

**WATERMARK, INC.**

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

FOR WEEK ENDING: March 4, 1972  
CYCLE NO. 721 PROGRAM 10 OF 13  
DISC & HALF HOUR NO 1a  
PAGE NO. 1

| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 00:00                   |                | THEME & OPENING OF HOUR I<br>TALK UNIT<br>#40 - IN THE RAIN - Dramatics<br>TALK UNIT  | 5:46            |
| 05:44                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 05:46                   |                | LOCAL INSERT: C-1   | :60             |
| 06:46                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#39 - ROUNDABOUT - Yes<br>TALK UNIT<br>#38 - PUPPY LOVE - Donny Osmond<br>TALK UNIT                           | 7:29            |
| 14:13                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 14:15                   |                | LOCAL INSERT: C-2   | 2:00            |
| 16:15                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#37 - YOU WANT IT, YOU GOT IT - Detroit Emeralds<br>TALK UNIT<br>#36 - THE NICKLE SONG - Melanie<br>TALK UNIT | 5:52            |
| 22:05                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 22:07                   |                | LOCAL INSERT: C-3   | :60             |
| 23:07                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#35 - FOOTSTOMPIN MUSIC - Grand Funk Railroad<br>TALK UNIT  | 4:03            |
| 27:08                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 27:10<br>27:20          |                | STATION I.D.:<br>LOCAL INSERT: C-4  | :10<br>2:00     |



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| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 29:20                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#34 - STAY WITH ME - Faces<br>TALK UNIT<br>#33 - RING THE LIVING BELL - Melanie<br>TALK UNIT                              | 7:34            |
| 36:52                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 36:54                   |                | LOCAL INSERT: C-5   | :60             |
| 37:54                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#32 - FIRE AND WATER - Wilson Pickett<br>TALK UNIT<br>#31 - WE'VE GOT TO GET IT ON AGAIN - Addrissi<br>TALK UNIT Brothers | 6:26            |
| 44:18                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 44:20                   |                | LOCAL INSERT: C-6   | 2:00            |
| 46:20                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#30 - TALKING LOUD AND SAYING NOTHING - James<br>TALK UNIT Brown  | 3:26            |
| 49:44                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 49:46                   |                | LOCAL INSERT: C-7   | :60             |
| 50:46                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#29 - SOFTLY WHISPERING I LOVE YOU - English<br>TALK UNIT Congregation  | 7:22            |
| 58:08                   |                | #28 - BLACK DOG - Led Zeppelin<br>TALK UNIT<br>THEME UP & UNDER W/TALK UNIT ENDING AT: 58:16<br>THEME TO: 58:50   |                 |
| 58:50                   |                | EMERGENCY THEME RUNOUT TO: 59:16<br>LOCAL INSERT C-8  | :60             |
| 59:50                   |                | STATION I.D.  | :10             |



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PAGE NO. 3

| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 00:00                   |                | THEME & OPENING OF HOUR II<br>TALK UNIT<br>#27 - RUNNIN AWAY - Sly & The Family Stone<br>TALK UNIT<br>#26 - DAY AFTER DAY - Badfinger<br>TALK UNIT<br>LOGO: CASEY'S COAST TO COAST    | 6:36            |
| 06:34                   |                |   |                 |
| 06:36                   |                | LOCAL INSERT: C-1   | :60             |
| 07:36                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#25 - AIN'T UNDERSTANDING MELLOW - Jerry Butler<br>TALK UNIT<br>#24 - ANTICIPATION - Carly Simon<br>TALK UNIT<br>LOGO: HITS FROM COAST TO COAST | 8:28            |
| 16:02                   |                |   |                 |
| 16:04                   |                | LOCAL INSERT: C-2   | 2:00            |
| 18:04                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#23 - ROCK & ROLL LULLABY - B.J. Thomas<br>TALK UNIT  | 4:25            |
| 22:27                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 22:29                   |                | LOCAL INSERT: C-3   | :60             |
| 23:29                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#22 - I CAN'T HELP MYSELF - Donnie Elbert<br>TALK UNIT<br>#21 - I GOTCHA - Joe Tex<br>TALK UNIT<br>LOGO: HITS FROM COAST TO COAST               | 5:13            |
| 28:40                   |                |   |                 |
| 28:42<br>28:52          |                | STATION I.D.:<br>LOCAL INSERT: C-4  | :10<br>2:00     |



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| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 30:52                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#20 - A HORSE WITH NO NAME - America<br>TALK UNIT<br>#19 - JUNGLE FEVER - Chakachas<br>TALK UNIT  | 9:14            |
| 40:04                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 40:06                   |                | LOCAL INSERT: C-5   | :60             |
| 41:06                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#18 - NEVER BEEN TO SPAIN - Three Dog Night<br>TALK UNIT  | 4:05            |
| 45:09                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 45:11                   |                | LOCAL INSERT: C-6   | 2:00            |
| 47:11                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#17 - FLOY JOY - Supremes<br>TALK UNIT<br>#16 - MY WORLD - Bee Gees<br>TALK UNIT  | 6:59            |
| 54:08                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 54:10                   |                | LOCAL INSERT: C-7   | :60             |
| 55:10                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#15 - DON'T SAY YOU DON'T REMEMBER - Beverly<br>TALK UNIT<br>THEME UP & UNDER W/TALK UNIT ENDING AT: 58:42<br>THEME TO: 58:50<br>EMERGENCY THEME RUNOUT TO: 59:42 | 3:24            |
| 58:34                   |                |   |                 |
| 58:50                   |                | LOCAL INSERT: C-8   | :60             |
| 59:50                   |                | STATION I.D.  | :10             |



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| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 00:00                   |                | THEME & OPENING OF HOUR III<br>TALK UNIT<br>#14 - MOTHER & CHILD REUNION - Paul Simon<br>TALK UNIT<br>#13 - JOY - Apollo 100<br>TALK UNIT | 6:30            |
| 06:28                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 06:30                   |                | LOCAL INSERT: C-1   | :60             |
| 07:30                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#12 - AMERICAN PIE - Don McLean<br>TALK UNIT  | 4:37            |
| 12:05                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 12:07                   |                | LOCAL INSERT: C-2   | 2:00            |
| 14:07                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#11 - THE WAY OF LOVE - Cher<br>TALK UNIT<br>#10 - BANG A GONG - T. Rex<br>TALK UNIT                | 7:48            |
| 21:53                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 21:55                   |                | LOCAL INSERT: C-3   | :60             |
| 22:55                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#9 - SWEET SEASONS - Carole King<br>TALK UNIT<br>#8 - LET'S STAY TOGETHER - Al Green<br>TALK UNIT   | 6:51            |
| 29:44                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 29:46                   |                | STATION I.D.: C-4   | :10             |
| 29:56                   |                | LOCAL INSERT: C-4   | 2:00            |



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| SCHEDULED<br>START TIME | ACTUAL<br>TIME | ELEMENT   | RUNNING<br>TIME |
|-------------------------|----------------|---|-----------------|
| 31:56                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#7 - HEART OF GOLD - Neil Young<br>TALK UNIT<br>#6 - LION SLEEPS TONIGHT - Robert John<br>TALK UNIT | 5:59            |
| 37:53                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 37:55                   |                | LOCAL INSERT: C-5   | :60             |
| 38:55                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#5 - EVERYTHING I OWN - Bread<br>TALK UNIT<br>#4 - DOWN BY THE LAZY RIVER - Osmonds<br>TALK UNIT    | 6:56            |
| 45:49                   |                | LOGO: HITS FROM COAST TO COAST  |                 |
| 45:51                   |                | LOCAL INSERT: C-6   | 2:00            |
| 47:51                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#3 - PRECIOUS & FEW - Climax<br>TALK UNIT<br>#2 - HURTING EACH OTHER - Carpenters<br>TALK UNIT      | 5:44            |
| 53:33                   |                | LOGO: CASEY'S COAST TO COAST  |                 |
| 53:35                   |                | LOCAL INSERT: C-7   | :60             |
| 54:35                   |                | LOGO: AMERICAN TOP 40<br>TALK UNIT<br>#1 - WITHOUT YOU - Nilsson<br>TALK UNIT   | 3:37            |
| 58:12                   |                | THEME UP & UNDER W/TALK UNIT ENDING AT: 58:44<br>THEME TO: 58:50<br>EMERGENCY THEME RUNOUT TO: 59:44                                      |                 |
| 58:50<br>59:50          |                | LOCAL INSERT C-8<br>STATION I.D.  | :60<br>:10      |