

TO: WATERMARK PROGRAM SUBSCRIBERS

FROM: Tom Rounds

RE: THE VINYL SHORTAGE

November 25, 1973

Like everybody else in the record manufacturing business, we've been taking steps to ensure the continued flow of product despite the uncertainty over availability of high quality vinyl for disc pressing.

Our suppliers assure us that AMERICAN TOP 40 and AMERICAN COUNTRY COUNTDOWN programs will continue to roll off the record presses. These assurances are based on information available to them at the present. But the energy crisis will surely take some unpredictable twists, and we want to be ready to implement optional methods of supplying programs to radio station subscribers.

The most available alternative is tape. If we have to make a switch, we'll need some information from you, hence the following questionnaire, which we ask you to complete and return to Watermark immediately. Your cooperation will make it possible for us to continue to supply you with the tape configuration that's the easiest and most efficient for your studio operation.

By the way, we don't expect to ever have to switch to tape. But if we do, the switch will be temporary and last only as long as it takes to locate new supplies of vinyl. If we find ourselves forced to take this emergency measure we'll give you as much advance warning as possible.

Fill out the form, and return it in the enclosed pre-addressed envelope:

Station Call Letters \_\_\_\_\_ Market \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

We're set up to use (check ALL appropriate lines):

10½" reels \_\_\_\_\_ 7" reels \_\_\_\_\_ 7½ IPS \_\_\_\_\_ 3-3/4IPS \_\_\_\_\_

Full track mono \_\_\_\_\_ 2 track (¼") stereo \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# WATERMARK

10700 Ventura Blvd.  
 Los Angeles, California 91604  
 Phone: 213 980-9490

FOR WEEK ENDING: December 1, 1973  
 CYCLE NO. 734 PROGRAM 9 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 - SWEET UNDERSTANDING LOVE - Four Tops TALK UNIT #39 - RAMBLIN' MAN - Allman Brothers Band TALK UNIT	8:33
8:31		LOGO: CASEY'S COAST TO COAST	
8:33		LOCAL INSERT: C-1	2:00
10:33		LOGO: AMERICAN TOP 40 TALK UNIT #38 - NUTBUSH CITY LIMITS - Ike & Tina Turner TALK UNIT #37 - WE MAY NEVER PASS THIS WAY AGAIN - Seals & Crofts TALK UNIT	8:06
18:37		LOGO: HITS FROM COAST TO COAST	
18:39		LOCAL INSERT: C-2	2:00
20:39		LOGO: AMERICAN TOP 40 TALK UNIT #36 - D'YER MAK'ER - Led Zeppelin TALK UNIT #35 - HALF-BREED - Cher TALK UNIT	7:58
28:35		LOGO: CASEY'S COAST TO COAST	
28:37		STATION I.D.: C-3	:10
28:47		LOCAL INSERT: C-3	2:00



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PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:47		LOGO: AMERICAN TOP 40 TALK UNIT #34 - BE - Neil Diamond TALK UNIT #33 - SHOW AND TELL - Al Wilson TALK UNIT	8:45
39:30		LOGO: HITS FROM COAST TO COAST	
39:32		LOCAL INSERT: C-4	2:00
41:32		LOGO: AMERICAN TOP 40 TALK UNIT #32 - WHO'S IN THE STRAWBERRY PATCH WITH SALLY - Dawn TALK UNIT #31 - WHY ME - Kris Kristofferson TALK UNIT #30 - MIND GAMES - John Lennon TALK UNIT	10:35
52:05		LOGO: CASEY'S COAST TO COAST	
52:07		LOCAL INSERT: C-5	2:00
54:07		LOGO: AMERICAN TOP 40 TALK UNIT #29 - LIVING FOR THE CITY - Stevie Wonder TALK UNIT	4:29
58:38		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:46 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:53	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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 PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #28 - OOH BABY - Gilbert O'Sullivan TALK UNIT #27 - KNOCKIN' ON HEAVEN'S DOOR - Bob Dylan TALK UNIT	5:41
5:39		LOGO: CASEY'S COAST TO COAST	
5:41		LOCAL INSERT: C-1	2:00
7:41		LOGO: AMERICAN TOP 40 TALK UNIT #26 - MY MUSIC - Loggins & Messina TALK UNIT #25 - COME GET TO THIS - Marvin Gaye TALK UNIT #24 - ROCKIN' ROLL BABY - Stylistics TALK UNIT	9:51
17:30		LOGO: HITS FROM COAST TO COAST	
17:32		LOCAL INSERT: C-2	2:00
19:32		LOGO: AMERICAN TOP 40 TALK UNIT #23 - ALL I KNOW - Art Garfunkel TALK UNIT #22 - THE JOKER - Steve Miller TALK UNIT	8:62
28:02		LOGO: CASEY'S COAST TO COAST	
28:04		STATION I.D.: C-3	:10
28:14		LOCAL INSERT:	2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:14		LOGO: AMERICAN TOP 40 TALK UNIT #21 - YOU'RE A SPECIAL PART OF ME - Diana Ross & Marvin Gaye TALK UNIT #20 - NEVER NEVER GONNA GIVE YA UP - Barry White TALK UNIT LOGO: HITS FROM COAST TO COAST	6:31
36:43			
36:45		LOCAL INSERT: C-4	2:00
38:45		LOGO: AMERICAN TOP 40 TALK UNIT #19 - ANGIE - Rolling Stones TALK UNIT #18 - TIME IN A BOTTLE - Jim Croce TALK UNIT #17 - LET ME SERENADE YOU - Three Dog Night TALK UNIT LOGO: CASEY'S COAST TO COAST	10:11
48:54			
48:56		LOCAL INSERT: C-5	2:00
50:56		LOGO: AMERICAN TOP 40 TALK UNIT #16 - I GOT A NAME - Jim Croce TALK UNIT #15 - CHEAPER TO KEEP HER - Johnnie Taylor TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:28 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:55	7:24
58:20			
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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DISC & HALF HOUR NO 3a  
PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00     7:00		THEME & OPENING OF PART 111 TALK UNIT #14 - IF YOU'RE READY COME GO WITH ME - Staple Singers TALK UNIT #13 - LEAVE ME ALONE (RUBY RED DRESS) - Helen Reddy TALK UNIT LOGO: CASEY'S COAST TO COAST	7:02
7:02		LOCAL INSERT: C-1	2:00
9:02     18:38		LOGO: AMERICAN TOP 40 TALK UNIT #12 - PAPER ROSES - Marie Osmond TALK UNIT #11 - HELLO IT'S ME - Todd Rundgren TALK UNIT #10 - THE MOST BEAUTIFUL GIRL - Charlie Rich LOGO: HITS FROM COAST TO COAST	9:38
18:40		LOCAL INSERT: C-2	2:00
20:40     27:00		LOGO: AMERICAN TOP 40 TALK UNIT #9 - HEARTBEAT, IT'S A LOVEBEAT - DeFranco Family TALK UNIT #8 - THE LOVE I LOST - Harold Melvin & the Blue Notes TALK UNIT LOGO: CASEY'S COAST TO COAST	6:22
27:02 27:12		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:12  36:48		LOGO: AMERICAN TOP 40 TALK UNIT #7 - MIDNIGHT TRAIN TO GEORGIA - Gladys Knight & the Pips TALK UNIT #6 - JUST YOU AND ME - Chicago TALK UNIT LOGO: HITS FROM COAST TO COAST	7:38
36:50		LOCAL INSERT: C-4	2:00
38:50  44:44		LOGO: AMERICAN TOP 40 TALK UNIT #5 - KEEP ON TRUCKIN' - Eddie Kendricks TALK UNIT #4 - SPACE RACE - Billy Preston TALK UNIT LOGO: CASEY'S COAST TO COAST	5:56
44:46		LOCAL INSERT: C-5	2:00
46:46  57:53		LOGO: AMERICAN TOP 40 TALK UNIT #3 - GOODBYE YELLOW BRICK ROAD - Elton John TALK UNIT #2 - PHOTOGRAPH - Ringo Starr TALK UNIT #1 - TOP OF THE WORLD - Carpenters TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:23 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:58	11:07
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10