



To: AMERICAN TOP 40 SUBSCRIBERS

From: Tom Rounds & Nikki Wine

Re: New Elton John Single / Promos for Upcoming Special (744-1)

September 12, 1974

WATERMARK, INC. 10700 Ventura Blvd., No. Hollywood, California 91604 (213) 980-9490
This week Elton John's latest single debuts on the top 40 chart... the title of the record is, "The Bitch Is Back". We've checked with the leading contemporary stations in the Los Angeles area and discovered that fifty percent of them are calling it "the new Elton John record"... and the other fifty percent are simply calling it "The Bitch Is Back".

After giving careful consideration to the matter, it is our feeling that, given the nature of this program... and given the stature and popularity of the artist involved... it would be silly for us to play the record without giving its title. The single is already receiving considerable airplay, and the album from which it was taken has been at the top of the LP charts for several weeks... so most of our listeners have already heard the song and are familiar with its title.

We suggest that if the title creates a sensitive situation in your area, that you listen to the portion of the program in which this record falls before airing the show.

Included at the end of this weeks AT40 (743-12) are three short voice-only promos by Casey on the upcoming special (744-1... "The Producers").

Actual copy as follows:

Cut 1 (after emergency theme runout) (use until 2nd day before show)

"Hi. This is Casey Kasem reminding you that this week on American Top 40 we do our special survey of the men who literally make the hits... the top 10 producers of the 1970's. I hope you'll be here."

Cut 2 (use until day before show)

"Hi. This is Casey Kasem reminding you that tomorrow on American Top 40 we do our special survey of the men who literally make the hits... the 10 top producers of the 1970's. Don't miss it."

Cut 3 (use day of show)

"Hi. This is Casey Kasem reminding you that coming up on American Top 40 we do our special survey of the men who literally make the hits... the 10 top producers of the 1970's. I hope you'll be here."

More promos will be included on the programs discs for 743-13. The special is dynamite...best since "The Disappearing Acts". Extra promotion is warranted.

***Casey's latest appearance on "Hawaii Five-0" is coming up in the episode that airs on the CBS network this coming Tuesday, October 8 (9PM EDT). ***



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FOR WEEK ENDING September 21, 1974
CYCLE NO. 743 PROGRAM 12 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 - TIN MAN - America TALK UNIT #39 - FALLIN' IN LOVE - Souther, Hillman, TALK UNIT Furay Band LOGO: CASEY'S COAST TO COAST	7:45
7:43			
7:45		LOCAL INSERT: C-1 <i>Don P.S.A.</i>	2:00
9:45		LOGO: AMERICAN TOP 40 TALK UNIT #38 - PAPA DON'T TAKE NO MESS PART 1 - James TALK UNIT Brown #37 - LOVE ME FOR A REASON - Osmonds TALK UNIT #36 - WILDWOOD WEED - Jim Stafford TALK UNIT LOGO: HITS FROM COAST TO COAST	11:56
21:39			
21:41		LOCAL INSERT: C-2 <i>A + LANTIC P.S.A.</i>	2:00
23:41		LOGO: AMERICAN TOP 40 TALK UNIT #35 - WILD THING - Fancy TALK UNIT #34 - RUB IT IN - Billy "Crash" Craddock TALK UNIT LOGO: CASEY'S COAST TO COAST	5:46
29:25			
29:27 29:37		STATION I.D.: C-3 <i>Don P.S.A.</i> LOCAL INSERT:	:10 2:00



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 PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:37		LOGO: AMERICAN TOP 40 TALK UNIT #33 - FEEL LIKE MAKIN' LOVE - Roberta Flack TALK UNIT #32 - DO IT BABY - Miracles	6:33
38:08		TALK UNIT LOGO: HITS FROM COAST TO COAST	
38:10		LOCAL INSERT: C-4 <i>Atlantic P.S.A.</i>	2:00
40:10		LOGO: AMERICAN TOP 40 TALK UNIT #31 - THE NIGHT CHICAGO DIED - Paper Lace TALK UNIT #30 - THE BITCH IS BACK - Elton John TALK UNIT #29 - JAZZMAN - Carole King	11:01
51:09		TALK UNIT LOGO: CASEY'S COAST TO COAST	
51:11		LOCAL INSERT: C-5 <i>P.S.A. Born P.S.A.</i>	2:00
53:11		LOGO: AMERICAN TOP 40 TALK UNIT #28 - I LOVE MY FRIEND - Charlie Rich TALK UNIT #27 - SKIN TIGHT - Ohio Players	5:23
58:34		TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:42 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10 <i>Born P.S.A. I.D.</i>



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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 - STOP & SMELL THE ROSES - Mac Davis TALK UNIT #25 - STEPPIN' OUT (GONNA BOOGIE TONIGHT) - Tony Orlando & Dawn TALK UNIT LOGO: CASEY'S COAST TO COAST	6:44
6:42			
6:44		LOCAL INSERT: C-1 <i>Bom P.S.A.</i>	2:00
8:44		LOGO: AMERICAN TOP 40 TALK UNIT #24 - TELL ME SOMETHING GOOD - Rufus TALK UNIT #23 - FREE MAN IN PARIS - Joni Mitchell TALK UNIT #22 - YOU LITTLE TRUSTMAKER - Tymes TALK UNIT LOGO: HITS FROM COAST TO COAST	10:03
18:45			
18:47		LOCAL INSERT: C-2 <i>Atlantic P.S.A.</i>	2:00
20:47		LOGO: AMERICAN TOP 40 TALK UNIT #21 - NEVER MY LOVE - Blue Swede TALK UNIT #20 - CAN'T GET ENOUGH - Bad Company TALK UNIT LOGO: CASEY'S COAST TO COAST	6:42
27:27			
27:29		STATION I.D.: C-3 <i>Bom P.S.A.</i>	:10
27:39		LOCAL INSERT:	2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:39		LOGO: AMERICAN TOP 40 TALK UNIT #19 - EARACHE MY EYE FEATURING ALICE BOWIE - TALK UNIT Cheech & Chong #18 - LET'S PUT IT ALL TOGETHER - Stylistics TALK UNIT	8:42
38:19		LOGO: HITS FROM COAST TO COAST	
38:21		LOCAL INSERT: C-4 <i>Ben P.S.A.</i>	2:00
40:21		LOGO: AMERICAN TOP 40 TALK UNIT #17 - YOU & ME AGAINST THE WORLD - Helen Reddy TALK UNIT #16 - IT'S ONLY ROCK & ROLL - Rolling Stones TALK UNIT	8:42
49:01		LOGO: CASEY'S COAST TO COAST	
49:03		LOCAL INSERT: C-5 <i>Atlantic P.S.A.</i>	2:00
51:03		LOGO: AMERICAN TOP 40 TALK UNIT #15 - WHO DO YOU THINK YOU ARE - Bo Donaldson TALK UNIT & the Heywoods #14 - SWEET HOME ALABAMA - Lynrd Skynyrd TALK UNIT	7:29
58:32		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:40 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
58:50		LOCAL INSERT: C-6 <i>Ben P.S.A.</i>	:60
59:50		STATION I.D.: 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 - I'M LEAVING IT ALL UP TO YOU - Donny & Marie Osmond TALK UNIT #12 - BEACH BABY - First Class TALK UNIT LOGO: CASEY'S COAST TO COAST	8:27
8:25			
8:27		LOCAL INSERT: C-1 <i>Bom P.S.A.</i>	2:00
10:27		LOGO: AMERICAN TOP 40 TALK UNIT #11 - ANOTHER SATURDAY NIGHT - Cat Stevens TALK UNIT #10 - HANG ON IN THERE BABY - Johnny Bristol TALK UNIT #9 - YOU HAVEN'T DONE NOTHIN' - Stevie Wonder TALK UNIT LOGO: HITS FROM COAST TO COAST	10:30
20:55			
20:57		LOCAL INSERT: C-2 <i>Atlantic P.S.A.</i>	2:00
22:57		LOGO: AMERICAN TOP 40 TALK UNIT #8 - CLAP FOR THE WOLFMAN - Guess Who TALK UNIT #7 - YOU'RE HAVING MY BABY - Paul Anka TALK UNIT LOGO: CASEY'S COAST TO COAST	6:35
29:30			
29:32		STATION I.D.: C-3 <i>Bom P.S.A.</i>	:10
29:42		LOCAL INSERT:	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:42		LOGO: AMERICAN TOP 40 TALK UNIT #6 - THEN CAME YOU - Dionne Warwicke & the Spinners TALK UNIT #5 - I SHOT THE SHERIFF - Eric Clapton TALK UNIT	8:38
40:18		LOGO: HITS FROM COAST TO COAST	
40:20		LOCAL INSERT: C-4 <i>Bom.</i>	2:00
42:20		LOGO: AMERICAN TOP 40 TALK UNIT #4 - NOTHING FROM NOTHING - Billy Preston TALK UNIT #3 - I HONESTLY LOVE YOU - Olivia Newton-John TALK UNIT	6:33
48:51		LOGO: CASEY'S COAST TO COAST	
48:53		LOCAL INSERT: C-5 <i>Bom P.S.P.</i>	2:00
50:53		LOGO: AMERICAN TOP 40 TALK UNIT #2 - ROCK ME GENTLY - Andy Kim TALK UNIT #1 - CAN'T GET ENOUGH OF YOUR LOVE BABE - Barry White TALK UNIT	7:17
58:10		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:41 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 60:00	
		*****3 PROMOS FOR SPECIAL #744-1*****	
58:50		LOCAL INSERT: C-6 <i>P.S.P. Eithorus</i>	:60
59:50		STATION I.D.: <i>ID.</i>	:10