ADULT CONTEMPORARY

Research results from

DECEMBER 10, 2012 VOL. 29, NO. 36

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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 ReFocusTM research has shown the conventional charts' accuracy level to be about 50% in reflecting listener's tastes.

Note: ReFocusTM is not a test of familiarity or burnoud. 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.

ReFocusTM 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 distilet

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 ReFocusTM.

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 playslist.

recommend adding them to your playslist.

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.

Reference Mada has proven affection in

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

SINGLES: NEW FIRST TEST SCORES

ARTISTTitle (Label)	Neg.	Neu.	Wait	RECOMMENDED
ONE DIRECTIONLittle Things (Syco/Columbia)			X-1/2	
TRAINMermaid (Sony)			X-1/2	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST TITLE	Neg.	Neu.	Wait	RECOMMENDED
CAILLAT, ColbieChristmas In The Sand (Rep-				
ublic/Universal)			X	
KANISHA KI Found Love (Just In Time For				
Christmas) (Daddy Rocks Records)			X-1/2	
LADY ANTEBELLUM-The First Noel (Cap. Nash.)				хх
LADY ANTEBELLUMOn This Winter's Night				
(Capitol Nashville)			X-1/2	
LADY ANTEBELLUMSilent Night (Cap. Nash.)			X-1/2	
MARX, RichardChristmas Spirit			X-1/2	
McCARTNEY, PaulThe Christmas Song (Concord)			X	
PENTATONIXCarol Of The Bells (Madison Gate)			X-1/2	
ROSSUM, EmilyPretty Paper (WB)			X	
STEWART, Rod, with Dave KozLet It Snow,				
Let It Snow, Let It Snow (Verve)		×		
WARNES, Jennifer, with Michael Berube				
Peace On Earth (music sdbs musique)			X-1/2	

RE-TESTS OF PREVIOUSLY-TESTED RELEASES ARTIST--Title (Label) Neg. Neu. Wait | RECOMMENDED

PREVIOUS TEST: X-1/2 RE-TEST: X-1/2 KENT, StevenDon't Make Me Cry Anymore (Dognoise) PREVIOUS TEST: X-1/2 RE-TEST: X-1/2 PERRI, Christina, and Jason MrazThe Distance (Roadrunner/Atlantic)
KENT, StevenDon't Make Me Cry Anymore (Dognoise) PREVIOUS TEST: X-1/2 RE-TEST: X-1/2
PREVIOUS TEST: X-1/2 RE-TEST: X-1/2
RE-TEST: X-1/2
PERRI. Christina, and Jason MrazThe Distance (Roadrupper/Atlantic)
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PREVIOUS TEST: X-1/2
RE-TEST: X-1/2
PHILLIPS, PhillipHome (Interscope)
PREVIOUS TEST: X-1/2
RE-TEST: X X
SHEERAN, EdThe A Team (Atlantic)
PREVIOUS TEST: X
RE-TEST: X

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				DATE			
RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF DECEMBER 10 2012 RECOMMENDED							
1. DANCING ON THE CEILINGL. Richie/Rscl. Flatts) (2)	Х	Х	Х	(9/17)			
2. TO THE EDGENiaNell (NiaNell Ent. LP) (1)	Х	Х		(8/6)			
3. SOLDIERGavin DeGraw (RCA) (4)	Х	X		(9/10)			
4. WIDE AWAKEKaty Perry (Capitol) (3)	X	Х	Х	(6/4)			
5. KEEP ON COOKINGJulia Child (PBS-TV) (6)	X	X		(8/27)			
6. ENDLESSLY—The Cab (Z Entertainment) (7)	X	Х		(10/1)			
7. DESTINY—Franklin McKay (F. McKay Music) (5)	X	Х		(7/9)			
8. IT'S TIME—Glee Cast (Fox/Columbia) (9)	X	Х		(10/8)			
9. SINCE YOU LEFT—Emil Bishaw (Caper) (10)	X	Х		(7/16)			
10. DON'T FORGET ABOUT ME-Keith Harkin (Verve) (11)	X	Х		(9/17)			
11. TODAY—Michael Lynche (Big 3) (8)	X	X X		(7/30)			
12. ANYTHING ABOUT ME—The Far Removed (2010AD) (13)	X	Х		(10/29)			
13. CALL ME MAYBECarly Rae Jepsen (Interscope) (12) 14. GO TELL IT ON THE MOUNTAINJames Taylor(UMe(NEW)	x	X		(7/23) (11/5)			
15. PLEASE DON'TThe Lyra Project (Slot-1) (NEW)	x	X		(11/12)			
	'						
RECOMMENDED "B" ROTATION MUSIC MENU (in order of dat [No current "X X X X" songs on the playlist]	e o	fr X	eco X	mmendation) X			
	,						
[No other current "X X X" songs on the playlist]	X	Х	Х				
WITHOUT YOUGlee Cast (Fox/Columbia)	Х	Х		(2/27)			
UPTOWN GIRLGlee Cast (Fox/Columbia)	X	X		(3/19)			
BETWEEN USMargo Rey (RightWay/Organica)	Х	Х		(3/26)			
ENDLESS LOVELionel Richie/Shania Twain (Merc-Nashv.)	X	Х		(3/26)			
TELL ME I'M NOT DREAMINGKatherine Jenkins (WB)	X	Х		(4/2)			
SWEET BY AND BYLorie Line (Lorie Line Music)	Х	Х		(4/2)			
WITHOUT YOUMichael J Thomas/Wendy Moten(Woodward Av)	X	X		(4/16)			
SOMEBODY THAT I USED TO KNOWGotye w/Kimbra(Republic)	X	X		(5/28)			
BLINKU.V.U.K. (Robbins Entertainment)	X	X		(5/28) (6/4)			
THE PRAYER ["TheVoice"]-Cr. Aguilera/ChrisMann(Rep/UMG) SOUL COMPANION-Mary Chapin Carpenter/J. Taylor (Concrd)	X	Х		(6/11)			
WHAT YOU THINK ABOUT USErica Nicole (Heaven)	X	X		(6/18)			
GET OUTCasey Abrams (Concord Music Group)	X	Х		(6/25)			
SUMMER LOVE SONGBrooke Hyland (Whattaguy)	Х	Х		(8/13)			
WE ARE NEVER EVER GETTINGTaylor Swift (Big Mach.)		Х		(10/1)			
STAYThe Far Removed (2010AD)	X	Х		(11/26)			
HOMEPhillip Phillips (Interscope)	Х	Х		(12/10)			
RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR							
GO TELL IT ON THE MOUNTAINJames Taylor (U Me LP)	X	<u>У 1</u>	CHIC	(11/5)			
THE FIRST NOELLady Antebellum (Capitol Nashville)	X	X		(NEW)			
III I Half Roll Hady Phoebellum (edploor Rabhville)	**			(1.24)			
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ccccccccccccccccccccccccccccccccccccccc)))))))))	2222222			
"X-1/2 POSITIVE"/BORDERLINEWATCH THEM, BUT NOT CUR	REN	TLY	"RI	ECOMMENDED"			
TESTED OVER 2 MONTHS AGO: § TAKE A LITTLE RIDE-Jason Al							
GOOD MORNING BEAUTIFULJim Brickman w/Luke McMaster	[M	ood	/Br	ick house]			
DARK SIDEKelly Clarkson							
START OF SOMETHING GOODDaughtry							
IT'S TIMEImagine Dragons [Interscope EP]							
HAPPY PILLSNorah Jones							
ONE MORE NIGHTMaroon 5 ["no rap" vsn only]							
SHE'S SO MEANMatchbox Twenty							
SHADOW DAYS-John Mayer							
I WILL WAITMumford & Sons <u>[Glassnote]</u> WHAT MAKES YOU BEAUTIFULOne Direction							
WHAI MAKES YOU BEHUIIFULUNE DIRECTION GOOD TIMEOwl City, with Carly Rae Jepsen							
HALL OF FAMEThe Script							
CELEBRATEJordin Sparks, with Whitney Houston							
DRIVE BYTrain ["guitar up mix" preferred]							
HONESTYWhitney Wolanin [TopNotch]							
(continued)							

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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 [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 lb1]
   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
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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§

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 for to get a < continued >

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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 i T unes, 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: pppromo@dslextreme.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; 🗀 USE AS RECURRENT; 🗀 PUT IN PERMANENT LIBRARY < None this week >
DROP WHEN YOU'RE READY; CAN USE AS RECURRENT;

NOT FOR PERMANENT LIBRARY COUNTING ON YOU -- Mikey Wax READY FOR THE WORLD--Jesse Jordan Band

COMMENT

A subscriber sent us lots of new Christmas releases this week for testing, and one made it up to "Recommended" -- quite in line with our ongoing finding that as Christmas gets close traditional carols in pop style gain appeal, while "pop standard" treatments of any Christmas song are still strongly disliked by the AC core female listener. It's THE FIRST NOEL by Lady And, HOME by Phillip Phillips re-tested up to "Recommended". Antebellum.

Last week we promised to discuss how WE would program Christmas music today on a mainstream AC station.... When we started programming radio a long time ago, although we would playlist a new Christmas release as soon as we decided it was a programming plus, and it would then rotate with the other currents (and we still advocate doing this), we would not start the Christmas oldies until two weeks before Christmas, when we would gradually ramp up over the two week period from one of these per hour to 100% on the day before Christmas itself. Although merchants even then wanted wall-to-wall Christmas music as early as possible to try to stimulate customer buying, we've always responded to the LISTENER's wants and mood, in our seasonal programming.

Until very recently, we would still have advocated this pattern. However, merchants in the United States have finally succeeded in getting the public to buy into the idea that Christmas shopping season starts on Thanksgiving a full month before Christmas! The core AC female thinks this is too early, but is beginning to accept it. Consequently we would now start with one or two Christmas oldies, from the library we have compiled of AC-friendly Holiday tracks, starting on the day after Thanksgiving. .but we would still probably not start increasing this rotation until two weeks before Christmas, still responding to the LISTENER's preferences and mood! ... Just our take.

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.

