1B
PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART I THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI) RECAP #3 - I WILL SURVIVE - Gloria Gaynor (A) RECAP #2 - FIRE - Pointer Sisters (A) RECAP #1 - DA YA THINK I'M SEXY - Rod Stewart (A)	12:27
12:25		LOGO: CASEY'S COAST TO COAST	
12:27		LOCAL INSERT: C-1	2:00
14:27		LOGO: AMERICAN TOP 40 #40 - CHASE - Giorgio Moroder (B) #39 - I WANT YOUR LOVE - Chic (B)	7:13
21:38		LOGO: HITS FROM COAST TO COAST	
21:40		LOCAL INSERT: C-2	2:00
23:40		LOGO: AMERICAN TOP 40 #38 - HE'S THE GREASTEST DANCER - Sister Sledge (B) LONG DIST. DED: TIME IN A BOTTLE - Jim Croce	7:27
31:05		LOGO: CASEY'S COAST TO COAST	
31:07		LOCAL INSERT: C-3	2:10
33:17		LOGO: AMERICAN TOP 40 #37 - LIVIN' IT UP - Bell & James (B)	3:40
36:55		LOGO: HITS FROM COAST TO COAST	
36:57		LOCAL INSERT: C-4	2:00
38:57		LOGO: AMERICAN TOP 40 #36 - TOO MUCH HEAVEN - Bee Gees (B) #35 - EVERY WHICH WAY BUT LOOSE - Eddie Rabbitt (B)	8:24
47:19		LOGO: CASEY'S COAST TO COAST	
47:21		LOCAL INSERT: C-5	2:00
49:21		LOGO: AMERICAN TOP 40 #34 - I DON'T KNOW IF IT'S RIGHT - Evelyn Champagne King (A) ARCH: YOU'RE SO VAIN - Carly Simon (A)	8:09
57:30		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: 3/10/79
CYCLE NO. 791 PROGRAM 10 OF 13
SIDES: 2A & 2B
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART II	
6:54		#33 - MAYBE I'M A FOOL - Eddie Money (B) #32 - SOMEWHERE IN THE NIGHT - Barry Manilow (B) LOGO: CASEY'S COAST TO COAST	6:56
6:56		LOCAL INSERT: C-1	2:00
8:56		LOGO: AMERICAN TOP 40 #31 - I WAS MADE FOR DANCING - Leif Garrett (A) #30 - MUSIC BOX DANCER - Frank Mills (B) #29 - SONG ON THE RADIO - Al Stewart (A) LOGO: HITS FROM COAST TO COAST	11:39
20:33			
20:35		LOCAL INSERT: C-2	2:00
22:35		LOGO: AMERICAN TOP 40 #28 - BLUE MORNING, BLUE DAY - Foreigner (B) #27 - NO TELL LOVER - Chicago (A) LOGO: CASEY'S COAST TO COAST	6:48
29:21			
29:23		LOCAL INSERT: C-3	2:10
31:33		LOGO: AMERICAN TOP 40 #26 - HAVEN'T STOPPED DANCING YET - Gonzalez (A) LOGO: HITS FROM COAST TO COAST	3:30
35:01			
35:03		LOCAL INSERT: C-4	2:00
37:03		LOGO: AMERICAN TOP 40 #25 - STUMBLIN' IN - Suzi Quatro & Chirs Norman (B) #24 - FOREVER IN BLUE JEANS - Neil Diamond (A) LOGO: CASEY'S COAST TO COAST	8:03
45:04			
45:06		LOCAL INSERT: C-5	2:00
47:06		LOGO: AMERICAN TOP 40 #23 - CRAZY LOVE - Poco (A) #22 - KNOCK ON WOOD - Amii Stewart (A) ARCH: SUPERSTITION - Stevie Wonder (A) THEME UP & UNDER W/TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	10:28
57:34			
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: 3/10/79
 CYCLE NO. 791 PROGRAM 10 OF 13
 SIDES: 3A & 3B
 PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III #21 - BIG SHOT - Billy Joel (A) #20 - I JUST FALL IN LOVE AGAIN - Anne Murray (B&A)	6:48
6:46		LOGO: CASEY'S COAST TO COAST	
6:48		LOCAL INSERT: C-1	2:00
8:48		LOGO: AMERICAN TOP 40 #19 - LADY - Little River Band (EMI&A) LONG DIST. DED: I JUST WANNA STOP - Gino Vanelli (A)	8:09
16:55		LOGO: HITS FROM COAST TO COAST	
16:57		LOCAL INSERT: C-2	2:00
18:57		LOGO: AMERICAN TOP 40 #18 - DANCIN' SHOES - Nigel Olsson (B) #17 - THE GAMBLER - Kenny Rogers (A)	7:44
26:39		LOGO: CASEY'S COAST TO COAST	
26:41		LOCAL INSERT: C-3	2:10
28:51		LOGO: AMERICAN TOP 40 #16 - EVERY TIME I THINK OF YOU - Babys (B) #15 - WHAT YOU WON'T DO FOR LOVE - Bobby Caldwell (B)	9:11
38:00		LOGO: HITS FROM COAST TO COAST	
38:02		LOCAL INSERT: C-4	2:00
40:02		LOGO: AMERICAN TOP 40 #14 - DON'T CRY OUT LOUD - Melissa Manchester (B) #13 - GOT TO BE REAL - Cheryl Lynn (B&A)	8:35
48:35		LOGO: CASEY'S COAST TO COAST	
48:37		LOCAL INSERT: C-5	2:00
50:37		LOGO: AMERICAN TOP 40 #12 - LOTTA LOVE - Nicolette Larson (B) ARCH: CROCODILE ROCK - Elton John (B)	6:53
57:30		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: 3/10/79
CYCLE NO. 791 PROGRAM 10 OF 13
SIDES: 4A & 4B
PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART IV	
		#11 - LE FREAK - Chic (B)	
9:53		#10 - SULTANS OF SWING - Dire Straits (A)	9:55
		LOGO: CASEY'S COAST TO COAST	
9:55		LOCAL INSERT: C-1	2:00
11:55		LOGO: AMERICAN TOP 40	
		#9 - YMCA - Village People (A)	
19:53		#8 - WHAT A FOOL BELIEVES - Doobie Brothers (B&A)	8:00
		LOGO: HITS FROM COAST TO COAST	
19:55		LOCAL INSERT: C-2	2:00
21:55		LOGO: AMERICAN TOP 40	
		#7 - SHAKE YOUR GROOVE THING - Peaches & Herb (A)	
28:55		#6 - A LITTLE MORE LOVE - Olivia Newton-John (B)	7:02
		LOGO: CASEY'S COAST TO COAST	
28:57		LOCAL INSERT: C-3	2:10
31:07		LOGO: AMERICAN TOP 40	
		#5 - HEAVEN KNOWS - Donna Summer w/Brooklyn Dreams (B)	
39:03		#4 - FIRE - Pointer Sisters (A)	7:58
		LOGO: HITS FROM COAST TO COAST	
39:05		LOCAL INSERT: C-4	2:00
41:05		LOGO: AMERICAN TOP 40	
46:05		#3 - TRAGEDY - Bee Gees (B)	5:02
		LOGO: CASEY'S COAST TO COAST	
46:07		LOCAL INSERT: C-5	2:00
48:07		LOGO: AMERICAN TOP 40	
		#2 - DO YA THING I'M SEXY - Rod Stewart (A)	
57:07		#1 - I WILL SURVIVE - Gloria Gaynor (A)	9:00
		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:36	
		THEME TO: 57:50	
		THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI)	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	to