



TO: SOUNDTRACK OF THE 60s SUBSCRIBERS  
FROM: ABC WATERMARK  
DATE: 2/27/84  
RE: LOCAL COMMERCIAL AVAILABILITY

IN THIS WEEK'S SOUNDTRACK OF THE 60s, PROGRAM # 841-9, FOR AIR MARCH 3-4, 1984, THERE IS AN ADDITIONAL 1½ MINUTES OF LOCAL COMMERCIAL AVIALABILITY.

THERE ARE THIRTY SECONDS AVAILABLE LOCATED AT C-2 IN HOUR ONE, C-3 IN HOUR TWO, AND C-4 IN HOUR THREE.

**ABC Watermark**







WITH GARY OWENS

PROGRAM HIGHLIGHTS

Program K841-10

Airdate: March 10/11, 1984


Welcome to another session of SOUNDTRACK OF THE 60's with Gary Owens. This week Gary will be talking with the first Beatles promoter here in the United States; Sid Bernstein, he'll also chat with Smokey Robinson and Chris Montez. All for you on SOUNDTRACK OF THE 60's.

If you mentioned the name Beatles in early 1983 to most people in America probably all you would get would be the name of a good exterminator. But to promoter Sid Bernstein the Beatles were a phenomenon that were growing by leaps and bounds in the British press. With a little foresight and a few trans-atlantic phone calls to Brian Epstein, Bernstein was able to ensure that he was the Beatles' first promoter here in the states.

Ever hear of Skipper Lee? Well if you had been in Houston back in 1967 you might have heard a group called Archie Bell and the Drells get their big break on the Skipper Lee Talent Show. Though only held once sometimes that's all it takes. The Drells released tunes like "I Can't Stop Dancing" and "Tighten Up."

One of the biggest movies of the late sixties had to be a story of adoption. A story about a family that adopts three little ones, all but one eventually leaving the family to strike out on their own. The smallest leaves home as well finally but not without special training. That family was the Adamsons of Africa. Their "family" consisted of three lion cubs and the biggest baby was Elsa, and she was the subject of the movie "Born Free."

Just about the hardest thing in the record business is to pick the right record to record. A lot of stars just don't make the right choices so a record company can come in handy. "Let's Dance" by Chris Montez was not his first choice as a single, but when the public got turned on to the record Chris promptly went out on tour. He did so in England back in 1962 with a long haired band named the Beatles. Now guess who opened?

Top three for for the first week in March 1962, "Midnight to Moscow" Kenny Ball, at the **ABC Watermark**  number two spot, "Duke of Earl" by Gene Chandler by Bruce Channel. and number one "Hey!Baby"

3575 Cahuenga Boulevard West, Suite 555 Los Angeles, California 90068 213/980-9490





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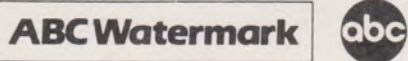
FOR WEEK ENDING: 3/3/84  
CYCLE NO. 841 PROGRAM 9 OF 13  
DISC & HALF HOUR NO. 1A  
PAGE NO. I

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ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART I DONNA THE PRIMA DONNA/Dion DANCE DANCE DANCE/Beach Boys I KNOW A PLACE/Petula Clark  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	8:08
8:08	9:07	<b>NETWORK SPOT:</b> Hormel Spam (OUT CUE) Voice out cold with... "...Irving!"  <b>LOCAL INSERT:</b>	60
9:08		<b>LOCAL INSERT:</b>	60
10:08		LOGO: SOUNDTRACK OF THE 60s SUGAR SUGAR/Archies THOSE WERE THE DAYS/Mary Hopkin  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	9:18
19:26	9:20	<b>NETWORK SPOT:</b> Schick (OUT CUE) Voice out cold with... "consumer performance tests."  <b>LOCAL INSERT:</b>	30
19:56		<b>LOCAL INSERT:</b>	1:30
21:26		LOGO: SOUNDTRACK OF THE 60s VALLERI/Monkees SUNSHINE OF YOUR LOVE/Cream  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	7:00
28:26	9:29	<b>NETWORK SPOT:</b> Kraft/Healthbreak (OUT CUE) Voice out cold with... "...use only as directed."  <b>LOCAL INSERT:</b>	30/30
29:26		<b>LOCAL INSERT:</b>	60
30:26		<b>STATION I. D.:</b>	10





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ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:36		LOGO: SOUNDTRACK OF THE 60s WALKING IN THE RAIN/Ronettes BABY I LOVE YOU/Ronettes BE MY BABY/Ronettes  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	10:12
40:48		<sup>C-4</sup> NETWORK SPOT: Roloids/American Egg Board (OUT CUE) Voice out cold with... "...American Egg Board (SFX)."	30/30
41:48	9:20	LOCAL INSERT:	60
42:48		LOGO: SOUNDTRACK OF THE 60s DON'T BRING ME DOWN/Animals HUNGRY/Paul Revere & Raiders  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	6:20
49:08	9:50	<sup>C-5</sup> NETWORK SPOT: MEM Multibrands/Dodge Trucks (OUT CUE) Jingle ends cold with... "...are Ram tough."	60/60
51:08		LOGO: SOUNDTRACK OF THE 60s RAIN/Beatles FOR WHAT IT'S WORTH/Buffalo Springfield	6:31
57:33		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:39 THEME TO: 57:50	
57:50		<sup>C-6</sup> LOCAL INSERT:	2:00
59:50		STATION I. D.:	10



# FORMAT AND COMMERCIAL CLOCK

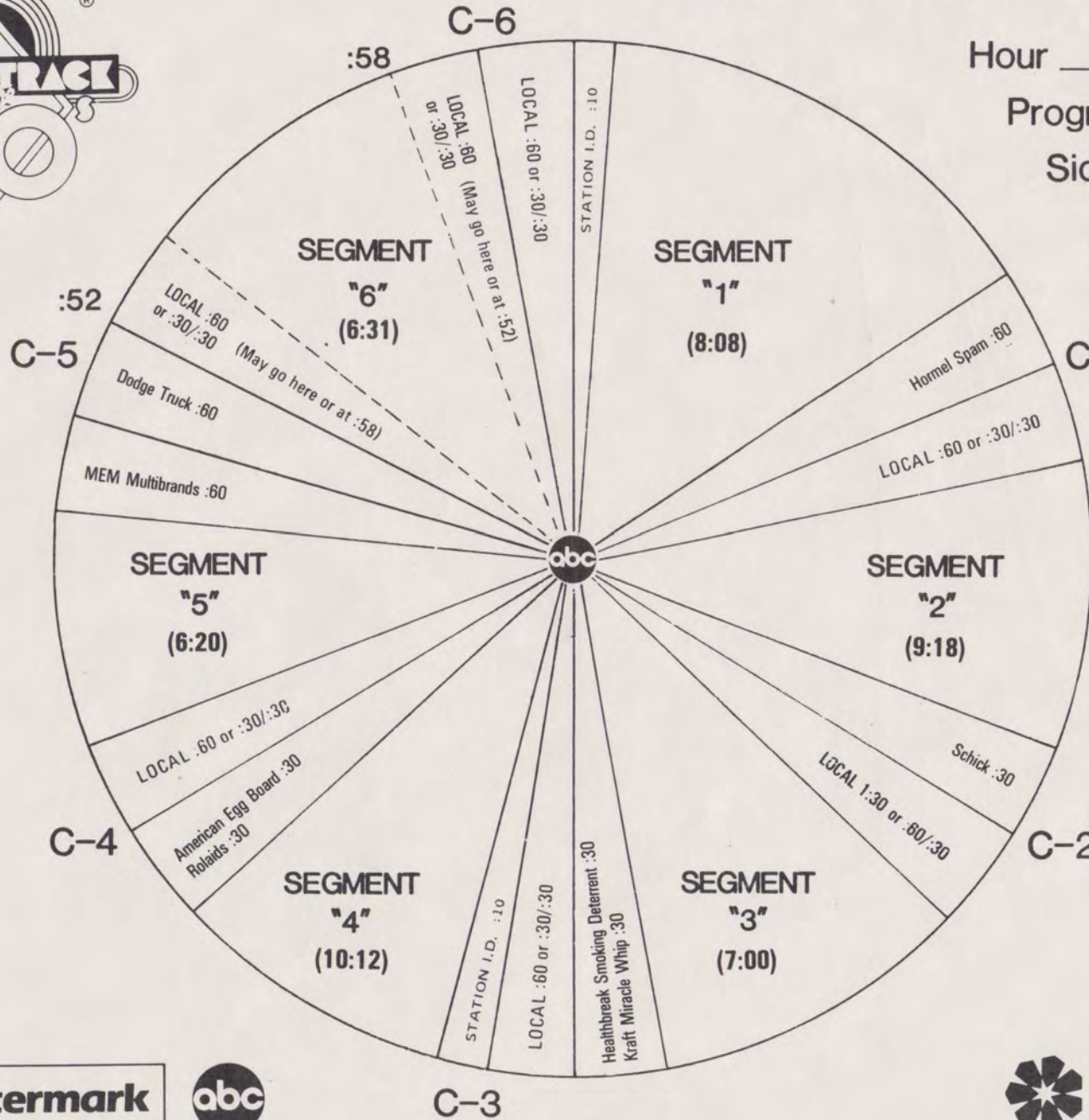


Hour 1

Program #841-9

Sides 1A and 1B

Air Dates 3/3-4/84



Local minutes available 6½

Network minutes used 5½

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FOR WEEK ENDING: 3/3/84  
CYCLE NO. 841 PROGRAM 9 OF 13  
DISC & HALF HOUR NO. 2A  
PAGE NO. 3

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

ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART II YOU TALK TOO MUCH/Joe Jones TAKE GOOD CARE OF MY BABY/Bobby Vee FOOLISH LITTLE GIRL/Shirelles  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	7:47
7:47	10:08	<b>NETWORK SPOT:</b> Hormel Spam (OUT CUE) Voice out cold with... "...how 'bout that Spam."  <b>C-1</b>	60
8:47		<b>LOCAL INSERT:</b>	60
9:47		LOGO: SOUNDTRACK OF THE 60s THERE'S A KIND OF HUSH/Herman's Hermits TIME IS ON MY SIDE/Rolling Stones BAD MOON RISING/Creedence Clearwater Revival  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	9:04
18:51	10:21	<b>NETWORK SPOT:</b> Kraft/Roloids (OUT CUE) Voice out cold with... "...use only as directed."  <b>C-2</b>	30/30
19:51		<b>LOCAL INSERT:</b>	60
20:51		LOGO: SOUNDTRACK OF THE 60s I'M A ROAD RUNNER/Junior Walker ALONG COMES MARY/Association BROWN-EYED GIRL/Van Morrison  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	9:09
30:00	10:29	<b>NETWORK SPOT:</b> American Egg Board (OUT CUE) Voice out cold with... "American Egg Board (SFX)."  <b>C-3</b>	30
30:30		<b>LOCAL INSERT:</b>	1:30
32:00		<b>STATION I.D.:</b>	





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FOR WEEK ENDING: 3/3/84  
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DISC & HALF HOUR NO. 2B  
PAGE NO. 4

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ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:10		LOGO: SOUNDTRACK OF THE 60s OUR DAY WILL COME/Ruby & Romantics I DON'T WANT TO SPOIL THE PARTY/Beatles  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	7:12
39:22	10:36	C-4 NETWORK SPOT: Schick/Healthbreak (OUT CUE) Voice out cold with... "use only as directed."	30/30
40:22		LOCAL INSERT:	60
41:22		LOGO: SOUNDTRACK OF THE 60s TELL HER NO/Zombies A WELL RESPECTED MAN/Kinks LAND OF 1000 DANCES/Wilson Pickett  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	8:02
49:24	10:50	C-5 NETWORK SPOT: MEM Multibrands/Dodge Truck (OUT CUE) Jingle ends cold with... "are Ram tough."	60/60
51:24		LOGO: SOUNDTRACK OF THE 60s 1-2-3/Len Barry ON A CAROUSEL/Hollies  ***** * 2 promos * * @ end * *****	6:12
57:29		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:36 THEME TO: 57:50	
57:50	11:00	C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	10



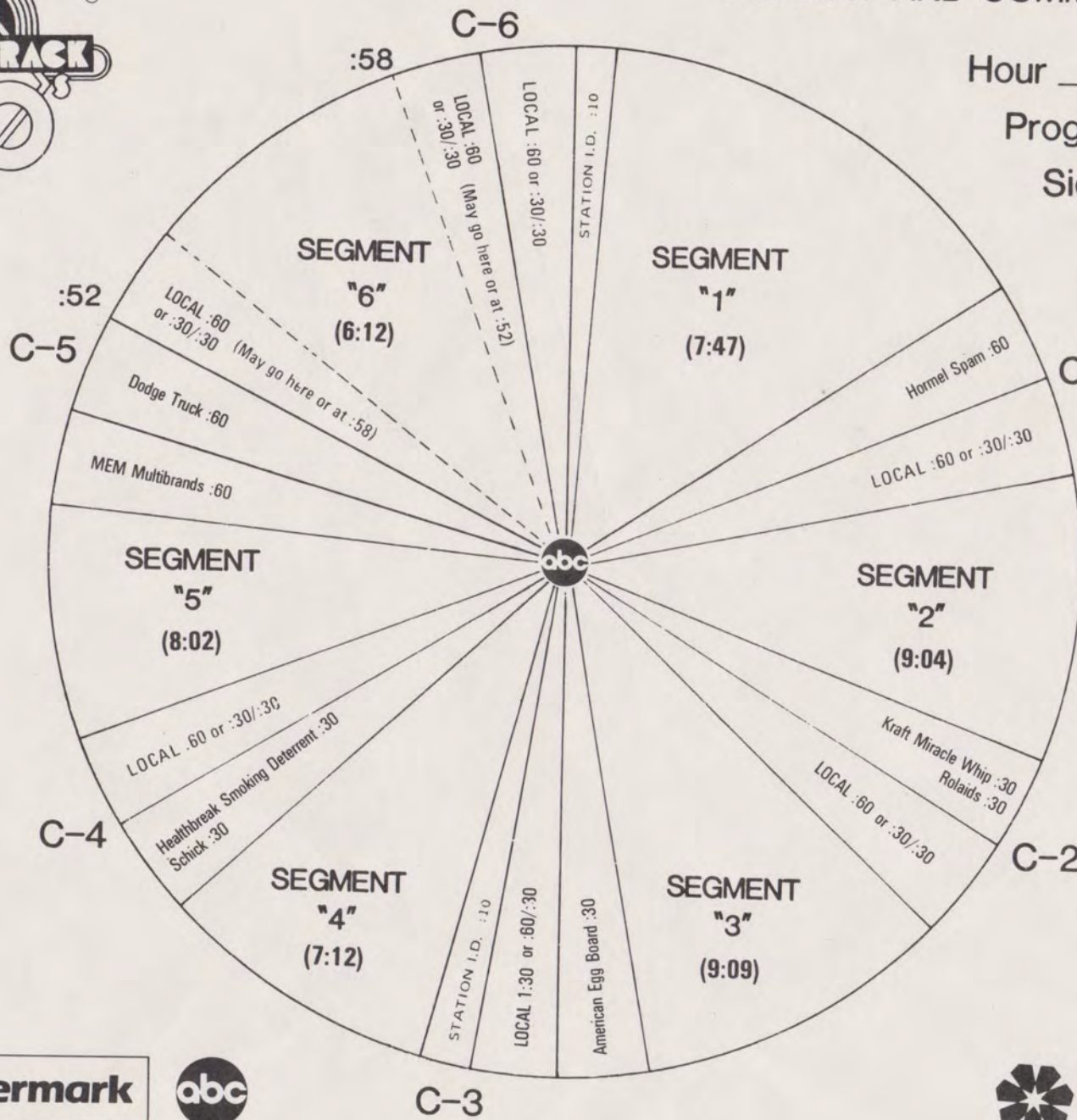
# FORMAT AND COMMERCIAL CLOCK

Hour 2

Program #841-9

Sides 2A and 2B

Air Dates 3/3-4/84



Local minutes available 6½

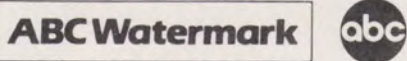
Network minutes used 5½

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**ABC Entertainment Radio Network**





FOR WEEK ENDING: 3/3/84  
 CYCLE NO. 841 PROGRAM 9 OF 13  
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 PAGE NO. 5

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ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III LITTLE GIRL/Syndicate of Sound THIS OLD HEART OF MINE/Isleys SO YOU WANT TO BE A ROCK N ROLL STAR/Byrds  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	7:48
7:48	11:07	<b>C-1</b> NETWORK SPOT: Hormel Spam (OUT CUE) Voice out cold with... "...Irving!"	60
8:48		LOCAL INSERT:	60
9:48		LOGO: SOUNDTRACK OF THE 60s I SAW HER AGAIN LAST NIGHT/Mamas & Papas SHE'S MY GIRL/Turtles  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	6:31
16:19	11:20	<b>C-2</b> NETWORK SPOT: Schick/Roloids (OUT CUE) Voice out cold with... "...100% relief."	30/30
17:19		LOCAL INSERT:	60
18:19		LOGO: SOUNDTRACK OF THE 60s LITTLE COBRA/Ripchords DRIVE MY CAR/Beatles MY GENERATION/Who  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	9:40
27:59	11:30	<b>C-3</b> NETWORK SPOT: American Egg Board/Healthbreak (OUT CUE) Voice out cold with... "...use only as directed."	30/30
28:59		LOCAL INSERT:	60
29:59		STATION I. D.:	10





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FOR WEEK ENDING: 3/3/84  
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ABC Entertainment Radio Network

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:09		LOGO: SOUNDTRACK OF THE 60s DREAM BABY/Roy Orbison THE BEAT GOES ON/Sonny & Cher  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	6:39
36:48	11:31	C-4 NETWORK SPOT: Kraft (OUT CUE) SFX fades with... "...the boiled chicken."	30
37:18		LOCAL INSERT:	1:30
38:48		LOGO: SOUNDTRACK OF THE 60s IT'S NOW OR NEVER/Elvis Presley WALK DON'T RUN/Ventures  OUTCUE: "...ON SOUNDTRACK OF THE 60s."	6:06
44:54	11:50	C-5 NETWORK SPOT: MEM Multibrands/Dodge Truck (OUT CUE) Jingle ends cold with... "...are Ram tough."	60/60
46:54		LOGO: SOUNDTRACK OF THE 60s BUILD ME UP BUTTERCUP/Foundations CRIMSON AND CLOVER/Tommy James & Shondells EVERYDAY PEOPLE/Sly & Family Stone	10:46
57:13		THEME UP AND UNDER WITH TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	
57:50	11:39	C-6 LOCAL INSERT:	2:00
59:50		STATION I. D.:	10



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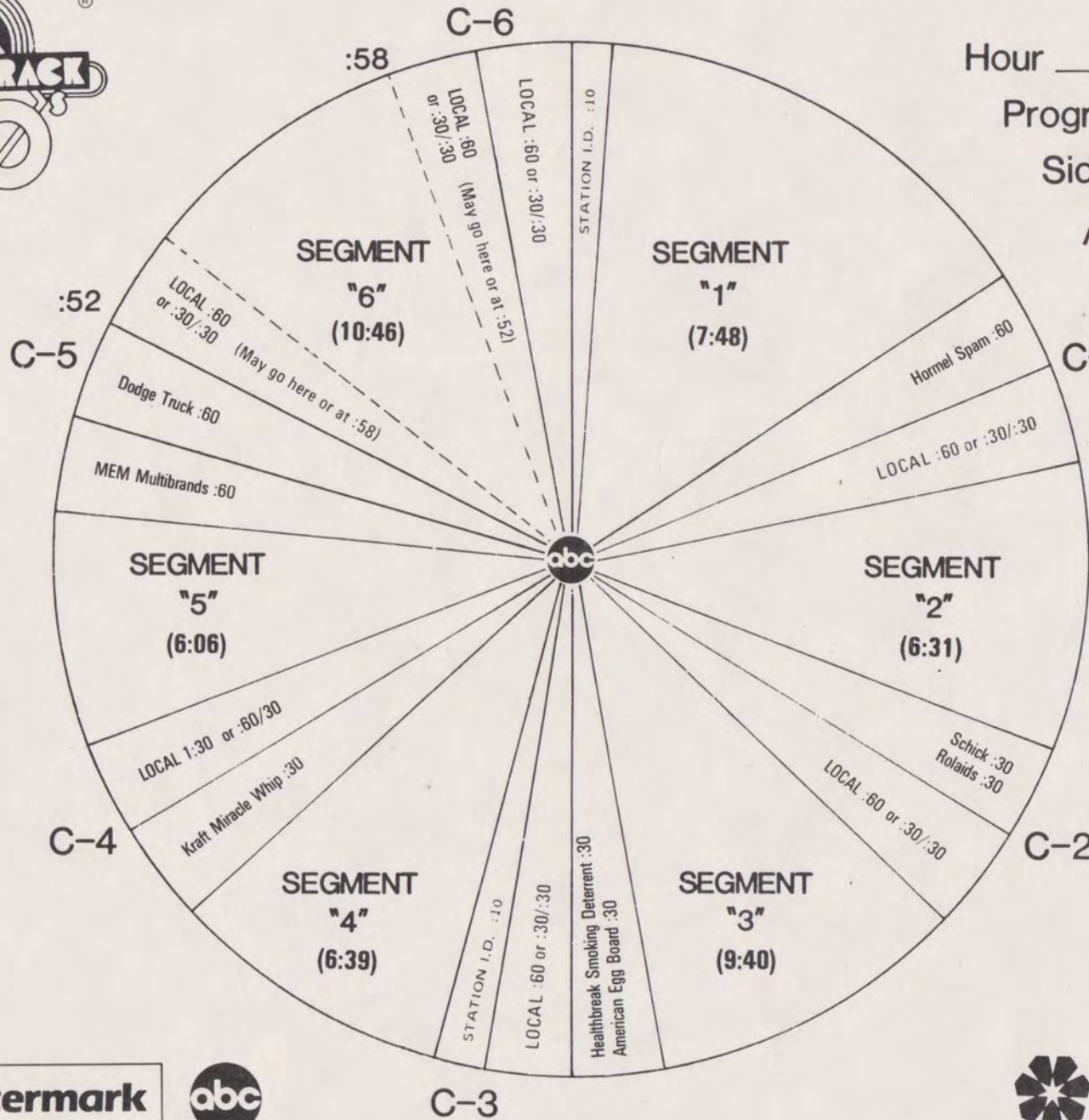


Hour 3

Program #841-9

Sides 3A and 3B

Air Dates 3/3-4/84



Local minutes available 6½

Network minutes used 5½

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