

To: WATERMARK PROGRAM SUBSCRIBERS

From: Tom Rounds

Re: "THE CALIFORNIA SPECIAL"

Saturday, May 31, 1975

Our producer, Ron Jacobs, calls it "better than the History of Rock and Roll or the Elvis Presley Story". He, along with just about everybody else in the Southern California music community has been swept up in the tremendous enthusiasm building for Watermark's latest radio program production: "The California Special".

Our 4 color brochure, which I promised a few weeks ago, won't be ready for this week's mailing, so we've re-printed the ad that will break next week. I've also enclosed a postcard, which you should fill out and return, even if you are just remotely interested. If you send in the postcard, we'll send you the demo tape just as soon as it's produced... about June 15. The complete 6 hour special will be ready shortly thereafter.

"The California Special" will be a new kind of rockumentary. It'll be based on all the Southern California hits from 1960 through 1975, but the emphasis will be on the "summer fun and sun" hits and artists... Beachboys, Jan & Dean, etc.

The license will allow unlimited use through March of 1977, and we think you'll be able to get at least two runs out of the six hours this summer if you move fast. Because the content and the music is so comprehensive, it's probably an easy sell, if you decide to go that way. The ideal scheduling, if your advance programming commitments permit, would call for Sunday afternoon 12Noon-6PM. But it'll sound great anytime this summer... or this fall... or anytime for that matter... either as a 6 hour non-stop event or stripped into 6 one-hour blocks.

The above is advance information... about 10 days in advance of general release. Move quickly and wrap up the exclusive now... it'll be good for almost 2 years of programming opportunities.

**A NEW RADIO SPECTACULAR FROM WATERMARK**



**6 Hours of Fun, Sun and Rock and Roll in the Golden State**

Now, a new audio adventure saluting the free-wheeling rock and roll life style that made the splash heard 'round the world. **THE CALIFORNIA SPECIAL** covers the great Southern California hits from 1960 through 1975 . . . all the unforgettable surf songs, car songs and girl songs. Along for the ride: the rock celebrities who made the music . . . like Brian Wilson, Mike Love, Jan Berry, Dean Torrance, Cher, Michelle Phillips, Rick Nelson, David Cassidy, Neil Young, Seals and Crofts, Lou Adler, Jimmy Webb, Alice Cooper, Cheech and Chong . . . interviewed in action, on location, all over the world. And every step of the way, we track the all-time California supergroup, The Beachboys. There's more to the incredible **CALIFORNIA SPECIAL** story — and it's yours to see and hear . . . free . . . in the complete presentation package. Send in the coupon and we'll have a gift-wrapped box of good vibrations on your desk in 10 days.

Produced & Directed by Ron Jacobs  
Written by Jerry Hopkins  
Narrated by John Stewart  
Original Music by Rick Kellis  
Researched by John Gibson  
Executive Producer Tom Rounds

**THE CALIFORNIA SPECIAL**  
Watermark, Inc.  
10700 Ventura Blvd.  
No. Hollywood, Calif. 91604  
(213) 980-9490

**THE CALIFORNIA SPECIAL** sounds like *The programming and sales blockbuster for the summer of '75 . . . and beyond. Please send free brochure, demo tape, price and market exclusivity info.*

Name \_\_\_\_\_ Title \_\_\_\_\_  
Call Letters \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**THE CALIFORNIA SPECIAL: 6 hours of great radio, including 72 commercial or news minutes. Delivered on compatible stereo LP's by WATERMARK, makers of THE ELVIS PRESLEY STORY, AMERICAN TOP 40 and AMERICAN COUNTRY COUNTDOWN.**

# Chuck Berry Called It The Promised Land

And for people almost everywhere California seems to be just that. In the last 15 years the Golden State has created a free-wheeling rock and roll life style that has probably changed the world. THE CALIFORNIA SPECIAL travels from 1960 through 1975 covering the great hits from Southern California. Along for the ride: 50 of the rock celebrities who made the music, taking you on an audio adventure recorded on the spot at dozens of actual locations. And every step of the way we track the all-time California supergroup, The Beachboys. There's a wealth of pop legend and lore: How a bump on the head from a surfboard drove Brian Wilson off the beach and into the studio . . . How Michael Clarke was transformed into The Byrds' drummer just because he looked like English pop star Brian Jones . . . How David Cassidy struggled to destroy his Partridge Family image by posing nude for Rolling Stone . . . How a California savings and loan commercial turned into one of the nation's biggest love songs.

## CHAPTER ONE CALIFORNIA DREAMIN'

*"I'd be safe and warm  
If I was in L.A."*

Before California was discovered by a Spanish expedition in the Sixteenth Century it was imagined as a tropical island paradise lost somewhere in the unexplored reaches of the Pacific Ocean, inhabited by strange and fantastic creatures. In the Twentieth Century the image has survived, as we rediscover Southern California as the land of the American dream; the state of youth, romance and joyous celebration. We open with a 15-year chart sweep featuring The Beachboys; Buffalo Springfield; The Byrds; The Carpenters; The Eagles; The Mamas and Papas; Rick Nelson; Jan and Dean; The Doors; Three Dog Night; Sonny and Cher. Songs include: *Born To Be Wild; Live For Today; We've Only Just Begun; Happy Together; Joy To The World; Be True To Your School and Fun Fun Fun.*

## CHAPTER TWO SURFIN' U.S.A.

*"If everybody had an ocean  
Across the U.S.A.  
Then everybody'd be surfin'  
Like Califor-nai-ay."*

Nature and freedom are part of the lore and lure of Southern California. Within a hundred minutes you can find yourself amid awesome mountains, trackless deserts, lush valleys. But the open road usually leads to the beach and the pure pleasure of sun and sand and surf; where the favorite sports usually call for surfboards, cars . . . and girls. A surf set includes *Pipeline; Wipeout; Surfer's Stomp; Surfin' U.S.A.; Surf City; Surfin' Safari; Lonely Surfer; Surfer Girl.* Car songs include: *Little Deuce Coupe; Little Old Lady From Pasadena; Little Honda; Hey Little Cobra; Shut Down; Dead Man's Curve; Drag City.* And the Girl collage includes: *California Girls; Barbara Ann; Hello Mary Lou; Help Me Rhonda; Suite Judy Blue Eyes.*

## CHAPTER THREE SO YOU WANNA BE A ROCK AND ROLL STAR

*"Just get an electric guitar and take some time  
And learn how to play.  
And your hair so right and your pants so tight  
It's gonna be all right."*

In California, "Everybody Is A Star." It's back to the roots of the pop aristocracy with The Byrds; The Buffalo Springfield; Crosby, Stills, Nash and Young and The Mamas and Papas. We cover the children of the Hollywood generation: Nancy Sinatra; Gary Lewis; Dino, Desi and Billy and actors turned singer: Sal Mineo; Tab Hunter; Michael Parks. Then into the monsters that television created: The Monkees, The Archies; Rick Nelson; The Partridge Family; Edd "Kookie" Byrnes. Plus a special-within-a-special called "The Sonny and Cher Story." Songs include: *These Boots Are Made For Walking; This Diamond Ring; Daydream Believer; Sugar Sugar; Long Lonesome Highway; So You Wanna Be A Rock and Roll Star; Rock and Roll Woman; Monday, Monday; Creeque Alley; I Got You Babe; The Beat Goes On.*



## CHAPTER FOUR LIGHT MY FIRE

*"The time to hesitate is through;  
No time to wallow in the mire . . .  
Try to set the night on fire."*

As California waits to drop into the Pacific Ocean, its inhabitants seem more open to experiment. It is a land of cults, innovation and prophecy. Music collages in this chapter feature "The Children of Bob Dylan;" The Grass Roots, Cher, Barry McGuire, The Turtles, The Byrds; "Sunset Strip;" The Leaves, The Seeds, The Knickerbockers, Love; "Protest Rock;" P.F. Sloan, The Doors, The Mothers, Joni Mitchell, Buffalo Springfield. Songs include: *Mr. Tambourine Man; It Ain't Me Babe; For What It's Worth; Light My Fire; Eve of Destruction; Turn, Turn, Turn; All I Really Want To Do; Lies; Pushin' Too Hard; Hey Joe; 7 and 7 Is; Sins Of The Family; Big Yellow Taxi; Easy To Be Hard.*

## CHAPTER FIVE GOOD VIBRATIONS

*"I don't know where but she sends me there . . .  
Gotta keep those love-good vibrations a-  
happenin'"*

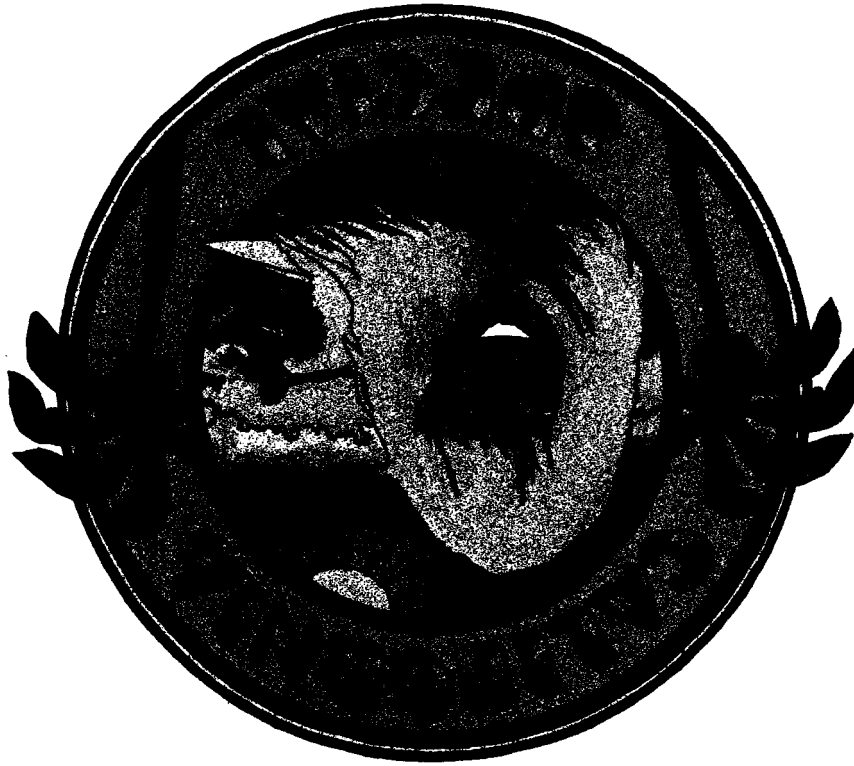
California spreads from coast to coast. We've already discovered the beach, the strip, the drive-ins. Now on to dancing, festivals, the love-in philosophy and country funk. We hear from The Mamas and Papas; Delaney and Bonnie; Chris Montez; Sam Cooke; Cannibal and the Headhunters; Jackie DeShannon; Scott McKenzie; Bread; The Association, Neil Young, The Eagles; The Byrds; Neil Diamond and The 5th Dimension. Songs include: *Dancing In The Streets; Soul Shake; Let's Dance; Shake; Land Of A Thousand Dances; What The World Needs Now; If You're Going To San Francisco; Along Comes Mary; Heart Of Gold; Witchy Woman; Eight Miles High; Crunchy Granola Suite; Aquarius/Let The Sun Shine In.*

## CHAPTER SIX AFTER THE GOLD RUSH

*"I dreamed I saw the silver space ships flyin'  
In the yellow haze of the sun,  
Flyin' Mother Nature's silver seed,  
To a new home in the sun."*

After you've hit the beaches of Southern California, where do you go? The answer: straight up into outer space or straight in into inner space. California's science fiction writers and astronauts comment on the great beyond. The Maharishi and The Sufi Choir (Gov. Jerry Brown's favorites) reflect on the cosmic, and The Doors "Break On Through To The Other Side." Neil Young, Harry Nilsson, Linda Ronstadt and the Hare Krishna street singers have their say. There's another special-within-a-special: "Dr. Demento, Inside California." Songs include: *Mr. Spaceman; After The Gold Rush; God, Love and Rock and Roll.* And a grand finale features the 15 year "Beachboys Fad Collage" including: *Surfin'; 409; I Get Around; Sloop John B.; Wouldn't It Be Nice; Vegetables; Good Vibrations; Transcendental Meditation; Student Revolution Time; God Only Knows; Surf's Up.*

THE CALIFORNIA SPECIAL covers another spectacular episode in the history of American pop music. Presented by Watermark, makers of THE ELVIS PRESLEY STORY, AMERICAN COUNTRY COUNTDOWN and AMERICAN TOP 40, THE CALIFORNIA SPECIAL is produced by the award-winning radio documentary team of Ron Jacobs and Jerry Hopkins and distributed on compatible stereo LP discs for AM's and FM's alike. Each hour provides for 12 minutes of commercial or news availability for a total of 72 inside minutes. Also included in the package: 6 fully produced high caliber promos for station use, a complete radio operations manual, sales kit, print ad mats and press kit. Contact Watermark now to arrange exclusive broadcast rights for your market.



## The California Special

6 hours of fun, sun and rock and roll in the Golden State

Broadcast rights licensed exclusively to one radio station in each market area. Delivered on 6 compatible stereo broadcast transcriptions; produced with "The Watermark Sound" under the highest standards of quality. Balanced commercially to give the highest impact and protection to advertising messages.

Programmable as 6 weekly, 6 daily or 6 nightly episodes; even as a 6 hour non-stop weekend spectacular. Compatible with contemporary, MOR, top 40, or progressive formats; an intriguing and enjoyable experience for anyone who's been into popular music in the last 15 years.



JOHN STEWART--Narrator

"John Stewart is our most American songwriter, his vision shaped by his hearing of the beating of the heart of the country." So said the critic for *Rolling Stone*. John Stewart was a natural to be the host of *The California Special*. A Southern Californian from the start, he was born in San Diego and brought up in Riverside and Pasadena. While he was still a teen-ager he formed his first group called John Stewart and the Furies. In its short professional life they cut one single, for Vita Records, called "Rocking Anna." Shortly after that, in 1960, he joined The Kingston Trio where he was to stay for seven years until they broke up in 1967.

He spent the next few years writing songs for himself and other artists, including "Daydream Believer" for the Monkees and his own album, "California Bloodlines," inspired by the life and death of Robert Kennedy. Late in 1972 he signed with RCA and now seems well on his way to a long-awaited super-stardom. His speaking voice will come as no surprise to his many fans because his songs often include healthy portions of the spoken word. We welcome John Stewart to the ranks of commentators on musical America.

Producer/Director Ron Jacobs  
Writer Jerry Hopkins  
Narrator John Stewart  
Production Coordinator John Gibson  
Promotion Director Chuck Olsen  
Engineer Lee Hansen  
Executive Producer Tom Rounds

Graphics and Brochure Design by: St. Johns & Talmadge, Inc.

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

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FOR WEEK ENDING: May 31, 1975  
CYCLE NO. 752 PROGRAM 9 OF 1  
SIDES: 1A & 1B

PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 #40 - WALKING IN RHYTHM - Blackbyrds #39 - BABY THAT'S BACKATCHA - Smokey Robinson #38 - JUDY MAE - Boomer Castleman	11:09
11:07		LOGO: CASEY'S COAST TO COAST	
11:09		LOCAL INSERT: C-1	2:00
13:09		LOGO: AMERICAN TOP 40 #37 - ANOTHER SOMEBODY DONE SOMEBODY WRONG SONG - B.J. Thomas #36 - GOOD LOVIN' GONE BAD - Bad Company	8:05
21:12		LOGO: HITS FROM COAST TO COAST	
21:14		LOCAL INSERT: C-2	2:00
23:14		LOGO: AMERICAN TOP 40 #35 - THE HUSTLE - Van McCoy & the Soul City Symphony #34 - MISTY - Ray Stevens	6:28
29:40		LOGO: CASEY'S COAST TO COAST	
29:42		LOCAL INSERT: C-3	2:10
31:52		LOGO: AMERICAN TOP 40 #33 - THE WAY WE WERE/TRY TO REMEMBER - Gladys Knight & Pips #32 - KILLER QUEEN - Queen	8:01
39:51		LOGO: HITS FROM COAST TO COAST	
39:53		LOCAL INSERT: C-4	2:00
41:53		LOGO: AMERICAN TOP 40 #31 - ATTITUDE DANCING - Carly Simon #30 - MY SHIP - Tavares	8:01
49:52		LOGO: CASEY'S COAST TO COAST	
49:54		LOCAL INSERT: C-5	2:00
51:54		LOGO: AMERICAN TOP 40 #29 - SHAKEY GROUND - Temptations #28 - I WANNA DANCE WIT' CHOO - Disco Tex & Sex-O-Lettes	6:39
58:33		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:42 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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FOR WEEK ENDING: May 31, 1975  
 CYCLE NO. 752 PROGRAM 9 OF 13  
 SIDES: 2A & 2B  
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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 #27 - I'LL PLAY FOR YOU (HEAR THE BAND) - Seals & Crofts #26 - TAKE ME IN YOUR ARMS - Doobie Brothers	7:41
7:39		LOGO: CASEY'S COAST TO COAST	
7:41		LOCAL INSERT: C-1	2:00
9:41		LOGO: AMERICAN TOP 40 #25 - LOVE WILL KEEP US TOGETHER - Captain & Tennille #24 - THE LAST FAREWELL - Roger Whittaker	8:31
18:10		LOGO: HITS FROM COAST TO COAST	
18:12		LOCAL INSERT: C-2	2:00
20:12		LOGO: AMERICAN TOP 40 #23 - MAGIC - Pilot #22 - GET DOWN, GET DOWN (GET ON THE FLOOR) - Joe Simon #21 - BAD LUCK (PT. I) - Harold Melvin & the Bluenotes	10:15
30:25		LOGO: CASEY 'S COAST TO COAST	
30:27		LOCAL INSERT: C-3	2:10
32:37		LOGO: AMERICAN TOP 40 #20 - WILDFIRE - Michael Murphy #19 - ONLY WOMEN - Alice Cooper	7:12
39:47		LOGO: HITS FROM COAST TO COAST	
39:49		LOCAL INSERT: C-4	2:00
41:49		LOGO: AMERICAN TOP 40 #18 - SHOESHINE BOY - Eddie Kendricks #17 - JACKIE BLUE - Ozark Mountain Daredevils	7:33
49:20		LOGO: CASEY'S COAST TO COAST	
49:22		LOCAL INSERT: C-5	2:00
51:22		LOGO: AMERICAN TOP 40 #16 - HE DON'T LOVE YOU (LIKE I LOVE YOU) - T. Orlando & Dawn #15 - I'M NOT LISA - Jessi Colter	7:19
58:41		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:48 THEME TO: 58:55 EMERGENCY THEME RUNOUT TO: 60:00	
58:55		LOCAL INSERT: C-6	:60
59:55		STATION I.D.:	:10



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 SIDES: 3A & 3B  
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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 #14 - HIJACK - Herbie Mann #13 - CUT THE CAKE - AWB LOGO: CASEY'S COAST TO COAST	7:45
7:43			
7:45		LOCAL INSERT: C-1	2:00
9:45		LOGO: AMERICAN TOP 40 #12 - PHILADELPHIA FREEDOM - Elton John Band LOGO: HITS FROM COAST TO COAST	3:16
12:59			
13:01		LOCAL INSERT: C-2	2:00
15:01		LOGO: AMERICAN TOP 40 #11 - LOVE WON'T LET ME WAIT - Major Harris #10 - WHEN WILL I BE LOVED - Linda Ronstadt #9 - I DON'T LIKE TO SLEEP ALONE - Paul Anka LOGO: CASEY'S COAST TO COAST	10:34
25:33			
25:35		LOCAL INSERT: C-3	2:10
27:45		LOGO: AMERICAN TOP 40 #8 - SHINING STAR - Earth, Wind & Fire #7 - OLD DAYS - Chicago #6 - BAD TIME - Grand Funk #5 - SISTER GOLDEN HAIR - America LOGO: HITS FROM COAST TO COAST	13:05
40:48			
40:50		LOCAL INSERT: C-4	2:00
42:50		LOGO: AMERICAN TOP 40 #4 - ONLY YESTERDAY - Carpenters #3 - HOW LONG - Ace LOGO: CASEY'S COAST TO COAST	6:54
49:42			
49:44		LOCAL INSERT: C-5	2:00
51:44		LOGO: AMERICAN TOP 40 #2 - THANK GOD I'M A COUNTRY BOY - John Denver #1 - BEFORE THE NEXT TEARDROP FALLS - Freddie Fender THEME UP & UNDER W/TALK UNIT ENDING AT: 58:38 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	6:22
58:06			
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10