



To: AT40 People

From: Tom Rounds

Re: Listening Directory and Station I. D. 's and Upcoming Special

Friday, June 7, 1974

WATERMARK, INC. 10700 Ventura Blvd., No. Hollywood, California 91604 (213) 980-9490

1. Enclosed, a few copies of "The American Top 40 Worldwide Listening Directory" (1974 edition). Starting with program 742-11, we'll be promoting the fact that copies of the Directory will be available at subscribing stations. We suggest you lay in a stock by writing to :

Jody Tucker
Customer Relations Rep.
Watermark, Inc.
10700 Ventura Blvd.
No. Hollywood, CA 91604

Please specify the desired quantity. You may not get all copies you asked for, but we'll do our best. We don't expect incredible response, and 50 copies will probably hold you for now. We'll be going into a second printing around July 1.

Remember the concept behind the Listening Directory: subscribing stations are actually cooperating to trade listeners as they move around the country. AT40 listeners on vacation or relocating will relate best to the station carrying AT40 in the new location.

2. The station I. D. 's we requested a couple of weeks ago are coming in at the rate of about 5 per day. We'll start using them in the show as soon as we've amassed a hundred or so. They'll be laid in over intros, etc. in collage style and should be fairly fascinating listening. Just get one of your guys to tape a typical station I. D. including call letters, town and state plus any little interesting tidbit (10 words max) about the station, territory served, etc. if you'd like. 7½ IPS, full or ½ track mono, 1½ mil tape, please. Send the I. D. tapes to Jody. Any questions, call me collect.

3. "The 40 Top Singles Artists of the Seventies". It's being produced today, for shipment June 28 and broadcast the weekend of July 6-7. The Beatles, Elvis and all the other 50's and 60's giants that have continually dominated AMERICAN TOP 40 special countdowns won't even appear. It'll be an interesting slice of contemporary rock history with plenty of surprises and grabber stories. The gimmick, of course, is a nostalgia show on the 1970's. A little strange until you realize the decade will be half gone by the end of this year.



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FOR WEEK ENDING: June 15, 1974
CYCLE NO. 742 PROGRAM 11 OF 13
DISC & HALF HOUR NO 1a
PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 TALK UNIT #40 - T.S.O.P. - M.F.S.B. TALK UNIT #39 - TRAIN OF THOUGHT - Cher TALK UNIT #38 - BENNIE AND THE JETS - Elton John TALK UNIT	11:39
11:37		LOGO: CASEY'S COAST TO COAST	
11:39		LOCAL INSERT: C-1	2:00
13:39		LOGO: AMERICAN TOP 40 TALK UNIT #37 - ANNIE'S SONG - John Denver TALK UNIT #36 - JUST DON'T WANT TO BE LONELY - Main Ingredient TALK UNIT	7:28
21:05		LOGO: HITS FROM COAST TO COAST	
21:07		LOCAL INSERT: C-2	2:00
23:07		LOGO: AMERICAN TOP 40 TALK UNIT #35 - I'M IN LOVE - Aretha Franklin TALK UNIT #34 - ROCK YOUR BABY - George McCrae TALK UNIT	6:10
29:15		LOGO: CASEY'S COAST TO COAST	
29:17 29:27		STATION I.D.: C-3 LOCAL INSERT:	:10 2:00



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DISC & HALF HOUR NO 1b
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:27		LOGO: AMERICAN TOP 40 TALK UNIT #33 - ROCK AND ROLL HEAVEN - Righteous Brothers TALK UNIT #32 - SIDESHOW - Blue Magic	7:59
39:24		TALK UNIT LOGO: HITS FROM COAST TO COAST	
39:26		LOCAL INSERT: C-4	2:00
41:26		LOGO: AMERICAN TOP 40 TALK UNIT #31 - RIKKI DON'T LOSE THAT NUMBER - Steely Dan TALK UNIT #30 - IF YOU WANNA GET TO HEAVEN - Ozark TALK UNIT Mountain Daredevils	7:20
48:44		LOGO: CASEY'S COAST TO COAST	
48:46		LOCAL INSERT: C-5	2:00
50:46		LOGO: AMERICAN TOP 40 TALK UNIT #29 - DON'T YOU WORRY 'BOUT A THING - Stevie Wonder TALK UNIT #28 - SON OF SAGITTARIUS - Eddie Kendricks TALK UNIT	7:45
58:31		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:40 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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 DISC & HALF HOUR NO 2a
 PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #27 - THE AIR THAT I BREATHE - Hollies TALK UNIT #26 - (I'VE BEEN) SEARCHIN' SO LONG - Chicago TALK UNIT	8:12
8:10		LOGO: CASEY'S COAST TO COAST	
8:12		LOCAL INSERT: C-1	2:00
10:12		LOGO: AMERICAN TOP 40 TALK UNIT #25 - ONE HELL OF A WOMAN - Mac Davis TALK UNIT #24 - I'M COMING HOME - Spinners TALK UNIT	6:38
16:48		LOGO: HITS FROM COAST TO COAST	
16:50		LOCAL INSERT: C-2	2:00
18:50		LOGO: AMERICAN TOP 40 TALK UNIT #23 - ROCK THE BOAT - The Hues Corporation TALK UNIT #22 - ON AND ON - Gladys Knight & the Pips TALK UNIT #21 - SAVE THE LAST DANCE FOR ME - DeFranco TALK UNIT Family	10:30
29:18		LOGO: CASEY'S COAST TO COAST	
29:20		STATION I.D.:	:10
29:30		LOCAL INSERT: C-3	2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:30 35:27		LOGO: AMERICAN TOP 40 TALK UNIT #20 - I WON'T LAST A DAY WITHOUT YOU - TALK UNIT Carpenters LOGO: HITS FROM COAST TO COAST	3:59
35:29		LOCAL INSERT: C-4	2:00
37:29 46:48		LOGO: AMERICAN TOP 40 TALK UNIT #19 - OH VERY YOUNG - Cat Stevens TALK UNIT #18 - YOU WON'T SEE ME - Anne Murray TALK UNIT #17 - THE SHOW MUST GO ON - Three Dog Night TALK UNIT LOGO: CASEY'S COAST TO COAST	8:21
46:50		LOCAL INSERT: C-5	2:00
48:50 58:23		LOGO: AMERICAN TOP 40 TALK UNIT #16 - HAVEN'T GOT TIME FOR THE PAIN - Carly TALK UNIT Simon #15 - THE LOCO-MOTION - Grand Funk TALK UNIT #14 - MY GIRL BILL - Jim Stafford TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:41 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	9:33
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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 PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 TALK UNIT #13 - HOLLYWOOD SWINGING - Kool & the Gang TALK UNIT #12 - HELP ME - Joni Mitchell TALK UNIT #11 - OF YOU LOVE ME (LET ME KNOW) - Olivia TALK UNIT LOGO: CASEY'S COAST TO COAST Newton-John	10:50
10:48			
10:50		LOCAL INSERT: C-1	2:00
12:50		LOGO: AMERICAN TOP 40 TALK UNIT #10 - MIDNIGHT AT THE OASIS - Maria Muldaur TALK UNIT #9 - FOR THE LOVE OF MONEY - O'Jays TALK UNIT LOGO: HITS FROM COAST TO COAST	7:31
20:19			
20:21		LOCAL INSERT: C-2	2:00
22:21		LOGO: AMERICAN TOP 40 TALK UNIT #8 - THE ENTERTAINER - Marvin Hamlisch TALK UNIT #7 - BE THANKFUL FOR WHAT YOU GOT - William TALK UNIT DeVaughn LOGO: CASEY'S COAST TO COAST	6:26
28:45			
28:47		STATION I.D.: C-3	:10
28:57		LOCAL INSERT:	2:00



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PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		LOGO: AMERICAN TOP 40 TALK UNIT #6 - DANCING MACHINE - Jackson Five TALK UNIT #5 - BAND ON THE RUN - Paul McCartney & Wings TALK UNIT	8:03
38:58		LOGO: HITS FROM COAST TO COAST	
39:00		LOCAL INSERT: C-4	2:00
41:00		LOGO: AMERICAN TOP 40 TALK UNIT #4 - THE STREAK - Ray Stevens TALK UNIT #3 - SUNDOWN - Gordon Lightfoot TALK UNIT	6:49
47:47		LOGO: CASEY'S COAST TO COAST	
47:49		LOCAL INSERT: C-5	2:00
49:49		LOGO: AMERICAN TOP 40 TALK UNIT #2 - YOU MAKE ME FEEL BRAND NEW - The Stylistics TALK UNIT #1 - BILLY, DON'T BE A HERO - Bo Donaldson & the Heywoods	8:26
58:15		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:49 THEME TO: 58:55 EMERGENCY THEME RUNOUT TO: 60:00	
58:55		LOCAL INSERT: C-6	:60
59:55		STATION I.D.:	:10