



TO: AMERICAN TOP 40 SUBSCRIBERS (ROUTE TO PD'S & GM'S)

FROM: TOM ROUNDS, WATERMARK

8-25-79

NEW JINGLES! They actually started in last week's show, but we wanted to be sure you noticed! Produced by our old friend, Jim Kirk, at TM in Dallas, these new split logos are now included in the program in stereo. To accomplish this, AT40 is being assembled with six 2-track machines and the new system allows us to tighten Casey's walk-ups to the logo vocals. We think there's a big difference in the pace and technical quality of the show, comments welcome. In 2-3 weeks, we'll be introducing a new theme for American Top 40, retiring the present "Shuckatoom" theme after 3 years service.

LISTENING DIRECTORY RESPONSE. Two invitations to write in for a free copy of the American Top 40 Listening Directory were included in show #793-7. So far, more than 20,000 listeners have sent in their self-addressed, stamped envelopes for this item (copies of which you received a few weeks ago). The last time this offer was made, in 1976, we pulled about 5,000.

FALL ARBITRON SWEEP ALERT! It has come to our attention that several stations surveyed in the April-May 1979 Arbitron DID NOT LIST AMERICAN TOP 40 IN THE ARBITRON FACILITIES FORM. Or they listed incorrect times. Or they didn't return the form at all. The most flagrant example was an AM/FM simulcaster in a major market in the Northeast. Arbitron will not assign American Top 40 mentions in diaries unless AT40 is listed by the station in the facilities form posted prior to the survey period. If AT40 is not listed or listed incorrectly you will definitely lose share, average quarter hour and cume points in the Arbitron book, not only for the time AT40 is broadcast, but across the board. PLEASE GET THIS HANDLED BEFORE THE NEXT SURVEY STARTS!

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



**WATERMARK**

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

FOR WEEK ENDING: 9/1/79  
CYCLE NO. #793 PROGRAM 9 OF 13  
SIDES: 1A & 1B  
PAGE NO# 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART I THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI) LW#3. THE MAIN EVENT/FIGHT (B) Barbra Streisand LW#2. GOOD TIMES (B) Chic LW#1. MY SHARONA (A) The Knack LOGO: CASEY'S COAST TO COAST	12:09
12:07		LOGO: AMERICAN TOP 40 #40. YOUNG BLOOD (A) Rickie Lee Jones	4:20
18:27		LOGO: HITS FROM COAST TO COAST	
18:29		LOCAL INSERT: C-1	2:00
20:29		LOGO: AMERICAN TOP 40 #39. HOLD ON(CAPAC) Triumph #38. SATURDAY NIGHT (A) Herman Brood & His Wild Romance	8:17
28:44		LOGO: CASEY'S COAST TO COAST	
28:46		LOCAL INSERT: C-2	2:00
30:56		LOGO: AMERICAN TOP 40 #37. GIRL OF MY DREAMS (A) Bram Tchaikovsky	3:55
34:49		LOGO: HITS FROM COAST TO COAST	
34:51		LOCAL INSERT: C-4	2:00
36:51		LOGO: AMERICAN TOP 40 #36. WHAT CHA GONNA DO WITH MY LOVIN' (B) Stephanie Mills EXTRA: LDD: TRAGEDY (B) Bee Gees	8:44
45:33		LOGO: CASEY'S COAST TO COAST	
45:35		LOCAL INSERT: C-5	2:00
47:35		LOGO: AMERICAN TOP 40 #35. DON'T STOP 'TIL YOU GET ENOUGH (B) Michael Jackson ARCHIVE: 133rd: MY EYES ADORED YOU (B) Frankie Valli	9:22
56:57		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:08 THEME TO : 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART II  #34. YOU CAN'T CHANGE THAT (A) Raydio #33. LOVIN', TOUCHIN', SQUEEZIN (B) Journey	7:12
7:10		LOGO: CASEY'S COAST TO COAST	
7:12		LOCAL INSERT: C-1	2:00
9:12		LOGO: AMERICAN TOP 40  #32. THE BOSS (A) Diana Ross #31. POP MUZIK (A) 'M'	7:58
17:08		LOGO: HITS FROM COAST TO COAST	
17:10		LOCAL INSERT: C-2	2:00
19:10		LOGO: AMERICAN TOP 40  #30. OH WELL (A) Rockets #29. RING MY BELL (B) Anita Ward	6:53
26:01		LOGO: CASEY'S COAST TO COAST	
26:03		LOCAL INSERT: C-3	2:00
28:13		LOGO: AMERICAN TOP 40  #28. DIFFERENT WORLDS (B) Maureen McGovern #27. CRUEL TO BE KIND (B) Nick Lowe	7:01
35:12		LOGO: HITS FROM COAST TO COAST	
35:14		LOCAL INSERT: C-4	2:00
37:14		LOGO: AMERICAN TOP 40  #26. HIGHWAY SONG (B) Blackfoot #25. BORN TO BE ALIVE (A) Patrick Hernandez	7:11
44:23		LOGO: CASEY'S COAST TO COAST	
44:25		LOCAL INSERT: C-5	2:00
46:25		LOGO: AMERICAN TOP 40  #24. MORNING DANCE (B) Spyro Gyra #23. I DO LOVE YOU (B) G.Q. ARCHIVE: 134th: LADY MARMALADE (A&B) Labelle	11:05
57:30		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:42 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: 9/1/79  
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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III	
		#22. DRIVER'S SEAT (A) Sniff 'n' The Tears #21. BAD CASE OF LOVING YOU (DOCTOR, DOCTOR) (B) Robert Palmer	7:07
7:05		LOGO: CASEY'S COAST TO COAST	
7:07		LOCAL INSERT: C-1	2:00
9:07		LOGO: AMERICAN TOP 40	
		#20. HEAVEN MUST HAVE SENT YOU (B) Bonnie Pointer #19. RISE (A) Herb Alpert	8:11
17:16		LOGO: HITS FROM COAST TO COAST	
17:18		LOCAL INSERT: C-2	2:00
19:18		LOGO: AMERICAN TOP 40	
		#18. HOT SUMMER NIGHTS (A) Night EXTRA: LDD: YOU AND ME AGAINST THE WORLD (A) Helen Reddy	8:06
27:22		LOGO: CASEY'S COAST TO COAST	
27:24		LOCAL INSERT: C-3	2:00
29:34		LOGO: AMERICAN TOP 40	
		#17. WHEN YOU'RE IN LOVE WITH A BEAUTIFUL WOMAN (B) Dr. Hook #16. GOODBYE STRANGER (A) Supertramp	7:43
37:15		LOGO: HITS FROM COAST TO COAST	
37:17		LOCAL INSERT: C-4	2:00
39:17		LOGO: AMERICAN TOP 40	
		#15. LET'S GO (B) The Cars #14. SAIL ON (A) Commodores	8:54
48:09		LOGO: CASEY'S COAST TO COAST	
48:11		LOCAL INSERT: C-5	2:00
50:11		LOGO: AMERICAN TOP 40	
		#13. SUSPICIONS (B) Eddie Rabbitt ARCHIVE: 135th: LOVIN YOU (B) Minnie Ripperton THEME UP & UNDER W/TALK UNIT ENDING AT: 57:40 THEME TO: 57:50	7:22
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART IV  #12. LONESOME LOSER (B) Little River Band #11. BAD GIRLS (B) Donna Summer	7:55
7:53		LOGO: CASEY'S COAST TO COAST	
7:55		LOCAL INSERT: C-1	2:00
9:55		LOGO: AMERICAN TOP 40  #10. I'LL NEVER LOVE THIS WAY AGAIN (B) Dionne Warwick #9. MAMA CAN'T BUY YOU LOVE (B) Elton John	8:06
17:59		LOGO: HITS FROM COAST TO COAST	
18:01		LOCAL INSERT: C-2	2:00
20:01		LOGO: AMERICAN TOP 40  #8. SAD EYES (B) Robert John #7. LEAD ME ON (A) Maxine Nightingale	6:09
26:08		LOGO: CASEY'S COAST OT COAST	
26:10		LOCAL INSERT: C-3	2:00
28:20		LOGO: AMERICAN TOP 40  #6. THE DEVIL WENT DOWN TO GEORGIA (B) Charlie Daniels Band #5. DON'T BRING ME DOWN (B) Electric Light Orchestra	7:54
36:12		LOGO: HITS FROM COAST TO COAST	
36:14		LOCAL INSERT: C-4	2:00
38:14		LOGO: AMERICAN TOP 40  #4. AFTER THE LOVE HAS GONE (A&B) Earth, Wind & Fire #3. THE MAIN EVENT/FIGHT (B) Barbra Streisand	8:20
46:32		LOGO: CASEY'S COAST TO COAST	
46:34		LOCAL INSERT: C-5	2:00
48:34		LOGO: AMERICAN TOP 40  #2. GOOD TIMES (B) Chic #1. MY SHARONA (A) The Knack	8:48
57:22		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:51 THEME TO: 57:55 THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI)	
57:55		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10