

THE ADULT CONTEMPORARY MUSIC RESEARCH LETTER

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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 of 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
BIEBER, Justin, with Nicki Minaj--Beauty And A Beat ["clean edit"] (Island DefJam)			X-1/2	
FAR REMOVED, The--Stay (2010AD)				X X
HOOK, Shawn--So Close (EMI Canada)			X-1/2	

SEASONAL TRACKS, NEWLY-TESTED THIS YEAR

ARTIST	TITLE	Neg.	Neu.	Wait	RECOMMENDED
CLARKSON, Kelly	I'll Be Home For Christmas (RCA)		x		
HOT CHELLE RAE	Jingle Bell Rock (RCA)			X	
LYRA PROJECT	The Secret Christmas Song (Slot-1)			X-1/2	
MEN OF GRACE	God Rest Ye Merry... (Grace)			X	
PLASS, Joe	Jingle All The Way (JTP Music)			X	

RE-TESTS OF PREVIOUSLY-TESTED RELEASES

ARTIST--Title (Label)	Neg.	Neu.	Wait	RECOMMENDED
DENZIEN, Rick--Recently (Slot-1)				
			X-1/2	
			X-1/2	
KARMIN--Brokenhearted (Epic)				
			X-1/2	
			X-1/2	
MARS, Bruno--Locked Out Of Heaven (Elektra/Atlantic)				
			X-1/2	
			X-1/2	
NATHANSON, Matt--Modern Love (Vanguard/Capitol)				
			X-1/2	
			X-1/2	
SWIFT, Tyler--I Knew You Were Trouble (Big Machine)				
			X-1/2	
			X-1/2	
TATUM, Josh--Fall (Hideaway/Alchemy)				
			X-1/2	
			X-1/2	
TURNER, Casey--Never Want To Go Home (CTM Media)				
			X-1/2	
			X-1/2	
WANTED, The--Chasing The Sun (Mercury)				
			X-1/2	
			X-1/2	

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

				DATE
RECOMMENDED	TOP ROTATION	A/C RECORDS,	WEEK OF NOVEMBER 26 2012	RECOMMENDED
1.	TO THE EDGE--NiaNell (NiaNell Ent. LP)	(2)	X X	(8/6)
2.	DANCING ON THE CEILING--L.Richie/Recl.Flatts)	(3)	X X X	(9/17)
3.	WIDE AWAKE--Katy Perry (Capitol)	(1)	X X X	(6/4)
4.	SOLDIER--Gavin DeGraw (RCA)	(5)	X X	(9/10)
5.	DESTINY--Franklin McKay (F.McKay Music)	(4)	X X	(7/9)
6.	TODAY--Michael Lynche (Big 3)	(6)	X X	(7/30)
7.	KEEP ON COOKING--Julia Child (PBS-TV)	(8)	X X	(8/27)
8.	ENDLESSLY--The Cab (Z Entertainment)	(10)	X X	(10/1)
9.	SINCE YOU LEFT--Emil Bishaw (Caper)	(7)	X X	(7/16)
10.	IT'S TIME--Glee Cast (Fox/Columbia)	(12)	X X	(10/8)
11.	CALL ME MAYBE--Carly Rae Jepsen (Interscope)	(9)	X X	(7/23)
12.	DON'T FORGET ABOUT ME--Keith Harkin (Verve)	(14)	X X	(9/17)
13.	SOUL COMPANION--Mary Ch.Crpenter/J.Tylr(Cncrd)	(11)	X X	(6/11)
14.	GET OUT--Casey Abrams (Concord Music Group)	(13)	X X	(6/25)
15.	ANYTHING ABOUT ME--The Far Removed (2010AD) (NEW)		X X	(10/29)

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

[No current "X X X X" songs on the playlist]	X X X X	
[No other current "X X X" songs on the playlist]	X X X	
READY FOR THE WORLD--Jesse Jordan Band (JMP)	X X	(2/20)
COUNTING ON YOU--Mikey Wax (WaxSongs)	X X	(2/20)
WITHOUT YOU--Glee Cast (Fox/Columbia)	X X	(2/27)
UPTOWN GIRL--Glee Cast (Fox/Columbia)	X X	(3/19)
BETWEEN US--Margo Rey (RightWay/Organica)	X X	(3/26)
ENDLESS LOVE--Lionel Richie/Shania Twain (Merc-Nashv.)	X X	(3/26)
TELL ME I'M NOT DREAMING--Katherine Jenkins (WB)	X X	(4/2)
SWEET BY AND BY--Lorie Line (Lorie Line Music)	X X	(4/2)
WITHOUT YOU--Michael J Thomas/Wendy Moten(Woodward Av)	X X	(4/16)
SOMEBODY THAT I USED TO KNOW--Gotye w/Kimbra(Republic)	X X	(5/28)
BLINK--U.V.U.K. (Robbins Entertainment)	X X	(5/28)
THE PRAYER ["TheVoice"]-Cr.Aguilera/ChrisMann(Rep/UMG)	X X	(6/4)
WHAT YOU THINK ABOUT US--Erica Nicole (Heaven)	X X	(6/18)
SUMMER LOVE SONG--Brooke Hyland (Whattaguy)	X X	(8/13)
WE ARE NEVER EVER GETTING...--Taylor Swift (Big Mach.)	X X	(10/1)
PLEASE DON'T--The Lyra Project [www.lyraproject.com]	X X	(11/12)
STAY--The Far Removed (2010AD)	X X	(NEW)

RECOMMENDED SEASONAL CURRENTS, NEWLY TESTED THIS YEAR

GO TELL IT ON THE MOUNTAIN--James Taylor (U Me LP)	X X	(11/5)
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-----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
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
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 8/27: START OF SOMETHING GOOD--Daughtry
 WHEN I LOOK AT YOU--Alex Edmonds [Mission House]
 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 [Soncured]
 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 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]

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]. éš

š = 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 recurrensts!

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@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
WHAT DOESN'T KILL YOU (MAKES YOU STRONGER)--Kelly Clarkson
DROP WHEN YOU'RE READY; CAN USE AS RECURRENT; NOT FOR PERMANENT LIBRARY
SAY WHAT YOU WILL--Justin Hines SORRY--Art Of Dying

COMMENT

With ANYTHING ABOUT ME recently testing "Recommended" and this week entering our "Recommended Top 15 Rotation" list, the group "The Far Removed" has gone ahead and released another new single, STAY, which also tests at the "Recommended" scoring level, and which goes into our "Recommended AC Playlist" this week. The AC core female has never objected to hearing more than one song from an act in the same playlist, and the new release adds a little freshness to the playlist.

If you do not receive the song, either directly or through our "secret subscriber webpage" service, let us know and we can e-mail an MP3 to your professional address for auditioning and consideration for your playlist.

In all the angst we have been reading in the trade press over how Arbitron's "People Meters" are seen as upending previous rating trends and undermining niche formats, one point seems to have been overlooked: Arbitron's diary rating method is the most inaccurate ever used by a national rating company, subject to more limitations and skews than any other. Although placement and cooperation issues still skew Arbitron's results, the meters at least seem to measure actual listener behavior, so they represent one step closer to reality! And we remind you that your goal as a programmer should not be to build SHARE, which is simply an efficiency figure, but CUME -- which is actual circulation information, comparable to print circulation figures. If your cume is high but your share is low, advertisers simply have to buy more ads to reach your huge audience. Big share and low cume means one ad reaches most of your audience, so advertisers only buy a few...and move on!

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