

FEBRUARY 13, 2020

# THE Sands REPORT

17 YEARS OF UNIFYING THE ALT COMMUNITY

17 Year ANNIVERSARY!

## Stations That Are Dedicated To Music Discovery

All this talk in the last few issues about playing more new songs from newer bands peaked the interest of Paragon's Mike Henry. After all, he launched and/or relaunched a large group of non-comm "Music Discovery" stations, including Indie 102.3, The Current, and KUTX. These stations aren't necessarily Alternative in the way we define the format. Some are labeled "Adult Alternative." But they definitely are an alternative, much like college radio used to be an alternative to Alt stations back in the olden days.

Willabee Carlan has been with Colorado public station Indie 102.3 as Program Director for exactly one year. His first professional gig was at New York's famed

WLIR, "the station that dared to be different." In addition to programming a number of other Alternative stations, he also spent a decade in band management so he has a great perspective on the landscape.

I asked how he would describe his station, and he told me they live mostly in the indie-rock world, dabbling in other genres. "We're not afraid to play familiar artists surrounding all the new artists," he says, before quickly adding, "We're also committed to raising the awareness of the local music community. We focus on a handful of local artists every month and include them in regular rotation."




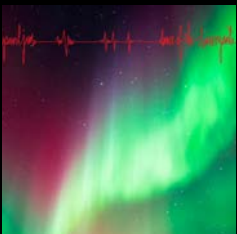


Willabee

While many of the stations on our Alt panel play maybe 10 to 15 new artists and are often at about 30 percent new music at a given time, Denver's Indie 102.3 plays close to 100 current artists which puts them at roughly 65 percent new music. And since the station is non-comm, Willabee says they are able to play, "A ton of music with brief interruptions, which

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

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<b>TWO FEET</b>	<b>OMAM</b>	<b>POST MALONE</b>	<b>PEARL JAM</b>
<p>"YOU?" <b>TOP 30</b> <b>11 MILLION STREAMS</b> EARLY SHAZAM IN DENVER 47% MALE 18-34/53% FEMALE 18-34 <b>PINK OUT MARCH 13TH</b> US TOUR STARTS IN APRIL</p>	<p>"WARS" <b>HEADING TOP 15</b> <b>11 MILLION STREAMS</b> TOP 20 ALT ROCK RADIO P1 STREAMING CHART THE NEW ALT Spotify FEVER DREAM TOUR STARTS THIS SUMMER</p>	<p>"CIRCLES" <b>HEADING TOP 20</b> <b>OVER 1 BILLION STREAMS</b> <b>OVER 4 MILLION IN US CONSUMPTION</b> ON TOUR NOW</p>	<p>"DANCE OF THE CLAIRVOYANTS" <b>HEADING TOP 15</b> <b>THE NEW ALT, ROCK THIS</b> Spotify <b>ALT CTRL</b> Apple <b>GIGATON OUT MARCH 27TH</b> ON TOUR THIS SPRING</p>



# MALLRAT

## “CHARLIE”

VEVO DSCVR 2020



- SiriusXM Alt Nation Featured Artist
- YouTube “Artist On The Rise”
- Pandora “Artist To Watch” For 2020
- Best Of...lists from *FADER*, *NOISEY*, *Billboard*, *Triple J* “Hottest 100,” & *NME* “Greatest Songs Of The Decade.”
- Billboard “10 Rising Artists Under 21”

### NEW TW:

WNYL, KKDO, KPOI

### ALREADY ON:

ALT NATION/SIRIUSXM,  
KQGO, KITS, WWCD,  
MC ALT, WARQ, WROX,  
KRAT, KYRK, WLUM,  
ALT HITS/TUNEIN, WMRQ

### ‘CHARLIE’ STREAMING TW

US TW: 93K / +10.2%  
WORLD WIDE TW: 169K / +15.59%

### STREAMING HIGHLIGHTS:

- 16 MILLION STREAMS ON ‘CHARLIE’
- 180 MILLION+ STREAMS
- 2.8 MILLION MONTHLY LISTENERS
- 100K FOLLOWERS

CLICK TO PLAY



Late Night TV debut  
on “Late Late Show  
with James Corden”

SOLD OUT  
North American  
Tour Dates

Shared the stage with Maggie Rogers, Post Malone,  
King Princess + festival performances at  
Splendour In The Grass, SXSW, Austin City Limits

“Australia’s most exciting new pop singer” —*Billboard Magazine*

“an irrepressibly sparkling slice of dreamy pop. The only downside  
to “Better”... your heart may actually explode with happiness” —*NPR Music*

“If you’ve been sleeping on Brisbane’s latest export, Mallrat, now is the time to wake up.” —*PAPER*

“There’s a new anti-in-crowd anthem on the block...electro-pop gem and  
Australian newcomer, Mallrat” —*Vice’s NOISEY*

“Mallrat, the rather unglamorous moniker of Australia’s Grace Shaw, is one of the  
most exciting new artists in pop.” —*Idolator*

“The song’s lyrics deal with the idea of unconditional love, and with her  
hypnotic vocals, listeners can feel such love.” —*WXPX*



# BRAND NEW STROKES!

## ***"BAD DECISIONS"***

AVAILABLE 2/18...IMPACTING 2/24!



THE STROKES ANNOUNCE  
THEIR SIXTH STUDIO  
ALBUM IN SEVEN YEARS!

***THE NEW ABNORMAL***

DUE 4/10

RECORDED AT  
SHANGRI-LA STUDIOS IN MALIBU

PRODUCED BY RICK RUBIN



is also very liberating for us as well as our listeners...the fact that we don't have to play 18 to 20 minutes of commercials an hour is amazing. Yes, we have to do a few pledge drives throughout the year, but we make up for that with music-filled hours, all day, and every day."

Matt Reilly started out his career in Austin in 2002, and returned in 2008. Now PD of KUTX, the station is branded as "The Austin Music Experience." They kind of play it all, as Reilly described to me, "We're most

concerned with great songs so genre isn't much of a factor."

*"We sometimes ask ourselves in music meetings—is this an artist we'd play at home...a song we think is moving music forward?"*

Their ratio of currents to gold is a little less bold than Willobee's station—it's more like 50/50. But playing new music is an important part of the formula. Reilly explains

to me, "We're a music discovery station. With listener support comes the ability to be adventurous and try new music that you might not get away with on the commercial side. If something doesn't resonate with our audience, don't worry, they'll let us know. A big chunk of our audience is NPR listeners and I think there's an expectation that boundaries will get pushed."

Being "listener-supported" gives them a big edge he thinks, because commercial Alt stations have one metric—ratings. But for KUTX they have two, ratings and donations.

Reilly says, "One can be down while the other is up and we're OK. The listener support is more vital to me because it is a direct connection to the listeners. It's a continual conversation and these are people that love what we do enough to give us their money. I value that conversation and pay particular attention to the member support piece."

After 15 years programming such legendary Alt stations as The Point in St. Louis, WEQX, and Philadelphia's WPLY, our old friend Jim McGuinn is now at the helm at The Current in Minneapolis. He says the station was, "Created by and serves listeners that love music, who are curious to discover while also dig celebrating a wide history of music."

"It's people that we sometimes call Musicheads," he tells me with a smile. McGuinn says that indie rock is the middle ground for the station, but they're always pushing the boundaries. The station is 45 percent current, 40 percent gold, and 15 percent recurrent.

McGuinn states, "We sometimes ask ourselves in music meetings—is this an artist we'd play at home? Is this a song we think is moving music forward? Will we still want to listen to this in six months? Or six years? That's how you end up being the first rock station to play Chance the Rapper, a place where new Nick Cave can land in heavy rotation next to Pearl Jam, and where a Soccer Mommy, Sports Team, or beabadoobee can find a spot in rotation at the



THE RETURN OF THE STROKES!!!

RCA

ALTERNATIVE PRIORITIES

 <p style="font-weight: bold; font-size: 1.2em;">THE STROKES</p> <p style="font-weight: bold; color: yellow;">"BAD DECISIONS"</p> <p>TO BE RELEASED 2/18 AND IMPACTS 2/24!</p> <p style="color: yellow;">SIXTH STUDIO ALBUM AND FIRST NEW ALBUM IN SEVEN YEARS!</p> <p style="color: white;">THE NEW ABNORMAL, DUE 4/10/20!!</p>	 <p style="font-weight: bold; color: white;">CAGE THE ELEPHANT</p> <p style="font-weight: bold; color: yellow;">"BLACK MADONNA"</p> <p>MB 15*/ BDS 16* +175 GG! MB RT 14* +100 AND FLYING TOP 10!</p> <p style="color: white;">NEW AT: KKDO SACTO, KDKB PHX &amp; KRBZ KC - PANEL ALMOST CLOSED! OVER 60 LEADERS FIRST TWO WEEKS!</p> <p style="color: yellow;">TWO TIME GRAMMY WINNER AND TWO IHEART MUSIC AWARD NOMINATIONS!</p>	 <p style="font-weight: bold; color: white;">half.alive</p> <p style="font-weight: bold; color: yellow;">"RUNAWAY"</p> <p>MB 28*-25* +100/ MB RT 23* AND MARCHING TOP 20!</p> <p style="color: white;">NEW: WOLT, KRBZ, WFUZ, KNRO &amp; WJMZ! LEADING THE WAY: ALT NATION, KITS, KKDO, WSUN, KBZT, KDKB, KXRX, WLKK, WAQX, WWWX, KMAX, KXNA, KMYZ, WEBN, WARQ, WROX, KTEG, WKZO, WWCD, WMRO, KPOI, WRMR, KYRK, WRIS, MUSIC CHOICE, KJZZ &amp; KRAT!</p> <p style="color: yellow;">60M+ STREAMS</p>	 <p style="font-weight: bold; color: white;">TOOL</p> <p style="font-weight: bold; color: yellow;">"PNEUMA"</p> <p>ACTIVE: MB 23*-20* +110 GG!! FLYING TOP 15!</p> <p style="color: white;">NEW ALT LEADERS: X96 SLC, WEQX ALBANY &amp; WEDG BUFFALO!</p> <p style="color: yellow;">ACTIVE ADDS TW: WMMR, WHXR, KHTQ AND WGRD!</p> <p style="color: white;">FOUR TIME GRAMMY WINNER! 2ND LEG OF TOUR SOLD OUT!</p>
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DENNIS BLAIR 212-833-5534 DB@rcarecords.com | ARTIE GENTILE 310-272-2065 artie.gentile@rcarecords.com

## Dedicated To Music Discovery (Con't)

beginning of their careers, so we can foster a connection between new artists, our audience, and be a home to both for years to come.”

He harkens back to ye olde glory days of Alt, the early to mid-’90s. That’s back when programmers relied



**Jim McGuinn**

more on their gut and were having a grand time. But now he fears that joy of music discovery at Alt is gone, and it’s more about how to “not lose.”

McGuinn opines, “Non-Comm is the polar opposite. Instead of worrying about how to not lose, we’re driven to win—as in the hearts, minds, and ultimately, membership of each listener. That means working to create value in listener’s lives—to be a service they use and feel passionate about—passionate enough to voluntarily give us money for a product we’ve already given them for free. Thankfully, there are thousands of people who feel underserved and undervalued by commercial radio options...who have stepped up to support The Current.”

Next week, we’ll ask these PDs to assess how they see the Alternative format from their outsider perspectives, and we’ll also look at another station—one that is 100 percent new music!

**“ANOTHER GOOD READ  
LAST WEEK AND  
I AGREE WITH A LOT OF  
WHAT SCOTT HOLT  
HAD TO SAY!”  
-JOE DETOMASO**

## Alt Photo Corner



We’re backstage in Washington DC at the 9:30 Club for the Sub Urban show with DC101’s **Dustin Matthews**, **Sub Urban**, **Klinger**, and **Mike Jones**.  
Rush your Alt photos to [pics@thesandsreport.com](mailto:pics@thesandsreport.com)

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

CONTACT: GARY GORMAN 323.871.5260 [gary.gorman@umusic.com](mailto:gary.gorman@umusic.com)

# EOB

## SHANGRI-LA

### IMPACTING NOW

NEW SINGLE FROM RADIOHEAD’S ED O’BRIEN

FROM THE UPCOMING ALBUM *EARTH OUT* APRIL 17 ON CAPITOL RECORDS

**PRE-ORDER NOW!**

Capitol



## Added/New in the Top 50

**WRDA-Atlanta** Cage The Elephant, Grouplove, Neon Trees

**KROX-Austin** Cold War Kids, Incubus

**WEND-Charlotte** FINNEAS

**WKQX-Chicago** Cold War Kids

**CD102.5-Columbus** FINNEAS, Head and the Heart, King Princess, Overcoats

**Alt 103.7-Dallas** No adds

**KTCL-Denver** AJR

**KTBS-Houston** FINNEAS

**iHR Custom** Cage The Elephant, Grouplove, Of Monsters and Men

**KRBZ-Kansas City** Best Coast, Cold War Kids, Kennyhoopla, 1975

**KXTE-Las Vegas** Declan McKenna, Joji, lovelytheband, St. Motel

**KROQ-L.A.** Cold War Kids

**Alt 98.7-L.A.** Cold War Kids

**WSFS-Miami** Bakar, Incubus, Hayley Williams

**WLUM-Milwaukee** FINNEAS, lovelytheband

**KCMP-Minneapolis** Caroline Rose,

Destroyer, EOB, Jason Isbell/400 Unit, Margo Price

**KQGO-Minneapolis** Joywave, Hayley Williams, 1975

**Music Choice** Colony House, FINNEAS, Glorious Sons, Gorillaz, Hazel English, Incubus, Joji, Kennyhoopla, Overcoats

**WBUZ-Nashville** Best Coast, Good Grace, Grey Daze, Incubus, Lumineers, Matt Maeson, Palaye Royale, Silversun Pickups, Two Feet, Yelawolf

**Alt 92.3-New York** Cold War Kids, Kennyhoopla, Mallrat, Overcoats

**WZRH-New Orleans** lovelytheband, Silversun Pickups

**WROX-Norfolk** EOB, Grey Daze, 1975

**The Edge-Ok City** Colony House, FINNEAS

**WQMP-Orlando** Green Day, lovelytheband

**WRFF-Philadelphia** Grouplove

**KDKB-Phoenix** No adds

**WXDX-Pittsburgh** No adds

**KNRK-Portland** Cold War Kids,

## Buzzing At Alt

1. Cold War Kids
2. lovelytheband
3. Green Day
4. Head and The Heart
5. FINNEAS

lovelytheband

**KKDO-Sacramento** Cage The Elephant, Incubus, Mallrat

**X96-Salt Lake City** Joywave

**KBZT-San Diego** No adds

**91X-San Diego** Green Day, Tame Impala

**Alt 105.3-San Francisco** Bakar, Coldplay, Cold War Kids, FINNEAS, Joji, Kennyhoopla

**The End-Seattle** Tame Impala

**KPNT-St. Louis** Incubus, Dinosaur Pile Up

**97X-Tampa** Joywave, Taylor Janzen

**CFNY-Toronto** City and Colour, Of Monsters and Men, Pearl Jam

**DC-101-DC** No adds

**SUB URBAN**



**"CRADLES"**

**HEADING TOP 5!**

- 1 BILLION+ USES ON TIKTOK
- 3.1 MILLION STREAMS TW
- 120 MILLION TOTAL SPOTIFY STREAMS

**ALMOST  
CLOSED OUT**

**THE  
BLACK  
KEYS**

**"SHINE  
A LITTLE  
LIGHT"**



**HEADING  
TOP 20!**

**ON-DEMAND STREAMS:**  
• 133K THIS WEEK (+14%)  
• 7.6 MILLION TOTAL

**TOUR ANNOUNCEMENT  
COMING SOON!**



**"OH YEAH!"**

**HEADING TOP 10!**

**HELLA MEGA STADIUM  
TOUR THIS SUMMER W/  
WEEZER + FALL OUT BOY**

**NEW ALBUM  
"FATHER OF ALL..."  
OUT NOW!**

**HEAD AND  
THE HEART**



**"HONEY BEE"**

**#4 MOST ADDED  
THIS WEEK!**

**IN POWER @ KTCL-DENVER**

**21.6 MILLION STREAMS,  
AVERAGING 800,000  
A WEEK**

**WARNER  
RECORDS**

# Alt Radio P1 Streaming Chart

Stream Rank TW	Stream Rank LW	Stream Rank 3W	Artist/Title
1	3	3	Billie Eilish "Everything I Wanted"
2	1	1	Tones & I "Dance Monkey"
3	2	2	Billie Eilish "bad guy"
4	7	9	Meg Myers "Running Up The Hill"
5	4	8	Billie Eilish "all the good girls"
6	10	11	Absofacto "Dissolve"
7	6	5	Tool "Fear Inoculum"
8	9	7	White Reaper "Might Be Right"
9	5	4	Coldplay "Orphans"
10	11	22	Pearl Jam "Dance of the Clairvoyants"
11	15	--	Green Day "Oh Yeah!"
12	13	10	Twenty One Pilots "The Hype"
13	8	6	SHAED "Trampoline"
14	12	14	AWOLNATION "The Best"
15	14	13	Lana Del Rey "Doin' Time"
16	20	24	Catfish/Bottlemen "2All"
17	18	30	Grouplove "Deleter"
18	21	17	Sub Urban "Cradles"
19	16	12	PATD "High Hopes"
20	19	18	Of Monsters and Men "Wars"

## Bubbling Under...

21	--	--	Lovelytheband "Loneliness For Love"
26	--	--	Incubus "Our Love"
29	--	--	Gorillaz "Momentary Bliss"



Chart ranking based on Alternative Rock Radio P1 listeners and abridged from Bridge Ratings Top 100 National Streaming Report. The statistics are based on raw National U.S. streaming data provided by Bridge Ratings' over 25 on-demand streaming providers including Spotify, Amazon Prime, YouTube and Apple Music. Station-specific on-demand streaming data is available from Bridge Ratings by subscription. Contact Dave Van Dyke at [dvd@bridgeratings.com](mailto:dvd@bridgeratings.com) for more information.



## STATIONS SUPPORTING OUR "WAYS"

**KRBZ - KXNA - KYRK**  
**MUSIC CHOICE - WARQ - WEDG**  
**WKZQ - WLUM - WMRQ - WRMR**  
**WRIS - WSUN**

## SCREAMER TOUR PT2

March 11	The Showbox	Seattle, WA
March 12	Roseland Theater	Portland, OR
March 13	Fox Theater	Oakland, CA
March 14	The Wiltern	Los Angeles, CA
March 16	The Observatory	San Diego, CA
March 17	The Van Buren	Phoenix, AZ
March 19	Mission Ballroom	Denver, CO
March 20	Uptown Theater	Kansas City, MO
March 21	The Sylvee	Madison, WI
March 22	Riviera Theatre	Chicago, IL
March 23	Royal Oak Music Theater	Royal Oak, MI
March 25	House of Blues	Boston, MA
March 27	The Fillmore	Philadelphia, PA
March 28	Radio City Music Hall	New York, NY
March 30	9:30 Club	Washington D.C.
May 16	Harrah's	Laughlin, NV
June 6	Lakeland Comm College	Kirtland, OH
July 11	Kansas Star Casino	Mulvane, KS

MEGA COLLIDER RECORDS

## Thursday Music Meeting & Three Dot Lounge

**A** brand new **Strokes** is coming your way! Look for “Bad Decisions” on the 18th. This is the first release from the band in seven years...At the top of the Most Added list this week was “Who’s Gonna Love Me Now,” the new one from **Cold War Kids**, with NYC, both LA stations, Chicago, and SF all leading the charge. The band will be at Firefly... Next on the leader-board were **lovelytheband** and **Incubus** both with 13 adds followed by the new **The Head and The Heart** “Honey Bee.” It’s already in power at **KTCL**!...I enjoyed watching **Green Day** on the James Corden late night show. “Oh Yeah!” is definitely heading for “anthem status” and is almost Top 10 already, with labelmate **Sub Urban** closing in on the Top 5. **The Black Keys** are near Top 20 with “Shine A Little Light”...Republic has *four* Top 30 hits — **Two Feet** is showing great metrics, which is what you want to see. **Of Monsters And Men** is closing in on Top 15, with **Pearl Jam** and **Post Malone** both close behind...**Catfish and the Bottlemen** “2All” is Top 10...Spoke with both **Dennis Blair** and **Artie Gentile**. **Cage The Elephant**’s “Black Madonna” is almost Top 10 already, with RCA’s **Half•Alive** taking off. It’s Top 25. And **Tool** continues to be one of the best streaming artists...Huge add at **WNYL** in New York City on Australia’s **Mallrat**. Highly rated **KKDO** and **KPOI** are also new on “Charlie”... “Shangri-La” is the new single from **Radiohead**’s **Ed O’Brien**. His solo work is called **EOB**, and it’s out now. **WROX** came in early...“Ways” is the new one from our old friends **Third Eye Blind**. **KRBZ**, **KXNA**, **KYRK** and many more are early supporters. The new tour picks up in March... Hey, I gotta go. Thanks for stopping by today! —*Richard Sands*

## The Big List

CLICK THE IMAGE AND LISTEN:



**PEARL JAM**  
“Dance of the Clairvoyants”



**MALRAT**  
“Charlie”



**COLD WAR KIDS**  
“Who’s Gonna Love Me Now”



**THIRD EYE BLIND**  
“Ways”



**THE HEAD AND THE HEART**  
“Honeybee”



**EOB**  
“Shangri-La”



**HALF ALIVE**  
“Runaway”



**POST MALONE**  
“Circles”



**THE BLACK KEYS**  
“Shine A Little Light”



**TWO FEET**  
“You”

### IMPACTING SOON:

**Highly Suspect** “These Days” (300 Entertainment)

**MGK** “why are you here” (Interscope)

**The Strokes** “Bad Decisions” (RCA)

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

The Sands Report™ That's The One People You Care About Actually Read!®

# COLD WAR KIDS

THE FIRST SINGLE FROM THE BAND'S UPCOMING ALBUM *NEW AGE NORMS II*

WHO'S GONNA  
**LOVE**  
ME NOW

**ADDED AT**  
ALT NATION • WNYL  
KROQ • ALT 98.7  
WKQX • KITS • KNRK  
KROX • KRBZ • KPOI  
KMYZ • WRMR  
KXNA • WBTZ

### REMAINING HEADLINING TOUR DATES

2/12: NASHVILLE, TN  
2/14: TULSA, OK  
2/15: AUSTIN, TX  
2/21: LOS ANGELES, CA

PERFORMING AT  
FIREFLY MUSIC  
FESTIVAL

Kobalt **AWAL** in2une MUSIC