



TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: CHUCK OLSEN, ADVERTISING, WATERMARK

DATE: SEPTEMBER 5, 1980

IT SEEMS CASEY AND AMERICAN TOP 40 HAVE A BONA FIDE FAN
IN PORTLAND AND I THOUGHT I'D SHARE WITH YOU THIS PIECE
BY DAN HORTSCH IN THE OREGONIAN.

ENJOY!



Watermark □ 10700 VENTURA BLVD. □ NO. HOLLYWOOD, CA 91604 □ 213/980-9490

Voice resounds with long-distance dedication

It seemed only fair. After all, he invades my life for several hours every weekend, and so why shouldn't I take up at least a few minutes of his time in a telephone conversation?

I'm talking about Casey Kasem, and if you don't recognize the name, it's likely you'd know the voice the instant you heard it. Kasem's sincere, believable, convincing voice is everywhere.

He is the sort of figure about whom those awesome and silly comparisons can be written. Things like: More people hear Casey Kasem any night of the week than saw William Shakespeare's plays during the Bard's lifetime.

Of course, in this age of ubiquitous electronic media, that sort of thing can be said about the guy who sells used cars on television in Frostbite, Tenn., but you get the idea.

Kasem is the "Voice of NBC," the fellow who does nearly all those enthusiastic promotional announcements that clog up every spare prime-time second. That's not why I wanted to talk to him, however.

He also is a commercial voice, a voice to be believed. Have you tried Crispy Wheats and Raisins? Kasem's convincing tones might be the reason why. I didn't care about that, either.

He also has done more than 2,000 cartoon shows (he is Shaggy in "Scooby Doo" and Waldo in "Mr. Magoo," among others), and a decade ago he did about 15 letters and numbers spots for "Sesame Street." I didn't care about those roles, either, although it is intriguing that Kasem might have taught our daughters that F is for Frog before their own parents did.

No, the reason I wanted to talk to Kasem is that he does the "American Top 40" radio show.



Dan
Hortsch

If you have a radio, you might have run into the show by accident. Or perhaps you were a fan yourself during the past decade. An actor and a disc jockey, Kasem came up with his show, syndicated in every state and elsewhere in the world, in 1970.

His radio voice travels around our house Sunday afternoons, relentlessly telling us what song is No. 40, No. 19, and so on until he at last reveals this week's No. 1 record. The suspense is nerve-racking, as you can imagine.

The fact that Kasem, 48, plays popular records isn't what intrigued me, though. It is his style. He uses what is labeled a "teaser/bio" approach in which he tosses in anecdotes about the performers between records. The stories are always nice. No bad stuff, no put-downs. Upbeat.

In addition, he occasionally reads syrupy letters that he calls Long Distance Dedications. These letters invariably tell of some heart-tugging moment in the writer's life — love lost, love gained, loneliness, a decision for goodness and decency — and ask that Casey play a particular song to honor the event.

All of it — gosh-and-golly anecdotes and squishy

letters — is legitimate, nothing fabricated, Casey maintained.

Furthermore, he made a strong case for his image. "My credibility and integrity are the most important thing to me, something I've cherished," he said.

He wants his show to be a "force for good," to offset "some of the things done on radio that I'm not particularly proud of — some of the language, some of the records, the philosophies from deejays with ego problems."

He has a believable voice — judging from the demand for it — and he wants to be believed. He won't even do a beer commercial because of his concern for his image.

In short, he is something of a Walter Cronkite of popular music radio. I must admit, it all sounds good when Casey says it. It must be the voice — and it is a practiced voice, a voice he has developed and trained.

Still, I had to hear it again: Are those emotional, sentimental letters real?

His answer could be one of those anecdotes from his show that illustrate that virtue will pay off.

"I could have manufactured them for the sake of drama," he said in his Casey Kasem believable voice, but he refused to cheat: "I always told my staff that one day someone will send the right letter. I waited for five or six years. Then one day, three or four years ago, Matt Wilson, a young guy working part time, said, 'Casey, you ought to read this one. It's from a serviceman.'"

Casey Kasem read that letter, and Long Distance Dedications were born.

It must be true: Casey Kasem said it.



TO: "AMERICAN TOP 40" Subscribers
FROM: Johnny Biggs, Watermark Distribution Manager
DATE: September 29, 1980

WARNING: CONTAMINATED AT40 SHOWS IN CIRCULATION

About 12 "AMERICAN TOP 40" 4-record sets went out Saturday with the wrong labels. We don't know which, of about 520 stations, got the mislabeled records. So we're asking everyone to please run the following check:

- (1). The problem is limited to sides 2-A and 3-B. Check only those sides.
- (2). Check 2-A to be sure that it begins with the opening theme music, Casey and song #32. If it doesn't, see below.
- (3). Check 3-B to be sure that it begins with the "AMERICAN TOP FORTY" logo and record #16. If it doesn't, see below.
- (4). By now, you know our problem is that a few 2-A and 3-B labels were reversed. The correction is obvious.....Just switch 2-A and 3-B in the side rotation.

Thanks!

Johnny Biggs
WATERMARK, INC.





WATERMARK

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

FOR WEEK ENDING: 10-4-80
CYCLE NO. 804 PROGRAM 1 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 40" (MARKWATER LW. #3 ANOTHER ONE BITES THE DUST (B) Queen MUSIC/BMI) LW. #2 ALL OUT OF LOVE (A) Air Supply LW. #1 UPSIDE DOWN (B) Diana Ross LOGO: CASEY'S COAST TO COAST	11:45
11:43			
11:45		LOCAL INSERT: C-1	2:00
13:45		LOGO: AMERICAN TOP 40 40. LET ME BE YOUR ANGEL (A&B) Stacy Lattisaw	04:15
17:58		LOGO: HITS FROM COAST TO COAST	
18:00		LOCAL INSERT: C-2	2:00
20:00		LOGO: AMERICAN TOP 40 39. LADY (A) Kenny Rogers 38. I'M ALMOST READY (B) Pure Prairie League	08:48
28:46		LOGO: CASEY'S COAST TO COAST	
28:48		LOCAL INSERT: C-3	2:00
30:58		LOGO: AMERICAN TOP 40 37. WHIP IT (B) Devo 36. OUT HERE ON MY OWN (A&B) Irene Cara	07:45
37:41		LOGO: HITS FROM COAST TO COAST	
37:43		LOCAL INSERT: C-4	2:00
39:43		LOGO: AMERICAN TOP 40 35. THE LEGEND OF WOOLEY SWAMP (B) Bob Seger 34. I'M COMING OUT (B) Diana Ross	09:34
49:15		LOGO: CASEY'S COAST TO COAST	
49:17		LOCAL INSERT: C-5	2:00
51:17		LOGO: AMERICAN TOP 40 33. DREAMER (A) Supertramp ARCHIVE: 40th: PLEASE MR. POSTMAN (A) Marvelettes	06:18
57:35		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:47 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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

FOR WEEK ENDING: 10-4-80
 CYCLE NO. 804 PROGRAM 1 OF 13
 SIDES: 2A & 2B
 PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART II	
		32. MASTER BLASTER (A) Stevie Wonder	04:53
04:51		LOGO: HITS FROM COAST TO COAST	✓
04:53		LOCAL INSERT: C-1	2:00
06:53		LOGO: AMERICAN TOP 40	
		31. WHO'LL BE THE FOOL TONIGHT (B) Larsen-Feiten Band	
		30. ON THE ROAD AGAIN (B) Willie Nelson	06:35
13:26		LOGO: CASEY'S COAST TO COAST	✓
13:28		LOCAL INSERT: C-2	2:00
15:28		LOGO: AMERICAN TOP 40	
		29. EMOTIONAL RESCUE (A) Rolling Stones	
		28. SOMEONE THAT I USED TO LOVE (A&B) Natalie Cole	
		27. MIDNIGHT ROCKS (B) Al Stewart	13:22
28:48		LOGO: HITS FROM COAST TO COAST	✓
28:50		LOCAL INSERT: C-3	2:00
31:00		LOGO: AMERICAN TOP 40	
		26. DREAMING (A&B) Cliff Richard	
		25. YOU'RE THE ONLY WOMAN (B) Ambrosia	07:58
38:56		LOGO: CASEY'S COAST TO COAST	✓
38:58		LOCAL INSERT: C-4	2:00
40:58		LOGO: AMERICAN TOP 40	
		24. HOW DO I SURVIVE (A) Amy Holland	
		EXTRA: LDD: YOU NEEDED ME (A) Anne Murray	09:23
49:19		LOGO: HITS FROM COAST TO COAST	✓
49:21		LOCAL INSERT: C-5	2:00
51:21		LOGO: AMERICAN TOP 40	
		23. NO NIGHT SO LONG (B) Dionne Warwick	
		ARCHIVE: 41st: THE LION SLEEPS TONIGHT (B) The Tokens	06:12
57:33		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:45	
		THEME TO: 57:50	✓
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



WATERMARK

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

FOR WEEK ENDING: 10-4-80
CYCLE NO. 804 PROGRAM 1 OF 13
SIDES: 3A & 3B
PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III 22. ONE IN A MILLION YOU (B) Larry Graham 21. THE WANDERER (A) Donna Summer	08:19
08:17		LOGO: CASEY'S COAST TO COAST	
08:19		LOCAL INSERT: C-1	2:00
10:19		LOGO: AMERICAN TOP 40 20. LOOK WHAT YOU'VE DONE TO ME (A&B) Boz Scaggs 19. DON'T ASK ME WHY (A) Billy Joel	07:31
17:48		LOGO: HITS FROM COAST TO COAST	
17:50		LOCAL INSERT: C-2	2:00
19:50		LOGO: AMERICAN TOP 40 18. JESSE (A) Carly Simon 17. NEVER KNEW LOVE LIKE THIS BEFORE (B) Stephanie Mills	08:51
28:39		LOGO: CASEY'S COAST TO COAST	
28:41		LOCAL INSERT: C-3	2:00
30:51		LOGO: AMERICAN TOP 40 16. HOT ROD HEARTS (B) Robbie Dupree 15. HE'S SO SHY (B) Pointer Sisters	08:20
38:09		LOGO: HITS FROM COAST TO COAST	
38:11		LOCAL INSERT: C-4	2:00
40:11		LOGO: AMERICAN TOP 40 14. YOU'LL ACCOMP'NY ME (A) Bob Seger QL: Rock Act from NON-English Speaking Country 13. ALL OVER THE WORLD (B) Electric Light Orchestra	08:40
48:49		LOGO: CASEY'S COAST TO COAST	
48:51		LOCAL INSERT: C-5	2:00
50:51		LOGO: AMERICAN TOP 40 12. FAME (B) Irene Cara ARCHIVE; 42nd: THE TWIST (N/L) Chubby Checker	06:39
57:30		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:42 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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

FOR WEEK ENDING: 10-4-80
 CYCLE NO. 804 PROGRAM 1 OF 13
 SIDES: 4A & 4B
 PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART IV	
		11. REAL LOVE (A) Doobie Brothers 10. XANADU (B) Olivia Newton-John & ELO	08:09
08:07		LOGO: HITS FROM COAST TO COAST	
08:09		LOCAL INSERT: C-1	2:00
10:09		LOGO: AMERICAN TOP 40	
		9. LOOKIN' FOR LOVE (A) Johnny Lee 8. I'M ALRIGHT (A) Kenny Loggins	07:01
17:08		LOGO: CASEY'S COAST TO COAST	
17:10		LOCAL INSERT: C-2	2:00
19:10		LOGO: AMERICAN TOP 40	
		7. WOMAN IN LOVE (B) Barbra Streisand EXTRA: LDD: GEORGIA ON MY MIND (B) Ray Charles	08:35
27:43		LOGO: HITS FROM COAST TO COAST	
27:45		LOCAL INSERT: C-3	2:00
29:55		LOGO: AMERICAN TOP 40	
		6. LATE IN THE EVENING (B) Paul Simon 5. DRIVIN' MY LIFE AWAY (B) Eddie Rabbitt	07:09
37:02		LOGO: CASEY'S COAST TO COAST	
37:04		LOCAL INSERT: C-4	2:00
39:04		LOGO: AMERICAN TOP 40	
		4. GIVE ME THE NIGHT (A) George Benson 3. UPSIDE DOWN (B) Diana Ross	07:14
46:16		LOGO: HITS FROM COAST TO COAST	
46:18		LOCAL INSERT: C-5	2:00
48:18		LOGO: AMERICAN TOP 40	
		2. ALL OUT OF LOVE (A) Air Supply 1. ANOTHER ONE BITES THE DUST (B) Queen	08:46
57:04		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:43 THEME TO: 57:50 THEME: "SHUCKATOOM THEME FROM AMERICAN TOP 40" (MARKWATER MUSIC/BMI)	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10