



TO: AT40 Subscribers
FROM: Tom Rounds
RE: AMERICAN TOP 40 IDEA BANK

Friday, September 14, 1973

Looks like the idea for the Idea Bank is paying off. Jerry King, PD at KVSF, Santa Fe, N. M., called today with an inspiration we're putting into action immediately.

To help promote the next upcoming special (Program #734-1, scheduled for the weekend of October 6-7), we're adding four special voice tracks to the AT40 program discs this week, for you to lift off and use outside the show.

Each of the 4 promos spots will be recorded dry (no music bed) and are designed to be run as follows:

Spot # 1-----from 10 days before your scheduled date of the special through the weekend before the special;

Spot #2-----the week before the special (refers to "this weekend");

Spot #3-----the day before the special (refers to "tomorrow");

Spot #4-----the day of the special (refers to "coming up").

We've tried to make the material as general as possible. We suggest specific times and dates be added to the Casey tracks along with as much station production as you'd like to throw in.

CONSULT THE AT40 CUE SHEET TO LOCATE THE CUTS ON THE PROGRAM DISCS.

This special is going to be really special, and it's worth special promotion, so we hope you'll find this material useful.

And thanks, Jerry.



WATERMARK

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

FOR WEEK ENDING September 22, 1973

CYCLE NO. 733 PROGRAM 12 OF 13

DISC & HALF HOUR NO 1a

PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 3:31		THEME & OPENING OF PART 1 TALK UNIT #40 - GET IT TOGETHER - Jackson Five TALK UNIT LOGO: CASEY'S COAST TO COAST	3:33
3:33		LOCAL INSERT: C-1	2:00
5:33 16:46		LOGO: AMERICAN TOP 40 TALK UNIT #39 - IN THE MIDNIGHT HOUR - Cross Country TALK UNIT #38 - TO KNOW YOU IS TO LOVE YOU - B.B. King TALK UNIT #37 - ANGEL - Aretha Franklin TALK UNIT LOGO: HITS FROM COAST TO COAST	11:15
16:48		LOCAL INSERT: C-2	2:00
18:48 28:11		LOGO: AMERICAN TOP 40 TALK UNIT #36 - ROCKY MOUNTAIN WAY - Joe Walsh TALK UNIT #35 - HEY GIRL (I Like Your Style) - Temptations TALK UNIT #34 - ECSTASY - Ohio Players TALK UNIT LOGO: CASEY'S COAST TO COAST	9:25
28:13 28:23		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



WATERMARK

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

FOR WEEK ENDING: September 22, 1973
CYCLE NO. 733 PROGRAM 12 OF 13
DISC & HALF HOUR NO 1b
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:23 38:18		LOGO: AMERICAN TOP 40 TALK UNIT #33 - FEELIN' STRONGER EVERYDAY - Chicago TALK UNIT #32 - I'VE GOT SO MUCH TO GIVE YOU - Barry White TALK UNIT LOGO: HITS FROM COAST TO COAST	7:57
38:20		LOCAL INSERT: C-4	2:00
40:20 50:30		LOGO: AMERICAN TOP 40 TALK UNIT #31 - WHY ME - Kris Kristofferson TALK UNIT #30 - STONED OUT OF MY MIND - Chi-Lites TALK UNIT #29 - GHETTO CHILD - Spinners TALK UNIT LOGO: CASEY'S COAST TO COAST	10:12
50:32		LOCAL INSERT: C-5	2:00
52:32 58:24		LOGO: AMERICAN TOP 40 TALK UNIT #28 - YOU'VE NEVER BEEN THIS FAR BEFORE - Conway Twitty TALK UNIT #27 - GET DOWN - Gilbert O'Sullivan TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT:58:36 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO:59:56	5:52
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



WATERMARK

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

FOR WEEK ENDING: September 22, 1973

CYCLE NO. 733 PROGRAM 12 OF 13

DISC & HALF HOUR NO 2a

PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 7:48		THEME & OPENING OF PART 11 TALK UNIT #26 - THE MORNING AFTER - Maureen McGovern TALK UNIT #25 - I BELIEVE IN YOU (You Believe in Me) - TALK UNIT Johnnie Taylor LOGO: CASEY'S COAST TO COAST	7:50
7:50		LOCAL INSERT: C-1	2:00
9:50 18:12		LOGO: AMERICAN TOP 40 TALK UNIT #24 - FREE RIDE - The Edgar Winter Group TALK UNIT #23 - MIDNIGHT TRAIN TO GEORGIA - Gladys Knight TALK UNIT & the Pips LOGO: HITS FROM COAST TO COAST	8:22
18:14		LOCAL INSERT: C-2	2:00
20:14 28:07		LOGO: AMERICAN TOP 40 TALK UNIT #22 - ANGIE - Rolling Stones TALK UNIT #21 - CHINA GROVE - Doobie Brothers TALK UNIT LOGO: CASEY'S COAST TO COAST <u>"NOTE: 4 PROMOS FOR AT-40 SPECIAL 734-1"</u>	7:53
28:09 28:19		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



WATERMARK

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

FOR WEEK ENDING: September 22, 1973

CYCLE NO. 733

PROGRAM 12 OF 13

DISC & HALF HOUR NO 2b

PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:19 37:20		LOGO: AMERICAN TOP 40 TALK UNIT #20 - YES WE CAN CAN - Pointer Sisters TALK UNIT #19 - IF YOU WANT ME TO STAY - Sly and the Family Stone TALK UNIT LOGO: HITS FROM COAST TO COAST	7:03
37:22		LOCAL INSERT: C-4	2:00
39:22 46:49		LOGO: AMERICAN TOP 40 TALK UNIT #18 - THEME FROM CLEOPATRA JONES - Joe Simon and the Main Streeters TALK UNIT #17 - LIVE AND LET DIE - Wings TALK UNIT LOGO: CASEY'S COAST TO COAST	7:27
46:51		LOCAL INSERT: C-5	2:00
48:51 58:30		LOGO: AMERICAN TOP 40 TALK UNIT #16 - HERE I AM (Come and Take Me) - Al Green TALK UNIT #15 - RAMBLIN' MAN - Allman Brothers Band TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:36 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:56	9:39
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



WATERMARK

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

FOR WEEK ENDING: September 22, 1973

CYCLE NO. 733 PROGRAM 12 OF 13

DISC & HALF HOUR NO 3a

PAGE NO. 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 7:20		THEME & OPENING OF PART 111 TALK UNIT #14 - KEEP ON TRUCKIN' - Eddie Kendricks TALK UNIT #13 - GYPSY MAN - War TALK UNIT LOGO: CASEY'S COAST TO COAST	7:22
7:22		LOCAL INSERT: C-1	2:00
9:22 16:18		LOGO: AMERICAN TOP 40 TALK UNIT #12 - SATURDAY NIGHT'S ALL RIGHT FOR FIGHTING - Elton John TALK UNIT #11 - MY MARIA - B.W. Stevenson TALK UNIT LOGO: HITS FROM COAST TO COAST	6:56
16:20		LOCAL INSERT: C-2	2:00
18:20 29:13		LOGO: AMERICAN TOP 40 TALK UNIT #10 - THAT LADY - Isley Brothers TALK UNIT #9 - TOUCH ME IN THE MORNING - Diana Ross TALK UNIT #8 - HIGHER GROUND - Stevie Wonder TALK UNIT LOGO: CASEY'S COAST TO COAST	10:55
29:15 29:25		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



WATERMARK

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

FOR WEEK ENDING: September 22, 1973

CYCLE NO. 733 PROGRAM 12 OF 13

DISC & HALF HOUR NO 3b

PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:25 39:43		LOGO: AMERICAN TOP 40 TALK UNIT #7 - HALF-BREED - Cher TALK UNIT #6 - BROTHER LOUIE - Stories TALK UNIT #5 - SAY, HAS ANYBODY SEEN MY SWEET GYPSY ROSE TALK UNIT LOGO: HITS FROM COAST TO COAST - Dawn	8:18
39:45		LOCAL INSERT: C-4	2:00
41:45 48:35		LOGO: AMERICAN TOP 40 TALK UNIT #4 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT #3 - DELTA DAWN - Helen Reddy TALK UNIT LOGO: CASEY'S COAST TO COAST	6:50
48:37		LOCAL INSERT: C-5	2:00
50:37 58:07		LOGO: AMERICAN TOP 40 TALK UNIT #2 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT #1 - LET'S GET IT ON - Marvin Gaye TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:37 THEME TO: 58:50 EMERGENCY THEME TO: 59:56	7:30
58:50 59:50		LOCAL INSERT: STATION I.D.: C-6	:60 :10