



To: PROGRAM DIRECTORS, AT40 Stations

From: TOM ROUNDS

April 19, 1974

We're asking your help in compiling the 1974 Edition of the AMERICAN TOP 40 Worldwide Listening Directory. The directory will be made available in quantity to all subscribers in early June, 1974. Stations will be able to pass it out to listeners going out of town this vacation season so they'll be able to keep track of AT40 wherever they go. It's a tremendous cross-promotion... a way for stations to cooperate in getting new arrivals to tune in, not just to AT40 but the entire station schedule.

This year's edition will include a listing of each subscriber by country, state, city, frequency, day and time of each AT40 broadcast and rebroadcast.

Along with program #742-5, next week, we'll be sending out a rough listing and an addressed return envelope. We need your help in correcting your listing and adding any information we don't have, especially time(s) of rebroadcasts, whether the program is simulcast on FM and dial position of your simulcast operation.

Last year we distributed almost 75,000 "Vacation Guides", and we're projecting a circulation of over 100,000 directories this year.

We know you'll want to have accurate info on your station in the directory, so look for the rough, xeroxed 18 page list in next week's program shipment, correct it right away, and return it to us in the next mail.

Thanks!

Special to International subscribers----first of all, apologies to those of you who have been getting late shipments in the past month. Unfortunately, the air freight and transshipping systems had fallen into a slight case of disrepair and it took the news of late program arrivals two weeks to reach us in some cases. As soon as the trouble became known, we spent most of a week in working with the domestic and international departments at Emery air freight here in L. A. We have now inaugurated a new system that calls for Emery to notify us if any individual or group shipment has not reached its primary destination by noon, Wednesday, local time. Because most of the trouble has developed in Australia and the Far East, this means we'll know if a shipment has become lost or mis-delivered by Tuesday our time... and this schedule should give us enough warning to correct the problem. I hope this spells the end to the problem, but all systems have ways of getting screwed up, so please folks, cable us or your local distributors if your program shipments are even one day late. (Special award for diligence to Nick Demuth and the staff at Hong Kong Comm'l, even though your calls arrived at my house at 3AM. Seriously, thanks for playing along with us, Nick.)



WATERMARK

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

FOR WEEK ENDING: April 20, 1974
CYCLE NO. 742 PROGRAM 3 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 - BOOGIE DOWN - Eddie Kendricks TALK UNIT #39 - STAR BABY - Guess Who TALK UNIT #38 - THANKS FOR SAVING MY LIFE - Billy Paul TALK UNIT	8:36
8:34		LOGO: CASEY'S COAST TO COAST	
8:36		LOCAL INSERT: C-1	2:00
10:36		LOGO: AMERICAN TOP 40 TALK UNIT #37 - OH VERY YOUNG - Cat Stevens TALK UNIT #36 - JUNGLE BOOGIE - Kool & the Gang TALK UNIT #35 - OUTSIDE WOMAN - Bloodstone TALK UNIT	10:24
20:58		LOGO: HITS FROM COAST TO COAST	
21:00		LOCAL INSERT: C-2	
23:00		LOGO: AMERICAN TOP 40 TALK UNIT #34 - THE PAYBACK (PT. 1) - James Brown TALK UNIT #33 - HELP ME - Joni Mitchell TALK UNIT	6:47
29:45		LOGO: CASEY'S COAST TO COAST	
29:47 29:57		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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PAGE NO 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:57		LOGO: AMERICAN TOP 40 TALK UNIT #32 - I'M A TRAIN - Albert Hammond TALK UNIT #31 - THE ENTERTAINER - Marvin Hamlisch TALK UNIT	7:06
39:01		LOGO: HITS FROM COAST TO COAST	
39:03		LOCAL INSERT: C-4	2:00
41:03		LOGO: AMERICAN TOP 40 TALK UNIT #30 - ERES TU - Mecedades TALK UNIT #29 - YOU MAKE ME FEEL BRAND NEW - The Stylistics	7:17
48:18		LOGO: CASEY'S COAST TO COAST	
48:20		LOCAL INSERT: C-5	2:00
50:20		LOGO: AMERICAN TOP 40 TALK UNIT #28 - MIDNIGHT AT THE OASIS - Maria Muldaur TALK UNIT #27 - JET - Paul McCartney TALK UNIT	8:18
58:38		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:47 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:50	
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :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 #26 - DARK LADY - Cher TALK UNIT #25 - PIANO MAN - Billy Joel TALK UNIT	8:07
8:05		LOGO: CASEY'S COAST TO COAST	
8:07		LOCAL INSERT: C-1	2:00
10:07		LOGO: AMERICAN TOP 40 TALK UNIT #24 - LET IT RIDE - Bachman-Turner Overdrive TALK UNIT #23 - TOUCH A HAND MAKE A FRIEND - Staple Singers TALK UNIT	8:49
18:54		LOGO: HITS FROM COAST TO COAST	
18:56		LOCAL INSERT: C-2	2:00
20:56		LOGO: AMERICAN TOP 40 TALK UNIT #22 - MY MISTAKE WAS TO LOVE YOU - Diana Ross & Marvin Gaye TALK UNIT #21 - TELL ME A LIE - Sammi Jo TALK UNIT	7:10
28:04		LOGO: CASEY'S COAST TO COAST	
28:06		STATION I.D.: C-3	:10
28:16		LOCAL INSERT:	2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:16		LOGO: AMERICAN TOP 40 TALK UNIT #20 - (I'VE BEEN) SEARCHIN' SO LONG - Chicago TALK UNIT #19 - THE SHOW MUST GO ON - Three Dog Night TALK UNIT	7:30
37:44		LOGO: HITS FROM COAST TO COAST	
37:46		LOCAL INSERT: C-4	2:00
39:46		LOGO: AMERICAN TOP 40 TALK UNIT #18 - MOCKINGBIRD - Carly Simon & James Taylor TALK UNIT #17 - KEEP ON SINGING - Helen Reddy TALK UNIT #16 - TUBULAR BELLS - Mike Oldfield TALK UNIT	9:57
49:41		LOGO: CASEY'S COAST TO COAST	
49:43		LOCAL INSERT: C-5	2:00
51:43		LOGO: AMERICAN TOP 40 TALK UNIT #15 - JUST DON'T WANT TO BE LONELY - Main Ingredient TALK UNIT #14 - SEASONS IN THE SUN - Terry Jacks TALK UNIT	6:45
58:28		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:35 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:55	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	: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 - DANCING MACHINE - Jackson Five TALK UNIT #12 - A VERY SPECIAL LOVE SONG - Charlie Rich TALK UNIT	5:27
5:25		LOGO: CASEY'S COAST TO COAST	
5:27		LOCAL INSERT: C-1	2:00
7:27		LOGO: AMERICAN TOP 40 TALK UNIT #11 - LOOKIN' FOR A LOVE - Bobby Womack TALK UNIT #10 - I'LL HAVE TO SAY I LOVE YOU IN A SONG - Jim Croce TALK UNIT #9 - THE LORD'S PRAYER - Sister Janet Mead TALK UNIT	9:13
16:38		LOGO: HITS FROM COAST TO COAST	
16:40		LOCAL INSERT: C-2	2:00
18:40		LOGO: AMERICAN TOP 40 TALK UNIT #8 - THE LOCO-MOTION - Grand Funk TALK UNIT #7 - SUNSHINE ON MY SHOULDER - John Denver TALK UNIT	8:55
27:33		LOGO: CASEY'S COAST TO COAST	
27:35		STATION I.D.: C-3	:10
27:45		LOCAL INSERT:	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:45		LOGO: AMERICAN TOP 40 TALK UNIT #6 - OH, MY MY - Ringo Starr TALK UNIT #5 - COME AND GET YOUR LOVE - Red Bone TALK UNIT	7:32
37:17		LOGO: HITS FROM COAST TO COAST	
37:19		LOCAL INSERT: C-4	2:00
39:19		LOGO: AMERICAN TOP 40 TALK UNIT #4 - BEST THING THAT EVER HAPPENED TO ME - TALK UNIT Gladys Knight & the Pips #3 - HOOKED ON A FEELING - Blue Swede TALK UNIT	8:02
47:19		LOGO: CASEY'S COAST TO COAST	
47:21		LOCAL INSERT: C-5	2:00
49:21		LOGO: AMERICAN TOP 40 TALK UNIT #2 - BENNIE AND THE JETS - Elton John TALK UNIT #1 - T.S.O.P. - M.F.S.B. TALK UNIT	8:48
58:09		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:39 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:55	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10