



**KEN MILLS AGENCY
SPECIAL REPORT
May 2007**

“RADIO STATION PROGRAMMERS SHOW REMARKABLE ENTHUSIASM FOR VIRTUOSO VOICES”

ABOUT THE STUDY

In April 2007 the producers of Virtuoso Voices (“VV”) hired the Ken Mills Agency (“KMA”) to conduct conversations with six leading public radio station classical music programmers to assess the usage, perceptions, value and future of VV.

The six programmers who participated in the study were culled by KMA from the approximately 80 stations using VV service at the time. VV had no prior knowledge about which programmers to be contacted. Each participating programmer was assured that their verbatim comments and opinions would be reported but their identities would remain confidential.

Programmers were chosen because they had the authority to make programming decisions for their stations, were known to be articulate and represented a variety of market sizes and locations.

WHAT WE LEARNED

Programmer enthusiasm and interest in Virtuoso Voices is remarkably positive. Each of the six programmers expressed strong support for VV.

Virtuoso Voices is perceived as innovative, cutting-edge and important for the future of classical music on terrestrial radio. VV has tapped into the perceived need for classical music radio to go beyond the music and include a human dimension – making the artists, performers and conductors a living presence with listeners. Programmers said that VV clips enhance the enjoyment and appeal of the music.

It is notable that Virtuosos Voices tap into one of the most vital Core Values of public radio programming: storytelling. The personal and emotional appeal of Virtuoso Voices make it a “signature” service for public radio stations.

WHAT PROGRAMMERS SAY ABOUT VIRTUOSO VOICES

“VV highlights the benefits of the music and of listening”

“VV flows well in the classical format”

“I think the VV funder spots sound better than our own spots.”

“VV gets behind the curtain a little bit”

“VV makes the music seem more up close and personal...and more real”

“VV adds a special sensibility that no host can convey”

Programmers say VV enhances station imaging...

“We all have voices from people who come through the area, but the fresh new contemporary artists and the topicality are tremendous. I like the surprise factor of which artists they get.”

“We try to do this type of thing locally, too. It is a great compliment to what we already do.”

Programmers offer praise for VV fundraising spots and ease of use...

“I liked the fund raiser spots and materials immediately. We’ve used them in the C24 breaks to remind people the station is pledging at the times when they don’t break in with local breaks.”

“VV CDs are much easier to use. They are a ‘portable package’ -- that makes passing around the station easier.”

“We have pulled VV clips off of PRX in ‘we need it now’ situations.”

“The fundraising materials are great as they truly highlight the benefits of the music. It’s heartfelt, not stilted. It really hits the mark. The first thing I listen to is the fundraising material on the CDs. We use a much higher percentage of these than from any other service.”

ABOUT KMA PERCEPTUAL STUDIES

The Ken Mills Agency has conducted over forty similar studies for radio program producers, distributors, funding organizations, stations and individuals. Each study is unique. Information gathered gives clients a clear and candid view of how people perceive them and their projects. Our feedback is not for the faint of heart. KMA puts the perceptions in perspective, prioritizes the positives and negatives and provides real world strategies for greater success. For more information, contact Ken Mills at KMA in Minneapolis at 763-513-9988 or publicradio@hotmail.com.