

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

DECEMBER 3, 2012
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Research results from
Consolidated Communications Consultants, © 2012
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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 *XXX* or *XX* 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
AGUILERA, Christina, with Blake Shelton--Just A Fool (RCA)			X-1/2	
KENT, Steven--Don't Make Me Cry Anymore (Dog-noise)			X-1/2	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
ANDERSON, Matt--Little Country Church At Christmastime (Busted Flat)				X-1/2	
CHAN, Elizabeth--A Christmas Song (BatteryPark)				X-1/2	
SHEAHAN, Michael--Year In, Year Out (Fine St.) x					

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
BIEBER, Justin, with Nicki Minaj--Beauty And A Beat ["clean edit"] (Island)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
HEART, with Sarah McLachlan--Walkin' Good (Legacy)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
HOOK, Shawn--So Close (EMI Canada)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
KATE-MARGRET--Cool Me Down (WMA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
L P--Into The Wild (WB)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
MARS, Bruno--Locked Out Of Heaven (Elektra/Atlantic)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
7th HEAVEN--Sing (NTD)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
SWIFT, Tyler--I Knew You Were Trouble (Big Machine)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	

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

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF DECEMBER 3, 2012 RECOMMENDED

Table with 4 columns: Song Title, Artist, Chart Position, and Date. Includes songs like 'TO THE EDGE' by NiaNell, 'DANCING ON THE CEILING' by L.Richie/Rscl.Flatts, etc.

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

Table with 4 columns: Song Title, Artist, Chart Position, and Date. Includes songs like 'READY FOR THE WORLD' by Jesse Jordan Band, 'COUNTING ON YOU' by Mikey Wax, etc.

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

Table with 4 columns: Song Title, Artist, Chart Position, and Date. Includes 'GO TELL IT ON THE MOUNTAIN' by James Taylor.

-----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 Bowl]
GOOD MORNING BEAUTIFUL--Jim Brickman w/Luke McMaster [Mood/Brickhouse]
DARK SIDE--Kelly Clarkson
START OF SOMETHING GOOD--Daughtry
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
I WILL WAIT--Mumford & Sons [Glassnote]
WHAT MAKES YOU BEAUTIFUL--One Direction
GOOD TIME--Owl City, with Carly Rae Jepsen
HALL OF FAME--The Script
CELEBRATE--Jordin Sparks, with Whitney Houston
DRIVE BY--Train ["guitar up mix" preferred]
HONESTY--Whitney Wolanin [TopNotch]

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"X-1/2 POSITIVE"/BORDERLINE--WATCH, BUT NOT NOW "RECOMMENDED" (CONT'D.)
 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 Cascade [radio edit]
 TESTED ISSUE OF 10/8: COMMON, SIMPLE, BEAUTIFUL--Jennifer Chung [no 1bl]
 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
 TESTED ISSUE OF 11/19: COLD DECEMBER NIGHT--Michael Buble [XMAS]
 RECENTLY--Rick Denzien [Slot-1]
 LOCKED OUT OF HEAVEN--Bruno Mars
 BUCKET LIST--League of Notions [Treaty]
 LIKE THAT--League of Notions [Treaty]
 WHAT CHILD IS THIS--Will Turpin [Hubbub] [XMAS]
 TESTED ISSUE OF 11/26: BEAUTY & THE BEAT--J.Bieber/Nicky Minaj ["clean"]
 SO CLOSE--Shawn Hook [EMI Canada]
 THE SECRET CHRISTMAS SONG--The Lyra Project [Slot-1] [XMAS]
 TESTED ISSUE OF 12/3: LITTLE COUNTRY CHURCH AT XMAS--Matt Anderson [B.F.]
 A CHRISTMAS SONG--Elizabeth Chan [Battery Park]
 JUST A FOOL--Christina Aguilera/Blake Shelton
 DON'T MAKE ME CRY ANYMORE--Steven Kent [Dognoise]

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

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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 recurrents!

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: ppromo@dslextre.me. <<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 YOU'RE 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

No new releases, or re-tested recent releases, reached our "Recommended" level of scoring this week. Only five releases were received, and two were sent by a subscriber. As the U.S. enters the year-end Holiday season, new releases get kind of sparse -- and, although there is an upsurge in the release of Christmas tracks, many are simply undisclosed re-releases from previous years. We continue to appreciate the database one of our subscribers helped us set up to catch and identify such undisclosed re-releases -- not only at Christmastime, but throughout the year.

We are always willing to re-test a previously-tested release which the label feels is worth another shot -- but those used to be labeled as "re-releases". The dramatic upturn in multiple re-releases of past tracks seems more to be an attempt to conceal the previous releasing and see if programmers can be manipulated into playing it as new, THIS time around. So, this database helps us keep our test reports more relevant for radio programming purposes.

We have been persistent in advising against early airplay of Christmas tracks over the years, and we have explained how the temporary ratings bump that this format change seems to evoke each year is actually due to in-store exposure, relatively useless for ad exposure, and the ratings drop that follows the Holidays for stations doing this can leave a station somewhat worse off than it was before for its actual LISTENERS.

So, we've been asked, how would WE program the Holiday tracks, then, for benefit to the station? We'll give you our opinion on that next week.

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

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Also available: **ReFocus™ Research Book**, newly updated research information plus past A/C hits.
Ask for more information regarding this valuable resource.

