

AUGUST 16, 2012

THE Sands REPORT

((Unifying The Alt Community))

Revisiting Electronic Dance Music!

Exactly one year ago, almost to the day, we took a look at Electronic Dance Music, and wondered if Alt radio was doing everything it could to embrace the burgeoning scene that was drawing over 30,000 young adults to various events. I don't want to take any of the credit, but one of the songs recommended in that article, "Midnight City" by M83, soon thereafter took off on its march to the top. Since that time, Skrillex found his way onto numerous playlists. Stations like Live 105 made EDM a much bigger part of their regular rotations. And just a couple of weeks ago, KROQ added Deadmau5 to their official playlist. So I asked APD/MD Lisa Worden if there was a conscious effort to include more EDM to the KROQ sound.


Not really, it turns out. "Honestly, it's not something we're 'purposely' doing," Lisa explained. "We add great songs that we think our audience will love. However,

'Professional Griefers' is one of the most 'radio' EDM songs I've heard. It has a great hook and sounds awesome on the radio!"

Yes, in the end, it always does come down to the songs. But as a genre? Slacker Radio has seen explosive year-to-year growth overall, and their electronic stations have even outpaced those gains. They've also recently done extensive research on the subject of EDM. Mat Bates, the Radio Program Manager at Slacker who has been privy to the numbers, has a very interesting perspective:



Lisa Worden

"Something struck me when I worked at 91X and I studied the history of that station from the perspective of the folks that built it. I think there's an outside perception that stations like 91X, KROQ, and WFNX 'created' Alternative music. In fact, they were just savvy enough to capitalize on a scene and culture that was already happening. They didn't create these bands, this sound, this community—they just main- 

Contact: Richard Sands (415) 383-5955 • richard@thesandsreport.com

©All Rights Reserved



YOUNG BLOOD HAWKE
"We Come Running"
BREAKOUT ADD WEEK!
Over 1000 EPs sold in just ONE DAY at iTunes!!!
NEW: WBOS, KNRK, WEMP, Q87, KFRR, WEQX, WMRQ, KRXP, KXNA! **ALREADY ON:** KROQ, LIVE 105, KNDD, KROX, KRBZ, ALT NATION, WBRU, KXTE, WZNE, KKDO, KUCD, KJEE
PICKED TO BREAK IN 2012 BY: NME, PUREVOLUME, AND FILTER



ALEX CLARE
"TOO CLOSE"
ALL OVER TV & ALL OVER ALT RADIO!!
ALEX CLARE
"TOO CLOSE"
THANK YOU ALTERNATIVE RADIO FOR MAKING ALEX CLARE #1 AT MB & BDS!!!
SCANNED PLATINUM!!!
MICROSOFT TV SPOT RUNNING THROUGH DECEMBER!!!
contact info: Dennis.Blair@umusic.com John.DiMaio@umusic.com



streamed it and packaged it as a radio format.”

That is absolutely true. When I began programming a brand new Live 105 in the ‘80s, I had the exact same insight. We were just serving a community that had no other home on the radio dial.

“I think that’s where we are at with a new genre of Pop music, for lack of a better term, and that encompasses emerging Hip Hop, EDM of all flavors, and Alt-leaning Electronic textures,” says Bates, who’s about to launch a new station that marries all of those sounds together.

As for Alt radio, Bates advice hasn’t changed much from a year ago, when he suggested that PDs take a measured approach to this music style. “All I was saying then is that in the context of commercial radio, especially Alt, we have to learn from the mistakes of the past. Remember ten years ago when we abandoned our identities and heritage so that we could enthusiastically go all in on Active Rock? No brand, radio or otherwise, should ever do that. We should anticipate trends, not chase them. We should reflect the contemporary interests of our customers, and we should continue to evolve with that in mind. Evolve—incremental change informed by objective decisions. And maybe capitalize on the popularity of this music

“We should anticipate trends, not chase them. We should reflect the contemporary interests of our customers, and we should continue to evolve with them in mind...”

with your audience, before someone else comes along and ‘owns’ it.”

Last year, we also talked to Party Ben. He’s a noted DJ who makes remixes and does freelance audio work, after serving as Live 105’s Imaging Director. I noted that when we last spoke, Ben was lamenting that Alt radio was so “Rock” leaning, that EDM wasn’t easy to mix in. But that isn’t true anymore.

He enthuses, “It’s been a huge change that’s been amazing to watch. Electronic music is suddenly bigger than ever on Alternative radio. I’d say even surpassing the ‘electronica’ era itself of the late ‘90s.” Ben notices that it’s not unusual to see an electronic tune cropping up at least once an hour, and he claims the sound seems to ‘fit’ with the Rock titles better than ever.

KROQ’s Worden concurs. I asked her if from a music scheduling standpoint, she has a problem making an M83, Deadmau5, or Skrillex track fit into the normal mix? “Not really,” she replied. “With the state of what’s hot right now these fit right in. Alex Clare, M83, Gotye, The Killers, Grouplove, Foster the People—all of these are what you hear on KROQ right now. So Skrillex and Deadmau5 sound great in that mix. And the new Muse record is going to blow everyone away.”



MUMFORD & SONS

I Will Wait

- #4 SOUNDSCAN DEBUT!
- 153,000+ DIGITAL TRACKS SOLD IN LESS THAN A WEEK!

MUMFORD & SONS
— BABEL —

- BUILDING TOP 10 AT ALTERNATIVE / TOP 3 AT TRIPLE A
- BABEL IN-STORES 9/25

NEW AT 91X, KBZT, X96, WKZQ, WXRT, WRLT

TWO DOOR CINEMA CLUB

Sleep Alone

BUILDING #26, HEADED TOP 25

- Digital Track sales up 26% this week!
- BEACON in-stores 9/4
- US Headline Tour this Fall

SOLD OUT TOUR

Cementing A Place (Con't)

Even the Rock-leaning Alt stations have little to fear according to the DJ, Party Ben. The way he perceives it, electronic music has been utterly dominant in American culture for quite a while now, so Rock listeners' ears are more accepting of that sound than they were even five years ago.

Ben suggests that, "it's still TV commercials that usually 'break' electronic tracks—like M83 and Nero—but they catch on because they're good and the public is hungry for them, so one would think that there's a huge opportunity for Alt radio to get out in front on unique, attention-grabbing

songs like these before the TV ads do. If Victoria's Secret will take the risk, why can't radio?"

Bates, who programmed terrestrial radio at KXTE, KRZQ, and KQXR prior to Slacker, reflects on the Electronic Dance Music subject and sums it up nicely. "I grew up listening to great Alt radio in the '90s. And some of my favorite songs were electronic tracks like Sunscreen's 'Love U More', Saint Etienne's 'Only Love Will Break Your Heart', Dubstar's 'Stars', or Moodswings' 'Spiritual High'. I was only a kid, but my guess is that radio programmers didn't over think things so much then. They just played good music without getting hung up on arbitrary genre tags and worrying about if another station already 'owned' this sound." ■

M83.

Electronic Dance Music Tips

Last year, our panelists were very successful in picking the EDM tunes that went on to massive radio success. Here are a few new suggestions from Slacker's Mat Bates: "It seems that the pattern is for terrestrial stations to kind of rediscover EDM songs that have been out for a year or two and present them as 'new,' so with that in mind, both Miami Horror's 'Sometimes' and Strange Talk's 'Climbing Walls' are songs that are demonstrably hits for Slacker. Nero and Chase & Status make incredibly accessible, anthemic songs that would not sound at all out of place on a traditional radio station. And I really, really love St Lucia and the new Ice Choir record."

Alt Doggie Corner



Eddie G.
(General Manager/Program Director at **KJEE** in Santa Barbara) and his family got their very first dog. Meet the adorable **Kato**. He's a seven week old Golden Lab!

Rush your pix to pic@thesandsreport.com

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

Elevate your image!
Brilliant Alternative Branding!

INSTANTLY!!



Be a genius.

Added/New in the Top 50

99X-Atlanta Bush, Grouplove
KROX-Austin Gaslight Anthem, The Heavy
WHFS-Baltimore No adds
WBOS-Boston Grouplove, Youngblood Hawke
WEND-Charlotte Black Keys, Mumford & Sons, Three Days Grace
WKQX-Chicago Black Keys, Wombats, Youngblood Hawke
CD102.5-Columbus Coldplay, Jack White, The XX
KDGE-Dallas Grouplove
KTCL-Denver Coldplay, Grouplove
89X-Detroit Coldplay, Linkin Park
WMRQ-Hartford Coldplay
KTBZ-Houston Passion Pit, Three Days Grace
WRZX-Indianapolis Mumford & Sons
WXXJ-Jacksonville No report
KRBZ-Kansas City No adds
KXTE-Las Vegas No adds
KROQ-L.A. Mumford & Sons

KYSR-L.A. No adds
WLUM-Milwaukee Black Keys, M83, Jack White
KCMP-Minneapolis Best Coast, Citizen Cope, Django Django, Lianne La Havas, Mumford & Sons, Nas f. Amy Winehouse, Shovels & Rope
Music Choice PK, White Arrows
WRXP-New York Black Keys, Wombats, Youngblood Hawke
WRKN-New Orleans Mumford & Sons, P.O.D.
WROX-Norfolk Neon Trees
WJRR-Orlando Halestorm
WRFF-Philadelphia No adds
WXDX-Pittsburgh Mumford & Sons, Three Days Grace
KNRK-Portland Mumford & Sons, Youngblood Hawke
WBRU-Providence No adds
KCXX-Riverside Features, Heavy, Three Days Grace
KKDO-Sacramento Black Keys, Mumford & Sons

Buzzing At Alt

1. Mumford & Sons
2. Youngblood Hawke
3. Three Days Grace
4. Two Door Cinema Club
5. Passion Pit
6. Coldplay

X96-SLC Neon Trees, Two Door Cinema Club
KENZ-SLC Mumford & Sons
KBZT-San Diego AWOLNATION, Black Keys, Fun, Gaslight Anthem, Mumford & Sons, Two Door Cinema Club
91X-San Diego Grouplove, Wombats
Live 105-San Francisco No adds
The End-Seattle No adds
KPNT-St. Louis Lumineers, Mumford & Sons, Passion Pit, Three Days Grace
Sirius/XM Alt Nation Coldplay, Crystal Fighters, The XX
97X-Tampa Mumford & Sons
DC-101-DC No adds



"ANOTHER ONE"

IMPACTING NOW!

**WEQX, WARQ, KRXP
 KCXX, WRLT**

▶▶ PERFORMING AT AUSTIN CITY LIMITS & VOODOOFEST!

8/25 1077 Summer Camp for KNDD/Seattle!	10/6 Green Bay
9/24 Sacramento	10/8 Chicago
9/26 Los Angeles	10/9 St. Louis
9/27 San Diego	10/12 Dallas
9/28 Las Vegas	10/14 Austin
10/2 Denver	10/27 New Orleans
10/3 Colorado Springs	10/28 Houston
10/5 Minneapolis	10/31 Nashville
	11/1 Atlanta



Thursday Music Meeting & Three Dot Lounge

Another big win for the Universal Republic-ans. The platinum-selling **Alex Clare** scores the #1 slot on the Alt charts—which comes on the heels of chart-toppers from **Of Monsters and Men** and **Gotye!** Tremendous job by **Dennis Blair** and his team. Think about it—three new artists, all going #1 in one year? I’ve scanned through my records, and I’m pretty sure that feat is unprecedented! But the good times aren’t coming to an end. Here they go again, busting **Youngblood Hawke** wide open. “We Come Running” was added at **WRXP, WKQX, WBOS, and KNRK**...Now, to the leader-board we go: your #1 most added record by a mile was “I Will Wait” by **Mumford & Sons**. And on top of just about every station putting it in, the digital sales were incredible. Over 150K sold! **Nick Petropoulos** is with the band, and reports that Mumford shows in Columbus and Louisville were nuts! Label-mates **Two Door Cinema Club**’s tour kicks off in a few weeks, and they picked up new support from **KBZT, X96, and WKZQ**, among others...**Passion Pit** has entered the Top 15, and picked up adds at **The Point** and **The Buzz**-Houston...**Jack White** is off and running. **WLUM, WWCD**, and more are in this week on “Freedom at 21”... **The Features** picks up at an add at **KCXX**. Definitely one to check out...**Muse** (coming Monday) and **Three Days Grace** impact next week, along with **Neon Trees**...A welcome back to the old gang from Trauma—**Rob Kahane** and **Mike Jacobs** have staffed up with **Dawn Hood** and **David Jacobs** at **Ted Field’s** newest baby, Trauma 2. I got to hear a preview of three tracks from the premiere signing, **Michael Bernard Fitzgerald**. Great stuff!...Hey, I gotta go...Happy birthday, **Bird!**...And, thanks to all for stopping by today! ~*Richard Sands*

The Big List

CLICK AND LISTEN:

- **AWOLNATION** “Kill Your Heroes”
<http://bit.ly/hUMK9R>
- **Beach House** “Myth”
<http://bit.ly/yXujZG>
- **Deadmau5 f. Gerard Way** “Professional...”
<http://bit.ly/L2HC1C>
- **Dirty Heads** “Dance All Night”
<http://bit.ly/LZOf1L>
- **Gaslight Anthem** “45”
<http://bit.ly/NMI325>
- **Facebook Fan Page** (Become a fan/“Like”)
www.facebook.com/thesandsreport
- **The Killers** “Runaways”
<http://bit.ly/L6jkld>
- **Mumford & Sons** “I Will Wait”
<http://bit.ly/O2WXRj>
- **Passion Pit** “Take A Walk”
<http://bit.ly/ITUUGs>
- **Two Door Cinema Club** “Sleep Alone”
<http://bit.ly/MwbT7C>
- **Jack White** “Freedom at 21”
<http://bit.ly/SAQY85>
- **Wombats** “Jump Into The Fog”
<http://bit.ly/gpUB5x>
- **Youngblood Hawke** “We Come Running”
<http://bit.ly/MSkghL>

IMPACTING SOON:

- Florence + The Machine** “Spectrum” (Uni)
- Slightly Stoopid** “Top of...” (Stoopid)
- Three Days Grace** “Chalk Outline” (RCA)

Send dates to richard@thesandsreport.com

The Sands Report™ Who’s #1? Who’s Still A Legend? Me! Everyday. All day!@

PASSION PIT
“TAKE A WALK”

Top 15 at Alternative

NEW THIS WEEK:
KPNT, KTbz
ON OVER 40+ STATIONS

GOSSAMER RANKED #37
WITH 8,500 SOLD THIS WEEK
59,000 TO DATE

8,900 SINGLES SOLD THIS WEEK
AND 108,000 TO DATE

US TOUR SEPTEMBER – DECEMBER

COLUMBIA Music Making Forward

JACK WHITE
“FREEDOM AT 21”

ON AT IMPACT: LIVE 105, KRBZ, KPNT, SIRIUS XM ALT NATION, WARQ, WLUM, WWCD, WEQX, WZNE, KRXP, WKZQ

DIGITAL SINGLE SALES:
776 (+39%) THIS WEEK AND
12K SOLD TO DATE

BLUNDERBUSS #59 ON THE BILLBOARD TOP 200 THIS WEEK: 6K TOTAL 361K