

Up Your Ratings

Leading Edge Information You Can Use to Increase Ratings,
Get a Raise and Have More Fun

**Steve Casey
Research**

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Up Your Ratings is produced monthly. It is free to clients and friends of Steve Casey Research.

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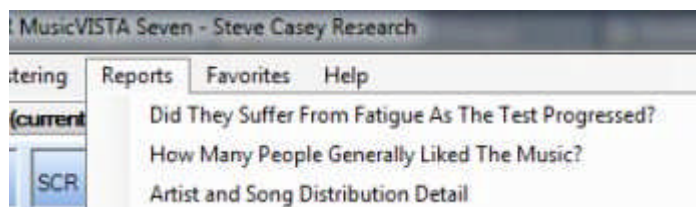
New Leading Edge Music Analysis: Artist Era Distribution

One of the important things we must think about when implementing an AMT is how we manage popular artists. How do we distribute them among categories? How do we avoid artist conflicts that make scheduling more difficult?

This new report in MusicVISTA, our system for working with music library tests, will give you another tool for understanding who your most important artists are and how to deal with them.

Select Artist and Song Distribution Detail from the Report menu. This is a new name, reflecting the new ability to show the distribution for only a single artist.

The report will allow you to look at the distribution of songs among any selected group of the filters you have set up. It is common for programmers to set up eras (like 1980-1984, 1985-1989, etc.) and see how songs distribute among



them. In particular, how does the distribution of the hits (top 100, top 200) compare to the overall distribution? Note that you can also highlight any group of songs. Their distribution will appear in the right-most column. So you can easily look at the top 50, for example.

In the example below, we are looking at Eras. But of course we can show how songs distribute among any set of filters we want. If you're tracking tempo, sound codes, genres or anything else that can be measured for a song, it can be used as a basis to compare songs. Below, we see that songs from the 1960s and 1970s have a stronger than average presence in the top 100 while songs from the 1980s are weaker than average.

About Steve Casey Research

Steve Casey Research specializes in helping stations increase ratings. Our contribution is highly effective research and communications between listeners and the station programming team. We help you obtain frequent and accurate feedback from your listeners.

Most consultants show up with opinions. Steve Casey brings you leading edge tools. He makes available to his clients the most advanced music research tools in radio and over 40 years of experience using and perfecting those tools at many of the most successful stations, in more than 50 countries.

We've been honored to provide our help to exceptional broadcasters like the Australian Radio Network, TV2 Radio (Denmark), Mango (India), CanWest (New Zealand, Turkey), Cox (USA), CBS (USA), NRJ Group (France), Chrysalis (UK), Start Group (France), Millennium (India), Primedia (South Africa, Israel), SBS (United States, Puerto Rico), Finelco (Italy), GMG (UK), SBS (Sweden, Denmark, Finland, Netherlands, Romania, Greece), RMF (Poland), Sandusky (USA), Juventus (Hungary), Prima (Romania), Clear Channel (USA), Virgin (UK, Thailand, Jordan, France, Turkey and India), AMP (Malaysia), Regenbogen, Big FM, RPR1 (Germany), Communicorp (Ireland), Lagardere (France), MFM (France), Red, Angel, Freedom (Greece) and dozens of other great radio stations around the world.

Filter name	All Songs	Top 100	Top 200	Selected
1960S	1.05 - 15.0%	23 - 23.0%	37 - 18.5%	0 - 00.0%
1970S	4.04 - 57.7%	66 - 66.0%	130 - 65.0%	0 - 00.0%
1980S	1.79 - 25.6%	11 - 11.0%	32 - 16.0%	0 - 00.0%
1990S	11 - 01.6%	0 - 00.0%	1 - 00.5%	0 - 00.0%
2000S	1 - 00.1%	0 - 00.0%	0 - 00.0%	0 - 00.0%
2010+	0 - 00.0%	0 - 00.0%	0 - 00.0%	0 - 00.0%

What's New: To use the new ability to work with individual artists, simply check the box: **Limit to a specific artist.**

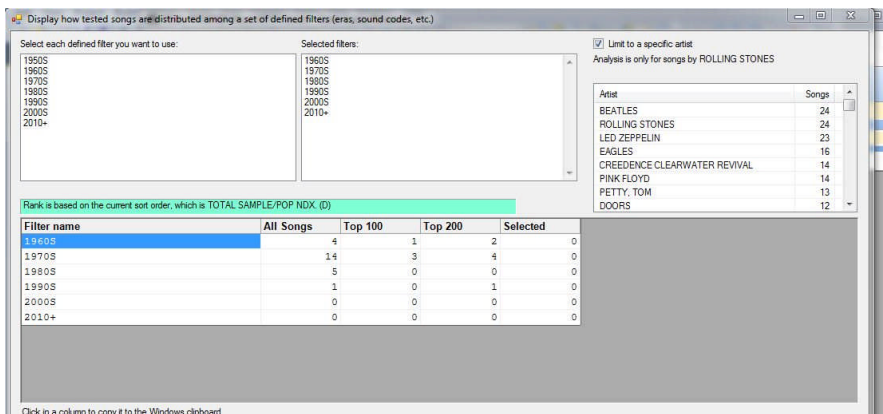
A list of every artist in the AMT appears. Initially displayed alphabetically, you can resort the list in order by number of songs in the test, as was done in the example above. Simply click on the column heading to change the sort order.

Click on the name of an artist to view how their songs are distributed by Era or other set of filters. In the example on the following page we look the Rolling Stones.

You can easily see which artists are going to require extra attention for proper scheduling.

Particularly when working with all songs, some programmers like to paste the distribution information into Excel for further work. We make it easy, with one click to copy the results you want to the Windows clipboard.

"You can easily see which artists are going to require extra attention for proper scheduling."



"We make bold claims about the quality and the effectiveness of our work. And we back them up."

You Can Have the Highest Quality Music Research—Guaranteed

The music research techniques brought to radio stations by Steve Casey Research are, without doubt, the most advanced music programming tools available for radio stations. MusicVISTA, Pure Core, Variety Control, and other techniques are state of the art. Stations use them, and the ratings go up. But if you have never used our services, I'd like to briefly explain two important things.

1. We can add this to your research, and make it twice as valuable.

Yes, I have my own strong ideas about how to gather listener music opinions. But we add our leading edge analysis to the data gathered by every major radio research company around the world, as well as research designed and conducted by client stations themselves. Don't be shy about asking whether we can work with your data. We probably can.

2. Our work is guaranteed.

Most research companies specialize in data gathering, not in analysis. We make bold claims about the quality and the effectiveness of our work. And we back them up. We guarantee that you will learn new things about your music programming that you can't discover any other way. Our work will show you how to make your music programming better. We guarantee it. If we don't deliver on those claims, you do not pay for our analysis. Let us explain how we can, without risk, help you take your programming and ratings to a higher level.

Radio Compressed: The Top 10 List for Air Talent

The rules that apply 90% of the time and take you 90% of the way...

1. Don't speak for more than 15 seconds at a time.
2. Don't cut off the end of the song.
3. Don't talk over the beginning of the song, unless you are talking *about* the song.
4. Speak naturally, in a relaxed and conversational way, but with passion in your voice, because you are an actor.
5. Say your name so you are human, a friend.
6. Be as enthusiastic for the music you play as would be the listener for whom it is a favorite song.
7. Prepare what you will say before the microphone goes on. After that, it is too late to be thinking.
8. If you have two things to say, say only one of them. Save the other thing for the next break. Unless it is something very simple, like the temperature.
9. Tell listeners the time and weather, often.
10. Tell the listeners the names of the songs and who sang them even though you are certain that everybody already knows. It is a sharing of the human experience and it is important.