



TO: AMERICAN TOP 40 SUBSCRIBERS

FROM: TOM ROUNDS

May 7, 1977

1977-78 AT40 LISTENING DIRECTORY

The time is upon us for updating the yearly AMERICAN TOP 40 Listening Directory. This year more than 100,000 copies will be distributed by Radio Stations and Sponsors. If your listing isn't correct you'll be turning away droves of potential vacation listeners, so please fill out and return the enclosed card right away. Be sure to list your legal call letters first. If you have a call slogan like "Z63", list that second, right after the call letters. If you run AT40 on AM only, just list your AM frequency. Same for FM-only. If you run it on AM and FM please list both frequencies. If you simulcast, please write "SIMULCAST" after you list "DAY AND TIME."

INTERNATIONAL SUBSCRIBERS: Please stick the card in an envelope and put air mail postage on it; otherwise we'll be getting your card in August.

We hope to have the completed Directory back to you in early June. Thanks for your help...and please...return the card right away.