



To: AT40 SUBSCRIBERS

From: Tom Rounds

Friday, March 1, 1974

WATERMARK, INC. 10700 Ventura Blvd., No. Hollywood, California 91604 (213) 980-9490

First of all, many thanks from Casey and all of us for the generous plugs many of you gave his two TV appearances a few weeks ago. Even though the odds were about a million to one, the producer of the Dean Martin Special (Casey was Hitler) actually heard one on an unidentified station (we think it was KGB, San Diego). This is nice because that producer, Greg Garrison, is now totally sold on the power of radio. Seems that special was in the top 10. First time Dean Martin's placed in the top 10 in 5 years. Of course we all knew years ago that radio's really where it's at.

And secondly, get set for the upcoming special, "The 40 Most Extraordinary British Hits of the Rock Era". It's being cut today and tomorrow, and, as show #742-1, it will be shipped on Friday, March 29, and scheduled for broadcast the weekend of April 6-7. The music will be great and the special material Casey and his crew have assembled will be extra-interesting.

To celebrate the special, we'll be including three special voice-only promos as extra cuts on the program discs for 741-11. That's next week's show. Please look up the cuts on the accompanying cue sheet and dub them off right away before scratches set in. They will plus ahead to (a) coming up on the next AT40 (b) on AT40 tomorrow, and (c) today on AT40.

And thirdly, I'll be at the N.A.B. in Houston (March 17-20). Watermark will have a room at the Hyatt Regency, and we'll be having open house every afternoon from 1 till around 7. If you're in town, please stop by.



# WATERMARK

10700 Ventura Blvd.  
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Phone: (213) 980-9490

FOR WEEK ENDING March 2, 1974  
CYCLE NO. 741 PROGRAM 9 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 - SMOKIN' IN THE BOYS' ROOM - Brownsville TALK UNIT Station #39 - JIM DANDY - Black Oak Arkansas TALK UNIT #38 - HOOKED ON A FEELING - Blue Swede TALK UNIT	9:49
9:47		LOGO: CASEY'S COAST TO COAST	
9:49		LOCAL INSERT: C-1	2:00
11:49		LOGO: AMERICAN TOP 40 TALK UNIT #37 - I'VE GOT TO USE MY IMAGINATION - Gladys TALK UNIT Knight & the Pips #36 - ROCK AND ROLL HOOCHIE KOO - Rick Derringer TALK UNIT	7:13
19:00		LOGO: HITS FROM COAST TO COAST	
19:02		LOCAL INSERT: C-2	2:00
21:02		LOGO: AMERICAN TOP 40 TALK UNIT #35 - CAN THIS BE REAL - Natural Four TALK UNIT #34 - LAST KISS - Wednesday TALK UNIT #33 - ENERGY CRISIS - Dickie Goodman TALK UNIT	8:52
29:52		LOGO: CASEY'S COAST TO COAST	
29:54 30:04		STATION I.D.: C-3 LOCAL INSERT:	:10 2:00



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DISC & HALF HOUR NO 1b  
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
32:04		LOGO: AMERICAN TOP 40 TALK UNIT #32 - BENNIE AND THE JETS - Elton John TALK UNIT #31 - THE JOKER - The Steve Miller Band TALK UNIT	8:51
40:53		LOGO: HITS FROM COAST TO COAST	
40:55		LOCAL INSERT: C-4	2:00
42:55		LOGO: AMERICAN TOP 40 TALK UNIT #30 - MIGHTY LOVE, PT. 1 - Spinners TALK UNIT #29 - I LIKE TO LIVE THE LOVE - B.B. King TALK UNIT	6:44
49:37		LOGO: CASEY'S COAST TO COAST	
49:39		LOCAL INSERT: C-5	2:00
51:39		LOGO: AMERICAN TOP 40 TALK UNIT #28 - THERE WON'T BE ANYMORE - Charlie Rich TALK UNIT #27 - MIDNIGHT RIDER - Gregg Allman TALK UNIT	7:11
58:31		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:39 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:58	
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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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 #26 - SHOW AND TELL - Al Wilson TALK UNIT #25 - DOO DOO DOO DOO DOO - Rolling Stones TALK UNIT 7:02 LOGO: CASEY'S COAST TO COAST	9:04
7:04		LOCAL INSERT: C-1	2:00
9:04		LOGO: AMERICAN TOP 40 TALK UNIT #24 - COME AND GET YOUR LOVE - Red Bone TALK UNIT 12:46 LOGO: HITS FROM COAST TO COAST	3:44
12:48		LOCAL INSERT: C-2	2:00
14:48		LOGO: AMERICAN TOP 40 TALK UNIT #23 - TRYING TO HOLD ONTO MY WOMAN - Lamont Dozier TALK UNIT #22 - MY SWEET LADY - Cliff DeYoung TALK UNIT #21 - AMERICANS - Byron MacGregor TALK UNIT 28:33 LOGO: CASEY'S COAST TO COAST	13:47
28:35 28:45		STATION I.D.: LOCAL INSERT: C-3	:10 2:00



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DISC & HALF HOUR NO 2b

PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
30:45		LOGO: AMERICAN TOP 40 TALK UNIT #20 - JET - Paul McCartney & Wings TALK UNIT #19 - SEXY MAMA - Moments	7:58
38:41		TALK UNIT LOGO: HITS FROM COAST TO COAST	
38:43		LOCAL INSERT: C-4	2:00
40:43		LOGO: AMERICAN TOP 40 TALK UNIT #18 - ERES TU - Mocedades TALK UNIT #17 - SUNSHINE ON MY SHOULDER - John Denver	9:18
49:59		TALK UNIT LOGO: CASEY'S COAST TO COAST	
50:01		LOCAL INSERT: C-5	2:00
52:01		LOGO: AMERICAN TOP 40 TALK UNIT #16 - LAST TIME I SAW HIM - Diana Ross TALK UNIT #15 - LET ME BE THERE - Olivia Newton-John	6:19
58:20		TALK UNIT THEME UP & UNDER W/TALK UNIT ENDING AT: 58:28 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:54	
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	: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 - A LOVE SONG - Anne Murray TALK UNIT #13 - MOCKINGBIRD - Carly Simon & James Taylor TALK UNIT 7:06 LOGO: CASEY'S COAST TO COAST	9:08
7:08		LOCAL INSERT: C-1	2:00
9:08		LOGO: AMERICAN TOP 40 TALK UNIT #12 - I LOVE - Tom T. Hall TALK UNIT #11 - YOU'RE SIXTEEN - Ringo Starr TALK UNIT #10 - PUT YOUR HANDS TOGETHER - The O'Jays TALK UNIT 17:35 LOGO: HITS FROM COAST TO COAST	8:29
17:37		LOCAL INSERT: C-2	2:00
19:37		LOGO: AMERICAN TOP 40 TALK UNIT #9 - DARK LADY - Cher TALK UNIT #8 - LOVE'S THEME - Love Unlimited Orchestra TALK UNIT 27:43 LOGO: CASEY'S COAST TO COAST	8:08
27:45 27:55		STATION I.D.: C-3 LOCAL INSERT:	:10 2:00



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DISC & HALF HOUR NO 35  
PAGE NO. 6

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
29:55		LOGO: AMERICAN TOP 40 TALK UNIT #7 - UNTIL YOU COME BACK TO ME (THAT'S WHAT I'M TALK UNIT GONNA DO) - Aretha Franklin #6 - ROCK ON - David Essex TALK UNIT	8:31
36:24		LOGO: HITS FROM COAST TO COAST	
36:26		LOCAL INSERT: C-4	2:00
38:26		LOGO: AMERICAN TOP 40 TALK UNIT #5 - JUNGLE BOOGIE - Kool & the Gang TALK UNIT #4 - BOOGIE DOWN - Eddie Kendricks TALK UNIT #3 - SPIDERS & SNAKES - Jim Stafford TALK UNIT	9:52
48:16		LOGO: CASEY'S COAST TO COAST	
48:18		LOCAL INSERT: C-5	2:00
50:18		LOGO: AMERICAN TOP 40 TALK UNIT #2 - THE WAY WE WERE - Barbra Streisand TALK UNIT #1 - SEASONS IN THE SUN - Terry Jacks TALK UNIT	7:47
58:05		THEME UP & UNDER W/TALK UNIT ENDING AT: 58:35 THEME TO: 58:50 EMERGENCY THEME RUNOUT TO: 59:48	
58:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10