

# THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

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Research results from  
**Consolidated Communications Consultants, © 2013**  
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**PURPOSE:** To provide contrasting and supplementary data based on actual consumer testing research.

The Adult Contemporary Music Letter provides objective test data from not only the A/C demographic (age range) but *psychographic* (adults who prefer listening to A/C radio).

Conventional A/C charts are composed of programmer opinions based on research or personal taste; so trade charts show to what music A/C audiences are *exposed*, not necessarily what they *prefer*. Over the last decade ReFocus™ research has shown the *conventional charts'* accuracy level to be about 50% in reflecting listener's tastes.

Note: ReFocus™ is not a test of *familiarity* or *burnout*. It is a test of music acceptability to your target audience.

We're dedicated to the proposition that playing music A/C listeners *like* will attract and hold listeners better than playing music they *don't*.

**THE REFOCUS™ METHODOLOGY:** Reverse focus group, "whole song" testing.

Our proprietary group composition and interpretation has extremely high accuracy as demonstrated by client stations' ratings since 1980.

ReFocus™ may confirm trade chart data.

Or, it may reveal programmer enthusiasm, or intense promotion, has resulted in chart ratings for records to which listeners are indifferent — *or actually dislike!*

Thus, very appealing records to your listeners are often overlooked.

We do *not* recommend eventually retaining records as "*recurrents*" or "*oldies*" that test well but don't chart; they will be unfamiliar to new listeners entering the market. *But there are no negatives when playing these songs when current.*

Since familiarity is the primary purpose of *older* records, we recommend only "*oldies*" that chart well in the trades *and* do well in ReFocus™.

**REFOCUS™ DATA INTERPRETATION:**

We *strongly recommend* adding records with an ~~XXXX~~ or ~~XXX~~ rating; they may become a potential "standard" for your target audience.

Records with an ~~XX~~ rating aren't as strong, but they have solid programming value, and we also do recommend adding them to your playlist.

Records testing ~~X-1/2~~ are "borderline"; few negatives, but few positives either; worth watching, but probably *not* for airplay at this time. Listeners are *not* currently interested in hearing ~~X-1/2~~ songs all the way through! Why play them then?

Records which test *poorly* (negative ~~x~~, neutral ~~x~~, or ~~X~~ positive) initially, but become accepted chart hits are generally retested to determine if their wider exposure has altered their appeal to the target audience.

*ReFocus™ data has proven effective in indexing music appeal to audiences 25-54, with proven, intense appeal to females 25-49.*

## NEW SINGLES: FIRST TEST SCORES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
DIDO--No Freedom (RCA)			X-1/2	
GOO GOO DOLLS, The--Rebel Beat (WB)			X-1/2	
JEWEL--Two Hearts Breaking (Rhino/Atlantic)			X-1/2	
TEGAN AND SARA--Closer (WB)			X	
VILLAINS, The--(My) Rainy Day Girl (Toucan Cv)			X-1/2	
WILSON, Gretchen--Still Rollin' [edit] (Redneck Records)			X	
WOLANIN, Whitney--Wrong Guy (I Did It This Time) (TopNotch)			X-1/2	

## RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
DOCTOR, Junior--Falling To Pieces (Toucan Cove)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
GROBAN, Josh--Brave (WB)				
PREVIOUS TEST:			X-1/2	
RE-TEST:				X X
HOUSTON, Whitney, and R. Kelly--I Look To You (RCA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
KE\$HA--Die Young (RCA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
LUMINEERS--Ho Hey (Dualtone)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
OUTASIGHT--I'll Drink To That (WB)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
PASSION PIT--Take A Walk (Columbia)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
RIHANNA--Diamonds (DefJam/UMG)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/3	
TRAIN--50 Ways To Say Goodbye (Columbia)				
PREVIOUS TEST:			X	
RE-TEST:			X	

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-----"RECOMMENDED" PLAYLIST-----

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF FEB. 4, 2013	DATE RECOMMENDED
1. ENDLESSLY--The Cab (Z Entertainment) (1)	X X (10/1)
2. IT'S TIME--Glee Cast (Fox/Columbia) (3)	X X (10/8)
3. DON'T FORGET ABOUT ME--Keith Harkin (Verve) (4)	X X (9/17)
4. SOLDIER--Gavin DeGraw (RCA) (2)	X X (9/10)
5. ANYTHING ABOUT ME--The Far Removed (2010AD) (7)	X X (10/29)
6. DREAMS OF FIREFLIES--Trans-Siberian (Republic) (6)	X X (12/17)
7. TO THE EDGE--NiaNell (NiaNell Ent. LP) (5)	X X (8/6)
8. HOME--Phillip Phillips (Interscope) (11)	X X (12/10)
9. PLEASE DON'T--The Lyra Project (Slot-1) (10)	X X (11/12)
10. DANCING ON THE CEILING--L.Richie/Rscl.Flatts) (8)	X X X (9/17)
11. JUST FOR YOU--L.Richie/B.Currington (Merc.) (13)	X X X (1/14)
12. KEEP ON COOKING--Julia Child (PBS-TV) (9)	X X (8/27)
13. STAY--The Far Removed (2010AD) (14)	X X (11/26)
14. TRY--Pink (NEW) (9)	X X (1/28)
15. DESTINY--Franklin McKay (F.McKay Music) (12)	X X (7/9)

RECOMMENDED "B" ROTATION MUSIC MENU (in order of date of recommendation)

[ No current "X X X X" songs on the playlist ]	X X X X
WIDE AWAKE--Katy Perry (Capitol)	X X X (6/4)
TELL ME I'M NOT DREAMING--Katherine Jenkins (WB)	X X (4/2)
SWEET BY AND BY--Lorie Line (Lorie Line Music)	X X (4/2)
WITHOUT YOU--Michael J Thomas/Wendy Moten(Woodward Av)	X X (4/16)
SOMEBODY THAT I USED TO KNOW--Gotye w/Kimbra(Republic)	X X (5/28)
BLINK--U.V.U.K. (Robbins Entertainment)	X X (5/28)
THE PRAYER ["TheVoice"]-Cr.Aguilera/ChrisMann(Rep/UMG)	X X (6/4)
SOUL COMPANION--Mary Chapin Carpenter/J.Taylor (Concrd)	X X (6/11)
WHAT YOU THINK ABOUT US--Erica Nicole (Heaven)	X X (6/18)
GET OUT--Casey Abrams (Concord Music Group)	X X (6/25)
SINCE YOU LEFT--Emil Bishaw (Caper)	X X (7/16)
CALL ME MAYBE--Carly Rae Jepsen (Interscope)	X X (7/23)
TODAY--Michael Lynche (Big 3)	X X (7/30)
SUMMER LOVE SONG--Brooke Hyland (Whattaguy)	X X (8/13)
WE ARE NEVER EVER GETTING...--Taylor Swift (Big Mach.)	X X (10/1)
FIND YOUR VOICE--Sarah McLachlan (Tyde)	X X (12/17)
ROCK MY HEART--Michael Damian (Weir Bros.)	X X (1/21)
BECAUSE WE CAN--Bon Jovi [radio edit] (Island)	X X (1/28)
WHAT HAVE I DONE--LeAnn Rimes (Curb)	X X (1/28)
BRAVE--Josh Groban (WB)	X X (2/4)

-----END "RECOMMENDED" PLAYLIST-----

"X-1/2 POSITIVE"/BORDERLINE--WATCH THEM, BUT NOT CURRENTLY "RECOMMENDED"  
TESTED OVER 2 MONTHS AGO: 5 TAKE A LITTLE RIDE-Jason Aldean[Broken Bow]  
GOOD MORNING BEAUTIFUL--Jim Brickman w/Luke McMaster [Mood/Brickhouse]  
START OF SOMETHING GOOD--Daughtry  
IT'S TIME--Imagine Dragons [Interscope EP]  
GIRL ON FIRE--Alicia Keys  
ONE MORE NIGHT--Maroon 5 ["no rap" vsn only]  
SHE'S SO MEAN--Matchbox Twenty  
93 MILLION MILES [radio edit]--Jason Mraz  
I WILL WAIT--Mumford & Sons [Glassnote]  
GOOD TIME--Owl City, with Carly Rae Jepsen

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"X-1/2 POSITIVE"/BORDERLINE--WATCH, BUT NOT NOW "RECOMMENDED" (CONT'D.)

- TESTED ISSUE OF 10/8: COMMON, SIMPLE, BEAUTIFUL--Jennifer Chung [no lbl]  
I LOOK TO YOU--Whitney Houston and R. Kelly  
DIE YOUNG--Ke\$ha  
DIAMONDS--Rihanna
- TESTED ISSUE OF 10/15: (KISSED YOU) GOOD NIGHT--Gloriana  
BEAUTIFUL--Carly Rae Jepsen, with Justin Bieber  
BEGIN AGAIN--Taylor Swift
- TESTED ISSUE OF 10/22: CATCH MY BREATH--Kelly Clarkson [radio mix]
- TESTED ISSUE OF 10/29: SKYFALL--Adele  
ISN'T IT TIME--The Beach Boys [Capitol] [radio edit]  
THIS KISS--Carly Rae Jepsen
- TESTED ISSUE OF 11/5: FEEL AGAIN--One Republic  
THE DISTANCE--Christina Perri and Jason Mraz
- TESTED ISSUE OF 11/12: COOL ME DOWN--Kate-Margret [WMA]  
WHAT'S UP--League Of Notions [Treaty]  
ORDINARY GIRL--Lyra Project [Slot-1]  
DEAR VETERAN--Elizabeth Sams [Baba Ray]  
I KNEW YOU WERE TROUBLE--Tyler Swift
- TESTED ISSUE OF 11/19: RECENTLY--Rick Denzien [Slot-1]  
LOCKED OUT OF HEAVEN--Bruno Mars  
BUCKET LIST--League of Notions [Treaty]  
LIKE THAT--League of Notions [Treaty]
- TESTED ISSUE OF 11/26: BEAUTY & THE BEAT--J.Bieber/Nicky Minaj ["clean"]  
SO CLOSE--Shawn Hook [EMI Canada]
- TESTED ISSUE OF 12/3: JUST A FOOL--Christina Aguilera/Blake Shelton  
DON'T MAKE ME CRY ANYMORE--Steven Kent [Doznoise]
- TESTED ISSUE OF 12/10: LITTLE THINGS--One Direction  
MERMAID--Train
- TESTED ISSUE OF 12/17: < None >
- TESTED ISSUE OF 12/24-12/31: BEST & WORST OF TIMES--Reggie Vinson [Coast]  
WHERE DID THE LOVE GO--Del Robbins [Fame & Fortune]
- TESTED ISSUE OF 1/7-1/14: FALLING TO PIECES--Junior Doctor [Toucan Cove]  
HAPPY NEW YEAR--Kid Rock  
WORLD CITIZEN--Steve Oliver ["radio edit"] [SOM Entertainment]  
I'LL DRINK TO THAT--Outasight
- TESTED ISSUE OF 1/21: CAN'T STOP LOVING YOU--Aerosmith w/Carrie Underwood  
BROKEN--The Far Removed [2010AD]  
SILVER LINING (CRAZY 'BOUT YOU)--Jessie J [no label shown]
- TESTED ISSUE OF 1/28: SOMEWHERE OVER THE RAINBOW--Children of Newtown  
HO HEY--The Lumineers [Dualtone]  
TAKE A WALK--Passion Pit
- TESTED ISSUE OF 2/4: NO FREEDOM--Dido  
REBEL BEAT--The Goo Goo Dolls  
TWO HEARTS BREAKING--Jewel  
(MY) RAINY DAY GIRL--The Villains [Toucan Cove]  
WRONG GUY (I DID IT THIS TIME)--Whitney Wolanin [TopNotch]

NOTES

We use a seven-point test rating scale for each song: Three recommend against airplay [negative, neutral, "One-X Positive"]; one is "borderline" -- meaning that the target audience is essentially indifferent to the song ["X-1/2 Positive"]; and three points on the scale indicate records recommended for airplay ["X X", "X X X", "X X X X" Positive]. éš

š = HARDER ROCK & ROLL, BUT ACCEPTABLE TO A/C-CORE-AUDIENCE ADULTS

SESAC-licensed songs require a SESAC license; SESAC is owned by lawyers and you WILL be sued for copyright violation. Note that ALL songs composed by Neil Diamond and by Bob Dylan are now SESAC copyrights, regardless of what the label on the record may show. We cannot guarantee we can alert you to "recommended" songs licensed by SESAC, since music publishing is usually not indicated on the tracks we receive nowadays, so if you don't have a SESAC license, PLEASE do the necessary research to make sure no SESAC licensing is involved, on ALL your adds! To obtain Jim Brickman singles [or to get a

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NOTES (CONT'D)

letter from Brickman waiving a SESAC license (for songs on which he is the ONLY SESAC COMPOSER) if you don't have a SESAC license, in order to play his songs] call Brickman Music: 818/760-1868; FAX 818/760-1807. For a stereo broadcast-quality MP3 download of TO THE EDGE from NiaNell's sixth album "My Heart", e-mail your request to us from the e-mail address you wish it sent to. It will require an e-mailbox with at least 10 MB capacity. NiaNell, singer-songwriter, has proven to have potent appeal to the core A/C female listener, but so far has not gotten a distribution deal with any U.S. label. She is happy to get airplay in the Western Hemisphere, and has gotten much response to her songs in the past few years...her songs are mostly available on iTunes, but without distribution in the Western Hemisphere she lacks the promotional effort to bring the prominence and sales that her talent and listener appeal deserve. Until then, she's your "secret weapon". Another exclusive for you is the audio from a PBS-TV musical 100th birthday tribute to the late, famous "French Chef" on TV -- Julia Child: KEEP ON COOKING. You will find a stereo MP3 of it, in a ZIP file, posted near the bottom of the "Commentary" page on our website -- along with a link to the original YouTube video. This can eventually go into your annual Christmas recurrenents!

CONTACTS

We assume that subscribers know how to contact the major recording labels. The list below is to help obtain current "recommended" recordings you might otherwise have difficulty locating.

For Lorie Line recordings, go to [www.lorieline.com](http://www.lorieline.com). To obtain WITHOUT YOU by Michael J. Thomas with Wendy Moten, contact Roger Lifeset at 818/991-7668 -- or e-mail him at: [pppromo@dslextrreme.com](mailto:pppromo@dslextrreme.com). <<If you need something you cannot track down, let us know -- if it's been "recommended" in our testing within a year or two, we can usually provide a broadcast-quality MP3 of it for our radio subscribers.>>

"DROPS"

DROP WHEN YOURE READY; DO USE AS RECURRENT; DO PUT IN PERMANENT LIBRARY

< None this week >

DROP WHEN YOU'RE READY; CAN USE AS RECURRENT; NOT FOR PERMANENT LIBRARY

< None this week >

COMMENT

None of the seven first-time-tested new tracks reached our "Recommended for your Mainstream AC Playlist" scoring level this week; but one previously-tested song moved up to that level -- the new rhythmic track from Josh Groban, BRAVE. It's on Warner Brothers.

One of the most-often-identified unmet needs of radio listeners -- especially AC core female listeners -- has for decades been well-known, because it keeps turning up in research. The late Bill Gavin, our mentor, made the point clearly as early as the 1970's: Announce what you are playing! Tell them what the song and artist are! They want to know, so tell them. A very-well-known AC programmer admitted to us at an AC conference in the 1990's, "I know we should do it, but..."

The unspoken qualifier was apparently that he felt uncomfortable doing something nobody else was doing. Actually, ladies and gentlemen--actually it is doing something DIFFERENT that listeners want that separates us from the pack, and makes us successful! It "brands" us, if you will!

One argument seems to be that it "backannouncing stops forward momentum". Nonsense: "What was that" is what they want to know next! Another is that "they know already" -- as if telling them something they might already know would cause them to tune out! For heaven's sake, if there were a drop of truth to that, telling them the station name over and over would leave you with no audience! ...The bottom line: Be different; announce the songs!!

Eric G. Norberg, Editor-Publisher / Jane A. Kenney, Research Director  
**The Adult Contemporary Music Research Letter**

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