

Billboard

NEWSPAPER

THE INTERNATIONAL NEWSWEEKLY OF MUSIC, VIDEO AND HOME ENTERTAINMENT

APRIL 25, 1992

Commentary

LETTERS

AT40 DOING OK

For 22 years, listeners have tuned in to "American Top 40" not only to hear the latest hits, but also for our chart facts and human-interest information about the stars behind the week's biggest records as ranked by Billboard. I guess it is this well-known association that led one of your reporters to be so unbiased that she dealt us a great disservice (Billboard, April 11).

To paint "AT40" as an also-ran among network radio countdown shows is unfair and historically incorrect. After all, "AT40" was the prototype for all countdown shows that followed.

Regarding the "numerous letters opposing ['AT40's'] switch" from the Billboard Hot 100 to the Billboard Top 40 Radio Monitor, such letters were received, but they were written by devoted "AT40" listeners, not by "AT40" affiliates. After all, "AT40" did what any smart company would have done: We listened to our customers and modified our product to serve *their* needs. It is therefore unfair to make such a logical decision sound like a blunder!

The biggest omission in the article was the lack of information about the dominant position of "AT40" in the international market. Granted, the focus of the piece was on domestic affiliates; but when you talk about the very *survival* of

a show, present *all* the facts. "American Top 40" always has been—and remains—the most-listened-to music show in the world. Regardless of the fragmentation of top 40 radio, "AT40" is still heard on more than 300 commercial radio stations in 83 foreign countries. Also, this year "AT40" is celebrating its 20th anniversary on the Armed Forces Radio Network, which covers every continent on earth. Our international success is one more reason why the future of "AT40" is not at all "shaky."

Competition is a healthy thing.



SHADOE STEVENS

It'll keep Rick, Casey, Adam, and me on our toes.

"American Top 40" is alive and well and looking forward to many more years of success. So, despite what you may read in this or any other trade paper, if you're going to bet on any show's survival, bet on "AT40's." We've weathered other storms in the past. We'll ride this one out, too.

Shadoe Stevens
Host "American Top 40"
Los Angeles

TOTAL EXPOSURE

The Feb. 1 and 15 issues of Billboard showed the continuing myopia of retailers, music video channels, and radio stations in not perceiving music from the viewpoint of the audience's total exposure, particularly as pertains to the increasing boomer audience for country music.

Look at the contradictory comments by VH-1 and CMT programmers in their goals to reach the same demographic. CMT wants to ban the minimovies that make it a unique and enjoyable channel for grown-ups to watch. VH-1 claims to encourage minimovies—but mercilessly edits down longer, narrative videos.

CMT coordinates promotion with radio stations—but the stations it picks are nowhere as interesting and adventuresome as CMT. Here



PLEASE AUDITION EACH DISC IMMEDIATELY. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US TOLL FREE AT 1-800-695-2221.

***** COMPACT DISC #1, TRACK 10, HAS 1KHz REFERENCE TONE *****

TOPICAL PROMOS

TOPICAL PROMOS FOR SHOW #18 ARE LOCATED ON DISC 4.
TRACKS 6, 7, 8 & 9. DO NOT USE AFTER SHOW #18.

1. VANESSA'S SIX WEEK STAY ON TOP

:31

Hi, Shadoe Stevens, AT40. Well, it's now been six weeks in a row at #1 on the Billboard chart for Vanessa Williams with "Save The Best For Last". It's the biggest #1 in 7 years since Madonna's biggest #1 of her career "Like A Virgin". So now the question is will Vanessa spend a seventh week in a row at that pop peak? Just below, jumping up to #2 was En Vogue and they're singing "You're Never Gonna Get It". So who gets it this week, the coveted #1 song playing on radio's across the U.S.A.? Ah, D'Shadowe knows, right here, on American Top 40. (LOCAL TAG)

2. WILL YOU MARRY ME? I'M THE ONE YOU NEED!

:35

Hey, Shadoe Stevens with hit history as it happened just last week on American Top 40. Only the fourth hit, ever to make the top ten twice. Back in 1976 it went to #9 and last week "Bohemian Rhapsody" by Queen returned to #9 again. And some new 90's songs are looking top ten bound this week. Paula Abdul and her latest bit of musical matrimony "Will You Marry Me?" And my AT40 guest host from a month ago, Jody Watley with "I'm The One You Need". Plus don't count out U2 and their song "One". We've got all the week's biggest hits spinning through the airwaves across the U.S.A. in-then-out your radio, right here, on American Top 40. (LOCAL TAG)

3. HITS AND MORE BY THE SCORE

:28

Hi, I'm Shadoe Stevens. Give us four hours a week and we'll give you the hits and a whole lot more! It's the pop perspective across the entire U.S. of A. The biggest hits heard on radio from the big city to small towns all over the heartland. From Cleveland to Kalamazoo. Boston to Boise. Anchorage to Atlanta. We've got the hottest songs, the top stars, Flashbacks to the chart past, Sneek Peeks at the chart future, all the facts n' figures and special stories you can only find right here, on American Top 40. (LOCAL TAG)

4. DISNEY

:44

Hi, Shadoe Stevens, American Top 40, hoping you'll join me and the entire AT40 Whiplash Acrobatic Ensemble in just a couple of weeks for a special American Top 40 Live from the most magical, wonderous place on earth. Walt Disneyworld in Florida. We'll count 'em down from all over Disneyworld, The Magic Kingdom, Epcot Center and Disney-MGM Studios. Plus you know you can count on some special friends dropping by, you just might know 'em, Goofy, Donald, Minnie and Mickey!! Plus Beauty and The Beast will be along for the fun as we celebrate GradNite 92! And we'll dip into Disney history for music we all grew up on! This one's for kids of all ages from 1 to 100, hey older and younger than that! So join me, Shadoe Stevens in just two weeks for a special American Top 40, live from Disneyworld! (LOCAL TAG)

****** FOR YOUR CONVENIENCE, WE HAVE PLACED A 25 HZ TONE AT -10 DB AT THE END OF OUR NETWORK COMMERCIAL BREAKS TO ACCOMMODATE AUTOMATED AND SEMI-AUTOMATED STATIONS ******



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AIR DATE WEEKEND: 5/3/92
 HOURS 1 & 2 SHOW#18



ABC RADIO NETWORK

BILLBOARD: "American Top 40 is brought to you in part by AT&T."
Theme and Opening of Part I
 Al Capp/Ron Hicklin/ Soundbeam Music, BMI

#40 EVERYTHING ABOUT YOU (A) Ugly Kid Joe

#39 IF YOU ASKED ME TO (A) Celine Dion

HALLMARK / GM PARTS / AT&T / HERSHEY 2:00
 (out cue) Voice out cold with "... go crunch."

Theme and Opening of Part II
 Al Capp/Ron Hicklin/ Soundbeam Music, BMI

#29 HUMAN TOUCH (A) Bruce Springsteen

#28 ~~THOUGHT I'D DIED AND GONE TO HEAVEN~~ (A) Bryan Adams

#27 NU NU (B) Lidel Townsell

AT&T / NBC-TV / HERSHEY / TGI FRIDAY'S 2:00
 (out cue) Jingle fades after "... to Friday's."

HOUR 1 TRACK 1 RUN TIME: 10:56 (LOCAL INSERT 1:00)

HOUR 2 TRACK 1 RUN TIME: 15:45 (LOCAL INSERT 1:00)

AT40 Jingle

#38 PLEASE DON'T GO (B) Boyz II Men

#37 SILENT PRAYER (A) Shanice

#36 YOU SHOWED ME (B) Salt-N-Pepa

GM PARTS / TGI FRIDAY'S 1:00
 (out cue) Jingle fades after "... to Friday's."

AT40 Jingle

#26 UNDER THE BRIDGE (B) Red Hot Chili Peppers

STATION MENTIONS

#25 WHAT GOES AROUND COMES AROUND (B) Giggles

TGI FRIDAY'S / JHIRMACK 1:00
 (out cue) Jingle ends cold after "... beautiful hair."

HOUR 1 TRACK 2 RUN TIME: 10:48 (LOCAL INSERT 2:00 STATION ID :10) HOUR 2 TRACK 2 RUN TIME: 9:09 (LOCAL INSERT 2:00 STATION ID :10)

AT40 Jingle

#35 EVERYTHING'S GONNA BE ALRIGHT (A) Naughty By Nature

SR: CLEAN AIR

#34 LOVE ME (A) Trade Spencer

OXYLINE / U.S. ARMY / HALLMARK / JHIRMACK 2:00
 (out cue) Jingle ends cold after "... beautiful hair."

AT40 Jingle

#24 MONEY DON'T MATTER 2 NIGHT (A) Prince & The N.P.G.

AT40 SNEEK PEEK: DO IT TO ME (A) Lionel Richie

#23 THINKIN' BACK (A) Color Me Badd

OXYLINE / AT&T / NBC-TV / JHIRMACK 2:00
 (out cue) Jingle ends cold after "... beautiful hair."

HOUR 1 TRACK 3 RUN TIME: 10:01 (LOCAL INSERT 1:00)

HOUR 2 TRACK 3 RUN TIME: 15:09 (LOCAL INSERT 1:00)

AT40 Jingle

#33 YOU THINK YOU KNOW HER (A/B) Cause & Effect

AT40 MUSIC NEWS

16:02-6:11 SONG INTRO FOR LOCAL ID (:09)

#32 MISSING YOU NOW (A/B) Michael Bolton featuring Kenny G.

STATION MENTIONS

#31 DAMN I WISH I WAS YOUR LOVER (A) Sophie B. Hawkins

#30 TAKE TIME (A) Chris Walker

GM PARTS / JHIRMACK 1:00
 (out cue) Jingle ends cold after "... beautiful hair."

AT40 Jingle

#22 BEAUTY AND THE BEAST (A/B) Peabo Bryson and Celine Dion

#21 I CAN'T DANCE (A) Genesis

#20 REMEMBER THE TIME (A/B) Michael Jackson

U.S. ARMY / GM PARTS 1:00
 (out cue) Jingle ends cold after "... May 30, 1992."

HOUR 1 TRACK 4 RUN TIME: 18:50 (LOCAL INSERT 2:00 STATION ID :10) HOUR 2 TRACK 4 RUN TIME: 13:06 (LOCAL INSERT 2:00 STATION ID :10)

AMERICAN TOP 40 uses "Hit Discs CD's" provided by **TM**century

14444 Beltwood Parkway
 Dallas, Texas 54244-3228
 INC (214) 934-2121 or (800) 937-2100

Theme and Opening of Part III
Al Capp/Ron Hicklin/ Soundbeam Music, BMI

#19 WE GOT A LOVE THANG (A) Ce Ce Peniston

STATION MENTIONS

#18 GOOD FOR ME (A/B) Amy Grant

AT&T / HERSHEY / HALLMARK / OXYLINE 2:00
(out cue) Voice out cold with " ... with Oxy 10."

HOUR 3 TRACK 1 RUN TIME: 9:21 (LOCAL INSERT 1:00)

AT40 Jingle

#17 HAZARD (A) Richard Marx

LDD: WIND BENEATH MY WINGS (A/B) Bette Midler

#16 AIN'T 2 PROUD 2 BEG (A) TLC

U.S. ARMY / HALLMARK 1:00
(out cue) Voice out cold with " ... see you at Hallmark."

HOUR 3 TRACK 2 RUN TIME: 15:31 (LOCAL INSERT 2:00 STATION ID: 10)

AT40 Jingle

#15 I'M THE ONE YOU NEED (A/B) Jody Watley

#14 BOHEMIAN RHAPSODY (B) Queen

#13 WILL YOU MARRY ME (A/B) Paula Abdul

OXYLINE / HERSHEY / TGI FRIDAY'S / U.S. ARMY 2:00
(out cue) Voice out cold with " ... U.S. Army."

HOUR 3 TRACK 3 RUN TIME: 16:56 (LOCAL INSERT 1:00)

AT40 Jingle

#12 ONE (A) U2

AT40 FLASHBACK: TOP FIVE HITS FROM MAY 4TH, 1974

#11 JUMP (A) Kris Kross

OXYLINE MADD PROMO / AT&T 1:00
(out cue) Jingle ends cold after " ... not worth it."

HOUR 3 TRACK 4 RUN TIME: 11:56 (LOCAL INSERT 2:00 STATION ID: 10)

Theme and Opening of Part IV
Al Capp/Ron Hicklin/ Soundbeam Music, BMI

#10 IN THE CLOSET (A/B) Michael Jackson

#9 MASTERPIECE (A) Atlantic Starr

#8 TO BE WITH YOU (A) Mr. Big

GM PARTS / NBC-TV / HERSHEY / OXYLINE 2:00
(out cue) Voice out cold with " ... Oxy-cute it (sting)!"

HOUR 4 TRACK 1 RUN TIME: 15:49 (LOCAL INSERT 1:00)

AT40 Jingle

#7 EVERYTHING CHANGES (A) Kathy Troccoli

STATION MENTIONS

#6 BREAKIN' MY HEART (PRETTY BROWN EYES) (A) Mint Condition

AT&T / NBC-TV 1:00
(out cue) Voice out cold with " ... not for the innocent."

HOUR 4 TRACK 2 RUN TIME: 9:08 (LOCAL INSERT 2:00 STATION :10)

AT40 Jingle

#5 TEARS IN HEAVEN (B) Eric Clapton

#4 LIVE AND LEARN (B) Joe Public

AT&T / U.S. ARMY / HALLMARK / JHIRMACK 2:00
(out cue) Jingle ends cold after " ... beautiful hair."

HOUR 4 TRACK 3 RUN TIME: 11:18 (LOCAL INSERT 1:00)

AT40 Jingle

#3 MAKE IT HAPPEN (A/B) Mariah Carey

TGI FRIDAY'S / AT&T 1:00
(out cue) Jingle ends cold after " ... not worth it."

HOUR 4 TRACK 4 RUN TIME: 6:43 (LOCAL INSERT 2:00 STATION :10)

#2 MY LOVIN' (YOU'RE NEVER GONNA GET IT) (B) En Vogue
#1 SAVE THE BEST FOR LAST (A/B) Vanessa Williams

TOPICAL PROMOS ARE LOCATED ON DISC 4, TRACK 6, 7, 8 & 9.
CLOSE: So until we meet again, this is your best friend, D'Shadow. Bye-bye out there.
THEME IN AND UNDER WITH TALK UNIT ENDING AT: 53:35
THEME 59:59 (Al Capp/Ron Hicklin/ Soundbeam Music, BMI)

HOUR 4 TRACK 5 RUN TIME: 10:37