

JANUARY 16, 2014

THE Sands REPORT

UNIFYING THE ALT COMMUNITY

Programming: Eliminating All Of The "Tune Outs" Is Wrong!

Are you focusing on reducing what you perceive as "clutter" to make sure your station reaches its rating's potential? Well, that could be a problem! Jon Coleman, CEO of Coleman Insights—a research company that works with over 500 radio stations around the world—thinks that PDs just might be misreading PPM data. In a recent blog post, he suggests you shouldn't necessarily be focusing on getting rid of "tune out" elements. Instead, you should focus more on the things that makes your station unique. This feels like it's right up Alt's alley, so I decided to dig just a bit deeper for you...

Jon, can you briefly sum up your theory?

I think that PPM is a double-edged sword. On the

positive side it's shown us that listeners have little tolerance for what I call "self-serving programming junk." DJ chatter about nothing is probably the best example. However, at times I feel like we've focused too much on preventing tune out at the expense of creating or focusing on emotion-driven content. Sometimes the content that causes "negative behavior" or "tune out" can cause emotion, both positive and negative. People remember things that cause emotion. It becomes a reason to tune in for many people. So, I think that there are times when a decline in the audience at a specific moment is the price you pay to create programming that evokes emotion.



Jon Coleman

I see. But isn't eliminating "tune out" important?

When a "tune out" occurs, it's usually a relatively small percentage of the audience listening at any given moment. If 10 percent tune out because of a station's talk, but 90 percent stay tuned, then at times I believe that losing 10 percent may be necessary in order to

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IMPACTING MODERN ROCK RADIO THIS WEEK!

EARLY AT WRMR/WILMINGTON

SEE SLEEPER AGENT ON TOUR WITH NEW POLITICS

- | | | | |
|--------------------------|-----------------------|-----------------------|---------------------------|
| 1/14 - Houston, TX | 1/22 - Nashville, TN | 1/31 - Providence, RI | 2/9 - Minneapolis, MN |
| 1/15 - Austin, TX | 1/23 - Charlotte, NC | 2/1 - Boston, MA | 2/11 - Salt Lake City, UT |
| 1/16 - New Orleans, LA | 1/24 - Wilmington, NC | 2/4 - Detroit, MI | 2/12 - Las Vegas, NV |
| 1/17 - Montgomery, AL | 1/26 - Washington, DC | 2/5 - Columbus, OH | 2/15 - Santa Barbara, CA |
| 1/18 - Orlando, FL | 1/28 - Toronto, ON | 2/6 - Chicago, IL | 2/16 - San Francisco, CA |
| 1/19 - Ft Lauderdale, FL | 1/29 - Burlington, VT | 2/7 - St. Louis, MO | 2/17 - San Diego, CA |
| 1/21 - Atlanta, GA | 1/30 - New York, NY | 2/8 - Milwaukee, WI | |

CATCH THEM AT SXSW IN MARCH!

NEW ALBUM ABOUT LAST NIGHT IN STORES THIS SPRING

Produced by Jay Joyce (CAGE THE ELEPHANT)

"These co-ed garage-rock saviors-in-waiting offer two minutes that sound like the most original - and forceful - introduction to a new band we're likely to hear all year." - Esquire

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https://twitter.com/_SLEEPERAGENT https://instagram.com/_sleeperagent
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communicate with the other 90 percent. The “negative” content may be the very content that becomes the reason many of the 90 percent love the personality. The 90 percent may tune in the next day or next week because of the content that drove away a small group of listeners today. In radio there has always been a group of people who are constantly switching. We all know that and have known it for years. So, there may be little we can do for them. Do we react to the discontented at the expense of brand fans?

We shouldn't. So are PDs making a mistake here?

There is a lot of pressure on PDs to focus on tune out. Lots of energy is invested trying to squeeze one more panelist to continue listening for five more minutes. When you spend this much energy on manipulation techniques you are bound to lessen the importance of all the other parts of programming like making the morning show more compelling or producing the station's promotions and contests to be more exciting.

But, I'm sure these PDs will say that they're just reacting to the ratings methodology. That is, it pays to eliminate clutter, and just keep the hits coming. Is that wrong for them to hold this belief?

PARADE OF LIGHTS

WE'RE THE KIDS

"A great year for Las Vegas music ends on a really high note thanks to Parade of Lights. 'We're the Kids' was a first listen record, and got an instant reaction with our listeners. Try it for yourself!" —Jon Manley, KXTE

ADDED AT MTV2 AND MTV HITS FRESH FACES

Eliminating clutter is not wrong. Getting your spots ordered correctly is not wrong. Playing the hits is not wrong. But, deciding what is clutter and what is content is now harder than it used to be. I think any momentary decline in meter count is now interpreted as a sign that the content is bad. That's because we're looking at the negative reaction, not the positive connection. We need a PPM of tune in or a PPM of emotion to add to the PPM of tune out. You don't build audience tomorrow because you

saved one meter today. Again, don't get me wrong, I'm all for getting rid of clutter, positioning spot sets, and playing the hits, but after you've done that, what is one person's clutter may be another person's content.

So summing up your theory, you can overdo reducing irritants like DJ talk and features, correct?

Yes. Absolutely. Some features or some attitude may be the essence of what defines a personality or a station. If the brand value is very positive, but the “in the moment” is slightly negative, I would take that proposition.

Can you give me a real world business example?

Here's one. Often when I shop at Whole Foods, I get frustrated because some of my favorite foods are not available. No Diet Coke. No Wheaties. No

PHANTOGRAM FALL IN LOVE

THE BREAKOUT ALT SMASH OF 2014!

ALREADY TOP 20* ALT 1 WEEK AFTER IMPACT!!

NEW @ WRFF! Q101! 91X! X96! KHTB! WBUZ! WXEG! KRZQ! KJEE! KNRQ! KXNA!

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!

republic

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!!

LAVA

republic

Jon Coleman on Tune Out (Con't)

Frito Lay chips. I often will go from Whole Foods to Safeway to buy those products. If Whole Foods tracked my switching behavior they would know that. Would they start stocking the same products? I don't think so.



They know that maintaining the integrity of the brand is more important than losing me to Safeway once in a while. Stock-

ing those products might prevent me from going to Safeway today, but in the long run what would be the point of shopping at Whole Foods?

Well, is the solution to just program to build loyalty then?

No, because then you can get carried away. There are some simple and known behavioral rules that do apply. It depends on the specifics of the content. I think you should think about in the moment, but only for a moment. If the in the moment is negative and the brand value is marginal, then do the behavioral blocking and tackling. If the brand value is great but it violates the behavioral in the moment rules, look the other way. That takes a very savvy programmer to know the difference. That is where our research really helps. It allows management to know which are important brand attributes and which are not.

Next week, Jon returns to tell us ways that you can build brand loyalty, and much more! ■

**I'M GLAD WE'RE BACK TO
BIZ AS USUAL IN 2014.
WEDNESDAYS/THURSDAYS
WEREN'T THE SAME
WITHOUT THE SANDS
REPORT IN MY INBOX."**

-JIM RICHARDS, WKQX

Selfie City



This is **Erin Gellert-Salsgiver** of QPrime and **Michelle Rutkowski** of WLUM, taken at a Mona show!
Rush your Alt selfies to pics@thesandsreport.com

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

**D34* MB
& D37* BDS**

BASTILLE

"BAD BLOOD"

"POMPEII" IS PLATINUM-
OVER 1 MILLION SINGLES SOLD!

THE *BAD BLOOD* ALBUM HAS
SOLD OVER 180K WITH 10,457
SOLD THIS WEEK.

IMPACTS JANUARY 27

**EARLY AIRPLAY AT KROQ, LIVE 105,
ALT NATION, KPNT, WSUN, KRBZ,
WLUM, X96, CD1025, KUCD, WHFS,
WEQX, KRZQ AND MUSIC CHOICE**

ON SNL 1/25

SOLD OUT SPRING U.S. TOUR!

**PLAYING
COACHELLA!**



Added/New in the Top 50

WRDA-Atlanta Neighbourhood
KROX-Austin Foster The People, Max Frost, Phantogram, SSPU
WHFS-Baltimore FTP, Neon Trees
WBOS-Boston FTP, Neon Trees
WEND-Charlotte No adds
WKQX-Chicago FTP, Phantogram
CD102.5-Columbus The Dead Weather, Foster The People, Magic Man, Neon Trees, The Orwells
KDGE-Dallas No report
KTCL-Denver Fitz & The Tantrums
89X-Detroit New Politics, SSPU
KTBZ-Houston FTP, Kongos, Neon Trees, Of Monsters and Men
WRZX-Indy A Day To Remember
WXXJ-Jacksonville No report
KRBZ-Kansas City Foster The People, Grouplove, Haim, Kongos, SSPU, Vampire Weekend
KXTE-Las Vegas Cherub, FTP
KROQ-L.A. Foster The People, Neon Trees
KYSR-L.A. No adds

WLUM-Milwaukee Foster The People, Neon Trees
KCMP-Minneapolis Black Lips, Caroline Smith, FTP, Jake Bugg, Phosphorescent, Pixies, Sharon Jones & The Dap-Kings St. Lucia, Thao, Wild Cub, etc.
Music Choice Bear Hands, Foster The People, Panic! At The Disco
WBUZ-Nashville Imagine Dragons, Phantogram
WROX-Norfolk Foster The People, Neon Trees, Grouplove
WJRR-Orlando No adds
WRFF-Philadelphia Foster The People, Neighbourhood, Phantogram
WXDX-Pittsburgh AWOLNATION, Neighbourhood
KNRK-Portland Foster The People, Neon Trees
WBRU-Providence Bear Hands
KKDO-Sacramento Magic Man
X96-SLC American Authors, Foster The People, Kings of Leon, Neon Trees, Phantogram
KHBT-SLC American Authors,

Buzzing At Alt

1. **Foster The People**
2. **Neon Trees**
3. **Phantogram**
4. **Silversun Pickups**
5. **Bastille**

Phantogram, Neon Trees, SSPU
KBZT-San Diego Arcade Fire, Bear Hands, Kings of Leon
91X-San Diego No adds
Live 105-SF Bear Hands, Beware of Darkness, Colourist, Foster The People, Leagues, London Grammar, Neon Trees, Pharell Williams, Sir Sly
The End-Seattle Foster The People, Neon Trees, Of Monsters and Men, Portugal. The Man, SSPU, Sir Sly
KPNT-St. Louis Bastille, Neon Trees
Sirius/XM Alt Nation Cage The Elephant, Chain Gang of 1974, Foster The People, Neon Trees
97X-Tampa Bastille, Foster The People, New Politics, Fitz and the Tantrums
DC-101-DC Foster The People

CHVRCHES *"the mother we share"*



***SALES:**
Top 10 Best-Selling
Alternative Album
(non pop-crossover!)

***SHAZAM:**
Top 10 Alternative Track
(non pop-crossover!)

ALBUM jumps #98 to #79
on the Billboard Top 200!



APPROACHING TOP 10!
NOW ON OVER 55 ALT-STATIONS!
RECENT SPIN INCREASES AT:
KNDD, X96, WBRU, WEQX, WGMP, KNRQ

RATETHEMUSIC:
 90% familiar w/ All Males....ZERO
 burn with the 18-24 demo!
 Top 10 w/ Men 18-34
 Top 5 w/ Women 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)

Thursday Music Meeting & Three Dot Lounge

What a week for adds. (Live 105 added *nine* songs, The End in Seattle and KRBZ each added *six*. Several others put in five. Amazing!) It's been quite a while since we've seen anything like the launch of the new **Foster The People**. "Coming of Age" was #1 most added, picking up 43 stations, including biggies in L.A., Chicago, Philly, Houston, Boston, etc. Last week **Lisa Worden** told me, "I love this song...gets better with each listen!" Congrats to **Mike DePippa** and **Amanda Walk** on a song that's already Top 20 and it's only been out since Monday!...**Christine Chiappetta** has been a bi-coastal fearless road warrior traveling with **Tyler Glenn**, and her hard work paid off with a monster week for **Neon Trees**. #2 most added, picking up **KROQ, WBOS, Live 105, Q87.7/101**, and tons more...**Dennis Blair**, who soon will be off to join RCA, is leaving Republic on a high note, having helped break this **Phantogram** record (along with compadre **John DiMaio**). One of my faves from a few years ago was "Don't Move" even though I wasn't familiar with the group. So it's very exciting to see such widespread support on "Fall In Love"—new at **WKQX, WRRF, KROX, WBUZ**, and many more...Speaking of RCA, **Jeff Gillis** has a new **Sleeper Agent**. "Waves" will be impacting next week. The band's touring with **New Politics**...Had a nice chat with **Howard P**. The **Bastille** album is selling great. "Bad Blood" is getting good action some two weeks ahead of the add date...**Chvrches** is also selling great, and it doesn't have the benefit of crossover play yet. It's now on over 55 Alt stations!...**Parade of Lights** is breaking out of Las Vegas. And now MTV2 has added "We're The Kids"... Hey, I gotta go. Thanks for stopping by today! —*Richard Sands*

The Big List

CLICK AND LISTEN:

- **American Authors** "Best Day Of My Life"
<http://bit.ly/1bfMvOC>
- **Bastille** "Bad Blood"
<http://bit.ly/1ckniTG>
- **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
- **Follow on Twitter**
[@thesandsreport](https://twitter.com/thesandsreport)
- **Foster The People** "Coming of Age"
<http://bit.ly/1ailmij>
- **Lorde** "Team"
<http://bit.ly/1g93HZu>
- **Magic Man** "Paris"
<http://bit.ly/1aaTP2n>
- **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>
- **Sleeper Agent** "Waves"
<http://bit.ly/KXEsjW>

IMPACTING SOON:

- Haim** "Forever" (Columbia)
- Neon Trees** "Sleeping With A..."(Mercury)
- Sleeper Agent** "Waves" (RCA)

Send dates to richard@thesandsreport.com

The Sands Report™ Jam Packed With Info You Can Use!®

FOSTER THE PEOPLE COMING OF AGE

THE FIRST SINGLE FROM THE FORTHCOMING ALBUM **SUPERMODEL** AVAILABLE MARCH 18TH

#1 MOST ADDED WITH OVER 40 STATIONS IN THE FIRST 36 HOURS

APPEARING AT COACHELLA

TOP 20* ON THE BUILDING CHART

COLUMBIA Making Forward