

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

DECEMBER 10, 2012
VOL. 29, NO. 36

Research results from
Consolidated Communications Consultants, © 2012
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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 ~~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
ONE DIRECTION--Little Things (Syco/Columbia)			X-1/2	
TRAIN--Mermaid (Sony)			X-1/2	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST TITLE	Neg.	Neu.	Wait	RECOMMENDED
CAILLAT, Colbie--Christmas In The Sand (Republic/Universal)			X	
KANISHA K--I Found Love (Just In Time For Christmas) (Daddy Rocks Records)			X-1/2	
LADY ANTEBELLUM--The First Noel (Cap.Nash.)				X X
LADY ANTEBELLUM--On This Winter's Night (Capitol Nashville)			X-1/2	
LADY ANTEBELLUM--Silent Night (Cap. Nash.)			X-1/2	
MARX, Richard--Christmas Spirit			X-1/2	
MCCARTNEY, Paul--The Christmas Song (Concord)			X	
PENTATONIX--Carol Of The Bells (Madison Gate)			X-1/2	
ROSSUM, Emily--Pretty Paper (WB)			X	
STEWART, Rod, with Dave Koz--Let It Snow, Let It Snow, Let It Snow (Verve)		x		
WARNES, Jennifer, with Michael Berube--Peace On Earth (music sdb's musique)			X-1/2	

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
AGUILERA, Christina, with Blake Shelton--Just A Fool (RCA)			X-1/2	
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
KENT, Steven--Don't Make Me Cry Anymore (Dognoise)			X-1/2	
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
PERRI, Christina, and Jason Mraz--The Distance (Roadrunner/Atlantic)			X-1/2	
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
PHILLIPS, Phillip--Home (Interscope)			X-1/2	
PREVIOUS TEST:			X-1/2	
RE-TEST:				X X
SHEERAN, Ed--The A Team (Atlantic)			X	
PREVIOUS TEST:			X	
RE-TEST:			X	

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

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF DECEMBER 10 2012 RECOMMENDED DATE

Table with 4 columns: Song Title, Artist, Count, and Date. Includes entries like 'DANCING ON THE CEILING--L.Richie/RscL.Flatts (2) X X X (9/17)'.

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

Table with 4 columns: Song Title, Artist, Count, and Date. Includes entries like '[No current "X X X X" songs on the playlist] X X X X' and 'WITHOUT YOU--Glee Cast (Fox/Columbia) X X (2/27)'.

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

Table with 4 columns: Song Title, Artist, Count, and Date. Includes entries like '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: 5 TAKE A LITTLE RIDE-Jason Aldean [Broken Bow]
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 [TopNoteh]

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

- TESTED ISSUE OF 9/17: GIRL ON FIRE--Alicia Keys
- 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 [ao 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
- 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: JUST A FOOL--Christina Aguilera/Blake Shelton
LITTLE COUNTRY CHURCH AT XMAS--Matt Anderson [Busted Flat] [XMAS]
A CHRISTMAS SONG--Elizabeth Chan [Battery Park] [XMAS]
DON'T MAKE ME CRY ANYMORE--Steven Kent [Dognoise]
- TESTED ISSUE OF 12/10: I FOUND LOVE.--Kanisha K [Daddy Rocks] [XMAS]
ON THIS WINTER'S NIGHT--Lady Antebellum [XMAS]
SILENT NIGHT--Lady Antebellum [XMAS]
CHRISTMAS SPIRIT--Richard Marx [XMAS]
LITTLE THINGS--One Direction
CAROL OF THE BELLS--Pentatonix [Madison Gate] [XMAS]
MERMAID--Train
PEACE ON EARTH--Jennifer Warnes with Michael Berube [music sdbs musique]

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]. éë

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

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