

January 27, 2011

THE Sands REPORT

Unifying the Alt Community

FREE ADVICE: MAN THE BATTLE STATIONS

AN ATTACK CAN COME FROM ANY DIRECTION, ALMOST AT ANY TIME. I KNOW WHAT YOU'RE THINKING. "WITH OUR MODEST RATINGS, WHO'D WANT TO TAKE US ON?" BUT YOU JUST NEVER KNOW. SOMEONE CAN COME DIRECTLY AT YOU. THEY CAN FLANK YOU. OR THEY CAN DO SOMETHING THAT ABSOLUTELY DEFIES LOGIC. LAST WEEK, WE DISCUSSED HOW IN SEATTLE, A SMOOTH JAZZ STATION HAD FLIPPED TO A MODERN A/C DESIGNED TO TAKE RATINGS FROM KNDD. AND HOW IN HOUSTON, "THE ZONE" HAS BEEN ATTACKING KTBZ'S UPPER END DEMOS BY PLAYING ALTERNATIVE GOLD (SEE THE SIDEBAR). THIS WEEK, I'M GETTING YOU SOME FREE "ATTACK ADVICE" FROM THREE VERY STRATEGIC THINKERS. REMEMBER THE OLD ADAGE: FOREWARNED IS FOREARMED!

KEITH CUNNINGHAM, JACOBS MEDIA

On being ready for an attack: Stay true to the brand

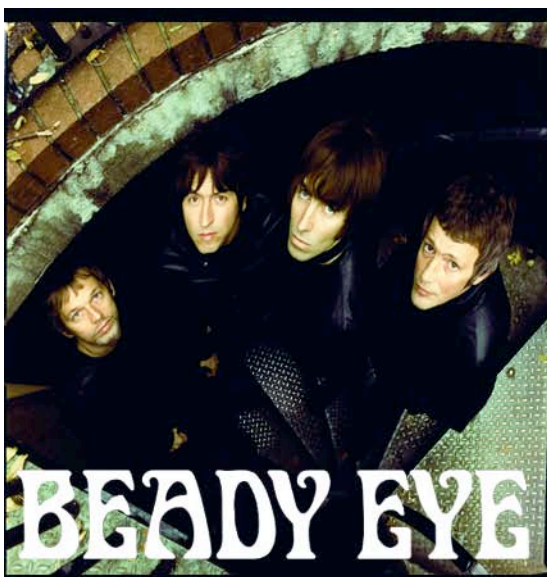
you've built (as long as it's a strong one) and aggressively protect and defend the key traits; whether it's new music, gold, personality, localism, et cetera. Knee-jerking can lead a station in the wrong direction and cause fans to jump ship. Secondly, if a station thinks it's going to come under direct attack, research the music, remove unnecessary clutter that's built-up, and embrace the "ings" of PPM—tracking, prepping, on-air marketing, forwarding (these are things stations should do anyway). Even if a station is still using the diary system, the "ings" of PPM are universal and lead to good radio. →

The Zone-Houston

Gin Blossoms "Follow You Down"
Live "Lightning Crashes"
Beastie Boys "Fight For Your..."
Third Eye Blind "Jumper"
U2 "I Still Haven't Found..."
Collective Soul "World I Know"
Alanis Morissette "You Oughta Know"
Edie Brickell "What I Am"
Police "Message in a Bottle"
R.E.M. "Losing My Religion"
Bush "Machinehead"
INXS "Never Tear Us Apart"
Fatboy Slim "Praise You"
Matchbox Twenty "Push"
Peter Gabriel "Shock the Monkey"
Gin Blossoms "Hey Jealousy"
Talking Heads "And She Was"
Pearl Jam "Even Flow"

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BEADY EYE

"THE ROLLER"

The first single from the debut album
Different Gear, Still Speeding

IMPACTING FEBRUARY 1ST

BEADY EYE IS:

Liam Gallagher – Vocals Gem Archer – Guitars
Andy Bell – Guitars Chris Sharrock – Drums
Produced by Beady Eye and Steve Lillywhite



www.beadyeyemusic.com
www.dangerbirdrecords.com



My Advice for Alt Programmers: Be a leader, not a follower, and define "Alternative" for your own market and audience, not from a chart or what another station is doing across the country. Fall Out Boy and PopTerna-tive may work for some, Tool and Rage Against the Machine may work for others. Set your own vision and strategy and don't worry about what everyone else thinks (except your audi-ence).

One More Thing: Social Media represents the biggest opportunity for Alternative radio in 2011. If done right, the relationship between a station and its listeners can be stronger than ever and "lis-tening occasions" can increase. Have a plan and do it right. And hire an expert to help, if needed.

MIKE HENRY, PARAGON MEDIA

On being ready for an attack: If your Alternative station didn't already have an Adult Alternative competitor, then it should have already stretched its target upwards to incorporate the Adult Alternative target (25 to 34) and music library (like The Zone's list). Hopefully, most Alternative stations have already been pro-active in blocking an Adult Alternative attack. If not, and if an Adult Alternative attacks, then you have to decide to stick with your original young target and stay underneath them, or to respond and try to cover the older ground that had been ignored. Targeting is the key. Again, if an Alternative station is allowed to stretch its target up to 39 or 44 with common-threaded music between 18 to 24 and 25 to 34 tastes, then

why wouldn't it do that for the greatest ratings and revenue?

My Advice for Alt Programmers: My advice to Alterna-tive programmers hasn't changed in 30 years since the format started: Shoot for the widest target possible,

don't be afraid to play the hits, stretch the stylistic definition of Alternative as broadly as you can, and be a local new music leader. Or using a reverse-defi-nition, don't target too narrowly, don't be too hip for the room, don't fall into a one-dimensional style trap, and don't be a clone station that could be heard in any market or on a satellite.

One More Thing: I can't help but wonder how much better Click 98.9 in Seattle might perform without the Top 40 hits, but still with their unusually wide swath of Alternative-leaning music. I

like their leap into Indie Rock and their bold approach to mixing new music of different styles...Regarding The Zone's Adult Alternative approach, I've been on that bandwagon so long, I've still got splinters in my ass from 1981! What else can I say?

TOM BARNES, MEDIATHINK

On being ready for an attack: The best way to be ready for an attack is to know what attacks you'd mirror to defend your audience, and what you'd surrender in order to maintain your core appeal. This is tough because sales, management, and programming have to agree on this. Usually conditions required to →



Peter Bjorn & John
 "Second Chance" at radio now
 Gimme More out March 29th
 COLUMBIA STAR TIME

The Duke Spirit "Everybody's Under Your Spell"

Produced by Andrew Schepps (Chili Peppers) Mixed By Alan Moulder (Pumpkins...etc)

Key adds/airplay already at: **CD101, WMZQ, Music Choice, WRNR, KCMP, KACV, WTGZ, KEXP, KCRW, WXPB, WTMD, WRNR, WKZQ, Music Choice, AOL, Added at ...U**

#1 MOST PLAYED -BBC6!!! Added XFM-London

#1 track at Alt specialty and # 1 EP thru end of 2010

WATCH THE "SPELL" VIDEO <http://bit.ly/fbxpRP>

Over 500 pre-impact spins on Alternative radio

Major marketing campaigns with Levis, Doc Martens, Adidas, Target, NPR

Last.fm session: <http://bit.ly/hiurGZ>

Live Buzz session: <http://bit.ly/bWojZK>

contact: plen@shangrilamusic.com



Click here for all things DUKE SPIRIT
<http://bit.ly/gwVxfn>

FREE ADVICE: MAN THE BATTLE STATIONS (CON'T)

cause a mirroring response are not discussed in advance. That's because that discussion is confrontational and uncomfortable. The conversation is essential though, because if you mirror programming to defend a audience segment that isn't core to your stations strength, you end up alienating the audience most essential to your success. Many stations have fallen from defending secondary or even tertiary audiences because there was no clarity around what demo segment of the audience was essential P1's and what segments were driving P2 and P3.

My Advice for Alt Programmers: I'd like to see PDs spend more time on the web researching new titles to play and less time on Selector. More time sitting with clients figuring out how to help them use the station to move product and grow revenue, and less time meeting with record reps. More time giving people reasons to tune in and less time figuring out what causes them to tune out (channeling Mark Ramsey on that last one). More time setting their social media strategy and less time on conference calls justifying their library or currents.

One More Thing: As artists bypass the old system, busy PDs (and their audience) risk missing huge records. Indie records are important. In the current environment, it's hard to know what you need to listen to these days. Audiences are acutely aware of music that matters to them—often before it's released. Staying close to your audience via social media and on-line listening data helps you stay top of the music that matters. ■

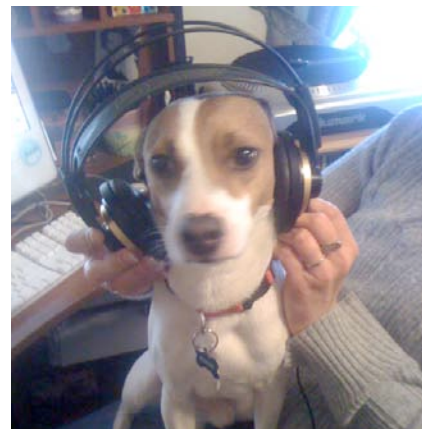


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DOGGIE CORNER 2011



Some dogs were just born to be on the radio! Kristin LaBar from Fresh 102.7 in New York City sent in this adorable photo of her boy "DJ Rocco."

Rush your pet pix to pic@thesandsreport.com

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

UNWRITTEN LAW

SUBURBAN NOIZE RED

From the band that brought you
6 top charting singles
And the #1 Smash
"Seeing Red"

New single
**"Starships and
Apocalypse"**
On your desk and
PLAYMPE
This coming Monday,
1.31.11

Contact:
Kevin Zinger zinger@suburbannoizerecords.com
or Edie, Danny, Michael, Kim @ Red

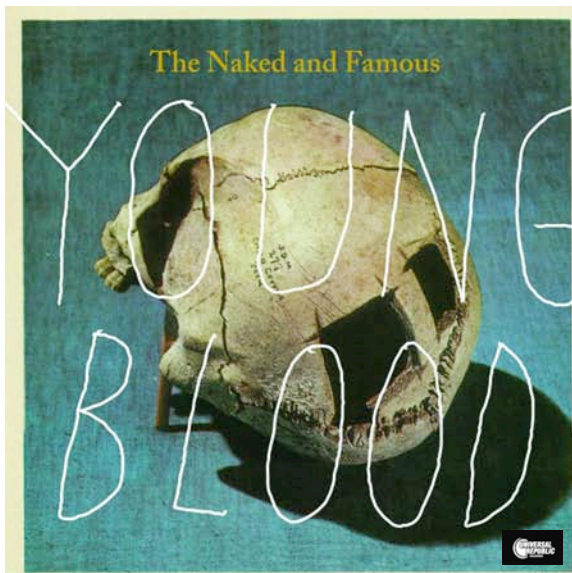
ADDED/NEW IN THE TOP 50

KROX-Austin: 30 Seconds to Mars
WBOS-Boston: Airborne Toxic Event, Kings of Leon
WFNX-Boston: Airborne Toxic Event, Foster The People, The Naked and Famous, Social Distortion
WEND-Charlotte: Foster The People, Young The Giant
Q101-Chicago: No adds
WKRK-Cleveland: Jimmy Eat World
CD101-Columbus: Airborne Toxic Event, Deluka, The Naked and Famous, Rise Against
KDGE-Dallas: Airborne Toxic Event, Decemberists, Flogging Molly, Rise Against
KTCL-Denver: AWOLNation
89X-Detroit: 3 Doors Down, Anberlin
WMRQ-Hartford: Rise Against
KTBZ-Houston: No adds
WRZX-Indianapolis: Decemberists, Red Line Chemistry
WXXJ-Jacksonville: No adds
KRBZ-Kansas City: Airborne Toxic Event, Rise Against
KXTE-Las Vegas: Rise Against
KVGS-Las Vegas: Crystal Castles, Neon Trees
KROQ-L.A.: 30 Seconds to Mars
KYSR-L.A.: Cage The Elephant, Decemberists
WLUM-Milwaukee: Airborne Toxic Event, AWOLNation, Linkin Park, Portugal. The Man
WRXP-New York: No adds
WROX-Norfolk: No playlist
The Spy-Oklahoma City: Beady Eye, Big Search, Creep, Deep Dark Robot, Discodaine, Gang of Four, Gayngs, The Glass, Fairmont, Mirrors, Smith Westerns, Wire, etc.
WJRR-Orlando: No adds
WRFF-Philadelphia: Kings of Leon, Panic at the Disco

BUZZING AT ALT

1. **Rise Against**
2. **Foster The People**
3. **The Naked And Famous**
4. **The Airborne Toxic Event**
5. **Young The Giant**
6. **Decemberists**
7. **Kings of Leon**
8. **Black Keys**

KEXX-Phoenix: Black Keys, Hollywood Undead
WXDX-Pittsburgh: No adds
KNRK-Portland: Foster The People
WBRU-Providence: Airborne Toxic Event, Atomic Tom, Foster The People, Kings of Leon
KCXX-Riverside: Decemberists, Foster The People, Klaxons, Three Days Grace
X96-Salt Lake City: Panic at the Disco, Sum 41, The Naked and Famous
KBZT-San Diego: R.E.M., Rise Against
91X-San Diego: Duran Duran
Live 105-San Francisco: No adds
KSJO-San Jose: Foster The People
The End-Seattle: No adds
KPNT-St. Louis: No adds
97X-Tampa: No adds
DC-101-DC: Rise Against, Switchfoot
WPBZ-West Palm Beach: Kings of Leon, Hollywood Undead, Mumford & Sons, Young The Giant



Impacting Alternative NOW!

New this week: **Live 105, X96, WFNX, 99X, CD101, KRBZ, WROX, KNRK, WEQX, KJEE**, in rotation at **KSJO**
Sirius Alt Nation: #1 MOST PLAYED!
KNDD and KKDO: POWER ROTATION!

From the debut US album

"Passive Me, Aggressive You"

#1 Debut Single in New Zealand and held #1 for several weeks

FINALIST IN BBC SOUND OF 2011

(Previous winners have included Florence + The Machine, Amy Winehouse, and Adele)

Recently completed SOLD OUT tour in the US to RAVE reviews

Click and watch the video: www.youtube.com/watch?v=WdO85Qf4Poc

Thursday Music Meeting & Three Dot Lounge

Now where was I? Just one of those days. Regardless, it's a wonderful time for new music. In just two weeks, **RISE AGAINST** has gotten over 50 adds, and clearly was locked into the "most added" status again this week for **JEFF STACEY**...Also #1 were **DECEMBERISTS**, who topped Soundscan. That makes two in a row for Alt!...Meanwhile, **CHRISTINE CHIAPETTA** has a true hit on her hands as **THE AIRBORNE TOXIC EVENT** got some mighty big adds ahead of impact...Big buzz, big hit for **DENNIS BLAIR** and **JOHN DIMAIO** on **THE NAKED AND FAMOUS**. **TODD NUKEM** at **X96** says with a smile, "If **MGMT** decided to have another hit song, it might sound like 'Young Blood.'" You'll be able to check out the band at **SxSW** in Austin, and on a new U.S. tour...I asked **MADDEN** about **FOSTER THE PEOPLE**, and he said, "Holy Crap, that hook is infectious. We put it in our 'CHANNEL 92.3 Recommends' feature for a week and the phones (er, texts) blew up. I think it's going to be massive." **WENDELL** at **WBRU** emphatically agrees: "Going to be huge? Going to be huge!"...Heard the new **BEADY EYE** yet? Yep, that's basically **OASIS** sans **NOEL GALLAGHER**. Sweet! **JENNI SPERANDEO** is going for adds on "The Roller" next week...Also just coming out is the new **UNWRITTEN LAW**. You should have "Starships and Apocalypse" on Monday. **MATT SPRY** was telling me via IM on Facebook that the band has volunteered to do a show in Tucson, and all the proceeds are going to the **CHRISTINA-TAYLOR GREEN Memorial Fund**! Kind of still makes me tear up...The time is definitely right for **THE DUKE SPIRIT** to absolutely bust out big time. "Spell" is the song to make that happen for **MICHAEL PLEN**, too...Congrats to **JOE GUZIK**, who now heads up promotion at Red Bull Records!...Hey, I gotta go...Thanks for stopping by today! —**RICHARD SANDS**

The Big List

MY FAVE LINKS — CLICK AND LISTEN:

- Arcade Fire**
(www.myspace.com/arcadefireofficial)
 - AWOLNation**
(www.myspace.com/awolnationmusic)
 - Crystal Castles**
(www.myspace.com/crystalcastles)
 - The Duke Spirit**
(www.myspace.com/thedukespirit)
 - Facebook Fan Page** (Become a fan/"Like")
(www.facebook.com/thesandsreport)
 - Foster The People**
(www.myspace.com/fosterthepeople)
 - Mumford & Sons**
(www.myspace.com/mumfordandsons)
 - The Naked and Famous**
(www.myspace.com/thenakedandfamous)
 - Rise Against**
(www.myspace.com/riseagainst)
 - Two Door Cinema Club**
(www.myspace.com/twodoorcinemaclub)
 - Young The Giant**
(www.myspace.com/youngthegiant)
- HIT 'EM NEXT WEEK:*
- Airborne Toxic Event** "Changing" (Island)
 - Beady Eye** "The Roller" (Dangerbird)
 - Foster The People** "Pumped Up..." (Columbia)
 - Kings of Leon** "Pyro" (RCA)
 - Three Days Grace** "Lost in You" (Jive)
 - 10 Years** "Fix Me" (Universal Republic)
- Send dates to richard@thesandsreport.com*

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 <p>MEDIABASE DEBUT 32* BDS DEBUT 27*</p> <p>NEW THIS WEEK: WFNX, WBRU, KNRK, KSJO, WEND, KCXX</p> <p>ALREADY ON: KROQ, KYSR, Live 105, KNDD, 91X and many more.</p> <p>#1 MOST PLAYED AND #1 TESTING RECORD AT SIRIUS XM</p> <p>FIRST WEEK SINGLE SALES 8,804 OVER 2500 SINGLES SOLD IN L.A., 441 IN SEATTLE, 394 IN SAN FRANCISCO, 200 IN SAN DIEGO</p> <p>APPEARING AT SXSW & COACHELLA COLUMBIA</p> <p><small>STAR TIME</small></p>	 <p>Hugo has an on-camera performance of "99 Problems" in No Strings Attached, the #1 movie in America!</p> <p>SINGLE SALES INCREASED BY 105% AND SOLD OVER 5K THIS WEEK!!</p> <p>On at: KNDD, KKDO, WRZX, WLUM, WWCD, WEQX, WZNE, KRXP, KXNA and more!</p> <p>On Tour Now</p> <p>Huge Research And Over 4,000 in Sales in Seattle Due To Massive Airplay at KNDD!</p>
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