



To: AT40 Subscribers

From: Tom Rounds

Friday, October 19, 1973

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

For about 60 of you, it's AT40 renewal time again. Stations with agreements running out at the end of '73 will be getting one reminder around the first of November. Deadline time is November 15. We really want to keep your business, of course, so please let me know if there are any questions pertaining to the renewal forms, and please keep an eye out for them in the mail.

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Several P. D.'s, including Don Hanslik in North Carolina have been pulling the Beatle production segment out of the last special... program #734-1 (it ran on the weekend of October 6-7). They've been using it for pieces of their own specials or just to play occasionally on the air. The bit runs about 13 minutes and takes you through just about every important piece of Beatle music from 1964 through the early '70's. We'd like to see you get some use from it. No permission is necessary.

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Some early warning: We plan to mail three (3) shows in one package in December. Program #'s 734-11, 734-12 and 734-13 (scheduled for air on the weekends of December 15, 22 and 29 respectively) will all be shipped from Los Angeles on Friday, December 7. Show "12" will be the traditional "All-time Christmas Countdown" and show "13" "The 40 Top Hits of 1973". Your ideas for scheduling of these two-specials-in-a-row would be appreciated for circulation to all the stations.

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Roy Morgan, V.P. at WILK, Wilkes-Barre, PA wrote us the thoughtful letter we enclose in its entirety.

The answer to Roy's question about the degree of difference between this year's Christmas special and the version produced in 1971: "We don't really know". The special is being written now and will be produced in mid-November. I can tell you that it will be much more comprehensive and will include several records that couldn't be located last time around.

Thanks.

# WILK

88 NORTH FRANKLIN STREET / WILKES-BARRE, PENNSYLVANIA 18701 / PHONE 824-4866 / AC 717

October 12, 1973

Mr. Tom Rounds, President  
WATERMARK, INC.  
10700 Ventura Blvd.  
Los Angeles, Calif. 91604

Dear Tom:

First of all, I want to compliment you on the promotional spots that were prepared for the AT40 special "40 Top Artists of the Rock Era." We found them to be most helpful in promoting the show and also thought they were well done. This is an idea well worth repeating.

Secondly, I wondered if you could let us know if there would be much repetition between the forthcoming "AT40's All Time Christmas Countdown" and the one originally produced in 1971. We're curious because we wondered about the possibility of scheduling both these specials sometime during the Christmas period. Of course, we would not schedule them at the same time period. Since we run the AT40 show on Sunday afternoon, we might schedule a repeat broadcast of the 1971 show some week night.

Here is an idea that some other stations might find helpful. We have this Fall been using the theme "Thursday Night is Special on WILK". In this connection we have scheduled a number of Special 3-hour programs.

We have run a "Wolfman Jack Special", for example, since we used the syndicated program from 7 to 8 PM every night, Monday thru Saturday. We have given sneak previews of our special weekends, such as the "Motown Weekend" and "British Invasion Weekend."

Of particular interest to you might be the fact that we have also rescheduled as Thursday night specials some of the AT40 specials that you have released during the past year or so. For example, we are going to run the AT40 "40 Greatest Disappearing Acts of Rock Era" along with your older special "Top Rock Artists..1968-72". We have found that these AT40 specials work in quite well with this concept.

Peace be with you,

*Roy*  
Roy E. Morgan  
Executive Vice President

REM:nl



# WATERMARK

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

FOR WEEK ENDING: October 20, 1973  
 CYCLE NO. 714 PROGRAM 3 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 - TOUCH ME IN THE MORNING - Diana Ross TALK UNIT #39 - YOU'VE NEVER BEEN THIS FAR BEFORE - TALK UNIT Conway Twitty LOGO: CASEY'S COAST TO COAST	7:11
7:09			
7:11		LOCAL INSERT: C-1	2:00
9:11		LOGO: AMERICAN TOP 40 TALK UNIT #38 - BROTHER LOUIE - Stories TALK UNIT #37 - THE LOVE I LOST - Harold Melvin & the TALK UNIT Blue Notes LOGO: HITS FROM COAST TO COAST	7:53
17:02			
17:04		LOCAL INSERT: C-2	2:00
19:04		LOGO: AMERICAN TOP 40 TALK UNIT #36 - LET ME IN - Osmonds TALK UNIT #35 - SAY, HAS ANYBODY SEEN MY SWEET GYPSY ROSE TALK UNIT - Dawn #34 - GET IT TOGETHER - Jackson Five TALK UNIT LOGO: CASEY'S COAST TO COAST	10:26
29:28			
29:30 29:40		STATION I.D.: LOCAL INSERT: C-3	:10 2:00

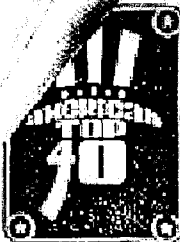


# WATERMARK

10700 Ventura Blvd.  
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FOR WEEK ENDING October 20, 1973  
 CYCLE NO. 734 PROGRAM 3 OF 13  
 DISC & HALF HOUR NO 1b  
 PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:40		LOGO: AMERICAN TOP 40 TALK UNIT #33 - JESSE - Roberta Flack TALK UNIT #32 - FUNKY STUFF - Kool & the Gang TALK UNIT	7:15
38:53		LOGO: HITS FROM COAST TO COAST	
38:55		LOCAL INSERT: C-4	2:00
40:55		LOGO: AMERICAN TOP 40 TALK UNIT #31 - TOP OF THE WORLD - Carpenters TALK UNIT #30 - WE MAY NEVER PASS THIS WAY AGAIN - Seals & Crofts TALK UNIT	8:03
48:56		LOGO: CASEY'S COAST TO COAST	
48:58		LOCAL INSERT: C-5	2:00
50:58		LOGO: AMERICAN TOP 40 TALK UNIT #29 - PHOTOGRAPH - Ringo Starr TALK UNIT #28 - JUST YOU AND ME - Chicago TALK UNIT	7:33
58:31		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:39 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:57	
58:50 59:50		LOCAL INSERT: STATION I.D.: C-6	:60 :10



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FOR WEEK ENDING October 20, 1973  
CYCLE NO. 734 PROGRAM 3 OF 13  
DISC & HALF HOUR NO 2a  
PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 11 TALK UNIT #27 - SUMMER (THE FIRST TIME) - Bobby Goldsboro TALK UNIT #26 - YOU'RE A SPECIAL PART OF ME - Diana Ross & Marvin Gaye LOGO: CASEY'S COAST TO COAST	7:15
7:13			
7:15		LOCAL INSERT: C-1	2:00
9:15		LOGO: AMERICAN TOP 40 TALK UNIT #25 - IT HURTS SO GOOD - Millie Jackson TALK UNIT #24 - DELTA DAWN - Helen Reddy TALK UNIT LOGO: HITS FROM COAST TO COAST	6:02
15:15			
15:17		LOCAL INSERT: C-2	2:00
17:17		LOGO: AMERICAN TOP 40 TALK UNIT #23 - ROCKY MOUNTAIN WAY - Joe Walsh TALK UNIT (A TRIBUTE TO JIM CROCE) #22 - I GOT A NAME - Jim Croce TALK UNIT #21 - WHY ME - Kris Kristofferson TALK UNIT LOGO: CASEY'S COAST TO COAST	12:27
29:42			
29:44		STATION I.D.:	:10
29:54		LOCAL INSERT: C-3	2:00



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CYCLE NO. 734 PROGRAM 3 OF 13  
DISC & HALF HOUR NO 2b  
PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
31:54		LOGO: AMERICAN TOP 40 TALK UNIT #20 - SPACE RACE - Billy Preston TALK UNIT #19 - MY MARIA - B.W. Stevenson TALK UNIT #18 - CHINA GROVE - Doobie Brothers TALK UNIT	9:05
40:57		LOGO: HITS FROM COAST TO COAST	
40:59		LOCAL INSERT: C-4	2:00
42:59		LOGO: AMERICAN TOP 40 TALK UNIT #17 - FREE RIDE - The Edgar Winter Group TALK UNIT #16 - KNOCKIN' ON HEAVEN'S DOOR - Bob Dylan TALK UNIT	5:50
48:47		LOGO: CASEY'S COAST TO COAST	
48:49		LOCAL INSERT: C-5	2:00
50:49		LOGO: AMERICAN TOP 40 TALK UNIT #15 - BASKETBALL JONES - Cheech & Chong TALK UNIT #14 - LOVES ME LIKE A ROCK - Paul Simon TALK UNIT	7:42
58:31		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:39 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:58	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: October 20, 1973  
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DISC & HALF HOUR NO 3a  
PAGE NO 5

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III TALK UNIT #13 - ALL I KNOW - Art Garfunkel TALK UNIT #12 - WE'RE AN AMERICAN BAND - Grand Funk TALK UNIT LOGO: CASEY'S COAST TO COAST	7:44
7:42			
7:44		LOCAL INSERT: C-1	2:00
9:44		LOGO: AMERICAN TOP 40 TALK UNIT #11 - YES WE CAN CAN - Pointer Sisters TALK UNIT #10 - PAPER ROSES - Marie Osmond TALK UNIT LOGO: HITS FROM COAST TO COAST	7:15
16:57			
16:59		LOCAL INSERT: C-2	2:00
18:59		LOGO: AMERICAN TOP 40 TALK UNIT #9 - HEARTBEAT IT'S A LOVEBEAT - DeFranco Family TALK UNIT #8 - HIGHER GROUND - Stevie Wonder TALK UNIT #7 - KEEP ON TRUCKIN' - Eddie Kendricks TALK UNIT LOGO: CASEY'S COAST TO COAST	9:50
27:47			
27:49 27:59		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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DISC & HALF HOUR NO. 3b  
PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:59		LOGO: AMERICAN TOP 40 TALK UNIT #6 - THAT LADY - Isley Brothers TALK UNIT #5 - MIDNIGHT TRAIN TO GEORGIA - Gladys Knight and the Pips TALK UNIT	7:28
37:25		LOGO: HITS FROM COAST TO COAST	
37:27		LOCAL INSERT: C-4	2:00
39:27		LOGO: AMERICAN TOP 40 TALK UNIT #4 - LET'S GET IT ON - Marvin Gaye TALK UNIT #3 - RAMBLIN' MAN - Allman Brothers Band TALK UNIT	8:44
48:11		LOGO: CASEY'S COAST TO COAST	
48:13		LOCAL INSERT: C-5	2:00
50:13		LOGO: AMERICAN TOP 40 TALK UNIT #2 - HALF-BREED - Cher TALK UNIT #1 - ANGIE - Rolling Stones TALK UNIT	8:00
58:13		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:43 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:58	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10