

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

DECEMBER 17, 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
< none this week >				

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
FINN, Neil--	Song Of The Lonely Mountain (Water Tower)			X	
JAMES, Boney--	River (Concord LP)			X-1/2	
KILLERS, The--	I Feel It In My Bones (Island)			X-1/2	
MARX, Richard--	Little Drummer Boy (Zanzibar)			X-1/2	
McLACHLAN, Sarah--	Find Your Voice (Tyde)				X X
SPARKS, Jordin--	Do You Hear What I Hear (Big Machine LP)				X X
TRAIN--	Joy To The World (Big Machine LP)			X-1/2	
TRANS-SIBERIAN ORCH.--	Dreams Of Fireflies (Republic/Universal)				X X

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
AGUILERA, Christina, with Blake Shelton--	Just A Fool (RCA)			
	PREVIOUS TEST: X-1/2			
	RE-TEST: X-1/2			
BIEBER, Justin, with Nicki Minaj--	Beauty And A Beat ["clean edit"] (Island)			
	PREVIOUS TEST: X-1/2			
	RE-TEST: X-1/2			
CHAN, Elizabeth--	A Christmas Song (Battery Park)			
	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			
KENT, Steven--	Don't Make Me Cry Anymore (Dognoise)			
	PREVIOUS TEST: X-1/2			
	RE-TEST: X-1/2			
LYRA PROJECT, The--	The Secret Christmas Song (Slot-1)			
	PREVIOUS TEST: X-1/2			
	RE-TEST: X X			
ONE DIRECTION--	Little Things (Syco/Columbia)			
	PREVIOUS TEST: X-1/2			
	RE-TEST: X-1/2			

ADULT CONTEMPORARY MUSIC RESEARCH
December 17, 2012

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

RECOMMENDED TOP ROTATION A/C RECORDS, WEEK OF DECEMBER 17 2012 RECOMMENDED DATE

Table with 4 columns: Song Title, Artist, Rotation Count, and Date. Includes songs like 'DANCING ON THE CEILING', 'TO THE EDGE', 'SOLDIER', etc.

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

Table with 4 columns: Song Title, Artist, Rotation Count, and Date. Includes entries like '[No current "X X X X" songs on the playlist]', 'WITHOUT YOU', 'UPTOWN GIRL', etc.

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

Table with 4 columns: Song Title, Artist, Rotation Count, and Date. Includes songs like 'KEEP ON COOKING', 'GO TELL IT ON THE MOUNTAIN', 'THE FIRST NOEL', etc.

-----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]
START OF SOMETHING GOOD--Daughtry
IT'S TIME--Imagine Dragons [Interscope EP]
ONE MORE NIGHT--Maroon 5 ["no rap" vsn only]
SHE'S SO MEAN--Matchbox Twenty
I WILL WAIT--Mumford & Sons [Glassnote]
GOOD TIME--Owl City, with Carly Rae Jepsen

ADULT CONTEMPORARY MUSIC RESEARCH

December 17, 2012

"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: MERCY--The Dave Matthews Band
SOUND LOVE MAKES [ao vsn]--The Far Removed [2010AD]
93 MILLION MILES [radio edit]--Jason Mraz
- TESTED ISSUE OF 10/8: COMMON, SIMPLE, BEAUTIFUL--Jennifer Chung [no 1b1]
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 [Doznoise]
- 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 [Zanzibar] [XMAS]
LITTLE THINGS--One Direction
CAROL OF THE BELLS--Pentatonix [Madison Gate] [XMAS]
MERMAID--Train
PEACE ON EARTH--Jennifer Warnes with Michael Berube [music sdbms musique]
- TESTED ISSUE OF 12/17: RIVER--Boney James [Concord] [XMAS]
I FEEL IT IN MY BONES--The Killers [XMAS]
THE LITTLE DRUMMER BOY--Richard Marx [Zanzibar] [XMAS]
JOY TO THE WORLD--Train [Big Machine LP] [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]. é5

S = 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

December 17, 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@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; 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 received this week of a non-Holiday nature (for many songs tested this week, we thank a subscriber!). But, one of the Christmas-themed tunes we received, an instrumental, not only tested definitely "Recommended", but did not strike the panel as being a Christmas tune -- just a "good" one. They asked to hear it three times! That was DREAMS OF FIREFLIES by the Trans-Siberian Orchestra, on Republic/Universal. Consequently it jumps immediately into our "Recommended Top 15" -- and we expect it to stay there for some time AFTER the Holidays, because of that perception.

Another of the eight new Christmas releases also did not seem Holiday-themed for the panel -- FIND YOUR VOICE by Sarah McLachlan, on Tyde Records, and that one goes into the Top 15 this week also, and it, too, may be there in January, although it did not test as strongly as the Trans-Siberian release. DO YOU HEAR WHAT I HEAR by Jordin Sparks, on a Big Machine LP of a charitable nature, also tested "Recommended" this week.

In our re-tests, yet another 2012 Christmas release -- THE SECRET CHRISTMAS SONG by the Lyra Project, on Slot-1 Records -- moved up to "Recommended". All of these songs will be among those we suggest for your permanent "recurrent" Christmas list for use near the Holidays each year, after their playlist use in the current season ends!

If you don't have a SESAC license, we warn you again that ALL songs by the Mannheim Steamroller, plus GRANDMA GOT RUN OVER BY A REINDEER, are SESAC!

<< We expect to have one more issue, before our two-week Holiday break >>

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

The Adult Contemporary Music Research Letter

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