

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

NOVEMBER 12, 2012
VOL. 29, NO. 32

Research results from
Consolidated Communications Consultants, © 2012
1837 S.E. Harold Street, Portland, OR 97202-4932; 800/929-5119
www.ACmusicResearch.com
ISSN 1063-7494

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
KATE-MARGRET--Cool Me Down (WMA)			X-1/2	
LEAGUE OF NOTIONS--Love Love Colour (Treaty)			X	
LEAGUE OF NOTIONS--What's Up (Treaty)			X-1/2	
LYRA PROJECT--Ordinary Girl (Slot-1)			X-1/2	
SAMS, Elizabeth--Dear Veteran (Baba Ray)			X-1/2	
SWIFT, Tyler--I Knew You Were Trouble (Big M.)			X-1/2	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
< none this week >					

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
ADELE--Skyfall (Columbia)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
BEACH BOYS, The--Isn't It Time ["radio"] (Capitol)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
CLARKSON, Kelly--Catch My Breath ["radio"] (RCA)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
JEPSEN, Carly Rae--This Kiss (Interscope)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
LEAGUE OF NOTIONS--Missing Poster (Treaty)				
			PREVIOUS TEST:	X
			RE-TEST:	X
LYRA PROJECT--Please Don't [lyraproject.com]				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X X
ONE REPUBLIC--Feel Again (Interscope)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
PERRI, Christina, and Jason Mraz--The Distance (RoadRunner/Atlantic)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2
PHILLIPS, Phillip--Home (Interscope)				
			PREVIOUS TEST:	X-1/2
			RE-TEST:	X-1/2

ADULT CONTEMPORARY MUSIC RESEARCH
November 12, 2012

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

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF NOVEMBER 12 2012 RECOMMENDED

				DATE
1.	WIDE AWAKE--Katy Perry (Capitol)	(2)	X X X	(6/4)
2.	DESTINY--Franklin McKay (F.McKay Music)	(1)	X X	(7/9)
3.	TO THE EDGE--NiaNell (NiaNell Ent. LP)	(3)	X X	(8/6)
4.	TODAY--Michael Lynche (Big 3)	(5)	X X	(7/30)
5.	DANCING ON THE CEILING--L.Richie/Rscl.Flatts) (7)		X X X	(9/17)
6.	CALL ME MAYBE--Carly Rae Jepsen (Interscope)	(4)	X X	(7/23)
7.	SINCE YOU LEFT--Emil Bishaw (Caper)	(6)	X X	(7/16)
8.	SOLDIER--Gavin DeGraw (RCA)	(10)	X X	(9/10)
9.	KEEP ON COOKING--Julia Child (PBS-TV)	(9)	X X	(8/27)
10.	SOUL COMPANION--Mary Ch.Crpenter/J.Tylr(Cncrd)	(8)	X X	(6/11)
11.	ENDLESSLY--The Cab (Z Entertainment)	(12)	X X	(10/1)
12.	GET OUT--Casey Abrams (Concord Music Group)	(11)	X X	(6/25)
13.	IT'S TIME--Glee Cast (Fox/Columbia)	(14)	X X	(10/8)
14.	SUMMER LOVE SONG--Brooke Hyland (Whattaguy)	(13)	X X	(8/13)
15.	DON'T FORGET ABOUT ME--Keith Harkin (Verve) (NEW)		X X	(9/17)

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	
WHAT DOESN'T KILL (MAKES..STRONGER)--K. Clarkson (RCA)			X X X	(11/21)
SAY WHAT YOU WILL [remix]--Justin Hines (Decca/UMG)			X X	(2/13)
SORRY--Art Of Dying [radio edit] (Reprise)			X X	(2/20)
READY FOR THE WORLD--Jesse Jordan Band (JMP)			X X	(2/20)
COUNTING ON YOU--Mikey Wax (WaxSongs)			X X	(2/20)
WITHOUT YOU--Glee Cast (Fox/Columbia)			X X	(2/27)
UPTOWN GIRL--Glee Cast (Fox/Columbia)			X X	(3/19)
BETWEEN US--Margo Rey (RightWay/Organica)			X X	(3/26)
ENDLESS LOVE--Lionel Richie/Shania Twain (Merc-Nashv.)			X X	(3/26)
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)
WHAT YOU THINK ABOUT US--Erica Nicole (Heaven)			X X	(6/18)
WE ARE NEVER EVER GETTING...--Taylor Swift (Big Mach.)			X X	(10/1)
ANYTHING ABOUT ME--The Far Removed (2010AD)			X X	(10/29)
PLEASE DON'T--The Lyra Project [www.lyraproject.com]			X X	(11/12)

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

GO TELL IT ON THE MOUNTAIN--James Taylor (U Me LP)			X X	(11/5)
--	--	--	-----	--------

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

"X-1/2 POSITIVE"/BORDERLINE--WATCH THEM, BUT NOT CURRENTLY "RECOMMENDED"

- TESTED OVER 2 MONTHS AGO: DARK SIDE--Kelly Clarkson
 IT'S TIME--Imagine Dragons [Interscope EP]
 HAPPY PILLS--Norah Jones
 ONE MORE NIGHT--Maroon 5 ["no rap" vsn only]
 SHE'S SO MEAN--Matchbox Twenty
 SHADOW DAYS--John Mayer
 GUARDIAN--Alanis Morissette [Collective Sounds]
 WHAT MAKES YOU BEAUTIFUL--One Direction
 GOOD TIME--Owl City, with Carly Rae Jepsen
 WE FOUND LOVE--Rihanna, with Calvin Harris
 CALLED OUT IN THE DARK--Snow Patrol
 CELEBRATE--Jordin Sparks, with Whitney Houston
 DON'T LEAVE ME (NO ME QUITTE PAS)--Regina Spektor [WB]
 DRIVE BY--Train ["guitar up mix" preferred]
 HONESTY--Whitney Wolanin [TopNotch]

ADULT CONTEMPORARY MUSIC RESEARCH
November 12, 2012

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

TESTED ISSUE OF 8/6: WALKIN' GOOD--Heart, w/Sarah McLachlan [Select]
 TESTED ISSUE OF 8/13: 5 TAKE A LITTLE RIDE--Jason Aldean [Broken Bow]
 GOOD MORNING BEAUTIFUL--Jim Brickman w/Luke McMaster [Mood/Brickhouse]
 A LITTLE VACATION--Tiny Little Planets [Whattaguy Music]
 TESTED ISSUE OF 8/20: I WILL WAIT--Mumford & Sons [Glassnote]
 STAY AWHILE--Ryan Star ["clean" version only!]
 DUST ON MY SHOES--Tanita Tikaram [Eagle]
 TESTED ISSUE OF 8/27: START OF SOMETHING GOOD--Daughtry
 WHEN I LOOK AT YOU--Alex Edmonds [Mission House]
 STEADY MY HEART--Kari Jobe [Sparrow]
 HALL OF FAME--The Script
 THE BIGGEST MISTAKE--The Secret State [Stealth Tiger]
 TESTED ISSUE OF 9/3: WANTED YOU MORE--Lady Antebellum
 BLOWN AWAY--Carrie Underwood
 TESTED ISSUE OF 9/10: FOR YOU--Keith Urban
 TESTED ISSUE OF 9/17: DON'T GIVE UP--Calling Glory [Sonoured]
 EVEN THE LOSERS--Pat Green [Sugar Hill]
 GIRL ON FIRE--Alicia Keys
 THE PUPPET CRIES--Koldasee [Pinnacle Road]
 EVERY ROAD LEADS HOME TO YOU--Richie Sambora [Dangerbird]
 DECORATE--Yuna [Fader]
 TESTED ISSUE OF 9/24: < none >
 TESTED ISSUE OF 10/1: ONE MORE CHANCE--LeRoy Bell [Martez]
 MERCY--The Dave Matthews Band
 SOUND LOVE MAKES [ac vsn]--The Far Removed [2010AD]
 93 MILLION MILES [radio edit]--Jason Mraz
 LESSONS IN LOVE--Neon Trees, featuring Kascade [radio edit]
 TESTED ISSUE OF 10/8: COMMON, SIMPLE, BEAUTIFUL--Jennifer Chung [no lbl]
 BREATHE AND RELEASE--The Far Removed [2010AD]
 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
 TRY--Pink
 TESTED ISSUE OF 11/5: MERRY XMAS BEAUTIFUL--Jim Brickman/McMaster [XMAS]
 THIS CHRISTMAS--Franklin McKay [F.McKay Music] [XMAS]
 FEEL AGAIN--One Republic
 THE DISTANCE--Christina Perri and Jason Mraz
 HOME--Phillip Phillips [Interscope]
 AND A HAPPY NEW YEAR--Mikey Wax [WaxSongs] [XMAS]
 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

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]. 65

5 = 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

ADULT CONTEMPORARY MUSIC RESEARCH
November 12, 2012

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. 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. <<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

We got several new releases this week, none of which tested "Recommended" -- plus a couple of Christmas releases, but those proved to be re-releases from past years that we had previously tested then, and our policy is to test new Christmas releases only once -- either in the year of first release, or in the year we first receive them. We occasionally slip up on that, but not as much anymore since one of our longtime readers created a database for us that records past testing. We continue to appreciate that, in an era when labels frequently wait a few months and then re-release as new a track they couldn't get off the ground the first time around! They have always done that to some extent, but until recently they did call them "re-releases". Today they are simply presented as new again! That doesn't help a format all too often perceived as noncurrent anyway by an audience that actually prefers more current music! (But only the current music they like, which the AC charts have never always provided, based as they are upon airplay only.)

One song we first tested last week moved from "borderline" to "Recommended", despite the core AC female feeling a little disappointed by the ending: PLEASE DON'T by the Lyra Project. The website, www.LyraProject.com, identifies the group as being composed of Debra Lee Denzien and Rick Denzien -- and points out that some listeners have been reminded of Karen Carpenter in Debra Lee's singing. Include us among them. The group's "label" is this website, but they plan a future release on the Slot-1 record label. Our subscribers will have access to this track via our secure "secret subscriber webpage" this week -- or, they can have us send the MP3 to their professional e-mail address (that's needed to verify the entitlement to a promo copy).

Eric G. Norberg, Editor-Publisher / Jane A. Kenney, Research Director

The Adult Contemporary Music Research Letter

The authentic A/C music "market research" for about \$7.00 a week

is published at 1837 S.E. Harold Street, Portland, Oregon 97202-4932

Telephone & Fax: (503) 232-9787 or (800) 929-5119; Pager: (503) 402-4746.

Web site: www.ACmusicResearch.com - E-Mail: acmrl@myexcel.com

Subscriptions are \$355.00 per year (48 issues) or \$109.00 per quarter (12 issues)

ask about Automatic Renewal rates at \$330.00 per year; or \$99 per quarter.

Also available: **ReFocus™ Research Book**, newly updated research information plus past A/C hits.

Ask for more information regarding this valuable resource.

