

7-13-74



To: AT40 SUBSCRIBERS

From: Tom Rounds

Re: CASEY'S ANNUAL DISAPPEARING ACT

July 5, 1974

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

The producers of "Hawaii Five-0" were so pleased with Casey's performance as a TV talk-show host on an earlier episode this year, they've now re-cast him in a bigger part being filmed right now in Honolulu. Casey has been upgraded from the part of the semi-crooked host of a TV talk show to that of the semi-crooked manager of a department store.

In any case, the part (and full-screen credit) will be good promotion for all of us. We'll let you know when the episode will run on CBS this fall.

We tried to talk Casey into dragging the production crew along with him, but Billboard's new Wednesday chart compilation date and other problems made the schedule too tight.

Therefore, we proudly announce our newest AT40 guest host... "Humble Harve" Miller. Humble Harve is a veteran of KHJ's golden days in the 60's and currently holds the 9AM-12Noon slot at KKDJ(FM) here in Los Angeles.

Casey returns next week.

Meantime, we're running your actual station I. D. 's off at the rate of 9 per show. We've got 54 in the can so far, meaning that about 200 stations haven't sent their tapes in yet. We all think the bit sounds great on the air, so we hope you'll put your station I. D. on tape (7 1/2 IPS, 1/4", mono, 1 1/2 mil tape) and send it in right away.

The best I. D. 's are the ones in which something touristy or crazy is included. "K. R. A. P. plays more music" really doesn't mean much on a galactic basis... but "W. W. N. R. from the coal fields of West Virginia" has great audience value. And the combination of all those voices, all those call letters and all those place names adds a lot more meaning to the program.

Important: Please include the state or the country (Anchorage, Alaska; Auckland, New Zealand). No personal names, please. Also, please put reels in boxes before putting them in the mailing envelope.

Send tapes to: Jody Tucker
Customer Service Rep.

Watermark, Inc.
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FOR WEEK ENDING: July 6, 1974
CYCLE NO. 743 PROGRAM 1 OF 13
DISC & HALF HOUR NO 1a
PAGE NO. 1

"THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 TALK UNIT #40 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT #39 - I'M GONNA LOVE YOU JUST A LITTLE MORE TALK UNIT BABY - Barry White #38 - BRAND NEW KEY - Melanie TALK UNIT	10:39
10:37		LOGO: CASEY'S COAST TO COAST	
10:39		LOCAL INSERT: C-1	2:00
12:39		LOGO: AMERICAN TOP 40 TALK UNIT #37 - THANK YOU FOR LETTING ME BE MYSELF AGAIN - TALK UNIT Sly & the Family Stone	7:34
20:11		#36 - ALONE AGAIN NATURALLY - Gilbert O'Sullivan TALK UNIT LOGO: HITS FROM COAST TO COAST	
20:13		LOCAL INSERT: C-2	2:00
22:13		LOGO: AMERICAN TOP 40 TALK UNIT #35 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT #34 - COULD IT BE I'M FALLING IN LOVE - Spinners TALK UNIT	7:23
29:34		LOGO: CASEY'S COAST TO COAST	
29:36		STATION I.D.: C-3	:10
29:46		LOCAL INSERT:	2:00



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"THE 40 TOP SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:46		LOGO: AMERICAN TOP 40 TALK UNIT #33 - CRACKLIN' ROSIE - Neil Diamond TALK UNIT #32 + WILL IT GO 'ROUND IN CIRCLES - Billy Preston	7:10
38:54		LOGO: HITS FROM COAST TO COAST	
38:56		LOCAL INSERT: C-4	2:00
40:56		LOGO: AMERICAN TOP 40 TALK UNIT #31 - GET READY - Rare Earth TALK UNIT #30 - MAKE IT WITH YOU - Bread	6:24
47:18		TALK UNIT LOGO: CASEY'S COAST TO COAST	
47:20		LOCAL INSERT: C-5	2:00
49:20		LOGO: AMERICAN TOP 40 TALK UNIT #29 - BROWN SUGAR - Rolling Stones TALK UNIT #28 - AIN'T NO SUNSHINE - Bill Withers TALK UNIT #27 - SNOWBIRD - Anne Murray	8:55
58:15		TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:25 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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"THE 40 TOP SINGLES ARTISTS OF THE 70'S"

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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #26 - PAPA WAS A ROLLING STONE - Temptations TALK UNIT #25 - ONE BAD APPLE - Osmonds TALK UNIT LOGO: CASEY'S COAST TO COAST	10:12
10:10			
10:12		LOCAL INSERT: C-1	2:00
12:12		LOGO: AMERICAN TOP 40 TALK UNIT #24 + CISCO KID - War TALK UNIT #23 - BACKSTABBERS - O'Jays TALK UNIT LOGO: HITS FROM COAST TO COAST	6:36
18:46			
18:48		LOCAL INSERT: C-2	2:00
20:48		LOGO: AMERICAN TOP 40 TALK UNIT #22 - LET'S GET IT ON - Marvin Gaye TALK UNIT #21 - THE FIRST TIME EVER I SAW YOUR FACE - TALK UNIT Roberta Flack LOGO: CASEY'S COAST TO COAST	9:04
29:50			
29:52		STATION I.D.: C-3	::10
30:02		LOCAL INSERT:	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:02		LOGO: AMERICAN TOP 40 TALK UNIT #20 - IT DON'T COME EASY - Ringo Starr TALK UNIT #19 - BETCHA BY GOLLY WOW - Stylistics TALK UNIT LOGO: HITS FROM COAST TO COAST	6:38
38:38			
38:40		LOCAL INSERT: C-4	2:00
40:40		LOGO: AMERICAN TOP 40 TALK UNIT #18 - DAYDREAMING - Aretha Franklin TALK UNIT #17 - YOU'RE SO VAIN - Carly Simon TALK UNIT LOGO: CASEY'S COAST TO COAST	7:07
47:45			
47:47		LOCAL INSERT: C-5	2:00
49:47		LOGO: AMERICAN TOP 40 TALK UNIT #16 - TAKE ME HOME, COUNTRY ROADS - John Denver TALK UNIT #15 - GO AWAY LITTLE GIRL - Donny Osmond TALK UNIT #14 - GYPSIES, TRAMPS & THIEVES - Cher TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 59:00 THEME TO: 59:10 EMERGENCY THEME RUNOUT TO: 60:02	9:02
58:49			
59:10		LOCAL INSERT: C-6	:60
60:10		STATION I.D.:	:10



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PAGE NO. 5

"THE TOP 40 SINGLES ARTISTS OF THE 70'S"

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 TALK UNIT #13 - IF I WERE YOUR WOMAN - Gladys Knight & the Pips TALK UNIT #12 - LET'S STAY TOGETHER - Al Green TALK UNIT	6:56
6:54		LOGO: CASEY'S COAST TO COAST	
6:56		LOCAL INSERT: C-1	2:00
8:56		LOGO: AMERICAN TOP 40 TALK UNIT #11 - AIN'T NO MOUNTAIN HIGH ENOUGH - Diana Ross TALK UNIT #10 - KNOCK THREE TIMES - Dawn TALK UNIT #9 - SATURDAY IN THE PARK - Chicago TALK UNIT	11:09
20:03		LOGO: HITS FROM COAST TO COAST	
20:05		LOCAL INSERT: C-2	2:00
22:05		LOGO: AMERICAN TOP 40 TALK UNIT #8 - I AM WOMAN - Helen Reddy TALK UNIT #7 - YOU DON'T MESS AROUND WITH JIM - Jim Croce TALK UNIT	6:10
28:13		LOGO: CASEY'S COAST TO COAST	
28:15		STATION I.D.: C-3	:10
28:25		LOCAL INSERT:	2:00



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30:25		LOGO: AMERICAN TOP 40 TALK UNIT #6 - ROCKET MAN - Elton John TALK UNIT #5 - MY LOVE - Paul McCartney & Wings TALK UNIT	9:37
40:00		LOGO: HITS FROM COAST TO COAST	
40:02		LOCAL INSERT: C-4	2:00
42:02		LOGO: AMERICAN TOP 40 TALK UNIT #4 - YOU ARE THE SUNSHINE OF MY LIFE - Stevie Wonder TALK UNIT #3 - MAMA TOLD ME NOT TO COME - Three Dog Night TALK UNIT	6:43
48:43		LOGO: CASEY'S COAST TO COAST	
48:45		LOCAL INSERT: C-5	2:00
50:45		LOGO: AMERICAN TOP 40 TALK UNIT #2 - I WANT YOU BACK - Jackson Five TALK UNIT #1 - CLOSE TO YOU - Carpenters TALK UNIT	7:07
57:52		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:22 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50		LOCAL INSERT:	:60
59:50		STATION I.D.: C-6	:10