



TO: American Top 40 Subscribers
FROM: Tom Rounds
RE: American Country Countdown: First Refusal

July 6, 1973

We're proud to announce a new weekly series coming soon from Watermark. It's a three-hour, weekly countdown of the Top 40 Country singles in the United States as reported by Billboard Magazine. The program, "American Country Countdown", will be hosted by top country music personality and veteran jock Don Bowman.

The complete presentation package including sales brochure, demo tape, posters and the works is in the final stage of preparation now.

On July 23 (issue dated July 28), the first full-page announcement of this new syndication event will appear in Billboard.

The first program produced for air use will be scheduled for broadcast on the weekend of October 6-7, 1973.

As is customary, we are hereby offering current American Top 40 subscribers a first refusal option to license "American Country Countdown" for broadcast on their present facilities. This option will be good for three weeks from the date you receive the full presentation package, and during those three weeks we'll hold off any and all other stations in your market, if you order the first refusal option.

But you must let us know you're interested. Just fill in the enclosed form; stick it in the enclosed envelope, and send it back right away. We'll honor any request for first refusals received by July 25, 1973. And once they're received here, we'll send you the full package, rates, etc. as soon as available. Then you'll have three weeks without worrying about the competition, without having to make any commitments.

Please be sure to send back the form... even if you think there's only a faint possibility you'd be interested in "American Country Countdown". It's worth it for our mutual peace of mind.

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

Must be returned before July 25, 1973.

Tom Rounds
President
Watermark, Inc.
10700 Ventura Blvd.
No. Hollywood, California 91604

Dear Tom:

Without making any commitments, we are interested in "American Country Countdown". We understand that Watermark will give us three weeks' first refusal on the program at a pre-established rate comparable to our license fee for "American Top 40", to which we presently subscribe. The three weeks will begin from the date we receive your complete presentation package or August 24, 1973, whichever comes first. During this three week period you will not offer the program to any other station in our primary service area.

Sincerely,

Signature

Print or Type Name

Station Call Letters

Address

City, State, Zip

Date



OCTOBER 13, 1973, BILLBOARD

Radio

Billboard's Country Music Charts Bulwark 3-Hour Syndicated Watermark/Bowman Radio Series

LOS ANGELES—Watermark Inc. unveiled the first "American Country Countdown," a three-hour weekly countdown of the top-selling country music singles as based on the Billboard chart, for the weekend of Oct. 6-7, according to Watermark president Tom Rounds.

The syndicated show is hosted by Don Bowman, a recording artist in his own right noted for his humor.

The show hit the air on at least 50 radio stations, Rounds said.

This is vastly different from the start of Watermark's "American Top 40," a three-hour weekly syndicated show that got its start on July 4, 1970, on just seven radio stations. Today, this show is one of the most popular syndicated radio shows in the world. It, too, is based on Billboard chart information, supplied by phone in advance to Watermark, who then records the shows and rushes them to subscribing radio stations. Casey Kasem is host of "American Top 40," which is produced by Don Bustany.

Watermark will produce a special two-part year end countdown of the top 100 country records of the year for subscribing stations who take "American Country Countdown." The show will be sent to all stations to broadcast the weekends nearest Christmas and New Year's Eve.