



TO: AMERICAN TOP 40 SUBSCRIBERS  
FROM: TOM ROUNDS, WATERMARK, INC.  
RE: UPCOMING TENTH ANNIVERSARY SPECIAL  
2/26/80

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

This is hardly a formal announcement (one will be forthcoming this Spring), but we wanted you to know now of plans in development to celebrate AMERICAN TOP 40's tenth anniversary. AT40, as you know, began operating as a regular weekly special program on seven radio stations on the July 4th weekend in 1970. This coming July 4th, 1980, 525 stations will carry our 521st consecutive weekly show. This kind of longevity itself probably sets some kind of record in radio syndication, so to commemorate AMERICAN TOP 40's 10 years, Casey Kasem will present:

"THE AMERICAN TOP 40 BOOK OF RECORDS: The first, the biggest, the only, the highest, the longest, the shortest, the oldest, the youngest...40 different categories of superlatives, each represented by an outstanding hit, and the story behind it."

Our research department has been madly chasing the most extraordinary records in a wide variety of categories, and their ultimate findings will be presented in a great four hour show scheduled for the weekend of July 5-6, 1980 (program #803-1).

And we'd really welcome your contributions to our list of superlatives. If you come up with any, please get in touch with me or:

Don Bustany  
Producer  
American Top 40  
Watermark, Inc.  
10700 Ventura Blvd.  
North Hollywood, CA 91604  
(800) 423-2502 or (213) 980-9490



# WATERMARK

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

FOR WEEK ENDING: 3/8/80  
CYCLE NO. #801 PROGRAM 10 OF 13  
SIDES: 1A & 1B  
PAGE NO. 1

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART I THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI)	
9:45		LW#3. DO THAT TO ME ONE MORE TIME(B) The Captain & Tennille LW#2. YES, I'M READY (B) Teri DeSario & KC LW#1. CRAZY LITTLE THING CALLED LOVE (B) Queen LOGO: CASEY'S COAST TO COAST	9:47
9:47		LOCAL INSERT: C-1	2:00
11:47		LOGO: AMERICAN TOP 40 #40. COME BACK (A) The J. Geils Band	4:01
15:46		LOGO: HITS FROM COAST TO COAST	
15:48		LOCAL INSERT: C-2	2:00
17:48		LOGO: AMERICAN TOP 40 #39. BABY TALKS DIRTY (A) The Knack QUESTION LETTER: BIGGEST SELLING ACT #38. LOST IN LOVE (A) Air Supply LOGO: CASEY'S COAST TO COAST	8:58
26:44			
26:46		LOCAL INSERT: C-3	2:00
28:56		LOGO: AMERICAN TOP 40 #37. KISS ME IN THE RAIN (A) Barbra Streisand #36. I THANK YOU (A) ZZ Top #35. WHEN A MAN LOVES A WOMAN (B) Bette Midler	12:15
41:09		LOGO: HITS FROM COAST TO COAST	
41:11		LOCAL INSERT: C-4	2:00
43:11		LOGO: AMERICAN TOP 40 #34. BACK ON MY FEET AGAIN (B) The Babys #33. THIS IS IT (A&B) Kenny Loggins	6:29
49:38		LOGO: CASEY'S COAST TO COAST	
49:40		LOCAL INSERT: C-5	2:00
51:40		LOGO: AMERICAN TOP 40 #32. FIRE LAKE (A) Bob Seger ARCHIVE: 208th: BEST OF MY LOVE (A&B) Emotions	5:50
57:30		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:41 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



# WATERMARK

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

FOR WEEK ENDING: 3/8/80  
CYCLE NO: #801 PROGRAM 10 OF 13  
SIDES: 2A & 2B  
PAGE NO. 2

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART II  #31. WITH YOU I'M BORN AGAIN (B) Billy Preston & Syreeta #30. THREE TIMES IN LOVE (B) Tommy James	8:02
8:00		LOGO: CASEY'S COAST TO COAST	
8:02		LOCAL INSERT: C-1	2:00
10:02		LOGO: AMERICAN TOP 40  #29. OFF THE WALL (A) Michael Jackson EXTRA: LDD: YOU MAKE ME FEEL BRAND NEW (B) Stylistics	10:25
20:25		LOGO: HITS FROM COAST TO COAST	
20:27		LOCAL INSERT: C-2	2:00
22:27		LOGO: AMERICAN TOP 40  #28. CALL ME (A) (Theme from American Gigolo) Blondie	5:41
26:06		LOGO: CASEY'S COAST TO COAST	
26:08		LOCAL INSERT: C-3	2:00
28:18		LOGO: AMERICAN TOP 40  #27. 99(A) Toto  #26. COWARD OF THE COUNTY (A&B) Kenny Rogers	8:25
36:41		LOGO: HITS FROM COAST TO COAST	
36:43		LOCAL INSERT: C-4	2:00
38:43		LOGO: AMERICAN TOP 40  #25. I CAN'T TELL YOU WHY (A) Eagles	4:50
43:31		LOGO: CASEY'S COAST TO COAST	
43:33		LOCAL INSERT: C-5	2:00
45:33		LOGO: AMERICAN TOP 40 #24. HEARTBREAKER (B) Pat Benatar QUESTION LETTER: AFRICAN BORN ACTS #23. RIDE LIKE THE WIND (A) Christopher Cross	8:02
57:35		THEME UP & UNDER W/TALK UNIT ENDING AT: 57:47 THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



# WATERMARK

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

FOR WEEK ENDING: 3/8/80  
CYCLE NO. #801 PROGRAM 10 OF 13  
SIDES: 3A & 3B

PAGE NO. 3

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART III  #22. ROMEO'S TUNE (A) Steve Forbert #21. GIVE IT ALL YOU GOT (B) Chuck Mangione	6:57
6:55		LOGO: CASEY'S COAST TO COAST	
6:57		LOCAL INSERT: C-1	2:00
8:57		LOGO: AMERICAN TOP 40  #20. WHEN I WANTED YOU (B) Barry Manilow	3:50
12:45		LOGO: HITS FROM COAST TO COAST	
12:47		LOCAL INSERT: C-2	2:00
14:47		LOGO: AMERICAN TOP 40  #19. SPECIAL LADY (B) Ray, Goodman & Brown #18. SEPTEMBER MORN' (A) Neil Diamond #17. REFUGEE (B) Tom Petty & The Heartbreakers	11:47
26:32		LOGO: CASEY'S COAST TO COAST	
26:34		LOCAL INSERT: C-3	2:00
28:44		LOGO: AMERICAN TOP 40  #16. HOW DO I MAKE YOU (A) Linda Ronstadt EXTRA: UNTEASED: LOVE WILL KEEP US TOGETHER (B) The Captain & Tennille #15. CRUSIN' (A) Smokey Robinson	10:07
38:49		LOGO: HITS FROM COAST TO COAST	
38:51		LOCAL INSERT: C-4	2:00
40:51		LOGO: AMERICAN TOP 40  #14. ROCK WITH YOU (A) Michael Jackson #13. AN AMERICAN DREAM (B) The Dirt Band	8:19
49:08		LOGO: CASEY'S COAST TO COAST	
49:10		LOCAL INSERT: C-5	2:00
51:10		LOGO: AMERICAN TOP 40  #12. DAYDREAM BELIEVER (B) Anne Murray ARCHIVE: 210th: YOU LIGHT UP MY LIFE (A) Debbie Boone	6:07
57:17		THEME UP & UNDER W/TALK UNIT ENDING AT:57:39  THEME TO: 57:50	
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10



# WATERMARK

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

FOR WEEK ENDING: 3/8/80  
CYCLE NO. # 801 PROGRAM 10 OF 13  
SIDES: 4A & 4B

PAGE NO. 4

SCHEDULED START TIME	ACTUAL TIME	ELEMENT	RUNNING TIME
00:00		THEME & OPENING OF PART IV #11. TOO HOT (B) Kool & The Gang	4:23
4:21		LOGO: CASEY'S COAST TO COAST	
4:23		LOCAL INSERT: C-1	2:00
6:23		LOGO: AMERICAN TOP 40 #10. THE SECOND TIME AROUND (A) Shalamar #9. HIM (A) Rupert Holmes #8. WORKING MY WAY BACK TO YOU (B) Spinners	12:30
18:51		LOGO: HITS FROM COAST TO COAST	
18:53		LOCAL INSERT: C-2	2:00
20:53		LOGO: AMERICAN TOP 40 #7. DO THAT TO ME ONE MORE TIME (B) The Captain & Tennille EXTRA: LDD: GOD ONLY KNOWS (B) Beach Boys	8:00
28:51		LOGO: CASEY'S COAST TO COAST	
28:53		LOCAL INSERT: C-3	2:00
31:03		LOGO: AMERICAN TOP 40 #6. ANOTHER BRICK IN THE WALL (B) Pink Floyd	3:31
34:32		LOGO: HITS FROM COAST TO COAST	
34:34		LOCAL INSERT: C-4	2:00
36:34		LOGO: AMERICAN TOP 40 #5. ON THE RADIO (A&B) Donna Summer #4. DESIRE (B) Andy Gibb #3. LONGER (A) Dan Fogelberg	12:23
48:55		LOGO: CASEY'S COAST TO COAST	
48:57		LOCAL INSERT: C-5	2:00
50:57		LOGO: AMERICAN TOP 40 #2. YES, I'M READY (B) Teri DeSario TOPS OF THE CHARTS #1. CRAZY LITTLE THING CALLED LOVE (B) Queen THEME UP & UNDER W/TALK UNIT ENDING AT: 57:41 THEME TO: 57:50 THEME: "SHUCKATOOM" THEME FROM AMERICAN TOP FORTY (MARKWATER MUSIC/BMI)	6:15
57:12			
57:50		LOCAL INSERT: C-6	2:00
59:50		STATION I.D.:	:10