

MAY 2, 2013

# THE Sands REPORT

UNIFYING THE ALT COMMUNITY

## It's Got A Good Beat, And You Can Dance To It!

It wasn't at Coachella this year, but I had fun watching many of the performances live on YouTube. I was especially fascinated by a set from DJ Paul Oakenfold inside the Sahara Tent. Thousands of kids were totally rockin' out to the beats. As we touched upon last year, and the year before, Electronic Dance Music is a scene that Alt radio should be all over. This is not a niche any longer. It's now totally mainstream, having transcended far beyond its underground origins. And it's absolutely right in the pocket for Alt radio's key money demos.

"It's a vibrant, thriving and passionate lifestyle," states Live 105's Aaron Axelsen, who has hosted the station's "Subsonic" dance program for over 15 years. "Nowadays, a good majority of our 18 to 34 core's iPod playlist is a mix of Alternative Rock and EDM," he notes.

The Subsonic show was the impetus for the very popular Subsonic Dance Tent each year at the BFD, their summer music festival, and it's always packed to the rafters.

I asked "Double A" how he selects the music for his show. He tells me, "I spend a lot of free time on the weekends searching for hot new tracks on all the key music blogs, plus Beatport, iTunes, and I get serviced new music by the EDM industry and DJ music pools."



DJ Aaron Axelsen

No doubt Aaron Axelsen is an exceptional asset to Live 105. But if you don't have a DJ on your staff who can handle a program like this, there is a syndication choice available to you. It's called Skcratch N' Sniff, which is a weekly two hour program heard on nearly 50 Alt and Active Rock stations around the country. Malcolm Ryker, voice guy/San Diego production man extraordinaire, co-hosts the show.

He explains, "We provide a fun, fresh twist" 

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"ONE OF THE BEST SINGLES ENGLAND WILL PRODUCE IN 2013" —NME

## DAN CROLL

"FROM NOWHERE"



ALT NATION'S #1 MOST SPUN SONG OF 2013!!

NEW @ X96! WHFS! KRXP!  
WMRQ! ON: LIVE 105!! KRBZ!!  
KNDD!! WBUZ!! WZNE!!  
WEQX!! KJEE!!

<http://bit.ly/Q1Dxjt>



Contact info: Dennis.Blair@umusic.com John.DiMaio@umusic.com

KING AND LIONHEART  
MONSTERS  
AND  
MEN

### "KING AND LIONHEART" IMPACTING ALT 5/14

- The follow up single to the #1 ALT smash "Little Talks"
- And one of the most spun ALT tracks of 2013 - #2 "Mountain Sound"
- Already added @ Sirius ALT Nation KKDO/Sacramento
- From the 800K selling debut "My Head Is An Animal"
- +3M Views on the music video: [bit.ly/147Ur4H](http://bit.ly/147Ur4H)



to the music being played on Rock radio...our music-intensive content is based around music that you're already playing." They provide the hottest remixes and custom versions designed to engage and entertain today's open-minded music lover.

The Skratch N' Sniff slogan is, "The only show that remixes your radio." And the re-mixer is a dude named Mike Czech, who got his start doing a mix show on San Diego's Z90, and is currently still heard in clubs. He picks the music each week, produces remixes, creates the playlists, as well as co-hosts along with Malcolm.

"The show started in 2003 and had its roots in Alt Rock in all of it's various forms, but also added elements of many other genres that we loved," Czech offers, adding, "We took our musical cues from our favorite artists, who were often hard to stick one solid genre tag on. Bands like Sublime, Rage Against The Machine, The Beastie Boys, Run-DMC, Korn, Everlast, and more, who took all the best bits from across the spectrum to make great songs."

It all seems to be working, too. James Howard has slotted the program on Saturday nights in Washington. He



P.O.D. "BEAUTIFUL"

**JUST LISTEN:**  
<http://bit.ly/YDXdMO>

**Already on:** KTBZ, KPNT, KFMA, WBTZ, KCXX, WGMP, KIWR  
**Just added:** 91x, KMYZ, WKRL, WRMR, KBRE

Contact: Kurt Steffek [ksteffek@razorandtie.com](mailto:ksteffek@razorandtie.com)

enthusies, "SNS' is actually leading the station in many categories including males 18 to 49...I'm one of the pickiest PDs when it comes to features and brand fit, and this show sounds great on DC101 and 98ROCK in Tampa."

Jack Daniel, PD of WEND where the show also runs at 11 Saturday nights, acknowledges the risks on a Rock-oriented station. "Any show that pushes the envelope will not please the hard

rockers, but you could never be hard enough to please them, no matter what."

But, and here's the good news: there is a pot of gold at the end of the rainbow. "We got some complaints early on and then they went away. People hate change, but LOVE the show," concludes Daniel.

Plus there's another added benefit. Skratch N' Sniff takes the show on the road, meeting listeners first hand. "We were just in Tampa this past weekend with Alice In Chains and others at 98 Rockfest," Ryker says, stifling a yawn after the long flight back home to San Diego, but he is filled with praise. "Mike Czech is our secret weapon, being out in the clubs at least four days a week getting instant real time research on today's



**MUMFORD & SONS**

**BABEL**

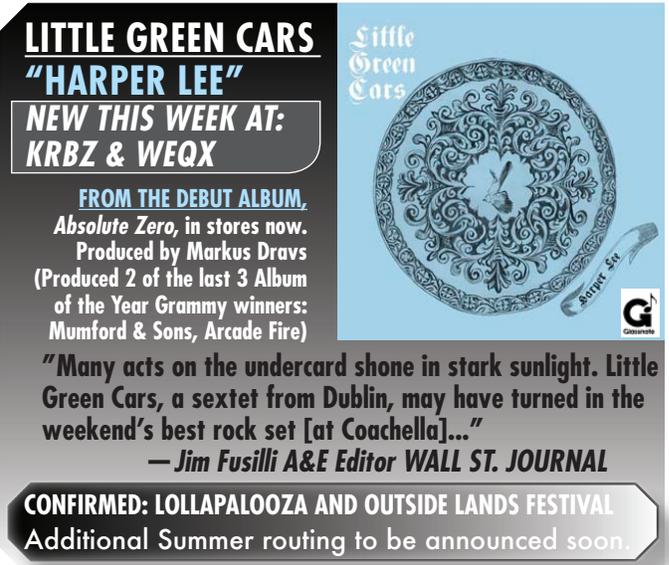
IMPACTS  
ALT MAY 13

THE TITLE TRACK FROM THE GRAMMY AWARD-WINNING ALBUM OF THE YEAR

**OVER 2.2 MILLION ALBUMS SOLD**

**SOLD OUT  
NORTH AMERICAN  
SUMMER TOUR!**

<http://www.mumfordandsons.com/live/>  
[www.mumfordandsons.com](http://www.mumfordandsons.com)



**LITTLE GREEN CARS**  
**"HARPER LEE"**

**NEW THIS WEEK AT:  
KRBZ & WEQX**

**FROM THE DEBUT ALBUM,**  
*Absolute Zero*, in stores now.  
 Produced by Markus Dravs  
 (Produced 2 of the last 3 Album of the Year Grammy winners: Mumford & Sons, Arcade Fire)

"Many acts on the undercard shone in stark sunlight. Little Green Cars, a sextet from Dublin, may have turned in the weekend's best rock set [at Coachella]..."  
 — Jim Fusilli A&E Editor WALL ST. JOURNAL

**CONFIRMED: LOLLAPALOOZA AND OUTSIDE LANDS FESTIVAL**  
 Additional Summer routing to be announced soon.

## It's Got A Good Beat (Con't)

music and trends, watching first-hand what's making our listeners move. How's that for radio research?"

Czech tells me that SNS gives stations a way to play the same songs as the other stations, but in a new and unique way. "It's a fun departure from regular programming...plus, who doesn't want to free up two hours of their time during the week to read The Sands Report and surf Facebook?"

### SKRATCH N' SNIFF SAMPLE SET

- FALL OUT BOY "MY SONGS..." (THE STELMIX)
- NIRVANA "IN BLOOM" (BASSNECTAR REMIX)
- CHILI PEPPERS "GIVE IT AWAY" (BRENDON P's 'ACID ROCK' EDIT)
- AWOLNATION "KILL YOUR HEROES" (MACHINES ARE PEOPLE TOO REMIX)
- SLIGHTLY STOOPID "TOP OF THE WORLD" (RADIO VERSION)
- ROBERT DELONG "GLOBAL CONCEPTS"
- THE CLASH "SHOULD I STAY OR..." (DJ WOOD REMIX)
- GROUPLOVE "TONGUE TIED" (GIGAMESH REMIX)
- PASSION PIT "TAKE A WALK" (CLASSIXX REMIX)

I like this man's spirit. The show is available on a barter basis, with both an Alt and Active Rock version. They're currently syndicated

by Compass Media Networks, and have the backing of Kevin Zinger, the brains behind Regime Management and Suburban Noize Records. ■

→ For more information on Skratch N' Sniff, contact: Tami Morrissey (818) 835-8402.

**"AN EMAIL I ACTUALLY LOOK FORWARD TO GETTING EVERY WEEK! ALWAYS A THOUGHT-PROVOKING, INFORMATIVE READ!!"**

**-AMBER MILLER, WEQX**

### Alt Doggie Corner



This is Roscoe and his best friend Gerdie after their walk in Griffith Park. They belong to CBS-LA's Jake Kaplan.

Rush your pix to [pic@thesandsreport.com](mailto:pic@thesandsreport.com)

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



**LEAD SINGLE, "POMONA"**  
FROM THEIR SELF-TITLED ALBUM IN STORES 5/14  
IN DE GOOT RECORDINGS first release



Thanks to our friends at radio leading the way - KTBZ, KPNT, WARQ, KXNA

ON TOUR NOW!

**IN DE GOOT RECORDINGS**

## Added/New in the Top 50

**KROX-Austin** No adds

**WHFS-Baltimore** No adds

**WBOS-Boston** Daft Punk, Imagine Dragons

**WEND-Charlotte** Alt-J, Atlas Genius, Capitol Cities

**WKQX-Chicago** Fitz & The Tantrums, Trapdoor Social, Wavves

**CD102.5-Columbus** Crystal Fighters, Jimmy Eat World, MS MR

**KDGE-Dallas** No adds

**KTCL-Denver** Twenty One Pilots

**89X-Detroit** New Politics

**WMRQ-Hartford** Tame Impala, Unlikely Candidates

**KTBZ-Houston** American Fangs, Family of the Year

**WRZX-Indianapolis** Family of the Year, Macklemore and Ryan Lewis, Neighbourhood

**WXXJ-Jacksonville** No adds

**KRBZ-Kansas City** AWOLNATION, Jake Bugg, Little Green Cars

**KXTE-Las Vegas** No adds

**KROQ-L.A.** Phoenix ("Cool")

**KYSR-L.A.** Linkin Park

**WLUM-Milwaukee** No adds

**KCMP-Minneapolis** Beady Eye, Bombino, Lonely Wild, Neighbourhood, Sigur Ros, Yasiin Bey & Mannie Fresh

**Music Choice** IAMDYNAMITE, Imagine Dragons

**WRKN-NO** New Politics, FOTY, Twenty One Pilots

**WROX-Norfolk** Queens of the Stone Age, Vampire Weekend

**WJRR-Orlando** No adds

**WRFF-Philadelphia** Imagine Dragons, Macklemore & Ryan Lewis, Neighbourhood, Walk Off The Earth

**WXDX-Pittsburgh** Alice in Chains, Fall Out Boy, Muse

**KNRK-Portland** Palma Violets

**WBRU-Providence** Daft Punk, Macklemore & Ryan Lewis

**KCXX-Riverside** Palma Violets

**KKDO-Sacramento** No adds

**X96-Salt Lake City** Daft Punk, Dan Croll, Vampire Weekend

## Buzzing At Alt

1. Daft Punk
2. IAMDYNAMITE
3. P.O.D.
4. New Politics
5. Fall Out Boy
6. Macklemore & Lewis
7. Of Monsters and Men
8. American Fangs

**KENZ-SLC** Phoenix

**KBZT-SD** Daft Punk

**91X-SD** IAMDYNAMITE, P.O.D.

**Live 105-San Francisco** MS MR

**The End-Seattle** No adds

**KPNT-St. Louis** American Fangs, Frank Turner

**Sirius/XM Alt Nation** Metric, SSPU

**97X-Tampa** No adds

**DC-101-DC** No adds

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

**DIRTY HEADS**

"CABIN BY THE SEA"

"The sound of Summer"  
 -Christy Taylor, 91X

CABIN BY THE SEA  
 TOUR  
 ON SALE NOW!

SPRING HAS SPRUNG!

ON NOW AT: KTBZ, 91X, KCXX, KRXP, KFMA, WARQ, KRZQ, WEQX  
 WFUZ, KXNA, FACTION AND WBTZ

**NILO VEGA**

"BEAST"

"It's their time!"  
 -Julie Pilat

ALREADY ON AT: KYSR, KRXP, WARQ, AND KXNA!

OVER 65K SOLD!  
 ON TOUR WITH IMAGINE DRAGONS

## Thursday Music Meeting & Three Dot Lounge

**T**here's a surprise on top of the leader-board this week. **IAMDYNAMITE** is your number one most added record. Well, maybe it isn't a total surprise. This band is due!...I wasn't here last week to talk about how huge the new **Daft Punk** is. Most added week one, second most added week two, already Top 25, and the biggest gainer on the charts. And, I might add, I'm Facebook friends with **Nile Rogers** whose signature sound (**Chic, David Bowie, Duran Duran, INXS**, etc.) is all over this one. **Lesley James** exclaims, "This will be the song of the summer!"...Also, in the Top 3 was the new **P.O.D.** Don't prejudge this song. "Beautiful" is an outstanding track, and would fit on every Alt station..**New Politics** "Harlem" sounds so great in the new Taco Bell spot...**The Buzz** in Houston adds **American Fangs**, and PD **Don Jantzen** tells me, "Local boys finally getting a shot at the prize".... Been a while since we caught up with the gang at Republic. **Dennis Blair** and **John DiMaio** are busy breaking **Dan Croll**. Plus, there's a new **Of Monsters and Men** track, "King and Lionheart." The label has just signed **A.F.I.**, and they have a brand new **Jack Johnson** about to drop. Got their hands full, as always...Did you get a chance to see **Phoenix** (big sales debut!) on Letterman this week? Outstanding. **KROQ** adds "Trying To Be Cool", which also could be the song of the summer...**Dirty Heads** has a good summer vibe, too...Heard "Sweater Weather" a LOT on L.A. radio last week. Sounds great! Now #2 on the chart...**Bill C.** and **Howard P.** have two in the Top 5!... **KRBZ** and **WEQX** add **Little Green Cars**...**Live 105** and **CD1025** hit **MS MR**...**"Babel"** is the next **Mumford & Sons** single...Hey, I gotta go. Thanks for stopping by today! ~Richard Sands

## The Big List

### CLICK AND LISTEN:

- The 1975 "Sex"  
<http://bit.ly/PX0AZ7>
- American Fangs "Pomona"  
<http://bit.ly/10TwHmy>
- Daft Punk "Get Lucky"  
<http://bit.ly/XK2hit>
- Facebook Page for breaking news  
[www.facebook.com/thesandsreport](http://www.facebook.com/thesandsreport)
- Follow on Twitter  
[@thesandsreport](https://twitter.com/thesandsreport)
- Dirty Heads "Cabin By The Sea"  
<http://bit.ly/YcXqCp>
- MS MR "Hurricane"  
<http://bit.ly/JscAOQ>
- The Neighbourhood "Sweater Weather"  
<http://bit.ly/13ETPoR>
- New Politics "Harlem"  
<http://bit.ly/11VzSdn>
- Nico Vega "Beast"  
<http://bit.ly/Wij6bG>
- Of Monsters & Men "King & Lionheart"  
<http://bit.ly/11Wcw2N>
- Passion Pit "Carried Away"  
<http://vevo.ly/12PeMws>
- P.O.D. "Beautiful"  
<http://bit.ly/YDXdMO>

### IMPACTING SOON:

- Mumford & Sons "Babel" (Glassnote)
- OMAM "King & Lionheart" (Universal Rep)
- Surfer Blood "Demon Dance" (WB)

Send dates to [richard@thesandsreport.com](mailto:richard@thesandsreport.com)

The Sands Report™ Cares!@

<p><b>The NEIGHBOURHOOD</b> "SWEATER WEATHER"</p> <p><b>#2* ON THE MB CHART</b></p> <p><b>#2 GREATEST GAINER ON THE MB CHART</b></p> <p><b>ON OVER 50 STATIONS</b></p> <p><b>NEW THIS WEEK:</b> WWDC WRXZ &amp; WBUZ</p> <p><b>I LOVE YOU DEBUTS AT #39 THIS WEEK WITH 9,100 SOLD</b></p> <p><b>ALBUM DEBUTS #8 IN LOS ANGELES</b></p> <p><b>12K SINGLES SOLD THIS WEEK +13% AND 141,000 SOLD TO DATE</b></p> <p><b>AIRPLAY=SALES: LA #33, DENVER #28, AUSTIN #39, SAN DIEGO #60</b></p> <p><small>©COLUMBIA</small></p>	<p><b>daft punk</b> "GET LUCKY"</p>  <p><b>#1 GREATEST GAINER ON MB CHART!</b></p> <p><b>NOW TOP 25 AT ALTERNATIVE</b></p> <p><b>REACHED #1 ON ITUNES SINGLE CHART IN 50 COUNTRIES INCLUDING THE US</b></p> <p><b>194,000 SINGLES SOLD IN FIRST 10 DAYS!</b></p> <p><b>RANDOM ACCESS MEMORIES AVAILABLE MAY 21ST</b></p> <p><b>8 NEW THIS WEEK: WBOS, KBZT, X96, KRBZ, WBRU, KUCD, WRMR, KXNA</b></p> <p><b>NOW ON OVER 25 STATIONS</b></p> <p><small>©COLUMBIA</small></p>	<p><b>MSMR</b> <b>HURRICANE</b> (PRONOUNCED "MISS MISTER")</p> <p><b>NEW THIS WEEK: LIVE 105 &amp; WWCD COULDN'T WAIT: KNDD, KKDO, KRBZ, KNRK, X96, KRXP IN ROTATION AT SIRIUS ALT NATION</b></p> <p><b>SECONDHAND RAPTURE AVAILABLE 5/14</b></p> <p><b>CONFIRMED FOR DAVID LETTERMAN 5/16</b></p> <p><b>CONFIRMED FOR LOLLAPALOOZA &amp; OUTSIDE LANDS</b></p> <p><small>©COLUMBIA</small></p>
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