



TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: TOM ROUNDS

Friday, November 30, 1973

*****UPCOMING SPECIALS, SHIPPING DATES, HOLIDAY HASSLES, ETC.

On Friday, December 7, the Watermark sorting, packing, sticking and stamping crew will be packing and shipping Three AT40 Shows simultaneously. This means that you will be receiving programs 734-11 (air date Dec. 15-16), 734-12 (air date Dec. 22-23) and 734-13 (air date Dec. 28-29) in one package. You should advise your people that regular shipments will, therefore, not be arriving on the weeks beginning Dec. 17 and 24. More than ever, it's important to remind the usual people to call us if the shipment has not been received or has been damaged in transit on the Wednesday prior to the first of the above air dates, Wednesday December 12. Trouble calls should be placed person to person collect to "The Operations Department" at (213) 980-9490. We'll get right back to you on the 'WATS' line to coordinate an emergency shipment via air freight.

Since 1970, we've turned out at least 15 special countdown shows dealing with a wide variety of subjects relating to chart history... all attempting to understand the significance and excitement of pop music in contemporary culture. We've all come a long way since '70, but now we're going right back to where we started on specials with show #734-12... "The All-Time Christmas Countdown". A show with this same title aired on December 20, 1970, and featured replays of the durable holiday favorites... at least the ones we could track down. This year's edition is a vast improvement. We succeeded in locating all the original records... all of them are in the show, with one exception, the quality of which was marginal. The research is much more comprehensive and the production crew went overboard to present the music in such a way that none of the different artists identified with each of the biggest Christmas songs was neglected. In any case, we hope you enjoy airing "The All-Time Christmas Countdown" as much as we enjoyed putting it together. We think it's worthy of extra promotion or special scheduling consideration.

The second of the two specials, #734-13, will be our annual countdown of "The 40 Top Hits of 1973".

With these specials in your hands 2-3 weeks prior to air time, you might want to consider lifting certain elements to create promos or special demo cassettes for the sales folks.

Extra copies are available @ \$7.50 postpaid from Watermark (cash, check or gas rationing stamps) while they last.

Happy Holidays!!



WATERMARK

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

FOR WEEK ENDING: December 8, 1973
CYCLE NO. 734 PROGRAM 10 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 - SOME GUYS HAVE ALL THE LUCK - The TALK UNIT Persuaders #39 - CORAZON - Carole King TALK UNIT #38 - ME AND BABY BROTHER - War TALK UNIT	11:08
11:06		LOGO: CASEY'S COAST TO COAST	
11:08		LOCAL INSERT: C-1	2:00
13:08		LOGO: AMERICAN TOP 40 TALK UNIT #37 - KNOCKIN' ON HEAVEN'S DOOR - Bob Dylan TALK UNIT #36 - BE - Neil Diamond TALK UNIT	7:27
20:33		LOGO: HITS FROM COAST TO COAST	
20:35		LOCAL INSERT: C-2	2:00
22:35		LOGO: AMERICAN TOP 40 TALK UNIT #35 - I'VE GOT TO USE MY IMAGINATION - Gladys TALK UNIT Knight & the Pips #34 - WHY ME - Kris Kristofferson TALK UNIT	7:16
29:49		LOGO: CASEY'S COAST TO COAST	
29:51 30:01		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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FOR WEEK ENDING December 8, 1973
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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 - SHOW AND TELL - Al Wilson TALK UNIT #26 - ANGIE - Rolling Stones TALK UNIT	8:08
8:06		LOGO: CASEY'S COAST TO COAST	
8:08		LOCAL INSERT: C-1	2:00
10:08		LOGO: AMERICAN TOP 40 TALK UNIT #25 - CHEAPER TO KEEP HER - Johnnie Taylor TALK UNIT #24 - MIND GAMES - John Lennon TALK UNIT	8:51
18:57		LOGO: HITS FROM COAST TO COAST	
18:59		LOCAL INSERT: C-2	2:00
20:59		LOGO: AMERICAN TOP 40 TALK UNIT #23 - LIVING FOR THE CITY - Stevie Wonder TALK UNIT #22 - COME GET TO THIS - Marvin Gaye TALK UNIT	6:57
27:54		LOGO: CASEY'S COAST TO COAST	
27:56 28:06		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:06		LOGO: AMERICAN TOP 40 TALK UNIT #21 - I GOT A NAME - Jim Croce TALK UNIT #20 - ROCKIN' ROLL BABY - Stylistics TALK UNIT	
36:58		LOGO: HITS FROM COAST TO COAST	
37:00		LOCAL INSERT: C-4	2:00
39:00		LOGO: AMERICAN TOP 40 TALK UNIT #19 - MY MUSIC - Loggins & Messina TALK UNIT #18 - PAPER ROSES - Marie Osmond TALK UNIT #17 - LET ME SERENADE YOU - Three Dog Night TALK UNIT	9:16
48:14		LOGO: CASEY'S COAST TO COAST	
48:16		LOCAL INSERT: C-5	2:00
50:16		LOGO: AMERICAN TOP 40 TALK UNIT #16 - NEVER, NEVER GONNA GIVE YA UP - Barry White TALK UNIT #15 - THE JOKER - Steve Miller TALK UNIT	8:04
58:20		THEME UP & UNDER W/TALK UNIT ENDING AT:58:29 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:55	
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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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 111 TALK UNIT #14 - HEARTBEAT IT'S A LOVEBEAT - De Franco TALK UNIT #13 - TIME IN A BOTTLE - Jim Croce TALK UNIT 6:36 LOGO: CASEY'S COAST TO COAST	6:38
6:38		LOCAL INSERT: C-1	2:00
8:38		LOGO: AMERICAN TOP 40 TALK UNIT #12 - IF YOU'RE READY COME GO WITH ME - Staple TALK UNIT Singers #11 - MIDNIGHT TRAIN TO GEORGIA - Gladys Knight TALK UNIT & the Pips #10 - LEAVE ME ALONE (RUBY RED DRESS) - Helen TALK UNIT Reddy 17:55 LOGO: HITS FROM COAST TO COAST	9:19
17:57		LOCAL INSERT: C-2	2:00
19:57		LOGO: AMERICAN TOP 40 TALK UNIT #9 - KEEP ON TRUCKIN' - Eddie Kendricks TALK UNIT #8 - HELLO IT'S ME - Todd Rundgren TALK UNIT 27:02 LOGO: CASEY'S COAST TO COAST	7:07
27:04 27:14		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:14 36:31		LOGO: AMERICAN TOP 40 TALK UNIT #7 - THE LOVE I LOST - Harold Melvin & the Blue TALK UNIT Notes #6 - SPACE RACE - Billy Preston TALK UNIT LOGO: HITS FROM COAST TO COAST	7:19
36:33		LOCAL INSERT: C-4	2:00
38:33 48:39		LOGO: AMERICAN TOP 40 TALK UNIT #5 - PHOTOGRAPH - Ringo Starr TALK UNIT #4 - JUST YOU AND ME - Chicago TALK UNIT #3 - THE MOST BEAUTIFUL GIRL - Charlie Rich TALK UNIT LOGO: CASEY'S COAST TO COAST	10:08
48:41		LOCAL INSERT: C-5	2:00
50:41 57:58		LOGO: AMERICAN TOP 40 TALK UNIT #2 - GOODBYE YELLOW BRICK ROAD - Elton John TALK UNIT #1 - TOP OF THE WORLD - Carpenters TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:31 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:58	7:17
58:50 59:50		LOCAL INSERT: STATION I.D.: C-6	:60 :10