



TO: AT40 Subscribers, ESP. GM's, PD's, Sales and
Promotion People

FROM: Tom Rounds, Watermark

January 21, 1978

By popular demand, we're adding another special countdown in 1978. For the past few years, we'd been producing, in addition to the year end Top 100, just one special on July 4 weekend.

This year, two specials will pre-empt the regular weekly countdown, and they'll happen on the April 1 and July 1 weekends.

Ads will run in the Trades in the next few weeks announcing all this to the world; we wanted you to know first, so here's the ad copy:

SOME VERY SPECIAL AMERICAN TOP 40'S FOR 1978

April 1-2: AT40 GOES TO THE MOVIES. The very weekend before the Oscars, Casey Kasem counts down the 40 biggest hits from the Silver Screen since 1960. Casey covers the movie stars and the movie stories...and plays the 40 most successful hits the movies made - from #40 to 1.
(782-1)

July 1-2: THE 40 BIGGEST ACTS OF THE 70'S. Casey Kasem celebrates AT40's eighth birthday by stacking up and ranking the hit careers of the biggest superstars of the decade so far. Elton John, Stevie Wonder, Wings, Eagles, Fleetwood Mac. They'll all appear...but where? Another special American Top 40 tabulation - from #40 to #1.
(783-1)

Dec. 23-24: THE TOP 100 OF 1978. Casey Kasem's traditional holiday special. The greatest hits of the year and the fascinating stories behind them as AT40's format expands to a two-weekend, eight-hour, gift-wrapped bonanza ready to take on a basketful of year-end assignments.
Dec. 30-30
(784-12 &
784-13)

In other news, we're happy to report another recurrence of an every-seven-years phenomenon: 1978 has 53 weekends in it. To adjust for this, we have declared the third calendar quarter (July-August-September) a 14-weekend quarter, so programs for this period will be numbered 783-1 through 783-14 (instead of the usual 13).

Watermark has commissioned several hour-by-hour Arbitron breakouts to chart the performance of AT40 on the weekends (when individual hours are not broken out in the books). We're happy to report that AT40 is up at least a couple of percentage points in most books in the Oct-Nov survey as compared to April-May. Special congratulations to KIIS AM&FM, Los Angeles, (AT40 is #1 teens and total persons... ahead of KHJ and everybody else), WPIX, New York; KYA (AM), San Francisco; WZGC, Atlanta; KGW, Portland, WPGC AM&FM, Washington; WMET, Chicago; WNCI, Columbus...to name a few.

If you'd like ratings details, we'll be happy to share them with you if we have them. Just call us at (800) 423-2502 or (213) 980-9490.



WATERMARK

10700 Ventura Blvd.
No. Hollywood, CA. 91604
Phone: (213) 980-9490

FOR WEEK ENDING: January 28, 1978
CYCLE NO. 781 PROGRAM 5 OF 13
SIDES 1A & 1B
PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 1 THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI) #40 - I LOVE YOU - Donna Summer (B) #39 - NAME OF THE GAME - Abba (B) LOGO: CASEY'S COAST TO COAST	7:37
7:35			
7:37		LOCAL INSERT: C-1	2:00
9:37		LOGO: AMERICAN TOP 40 #38 - STREET CORNER SERENADE - Wet Willie (B) EXTRA: MIDNIGHT AT THE OASIS - Maria Muldaur #37 - THUNDER ISLAND - Jay Ferguson (A) LOGO: HITS FROM COAST TO COAST	11:36
21:11			
21:13		LOCAL INSERT: C-2	2:00
23:13		LOGO: AMERICAN TOP 40 #36 - EASY TO LOVE - Leo Sayer (A) #35 - YOU CAN'T TURN ME OFF - High Inergy (A) LOGO: CASEY'S COAST TO COAST	5:31
28:42			
28:44		LOCAL INSERT: C-3	2:10
30:54		LOGO: AMERICAN TOP 40 #34 - HAPPY ANNIVERSARY - Little River Band (B) #33 - THEME FROM CLOSE ENCOUNTERS - Meco (B) LOGO: HITS FROM COAST TO COAST	7:46
38:38			
38:40		LOCAL INSERT: C-4	2:00
40:40		LOGO: AMERICAN TOP 40 #32 - LOVELY DAY - Bill Withers (B) #31 - SENTIMENTAL LADY - Bob Welch (A) LOGO: CASEY'S COAST TO COAST	5:46
46:24			
46:26		LOCAL INSERT: C-5	2:00
48:26		LOGO: AMERICAN TOP 40 #30 - FFUN - ConFunkShun (B) #29 - TOO HOT TA TROT - Commodores (A) #28 - PEG - Steely Dan (B) THEME UP & UNDER W/TALK UNIT ENDING AT: 58:27 THEME TO: 58:50	9:54
58:20			
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10



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FOR WEEK ENDING: January 28, 1978
CYCLE NO. 781 PROGRAM 5 OF 13
SIDES 2A & 2B
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00 3:35		THEME & OPENING OF PART 11 #27 - LONG, LONG WAY FROM HOME - Foreigner (A) LOGO: CASEY'S COAST TO COAST	3:37
3:37		LOCAL INSERT: C-1	2:00
5:37 14:25		LOGO: AMERICAN TOP 40 #26 - NATIVE NEW YORKER - Odyssey (B) #25 - RUNAROUND SUE - Leif Garrett (A) #24 - THEME FROM CLOSE ENCOUNTERS - John Williams (B) LOGO: HITS FROM COAST TO COAST	8:50
14:27		LOCAL INSERT: C-2	2:00
16:27 28:18		LOGO: AMERICAN TOP 40 #23 - WHAT'S YOUR NAME - Lynyrd Skynyrd (B) #22 - YOU LIGHT UP MY LIFE - Debby Boone (A) #21 - DON'T LET ME BE MISUNDERSTOOD - Santa Esmerelda (A) #20 - BACK IN LOVE AGAIN - LTD (B) LOGO: CASEY'S COAST TO COAST	11:53
28:20		LOCAL INSERT: C-3	2:10
30:30 40:47		LOGO: AMERICAN TOP 40 #19 - DESIREE - Neil Diamond (A) EXTRA: YOU AIN'T SEEN NOTHING YET - Bachman-Turner #18 - I GO CRAZY - Paul Davis (B) Overdrive(B) LOGO: HITS FROM COAST TO COAST	10:19
40:49		LOCAL INSERT: C-4	2:00
42:49 49:34		LOGO: AMERICAN TOP 40 #17 - EMOTION - Samantha Sang (B) #16 - SERPENTINE FIRE - Earth, Wind & Fire (B) LOGO: CASEY'S COAST TO COAST	6:47
49:36		LOCAL INSERT: C-5	2:00
51:36 58:38		LOGO: AMERICAN TOP 40 #15 - DANCE, DANCE, DANCE - Chic (B) #14 - TURN TO STONE - Electric Light Orchestra (B) THEME UP & UNDER W/TALK UNIT ENDING AT: 58:44 THEME TO: 58:50	7:02
58:50 59:50		LOCAL INSERT: C-6 STATION I.D.:	:60 :10



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FOR WEEK ENDING: January 28, 1978
CYCLE NO. 781 PROGRAM 5 OF 13
SIDES 3A & 3B
PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART 111 #13 - HERE YOU COME AGAIN - Dolly Parton (B) #12 - HEY DEANIE - Shaun Cassidy (B) LOGO: CASEY'S COAST TO COAST	5:24
5:22			
5:24		LOCAL INSERT: C-1	2:00
7:24		LOGO: AMERICAN TOP 40 #11 - SOMETIMES WHEN WE TOUCH - Dan Hill (A&B) EXTRA: DRIFT AWAY - Dobie Gray #10 - THICKER THAN WATER - Andy Gibb (B) LOGO: HITS FROM COAST TO COAST	9:36
16:58			
17:00		LOCAL INSERT: C-2	2:00
19:00		LOGO: AMERICAN TOP 40 #9 - JUST THE WAY YOU ARE - Billy Joel (B) #8 - COME SAIL AWAY - Styx (A) LOGO: CASEY'S COAST TO COAST	8:27
27:25			
27:27		LOCAL INSERT: C-3	2:10
29:37		LOGO: AMERICAN TOP 40 #7 - HOW DEEP IS YOUR LOVE - Bee Gees (B) #6 - WE ARE THE CHAMPIONS - Queen (A) #5 - SLIP SLIDIN' AWAY - Paul Simon (B) LOGO: HITS FROM COAST TO COAST	10:48
40:23			
40:25		LOCAL INSERT: C-4	2:00
42:25		LOGO: AMERICAN TOP 40 #4 - YOU'RE IN MY HEART - Rod Stewart (A) #3 - STAYIN' ALIVE - Bee Gees (B) LOGO: CASEY'S COAST TO COAST	7:21
49:44			
49:46		LOCAL INSERT: C-5	2:00
51:46		LOGO: AMERICAN TOP 40 #2 - SHORT PEOPLE - Randy Newman (B) #1 - BABY COME BACK - Player (B) THEME UP & UNDER W/TALK UNIT ENDING AT: 58:45 THEME TO: 58:50 THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI)	6:31
58:17			
58:50		LOCAL INSERT: C-6	:60
59:50		STATION I.D.:	:10