



This year, Radio faces extraordinarily difficult economic conditions. Research budgets have been slashed, however performance expectations remain high. Keeping Radio connected with its audience is critically important to the industry and to the stations themselves. For the past 8 years, Kelly Music Research has offered an option for Callout and Library testing services in exchange for commercial barter. This year, barter may be many stations' *only* option.

20/20 Callout Program – 100% Barter - 2 minutes per day*

Kelly Music Research's *20/20 Callout* program is our most economical approach to Local Callout. By keeping the screening criteria broad and inclusive, stations can test their most important songs with format P1's and Cume in the market.

20/20 Callout Features*

- No long term commitment required.
- 20 reports per year – 2 per month excluding July and December
- 20 year age demo – Males and Females
- Format screening – Station format P1's and P2's
- Up to 30 hooks per test
- Three test weighted rolling average – Freshest data weighted higher
- Target total sample size - 90 per report
- Scoring – Appeal, Burn and Familiarity
- Reports – Excel spreadsheets, 3 week trend – Mean, Burn, Familiarity
- Commercial Barter - 2 minutes per day Mon to Sun, 6a to 7p

** May vary based on market, station, audience size and incidence rate.*

For more information about *20/20 Callout* or for custom research, contact:

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