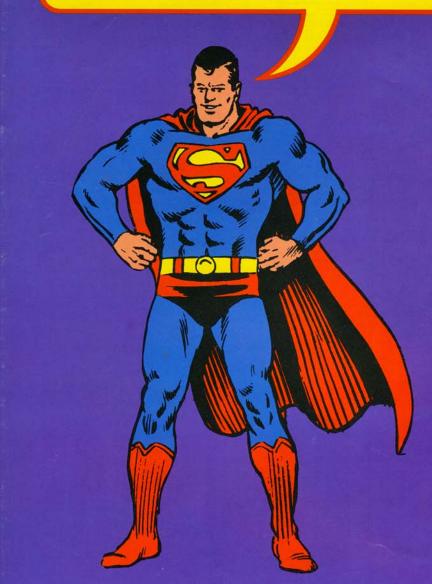


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THE COMPLETE GUIDE
TO SUPERMAN-THE-ALBUM!!
POSTERS! PRESS KITS! 20,000 RADIO SPOTS!!!!!!
STAND-UPS!! BUTTONS!!! PATCHES!!
PHONE BOOTHS??!!!!! ETC.!!!!



### Super Is As Super Does

As a national pastime, Superman has always commanded attention and respect. In 1978, the selling of Warner Bros. Pictures' Superman (The Movie) is no exception. It is a concerted project demanding, and receiving, nothing less than superhuman efforts from thousands of creative individuals. The \$40 million motion picture has been the object of one of the most ambitious pre-sell promotional campaigns in recent history. The revenue to be generated by movie-related spin-offs (books, toys, clothes, various licensing agreements) is almost impossible to calculate.

Never one to be outdone in the superhuman efforts department, Warner Bros. Records is taking its own giant steps to insure that Superman (The Record) amasses some superlatives of its own. Outlined over the following pages is one of the most extensive marketing programs the label has ever conducted, a program specifically devised and implemented to connect The Record with its audience as fast and as accurately as possible. No sector of that audience-from the press, radio and retail tradespeople to the enormous record-buying public they serve-will remain untouched by Superman.



Superman News from the desk of Perry White



A Publication of WARNER BROS. RECORDS Publicity Dept. 3300 Warner Blvd. Burbank, Ca. 91510 · 213 · 846 · 9090

# Supermedia behind The Super Album

All press personnel on the label's press lists will receive a series of "Memos from the desk of Perry White, editor of the Daily Planet." The initial memo will be an announcement of the forthcoming release of Superman The Movie / Original Sound Track album. Over subsequent weeks, additional memos will include a bio of sound track composer John Williams and a 'canned feature' on the film project (to accompany release of the LP itself) and the placement of trade stories on Warners' Superman marketing program.



### Veteran Sound Tracker JOHN WILLIAMS Scores Big in Superman

The man selected to write the score for the spectacular, all-star production of Superman is, appropriately, a superman in his own field. John Williams' credits, immediately prior to his accepting this assignment, were for Star Wars and Close Encounters Of The Third Kind, making him the market leader in themes extra-terrestrial. He seems always to be where the smash-hit, newtrend films are, because, leading up to those biggies, he composed for all the best exponents of the disaster genre -The Poseidon Adventure, Towering Inferno, Earthquake and Jaws. These four he worked into a special "Disaster Suite" when he conducted the Royal Philharmonic Orchestra at the Royal Albert Hall in 1977 for a special "Filmharmonic" charity concert of movie music.

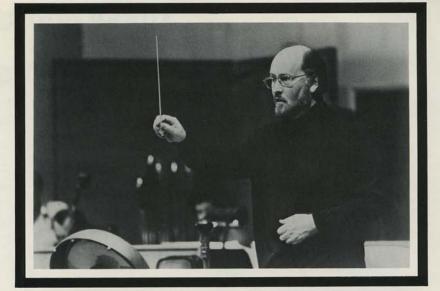
In cases where the score is still tailored to fit the film, and not vice-versa (that is, discounting disco), Williams is easily the hottest property in sound track music. He has written nearly 50 cinema scores, and has won Oscars for his adaptation of Fiddler On The Roof, and his original composition for Jaws.

Williams was born in New York in 1932 into a musical household. He studied music at UCLA and at Juillard as a piano major. His determination to be a concert pianist waned when he cocked an ear at his peers John Browning and Van Cliburn.

#### Randy's Uncle's Aegis

In 1955 he moved to California to work in film studios, and made good. He began at Fox under the aegis of Alfred Newman (Randy's uncle), then won a two-year contract as pianist with the Columbia Pictures Orchestra. Williams learned his specialized craft alongside the masters—Franz Waxman, Dimitri Tiomkin, Daniel Amfitheatrof, George Dunning, Andre Previn and John Green.

His initial break in composing for the screen came with such films as Because They're Young and I Passed For White, plus quantities of comedies that called for split-second timing. Gradually the floodgates opened, and he began to collect awards—Emmys for Heidi and Jane Eyre, the Oscars mentioned above, plus nominations for The Reivers, The Poseidon Adventure, Cinderella Liberty and Towering Inferno.



#### Mean Jazz Piano

Throughout his career, he has continued to compose privately — symphonies, a flute concerto, a violin concerto — mainly for his own satisfaction, although his work has reached concert stage. (Andre Previn conducted the London Symphony Orchestra playing Williams' First Symphony.) At home, he plays chamber music with friends, and, so it's rumored, a mean jazz piano. This double grounding in classical and jazz has given him the flexibility that is essential in the scoring field.

Back during his learning days, the studio orchestras were still in their golden era, and serious music lovers in the East were suitably impressed with the calibre or performance on Hollywood sound tracks. "Alas," says Williams, "we don't have that kind of studio orchestra any more." He also feels that many composers were discouraged by their lack of autonomy working within film."You walk onto the music scoring stage and hear this marvelous orchestra playing your music, then you go upstairs to the dubbing room and hear it being systematically covered up by wagon wheels and horses' hooves.

#### Kryptonite Blues

Williams is an optimist, though, and believes film music can have another golden age. His Star Wars score sold in excess of two million albums in the U.S. alone, and Jaws was credited by a prominent musicologist with being "a giant leap forward in the revitalization of film music as a foreground component of the total motion picture experience."

In tackling Superman, John began by isolating the separate main themes required: one for Superman's flying scenes, a love theme for Lois Lane and Clark Kent and a special theme for Super's original home, the planet Krypton.





## Super Spots Blanket Half The U.S.A.

Utilizing movie artwork and slogans based on "It's a movie! It's a record! It's Superman-The Movie/ Original Sound Track on Warner Bros. records & tapes," 4-color ads will run in Billboard (opposite chart page) issue of Dec. 18. Initial trade ad will feature endorsement from key rack-jobber David Lieberman (in Superman suit). Subsequent post-release ads will be featured in Variety and the Hollywood Reporter. Extensive use of radio and consumer print advertising (music publications) is planned to follow release of the album, including the New York Times and the Los Angeles Times. The real onslaught, though, will occur in radio

advertising, where a Herculean buy covering 583 stations will broadcast the inescapable message of Superman-The Sound Track's arrival to an estimated 95,604,000 listeners ages 12-34. If that sounds unbelievable, it is. That's half the bleedin' population of the US of A. In the buy Warner Bros. has lined up the entire ABC Radio Network, the ABC Contemporary Network weighing in with 388 affiliates, and the FM Network with 195. The total number of spots that will be run is 20,988, in the following rotation per station: 4 spots in the morning drive, 4 in the evening drive, and 2 spots on both Saturday and Sunday.

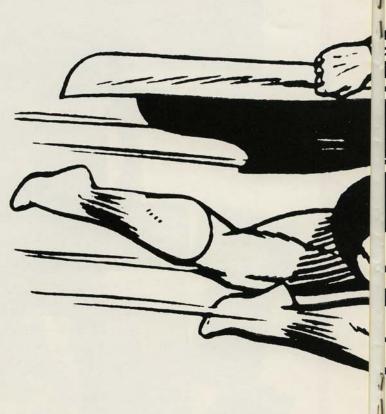
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23. Beaumont-Pt. A eaumont	_	KWIC	Hatties
t. Arthur	KOLE	MW	166. S
24. Rochester-Maso ochester, MN	the state of the s	KRCH	Seafori
ason City, IA	KRIB	-	

Wassan-Rhinelander, W   Fallon   Fall	Erie, PA	WCCK (FM)		167. Billings, MT Billings	KYYA (FM)	KBMS
Traverse City-Cadillac, MI	Wausau-Rhinela		tall the	Hardin	-	KRWS
Carpus Christi, YX	Traverse City-C	adillac, MI	WIFC	Rapid City	KIMM	70
Eugene, OR Bay KUGN (FM) Bay KHSN Lubbock, TX Lubbock, TX Lubbock, TX MAGOT MAIN MACOT M	Corpus Christi.	TX	WENG!	Alexandria	KDBS	KQID (FM)
Labbock, TX   WADE	s Christi		KEXX		WMOX	WALT
Yakina, WA  ma	Bay	KUGN (FM) KHSN	=	171. Anchorage, AK Anchorage	KENI	
Manage	ck	KLBK	KWG0			
Wilmington, NC	rakima, WA	коот		No Affiliations	-	-
	and	KALE	KONA	Lake Charles	KAOK	KSNA
yrtie Beach, yrtie Blaitiations yrtie Blaitiat	Wilmington, NC					-
yrtle Beach, hoport, NC WILDE (FM) Dispuration WILDE (FM) Severate (FM)	ngton Beach, SC	=	WHYB	Great Falls	_	KAAK
	rtle Beach,	WNMB (FM)	- Action 1	Cheyenne	_	KFBC
Machambar   Market   Machambar   Machamb	port, NC	WLCF (FM)	-	177, Marquette, MI No Affiliations	-	-
	bia	THE STATE OF THE S	KFMZ	178. Gainesville, FL		
Tagetas, KS   Fililiations	Bluefield-Beckle	ry-Oak Hill, W	v	179, Panama City, F	L	WONE
Tiliations	Topeka, KS	WALE		Page.		WGNE (FM)
	las Vegas, NV	7	-	Brawley, CA	_	_
Savanah, G.	egas	KENO		Biloxi	Pascagoula, 1 WOID (FM)	AS_
Ilia	Savannah, GA	WSGA		182. Roswell, NM No Affiliations	- (0. %)	_
Ibbal	a	WTCQ (FM)	-	183. St. Joseph, MO		
Macang	bal	- CONT	KGRC	184. Eureka, CA		
## WALG	Ihany GA			No Affiliations	, WY	=1
Balse, ID   Palm Springs   KDES   Palm Springs   Macon, GA   Mine   Mi	-Douglas	WALG WSIZ	wwcw	Casper	KVOC	-
Mace, GA   WNEX   WNAZ   (FM)   (FM	loise, ID	_	_	Palm Springs	KDES	- 1
Columbus-Topelo, MS   Columbus	Macon, GA	WNEV	WMAT.	187. Twin Falls, ID Twin Falls	KEEP	= 1
Columbus-Topelo, MS   Columbus		- Inch	(FM) W07Y	188, Mankato, MN	KEEZ	-
Columbia Tupelo, MS		=	WPGA			WDRU
MARIER-Brownsville, TX (LRGV)   190, Jackson, TN   Jackson   Minot-Bismarck-Dickisson, MD   Track   Month	Columbus-Tupel	o, MS	17.707		WNLA AM/FM	-
	AcAllen-Browns		(V)	190. Jackson, TN	Amy cm	Marin .
Tuscaloosa   WTBG	iliations		-	191. Tuscaloosa, AL	150000	WKIR
Act	inot-pramates.	KCJB	KMOT	Tuscaloosa		77
WILEQ (FM)   WSWF   Sanger, NE   WABI   Gessa-Midiand, TX   WABI   Sanger, ME	rck .	-	KODY	Grand Junction	KEX0	77
WABI	ers . myers, FL	WLEQ (FM)	WSWF	193. Lima, OH	(1751)	WLSR
Chico-Redding, CA   Chic	P. C.	WABI	-	194. Lafayette, IN	WATY	-FLUIT
Chico-Redding, CA   Chic	ldessa-Midland, 1	KOYL (FM)		195, Anniston, AL	WAZT	=
Chico-Redding, CA   CA   CA   CA   CA   CA   CA   CA	ans	KVKM	_	Anniston	-	WHMA (FM)
Imp		-	KFMF	196. Harrisonburg, V Harrisonburg	WH8G	
WTLB		KRDG	-	197. Bellingham, WA		KISM
WALL		WTLB	WOUR	198 Rowling Green	KY	WDNS
15 16 1		KYLT (FM)	-	Columbia	WAIN AM/FM	- ADM2
Rane, NV   KGLR   Parkersburg   WADC   WADC   WADC   WADC   WADC   Parkersburg   WADC   WADC   WADC   Parkersburg   WADC   WADC   Parkersburg   WADC   WAD	field	KERN	_	199. Parkersburg, W	V	wine
Tallabasee, FL habisee-Sweetwater, TX habisee-Tx ha	eno, NV	_	KGLR	200. Ottumwa, IA-Ki	rksville. MO	WIBZ
Abliene-Sweetwater, TX ne	allahassee, FL			Fairfield, IA	KMCD/ KBCT (FM)	-
Mederard, OR   Mede	bilene-Sweetwa	iter, TX		201. Presque Isle, M Houlton	E	_
Dethen, AL   WDIG   WTVY   W	wood	KBWD	KLSN		AM/FM	
Delthan, AL   WDIG	rd	KYJÇ	-	San Angelo	KGKL	KWLW
Tyler, IX	othan, AL		WTVY	No Affiliations	_	-
Florance, SC   200, Sellis, AL   WHBB   Elimire, NY   200, Farmington, NM   No Affiliations   200, Farmington, NM   No Affiliations   200, Flagstarf, AZ   F		William I	70151	204. Laredo, TX No Affiliations	_	-
Elmira, NY  A Company	lorence, SC			205. Selma, AL	WHRR	_
Pt. Smith, AR mith KWHN/ Mith KWHN/ KISR Clarkaberg-Weston, WV sburg WHAR Alexandria, MN dj KKRJ Watertown-Cathage, NY filiations  209. Helena, MT Helena Alexandria, MN Alexandria MCU Anchorage (ADI 171) KENI Falibanks KFAR ANCHORAGE FAIRBANCH AN			-			90
XMAG (FA)   208, North Pialte, NE   209, Heleas, MY   209, Helea		-	WQIX	207. Flagstaff, AZ		-
Clarksbery-Westen, WV	HTTP:	KWHN/ KMAG (FM)	KISR		F	-
Alexandria, MN				No Affiliations	-	7
VREJ	lexandria, MN		-			KCAP
Itiliations			7	210. Alpena, MI	Ultrastrantic	(FM)
1501 KBL    212. Hawaii   Luarel-Hattleaburg, MS	iliations	- in	-	Alpena III		-
Laurel-Hattlesburg, MS	Fails	KTEE	=			-
nbia WCJU — Anchorage (ADT 171) KENI — Salisbury, MD Fairbanks KRAR Juneau KINY — Varehikan KYKN — Katehikan KYKN —	aurel-Hattiesbu			Honolulu	KIKI	-
Salisbury, MD Fairbanks KFAR —  Juneau KINY —  Juneau KINY —  Juneau KINY —  KTKN —   KTKN —	bia 1	WHSY WCJU	_	Anchorage (ADT 171)	KENI	4
	alisbury, MD	WSUX	_	Fairbanks Juneau	KFAR	Ξ
(FM)		(FM)		Ketchikan	KTKN	577





Not to be outdone, Warners' Merchandising Dept. has launched a massive merch offensive that threatens to have much of the country decorated in the Super motif by Christmas. One of the largest campaigns ever undertaken by WB will unleash Superman buttons, a whole slew of poster kits, oversize posters, stand-ups, LP jackets, and, the coup de grace, a limited quantity of motorized Superman telephone booths. Diligent merch staffers have worked months getting the Super-goods ready, and we think you'll agree, they've got it covered. Except where noted, items are in full supply and can be displayed in umpteen sorts of ways. Contests will run in January to determine the most imaginative displays.



