

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

NOVEMBER 5, 2012
VOL. 29, NO. 31

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 ~~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
CLARE, Alex--Too Close (Republic)			X	
GREEN, CeeLo, with The Muppets--All I Need Is Love (Elektra/Atlantic)			X	
LYRA PROJECT--Please Don't [lyraproject.com]			X-1/2	
ONE REPUBLIC--Feel Again (Interscope)			X-1/2	
PERRI, Christina, and Jason Mraz--The Distance (RoadRunner/Atlantic)			X-1/2	
PHILLIPS, Phillip--Home (Interscope)			X-1/2	
SHEERAN, Ed--The A Team (Atlantic)			X	
WANTED, The--Glad You Came (Mercury)			X	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
COOLIDGE, Rita--Rockin' Around The Christmas Tree (423 Records)			X		
BRICKMAN, Jim, and Luke McMaster--Merry Christmas Beautiful (Mood/Brickhouse)				X-1/2	
McKAY, Franklin--This Christmas (F.McKay)				X-1/2	
TAYLOR, James--Go Tell It On The Mountain (U Me LP)					X X
TRAVOLTA, John, and Olivia Newton John--I Think You Might Like It (U Me Music)			X		
WAX, Mikey--And A Happy New Year (WaxSongs)				X-1/2	

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
DAUGHTRY--Start Of Something Good (RCA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
KEYS, Alicia--Girl On Fire (RCA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
MAROON 5--One More Night (A&M/Octone/Interscope)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	
PINK--Try (RCA)				
PREVIOUS TEST:			X-1/2	
RE-TEST:			X-1/2	

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

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF NOVEMBER 5, 2012

Table with columns: Rank, Song Title, Artist, Weeks, and Date. Includes entries like DESTINY--Franklin McKay, WIDE AWAKE--Katy Perry, TO THE EDGE--NiaNell, etc.

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

Table with columns: Song Title, Artist, Weeks, and Date. Includes entries like WHAT DOESN'T KILL (MAKES..STRONGER)--K. Clarkson, SAY WHAT YOU WILL [remix]--Justin Hines, etc.

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

Table with columns: Song Title, Artist, Weeks, and Date. Includes entry: GO TELL IT ON THE MOUNTAIN--James Taylor (U Me LP) X X (NEW)

-----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 LIFE--One Republic
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]

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- "X-1/2 POSITIVE"/BORDERLINE--WATCH, BUT NOT NOW "RECOMMENDED" (CONT'D.)
 TESTED ISSUE OF 7/30: OH LOVE--Green Day
 SARA SMILE--Rumer
 WARM IN THE SUNSHINE--Jimmy White [828 Records]
 TESTED ISSUE OF 8/6: WALKIN' GOOD--Heart, w/Sarah McLachlan [Select]
 INTO THE WILD -- L P
 SING--7th Heaven [NTD]
 TESTED ISSUE OF 8/13: § 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]
 PLEASE DON'T--The Lyra Project [lyraproject.com]
 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]

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]. é§

§ = 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. 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 had some great help from a subscriber this week in receiving and testing several songs that had not reached us through other channels. We greatly appreciate this sort of assistance, since the more broadly and completely we can test the songs available to you, the more useful our testing is to you.

As we promised, with the first issue dated November, we have begun testing new Christmas/seasonal releases. Our intention is to test only the songs we have received and haven't tested before, and we intend to sidestep all the re-releases of previous Christmas tracks.

In this, our first test of new Christmas music, there are some songs that test at the "X-1/2 Positive"/"Borderline" level, and those will be routinely re-tested up to Christmas itself, for any that might go up with further exposure and reach "Recommended" status.

One of these new Christmas-themed tracks DID test at the "Recommended" level in its first test, and that means we are now recommending it as a potential addition to your "regular" current playlist. (Noncurrent songs would be the ones in any "Christmas season" alternate playlist you may maintain.)

The song is GO TELL IT ON THE MOUNTAIN by James Taylor, from a new album of his on the U Me Music label. The song works pretty well as a current from several different points of view--one of which being that it is James Taylor. The panel recognizes and likes his familiar voice (although they forgot his name!). Another is that it is a remake of a 1964 hit by Peter, Paul and Mary, known as TELL IT ON THE MOUNTAIN, which got inside the Top 40 of the era.

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