



MEMO TO: AMERICAN TOP 40 STATION PROGRAM DIRECTORS
PROMOTION MANAGERS

FROM: TOM ROUNDS

DATE: JULY 25, 1972

RE: SURPRISE SPECIAL

For a slight summertime change of pace, and in recognition of another record-breaking year in Album sales, we've decided to produce a Surprise Summer Special called...

"AMERICAN TOP 40 PRESENTS THE NATIONAL ALBUM COUNTDOWN"

The Album Special will pre-empt and appear in place of the regular countdown of the Billboard Singles Chart for the week ending August 5, 1972... program #723-6. Because this AMERICAN TOP 40 Extra-Special has not been announced within preceding AT40 shows, Casey will give special emphasis to a running re-cap of the week's top 40 singles.

The National Album Countdown will present highlight cuts from the 40 top LPs of the week as reported by Billboard. Cuts will be selected by the AMERICAN TOP 40 staff on the basis of variety, popularity and airplay.

The National Album Countdown Special is actually one stage in the development of a new program concept by Watermark. In planning for more than a year now, the "LP" counterpart of AMERICAN TOP 40 should be available for licensing to stations in the very near future. As in the case of "The Elvis Presley Story" it will be offered to stations licensed to broadcast AMERICAN TOP 40 at the time on a "first refusal" basis.

We'd welcome your comments...both critical or complimentary...and any suggestions you might have in making such a program more useful to you and your station.

WATERMARK, INC. 931 N. La Cienega Blvd. Los Angeles, California 90069 (213) 659-3834



WATERMARK
 927 N. La Cienega Blvd.
 Los Angeles, Ca. 90069
 Ph: (213) 659-3834

FOR WEEK ENDING: August 5, 1972
 CYCLE NO. 723 PROGRAM 6 OF 13
 DISC & HALF HOUR NO 1a
 PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF HOUR 1 TALK UNIT #40 - MANASSAS - Stephen Stills - ROCK 'N' ROLL TALK UNIT CRAZIES #39 - HOT ROCKS - Rolling Stones - HONKY TONK TALK UNIT WOMAN LOGO: CASEY'S COAST TO COAST	7:37
7:35			
7:37		LOCAL INSERT: C-1	2:00
9:37		LOGO: AMERICAN TOP 40 TALK UNIT #38 - MUSIC OF MY MIND - Stevie Wonder - I LOVE TALK UNIT EVERY LITTLE THING ABOUT YOU #37 - GODSPELL-ORIGINAL CAST - Godspell - DAY TALK UNIT BY DAY #36 - AMAZING GRACE - Royal Scots Guards - TALK UNIT AMAZING GRACE - <u>not played</u> LOGO: HITS FROM COAST TO COAST	8:09
17:44			
17:46		LOCAL INSERT: C-2	2:00
19:46		LOGO: AMERICAN TOP 40 TALK UNIT #35 - NOW - Sammy Davis Jr. - CANDY MAN TALK UNIT #34 - I WROTE A SIMPLE SONG - Billy Preston TALK UNIT OUTA-SPACE - <u>not played</u> #35 - TAPESTRY - Carole King - I FEEL THE EARTH TALK UNIT MOVE LOGO: CASEY'S COAST TO COAST	8:22
28:06			
28:08		STATION I.D.:	:10
28:18		LOCAL INSERT: C-3	2:00

WATERMARK

927 N. La Cienega Blvd.
 Los Angeles, Ca. 90069
 Ph: (213) 659-3834

FOR WEEK ENDING: August 5, 1972

CYCLE NO. 723 PROGRAM 6 OF 13

DISC & HALF HOUR NO 1b

PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:18		LOGO: AMERICAN TOP 40 TALK UNIT #32 - LONDON SESSIONS - Chuck Berry - JOHNNY B. GOODE TALK UNIT #31 - PORTRAIT OF DONNY - Donny Osmond - LOVE ME - not played #30 - DONNY HATHAWAY LIVE - Donny Hathaway - TALK UNIT WHAT'S GOING ON	8:52
39:08		LOGO: HITS FROM COAST TO COAST	
39:10		LOCAL INSERT: C-4	2:00
41:10		LOGO: AMERICAN TOP 40 TALK UNIT #29 - HARVEST - Neil Young - OLD MAN TALK UNIT #28 - TOO YOUNG - Donny Osmond - LONELY BOY TALK UNIT	6:38
47:46		LOGO: CASEY'S COAST TO COAST	
47:48		LOCAL INSERT: C-5	2:00
49:48		LOGO: AMERICAN TOP 40 TALK UNIT #27 - SON OF SCHMILSSON - Nilsson - SPACEMAN TALK UNIT #26 - EAT A PEACH - Allman Bros. - MELISSA TALK UNIT	7:45
57:33		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:40 THEME TO: 58:10 EMERGENCY THEME RUNOUT TO: 58:40	
58:10		LOCAL INSERT: C-6	:60
59:10		STATION I.D.:	:10

WATERMARK927 N. La Cienega Blvd.
Los Angeles, Ca. 90069
Ph: (213) 659-3834FOR WEEK ENDING: August 5, 1972
CYCLE NO. 723 PROGRAM 6 OF 13
DISC & HALF HOUR NO 2a
PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF HOUR 11 TALK UNIT #25 - A LONELY MAN - Chi-Lites - OH, GIRL TALK UNIT #24 - HISTORY OF ERIC CLAPTON - Eric Clapton TALK UNIT SUNSHINE OF YOUR LOVE LOGO: CASEY'S COAST TO COAST	9:05
9:03			
9:05		LOCAL INSERT: C-1	2:00
11:05		LOGO: AMERICAN TOP 40 TALK UNIT #23 - FIRST TAKE - Roberta Flack - THAT'S NO TALK UNIT WAY TO SAY GOODBYE #22 - EAGLES - Eagles - PEACEFUL EASY FEELIN' TALK UNIT LOGO: HITS FROM COAST TO COAST	9:03
20:06			
20:08		LOCAL INSERT: C-2	2:00
22:08		LOGO: AMERICAN TOP 40 TALK UNIT #21 - CARNEY - Leon Russell - ROLLER DERBY TALK UNIT #20 - TRILOGY - Emerson, Lake, & Palmer - FROM TALK UNIT THE BEGINNING LOGO: CASEY'S COAST TO COAST	6:40
28:46			
28:48		STATION I.D.:	:10
28:58		LOCAL INSERT: C-3	2:00

WATERMARK927 N. La Cienega Blvd.
Los Angeles, Ca. 90069
Ph: (213) 659-3834FOR WEEK ENDING: August 5, 1972CYCLE NO. 723 PROGRAM 6 OF 13DISC & HALF HOUR NO 2bPAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:58		LOGO: AMERICAN TOP 40 TALK UNIT #19 - JOPLIN IN CONCERT - Janis Joplin - DOWN TALK UNIT ON ME #18 - AMAZING GRACE - Aretha Franklin - HOW I TALK UNIT GOT OVER LOGO: HITS FROM COAST TO COAST	7:36
38:32			
38:34		LOCAL INSERT: C-4	2:00
40:34		LOGO: AMERICAN TOP 40 TALK UNIT #17 - LAYLA - Derek & the Dominos - BELL BOTTOM TALK UNIT BLUES #16 - ELVIS LIVE AT MADISON SQUARE GARDEN - TALK UNIT Elvis Presley - THAT'S ALRIGHT LOGO: CASEY'S COAST TO COAST	7:46
48:18			
48:20		LOCAL INSERT: C-5	2:00
50:20		LOGO: AMERICAN TOP 40 TALK UNIT #15 - PROCOL HARUM LIVE W/THE EDMONTON SYMPHONY TALK UNIT ORCHESTRA - CONQUISTADOR #14 - CARLOS SANTANA & BUDDY MILES LIVE - TALK UNIT MARBLES THEME UP & UNDER W/TALK UNIT ENDING AT: 58:18 THEME TO: 58:45 EMERGENCY THEME RUNOUT TO: 59:18	7:50
58:10			
58:45 59:45		LOCAL INSERT: C-6 STATION I.D.:	:60 :10

WATERMARK927 N. La Cienega Blvd.
Los Angeles, Ca. 90069
Ph: (213) 659-3834FOR WEEK ENDING: August 5, 1972
CYCLE NO. 723 PROGRAM 6 OF 13
DISC & HALF HOUR NO 3a
PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF HOUR 111 TALK UNIT #13 - THE OSMONDS LIVE - The Osmonds - DOWN BY TALK UNIT THE LASY RIVER #12 - ROBERTA FLACK & DONNY HATHAWAY - WHERE IS TALK UNIT THE LOVE #11 - THICK AS A BRICK - Jethro Tull - THICK AS TALK UNIT A BRICK	9:19
9:17		LOGO: CASEY'S COAST TO COAST	
9:19		LOCAL INSERT: C-1	2:00
11:19		LOGO: AMERICAN TOP 40 TALK UNIT #10 - MOODS - Neil Diamond - SONG SUNG BLUE TALK UNIT #9 - CHICAGO V - Chicago - SATURDAY IN THE PARK TALK UNIT	7:24
18:41		LOGO: HITS FROM COAST TO COAST	
18:43		LOCAL INSERT: C-2	2:00
20:43		LOGO: AMERICAN TOP 40 TALK UNIT #8 - BIG BAMBU - Cheech & Chong - SISTER MARY TALK UNIT ELEPHANT - not played #7 - LOOKIN' THROUGH THE WINDOWS - Jackson 5 - TALK UNIT LOOKIN' THROUGH THE WINDOWS	4:50
25:31		LOGO: CASEY'S COAST TO COAST	
25:33		STATION I.D.:	:10
25:43		LOCAL INSERT: C-3	2:00

WATERMARK

827 N. La Cienega Blvd.
Los Angeles, Ca. 90069
Ph: (213) 659-3834

FOR WEEK ENDING August 5, 1972
CYCLE NO. 723 PROGRAM 6 OF 13
DISC & HALF HOUR NO 3b
PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
27:43		LOGO: AMERICAN TOP 40 TALK UNIT #6 - A SONG FOR YOU - Carpenters - GOODBYE TO LOVE	8:31
36:12		TALK UNIT #5 - SIMON & GARFUNKEL-GREATEST HITS - MRS. ROBINSON LOGO: HITS FROM COAST TO COAST	
36:14		LOCAL INSERT: C-4	2:00
38:14		LOGO: AMERICAN TOP 40 TALK UNIT #4 - STILL BILL - Bill Withers - LEAN ON ME	8:40
46:52		TALK UNIT #3 - EXILE ON MAIN ST. - Rolling Stones - HAPPY LOGO: CASEY'S COAST TO COAST	
46:54		LOCAL INSERT: C-5	2:00
48:54		LOGO: AMERICAN TOP 40 TALK UNIT #2 - SCHOOL'S OUT - Alice Cooper - SCHOOL'S OUT	8:08
57:02		TALK UNIT #1 - HONKY CHATEAU - Elton John - SALVATION THEME UP & UNDER W/TALK UNIT ENDING AT: 57:29 THEME TO: 57:50 EMERGENCY THEME RUNOUT TO: 58:29	
57:50		LOCAL INSERT: C-6	:60
58:50		STATION I.D.:	:10