



TO: American Top 40 Subscribers

FROM: Tom Rounds

RE: AT40 Promotional Idea Bank

Friday, September 7, 1973

Had an interesting call from Art Gibson at WAIR, Winston-Salem, N.C. this week that reminded me of one of those great notions we had a while back and for some reason forgot. Art asked if we knew about any one-time or ongoing special promotions that stations were doing occasionally or regularly to promote AT40. A dialogue began, and in the course of the conversation, we came up with two possibilities:

(1) Having Casey record custom open end copy, e.g. "This is Casey Kasem getting ready for another American Top 40 here on W.A.I.R. and here's one of the records that we think has a good chance at being number one in the nation as we count down the hits Saturday morning from 9 till noon". In other words...you write custom copy, send it to us, Casey voices, we send back the tape, you cart it and run it in front of any likely record. (We usually name the possibilities in the prediction segment that runs right after #1 in the weekly shows.) (Note: If you do this...great, but don't use it the week going into a special.)

(2) The next upcoming AT40 special will be "The 40 Top Artists of the Rock Era, 1955-1973". Do your own write in and tabulate your own local rock artist hall of fame and run it before or after that AT40 special. Postcards could be drawn and winners could be awarded prizes, such as your copy of the show itself. (If you want extra copies, you can have 'em, while they last, @ \$7.50 including postage...but order early.)

These are two off-the-top-of-the-head possibilities for special or regular AT40 on-air promotions. We're laying them out to get an exchange of ideas going. With 225 stations currently airing the show, some pretty interesting ideas must be getting on, and we'd like to help share them. Just write me a note detailing any special...or even not so special... AT40 promotion you've done, and we'll publish it in the next few weeks. We'll be looking forward to hearing from you with great anticipation.

(more)

TO: AT40 Subscribers

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Two reminders:

The playing cards are going great. Stations are picking up everything from 1 to 10 dozen to use as giveaways, sponsor merchandising, or just to use as a token item to give to kindly advertisers. If you want some, they're \$12 a dozen including postage. Just send a check payable to "Watermark, Inc." in multiples of \$12.

We're putting together that next special this week. Scheduled for broadcast the weekend of October 6-7, it will feature some interesting new ways of presenting one of our historical countdowns. Titled "The 40 Top Artists of the Rock Era (1955-1973)" it will also include a very tasty 13-minute, 9-zillion-splice production trip recounting the entire recorded history of the Beatles. We think you'll really dig it.

Thanks!



WATERMARK

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

FOR WEEK ENDING: September 15, 1973
CYCLE NO. 733 PROGRAM 11 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 - NOBODY WANTS YOU WHEN YOU'RE DOWN & OUT - TALK UNIT Bobby Womack #39 - A MILLION TO ONE - Donny Osmond TALK UNIT	6:01
5:59		LOGO: CASEY'S COAST TO COAST	
6:01		LOCAL INSERT: C-1	2:00
8:01		LOGO: AMERICAN TOP 40 TALK UNIT #38 - STONED OUT OF MY MIND - Chi-Lites TALK UNIT #37 - BAD, BAD LEROY BROWN - Jim Croce TALK UNIT	7:28
15:27		LOGO: HITS FROM COAST TO COAST	
15:29		LOCAL INSERT: C-2	2:00
17:29		LOGO: AMERICAN TOP 40 TALK UNIT #36 - HEY GIRL (I Like Your Style) - Temptations TALK UNIT #35 - YOU'VE NEVER BEEN THIS FAR BEFORE - TALK UNIT Conway Twitty #34 - I'VE GOT SO MUCH TO GIVE YOU - Barry TALK UNIT White LOGO: CASEY'S COAST TO COAST	9:27
26:54			
26:56		STATION I.D.: C-3	:10
27:06		LOCAL INSERT:	2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:06 36:32		LOGO: AMERICAN TOP 40 TALK UNIT #33 - MIDNIGHT TRAIN TO GEORGIA - Gladys Knight TALK UNIT & the Pips #32 - UNEASY RIDER - Charlie Daniels TALK UNIT LOGO: HITS FROM COAST TO COAST	7:28
36:34		LOCAL INSERT: C-4	2:00
38:34 46:06		LOGO: AMERICAN TOP 40 TALK UNIT #31 - MONSTER MASH - Bobby Boris Pickett TALK UNIT #30 - KEEP ON TRUCKIN' - Eddie Kendricks TALK UNIT LOGO: CASEY'S COAST TO COAST	7:32
46:08		LOCAL INSERT: C-5	2:00
48:06 58:44		LOGO: AMERICAN TOP 40 TALK UNIT #29 - GHETTO CHILD - Spinners TALK UNIT #28 - YES WE CAN CAN - Pointer Sisters TALK UNIT #27 - FREE RIDE - The Edgar Winter Group TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:52 THEME TO: 58:55 EMERGENCY THEME RUNOUT TO: 60:19	10:38
58:55 59:55		LOCAL INSERT: C-6 STATION I.D.:	:60 :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 #26 - ARE YOU MAN ENOUGH - Four Tops TALK UNIT #25 - ANGEL - Aretha Franklin TALK UNIT LOGO: CASEY'S COAST TO COAST	8:22
8:20			
8:22		LOCAL INSERT: C-1	2:00
10:22		LOGO: AMERICAN TOP 40 TALK UNIT #24 - CHINA GROVE - Doobie Brothers TALK UNIT #23 - WHY ME - Kris Kristofferson TALK UNIT LOGO: HITS FROM COAST TO COAST	7:22
17:42			
17:44		LOCAL INSERT: C-2	2:00
19:44		LOGO: AMERICAN TOP 40 TALK UNIT #22 - THEME FROM CLEOPATRA JONES - Joe Simon and TALK UNIT the Main Streeters #21 - RAMBLIN' MAN - Allman Brothers Band TALK UNIT LOGO: CASEY'S COAST TO COAST	9:40
29:22			
29:24 29:34		STATION I.D.: C-3 LOCAL INSERT:	:10 2:00

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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:34		LOGO: AMERICAN TOP 40 TALK UNIT #20 - I BELIEVE IN YOU (You Believe in Me) TALK UNIT #19 - FEELIN' STRONGER EVERYDAY - Chicago TALK UNIT #18 - THE MORNING AFTER - Maureen McGovern TALK UNIT	11:30
43:02		LOGO: HITS FROM COAST TO COAST	
43:04		LOCAL INSERT: C-4	2:00
45:04		LOGO: AMERICAN TOP 40 TALK UNIT #17 - GET DOWN - Gilbert O'Sullivan TALK UNIT #16 - IF YOU WANT ME TO STAY - Sly and the TALK UNIT Family Stone	6:04
51:06		LOGO: CASEY'S COAST TO COAST	
51:08		LOCAL INSERT: C-5	2:00
53:08		LOGO: AMERICAN TOP 40 TALK UNIT #15 - THAT LADY - Isley Brothers TALK UNIT #14 - MY MARIA - B.W. Stevenson TALK UNIT	5:42
58:50		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:58 THEME TO: 60:00 EMERGENCY THEME RUNOUT TO: 60:22	
60:00 61:00		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 7:03		THEME & OPENING OF PART 111 TALK UNIT #13 - HIGHER GROUND - Stevie Wonder TALK UNIT #12 - SATURDAY NIGHT'S ALL RIGHT FOR FIGHTING - TALK UNIT Elton John LOGO: CASEY'S COAST TO COAST	7:05
7:05		LOCAL INSERT: C-1	2:00
9:05 19:06		LOGO: AMERICAN TOP 40 TALK UNIT #11 - HALF BREED - Cher TALK UNIT #10 - HERE I AM (Come and Take Me) - Al Green TALK UNIT #9 - LIVE AND LET DIE - Wings TALK UNIT LOGO: HITS FROM COAST TO COAST	10:03
19:08		LOCAL INSERT: C-2	2:00
21:08 30:27		LOGO: AMERICAN TOP 40 TALK UNIT #8 - GYPSY MAN - War TALK UNIT #7 - TOUCH ME IN THE MORNING - Diana Ross TALK UNIT LOGO: CASEY'S COAST TO COAST	9:21
30:29 30:39		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:39		LOGO: AMERICAN TOP 40 TALK UNIT #6 - BROTHER LOUIE - Stories TALK UNIT #5 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT	7:09
39:46		LOGO: HITS FROM COAST TO COAST	
39:48		LOCAL INSERT: C-4	2:00
41:48		LOGO: AMERICAN TOP 40 TALK UNIT #4 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT #3 - SAY, HAS ANYBODY SEEN MY SWEET GYPSY ROSE TALK UNIT -Dawn	6:21
48:07		LOGO: CASEY'S COAST TO COAST	
48:09		LOCAL INSERT: C-5	2:00
50:09		LOGO: AMERICAN TOP 40 TALK UNIT #2 - LET'S GET IT ON - Marvin Gaye TALK UNIT #1 - DELTA DAWN - Helen Reddy TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:50 THEME TO: 58:55 EMERGENCY THEME RUNOUT TO: 60:13	8:08
58:17			
58:55 59:55		LOCAL INSERT: C-6 STATION I.D.:	:60 :10