

JANUARY 23, 2014

# THE Sands REPORT

UNIFYING THE ALT COMMUNITY

## Here's What Is Important To Your Station's Success

Last week Jon Coleman, the CEO of Coleman Insights, was telling us about his theory of how some PDs are misreading PPM data. And because they are, these programmers end up getting rid of so many "tune out" elements, that there's not enough "tune in" elements left to make their stations unique or special. Here's more of our conversation...

### What brought you to your conclusion that PDs are misreading PPM, Jon?

Our research has always taken a macro view of radio brands. The brand is very much about music and music strategy, but it is also about the other values of community, entertainment, etc. that a station offers. We do not see any conflict between what our research tells us about brands and music and what I'm saying about minute manipulation of the audience. I believe that

the real audience is built based on the brand and its values not on manipulating meters. In fact, after the first couple of years of PPM manipulation and once we got past the obvious negatives, I haven't been convinced that the same methods of meter manipulation are helping ratings in the moment and I'm pretty convinced that they may be counterproductive to the real values we need to build into our radio brands.




Jon Coleman

### How is it counterproductive?

It's counterproductive because they take time away from more important tasks, and counterproductive because they throw the baby out with the bath water.

### Makes sense. So how do we build loyalty into our radio brands?

By being entertaining in some way. Music, personality, and the like. More and more it's personality based and slowly it's becoming less about music. This is because for those who want a deeper music experience, commercial radio may not be ideal. There's a minor- 

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NEON TREES

*Sleeping With A Friend*

**D31\***  
GREATEST GAINER  
27K SOLD  
FIRST WEEK

**NEON TREES**

**"SLEEPING WITH A FRIEND"**

**GOING FOR AIRPLAY NOW!**

**NEW:** 91X KBZT KNDD KROX WBRU WHFS WZNE WMRQ WRRV KXNA WBTZ KBRE

**ALREADY ON:** KROQ KYSR LIVE105 KTBZ WBOS KPNT KNRK X96 KHTB WWCD WLUM WROX SIRIUS ALT NATION MUSIC CHOICE & MANY MORE!

**NEW ALBUM POP PSYCHOLOGY IN-STORES APRIL 22ND!**

**TV PERFORMANCES ON: LATE NIGHT WITH JIMMY FALLON! THE TODAY SHOW! THE TONIGHT SHOW WITH JAY LENO!**

**#2 MOST ADDED!**

ity of music fans we cannot serve and as a result, the total value of music may be slightly less than it used to be. Don't get me wrong though. This doesn't mean music is unimportant, but it means that relative importance of music and other values may be changing slightly.

**I see your point. And now listeners can get elsewhere the exact same music that a typical Alt station plays, but with the ability to skip songs that they don't like, and without all the commercials. It really does behoove our programmers to come up with a secret sauce, doesn't it?**

It certainly does. More and more we see people saying they choose stations for things that no other medium does or does well. Music is very important, but it's not seen as an exclusive part of the station's appeal. The very light users of radio often use radio only in special circumstances, like when they have no access to other services, news, weather, etc. Heavy users are more likely to use and like music, but even their profile is changing as other services are used for music. Things like personality and other "secret sauce" becomes more important.

**After the column last week, one of the PDs who**



**TOP 10 Specialty**

**"Homeless Romantic"**

**Early Believers:  
89X-Detroit WKLL-Buffalo  
WARQ-Columbia**


**"Thank You For Flying" Tour Starts 2/15**

**reads The Sands Report loved what you had to say. He asked if you could tell us about the theory on what the station's ratings numbers mean.**

Programming great Michael O'Shea taught me this. It's such a helpful way of thinking about programming and a way of managing ratings expectations. In audience share there are two numbers. 3.3 or 4.7, for example. There's a number to the left and a number to the right of the decimal point. The number to the left is driven by the

brand strength or the image strength of the station...

**And the number to the right?**

That's driven by small things. Nuances in music rotation. Spot placement. Small contests, etc. If you want to dramatically impact ratings you must deal with the things that impact the number on the left of the decimal. The big things. A mediocre station won't go from a 3.3 to a 5.5 tweaking the small stuff. But, a 3.3 with a big compelling and emotion-driven morning show can become a 5.5. A 3.3 might become a 4.5 with a big contest. A station that places its spots correctly or eliminates a few polarizing elements here and there throughout the programming will go from a 3.3 to a 3.6. Know the difference between the two. Don't ignore the little things, but focus on the big things. 



**PHANTOGRAM FALL IN LOVE**

**THE BREAKOUT ALT SMASH OF 2014!**

**#17\* ALT IN 2 WEEKS!**

**NEW @ WSUN! WRXL! KCXX! KMYZ! WRRV!**

**Already On @ KROQ!! Alt 98.7!! KRBZ! KXTE! KROX! WBRU! WZNE! KFRR! KRAB! WWWX! WVIC! KNRK! LIVE 105! KNDD! KUCD! KBZT! WHFS! 96X! KKDO! WWCD! WBTZ! WLKK! WEQX! KRXP! ALT NATION! MUSIC CHOICE! WRMR! WRFF! Q101! 91X! X96! KHTB! WBUZ! WXEG! KRZQ! KJEE! KNRQ! KXNA!**







**ENTIRE ALT PANEL CLOSED!**

**LORDE TEAM**

**MOVING TO POWER EVERYWHERE VIA MASSIVE ALT CALLOUT & MSCORES!**

**NOW #3\* ALT! THE MOST SPUN ARTIST @ ALT FOR THE PAST 6 MONTHS!**

**PURE HEROINE CERTIFIED GOLD OFF ALT AIRPLAY!!**

## Here's What Is Important (Con't)

### Anything else on your mind before we go?

I don't want to come off sounding like PPM has been bad for radio or that "tune out" is always misunderstood.

*"Don't ignore the little things, but focus on the big things."*

I think we have to be smart. I know smart PD's who understand that the brand value of some content supersedes the in the moment response. I also think part of the reason we focus on "in the moment" manipulation is that stations do not have the resources to do things to capture the audience's imagination. By resources I usually mean money. So, we work on what we can when we can't work on more important things.

### Thanks for taking the time these last two weeks!

You're quite welcome. One final thought. I think that unfortunately the digital revolution, the economic downturn in 2009, and PPM all happened at exactly the same time. So, when we should have been making radio more compelling in order to compete with digital content, we were forced to squeeze out a few hundred listeners in order to make this week's ratings. We could not experiment with programming for the future when the present was at serious risk. I would say the last five years we've been in the perfect storm. ■

Contact: [JonColeman@ColemanInsights.com](mailto:JonColeman@ColemanInsights.com)



**TAME IMPALA**  
"Feels Like We Only Go Backwards"  
The new single from *Lonerism*, Grammy-nominated for Alternative Album of the Year!  
**ALREADY ON: KBZT, KNRK, KROX, Alt. Nation, WWCD, WARQ, WKZQ!**  
Follow-up to the Top 10 Smash "Elephant"  
**Album sales over 150,000!**  
Contact: Jeff Stacey 310-865-7610 Karen Glauber 818-506-8800

## Selfie City



Here's **Chris Stowers** of Hard Boiled with **Chris Payne** of KRZQ before a Crosses concert in Chicago.  
Rush your Alt selfies to [pics@thesandsreport.com](mailto:pics@thesandsreport.com)

Our Mailing Address: The Sands Report • 38 Miller Avenue, #469 • Mill Valley, CA 94941

# CHVRCHES *"the mother we share"*



**Mediabase**  
Top 5 w/ Persons 18-24  
(#6 w/ Women 18-24)  
& Potential Scores of 100+

160,000 albums / 100,000 tracks sold/downloaded!  
Google Play Promotion:  
80,000+ Album Downloads (12/26-1/7)



**BUILDING TOP 10!**  
**NEW AT: DC101**  
**NEW INCREASES KICKING IN**  
**TW AT: LIVE 105, 91X, KRBZ**

*RateTheMusic*  
Top 10 w/ Persons 18-34,  
Persons 25-34, Men 18-34 & 25-34  
TOP 5 w/ Men 18-24

**SPRING 2014 TOUR DATES:**  
4/12-COACHELLA  
4/19-COACHELLA  
4/21-Tempe, AZ  
4/22-Salt Lake City  
4/24-Denver  
4/25-Kansas City  
4/28-Carrboro, NC  
4/29-Washington DC (Sold Out)  
4/30-Washington DC  
5/2-New York City (Sold Out)  
5/3-New York City (Sold Out)

## Added/New in the Top 50

**WRDA-Atlanta** No adds

**KROX-Austin** Neon Trees

**WHFS-Baltimore** Kongos

**WBOS-Boston** No adds

**WEND-Charlotte** Fitz & The Tantrums, Foster The People

**WKQX-Chicago** Arcade Fire, Bastille

**CD102.5-Columbus** Beck, Max Frost, Lo-Fang, Morning Parade, Sleeper Agent

**KDGE-Dallas** Beck

**KTCL-Denver** Bad Suns

**89X-Detroit** Bastille, Foster The People, Itch

**KTBZ-Houston** Crosses

**WRZX-Indianapolis** No adds

**WXXJ-Jacksonville** No adds

**KRBZ-Kansas City** Basic Vacation, Broods, Lo-Fang, White Lies

**KXTE-Las Vegas** No report

**KROQ-L.A.** Kongos

**KYSR-L.A.** Foster The People, Kongos

**WLUM-Milwaukee** Bad Suns, Haim

**KCMP-Minneapolis** Beck, Grizfolk, KINS, Painted Palms, Sam Roberts Band

**Music Choice** No adds

**WBUZ-Nashville** Bastille, Foster The People, Seether, Wild Cub

**WROX-Norfolk** Bad Suns, Bastille

**WJRR-Orlando** No adds

**WRFF-Philadelphia** No adds

**WXDX-Pittsburgh** No adds

**KNRK-Portland** No adds

**WBRU-Providence** Arcade Fire, Foster The People, Neon Trees

**KKDO-Sacramento** Foster The People

**X96-SLC** Haim, Kongos, Sleeper Agent

**KHBT-SLC** Foster The People

**KBZT-San Diego** Foster The People, Neon Trees, New Politics

**91X-San Diego** Foster The People,

## Buzzing At Alt

1. Foster The People
2. Neon Trees
3. Sleeper Agent
4. Kongos
5. Bastille
6. Phantogram
7. Beck
8. Manchester Orchestra

Kings of Leon, Neon Trees

**Live 105-San Francisco** Airborne Toxic Event, Beck, Kongos

**The End-Seattle** Beck, Dead Weather

**KPNT-St. Louis** Arcade Fire, Foster The People

**Sirius/XM Alt Nation** Manchester Orchestra, Sleeper Agent, Twenty One Pilots

**97X-Tampa** No adds

**DC-101-DC** Chvrches, Kongos, Silversun Pickups

Send your station's playlist to: [adds@thesandsreport.com](mailto:adds@thesandsreport.com)



# olo

KONGOS

**"COME WITH ME NOW"**  
**THE FIRST SINGLE FROM THE**  
**ALBUM LUNATIC**

**AIRPLAY** KTCL 35X • TOP 5 SHAZAM IN DENVER  
• WRFF 21X • Q101 30X • KRXP 20X

**NEW ADDS** KROQ 26X • FACTION 32X • KTBZ  
• ALT 98.7 • LIVE 105 • KXRK • KRBZ • WEQX  
• WLKK • WARQ • WWMX



## Thursday Music Meeting & Three Dot Lounge

**B**efore we get to the music, let's hit the musical chairs in case you've missed the latest. **Shark** will be leaving **WSUN** soon to do something great. He'll be travelling with his family!...**Dan Hunt** is your new PD at Atlanta's **WRDA**. **Jon Manley** is leaving Las Vegas, and heading to **The End**. **Doug Durocher** is the new MD at **KCXX**. And **Smilin' Marty** tells me he resigned at **KRZQ** to start up his own business in the San Diego area...Meanwhile on the record side, Epic is staffing up behind **Todd Glassman**, with **David Jacobs** joining his team. Their first effort is already red hot—**Kongos** (which **Walt Flakus** touted here a few weeks ago). And it's selling like crazy. In Denver, already 600 singles sold. Added at **KROQ**, **Alt 98.7**, **Live 105** and many more...Your #1 most added record is **Foster The People** for the second week in a row. **KYSR**, both San Diego stations, **The Point** and tons more jumped on-board...**Neon Trees** was #2. **Chia** and team grabbed adds from **91X**, **KBZT**, **KROX**, **WBRU**, and a dozen others, with a HUGE first week sales burst...Sales? **Broken Bells** is doing 5K a week...Congrats to the indie team that helped propel **Arctic Monkeys** to #1...**Chvrches**, with a big **DC101** add this week, has hit the Top 10!...People are falling in love with **Phantogram**. It's already almost inside the Top 15!...**WLUM** and **X96** add **Haim**...There's a brand new **Tame Impala** single. I love that band. Kinda has a very cool '60s retro vibe to their sound...**89X** is getting the **Itch** ball rolling. This is a record that will break out in '14...Capitol has the new **Beck** (adds at **Live 105**, **KDGE**, **CD102.5**) and **Bastille** is off to a good start ahead of the impact date...The Grammys are this Sunday night. Good luck!...Hey, I gotta go. Thanks for stopping by today! —*Richard Sands*

## The Big List

### CLICK AND LISTEN:

- **Broken Bells** "Holding On For Life"  
<http://bit.ly/1dJ43a3>
- **Chvrches** "The Mother We Share"  
<http://bit.ly/1b7rfgF>
- Facebook Page for breaking news  
[www.facebook.com/thesandsreport](http://www.facebook.com/thesandsreport)
- Follow on Twitter  
[@thesandsreport](https://twitter.com/thesandsreport)
- **Foster The People** "Coming of Age"  
<http://bit.ly/1ailmij>
- **Itch** "Homeless Romantic"  
<http://bit.ly/1du9Ugm>
- **Kongos** "Come Go With Me"  
<http://bit.ly/1akh2iL>
- **Lorde** "Team"  
<http://bit.ly/1g93HZU>
- **Neon Trees** "Sleeping With A Friend"  
<http://bit.ly/1aoTUIq>
- **Neighborhood** "Afraid"  
<http://bit.ly/1hujEim>
- **Parade of Lights** "We're The Kids"  
<http://bit.ly/18VrAGM>
- **Phantogram** "Fall In Love"  
<http://bit.ly/1N3fWP>
- **Tame Impala** "Feels Like We're Going..."  
<http://bit.ly/K8Ak0Y>

### IMPACTING SOON:

- Bastille** "Bad Blood" (Capitol)
  - Skaters** "Deadbolt" (Warners Bros)
  - Tame Impala** "Feels Like..." (Modular)
- Send dates to [richard@thesandsreport.com](mailto:richard@thesandsreport.com)

The Sands Report™ Jam Packed!®

 <p><b>HAIM</b></p> <p><b>IMPACTING NOW</b></p> <p>OVER 2,000 TOTAL SPINS ON MULTIPLE TRACKS SIRIUS AND XMU</p> <p><b>SiriusXM</b></p> <p><b>"Forever"</b></p> <p>NEW THIS WEEK: WLUM &amp; X96</p> <p>BELIEVERS: KROQ, WRZX, KRBZ, KNRO, KRXP, KHTB, WEQX, MUSIC CHOICE</p> <p>RECENTLY PERFORMED ON SNL &amp; JIMMY KIMMEL</p> <p>OVER 120,000 ALBUMS SOLD</p> <p>MASSIVE PRESS STORY</p> <p>HEADLINE TOUR STARTS APRIL 9TH INCLUDING COACHELLA</p> <p>COLUMBIA</p>	<p><b>FOSTER THE PEOPLE COMING OF AGE</b></p> <p>CONFIRMED FOR COACHELLA HEADLINE TOUR ANNOUNCED FOR SPRING</p> <p>DEBUT AT #14*</p> <p>THE FIRST SINGLE FROM THE FORTHCOMING ALBUM SUPERMODEL AVAILABLE 3/18</p> <p>NOW ON OVER 55 STATIONS</p> <p>#1 MOST ADDED TWO WEEKS IN A ROW</p> <p>COLUMBIA</p>	<p><b>BROKEN BELLS</b></p> <p>TOP 15</p> <p>"HOLDING ON FOR LIFE"</p> <p>ON OVER 40 STATIONS</p> <p>CONSISTENTLY SELLING OVER 5,000 SINGLES PER WEEK (+9%) AFTER THE DISCO AVAILABLE 2/4</p> <p>CONFIRMED FOR COACHELLA</p> <p>COLUMBIA</p>	<p><b>the NEIGHBOURHOOD</b></p> <p>Top 5</p> <p><b>AFRAID</b></p> <p>FOLLOW UP TO THE #1 SMASH "SWEATER WEATHER"</p> <p>ON OVER 50 STATIONS</p> <p>POWER ROTATION: LIVE 105, AND MANY MORE</p> <p>190,000 ALBUMS SOLD TO DATE</p> <p>COLUMBIA</p>
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