



To: AT40 Subscribers

From: Tom Rounds

Re: Idea Input

Friday, October 5, 1973

WATERMARK, INC. 10700 Ventura Blvd., Los Angeles, California 91604 (213) 980-9490

1. From Bob Kaghan, PD at WISE, Asheville, N.C. comes this helpful household hint: why not lay 60 seconds of "in-the-clear" AT40 theme on a separate cut on one of the regular shows so stations can lift it off and use for promo B.G. or whatever?

Sounds like a good idea, so we're doing it. Following a locked groove at the end of a likely half hour side on one of this week's (734-2) AMERICAN TOP 40 discs is 60 seconds of opening theme (in mono) for your dubbing pleasure.

2. From J.J. Jordan, PD at WGRQ, Buffalo, N.Y. a potential can of worms (thanks, J.J.), but something that we feel is worthy of airing:

J.J. has mentioned a problem with music balance that usually shows up in hour I, and that is the predominance of hugh clusters of R&B material that either has (a) shown signs of crossing into general Top 40 (b) shown signs of remaining strictly music for R&B programming (c) shown signs of stiffing completely. We'll refrain from giving any examples for obvious reasons, but we agree with J.J.

Neither of us, unfortunately, has any solution to the problem. If we had the option to program the order of records played, the problem would be greatly diminished, but, of course, the countdown marches on in the precise order directed by the Billboard chart.

Setting up a mechanism whereby individual stations could eliminate product in the #31-40 range that, in their opinion, didn't justify inclusion as an established hit might help. At the moment, we just haven't figured a way to do this and preserve the "cluster" format presently in use. Any suggestions will be deeply considered.

In general, we should make the comment that Billboard has greatly increased the timliness of its chart. Because of new, rapid research methods and a re-organization that has brought the collection of data closer to the completion of the chart, Billboard is acually coming up with records in the top 40 that are so new they haven't broken in some markets.

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Page 2.

October 5, 1973

For this reason, we're super reluctant to make a judgement ourselves as to whether a particular record does or doesn't belong in the top 40. Who knew, for example, that "Funky Worm" would become a pop hit in so many places? In other words, we don't want to single out any record or records as being deletable from the show, but we do want to remind stations that it is always their option to delete anything they feel, for whatever reason, shouldn't be played. And this doesn't just go for the typical 4-in-a-row R&B sweep that contains records that may be stiffing in a particular market. This goes for any record. The problem is how, and we're open for ideas.

On the other side, however, snap judgements can get all of us in trouble. As many times as not, a record that crept into the #38 position and looked like the all-time stiff has turned out to be a giant; whereas quite a few "sure-shots" have fizzled in the high 20's.

AT40 has many uses, and perhaps one of them is the fact that it does give quite a few records another chance on a national basis. Back in my old programming days, I missed obvious hits... everybody does. And if AT40 can smoke out consumer response for a record that fools most of us, great! Lord knows we all need all the hit record product we can find.



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10700 Ventura Blvd.
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FOR WEEK ENDING: October 6, 1973
CYCLE NO. 734 PROGRAM 1 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 - UP ON THE ROOF - Drifters TALK UNIT #39 - WILD ONE - Bobby Rydell TALK UNIT #38 - ONE - Three Dog Night TALK UNIT LOGO: CASEY'S COAST TO COAST	10:15
10:13			
10:15		LOCAL INSERT: C-1	2:00
12:15		LOGO: AMERICAN TOP 40 TALK UNIT #37 - ONLY THE LONELY - Roy Orbison TALK UNIT #36 - REACH OUT I'LL BE THERE - Four Tops TALK UNIT #35 - DON'T MAKE ME OVER - Dionne Warwick TALK UNIT LOGO: HITS FROM COAST TO COAST	10:24
22:37			
22:39		LOCAL INSERT: C-2	2:00
24:39		LOGO: AMERICAN TOP 40 TALK UNIT #34 - SOLITARY MAN - Neil Diamond TALK UNIT #33 - GO WHERE YOU WANNA GO - Fifth Dimension TALK UNIT LOGO: CASEY'S COAST TO COAST	5:34
30:11			
30:13 30:23		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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DISC & HALF HOUR NO 1b
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:23		LOGO: AMERICAN TOP 40 TALK UNIT #32 - TWELFTH OF NEVER - Johnny Mathis TALK UNIT #31 - THAT'S WHY - Jackie Wilson TALK UNIT #30 - NOT FADE AWAY - Rolling Stones TALK UNIT	8:24
40:45		LOGO: HITS FROM COAST TO COAST	
40:47		LOCAL INSERT: C-4	2:00
42:47		LOGO: AMERICAN TOP 40 TALK UNIT #29 - RAINY NIGHT IN GEORGIA - Brook Benton TALK UNIT #28 - UP TIGHT (EVERYTHING'S ALL RIGHT) - Stevie Wonder	7:10
49:55		LOGO: CASEY'S COAST TO COAST	
49:57		LOCAL INSERT: C-5	2:00
51:57		LOGO: AMERICAN TOP 40 TALK UNIT #27 - LET'S TWIST AGAIN - Chubby Checker TALK UNIT #26 - LET'S HANG ON/WALK LIKE A MAN - Four Seasons	6:28
58:25		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:33 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:56	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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 DISC & HALF HOUR NO 2a
 PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #25 - DREAM LOVER - Bobby Darin TALK UNIT #24 - MR. LONELY - Bobby Vinton TALK UNIT #23 - THE TRACKS OF MY TEARS - Smokey Robinson TALK UNIT	9:05
9:03		LOGO: CASEY'S COAST TO COAST	
9:05		LOCAL INSERT: C-1	2:00
11:05		LOGO: AMERICAN TOP 40 TALK UNIT #22 - YOU ARE MY DESTINY - Paul Anka TALK UNIT #21 - RESPECT - Aretha Franklin TALK UNIT	6:28
17:31		LOGO: HITS FROM COAST TO COAST	
17:33		LOCAL INSERT: C-2	2:00
19:33		LOGO: AMERICAN TOP 40 TALK UNIT #20 - HELP ME, RHONDA - Beach Boys TALK UNIT #19 - IT WAS A VERY GOOD YEAR - Frank Sinatra TALK UNIT	8:37
28:08		LOGO: CASEY'S COAST TO COAST	
28:10		STATION I.D.:	:10
28:20		LOCAL INSERT: C-3	2:00



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DISC & HALF HOUR NO 2b
PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:20		LOGO: AMERICAN TOP 40 TALK UNIT #18 - WHERE DO I BEGIN? - Andy Williams TALK UNIT #17 - YOU SEND ME - Sam Cooke TALK UNIT #16 - WHAT'S GOIN' ON - Marvin Gaye TALK UNIT	10:15
40:33		LOGO: HITS FROM COAST TO COAST	
40:35		LOCAL INSERT: C-4	2:00
42:35		LOGO: AMERICAN TOP 40 TALK UNIT #15 - WAKE UP, LITTLE SUSIE - Everly Brothers TALK UNIT #14 - MY GIRL - Temptations TALK UNIT #13 - THE GREAT PRETENDER - Platters TALK UNIT	8:18
50:51		LOGO: CASEY'S COAST TO COAST	
50:53		LOCAL INSERT: C-5	2:00
52:53		LOGO: AMERICAN TOP 40 TALK UNIT #12 - THOSE LAZY-HAZY-CRAZY DAYS OF SUMMER - Nat King Cole TALK UNIT #11 - I'M SORRY - Brenda Lee TALK UNIT	5:26
58:39		THEME UP & UNDER W/TALK UNIT ENDING AT:58:47 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:56	
58:50		LOCAL INSERT:	:60
59:50		STATION I.D.: C-6	:10



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DISC & HALF HOUR NO 3a
PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 TALK UNIT #10 - ROUND AND ROUND - Perry Como TALK UNIT #9 - HIT THE ROAD, JACK - Ray Charles TALK UNIT #8 - I GOT YOU (I Feel Good) - James Brown TALK UNIT 8:42 LOGO: CASEY'S COAST TO COAST	8:44
8:44		LOCAL INSERT: C-1	2:00
10:44		LOGO: AMERICAN TOP 40 TALK UNIT #7 - SOMEDAY WE'LL BE TOGETHER - Supremes TALK UNIT #6 - I'M WALKIN' - Fats Domino TALK UNIT #5 - EVERYBODY'S SOMEBODY'S FOOL - Connie Francis TALK UNIT 19:38 LOGO: HITS FROM COAST TO COAST	8:56
19:40		LOCAL INSERT: C-2	2:00
21:40		LOGO: AMERICAN TOP 40 TALK UNIT #4-A - I'M WALKIN' - Ricky Nelson TALK UNIT #4-B - GARDEN PARTY - Rick Nelson TALK UNIT 28:33 LOGO: CASEY'S COAST TO COAST	6:45
28:35 28:45		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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30:45		LOGO: AMERICAN TOP 40 TALK UNIT #3 - MOODY RIVER - Pat Boone	3:26
34:11		TALK UNIT LOGO: HITS FROM COAST TO COAST	
34:13		LOCAL INSERT: C-4	2:00
36:13		LOGO: AMERICAN TOP 40 TALK UNIT #2 - MONTAGE -- BEATLES - Beatles	14:40
50:51		TALK UNIT LOGO: CASEY'S COAST TO COAST	
50:53		LOCAL INSERT: C-5	2:00
52:53		LOGO: AMERICAN TOP 40 TALK UNIT #1-A - IN THE GHETTO - Elvis Presley #1-B - HEARTBREAK HOTEL - Elvis Presley	5:39
58:32		TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:56 THEME TO: 59:00 EMERGENCY THEME RUNOUT TO: 60:16	
59:00		LOCAL INSERT: C-6	:60
60:00		STATION I.D.:	:10