

JazzWeek/Mediaguide Update: Finding and Eliminating Errors and Anomalies

by Ed Trefzger

Removing the human element from airplay reports has added accuracy, but like anything that's mechanized, there's a need for human intervention from time to time.

We've all seen how JazzWeek's conversion to Mediaguide-generated airplay data has improved the accuracy of our charts over the course of the last 19 weeks, and made life easier for music directors who no longer need to tabulate and file reports. However, once in a while, something can

slip through, or can skew the numbers a bit.

We've got three examples from the last two weeks to share with you, in hopes that we can continue to improve the system – and we need your help to alert us when these issues arise.

The first happened in last week's chart. An album by Petra Haden and Bill Frisell was listed as most added. Here's how that came about: the CD was featured on an NPR network program. We've seen that happen in the past, but we've been able to remove it from the tabulation when a CD stuck

out as not being one the jazz panel would play. However, since we don't always receive review copies in a timely manner, and since Frisell's name was there, we kept that release on the tabulated chart.

It turns out that it's a pop record, and we wouldn't have received it anyway. We were alerted to the error after going to press.

Two other issues came up this week, which we were able to fix. Both exaggerated the spin counts for current releases, but in different ways.

(continued)

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JazzWeek/Mediaguide Update *(continued)*

The first was brought to our attention by Mitchell Feldman at IndieGo Jazz Promotions. KUVU in Denver featured a live broadcast by the Ken Walker Sextet on Mar. 14 at its Oasis Performance Studio, and to promote the show, they were running a promo which featured the first 12-13 seconds of "Amsterdam After Dark" from the Synergy Music CD *Terra Firma*. That was enough of the song for Mediaguide to detect the track, and a bump of 27 spins was added for it on KUVU, which we were able to remove.



If you'd like to hear just how quickly Mediaguide can detect a song, KUVU's Arturo Gómez has supplied a RealAudio file of the promo, which you can hear at <http://www.jazzweek.com/walkerpromo.ra>.

The other issue this week was found by Neal Sapper of New World 'N' Jazz, who is promoting the latest BeatleJazz CD *With A Little Help From Our Friends* (Lightyear).

Neal spotted an anomaly on a station: the CD was tracked repeatedly from beginning to end from midnight to 6 a.m. It turns out that the station's au-

tomation system had failed, and the backup system, which cycles CDs, got stuck on that one CD. We were able to account for that mishap, too.

While there are bound to be other bumps in the road as we progress, we hope to minimize them with your help. Whether you're at a station, or promote a CD, please bring these issues to both our attention and to Mediaguide so we can work to eliminate them in the future.

Let me add that we appreciate the honesty and integrity both Mitchell and Neal displayed in bringing this to our attention. It definitely affected the chart position of both releases, which could have been much higher on this week's chart. **JW**

JazzWeekGear

The advertisement displays a collection of merchandise items. On the left is a white t-shirt with the JazzWeek logo and website. In the center are a blue and white long-sleeved shirt and a white hoodie, both with the logo. To the right are a yellow messenger bag, a tan tote bag, a white mug, and a round clock, all featuring the logo. At the bottom right, a dog is shown wearing a white t-shirt with the logo. A red stamp with the text "MADE IN THE USA" is overlaid on the bottom left of the t-shirt. The text "LOGO WEAR" is positioned below the t-shirt, and "LOGO ITEMS" is positioned above the clock and bag.

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