



TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: ABC WATERMARK

DATE: 6/01/85

RE: LOCAL COMMERCIAL AVAILABILITY

IN THIS WEEK'S AMERICAN TOP 40, PROGRAM #852-10,
FOR AIR JUNE 8-9, 1985, THERE IS AN ADDITIONAL
SIX MINUTES OF LOCAL COMMERCIAL AVAILABILITY.

THERE ARE THIRTY SECONDS AT C-1, C-3 AND C-5 IN
ALL HOURS.



TO: AMERICAN TOP 40 SUBSCRIBERS
FROM: Tom Rounds, ABC Watermark
DATE: June 1, 1985
RE: RECENT AT40 TOPICAL PROMOS QUESTIONNAIRE

87% of AT40 stations are presently using the topical promos provided with each week's show, according to the results of a survey conducted this Spring.

Purpose of these promos, of course, is to heighten listener interest in the national charts and how they reflect relative record popularity by reporting events and trends and speculating on future possibilities.

Some questions on the returned questionnaires prompt us to provide some answers here:

QUESTION: I wasn't aware of these promos. How can I get them?

ANSWER: They are included on the program discs for most AT40 shows. Their location is specific in the accompanying cue sheets.

QUESTION: Can you provide completely produced promos with music bed?

ANSWER: Yes, if we get enough requests. Frankly, we'd rather encourage stations to "finish" the promos in one of these ways:

- a. Run them over long instrumental record intros.
- b. Add the custom ID liner voiced by Casey (you should have it on file) and add a music bed to cover the slight difference in voice quality. This way you get a topical promo that includes station I.D. and show time in Casey's voice.
- c. Combine Casey and station voice by pulling elements out of the topicals and adding music.

QUESTION: Can you send me the AT40 (thematic) music beds?

ANSWER: We already have and we'll do it again. In fact, we include the themes on the first show of each calendar quarter (look them up on the cue sheets). Next time: Show 853-1, scheduled for broadcast the first weekend of July, 1985.

QUESTION: We lost our custom I.D. voiced by Casey. Now what?

ANSWER: Write us with what you want, within reason, and we'll have Casey track it A.S.A.P.

QUESTION: What's "within reason?"

ANSWER: Casey will do a station I.D. for use in the show or in promos about the show plus he'll cut several one-liners that include specific station I.D. and show day and time.

QUESTION: We pull info from the promos and do ours live. Is this ok?

ANSWER: Absolutely. This gives you the advantage of creating promos to suit your time requirements. This is one reason we include the complete scripts for the promos every week.

QUESTION: We get the promos for a specific show with that show. Is there any way we can get them earlier?

ANSWER: No. And even if there was, we would recommend against running these promos more than four days ahead of show day.

QUESTION: Can you make them shorter?

ANSWER: Of course, anything can be made shorter, but there would be a cost; the topicals would begin to lose meaning. Stations can, however, cut out Casey's last line and finish the promo with their own time and day info plus wrapup.

OTHER NOTES: As a reminder, subscribers under the terms of their licensing agreements, are expressly prohibited from lifting material out of AMERICAN TOP 40 shows for any reason. This especially goes for teasers. Teasers are written for the show, not for promos.

I know some of you have had a hard time getting custom liners. We do our best to roll 'em in and roll 'em out as fast as possible. Some weeks we get overloaded and we fall behind. If you don't get your promos within four weeks after making the request, please just call us at (800) 423-2502 or (818) 980-9490.

**ABC Watermark**

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CYCLE NO. 852 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		NO OPENING BILLBOARD: THEME AND OPENING OF PART I THEME: "THEME FROM AMERICAN TOP 40" (MARKWATER MUSIC/BMI) #40 JUST AS I AM (B) Air Supply #39 CANNONBALL (A) Supertramp #38 LUCKY IN LOVE (PRS) Mick Jagger	14:01
14:01		C-1 NETWORK SPOT: M & M's (OUT CUE) Jingle ends cold with... "...M & M's."	:30
14:31		LOCAL INSERT:	1:30
16:01		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #37 GLORY DAYS (A) Bruce Springsteen	03:53
19:54		C-2 NETWORK SPOT: Panadol/Oxy (OUT CUE) Voice out cold with... "...in the sky."	30/30
20:54		LOCAL INSERT:	:60
21:54		LOGO: AMERICAN TOP 40 #36 CRAZY IN THE NIGHT (BARKING AT AIRPLANES) (A) Kim Carnes #35 <u>INVISIBLE</u> (B) Alison Moyet	08:32
30:26		C-3 NETWORK SPOT: Washington State Apples (OUT CUE) Voice out cold with... "...Washington Apple Growers."	:30
30:56 32:26		LOCAL INSERT: STATION I. D.:	1:30 :10

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:36		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #34 GETCHA BACK (B) Beach Boys	03:20
35:56		C-4 NETWORK SPOT: Care*Free Gum/Orion Pictures (OUT CUE) Voice out cold with... "...theater near you."	30/30
36:56		LOCAL INSERT:	:60
37:56		LOGO: AMERICAN TOP 40 STATION MENTIONS #33 SENTIMENTAL STREET (B) Night Ranger <u>LDD: HARD TO SAY I'M SORRY (A&B)</u> Chicago	09:12
47:08		C-5 NETWORK SPOT: Close-Up/Washington State Apples/Tropical Blend (OUT CUE) Jingle ends cold with... "...from Tropical Blend."	30/30 30
48:38		Local Insert:	:30
49:08		LOGO: AMERICAN TOP 40 #32 RHYTHM OF THE NIGHT (A) DeBarge #31 EVERYTIME YOU GO AWAY (B) Paul Young ***** * TOPICAL PROMOS * * AT THE END OF * * SIDE 1B * *****	08:27
57:25		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:35 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART II #30 TOUGH ALL OVER (B) John Cafferty and the Beaver Brown Band	04:34
04:34		C-1 NETWORK SPOT: M & M's (OUT CUE) Jingle ends cold with... "...M & M's."	:30
05:04		LOCAL INSERT:	1:30
06:34		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #29 WE ARE THE WORLD (A&B) USA For Africa #28 <u>THE GOONIES 'R' GOOD ENOUGH</u> (B) Cyndi Lauper	12:09
18:43		C-2 NETWORK SPOT: Close-Up/M & M's (OUT CUE) Jingle ends cold with... "...M & M's."	30/30
19:43		LOCAL INSERT:	:60
20:43		LOGO: AMERICAN TOP 40 #27 SOME LIKE IT HOT (A) The Power Station #26 <u>YOU GIVE GOOD LOVE</u> (B) Whitney Houston	09:20
30:03		C-3 NETWORK SPOT: Helene Curtis-Finesse (OUT CUE) Jingle ends cold after... "...need a lot."	:30
30:33		LOCAL INSERT:	1:30
32:03		STATION I. D.:	:10

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:13		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #25 VOICES CARRY (B) 'Til Tuesday #24 ONE LONELY NIGHT (A) REO Speedwagon	07:59
40:12		C-4 NETWORK SPOT: Velamints/Tropical Blend (OUT CUE) Jingle ends cold with... "...from Tropical Blend."	30/30
41:12		LOCAL INSERT:	:60
42:12		LOGO: AMERICAN TOP 40 STATION MENTIONS #23 ONE NIGHT IN BANGKOK (A) Murray Head	04:24
46:36		C-5 NETWORK SPOT: Panadol/Oxy/Helene Curtis-Finesse (OUT CUE) Jingle ends cold after... "...need a lot."	30/30 30
48:06		Local Insert:	:30
48:36		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #22 CRAZY FOR YOU (A&B) Madonna QL: <u>MOST TOP 40 HITS BY A FOREIGN GROUP OTHER THAN BEATLES</u> #21 SAY YOU'RE WRONG (A) Julian Lennon	09:04
57:27		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART III BILLBOARD: THIS PORTION OF THE COUNTDOWN IS BROUGHT TO YOU IN PART BY DR. PEPPER THE OUT OF THE ORDINARY SOFT DRINKS THAT ARE ALWAYS A HIT FROM COAST TO COAST. #20 WOULD I LIE TO YOU? (A) Eurythmics #19 JUST A GIGOLO/I AIN'T GOT NOBODY (A) David Lee Roth	09:18
09:18		C-1 NETWORK SPOT: Dr. Pepper (OUT CUE) Jingle fades after... "...for Dr. Pepper."	:30
09:48		LOCAL INSERT:	1:30
11:18		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #18 NEVER ENDING STORY (A) Limahl #17 RASPBERRY BERET (A) Price and the Revolution	08:27
19:45		C-2 NETWORK SPOT: Care*Free Gum/Oxyline (OUT CUE) Voice out cold with... "...in the sky."	30/30
20:45		LOCAL INSERT:	:60
21:45		LOGO: AMERICAN TOP 40 #16 THE SEARCH IS OVER (A&B) Survivor STATION MENTIONS #15 A VIEW TO KILL (A) Duran Duran	08:34
30:19		C-3 NETWORK SPOT: Helene Curtis-Finesse (OUT CUE) Jingle ends cold after... "...need a lot."	:30
30:49 32:19		LOCAL INSERT: STATION I. D.:	1:30 :10

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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:29		LOGO: AMERICAN TOP 40 #14 SMUGGLER'S BLUES (A) Glenn Frey #13 <u>SMOOTH OPERATOR</u> () Sade	08:54
41:23		C-4 NETWORK SPOT: M & M's/Dr. Pepper (OUT CUE) Jingle fades after... "...Dr. Pepper, don't be."	30/30
42:23		LOCAL INSERT:	:60
43:23		LOGO: AMERICAN TOP 40 #12 SUSSUDIO (A) Phil Collins	04:32
47:55		C-5 NETWORK SPOT: Dr. Pepper/Oxy Line/Tropical Blend (OUT CUE) Jingle ends cold with... "...from Tropical Blend."	30/30 30
49:25		Local Insert:	:30
49:55		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #11 ANGEL (A) Madonna #10 WALKING ON SUNSHINE (B) Katrina and the Waves	07:44
57:28		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:39 THEME TO: 57:50	
57:50		C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



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ABC Contemporary Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME AND OPENING OF PART IV #9 FRESH (B) Kool & The Gang	03:56
03:56		C-1 NETWORK SPOT: Velamints (OUT CUE) Voice out cold with... "...Velamints Gum."	:30
04:26		LOCAL INSERT:	1:30
05:56		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #8 DON'T YOU (FORGET ABOUT ME) (A&B) Simple Minds LDD: WAITING FOR A GIRL LIKE YOU (A) Foreigner	11:00
16:56		C-2 NETWORK SPOT: Dr. Pepper/Washington State Apples (OUT CUE) Voice out cold with... "...Washington Apple Growers."	30/30
17:56		LOCAL INSERT:	:60
18:56		LOGO: AMERICAN TOP 40 #7 IN MY HOUSE (A) Mary Jane Girls STATION MENTIONS #6 THINGS CAN ONLY GET BETTER (B) Howard Jones	08:12
27:08		C-3 NETWORK SPOT: Care*Free Gum (OUT CUE) Jingle ends cold with... "...when you blow it."	:30
27:38		LOCAL INSERT:	1:30
29:08		STATION I. D.:	:10



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:18		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #5 HEAVEN (B) Bryan Adams	04:15
33:33		C-4 NETWORK SPOT: Dr. Pepper/Washington State Apples (OUT CUE) Voice out cold with... "...Washington Apple Growers."	30/30
34:33		LOCAL INSERT:	:60
35:33		LOGO: AMERICAN TOP 40 #4 SUDDENLY (A) Billy Ocean <u>QL: ACTS WITH MOST CONSECUTIVE WEEKS IN THE TOP TEN</u> #3 AXEL F (A) Harold Faltermeyer	08:29
44:02		C-5 NETWORK SPOT: Dr. Pepper/Tropical Blend/Care*Free Gum (OUT CUE) Jingle ends cold with... "...when you blow it."	30/30 30
45:32		Local Insert:	:30
46:02		LOGO: AMERICAN TOP 40, <u>then Casey I.D.'s himself</u> #2 EVERYTHING SHE WANTS (A) Wham #1 EVERYBODY WANTS TO RULE THE WORLD (B) Tears For Fears CLOSING BILLBOARD: AMERICAN TOP 40 HAS BEEN BROUGHT TO YOU IN PART BY SUGAR-FREE DR. PEPPER IT LETS YOU HOLD OUT "AND" HOLD YOUR WEIGHT. THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:34	11:32
56:54		THEME TO: 57:50 C-6	
57:50		LOCAL INSERT:	2:00
59:50		STATION I. D.:	:10



TOPICAL PROMOS

AT40 PROMOS FOR SHOW #852-10 ARE LOCATED AT THE END OF 1B.

DO NOT USE AFTER JUNE 9, 1985.

1) FOREIGN ACTS DOMINATE CHART (:28)

This is Casey Kasem. Last week on American Top 40, foreign acts ruled the U.S.A. The highest ranking Americans were the Mary Jane Girls at number nine. The top eight were all foreign acts, and leading the pack at numbers one, two, and three were Wham, Tears for Fears from England and Harold Faltermeyer from Germany. Can an American act break the blockade and hit the top? We'll follow all the competitors climbing the Official Billboard chart on American Top 40.

2) TOPS OF THE CHARTS (:28)

Hi, this is Casey Kasem. Last week on American Top 40, the tops of Billboard charts looked like this: number one on the country chart---"DON'T CALL HIM A COWBOY" by Conway Twitty. Number one on the soul chart---"ROCK ME TONIGHT" by Freddie Jackson. Number one on the album chart---"AROUND THE WORLD IN A DAY" by Prince and the Revolution. And the number one pop song in the land was "EVERYTHING SHE WANTS" by Wham. What hits will top the Billboard charts this week? Join me for that, and much more, on American Top 40!

3) BRUCE'S GLORY HITS (:22)

This is Casey Kasem. Among the songs most likely to debut this week on American Top 40 is the latest hit by Bruce Springsteen--"GLORY DAYS." It's the fifth hit from Bruce's smash album, "BORN IN THE U.S.A." The other four hits have all made the top ten. Will Springsteen's "GLORY DAYS" be the fifth top ten in a row? We'll track its trail up the Official Billboard chart on American Top 40.