



Music & Messaging

Business Mix Descriptions

50'S TO EARLY 60'S

- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** All tempos and styles that had hits during the heyday of the 50's and into the early 60's, including some country as well.
- **REPRESENTATIVE ARTISTS:** Elvis, Fats Domino, Steve Lawrence, Brenda Lee, Dinah Washington, Frankie Valli and the Four Seasons, Chubby Checker, The Impressions.
- **APPEAL:** People who can remember and appreciate the major musical moments from this era.
- **FEEL:** All tempos
- **MARKETING STRATEGY:** Hamburger/Soda Fountain themed cafes, period themed establishments, bars, pizza establishments and clothing stores.
- **COMPATIBLE MUSIC STYLES:** Jukebox classics, Donut House Jukebox, Fun-time Oldies, Innocent 40's, 50's, & 60's.

60's TO EARLY 70's

- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** Good-time pop and rock legends from the mid 60's through the early to mid 70's that marked the end of an era. All solid hits and quality album cuts so vital to this period.
- **REPRESENTATIVE ARTISTS:** Three Dog Night, Supremes, Badfinger, Simon & Garfunkel, Herb Alpert & the Tijuana Brass, Beach Boys, Animals, Chicago, Byrds, Creedence Clearwater Revival, Neil Diamond, Donovan, Four Tops, Aretha Franklin, Grass Roots.
- **FEEL:** A feel-good mixed tempo and energy with a mixed bag of oldies, typical of Top 40 radio in this period.
- **APPEAL:** Wide appeal to boomers and 2nd generation lovers of oldies who have grown up with their parents' music or had exposure to oldies radio. Everybody loves the great oldies!
- **MARKETING STRATEGY:** Period themes, burger & brew & pizza, bars, happy hour.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Classic Rock - The Ultimate, 70's Mix.

70'S MIX

- **PRODUCER:** Tom
- **ERA:** 70's
- **DESCRIPTION:** An 8-track flashback of great music from the 70's designed to inspire memories for everyone. Featuring hits and historically significant album cuts from the "Far Out!, Bob Newhart, Sanford & Son" era.
- **REPRESENTATIVE ARTISTS:** The Eagles, Elton John, Stevie Wonder, Jackson Browne, Gerry Rafferty,



Chicago, Doobie Brothers, Brothers Johnson, Alan Parsons Project, Jim Croce, Joni Mitchell, Sugarloaf, Steely Dan, Earth Wind & Fire, Paul Simon, Crosby, Stills & Nash, Creedence Clearwater Revival, Average White Band, Bachman, Turner Overdrive, Electric Light Orchestra, Fleetwood Mac, Guess Who, Billy Joel, Jefferson Starship, Steve Miller Band, Carly Simon, K. C. & The Sunshine Band, Van Morrison.

- **FEEL:** A warm blanket of familiar music that helped define the analog sound of the 70s – including the one hit wonders and the best known singer-songwriters and bands of the decade.
- **APPEAL:** Wide appeal to boomers and lovers of iconic pop, rock and oldies.
- **MARKETING STRATEGY:** Period-themed, fast casual dining, burger & brew, pizza, lunchtime almost anywhere.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Classic Rock, 60s to Early & 70s, Casual Country, Classic Rock – The Ultimate, Mainstream Rock, Disco Ball.

ACID JAZZ

- **PRODUCER:** Spencer
- **ERA:** 90s – Today
- **DESCRIPTION:** The Jazz sound inspired by retro funk, Hip hop beats and Brazilian & Latin grooves. Starting in the UK, this movement spread worldwide through DJ/Producers and live bands that help to create the modern "Acid Jazz" vibe. A touch of original 70's Jazz-funk from the masters who founded this great sound are also sprinkled into the mix.
- **REPRESENTATIVE ARTISTS:** Greyboy, Thievery Corporation, Brand New Heavies, Naked Music NYC, Roy Ayers, Chris Bangs, James Taylor Quartet, Soulstance, Incognito, Outside, Abstract Truth, Truby Trio, Groove Collective, Gota, Slide Five, Quantic Soul Orchestra, Sharpshooters and others.
- **FEEL:** Funky beat-oriented jazz sounds. Energy varies from laid-back, head nodding to high-energy dance-floor fillers.



- **APPEAL:** Very broad appeal from stylish youth and hipper adults to nightclub fans and musicians.
- **MARKETING STRATEGY:** Fashion retail and accessories, lifestyle stores, cultural hubs, cafes, trendy bars, high energy/volume restaurants, Xtreme sports and accessories, modern furniture showrooms, hair salons.
- **COMPATIBLE MUSIC STYLES:** Stylish Pop Upbeat, Smooth Jazz & Vocals, Urban Adult - Upbeat, Club & Dance, Modern Soul, Chill Out, Upbeat Chill, High Fashion Boutique, Latin Electronica, Classic R&B.

ACOUSTIC VOCALS & INSTRUMENTALS

- **PRODUCER:** Leroy
- **ERA:** 70's - Today
- **DESCRIPTION:** The acoustic side of pop and adult alternative from singer/songwriters and instrumentalists in the jazz and acoustic, new age genre. Lots of acoustic guitars and piano.
- **REPRESENTATIVE ARTISTS:** James Taylor, Crosby, Stills, Nash & Young, Paul Simon, Ottmar Liebert, Cat Stevens, Joni Mitchell, Eagles, Leo Kottke, Linda Ronstadt, Will Ackerman, Bob Dylan, Shawn Colvin, Norah Jones, Ray LaMontagne, Jack Johnson, Josh Ritter.
- **FEEL:** Mellow to moderate with an organic feel, appropriate for a relaxed, natural setting and wood décor. Wears well over the course of a relaxing day.
- **APPEAL:** Conservative, multi-generational, safe, conservative, family, mass appeal.
- **MARKETING STRATEGY:** Family restaurants & steakhouses, general public, on-hold, waiting/common areas, grocers, drug stores, spas, medical, office building, malls, nature shops, garden supplies and plants, environmental settings or viewpoints.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Adult Pop - Soft, Singer/Songwriters, Mellow Adult Alternative, Folk/Mellow Adult Alternative.

ADULT ALTERNATIVE

- **PRODUCER:** Tom
- **ERA:** 70s - Today
- **DESCRIPTION:** A casually, progressive variety of modern adult rock classics and time honored progressive album rock tracks with a dash of motivating blues and reggae in a moderate to lively energy.
- **REPRESENTATIVE ARTISTS:** Snow Patrol, R.E.M., KT Tunstall, Coldplay, Beck, Los Lonely Boys, U2, John Hiatt, Sheryl Crow, Elvis Costello, Jack Johnson, Stevie Ray Vaughan, Nada Surf, Rolling Stones, Guster, Los Lobos, Counting Crows, Ryan Adams, Pretenders, Dave Matthews, Bob Marley, Wilco, Van Morrison, David Byrne, Lucinda Williams, Tom Petty.
- **FEEL:** Lively, with some moderation, rootsy, current, accessibly hip.
- **APPEAL:** For the educated, discerning customer who seeks a cool place to hang, good conversation, quality goods and a variety of quality adult rock.
- **MARKETING STRATEGY:** Active establishments including casual dining, cafes, bars, pubs, coffee/espresso, bookshops, and alternative clothiers/boutiques home furnishings/accessories.

- **COMPATIBLE MUSIC STYLES:** Classic Rock, Modern Rock Alternative, Electric Blues, Mainstream Rock, Adult Pop - Upbeat, 70's Mix, Americana, Totally Awesome 80's.

ADULT ALTERNATIVE FOR DIVAS

- **PRODUCER:** Shannon
- **ERA:** 70's - Today
- **DESCRIPTION:** "AAA For Divas" is an eclectic mix of female singer/songwriters, female pop and adult alternative. Though not all of the artists contained in this mix are female, all of the selections have female appeal (no hard rock or hip hop). Though there's a strong emphasis on contemporary music, this mix does offer some classic selections from the 70's, 80's and 90's.
- **REPRESENTATIVE ARTISTS:** Alicia Keys, Coldplay, U2, Aretha Franklin, Maroon 5, Amy Winehouse, Ben Harper, Madonna, Lenny Kravitz, Van Morrison, En Vogue, Sheryl Crow.
- **FEEL:** Fun, upbeat and empowering to women.
- **APPEAL:** Demographically "Adult Alternative For Divas" will offer broad appeal to both young and old (covers nearly four decades of music).
- **MARKETING STRATEGY:** Female fashion retailers, beauty salons and personal care products and services or just any female-oriented business that wants to spice up the energy.
- **COMPATIBLE MUSIC STYLES:** Adult Pop Upbeat, Pop Divas and Adult Alternative, all have cross-over artists and compatibility.

ADULT CONTEMPORARY

- **PRODUCER:** Traci
- **ERA:** 70's - Today
- **DESCRIPTION:** A comfortable blend of eclectic, contemporary music for mainstream, mature listening in a public forum. This music mix is relaxed and conservative featuring the latest, adult contemporary hits of yesterday and today.
- **REPRESENTATIVE ARTISTS:** Kelly Clarkson, John Mayer, Everything But The Girl, Taylor Swift, Daughtry, Natasha Bedingfield, Chris Rice, Ingrid Michelson, Keith Urban, Vanessa Carlton, Michael McDonald, Michelle Branch, Paul Simon, KT Tunstall, Elton John, Carrie Underwood, James Taylor, Kimberly Locke, Marc Anthony, LeAnne Rimes, Billy Joel, Faith Hill, Ryan Cabrera, Shawn Colvin.
- **FEEL:** Lively, moderate-to-upbeat.
- **APPEAL:** Family, public forum.
- **MARKETING STRATEGY:** Grocery stores, large department stores, casual shopping, casual family dining, shopping centers, common areas.
- **COMPATIBLE MUSIC STYLES:** Adult Pop - Soft, Fun-Time Oldies, Adult Alternative, Adult Pop - Upbeat, Family Friendly Pop, Hot AC, Shiny Happy People.

ADULT POP - SOFT

- **PRODUCER:** Eric
- **ERA:** Contemporary
- **DESCRIPTION:** Highly familiar, quality adult pop, polished and contemporary arrangements of singer/songwriters.
- **REPRESENTATIVE ARTISTS:** Michael Buble, Eric Clapton, Norah Jones, Natalie Grant, James Blunt, Faith Hill, Mariah Carey, Ben Taylor, Jim Brickman, Rod Stewart, Kelly Clarkson, John Mayer, Celine



Dion, Bliss, Howie Day, Queen Latifah, Colbie Caillat and others.

- **FEEL:** Mellow to moderate, digestible, easy-going, smooth, contemporary, and unobtrusive. This concept is more of the glossy and polished sound, appropriate for more contemporary environments. Use the "Acoustic Pop and Instrumentals" for a change of pace or for more of a "woody, down-home" setting. Or use Adult Pop – Upbeat for higher energy situations.
- **APPEAL:** Conservative, multi-generational, safe, family, mass appeal.
- **MARKETING STRATEGY:** Family restaurants & steakhouses, general public, on-hold, waiting/common areas, grocers, drug stores, medical, office building, malls, female-oriented or owned businesses.
- **COMPATIBLE MUSIC STYLES:** Mellow Adult Alternative, Adult Contemporary, and Fun-Time Oldies, Hot AC, Family Friendly Pop, Shiny Happy People.

ADULT POP - UPBEAT

- **PRODUCER:** Leroy
- **ERA:** 60's - Today
- **DESCRIPTION:** PlayNetwork's most popular mix. Quality, mainstream hits and quality album cuts from the mid 60's through present day, recalling experiences from R&B, pop and soft rock. Consistently upbeat without being overwhelming.
- **REPRESENTATIVE ARTISTS:** Four Tops, Linda Ronstadt, Van Morrison, Crowded House, Sheryl Crow, Hall & Oates, Phil Collins, Bruce Springsteen, Eagles, Eric Clapton, Fleetwood Mac, KT Tunstall, Coldplay, James Hunter, Amy Winehouse, Seal.
- **FEEL:** Comfortably upbeat but never overwhelming, sustaining support for an active atmosphere.
- **APPEAL:** Mass appeal for a broad mainstream demographic and lifestyle, with quality.
- **MARKETING STRATEGY:** Active restaurants, bar & grill, casual clothiers, discount stores or mainstream department stores, drug stores, grocers, mall hall or common areas.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Adult Pop - Soft, Classic R&B – The Ultimate, Classic Rock – The Ultimate, Shiny Happy People, Adult Contemporary.

ALTERNATIVE

- **PRODUCER:** Heather
- **ERA:** Contemporary
- **DESCRIPTION:** With heavy focus on the Y generation, this mix consists of the various subgenres that make the Alternative charts; Pop Punk, Britpop, Indie Pop, Gothic Rock, and heavy influences from Electronic music, New Wave, Reggae, Punk and even Pop, provide the foundation for this eclectic, guitar based mix that captures the many sounds of today's Alternative music. The brash sound of Britpop, dirty guitars of grunge, the gloom of Gothic Rock, all work together to create a upbeat, contemporary, rockin' sound.
- **REPRESENTATIVE ARTISTS:** 3 Doors Down, Academy Is, Audioslave, Better Than Ezra, Cake, Coldplay, Fall Out Boy, Fountains of Wayne, Green Day, Hoobastank, Incubus, Jimmy Eat World, Kooks, Metro Station, P.O.D., Panic! At The Disco, R.E.M.,

Radiohead, Red Hot Chili Peppers, Sugarcult, Third Eye Blind, Yellowcard, Zutons.

- **FEEL:** Rough-edged and mostly upbeat with some mixed arrangements for dynamics.
- **APPEAL:** Male oriented and unisex alternative for those who appreciate cutting-edge rock and its heritage.
- **MARKETING STRATEGY:** Cultural hubs - college environments, pubs, bars, active lounges, bar & grill, skate and snowboard shops, breweries, pizza & beer, burger & beer.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Classic Rock, Indie Rock & Pop, Brit Pop, Bar "Late Night", Pop Punk & EMO.

AMERICANA

- **PRODUCER:** Shannon
- **ERA:** Classic and Modern
- **DESCRIPTION:** A road trip from coast to coast that walks the lines between singer-songwriter based folk rock, progressive country, rockabilly blues and iconic American fun. It swings, it picks, it twangs and grins as it rolls on down the new/old highway with a revisionist country swagger and style.
- **REPRESENTATIVE ARTISTS:** Rodney Crowell, Lucinda Williams, Hayes Carll, Lyle Lovett, BR5-49, Tift Merritt, Delbert McClinton, Dave Alvin, Joe Ely, Emmylou Harris, Old 97s, Duhks, Mavericks, Iguanas, Jayhawks, Dwight Yoakam, Rosie Flores, Cash Brothers, Johnny Cash, Junior Brown, Willie Nelson, Ryan Adams, Steve Earle, Sleepy LaBeef, Wilco, Jeffery Foucault, Asleep At The Wheel, Big Sandy & His Fly-Right Boys, Neko Case, John Hiatt, Sonny Burgess.
- **FEEL:** From moderate to comfortably upbeat American rockabilly-roadhouse and country blues.
- **APPEAL:** Fans of Austin City Limits, Blue Collar Pockets; loose and carefree, from rural to suburban to the culturally enriched. Can appeal to the average, unsuspecting fan to the very hip and in-the-know. A very cool mix of and contemporary alternative to mainstream country.
- **MARKETING STRATEGY:** Casually hip or twangin' restaurants & bars, roadside diners, campy & kitsch hangouts, fast food, western wear & boots, auto parts, truck & farm equipment dealerships, Tex-Mex restaurants, Southwest cuisine, hip pubs.
- **COMPATIBLE MUSIC STYLES:** Hot Country, Burger & Brew, Casual Country, Adult Alternative, Classic Rock, Austin Eclectic Mix, Electric Blues, Rockin' Country Roadhouse, Mainstream Rock, Folk/Mellow Adult Alternative, Singer/Songwriters.

AUSTIN ECLECTIC MIX

- **PRODUCER:** Shannon
- **ERA:** Classic and Modern
- **DESCRIPTION:** The language of music interpreted through a distinctly Southwestern music tradition with an emphasis on the Austin music experience. Austin is home of the Austin City Limits television series and the city bills itself as the "Live Music Capitol Of The World". This music mix will feature eclectic variety of music that's deeply rooted in the singer-songwriter tradition of blending Country and Folk Rock with Blues and Texas-Swing.
- **REPRESENTATIVE ARTISTS:** Lyle Lovett, Asleep At The Wheel, Stevie Ray Vaughan, Rodney Crowell, Dave Alvin, Joe Ely, Delbert McClinton, The Flatlanders, Guy Clark, Rosie Flores, Willie Nelson, John Fogerty,



Patty Griffin, John Hiatt, Los Lobos, Los Lonely Boys, Sleepy LaBeef, The Mavericks, B.B. King, The Subdudes, Robert Earl Keen, Willy Nelson, Keb' Mo', Texas Tomados, Kelly Willis, Old 97s, BR5-49, Dusty 45s, The Iguanas, J.J. Cale, Bob Dylan, Amos Lee, James Hunter, Billy Bragg, Alejandro Escovedo.

- **FEEL:** A casually hip mood for the discerning audience interested in a distinctly Southwest American sound and environment.
- **APPEAL:** Mass, family appeal.
- **MARKETING STRATEGY:** Created for a wide range of casual dining or Southwestern style restaurant patrons. Its usage also applies to related clothing and apparel outlets, gift shops, cafes, pubs and related business promotional themes.
- **COMPATIBLE MUSIC STYLES:** Singer-Songwriters, Mellow Adult Alternative, Adult Alternative, Burger & Brew, Tejano, and Viva Mexicana.

BAR "HAPPY HOUR"

- **PRODUCER:** Tom
- **ERA:** Classic and Modern
- **DESCRIPTION:** Perfect for Happy Hour or a full house to keep the joint jumping, reeling and a rockin'. An energetic variety of music designed to create a shared live-let-live ambiance.
- **REPRESENTATIVE ARTISTS:** Daughtry, Big Bad Voodoo Daddy, 3 Doors Down, Maroon 5, Sheryl Crow, Brian Setzer Orchestra, Coldplay, James Brown, Snow Patrol, Smash Mouth, Counting Crows, Average White Band, Train, Bachman Turner Overdrive, Chuck Berry, Tom Petty, Taylor Swift, Bruce Springsteen, U2, Tower Of Power, Miley Cyrus, Dave Matthews, The Cars, John Mayer, Santana, Natasha Bedingfield, O.A.R., Robert Palmer, No Doubt.
- **FEEL:** Mostly upbeat with some breathers.
- **APPEAL:** More Happy Hour-oriented but good for all.
- **MARKETING STRATEGY:** Perfect for active bars, restaurants, sports bars, brew houses, pizza, quick service.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Classic Rock, Alternative, Totally Awesome 80's, Adult Pop – Upbeat, Burger & Brew.

BAR "LATE NIGHT"

- **PRODUCER:** Shannon
- **ERA:** Modern and Contemporary
- **DESCRIPTION:** Perfect for the energetic late night crowd that is active and ready to take on the world. This overall feel and tempo of this mix is very upbeat and energetic by design to help motivate the late night bar crowd.
- **REPRESENTATIVE ARTISTS:** U2, Los Lonely Boys, Led Zeppelin, Arctic Monkeys, Blues Traveler, Pearl Jam, Jimmy Eat World, Boston, Weezer, The Strokes, Rolling Stones, Dave Matthews Band, Allman Brothers Band, Supergrass, The Doors, Aerosmith, Lenny Kravitz, Sheryl Crow, Red Hot Chili Peppers, Third Eye Blind, Alanis Morissette, INXS, Matchbox 20, Tom Petty, Nada Surf, Stevie Ray Vaughan, R.E.M., Kaiser Chiefs.
- **FEEL:** Upbeat with a few moderate tempo tunes.
- **APPEAL:** More male-oriented but good for all.
- **MARKETING STRATEGY:** Perfect for active bars, restaurants, sports bars, brew houses, pizza, quick service.

- **COMPATIBLE MUSIC STYLES:** Alternative, Totally Awesome 80's, Classic Rock, Adult Alternative, Electric Blues, Mainstream Rock, Gen Y Indie Pop, Indie Pop & Rock, Brit Pop, Eclectic Alternative Gen X/Y.

BAR (LUNCH) BURGER AND BREW

- **PRODUCER:** Tom
- **ERA:** Classic and Modern
- **DESCRIPTION:** Grill oriented Main Street, Rock, Adult Pop, and Classic R&B and Iconic Pop. Great for lunch, happy hours, late nights or just any time you have a packed house. Something for everybody that will keep the energy alive but not overwhelming.
- **REPRESENTATIVE ARTISTS:** U2, Coldplay, Bad Company, Rolling Stones, Bachman Turner Overdrive, Matchbox 20, B-52s, Led Zeppelin, Bangles, Fastball, Tom Petty, David Bowie, Bruce Springsteen, Sam & Dave, Robert Palmer, Barenaked Ladies, Fleetwood Mac, Aretha Franklin, Who, Genesis, Santana, Temptations, .38 Special, Average White Band, Blondie, Al Green, Green Day, Heart, James Brown, INXS, The Cars, Allman Brothers Band, Dave Matthews Band, John Mellencamp, Keane, Red Hot Chili Peppers, Shawn Mullins.
- **FEEL:** Mostly upbeat with some breathers.
- **APPEAL:** More male-oriented, but good for all.
- **MARKETING STRATEGY:** Perfect for active diners and bars.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Electric Blues, Mainstream Rock, Classic Rock, Adult Pop – Upbeat, Bar "Happy Hour", Americana, Rockin' Country Roadhouse, Austin Eclectic Mix, 70's Mix, Upbeat Rock.

BAROQUE & CHAMBER

- **PRODUCER:** Eric
- **ERA:** Classical 14th to early 18th centuries
- **DESCRIPTION:** A bright and bold blend of renaissance, baroque and chamber works from the 14th to early 18th centuries.
- **REPRESENTATIVE ARTISTS:** Vivaldi, J.S. Bach, Handel, Beethoven, Haydn, Mozart, Paganini, Corelli, Scarlatti, Telemann, Gossec, Pachelbel and others.
- **FEEL:** Concentrates mostly an uplifting yet moderate energy.
- **APPEAL:** Broad-base appeal, 25+, upper middle class to wealthy, professionals.
- **MARKETING STRATEGY:** High-end retail, elegant dining, hotels, interior design and gift boutiques, upper scale cafes, fine department stores.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz Instrumentals, Smooth Jazz & Vocals, Romantic Jazz & Standards, Lite Classical Potpourri, Romantic Classical.

BIG BAND

- **PRODUCER:** Traci
- **ERA:** Classic - Present
- **DESCRIPTION:** Selections from the cool and deluxe side of Big Band & Swing including many beloved classics as well as modern day versions of that classic big band sound.
- **REPRESENTATIVE ARTISTS:** Louis Jordan, Louis Armstrong, Cab Calloway, Buddy Rich, Count



Basie, Stan Kenton, Woody Herman, Quincy Jones, Duke Ellington, Bennie Goodman, Glenn Miller.

- **FEEL:** Catchy, snappy, quirky, sometimes wacky and very ultra-cool from a rhythmic moderate to a full blazing high.
- **APPEAL:** Counter-culture, cool sophisticates, intellectual, well-read, people seeking a point of distinction and a backlash to the mainstream.
- **MARKETING STRATEGY:** Restaurants, bars, coffeehouses, cafes, sophisticated retail environments, bookstores, retro themes, vintage shops.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals, Upbeat Jazz Instrumentals, Upbeat Jazz Vocals, Romantic Jazz & Standards, Rat Pack.

BRAZILIAN STYLES

- **PRODUCER:** Traci
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Music from the Brazilian tradition based primarily around the timeless Bossa Nova. A smattering of compatible "World Music" cuts to complement. Vocals and instrumentals. All tempos.
- **REPRESENTATIVE ARTISTS:** Eliane Elias, Manfredo Fest, Antonio Carlos Jobim, Joao Gilberto, Bebel Gilberto, Stan Getz, Joyce, Machan, Rosa Passos, Ellis Regina, Caetano Veloso.
- **APPEAL:** Classy, sophisticated adults.
- **MARKETING STRATEGY:** Cool boutiques, trendy bistros and restaurants, cigar bars.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Modern Day Crooners, Spanish Caravan, World & Tropical, Upbeat Chill, Latin Electronica, Latin Jazz, Mellow Jazz Vocals, Mellow Jazz Instrumentals.

BRITPOP

- **PRODUCER:** Sean
- **ERA: 90s** - Contemporary
- **DESCRIPTION:** Britpop is a subgenre of alternative rock that originated in the United Kingdom. Britpop emerged from the British independent music scene of the early 1990's and was characterized by bands influenced by British guitar pop music of the 1960's and 1970's. Although Britpop bands did not have a single unifying sound, the media grouped them together first as a 'scene' and later as a national cultural movement. Blur, Oasis and The Stone Roses are often considered the scene's most prominent acts, but today the sound is being carried by acts such as Radiohead, Coldplay and Franz Ferdinand, all of whom have reached global popularity in recent years.
- **REPRESENTATIVE ARTISTS:** Oasis, Coldplay, Happy Mondays, Franz Ferdinand, Bloc Party, Stereolab, Radiohead, The Stone Roses, Belle and Sebastian, Saint Etienne, Blur, The Stereophonics, Pulp, Electronic, Primal Scream.
- **APPEAL:** Focus on a younger, discriminate demographic who pride themselves on being unique and in-the-know.
- **MARKETING STRATEGY:** Edgy fashion retailers, bars and hip restaurants that focus on a younger, discriminate demographic.

- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Pop and Rock, Alternative, Modern Rock Alternative, Classic Rock.

CASUAL COUNTRY

- **PRODUCER:** Eric
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** The mellow and moderate side of country hits and album tracks from classics, the mid-1980's "Urban Cowboy" period right up to the present. This concept can be used for different day parts in conjunction with our more energetic concept, Americana & Folk/Rock. Also includes country crossover cuts from the folk, pop and rock fields.
- **REPRESENTATIVE ARTISTS:** Alabama, Restless Heart, Gary Allan, Rascal Flatts, Kellie Coffey, Jeremy Boz, Steve Holy, Martina McBride, Vince Gill, George Strait, Mary Chapin Carpenter, Keith Urban, Reba McEntire, Tim McGraw, Jennifer Hanson, Norah Jones, Brooks & Dunn.
- **FEEL:** Ballads to moderate up to light, upbeat arrangements.
- **APPEAL:** Rural, suburban, blue collar, casual, blue jeans & tee-shirts, traditional values.
- **MARKETING STRATEGY:** Diners, suburban & rural restaurants, cafes, truck stops, western wear, auto parts dealers, auto repair, rural & small-town car/truck dealerships, fast food.
- **COMPATIBLE MUSIC STYLES:** Acoustic Vocals & Instrumentals, Adult Pop – Soft, Hot Country, Americana, Singer/Songwriters.

CHILL OUT

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** A unique underground mix of relaxed down-tempo grooves. Placing emphasis on melody, texture and mood, Chill Out places feel over familiarity. With just the right merger of subtle vocals, organic instrumentation and synthetic rhythm, this mix doesn't lose the human element, but instead enhances it with texture and contemporary production.
- **REPRESENTATIVE ARTISTS:** Moby, Tosca, Thievery Corporation, Kruder and Dorfmeister, Jazzanova, Mo' Horizons, Portishead, Air, RoxySopp, Nightmares on Wax, DJ Shadow, DJ Krush, Kid Loco, Bonobo, Aim, Fila Brazillia, Lemon Jelly.
- **FEEL:** Toned-down and mellow with out being sleepy. Often jazzy with hip hop style rhythms giving the mix a slightly urban feel. Lush textures and melody help carry the mix and build ambience.
- **APPEAL:** Very fashionable mix that should appeal to both male and females ages 16-40.
- **MARKETING STRATEGY:** Used excessively in modern television ads to promote high-end fashion, automobiles and new technology. This type of music (chill, down-tempo, electronica, etc.) has become the soundtrack to a new age of cutting edge style and digital imagery. Fitting music for fashion retailers, late night dining, or any business wanting to build contemporary image.
- **COMPATIBLE MIXES:** Upbeat Chill, Modern Soul, Stylish Pop - Upbeat, Acid Jazz, Spanish Caravan, World & Tropical Rhythms.

CLASSIC R&B



- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** The essence of American rhythm & blues, the classic Stax and Motown sound! Lots of soulful vocals and some groovy instrumentals are the sounds of this era.
- **REPRESENTATIVE ARTISTS:** Otis Redding, James Brown, Stevie Wonder, Al Green, Aretha Franklin, Temptations, Marvin Gaye, Booker T & the MG's, Supremes, Sly & The Family Stone, Four Tops, Barry White.
- **FEEL:** Lively, moderate to mostly upbeat.
- **APPEAL:** Wide appeal; perfect for sustained listening and maintaining interest, high female appeal.
- **MARKETING STRATEGY:** Active restaurants, bars & grills, cafés, coffee/espresso, fast food and delis, hipper clothing and department stores, home furnishings and sundries, thrift store chains.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Electric Blues, Urban Adult, and Eclectic Groove, Acid Jazz, Adult Pop - Upbeat, 50's to Early 60's, 60's to early 70's, Disco Ball, Jukebox Classics, Old School Funk, Urban Adult - Upbeat.

CLASSIC R&B – THE ULTIMATE

- **PRODUCER:** Leroy
- **DESCRIPTION:** R&B legends – the best of the best in Classic R&B! (See full description of Classic R&B)

CLASSIC ROCK

- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** This is the great stuff that you wish your classic rock stations would play. This goes below the surface and beyond where you might expect; picking up a lot of great album cuts and artists you don't normally hear anymore. The core of this concept is from that very fertile period starting in the mid 60's through the 70's and into the early 80's.
- **REPRESENTATIVE ARTISTS:** The Who, Jimi Hendrix, Neil Young, Jethro Tull, Yes, Pink Floyd, The Doors, Allman Brothers, U2, Led Zeppelin, Bruce Springsteen, Grateful Dead.
- **FEEL:** Mixed bag of energy from moderate to smokin'.
- **APPEAL:** 1st Generation Rockers and the 2nd Generation; more male oriented.
- **MARKETING STRATEGY:** Pubs, pizza, breweries, quality fast foods.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Adult Alternative, Adult Pop - Upbeat, Alternative, Electric Blues, Mainstream Rock.

CLASSIC ROCK – THE ULTIMATE

- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** Rock legends – the best of the best in Classic Rock! (See full description of Classic Rock)

CLASSIC ROCK – THEN & NOW

- **PRODUCER:** Leroy
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Rock from the 60's through today including great album cuts that go beyond the obvious. Beyond the 60's and 70's picking up

quality artists who still deliver that classic sound right up to the present.

- **REPRESENTATIVE ARTISTS:** Carlos Santana, Paul McCartney, Peter Gabriel, Traffic, Deep Purple, Aerosmith, Rolling Stones, Led Zeppelin, Robert Plant, Eric Clapton, Tom Petty, Counting Crows, U2, Bonnie Raitt.
- **FEEL:** Mixed tempo but definitely rocking.
- **APPEAL:** More male oriented, leans towards boomers and hip Gen-Xers.
- **MARKETING STRATEGY:** Bars, active diners, brew-houses, burger joints, and pizza parlors.
- **COMPATIBLE MUSIC STYLES:** Classic Rock, Mainstream Rock, Electric Blues, Adult Alternative.

CLASSICAL - ROMANTIC

- **PRODUCER:** Eric
- **ERA:** Classic
- **DESCRIPTION:** A selection of familiar Romantic Classical music ranging from solo concertos to full orchestration. Classical (Romantic) showcases the greatest composers of the Classical/Romantic period, circa (1730 to 1910) played by some of today's best known performers.
- **REPRESENTATIVE COMPOSERS:** Saint-Saens, Mendelssohn, Vivaldi, Chopin, Debussy, Ravel, Grieg, Tchaikovsky, Satie, Schumann, and Rachmaninoff.
- **FEEL:** Concentrates on moderate energy, building from slow lentos to moderate allegros.
- **APPEAL:** Designed for the elegant and refined experience. Although this concept can appeal to anyone seeking an enriched lifestyle, the focus centers on upscale demographics and a life of luxury.
- **MARKETING STRATEGY:** Upscale dining, luxury car dealerships, hotels, jewelry, upscale home furnishings & interior design, gift boutiques, ritzy hair salons, finer department stores.
- **COMPATIBLE MUSIC STYLES:** Baroque & Chamber, Lite Classical Potpourri, and Romantic Italian Blend.

CLUB & DANCE

- **PRODUCER:** Spencer
- **ERA:** 90's - Present
- **DESCRIPTION:** The hottest, popular, underground and mainstream dance/club cuts intended to get bodies moving! The mix includes dance music anthems recorded by club divas and international superstars. Extended and re-mixed versions of popular radio hits are also featured. Fun, energy, and dancing are the focus here.
- **REPRESENTATIVE ARTISTS:** Madonna, Kylie Minogue, Groove Armada, Funky Green Dogs, Crystal Waters, Basement Jaxx, Jennifer Lopez, Chemical Brothers, Miguel Migs, Dirty Vegas, and Everything But The Girl. Kaskade, Freestylers, Mark Farina.
- **FEEL:** Very high energy, toe-tapping, finger-snapping and sweat-inducing.
- **APPEAL:** Nightlife fans, club regulars, athletes, college crowds, party people and those who want to be.
- **MARKETING STRATEGY:** Great for high-energy pubs, bars, pizza and beer, college hangouts, trendy, cutting edge and youth-oriented fashion retail and accessories as well as workout and athletic establishments.



- **COMPATIBLE MUSIC STYLES:** Acid Jazz, Stylish Pop, Top 40 Hits, Teen Female Fashion.

DESTINATION SPA

- **PRODUCER:** Julia
- **ERA:** Contemporary
- **DESCRIPTION:** Calming, quiet, tranquil, relaxing music designed to help soothe the emotions of spa, health resort or massage customers. This thoughtful blend of ambient and other instrumental music is peaceful by design.
- **REPRESENTATIVE ARTISTS:** Stephen Halpern Sounds of the Spa, Wurden, Deuter, Mark Rownd, Jon Jenkins, Llewellyn, Michael Hoppé, Eric Wøllo, Stephen Rhodes, J. Arif Verner.
- **FEEL:** Tranquil quiet comforting.
- **APPEAL:** Broad appeal for all environments that need a tranquil, spa-like ambience.
- **MARKETING STRATEGY:** For spas, health resorts, massage rooms, hotels or to create a relaxed environment for any business.
- **COMPATIBLE MUSIC STYLES:** Ethereal, Romantic Classical, Chill Out.

DINNER PARTY

- **PRODUCER:** Tom
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Dinner Party is a timeless collection of jazz, casually cool blues, pop and new groove standards from 50's through the present. This top-drawer mélange of benchmark eloquence creates an easy-to-listen-to soundtrack for the astute client looking for a casually sophisticated music presentation.
- **REPRESENTATIVE ARTISTS:** Frank Sinatra, Julie London, Wes Montgomery, Nat "King" and Natalie Cole, Duke Ellington, Tony Bennett, Nicola Conte, Ray Charles, Diana Krall, Chet Baker, Harry Connick Jr., Miles Davis, Sam Cooke, Kenny Burrell, Ella Fitzgerald, Stan Getz, Rosemary Clooney, Oscar Peterson, Billie Holiday, Grant Green and Lionel Hampton.
- **FEEL:** Intelligent, comfortable, classic.
- **APPEAL:** Everyone from early retirement boomers to seniors with distinguished taste.
- **MARKETING STRATEGY:** For businesses that want to set a tone and make a casually elegant statement. Furniture stores, specialty retail, bistros, bookstores, classy restaurants, art stores, sundries, clothing boutiques.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Instrumentals, Mellow Jazz Vocals, Modern Day Crooners, Piano Jazz Instrumentals, Romantic Jazz & Standards, Upbeat Jazz & Vocals, Upbeat Jazz Instrumentals, Upbeat Jazz Vocals, Eclectic Groove.

DISCO BALL

- **PRODUCER:** Spencer
- **ERA:** Classic
- **DESCRIPTION:** Gentlemen, put on your superfly bellbottoms, ladies, comb your Afro, slip on your platform shoes and pop in the 8-track, we're headed back to the Discotheques for groove oriented beats that will keep your feet moving. Top hits, DJ remixes and funk based, fun album cuts make up this upbeat, good times for everyone mix.

Some you'll remember, some you may not, but all will put a smile on your face.

- **REPRESENTATIVE ARTISTS:** Bee Gee's, Gloria Gaynor, Heatwave, Michael Jackson, Chic, K.C. & The Sunshine Band, Kool & The Gang, Love Unlimited Orchestra, Van McCoy, Sister Sledge, Sylvester, Donna Summer, Taste of Honey, The Trammps, The Village People.
- **APPEAL:** Extreme mass appeal from younger adults and up to the Boomers who were there at the beginning.
- **MARKETING STRATEGY:** Urban/city/metropolitan locations seeking a hip and trendy theme such as restaurants, fashion outlets, fast food outlets, bar and grills, college hang outs, hair salons, accessory shops and theme parks.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Urban Adult, Old School Funk, Classic R&B – The Ultimate, 70's Mix.

DONUT HOUSE JUKEBOX

- **PRODUCER:** Tom
- **ERA:** Nostalgic, Iconic, Classic and Modern.
- **DESCRIPTION:** 70+ years of hits from Glenn Miller to Steve Miller, Ella Fitzgerald to the Commodores, The McCoys to the Counting Crows. A pleasantly unlikely blend of pop hits from the 40's through today. It's zany and it appeals to a multitude of generations and is loaded with surprises. You never know what's coming next!
- **REPRESENTATIVE ARTISTS:** Stevie Wonder, Sugar Ray, Louis Armstrong, The Everly Brothers, Los Lonely Boys, The Corrs, Barry White, Sheryl Crow, Stray Cats, Chicago, Backstreet Boys, Elvis Presley, Beck, Four Tops, James Hunter, The Go-Go's, Frank Sinatra, Coldplay, The Ventures, Fleet Foxes, Lenny Kravitz, Dean Martin, Supertramp, Aretha Franklin, Paul Simon, Chris Isaak, Earth, Wind & Fire, Bobby Darin, Bo Diddley, Gin Blossoms, Carbon Leaf, Sugarloaf, R.E.M., Bill Haley & The Comets.
- **FEEL:** Mostly upbeat with mixed textures.
- **APPEAL:** Absolutely everybody with an iPod or other portable music device. Designed for fun businesses that appeal to every generation with emphasis on family gatherings.
- **MARKETING STRATEGY:** Donut houses, fast feeders, novelty/tourism stores, theme nights.
- **COMPATIBLE MUSIC STYLES:** Jukebox Classics, Fun-Time Oldies, Big Band, Kitchen Sink, 50's to Early 60's, 60's to Early 70's, 70's Mix, Disco Ball, Classic R&B.

ECLECTIC ALTERNATIVE GEN X/Y

- **PRODUCER:** Traci
- **ERA:** Contemporary
- **DESCRIPTION:** A contemporary blend of Youth Alternative (light), Indie Rock and Top 40 Pop/Rock for the Y generation (born: mid-70s to mid-80's). Gen Y is equal parts college radio and AAA, with a strong emphasis on newer artists (i.e. mid 90's to current).
- **REPRESENTATIVE ARTISTS:** Radiohead, Stereolab, Citizen Cope, Tahiti 80, U2, Oasis, Morcheeba, Beck, Jamiroquai, Belle and Sebastian, Elliot Smith, Saint Etienne, Modest Mouse, Jeff Buckley, Spoon, Beck, The Decemberists, Gomez, Granddaddy, Badly Drawn Boy, Coldplay, Ben Harper, Keane, G Love



and Special Sauce, Ivy, Beta Band, Super Fury Animals, The Shins, Dave Matthews Band, Train, Matchbox 20, Arcade Fire, Wilco, Zero 7, Supergrass.

- **APPEAL:** An excellent mix for a younger happy hour environment (upbeat, familiar, unique).
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting a uniquely hip sound. Also great for athletic stores specializing in skateboarding and snowboarding. Good mix for bars and restaurants with a younger clientele (college town).
- **COMPATIBLE MUSIC STYLES:** Stylish Pop, Gen Y Indie Rock, Gen Y Indie Pop, Adult Alternative.

ELECTIC GROOVE

- **PRODUCER:** Leroy
- **ERA:** 70's to Contemporary
- **DESCRIPTION:** A very distinguished, mixed bag of light and groovin' adult alternative, gentlemen's blues, soulful reggae, R&B, jazz and worldbeat.
- **REPRESENTATIVE ARTISTS:** Bonnie Raitt, Eric Clapton, James Hunter, Prince, Sade, Chris Isaak, B.B. King, Bob Marley, UB40, Marvin Gaye, Seal, Al Green, Miles Davis, Wes Montgomery, Stevie Wonder.
- **FEEL:** Nice, classy, moderate groove to comfortable, rhythmic upbeat.
- **APPEAL:** Intellectual, artistic, creative, contemplative, cultured, worldly, confident consumer. Excellent for sustained listening, for both customers and employees. Perfect for an artistic or creative point of view. Allows a person to relax, concentrate and take their time to explore or indulge.
- **MARKETING STRATEGY:** Gentlemen's business apparel, upscale weekend/sportswear, upscale martini and cigar bar, bookstores, coffee houses, business lunch, casual, upscale restaurant/steakhouse.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Smooth Jazz Instrumentals, World & Tropical Rhythms, Adult Alternative, Upbeat Jazz & Vocals, Electric Blues, Classic R&B.

ELECTRIC BLUES

- **PRODUCER:** Tom
- **ERA:** Classic and Modern
- **DESCRIPTION:** An amplified collection of the best East & West Coast contemporary American blues. Electric Blues is primarily a blend of shuffling Chicago, Texas and Louisiana-style blues deeply rooted in the tradition of true grit, urban humor and sway. Texturally Electric Blues is mostly upbeat, to moderate.
- **REPRESENTATIVE ARTISTS:** B.B. King, Albert King, Freddie King, Muddy Waters, Bobby Blue Bland, John Lee Hooker, Stevie Ray Vaughan, Sunny Boy Williamson, Clarence "Gatemouth" Brown, Ruth Brown, Otis Rush, Duke Robillard, James Cotton, Katie Webster, Robert Cray, Little Walter, Little Charlie & The Nightcats, Lil' Ed & The Blues Imperials, Magic Slim, Smokin' Joe Kubek, Mavis Staples, The Blues Brothers, Junior Wells, Bonnie Raitt, Buddy Guy, Etta James, Coco Montoya, Bernard Allison, Marcia Ball.
- **FEEL:** Shuffling grounded (gritty with a grin) contemporary blues music.
- **APPEAL:** Strong male and female appeal, fun, energetic, culturally educational and enjoyable.

- **MARKETING STRATEGY:** Active restaurants, pubs, breweries, sports bars, casual retail, blues bars, cool espresso bars; ribs joints, Chicago-themed restaurants / bars.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Upbeat Jazz & Vocals, Adult Alternative, Burger & Brew, Americana, Rockin' Country Roadhouse, Austin Eclectic Mix, Mainstream Rock.

ELECTRO POP

- **PRODUCER:** Sean
- **ERA:** 80's to Contemporary
- **DESCRIPTION:** "Electro Pop" refers to the fusion of pop and electronica. Electro Pop ranges from 80's New Wave to contemporary electronica. Though much of the production is synthetic and rhythmically driven, there's always an underlying human element that offers familiarity to the listener (vocals, pop remixes and or pop song structure). This mix was compiled with fashionable, urban businesses in mind.
- **REPRESENTATIVE ARTISTS:** New Order, Royksopp, Erasure, Hot Chip, Imogen Heap, Telepopmusik, The Knife, Tahiti 80, Human League, Erlend Oye, The Postal Service, Yaz.
- **FEEL:** Sometimes edgy, but very hip and vocally driven. Tempo and energy ranges from medium to fast.
- **APPEAL:** Fashion retailers, trendy bars and urban restaurants desiring a unique, contemporary environment.
- **MARKETING STRATEGY:** Fairly broad demographic appeal ranging from college students to mid-thirty somethings.
- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Pop, Gen Y Indie Rock, Upbeat Chill, Stylish Pop, Cub and Dance.

ELECTRO ROCK

- **PRODUCER:** Sean
- **ERA:** 80's - Contemporary
- **DESCRIPTION:** "Electro Rock" is a cross hybrid of rock and electronic music ranging guitar-driven 80's new wave to the more rock based electronica that has emerged out of the new millennium. Electro Rock has a strong emphasis on guitars and edgy vocals, hence the "Rock" title. Unlike most electronica, the bulk of the songs contained in this mix are short and contain abrupt changes. Musically much of the rhythm is synthetic and has ties to electronic dance, hence the "Electro" title. This style is designed for fashion accounts that are looking for a cutting-edge sound that incorporates elements of indie rock, new wave and electronic dance. Electro Rock is dance music for those who prefer the lyrics and overall aesthetic or rock.
- **REPRESENTATIVE ARTISTS:** LCD Soundsystem, Justice, Simian Mobile Disco, The Knife, Soulwax, Daft Punk, !!!, The Rapture, Bloc Party, The Faint, The Chemical Brothers, M.I.A., Gary Numan, Radio 4, Prodigy, MSTRKRFT, The Presets, Ladytron, Hot Chip, Goldfrapp, Indie Rock Remixes.
- **FEEL:** Edgy but sexy. Predominantly upbeat and frenetic.
- **APPEAL:** Fashion retailers, trendy bars and restaurants wanting an energetic, cutting-edge sound.



- **MARKETING STRATEGY:** Broad appeal for "in the know" teens, college students and young adults. The New Wave/retro feel will appeal to the Gen X clientele, while the more current electro pop will appeal to the Gen Y clientele.
- **COMPATIBLE MUSIC STYLES:** Electro Pop, Gen Y Indie Pop, Gen Y Indie Rock, New York Indie Attitude, Club and Dance.

ETHEREAL

- **PRODUCER:** Shannon
- **ERA:** 70s to Contemporary
- **DESCRIPTION:** A relaxing and languid collage of spirited singer/songwriters, light and airy new age instrumentals, soft and drifting contemporary jazz and gentle world music and rhythms.
- **REPRESENTATIVE ARTISTS:** Enya, Sara McLachlan, Mazzy Star, Joni Mitchell, Morcheeba, Peter Gabriel, Van Morrison, Special EFX, Will Ackerman, Fourplay, David Lanz & Paul Speer, Tangerine Dream, Feist, Norah Jones, Zero 7.
- **FEEL:** A very positive and spiritually uplifting mix from quiet and ethereal to moderate and flowing rhythms.
- **APPEAL:** Intellectual, artistic, creative, contemplative, cultured, worldly, and confident. Excellent for sustained listening, for both customers and employees. Perfect for an artistic or creative point of view. Allows a person to relax, concentrate and take their time to explore or indulge.
- **MARKETING STRATEGY:** Bookstores, personal care, spas, home decorating/interior design/accessories/furniture, gifts and sundries, stationery & cards, art & framing, kitchen and bathroom stores, artsy and refined espresso houses, finer departments or boutiques.
- **COMPATIBLE MUSIC STYLES:** Romantic Classical, Smooth Jazz Instrumentals, Destination Spa, Chill Out.

FAMILY FRIENDLY POP

- **PRODUCER:** Eric
- **ERA:** 70's, 80's, 90's to Today
- **DESCRIPTION:** Mostly Adult Contemporary based songs blended with recognizable pop hits from the 70's to the present that are fun, upbeat, positive and designed for the whole family to enjoy.
- **REPRESENTATIVE ARTISTS:** Phil Collins, Elton John, Amy Grant, The Cars, 10,000 Maniacs, ABC, Eric Clapton, Baha Men, S Club 7, Chic, John Mayer, Drake Bell, Cher, Celine Dion, Hall & Oates, Jonas Brothers, ABBA.
- **FEEL:** Upbeat and fun pop oriented songs that are easily accessible to all age groups.
- **APPEAL:** Perfectly safe 'n' sane for a family setting.
- **MARKETING STRATEGY:** Great for family restaurants, photo shops, game stores, supermarkets, department stores, toy stores, shoe stores and other retail and appeal outlets that reach a family oriented demographic.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Smooth Jazz Instrumentals, Innocent 40's, 50's & 60's, Adult Pop - Upbeat, Adult Contemporary, Kidz Playground.

FEMALE URBAN FASHION

- **PRODUCER:** Sean
- **ERA:** Contemporary

- **DESCRIPTION:** "Female Urban Fashion" is a familiar mix of Urban Top 40, Classic Soul, Hip Hop and Modern Soul; all selected with a female clientele in mind.
- **REPRESENTATIVE ARTISTS:** Diana Ross, Usher, Stevie Wonder, Beyonce, Sade, Missy Elliot, Outkast, Alicia Keys, Gladys Knight, Common, D'Angelo, Jay Z.
- **FEEL:** Familiar, fun, urban and empowering to women.
- **APPEAL:** This mix spans nearly 4 decades of music and is sure to please those in their teens all the way up to late baby boomers.
- **MARKETING STRATEGY:** Female fashion retailers, beauty salons and female oriented businesses that want to spice up the energy.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Urban Adult, Urban and Rap, Modern Soul and Pop Divas all have cross over artists and compatibility.

FOLK / MELLOW ADULT ALTERNATIVE

- **PRODUCER:** Heather
- **ERA:** Contemporary
- **DESCRIPTION:** An artfully crafted folk festival of music that combines contemporary folk singer/songwriters and acoustic "Wooden Music" with casual adult alternative and acoustic blues. Songs range from slow and thoughtful to moderately tempo, by above average musicians.
- **REPRESENTATIVE ARTISTS:** Josh Ritter, Van Morrison, Kathleen Edwards, Paul Simon, Landon Pigg, John Mayer, Keb' Mo', KT Tunstall, J.J. Cale, Carrie Rodriguez, Ryan Adams, Bruce Cockburn, Ingrid Michaelson, Lyle Lovett, Iron & Wine, Shawn Colvin, Bob Dylan, John Gorka, Norah Jones, Jeffrey Foucault, Neil Young, Feist, Chris Smither, Mark Knopfler, Bonnie Raitt, Loudon Wainwright III, Mary Lou Lord, James Taylor, Greg Brown, Dave Alvin, Alison Krauss, Peter Case, Eva Cassidy, Leo Kottke, Natalie Merchant, John Prine.
- **FEEL:** Slow to moderate with a very organic feel, appropriate for an easy-going natural setting and wood décor. Wears well over the course of a casual day.
- **APPEAL:** Intellectual, mature, broad-based, multi-generational, friendly family & community appeal.
- **MARKETING STRATEGY:** Bookstores, specialty coffee shops, fresh food deli's, family restaurants & general public, on-hold, waiting/common areas, grocers, drug stores, spas, casually hip office building, malls, nature shops, garden supplies and environmental settings or viewpoints.
- **COMPATIBLE MUSIC STYLES:** Acoustic Vocals & Instrumentals, Mellow Adult Alternative, Singer/Songwriters.

FUN-TIME OLDIES

- **PRODUCER:** Leroy
- **ERA:** Classic
- **DESCRIPTION:** Fun-time is the key ingredient here. A positive, good time is guaranteed for all with uplifting hits from the roots of rock 'n' roll in the 50's through the end of the pop radio era in the early 70's. It's a mixed bag of rock 'n' roll, R&B, pop and soft rock, always with a smile.



- **REPRESENTATIVE ARTISTS:** James Brown, Van Morrison, Stevie Wonder, Marvin Gaye, Supremes, Beach Boys, Elvis Presley, Rolling Stones, Doors, Creedence Clearwater Revival, Chuck Berry, Little Richard, Temptations.
- **FEEL:** Comfortably upbeat and good time.
- **APPEAL:** Mass appeal and very cross-generational. Kids love this stuff too!
- **MARKETING STRATEGY:** Fast food, active family restaurants, family/kids recreation, children's clothing, theme restaurants, burger bars, pizza bars, special promotions, active grocers.
- **COMPATIBLE MUSIC STYLES:** Adult Pop - Upbeat, Classic R&B - The Ultimate, Classic Rock - The Ultimate, Jukebox Classics.

GEN Y INDIE POP

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** Gen Y Indie Pop is a blend of more obscure pop, left of mainstream (predominantly "Indie" or released by independent music labels). Gen Y Indie Pop focuses on contemporary Indie acts/albums/labels (new millennium) and is continually updated to remain relevant with the younger college demographic.
- **REPRESENTATIVE ARTISTS:** Tegan and Sara, Belle and Sebastian, The Flaming Lips, Death Cab For Cutie, Dandy Warhols, The Shins, The Decemberists, Stereolab, Cake.
- **FEEL:** College pop sound. Mellow feel though, similar artists to Gen Y Indie Rock.
- **APPEAL:** College appeal, (18-22) but will also appeal to younger "aspiring" teens as well.
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting to move away from traditional "radio" pop and Top 40. Also a good mix for bars and restaurants with a younger clientele.
- **COMPATIBLE MUSIC STYLES:** Similar to Gen Y Indie Rock in terms of the artists, but different in terms of mood, tempo and sonic quality (less aggressive). This mix will also complement the Stylish Pop, Electro Pop, Eclectic Gen X / Gen Y and several other pop oriented mixes.

GEN Y INDIE ROCK

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** With a target age group of 16-25 (born 1978 to 1987) Gen Y Indie Rock is a contemporary blend of youthful rock left of mainstream (predominantly "Indie" or released by independent music labels). Gen Y Indie Rock focuses on new Indie acts (2000 - 2003) or new albums by older indie acts that sound current. Gen Y Indie Rock does include some more popular artists (The Strokes, The Hives, The White Stripes, etc.) but these are all artists who, although popular, started as independent groups and embody the "Indie Sound" (i.e., lo fi production, unique instrumentation and fusion of styles).
- **REPRESENTATIVE ARTISTS:** Franz Ferdinand, Clinic, Interpol, The White Stripes, The Strokes, Supergrass, Modest Mouse, Gomez, The Thrills, Black Rebel Motorcycle Club, The Rapture, Spoon, Ima Robot, etc.

- **FEEL:** Predominantly upbeat, often aggressive college rock.
- **APPEAL:** College appeal, (18-22) but will also appeal to younger "aspiring" middle-high school students.
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting a uniquely hip sound. Also great for athletic stores specializing in skateboarding and snowboarding. Good mix for bars and restaurants with a younger clientele (college town).
- **COMPATIBLE MUSIC STYLES:** Similar to Gen Y Indie Pop in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections (more aggressive). This mix will compliment the Pop Punk & EMO Mix well in terms of energy, but not artist selection (more mature/college).

HIGH-FASHION BOUTIQUE

- **PRODUCER:** Eric
- **ERA:** Contemporary (Late 90's to Present)
- **DESCRIPTION:** A hip, contemporary and elegant music mix specifically designed to appeal to the mature female.
- **REPRESENTATIVE ARTISTS:** Goldfrapp, Global Communication, Zuco 103, Tape Five, De-Phazz, Bajofondo, Thievery Corporation, Danmass, Madonna, Bebel Gilberto, Fila Brazillia, Shawn Lee/Ping Pong Orchestra, Kaskade, Moby.
- **FEEL:** Lightly rhythmic and mixed tempo. Sophisticated, upscale, mature.
- **APPEAL:** Mostly high-end females with highly discerning tastes. Successful business professionals who desire quality fabrics and goods.
- **MARKETING STRATEGY:** Designer boutiques, upscale fashion, trendy coffee shops and hangouts.
- **COMPATIBLE MUSIC STYLES:** Chill Out, Acid Jazz, Spanish Caravan, Stylish Pop - Upbeat, Upbeat Chill, Jazzy Chill, Metropolitan Pop, Acid Jazz, Latin Electronica.

HIP HOP - COMPLETION OF THOUGHT

- **PRODUCER:** Carlos
- **ERA:** Contemporary
- **DESCRIPTION:** This mix represents Hip Hop culture to the fullest and proudly boasts Hip Hop's basic elements - Graffiti, DJing, Emceeing and Breakdancing. With the main focus on Emceeing (rapping), this library provides a great mix of modern day Hip Hop that goes beyond the everyday mainstream titles, bringing to front unique rapping techniques that include Turntablism, Southern Rap, Political Rap, East Coast Rap, West Coast Rap, Jazz-Rap and Party Rap, styles prominent in today's Hip Hop culture.
- **REPRESENTATIVE ARTISTS:** Afu-Ra, Arrested Development, Blackalicious, Brother Ali, Cee-Lo Green, Common, De La Soul, Dilated Peoples, J Dilla, Jurassic 5, J-Live, K-OS, Talib Kweli, Mos Def, NAS, People Under The Stairs, Pete Rock, The Roots, Wiley, Zion I.
- **APPEAL:** Teen to 40's age group, male and females.
- **MARKETING STRATEGY:** Urban retail clothing, athletic sportswear, youth retail, skateboard and snowboard shops, college campuses.
- **COMPATIBLE MUSIC STYLES:** Urban & Rap



HOT AC (ADULT CONTEMPORARY)

- **PRODUCER:** Shannon
- **ERA:** Contemporary
- **Description:** Mainstream adult oriented Pop music without Hip Hop, Rap, Metal or any other "abrasive" music styles.
- **Representative Artists:** 3 Doors Down, Natasha Bedingfield, Colbie Caillat, Daughtry, Leona Lewis, Lifehouse, Kylie Minogue, Mark Ronson, Katy Perry, Prince, Gwen Stefani, Yael Naim.
- **Feel:** **Med** - Upbeat, Normal to Excited
- **Appeal:** Adults and Young adults looking for up tempos and familiarity.
- **Marketing Strategy:** 25 - 55 years of age, mid - upper class, reliable, dependable qualities.
- **Compatible Music Styles:** Adult Contemporary, Stylish Pop, Top 40, Urban Adult.

HOT COUNTRY

- **PRODUCER:** Eric
- **ERA:** Late 90's to Present
- **DESCRIPTION:** The hottest and freshest Country hits performed by established and emerging Country music artists. Rockin' high-energy Country Hits from the 90's through today.
- **REPRESENTATIVE ARTISTS:** Brad Paisley, Faith Hill, Cross Canadian Ragweed, Carolina Rain, Kenny Chesney, Eli Young Band, Keith Urban, Rascal Flatts, Jessica Simpson, Pat Green, Taylor Swift, Kellie Pickler, Sugarland, Alan Jackson, Brooks & Dunn, Josh Gracin.
- **FEEL:** Down home, party-time, rockin' country fun.
- **APPEAL:** Broad-based appeal with a little more male emphasis. Country, suburban and smaller markets as well as appealing to the urban cowboys.
- **MARKETING STRATEGY:** Great for casual diners and bars, western apparel shops, cafes, tire and accessory chain stores, auto parts chain stores, mini-marts, sports & leisure outlets, various SUV and Truck outlets.
- **COMPATIBLE MUSIC STYLES:** Electric Blues, Classic Rock, Adult Pop – Upbeat, Fun-Time Oldies, Rockin' Country Roadhouse, Casual Country, Austin Eclectic Mix, Americana, Burger & Brew, Mainstream Rock.

INDIE ROCK & POP

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **Description:** Influenced by, but not limited to Underground Rock, this mix pushes the musical boundaries of today's Modern Rock & Pop with sounds, emotions and lyrical subjects that don't necessarily appeal to mainstream audiences. Experimental, whimsical, innocent and sometimes melancholy, this mix also features the many sub-styles within Indie Rock & Pop including Dream Pop, Noise Pop, Space Rock and Emo, making for a true Underground feel.
- **Representative Artists:** !!!, Apples In Stereo, Belle and Sebastian, Blur, Cat Empire, Dashboard Confessional, Death Cab For Cutie, Elefant, French Kicks, Go Betweens, Hefner, The Hives, Interpol, The Kills, Libertines, Longwave, Maximo Park, Modest Mouse, Pixies, The Strokes, Ting Tings, Vampire Weekend, White Stripes.

- **Feel:** Medium to Upbeat
- **Appeal:** 18-30 year old male and females.
- **Marketing Strategy:** Trendy retail and accessory shops, youth retail, college campuses, cafés and pubs.
- **Compatible Music Styles:** Hip Hop, Alternative, Stylish Pop, Gen Y Indie Pop, Gen Y Indie Rock.

INNOCENT 40'S, 50'S & 60'S

- **PRODUCER:** Traci
- **ERA:** Classic
- **DESCRIPTION:** Time-proven artists and their classic performances that will trigger nostalgic memories.
- **REPRESENTATIVE ARTISTS:** Andrews Sisters, Louis Armstrong, Patsy Cline, Tony Bennett, Frank Sinatra, Ella Fitzgerald, Bobby Darin, Rosemary Clooney, Desi Arnaz, Fred Astaire, Chet Baker, Ray Charles, Nat King Cole, Perry Como, Bing Crosby, Doris Day, Tommy Dorsey, Billy Eckstine, Eydie Gorme, Billie Holiday, Peggy Lee, Johnny Mathis, Mel Torme, Dinah Washington.
- **FEEL:** Sophisticated, sometimes light-hearted nostalgia. All tempos and all styles. From intimate torch singing to blazing big bands.
- **APPEAL:** Mass appeal. Anybody who likes timeless music of all types.
- **MARKETING STRATEGY:** Varying types of restaurants, from classy and upscale to hamburger joints, short-order cafes, and burger & pizza establishments.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Romantic Jazz & Standards, Big Band, Brazilian Styles, Mellow Jazz Vocals, Piano Jazz Instrumentals, Rat Pack.

JAZZ IMPROV

- **PRODUCER:** Julia
- **ERA:** Classic to Present
- **DESCRIPTION:** "Straight-Ahead" and experimental jazz instrumentals from the 50's and 60's through the present for the pure jazz enthusiast. An outstanding assortment of very artistic jazz from the heyday of jazz including Cool, Be-Bop and Hard Bop.
- **REPRESENTATIVE ARTISTS:** John Coltrane, Miles Davis, Jimmy Smith, Charlie Parker, Art Blakey, Thelonious Monk, Gordon Dexter, Herbie Hancock, Dizzy Gillespie, Michael Brecker, Roy Hargrove, Wynton Marsalis, T.S. Monk.
- **FEEL:** Progressive and artistic with a broad energy range from soft and contemplative to upbeat.
- **APPEAL:** Appeals to the jazz enthusiast regardless of age.
- **MARKETING STRATEGY:** For businesses that want to set a tone and make a cool statement: Espresso and coffee houses, bars, cafes, bistros, bookstores, sophisticated restaurants, art stores, sundries, clothing boutiques.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz Instrumentals, Mellow Jazz Instrumentals

JAZZY CHILL

- **PRODUCER:** Julia
- **ERA:** Contemporary
- **DESCRIPTION:** A heavily jazz-infused mix of house, trip hop, world beat, drum and bass and underground pop. Although this mix is all electronic



music, it is very melodic and musically-textured with overriding jazz melodies and instrumentation.

- **REPRESENTATIVE ARTISTS:** 9 Lazy 9, De Phazz, DJ Krush, Funky Porcini, Jazzanova, Les Gammas, Mo' Horizons, Moby, Rinocerose, Truby Trio, Ursula 1000, Verve/Remixed Collections.
- **FEEL:** Chill to upbeat. Ambient, elegant, relaxed, sophisticated.
- **APPEAL:** This mix should appeal to stylish males and females in their late teens to late 30's. Given the strong jazzy undercurrents, this mix might be more accessible than most electronic music for an even older demographic.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, martini bars, swank hotels, fashion accounts and trendy retail stores in general.
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out, Stylish Pop, High-Fashion Boutique, Smooth Jazz, Modern Soul.

JUKEBOX CLASSICS

- **PRODUCER:** Leroy
- **ERA:** 50's to Contemporary
- **DESCRIPTION:** Fun and campy timepieces drawing from a massive array of musical styles and eras including pop, rock, R&B, adult alternative, country, jazz and big band. An entertaining mix with something for everyone.
- **REPRESENTATIVE ARTISTS:** B-52's, Jimmy Buffett, Bruce Springsteen, Chuck Berry, Andrews Sisters, Johnny Cash, The English Beat, Eric Clapton, The Cars, Abba, Louis Armstrong, Asleep At The Wheel, Elvis Costello, Patsy Cline, Rolling Stones.
- **FEEL:** A wacky and surprising sing-along that's mostly upbeat.
- **APPEAL:** Mass appeal. Don't know what tunes to put on because you have just about every kind of customer on the planet? Try this. Something for everybody and a great conversation maker.
- **MARKETING STRATEGY:** Hamburger joints, short-order cafes, restaurants, bars, burger & pizza establishments; good family entertainment.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Adult Pop – Upbeat, 50's to Early 60's, 60's to Early 70's, 70's Mix, Classic R&B – The Ultimate, Classic Rock – The Ultimate.

KITCHEN SINK

- **PRODUCER:** Tom
- **ERA:** 50's to Contemporary
- **DESCRIPTION:** A pleasantly unpredictable variety of quality music from up and coming new artists, songs of well-established musicians and legendary performers joined to create a potluck of great music. This eclectic music mix artfully blends adult alternative, folk rock, jazz, blues, smart pop and stylish new groove electronica to create an adventure in music unlike any other.
- **REPRESENTATIVE ARTISTS:** Ambulance, Lou Barlow, Nick Drake, Leo Kottke, Maktub, Roger Miller, Mocean Worker, Van Morrison, Nina Simone, Frank Sinatra.
- **FEEL:** Adventurous, interesting, smart, clever, memorable a-typical.
- **APPEAL:** Customers of high discretion looking for something other than the usual predictable music format presentation by genre. Adult public radio listeners will enjoy this, as will boomers due to its

similarity to the early days of progressive radio – an eclectic variety of music without pretense or fluff.

- **MARKETING STRATEGY:** For casually innovative businesses that are not afraid to feature a stunningly wide variety of truly good songs from all eras. Specialty coffee houses, casually hip retail, cool bistros, bookstores, comfortable restaurants, furniture stores.
- **COMPATIBLE MUSIC STYLES:** Dinner Party, Singer/Songwriters, Eclectic Groove, Adult Alternative.

LATIN ELECTRONICA

- **PRODUCER:** Carlos
- **ERA:** Contemporary
- **DESCRIPTION:** A modern mix of Latin influenced electronica ranging from downtempo soul to upbeat latin house. Though latin electronica focuses on electronic production (house, drum and bass, downtempo) it also incorporates organic instrumentation and vocals, usually Latin in origin (Spanish, Portuguese, Cuban, Brazilian, etc.). Latin Electronica is a perfect merger of live and synthetic sound ultimately creating a sexy, exotic mood.
- **REPRESENTATIVE ARTISTS:** Jazzanova, John Beltran, Gotan Project, Cuica, De Phazz, Bebel Gilberto, Funky Lowlives, Kinky, Les Gammas, Minus 8, Mo' Horizons, Si Se, Ian Pooley, Thievery Corporation, Truby Trio, Tosca, Underwolves.
- **FEEL:** Feel ranges from upbeat organic to laid-back and sultry (adjustable). Latin electronica is about 50/50 instrumental vs. vocal.
- **APPEAL:** This mix should strongly appeal to stylish males and females in their late teens to early 30's, the demographic of club goers, late night cocktails and upbeat shoppers looking for the latest in fashion. Casual upscale dining.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores in general.
- **COMPATIBLE MUSIC STYLES:** Similar to Stylish Pop in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections. Very similar to the Upbeat Chill mix, but with more organic percussion and latin vocals. Other compatible mixes include: Acid Jazz, Modern Soul, World & Tropical Rhythms and Spanish Caravan.

LATIN FEMALE FASHION EAST

- **PRODUCER:** Carla
- **ERA:** Contemporary
- **DESCRIPTION:** Designed to appeal to Latin females ages 17 to 40 who appreciate the current cross-over pop divas like Mariah Carey, Madonna or Alicia Keys along with dance, pop (re-mixes) and latin rock n' espanol.
- **REPRESENTATIVE ARTISTS:** Chayanne, Monica, Thalia, BT, Junior Jack, Jennifer Lopez, Shakira, Don Omar, Ha-Ash, Musiq, Destiny's Child, Gwen Stefani, Luis Fonsi, Circo, Floetry, Res, Marly and others.
- **FEEL:** An upbeat and bright mix of popular current latin rock/pop artists blended with dance pop re-mixes and select urban pop divas.
- **APPEAL:** International yet familiar aspects with some of the more contemporary latin music (chart-driven) songs.



- **MARKETING STRATEGY:** East Coast fashion retail outlets, dance clubs, bars, lounges, shoe stores, cafe's, record stores
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Pop Hits, Top 40 Hits, Club & Dance.

LATIN FEMALE FASHION WEST

- **PRODUCER:** Carla
- **ERA:** Contemporary
- **BRIEF DESCRIPTION:** Designed to appeal to Latin females ages 17 to 40 who appreciate the current cross-over pop divas like Mariah Carey, Madonna or Alicia Keys along with dance, pop (re-mixes) and Latin rock n' espanol.
- **REPRESENTATIVE ARTISTS:** Chayanne, Monica, Thalía, BT, Junior Jack, Jennifer Lopez, Shakira, Don Omar, Ha-Ash, Musiq, Destiny's Child, Gwen Stefani, Luis Fonsi, Circo, Floetry, Res, Marly and others.
- **FEEL:** An upbeat and bright mix of popular current Latin rock/pop artists blended with dance pop re-mixes and select urban pop divas.
- **APPEAL:** International yet familiar aspects with some of the more contemporary Latin music (chart-driven) songs.
- **MARKETING STRATEGY:** West Coast fashion retail outlets, dance clubs, bars, lounges, shoe stores, cafe's, record stores.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Pop Hits, Top 40 Hits, Club & Dance, Latin Electronica.

LATIN JAZZ

- **PRODUCER:** Traci
- **ERA:** Contemporary
- **DESCRIPTION:** Jazz with a Latin feel and beat. An abundance of Latin percussion. All tempos and intensities. Lots of salsa. Both vocals and instrumentals.
- **REPRESENTATIVE ARTISTS:** Willy Bobo, Oscar Castro-Neves, Paquito D'Rivera, Eliane Elias, Manfredo Fest, Bobby Matos, Tito Puente, Pancho Sanchez, Arturo Sandoval, Cubanismo.
- **FEEL:** Soft and intimate to exciting. Always engaging.
- **APPEAL:** Wide appeal from Gen X to boomers and, obviously, to Latino populations; people who love music with a lot of emotion.
- **MARKETING STRATEGY:** A sophisticated way to portray a Latin atmosphere. This music sets a positive celebratory tone. Espressos, coffee houses, bars, themed cafes, bistros, bookstores, sophisticated restaurants, art stores, sundries, clothing boutiques.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Upbeat Jazz, Brazilian Styles, Mellow Jazz Vocals, Mellow Jazz Instrumentals, Spanish Caravan.

LATIN POP HITS

- **PRODUCER:** Carla
- **ERA:** Today
- **DESCRIPTION:** A blend of popular and contemporary hits performed by today's top Latin pop artists.
- **REPRESENTATIVE ARTISTS:** Christian Castro, Amaral, Estrella, Marc Anthony, Go, Miguel Bose, Nerd Kids, Chayanne, Si Señor, Luis Enrique, Gloria Estefan,

Javier Garcia, Gisselle, India, Jennifer Lopez, Maná, Christina Aguilera.

- **FEEL:** An upbeat and bright mix of popular Latin artists from the late 90's to the present.
- **APPEAL:** International yet familiar aspects with some of the more contemporary Latin music (chart-driven) songs.
- **MARKETING STRATEGY:** Retail and apparel outlets, cantinas, active, contemporary Latin restaurants and lounges. Also, related clothing retail and apparel outlets, theme cafés, regional hardware outlets, appliance outlets, certain theme clubs, sporting goods supply outlets, automotive outlets.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Salsa & Merengue, Hot AC, Top 40.

LITE CLASSICAL POTPOURRI

- **PRODUCER:** Shannon
- **ERA:** Classic
- **DESCRIPTION:** A light and cheerful blend with a variety of classical periods from duos to chamber to baroque to light symphonic; no solo instrumentation or bombastic overtures.
- **REPRESENTATIVE COMPOSERS:** Mozart, Haydn, Vivaldi, Satie, Bach, Handel, Stravinsky, Telemann, Respighi, Paganini, Pachelbel, Brahms, Beethoven and others.
- **FEEL:** Concentrates on moderate energy, building from slow lentos to moderate allegros.
- **APPEAL:** Designed for the elegant and refined experience. Although this concept can appeal to anyone seeking an enriched lifestyle, the focus centers on upscale demographics and a life of luxury.
- **MARKETING STRATEGY:** Upscale dining, hotels, jewelry, upscale home furnishings & interior design, gift boutiques, upscale hair salons, finer department stores.
- **COMPATIBLE MUSIC STYLES:** Baroque & Chamber, Romantic Jazz & Standards, Romantic Italian Blend, Lite Classical Potpourri, Romantic Classical.

MAINSTREAM ROCK

- **PRODUCER:** Traci
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Wanna rock but don't want to alienate people with heavy metal or grunge? This is straight-ahead, solid, upbeat rock music from the 60's to today without going over the top. Will hold up well for mass appeal or daytime, off-peak use. Includes a little pop with rock influence.
- **REPRESENTATIVE ARTISTS:** Bad Company, Bachman Turner Overdrive, Rod Stewart, Bruce Springsteen, The Cars, Pat Benatar, Boston, Foreigner, Creedence Clearwater Revival, Boz Scaggs, Sheryl Crow, Paul McCartney, Eagles, Train.
- **FEEL:** Upbeat but not overwhelming.
- **APPEAL:** Equal male/female, mass appeal, not alienating. Gen-Xers and boomers.
- **MARKETING STRATEGY:** Burger & brew, bars, pizza, fun family diners, blue jeans and tee shirts.
- **COMPATIBLE MUSIC STYLES:** Upbeat Rock, Classic Rock, Classic Rock – Then & Now, Burger & Brew (Lunch), Adult Alternative.

MARIACHI MIX

- **PRODUCER:** Carla
- **ERA:** Past to Present



- **DESCRIPTION:** Contemporary Mariachi artists performing the traditional ballet folklorico music born in Jalisco over 100 years ago. Mariachi Mix features vocal and instrumental arrangements using primarily trumpet along with violins, harps and guitars in the traditional Mariachi style.
- **REPRESENTATIVE ARTISTS:** Gerardo Reyes, Las Jilguerillas, Amalia Mendoza, Lola Beltran, Emmi, Pablo Montero, Mariachi Sol De Mexico, Yolanda Del Rio, Jose Alfredo Jimenez, Trio Los Panchos, Mariachi Aguila Real, Lucero and others.
- **FEEL:** A bright and festive mood created especially for dining. Could also apply to businesses that need to create a "South of the Border" environment.
- **APPEAL:** Mass, family appeal.
- **MARKETING STRATEGY:** Created for a wide range of Southwestern or Mexican restaurant patrons. Its usage also applies to related clothing and apparel outlets, gift shops, cafes, pubs and related business promotional themes.
- **COMPATIBLE MUSIC STYLES:** Tejano, Tex-Mex and Viva Mexicana.

MELLOW ADULT ALTERNATIVE

- **PRODUCER:** Tom
- **ERA:** Contemporary
- **DESCRIPTION:** Mellow, Adult Alternative is great for all day listening because it features a wide variety of interesting newer music blended with timeless folk-rock and pop classics. The general feel is progressively acoustic and eclectic music with casual integrity, not hype.
- **REPRESENTATIVE ARTISTS:** Iron & Wine, Jack Johnson, James Hunter, Lucinda Williams, Fleet Foxes, Joy Aske, Keb' Mo', Jackie Green, Josh Ritter, Lyle Lovett, Holly Lerski, Paul Simon, Sheryl Crow, Bell X1, Nora Jones, Mark Knopfler, James Taylor, Amos Lee, John Fogerty, Lou Barlow, Cat Power, David Byrne, David Gray, Feist, Julian Velard, KT Tunstall, Jeffrey Foucault, Van Morrison, Ditty Bops, Jason Spooner, Elana James, Bob Marley, Aimee Mann and The Subdudes.
- **FEEL:** Eclectic, cool, atmospheric, not too quiet, not too loud. Great variety for sustained listening and maintaining interest.
- **APPEAL:** Sophisticated mellow attitude; makes a smart, discerning statement, intellectual, modern, tasteful, deluxe, developed, cool.
- **MARKETING STRATEGY:** Hip office space, mellow hangouts, cafes, coffee/espresso, bookshops, alternative clothiers/boutiques, home lifestyle and furnishings/accessories.
- **COMPATIBLE MUSIC STYLES:** Singer/Songwriters, Adult Alternative, Acoustic Vocals & Instrumentals, Folk/Mellow Adult Alternative.

MELLOW JAZZ INSTRUMENTALS

- **PRODUCER:** Julia
- **ERA:** Classic
- **DESCRIPTION:** Cocktail jazz instrumentals in a mellow tone from light and easy to moderate in tempo. Timeless and classic.
- **REPRESENTATIVE ARTISTS & SONGS:** Miles Davis, Thad Jones, Bill Evans, Coleman Hawkins, Wes Montgomery, Dexter Gordon, J.J. Johnson, Modern Jazz Quartet, Chet Baker, Clifford Jordan.
- **FEEL:** Relaxed and polished ranging from slow and romantic to moderate and sophisticated.

- **APPEAL:** For the sophisticated listener of all ages. Sets a relaxed and romantic mood.
- **MARKETING STRATEGY:** Lounges, romantic wining & dining setting, home accessories and sundries, bookstore, fine clothing & business wear.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Vocals, Romantic Jazz & Standards, Latin Jazz, Piano Jazz Instrumentals.

MELLOW JAZZ VOCALS

- **PRODUCER:** Julia
- **ERA:** Classic and Contemporary
- **DESCRIPTION:** Nice 'n' easy jazz vocalists and standards from the 50's through today from easy, slow and romantic to moderate. Sets a very relaxed and stylish romantic mood. Recommended for customers who only desire vocalists.
- **REPRESENTATIVE ARTISTS:** Sarah Vaughan, Ella Fitzgerald, Diane Schuur, Diana Krall, Harry Connick, Jr., Louis Armstrong, Frank Sinatra, Billie Holiday, Dinah Washington, Tony Bennett.
- **FEEL:** Relaxed to moderate; very romantic and sophisticated and nostalgic.
- **APPEAL:** Wide appeal for just about anyone who needs a relaxed and romantic setting. More appeal for boomers and seniors.
- **MARKETING STRATEGY:** Wining and Dining, sophisticated clothiers, business wear, bookstores, home accessories and sundries.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Mellow Jazz Instrumentals, Piano Jazz Instrumentals, Modern Day Crooners.

METROPOLITAN POP

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** A mid-down-tempo mix and has been stripped of any extreme style, eliminating the Jazz, Acid, Trip and House elements. If "chill" were mainstream, this mix would be dead center, no lefts, no rights.
- **REPRESENTATIVE ARTISTS:** A Man Called Adam, Afterlife, Bjork, Chocolate Genius, Vanessa Daou, Delerium, Depeche Mode, Dido, Dirty Vegas, DJ Krush, Everything But The Girl, Frou Frou, Funky Lowlives, Goldfrapp, Groove Armada, Helicopter Girl, Clara Hill, Jem, Kaskade, Mandalay, Moby, Morcheeba, Nightmares On Wax, Portishead, Telepopmusik, Underwolves, Zero 7.
- **FEEL:** Leisurely hip, very soothing, relaxing, but active enough to arouse the shopper.
- **APPEAL:** Broad demographics 18-40, with style in mind.
- **MARKETING STRATEGY:** Leisurely paced environments or establishments who want their shoppers to slow down and enjoy the venue's atmosphere.
- **COMPATIBLE MUSIC STYLES:** Chill Out, Stylish Pop, Acid Jazz, Modern Soul.

METROPOLITAN POP (UPBEAT)

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** Mid to up-tempo mix containing various electronic styles. Not "pop" in the classic sense, this is a modern day twist because of its electronic/modern production, and can be used



as a moderate dance mix or fashion music. Metropolitan Pop is contemporary and funky with fun, positive attitude, focusing on house beats and funky R&B rhythms.

- **REPRESENTATIVE ARTISTS:** Afro-Mystik, Basement Jaxx, Bitter:Sweet, Cassius, Dubtribe Sound System, Jimpster, Miguel Migs, Roisin Murphy, Lisa Shaw, Strike Boys, Towa Tei, Truby Trio, Underwolves, Wei-Chi, X-Press 2.
- **FEEL:** Upbeat, yet leisurely and smooth. Lyrics, when present are positive with a 'feel good' vibe.
- **APPEAL:** Goes best with fashion environments with broad demographics 18-40.
- **MARKETING STRATEGY:** Leisurely paced environments and establishments who want their shoppers to slow down, enjoy the venue's atmosphere.
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Stylish Pop (Upbeat), High Fashion Boutique.

MODERN DAY CROONERS

- **PRODUCER:** Traci
- **ERA:** Contemporary
- **DESCRIPTION:** The top echelon of more contemporary vocalists singing time tested standards and quality new material.
- **REPRESENTATIVE ARTISTS:** Harry Connick, Jr., Bobby Caldwell, Luther Vandross, Jamie Cullum, Oleta Adams, Michael Bublé, Natalie Cole, Randy Crawford, Al Jarreau, Diana Krall, John Pizzarelli, Diana Reeves, Lou Rawls, Madeleine Peyroux, Norah Jones, and Jane Monheit.
- **APPEAL:** Everyone who appreciate great songs and great singers and a quality experience.
- **FEEL:** All tempos and styles that work together to create a comfortable, high quality musical experience.
- **MARKETING STRATEGY:** Romantic restaurant and lounge settings, smoking rooms, mellow coffee house where one wants to linger and browse, business wear, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Brazilian Styles, Dinner Party, Mellow Jazz Vocals, Mellow Jazz Instrumentals, Upbeat Jazz & Vocals, Upbeat Jazz Vocals, Upbeat Jazz Instrumentals.

MODERN ROCK ALTERNATIVE

- **PRODUCER:** Heather
- **ERA:** 80's – Present
- **DESCRIPTION:** The best in modern, contemporary adult rock and pop alternative in a blend that keeps the music fresh and familiar. The vast majority of the music contained in this mix is new or recent with some archived material from the last two decades.
- **REPRESENTATIVE ARTISTS:** Daughtry, Coldplay, Augustana, Snow Patrol, Counting Crows, Gavin Rossdale, U2, Beck, Radiohead, Folk Implosion, Sheryl Crow, 3 Doors Down, Better Than Ezra, Guster, Red Hot Chili Peppers, Goo Goo Dolls, Collective Soul, Cake, Death Cab For Cutie, Los Lonely Boys, Fastball, Green Day.
- **APPEAL:** Everyone who appreciates quality modern rock and adult alternative music.
- **FEEL:** Tempos and energies from mild to upbeat.
- **MARKETING STRATEGY:** Restaurants and bars, grocery stores, contemporary fashion retail, sporting goods stores.

- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Indie Pop & Rock, Alternative, Burger & Brew, Totally Awesome 80's.

MODERN SOUL

- **PRODUCER:** Sean
- **ERA:** 90's – Present
- **DESCRIPTION:** Smooth and relaxed mix of feel-good contemporary soul, in the tradition of Motown and Stax. Modern Soul has taken all the elements of classic soul (emotional lyrics, strong rhythm, melodic baselines) and fused them with modern production standards. Placing equal emphasis on lyrics and rhythm Modern Soul will capture the body and mind with its seductive sounds. Also known as Neo Soul.
- **REPRESENTATIVE ARTISTS:** Amy Winehouse, Zero 7, Alica Keys, Aquanote, Incognito, Joss Stone, Me'Shell Ndegeocello, Sade, Maxwell, D'Angelo, Musiq, India.Arie, Angie Stone, Naked Music NYC, Prince, Brand New Heavies, Macy Gray.
- **FEEL:** Tempos range from mellow ballads to upbeat soul jams (mellow to upbeat).
- **APPEAL:** Due to its eclectic nature and classic feel this mix should appeal to anyone with an ear for soul music.
- **MARKETING STRATEGY:** Ideal music for urban dining and contemporary fashion retailers.
- **COMPATIBLE MUSIC STYLES:** There are some crossover artists that appear in the urban programs, in particular Urban Adult and Urban and Rap. The major difference is there's absolutely no Rap lyrics and a very selective mix of contemporary R&B contained in the Modern Soul mix. Urban Adult, Upbeat Chill, Chill Out and Upbeat Stylish Pop have all proven to be quite compatible with the Modern Soul mix.

NATURAL WOMAN

- **PRODUCER:** Julia
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Established, quality singer/songwriters make up this acoustic based program. Very natural in its sound and delivery, this program also features swinging jazz classics and distinctive world rhythms.
- **REPRESENTATIVE ARTISTS:** Sarah McLachlan, Cassandra Wilson, Air, Chris Isaak, Paris Combo, Ella Fitzgerald, Annie Lennox, Norah Jones, Miles Davis, Billie Holiday, Angelique Kidjo, Tres Chicas, Tony Bennett, Diana Krall.
- **FEEL:** Relaxed, holistic, natural, and mature.
- **APPEAL:** Female oriented, middle aged appeal with a wholesome, contemporary, non-pop sound.
- **MARKETING STRATEGY:** Casual to sophisticated adult/female fashion as well as bookstores, coffee shops, natural and holistic outlets, and health food stores.
- **COMPATIBLE MUSIC STYLES:** Acoustic Pop & Instrumentals, Romantic Jazz & Standards, Smooth Jazz & Vocals, Singer/Songwriters, Mellow Jazz Vocals, Mellow Jazz Instrumentals, Modern Day Crooners.

NEW YORK INDIE ATTITUDE

- **PRODUCER:** Sean
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** "New York Indie Attitude" is an edgy, mood-driven mix of Indie Rock, Indie Pop,



Classic Punk, 80's, Hip Hop and Electro Pop. This mix aspires to capture the flair and attitude of New York.

- **REPRESENTATIVE ARTISTS:** Franz Ferdinand, Talking Heads, Blondie, New Order, Prefuse 73, M.I.A., The Clash, Yeah Yeah Yeahs, LCD Soundsystem, Bloc Party, Stereolab, De Phazz, Le Tigre, Interpol, etc.
- **FEEL:** Fashionable. Ideal for urban youth and young adults.
- **APPEAL:** Focus on a younger, discriminate demographic who pride themselves on being unique and in-the-know.
- **MARKETING STRATEGY:** Edgy fashion retailers, bars and restaurants.
- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Pop, Gen Y Indie Rock, Modern Soul and Electro Pop.

OLD SCHOOL 80's-90's

- **PRODUCER:** Shannon
- **ERA:** Classic to Recent
- **DESCRIPTION:** R&B/Soul music of the 80's and '90s, this mix is very smooth and polished while remaining mid to up-tempo and funky. Vocals are very soulful. Productions are tight and highly pop-oriented. Styles range from New Jack to Hip Hop Soul.
- **REPRESENTATIVE ARTISTS:** Paula Abdul, Babyface, Bell Biv DeVoe, Mary J. Blige, Bobby Brown, Cameo, Guy, Whitney Houston, Janet Jackson, Jodeci, Prince, Luther Vandross, Marvin Gaye, Maze, Pebbles, Sade, Salt-N-Pepa, Tony Toni Tone, Stevie Wonder.
- **APPEAL:** 15-45 year old males and females.
- **MARKETING STRATEGY:** Urban diners, bars and pubs, fashion retailers, athletic stores.
- **COMPATIBLE MUSIC STYLES:** Urban & Rap, Old School Funk, Modern Soul, Urban Adult.

OLD SCHOOL FUNK

- **PRODUCER:** Spencer
- **ERA:** Classic
- **DESCRIPTION:** We're headed to SOUL TRAIN! The funkiest of funk bands and performers are here to groove you with this selection of back-to-back old school cuts. Some you'll remember, some you may not, but all will put a smile on your face.
- **REPRESENTATIVE ARTISTS:** James Brown, Parliament, Funkadelic, Rick James, Aretha Franklin, The O'Jays, The Chi Lites, The Staple Singers, Stevie Wonder.
- **FEEL:** Laid back, cool, urban, nostalgic, fun.
- **APPEAL:** Extreme mass appeal from younger adults and up to the boomers who were there at the beginning.
- **MARKETING STRATEGY:** Urban/city/metropolitan locations seeking a hip and trendy theme such as restaurants, fashion outlets, fast food outlets, bar and grills, college hang outs, hair salons and accessories, theme parks.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Urban Adult - Upbeat, Disco Ball.

PIANO JAZZ INSTRUMENTALS

- **PRODUCER:** Julia
- **ERA:** Classic
- **DESCRIPTION:** A collection of standards and jazz classics featuring the piano in solo and small

combo arrangements. All tempos. No horns or vocals.

- **REPRESENTATIVE ARTISTS:** Bill Evans, Duke Ellington, Errol Garner, Charles Brown, Art Tatum, David Lanz, Ellis Marsalis, Thelonious Monk, Nat Cole Trio, Oscar Peterson, Bud Powell, McCoy Tyner, George Shearing, Marion McPartland.
- **APPEAL:** For sophisticates with a sense of tradition and uncommon style.
- **FEEL:** Wide variety of tempos and textures within the "piano jazz" context. Focus is on the instrument itself and the artistry of the players.
- **MARKETING STRATEGY:** Romantic restaurant and lounge settings, smoking rooms, mellow coffee house where one wants to linger and browse, business wear, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Upbeat Jazz & Vocals, Jazz Improv, Mellow Jazz Vocals, Mellow Jazz Instrumentals.

POP DIVAS

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** "Pop Divas" is a mainstream mix of female pop artists who embody the word "diva". This familiar mix blends female Top 40, R&B, Light Rock and Hip Hop. "Pop Divas" is a contemporary mix focusing on the 90's to the present.
- **REPRESENTATIVE ARTISTS:** Madonna, Beyonce, Missy Elliot, Alicia Keys, En Vogue, TLC, Pink, No Doubt, Mariah Carey, Janet Jackson, Jennifer Lopez.
- **FEEL:** Fun, upbeat and empowering to women.
- **APPEAL:** Female fashion retailers, beauty salons and female oriented businesses that want to spice up the energy.
- **MARKETING STRATEGY:** "Pop Divas" will demographically have broad appeal due to its familiar nature (well known female artists).
- **COMPATIBLE MUSIC STYLES:** Top 40 Hits, Adult Pop Upbeat, Urban Adult, Teen Female Fashion all have cross over artists and compatibility.

POP PUNK AND EMO

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** Pop Punk and Emo (short for emotional) is an accessible, safe mixture of contemporary Punk Rock and Emo Rock that focuses on teen issues (i.e. relationships, rebellion, anger, etc.). Many of the artists contained in this mix currently appear on MTV, mainstream radio and the Billboard Top 100 charts (familiar artists).
- **REPRESENTATIVE ARTISTS:** AFI, Green Day, Blink 182, Jimmy Eat World, Weezer, Simple Plan, Good Charlotte, New Found Glory, MXPX, Starting Line, Something Corporate, My Chemical Romance, All-American Rejects, Yellowcard.
- **FEEL:** Extremely energetic feel with a heavy emphasis on loud guitars and catchy vocals.
- **APPEAL:** This music is very popular among Gen Y males, with a target age group of 12 to 25 years of age.
- **MARKETING STRATEGY:** College bars, skate/snowboard shops, fashion retailers that cater to energetic youth culture.
- **COMPATIBLE STYLES:** Hot AC, Gen Y Indie Rock, Top 40 Hits.



RAT PACK

- **PRODUCER:** Traci
- **ERA:** Classic
- **DESCRIPTION:** It's the music that you heard in Las Vegas showrooms throughout the 50's and 60's.
- **REPRESENTATIVE ARTISTS:** Frank Sinatra, Dean Martin, Sammy Davis, Jr., Louis Prima, Jerry Vale, Steve Lawrence & Eydie Gorné, Keely Smith.
- **APPEAL:** People who hold a special place in their heart for the unbridled lifestyle of Las Vegas nightclub entertainment, "and I mean that," to quote Sammy.
- **FEEL:** All tempos and styles.
- **MARKETING STRATEGY:** Italian restaurants, upscale restaurants and steakhouses, country clubs.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz Vocals, Upbeat Jazz & Vocals, Big Band.

REGGAE

- **PRODUCER:** Spencer
- **ERA:** 60's - Today
- **DESCRIPTION:** A captivating and melodic sound that relaxes the mind and body. Being the staple of Jamaica and the Caribbean, reggae gives off a friendly and inviting atmosphere.
- **REPRESENTATIVE ARTISTS:** Bob Marley, Jimmy Cliff, Peter Tosh, Lee "Scratch" Perry, Gregory Issacs, Black Uruhu, Desmond Dekker, Aswad, Dennis Brown, Burning Spear, Inner Circle, Steel Pulse, Third World, UB40, Ziggy Marley, Sugar Minott, Toots & The Maytals and others.
- **FEEL:** Tropical and summery, the music of the Islands puts people in a light and festive mood.
- **APPEAL:** Rhythmic, relaxing, worldly, and creative. Music that gives you a chance to reflect on the day.
- **MARKETING STRATEGY:** Import/cultural stores, cafes and restaurants, spas and personal care, bookstores, coffee shops, gift shops, travel agencies, ice cream parlors.
- **COMPATIBLE MUSIC STYLES:** World & Tropical Rhythms, Spanish Caravan, Adult Pop - Upbeat, Adult Alternative, Tropical Tradewinds.

ROCKIN' COUNTRY ROADHOUSE

- **PRODUCER:** Traci
- **ERA:** 60's - Today
- **DESCRIPTION:** The latest, "hard-driving" hot country hits blended with rock n' blues, upbeat Americana, classic rock nuggets from the 60's & 70's and a touch of classic Stax/Volt rhythm & blues.
- **REPRESENTATIVE ARTISTS:** Lil' Ed & The Blues Imperials, Carolina Rain, Eagles, Love Dogs, Delbert McClinton, Joe Walsh, Stevie Ray Vaughan, Dwight Yoakam, Marty Stuart, Backsliders, Kenny Wayne Shepherd, Susan Tedeschi, Chuck Berry, BR5-49, Blues Traveler and others.
- **FEEL:** Upbeat, fun country rockin', bluesy with an alternative attitude.
- **APPEAL:** Rural & suburban appeal with a country alternative "hip" factor.
- **MARKETING STRATEGY:** Roadhouse themed restaurants, western wear, bars, cafes, thematic events.
- **COMPATIBLE MUSIC STYLES:** Hot Country, Americana, Fun-time Oldies, Classic Rock,

Classic Rock Then & Now, Bar "Happy Hour," Austin Eclectic Mix, Mainstream Rock, Electric Blues, Burger & Brew.

ROMANTIC ITALIAN BLEND

- **PRODUCER:** Eric
- **ERA:** Classic
- **DESCRIPTION:** A classy and romantic mix of Italian crooners, Italian/American vocal legends, soft jazzy vocals and instrumentals, acoustic guitar in classical and flamenco styles, light opera and a dash of cocktail.
- **REPRESENTATIVE ARTISTS:** Ennio Morricone, Tony Bennett, Andrea Bocelli, Richard Tucker, Italian Mandolins, Vic Damone, Milva, Luciano Pavarotti, Connie Francis, Paolo Conte, Frank Sinatra, Sergio Franchi, Pino Calvi, Lhasa.
- **FEEL:** Relaxing, euro and romantic. Mellow to moderate.
- **APPEAL:** Couples, romantic.
- **MARKETING STRATEGY:** Romantic Italian restaurants/bistros, white linen and candlelight.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Mellow Jazz Vocals.

ROMANTIC JAZZ & STANDARDS

- **PRODUCER:** Julia
- **ERA:** Classic to Contemporary
- **DESCRIPTION:** Cool, soft and low; standards of yesterday and today mixed and stirred with mainstream jazz instrumentals.
- **REPRESENTATIVE ARTISTS:** Tony Bennett, Billie Holiday, Frank Sinatra, Mel Torme, Kenny Rankin, Harry Connick, Jr., Carly Simon, Chet Baker, Stan Getz, Wynton Marsalis.
- **FEEL:** Mellow to moderate with just a little groove and light swing.
- **APPEAL:** For the cool, uptown, intellectual, suave, artistic, charming sophisticate with a sense of tradition. Designed for leisure.
- **MARKETING STRATEGY:** Quiet, romantic restaurant and lounge settings, mellow coffee house where one wants to linger and browse, business wear, martini & cigar, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Vocals, Mellow Jazz Instrumentals, Smooth Jazz & Vocals, Smooth Jazz Instrumentals, and Baroque & Chamber, Romantic Italian Blend, Modern Day Crooners.

SALSA & MERENGUE

- **PRODUCER:** Carlos
- **ERA:** 50's thru 90's - Classics
- **DESCRIPTION:** A hot multinational mix of Afro-Cuban Classics, Salsa, Romantic Salsa, Merengue, Cumbia and Latin Pop styles of music. Very festive and dance-oriented to create a party-like atmosphere. Includes a lot of wide crossover Latin Pop sensations.
- **REPRESENTATIVE ARTISTS:** Tito Puente, Celia Cruz, Mark Anthony, Ricky Martin, Alex Bueno, Frankie Ruiz, Ray Sepulveda, Johnny Rivera, India, Giro, Johnny Rivera, Tito Nieves, Afro-Cuban All Stars, Elvis Crespo, Fania All-Stars.
- **FEEL:** Mostly up-tempo.



- **APPEAL:** Target audience is male/female 25-54. East coast appeal down through Florida and into the Caribbean. Young and zesty!
- **MARKETING STRATEGY:** Great for theme restaurants, cantinas, patio or summer dining, sportswear and sunglass outlets, tropical resorts/hotels, pleasure cruises and tropical/summer apparel outlets; also a clever and creative solution for the anti-theme in the dead of winter.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Pop Hits.

SHINY HAPPY PEOPLE

- **PRODUCER:** Leroy
- **ERA:** 70's to Contemporary
- **DESCRIPTION:** Positive, melodic pop, adult contemporary, sexy R&B, singer/songwriters, oldies divas and light adult alternative in a mixed tempo from moderate to an easy up tempo. Designed for women and great for an entire day of listening.
- **REPRESENTATIVE ARTISTS:** 10,000 Maniacs, India.Arie, Average White Band, Karla Bonoff, Petula Clark, Dusty Springfield, Supremes, Al Green, Marvin Gaye, Sheryl Crow, Fleetwood Mac, Everything But The Girl, Bryan Ferry, Chris Isaak, Alicia Keys, k.d. lang, Van Morrison, Joss Stone.
- **FEEL:** Melodic, light, sexy, thoughtful and rhythmic.
- **APPEAL:** Female sensitivity, primarily for upscale, professional women on the go.
- **MARKETING STRATEGY:** Designed for female business. Wears well all day.
- **COMPATIBLE MUSIC STYLES:** Adult Contemporary, Singer/Songwriters, Mellow Adult Alternative, Adult Pop – Soft, Adult Pop – Upbeat, Family Friendly Pop, Adult Alternative for Divas.

SINGER/SONGWriters

- **PRODUCER:** Tom
- **ERA:** 70's to Present
- **DESCRIPTION:** Great songs from the best familiar and new contemporary singers and songwriters of today. To help introduce much of this new music in a comfortable and familiar setting, some iconic pop, moderate classic rock and great artist, great album memories are included in the mix to help introduce new music in a familiar context.
- **REPRESENTATIVE ARTISTS:** Paul Simon, Norah Jones, Van Morrison, Keb' Mo', Crosby Stills & Nash, John Gorka, James Taylor, Kim Ritchie, Jackson Browne, Greg Brown, Pieta Brown, John Mayer, John Hiatt, Mark Knopfler, Beth Orton, Nickel Creek, Shawn Colvin, Lyle Lovett, The Eagles, Bruce Cockburn, Bonnie Raitt, Dave Alvin, David Gray.
- **FEEL:** Variety, thoughtful, cool, atmospheric, not too mellow, not too loud. Great variety for sustained listening and maintaining interest.
- **APPEAL:** Quality, thoughtful, acoustic, calming, familiar, tasteful, cool.
- **MARKETING STRATEGY:** Casual dining, relaxed fast-casual, comfortable office, cafes, coffee/espresso, bookstores, boutiques, lifestyle brands.
- **COMPATIBLE MUSIC STYLES:** Mellow Adult Alternative, Adult Alternative, Acoustic Vocals & Instrumentals, Adult Contemporary.

SMOOTH JAZZ & VOCALS

- **PRODUCER:** Julia
- **ERA:** Contemporary

- **DESCRIPTION:** A moderate to comfortably upbeat mix of contemporary jazz instrumentals with a sprinkling of smooth adult pop, R&B and jazz vocals. This mix is stylish, romantic, and rhythmic, yet not overbearing. Excellent for sustained listening for both customers and employees.
- **FEEL:** Enough energy to support an atmosphere for shopping, working, or dining but soft enough to be relaxing and comforting.
- **APPEAL:** Passive listening and general public appeal.
- **REPRESENTATIVE ARTISTS:** Al Jarreau, David Sanborn, Peter White, Sade, Sting, Basia, Randy Crawford, The Rippingtons, Kenny G, George Benson.
- **MARKETING STRATEGY:** General public, on-hold, waiting/common areas, hotel lobby and lounge, grocers, drug stores, department stores, discount stores, medical, office building, gifts and sundries, home decorating, gift cards & stationery, cafes, delis, restaurants, fine lounges, business wear, semi-formal wear, lingerie.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz Instrumentals, Urban Adult, Eclectic Groove, Acid Jazz, Acoustic Vocals & Instrumentals, and Adult Pop – Soft, Modern Day Crooners.

SMOOTH JAZZ INSTRUMENTALS

- **PRODUCER:** Julia
- **ERA:** Contemporary
- **DESCRIPTION:** All instrumental. A select mix of smooth and soft jazz instrumentals that is easy to listen to all day without being disruptive. A great solution if you are looking for mass appeal.
- **REPRESENTATIVE ARTISTS:** George Benson, Acoustic Alchemy, Kenny G, Grover Washington Jr., Earl Klugh, Dave Koz, Peter White, Mindi Abair, Bob James, David Sanborn.
- **FEEL:** Easy feeling groove with a slightly urban lean. Relaxed and laid back, with a slight bounce. A great balance of tempo and textures for sustained listening pleasure.
- **APPEAL:** Mass appeal for adults from 20's-60's, especially females and professionals.
- **MARKETING STRATEGY:** Good for all-day play. Various clothing and apparel outlets, restaurants, banks, bookstores, family medical/dental clinics, auto dealerships, personal care, home accessories.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Urban Adult, Eclectic Groove, Acid Jazz, Acoustic Vocals & Instrumentals, Baroque & Chamber, and Adult Pop – Soft.

SPANISH CARAVAN

- **PRODUCER:** Spencer
- **ERA:** 60's - Today
- **DESCRIPTION:** A Spanish stew "Paella" for your consumption. Ingredients include the perfect mix of Latin jazz, flamenco, mambo, Brazilian jazz, cubop, salsa, Latin rock and Latin electronica. Contains vocals and Instrumentals for well-rounded rhythmic flavor!
- **REPRESENTATIVE ARTISTS:** Mongo Santamaria, Gal Costa, War, Flora Purim, Gato Barbieri, Santana, Celia Cruz, Gipsy Kings, Ozomatli, Tania Maria, Tito Puente, El Chicano, Joao & Astrud Gilberto, Cal Tjader, Pucho & The Latin Soul Brothers, Willie Bobo, Bernabe Deoron, Stan Getz, Brazil 66, Se Si, Bebel Gilberto, Theivery Corporation.



- **FEEL:** Lively percussion, driven, ranging from toe tappin' moderate to full-on heat. Uplifting and highly addictive without being overwhelming.
- **APPEAL:** Those who like to try something different. Cultured, artistic, energetic, creative, lifestyle-oriented, well traveled, social and opinionated. Wide age and income appeal. Great for sustained listening and works well in high traffic environments. A good strategy to implement in Latin neighborhoods and themes.
- **MARKETING STRATEGY:** Southwest cuisine, ethnic restaurants (basque-tapas Etc.), coffee houses, artsy bars, gourmet grocery stores, travel Agencies, airlines, cruise liners, cigar lounges-shops, import / export retailers, destination hotels, poolside, ethnic fast food chains (wraps etc..) summer or patio theme.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Instrumentals, Upbeat Jazz Instrumentals, World & Tropical Rhythms, Upbeat Chill and Chill Out, Latin Electronica.

STYLISH POP – UPBEAT

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** A mature mixture of adult contemporary pop, light indie rock, electronica, world-beat and light dance. Although many of the artists contained in this mix are considered "underground" the mix does contain a percentage of familiar artists and songs that fit with the stylish-contemporary format.
- **REPRESENTATIVE ARTISTS:** Goldfrapp, Morcheeba, Sade, Coldplay, Hooverphonic, Bitter:Sweet, Belle & Sebastian, Massive Attack, Frou Frou, Tahiti 80, Supreme Beings of Leisure, Jamiroquai, Saint Etienne, Stereolab, St. Germain, Zap Mama.
- **FEEL:** This program has been edited to exclude slower material (ballads, mood pieces) and focuses on mid to up-tempo energy levels.
- **APPEAL:** Predominantly female appeal, with a key age target of about 25.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores (candle shops, bath and body shops, book stores, coffee houses, import stores, any high end gift shop).
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out, Modern Soul, Acid Jazz, Gen Y Indie Pop.

TEEN FEMALE FASHION

- **PRODUCER:** Heather
- **ERA:** Contemporary
- **DESCRIPTION:** Upbeat teen, indie pop & rock boy/girl bands, retro-pop remixes, highly energetic and hip while appealing to the typical teen female demographic.
- **REPRESENTATIVE ARTISTS:** Rihanna, Pink, Taylor Swift, Demi Lovato, Michelle Branch, Girls Aloud, Dashboard Confessional, Jonas Brothers, Hilary Duff, Le Tigre, Jennifer Hudson, Gwen Stefani, CSS, Plain White T's, Anberlin, Miley Cyrus, Black Kids, Snow Patrol.
- **FEEL:** Upbeat, bouncy, gritty, fun and girlish.
- **APPEAL:** Geared toward female teens, ages 13 to 19 who embrace newness in music, attitude and fashion.
- **MARKETING STRATEGY:** Perfect for teen female fashion and apparel outlets, accessory shops,

teen shoe stores, teen departments, personal care and salons.

- **DAYPART:** All hours for teen fashion shops and other youth-oriented outlets.
- **COMPATIBLE MUSIC STYLES:** Gen Y Rock, Gen Y Pop, Alternative, Pop Divas.

TEJANO MIX

- **PRODUCER:** Eric
- **ERA:** Mid 80's to Present
- **DESCRIPTION:** The "Country of Latin Music". The traditional mixture of early Conjunto (accordion music combining waltz and bolero) performed by today's contemporary Tejano artists.
- **REPRESENTATIVE ARTISTS:** Grupo Limite, Gary Hobbs, Selena, Desperado, David Garza, La Fuga, Thalia, Los Palominos, Manolo Fernandez, Los Tigrillos, Grupo Tentacion, Pete Astudillo, Bronco, El Poder Del Norte and others.
- **FEEL:** A casual working class ambience for regional shopping, related business and dining.
- **APPEAL:** Strong male appeal could even provide the ambience for regional pubs and/ or sports bars.
- **MARKETING STRATEGY:** For regional businesses although, some of the music could blend with other music styles to reach a wider business spectrum. As a "stand-alone" format, it reaches food and service industries and small businesses, pubs, sports bars and certain dining applications.
- **COMPATIBLE MUSIC STYLES:** Viva Mexicana, Mariachi Mix.

TOP 40 HITS

- **PRODUCER:** Heather
- **ERA:** Contemporary
- **DESCRIPTION:** A variety of trendy, mainstream pop and "older" cuts from the 80's to the present. Styles include current top 40, R&B and alternative as well as classic pop from the 80's and 90's to present.
- **REPRESENTATIVE ARTISTS:** Natasha Bedingfield, Mariah Carey, Miley Cyrus, Daughtry, Fergie, Jonas Brothers, Madonna, Maroon 5, Pink, Prima J, Pussycat Dolls, Rihanna, Justin Timberlake.
- **FEEL:** Very representative of the current pop chart. Lots of mixed energy from ballads to rockin'!
- **APPEAL:** Extreme mass appeal from kids to younger adults and beyond. Very mainstream acceptance.
- **MARKETING STRATEGY:** Mainstream, trendy, and youth-oriented fashion stores, active fast food hangouts. Active, contemporary, lounge bar & grills, college hangouts, trendy hair salons, accessories/earrings, shoes, youthful departments.
- **COMPATIBLE MUSIC STYLES:** Alternative, Club & Dance, Hot AC, Teen Female Fashion, Pop Divas.

TOTALLY AWESOME EIGHTIES

- **PRODUCER:** Shannon
- **ERA:** 80's
- **DESCRIPTION:** Pastels were big and so was the hair! Aerobics and hypoallergenic makeup became commonplace as first generation rock superstars became more health conscious. And that was just the men! This program is a nostalgic walk back to the 80's, from the inception of MTV to the discovery of lip-synching pop bands. All of the pop radio superstars from 1980-1989 are covered (including a few spiked hair and skinny tie bands you may have forgotten) in this fun and familiar program.



- **REPRESENTATIVE ARTISTS:** Michael Jackson, Blondie, Madonna, Duran Duran, Prince, Bruce Springsteen, Cyndi Lauper, Go-Go's, U2, Culture Club, R.E.M., Eurhythms, Huey Lewis & The News, Tears For Fears, INXS Madness, ABC, Men At Work, B-52s, Police, Motels, Stray Cats, Talking Heads, Joe Jackson, Wang Chung, Dire Straits, Billy Idol.
- **FEEL:** Awesome fun, lively, familiar, happy.
- **APPEAL:** Multi-generational—baby boomers and their kids.
- **MARKETING STRATEGY:** Trendy-thematic and retro fashion locations, active fast food hangouts, Gen-x and college bars and restaurants, trendy hair salons, vintage clothing stores, youth-oriented locations.
- **COMPATIBLE MUSIC STYLES:** Alternative, Jukebox Classics, 70's Mix, Old School Funk, Bar "Happy Hour", Brit Pop.

TROPICAL TRADEWINDS

- **PRODUCER:** Leroy
- **ERA:** 70's to Present
- **DESCRIPTION:** A light and breezy feel of tropical songs and instrumentals, which typify a relaxing musical getaway.
- **REPRESENTATIVE ARTISTS:** Maxi Priest, Al Jarreau, Jimmy Buffett, Christopher Cross, The Beach Boys, Aswad, Robert Palmer, Paul Simon, Spyro Gyra, Enya, Earl Klugh, Keola Beamer, Kepena.
- **APPEAL:** Caribbean in essence and rhythm yet familiar to a wide audience.
- **FEEL:** A free flowing blend of music that typifies the feeling of a warm and sunny vacation getaway. The mood is happy and uplifting.
- **MARKETING STRATEGY:** Travel agencies, theme restaurants, various clothing and apparel outlets, and sports apparel outlets, golf shops, cafes, tropical aquarium stores, gift shops, and tropical destinations.
- **COMPATIBLE MUSIC STYLES:** Brazilian Styles, World & Tropical Rhythms, Reggae, Smooth Jazz Instrumentals, Latin Jazz.

UPBEAT CHILL

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** An eclectic mix of house, trip hop, world beat, drum and bass and underground pop; rich with lush melodies and sustaining textures. Although the overall tempo of the music is upbeat the mood of the mix is consistently mellow, often jazzy. Upbeat Chill relies heavily on synthetic rhythm and melody, with less emphasis on vocals and live instrumentation.
- **REPRESENTATIVE ARTISTS:** Groove Armada, The Freestylers, Dimitri from Paris, St. Germain, Gus Gus, Mum, Layo and Bushwacka, Rinocerose, Miguel Migs, LTJ Bukem, Blue 6, Beanfield, Rae and Christian, Mr. Scruff, DZihan and Kamien, Herbert, Masters at Work.
- **FEEL:** The majority of the selections are instrumental and designed to create a relaxed yet social mood. Friendly and elegant.
- **APPEAL:** This mix should strongly appeal to stylish males and females in their late teens to early 30's. Club goers. Late night cocktails. Upbeat shoppers looking for the latest in fashion. Hip & casual bar or hotel lounge.

- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores in general.
- **COMPATIBLE MUSIC STYLES:** Similar to stylish pop in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections. Very similar to the chill out mix, but with faster tempos and a bit more energy. Other compatible mixes include: Acid Jazz, Modern Soul, World & Tropical Rhythms and Spanish Caravan.

UPBEAT JAZZ & VOCALS

- **PRODUCER:** Julia
- **ERA:** 40's to Present
- **DESCRIPTION:** Upbeat jazz instrumentals and vocals from the legendary masters to the leaders in the field today. A touch of swing, R&B and blues adds some snap, pop and sizzle.
- **REPRESENTATIVE ARTISTS:** Louis Armstrong, Oscar Peterson, Ella Fitzgerald, Harry Connick Jr., Count Basie, Miles Davis, Chet Baker, Diana Krall, Frank Sinatra, Billie Holiday.
- **FEEL:** Lively. From moderate to mostly upbeat.
- **APPEAL:** Wide appeal. Sophisticated, cultured, intellectual, energetic, social, suave.
- **MARKETING STRATEGY:** Active bar & grill/steakhouse/lounge/casual upscale restaurants, active business wear, casual upscale sportswear/weekend wear, coffee/espresso/books, and hotel lounge.
- **COMPATIBLE MUSIC STYLES:** Big Band, Eclectic Groove, Smooth Jazz Instrumentals, Electric Blues, Zesty Italian Blend, Rat Pack

UPBEAT JAZZ INSTRUMENTALS

- **PRODUCER:** Julia
- **ERA:** Classic to Present
- **DESCRIPTION:** For those who only want instrumentals and consider vocals to be intrusive, we bring you this mix which is consistently and comfortably upbeat. Great artistry that stays very melodic with emphasis on strong melodies. Spans many decades of great jazz from the 50's through today.
- **REPRESENTATIVE ARTISTS:** Miles Davis, Dizzy Gillespie, Wes Montgomery, Cannonball Adderly, Freddie Hubbard, Horace Silver, J.J. Johnson, Modern Jazz Quartet, and Dexter Gordon.
- **FEEL:** Upbeat and grooving but not too intense; very melodic and very little soloing.
- **APPEAL:** Mass appeal.
- **MARKETING STRATEGY:** Sophisticated but casual restaurants and bars, coffee houses, bookstores, professional clothiers.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals, Big Band, Rat Pack, Zesty Italian Blend.

UPBEAT JAZZ VOCALS

- **PRODUCER:** Julia
- **ERA:** Classic
- **DESCRIPTION:** Upbeat Jazz Vocals only (no instrumentals). This mix is more melodic, familiar and less intrusive than mixing in the instrumentals. Jazz legends from the past and present all come together in this snappy presentation.
- **REPRESENTATIVE ARTISTS:** Diana Krall, Ella Fitzgerald, Louis Armstrong, Chet Baker, Frank Sinatra, Tony



Bennett, Harry Connick Jr., Joe Williams, Sarah Vaughan, Billie Holiday.

- **FEEL:** Comfortably upbeat from a swinging medium to lively up tempo but never overbearing.
- **APPEAL:** Wide Appeal; fun-loving, energetic, cultured, sophisticated.
- **MARKETING STRATEGY:** Active bar & grill/steakhouse, lounge, casual upscale restaurant, active business wear, casual upscale.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals, Upbeat Jazz Instrumentals, Big Band, Romantic Jazz & Standards, Electric Blues, Acid Jazz, Dinner Party.

UPBEAT ROCK

- **PRODUCER:** Traci
- **ERA:** 60's - Today
- **DESCRIPTION:** An upbeat, pumpin' jukebox full of pop/rock, new wave and alternative from the birth of hard rock in the mid 60's up to the present.
- **REPRESENTATIVE ARTISTS:** Blues Traveler, Aerosmith, Jeff Beck, Cake, Blondie, Barenaked Ladies, Van Halen, The Cure, Rolling Stones, Goo Goo Dolls, Oasis, Cream, Foo Fighters, U2, Franz Ferdinand, Bruce Springsteen, Red Hot Chili Peppers, The Killers, Wolfmother, Arctic Monkeys.
- **FEEL:** Constantly upbeat, high energy with strong, rhythmic beats.
- **APPEAL:** Strong, male appeal; fun, boisterous, high-energy, social, meeting friends.
- **MARKETING STRATEGY:** Workouts, peak-time bars, casual wear, jeans & tee shirts, fast food in hip areas, off-campus lifestyle.
- **COMPATIBLE MUSIC STYLES:** Classic Rock, Alternative, Adult Pop - Upbeat, Electric Blues, Adult Alternative.

URBAN & RAP

- **PRODUCER:** Carlos
- **ERA:** Contemporary
- **DESCRIPTION:** Assorted hip hop vibes of urban, rap, R&B. Focus is on current urban chart hits as well as album cuts, with an upbeat "party" feel. Tempo does vary from down to mid-up, but the energy and mood will provide a constant upbeat feel.
- **REPRESENTATIVE ARTISTS:** Akon, Ashanti, Bow Wow, Chris Brown, Fat Joe, The Game, Alicia Keys, Sean Kingston, Lil' Wayne, Lloyd, Ludacris, Lupe Fiasco, Ne-Yo, Rihanna, The Roots, T.I., T-Pain, Young Jeezy.
- **FEEL:** Urgent, funky, street-smart, bold and youthful. The energy varies from a laid back funk to bass-driven hip-hop beats.
- **APPEAL:** Strong male appeal, but smooth enough for female listeners. Geared towards primarily youth to young adults.
- **MARKETING STRATEGY:** Youth fashion, street-smart fashion and extreme sports, game rooms, urban-wear departments, fast food hangouts, off-campus locations.
- **COMPATIBLE MUSIC STYLES:** Old School Funk, Modern Soul, Urban Adult, Hip Hop.

URBAN ADULT

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** The urban adult mix journeys through time with a smooth and polished mix of softer R&B and soul rooted in quiet storm and adult contemporary. Focusing on soulful, meaningful

lyrics instead of today's sexual innuendos, its broad range and depth of great music has great crossover appeal and is intended for more than just women who want to hear ballads and welcomes those seeking more than contemporary urban radio formats.

- **REPRESENTATIVE ARTISTS:** 112, Anita Baker, Boyz II Men, Natalie Cole, The Commodores, Chico DeBarge, Johnny Gill, Heatwave, Teena Marie, Maxwell, Brian McKnight, Prince, Jill Scott.
- **FEEL:** Classic, relaxed, romantic and sophisticated with a "GQ," professional, urban vibe. Tempo varies from slow ballads to mid-tempo, on a scale of 1-5, with 1 being slow/ballad and 5 being fast, this mix stays a consistent 1-3.
- **APPEAL:** Any establishments wanting tasteful urban and soulful sounds with a broad timeline.
- **MARKETING STRATEGY:** Fine clothiers, casual and fine dining; cafes, restaurants, coffee shops and boutiques appealing to urban professionals and families.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Pop Hits, Soft Pop, Modern Soul, Classic R&B.

URBAN ADULT - UPBEAT

- **PRODUCER:** Sean
- **ERA:** Contemporary
- **DESCRIPTION:** Leaning more toward urban adult 'Hipsters', this mix boasts a variety of urban styles, modern soul, contemporary R&B, pop/dance, hip hop, rap, duets w/hip hop and R&B divas all work together to form some of the best head-boppin', feel good jams in the business world.
- **REPRESENTATIVE ARTISTS:** 112, Aaliyah, India.Arie, Mary J. Blige, Bootsy Collins, Donnie, Floetry, Goapele, Anthony Hamilton, Janet Jackson, Jazzanova, Joe, R. Kelly, Alicia Keys, John Legend, Outkast, Musiq, Rahsaan Patterson, Prince, Raphael Saadiq, Slave, Angie Stone, Robin Thicke, Charlie Wilson.
- **FEEL:** Up-tempo, timeless, positive, professional, urban vibe. Tempo varies from mid-tempo to up-tempo, on a scale of 1-5, with 1 being slow/ballad and 5 being fast, this mix stays a consistent 3-4.
- **APPEAL:** Tasteful, funky, reflective, familiar. Music with a moderate to upbeat pace, suited for long-term listening and enjoyment.
- **MARKETING STRATEGY:** Fine clothiers, casual and fine dining; cafes, restaurants, coffee shops and boutiques appealing to urban professionals and families.
- **COMPATIBLE MUSIC STYLES:** Modern Soul, Classic R&B, Old School 80's & 90's, Urban Adult.

VIVAMEXICANA

- **PRODUCER:** Carla
- **ERA:** Contemporary
- **DESCRIPTION:** Diverse regional Mexican music styles including mariachi, tejano, norteno, banda, and rancho. Upbeat and rich with the flavor and spirit of Mexico.
- **REPRESENTATIVE ARTISTS:** Mariachi Sol De Mexico, Gary Hobbs, David Olivarez, Los Texas Tornados, Selena, Gerardo Reyes, Banda Bonnita, Flaco Jimenez, Leo Dan, Los Inquietos Del Norte, Yolanda Del Rio, Trio Los Panchos, Grupo Tentacion, Olga Tanon, Los Super Seven, Pete Astudillo, Santa Elena, Pham.
- **FEEL:** An upbeat and rhythmic collection.



- **APPEAL:** Mainstream family, broad appeal for restaurant or cantina.
- **MARKETING STRATEGY:** Mexican restaurants, cafes and lounges, along with regional clothing retailers, hardware and garden supply stores, auto supply centers, garages, theme pubs, food markets.
- **COMPATIBLE MUSIC STYLES:** Latin Pop Hits, Salsa & Merengue, and Spanish Caravan.

WORLD & TROPICAL RHYTHMS

- **PRODUCER:** Shannon
- **ERA:** 70's to Present
- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting.
- **REPRESENTATIVE ARTISTS:** Afro Celt Sound System, Bob Marley, Gipsy Kings, Angelique Kidjo, The Chieftains, Paul Simon, Los Lobos, Bebel Gilberto, Nusrat Fateh Ali Khan, Talvin Singh, Ravi Shankar, Peter Gabriel.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious.
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies.

COMPATIBLE MUSIC STYLES: Upbeat Chill, Chill Out, Reggae and Spanish Caravan.

WORLD & TROPICAL RHYTHMS - ELECTRONIC

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting. This particular mix focuses on electronically driven world music.
- **REPRESENTATIVE ARTISTS:** Afro Celt Sound System, Brazilian Girls, Angelique Kidjo, Bebel Gilberto, DZihan and Kamien, Thievery Corporation, Talvin Singh, Joi, Mo' Horizons, Soulstance, and others.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious.
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies.
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out and Spanish Caravan.

WORLD AND TROPICAL RHYTHMS -- INSTRUMENTAL

- **PRODUCER:** Spencer
- **ERA:** Contemporary
- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and

international setting. This particular mix focuses on instrumental world music (no vocals).

- **REPRESENTATIVE ARTISTS:** Gipsy Kings, The Chieftains, Ravi Shankar, Afro Celt Sound System, Keola Beamer, Jesse Cook, Ottmar Liebert, Willie and Lobo.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious.
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies.
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out, Latin Jazz and Spanish Caravan.

WORLD AND TROPICAL RHYTHMS - ORGANIC

- **PRODUCER:** Spencer
- **ERA:** 70's - Present
- **DESCRIPTION:** A more "rootsy" or "organic" version of world music without being too contemporary or electronic based. This particular mix focuses on more traditional world music.
- **REPRESENTATIVE ARTISTS:** Bob Marley, Gipsy Kings, The Chieftains, Paul Simon, Los Lobos, Talvin Singh, Ravi Shankar, Joe Arroyo, Buena Vista Social Club, Angelique Kidjo, Miriam Makeba, Youssou N'Dour, Willie and Lobo, and others.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious.
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Jazz, Reggae.

ZESTY ITALIAN BLEND

- **PRODUCER:** Eric
- **ERA:** Mostly classic
- **DESCRIPTION:** A zesty and lively mix of Italian crooners, Italian/American vocal legends, opera and festive Italian instrumentals featuring mandolins.
- **REPRESENTATIVE ARTISTS:** The Three Tenors, Paolo Conte, Lou Monte, Louis Prima, Frank Sinatra, Tony Bennett, Pink Martini, Bobby Darin, Dean Martin.
- **FEEL:** Energetic, contemporary, lively; can stand up and support a very busy, noisy, lively environment with hard surfaces.
- **APPEAL:** Very broad; couples, families, professionals.
- **MARKETING STRATEGY:** Contemporary or traditional Italian restaurants and bistros.
- **COMPATIBLE MUSIC STYLES:** Romantic Italian Mix for mellow, romantic day parts, Rat Pack, Upbeat Jazz Vocals, Big Band.



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