



TO: American Top 40 Subscribers
FROM: Tom Rounds
RE: Attached Announcement, etc.
Friday, June 29, 1973

WATERMARK, INC. 10700 Ventura Blvd., Los Angeles, California 91604 (213) 980-9490

Our good friends, Jim Brown and Lew Irwin, are embarked on a project that has our endorsement. "Earth News Tape Service" is one of the forerunners of what we predict will be a wide range of syndicated programs dispensing feature news for younger demographic groups, specifically 18-34's. We've been handling duplication and distribution services for Jim and Lew's service for a month now, and the content and quality has been consistently excellent.

If you want to give them a try, just follow the directions on the enclosed announcement.

And also enclosed, of course, is the all-time blockbuster "American Top 40" special program... "The 40 Greatest Disappearing Acts of the Rock Era". It's bulging at the seams with all sorts of fascinating information, and it practically demands your extra special on-air promotion.

We're sure that some of the mysteries in the show (you'll know what we mean when you hear it) will be resolved in upcoming weeks. And when the information is unearthed... (some of it will come in the form of feedback to the actual program itself)... we'll be including it in shows throughout the summer.

As always, we're anxious to hear your comments. We'd especially like them on this special, and please, if you have anything to report, call us collect.

PRESS RELEASE

AMERICAN TOP 40's quarterly special, "The 40 Greatest Disappearing Acts of the Rock & Roll Era", airs _____ at _____
(Day & Date) (Time)
on _____
(Station)

Casey Kasem, internationally known radio personality and popular host of the weekly three-hour program, will count down the forty recording artists who, since 1955, had one huge hit... and then never made the Billboard singles charts again.

Where are they now?

Where's Joan Weber who was the one-hit singing sensation of 1955 with "Let Me Go, Lover"? Where's Laurie London who had everybody clapping hands in 1958 with his only hit record, "He's Got The Whole World In His Hands"? Where's the French-singing Singing Nun of Belgium who hit the top of the charts in 1963 with the joyful sounds of "Dominique"?

Millions of listeners in over two hundred cities throughout the United States and around the world will be brought up to date by AMERICAN TOP 40's third anniversary special presentation.

They'll find out that Robin Luke, who hit with "Susie Darlin'" in 1958, is a college professor of business management and gets his PhD degree this summer... that Art & Dotty Todd, who had "Chanson D'Amour" in 1958, are playing the Dunes Hotel in Las Vegas... and that Janis Ian, whose "Society's Child" was boosted to hit status by Leonard Bernstein in 1967, has just had her latest songwriting effort, "Jessie", recorded by Roberta Flack.

Six months of detective work by American Top 40 Researchers have turned up 40 fascinating stories on what happened to 40 now-faded rock stars of the 50's and 60's, and whether they succeeded, or failed, in making their transition back to the real world.



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10700 Ventura Blvd.
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FOR WEEK ENDING June 30, 1973
CYCLE NO. 732 PROGRAM 13 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 - TIME TO GET DOWN - O'Jays TALK UNIT #39 - I'LL ALWAYS LOVE MY MAMA - Intruders TALK UNIT	10:04
10:02		LOGO: CASEY'S COAST TO COAST	
10:04		LOCAL INSERT: C-1	2:00
12:04		LOGO: AMERICAN TOP 40 TALK UNIT #38 - NO MORE MR. NICE GUY - Alice Cooper TALK UNIT #37 - HOCUS POCUS - Focus TALK UNIT #36 - SATIN SHEETS - Jeanne Pruett TALK UNIT	10:12
22:14		LOGO: HITS FROM COAST TO COAST	
22:16		LOCAL INSERT: C-2	2:00
24:16		LOGO: AMERICAN TOP 40 TALK UNIT #35 - LET'S PRETEND - Raspberries TALK UNIT	3:10
27:24		LOGO: CASEY'S COAST TO COAST	
27:26		STATION I.D.:	:10
27:36		LOCAL INSERT: C-3	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:26		LOGO: AMERICAN TOP 40 TALK UNIT #34 - GIVE YOUR BABY A STANDING OVATION - Dells TALK UNIT #33 - WILDFLOWER - Skylark TALK UNIT	7:06
36:30		LOGO: HITS FROM COAST TO COAST	
36:32		LOCAL INSERT: C-4	2:00
38:32		LOGO: AMERICAN TOP 40 TALK UNIT #32 - MISDEMEANOR - Foster Sylvers TALK UNIT #31 - MONSTER MASH - Bobby Boris Pickett & the Crypt Kickers TALK UNIT #30 - GIVE IT TO ME - J. Geils Band TALK UNIT	9:18
47:48		LOGO: CASEY'S COAST TO COAST	
47:50		LOCAL INSERT: C-5	2:00
49:50		LOGO: AMERICAN TOP 40 TALK UNIT #29 - AND I LOVE YOU SO - Perry Como TALK UNIT #28 - DOIN' IT TO DEATH - Fred Wesley & the J.B.'S TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:40 THEME TO:58:50 EMERGENCY THEME RUNOUT TO:60:00	8:40
58:30			
58:50		LOCAL INSERT:	:60
59:50		STATION I.D.:	:10



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PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #27 - DRIFT AWAY - Dobie Gray TALK UNIT #26 - MONEY - Pink Floyd TALK UNIT LOGO: CASEY'S COAST TO COAST	7:10
7:08			
7:10		LOCAL INSERT: C-1	2:00
9:10		LOGO: AMERICAN TOP 40 TALK UNIT #25 - TIE A YELLOW RIBBON ROUND THE OLD OAK TALK UNIT TREE - Dawn #24 - SO VERY HARD TO GO - Tower of Power TALK UNIT LOGO: HITS FROM COAST TO COAST	7:28
16:36			
16:38		LOCAL INSERT: C-2	2:00
18:38		LOGO: AMERICAN TOP 40 TALK UNIT #23 - YOU'LL NEVER GET TO HEAVEN - Stylistics TALK UNIT #22 - DADDY COULD SWEAR I DECLARE - Gladys TALK UNIT Knight & the Pips #21 - DIAMOND GIRL - Seals & Crofts TALK UNIT LOGO: CASEY'S COAST TO COAST	10:38
29:14			
29:16 29:26		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:16		LOGO: AMERICAN TOP 40 TALK UNIT #20 - BEHIND CLOSED DOORS - Charlie Rich TALK UNIT #19 - I'M DOING FINE NOW - New York City TALK UNIT #18 - BOOGIE WOOGIE BUGLE BOY - Bette Midler	8:43
39:57		TALK UNIT LOGO:HITS FROM COAST TO COAST	
39:59		LOCAL INSERT: C-4	2:00
41:59		LOGO: AMERICAN TOP 40 TALK UNIT #17 - SMOKE ON THE WATER - Deep Purple TALK UNIT #16 - FRANKENSTEIN - The Edgar Winter Group	7:49
49:46		TALK UNIT LOGO: CASEY'S COAST TO COAST	
49:48		LOCAL INSERT: C-5	2:00
51:48		LOGO: AMERICAN TOP 40 TALK UNIT #15 - DANIEL - Elton John TALK UNIT #14 - NATURAL HIGH - Bloodstone	
58:34		THEME UP & W/TALK UNIT ENDING AT: 58:43 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO:60:00	
58:50		LOCAL INSERT:	:10
59:50		STATION I.D.:	:60



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PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 7:34		THEME & OPENING OF PART 111 TALK UNIT #13 - YESTERDAY ONCE MORE - Carpenters TALK UNIT #12 - BAD, BAD LEROY BROWN - Jime Croce TALK UNIT LOGO: CASEY'S COAST TO COAST	7:36
7:36		LOCAL INSERT: C-1	2:00
9:36 16:59		LOGO: AMERICAN TOP 40 TALK UNIT #11 - ONE OF A KIND - Spinners TALK UNIT #10 - SHAMBALA - Three Dog Night TALK UNIT LOGO: HITS FROM COAST TO COAST	8:25
17:01		LOCAL INSERT: C-2	2:00
19:01 28:33		LOGO: AMERICAN TOP 40 TALK UNIT #9 - RIGHT PLACE, WRONG TIME - Dr. John TALK UNIT #8 - LONG TRAIN RUNNING - Doobie Brothers TALK UNIT #7 - PLAYGROUND IN MY MIND - Clint Holmes TALK UNIT LOGO: CASEY'S COAST TO COAST	9:34
28:35 28:45		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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30:35		LOGO: AMERICAN TOP 40 TALK UNIT #6 - PILLOW TALK - Sylvia TALK UNIT #5 - KODACHROME - Paul Simon TALK UNIT #4 - I'M GONNA LOVE YOU JUST A LITTLE MORE BABY TALK UNIT - Barry White LOGO: HITS FROM COAST TO COAST	11:43
42:16			
42:18		LOCAL INSERT: C-4	2:00
44:18		LOGO: AMERICAN TOP 40 TALK UNIT #3 - WILL IT GO ROUND IN CIRCLES - Billy Preston TALK UNIT LOGO: CASEY'S COAST TO COAST	3:44
48:00			
48:02		LOCAL INSERT: C-5	2:00
50:02		LOGO: AMERICAN TOP 40 TALK UNIT #2 - MY LOVE - Paul McCartney & Wings TALK UNIT #1 - GIVE ME LOVE - George Harrison TALK UNIT THEME UP & W/TALK UNIT ENDING AT: 58:56 THEME TO: 59:00 EMERGENCY THEME RUNOUT TO: 60:05	
58:29			
59:00		LOCAL INSERT:	:10
60:00		STATION I.D.:	:60