



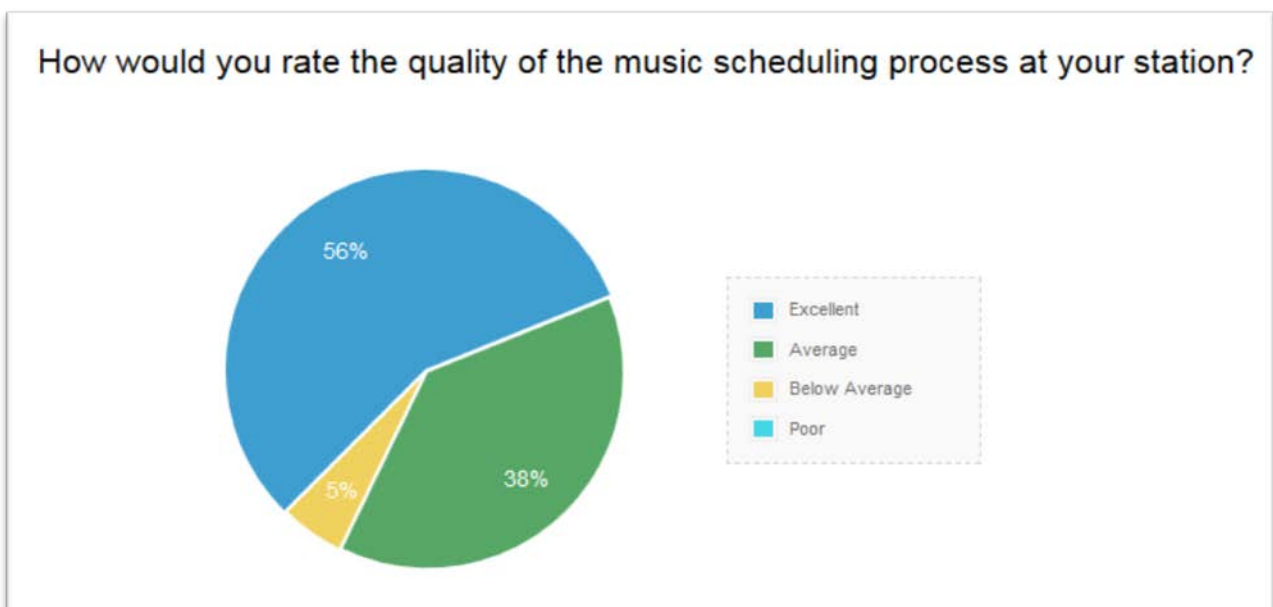
# LUND MEDIA RESEARCH

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## 2017 Lund Music Scheduling Survey

Hundreds of Lund Letter readers participated in our music scheduling survey, including readers from the US, Canada, and some overseas. The results show the task of selecting music is challenging – and all stations are looking for improvement in this important task. We thank our readers for their replies.

The following are the results we found interesting, starting with the current state of respondents' music scheduling.



A little more than half of respondents rate the quality of their music scheduling as “excellent.”

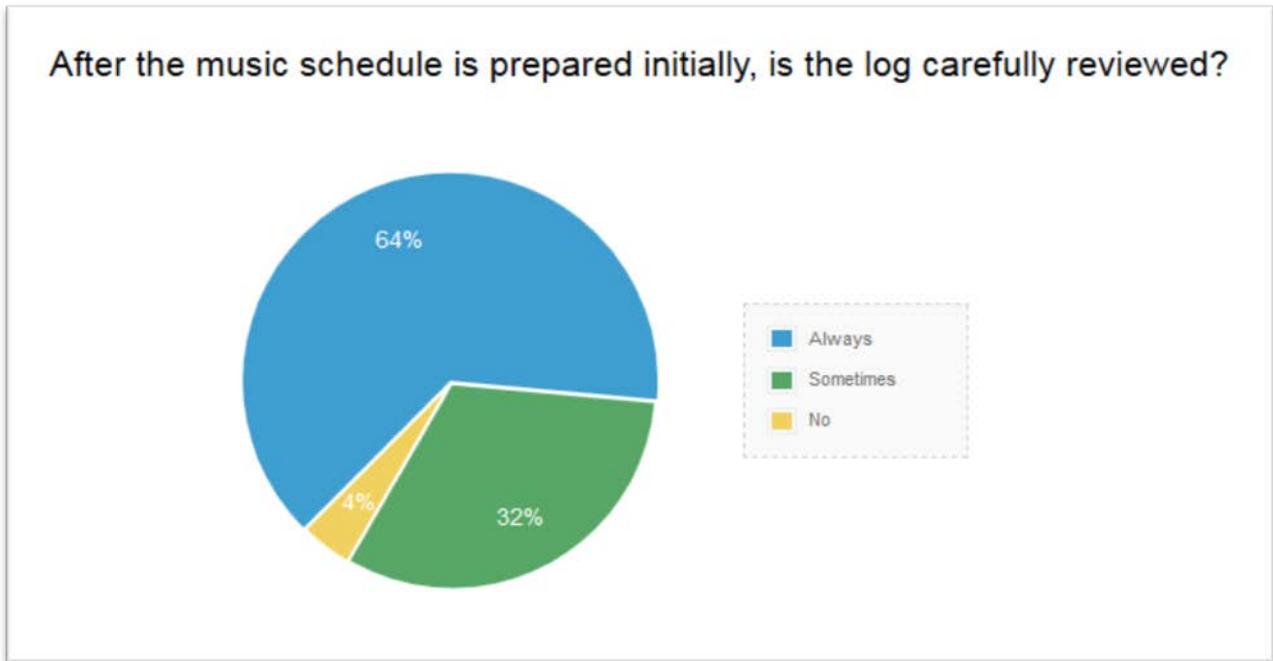


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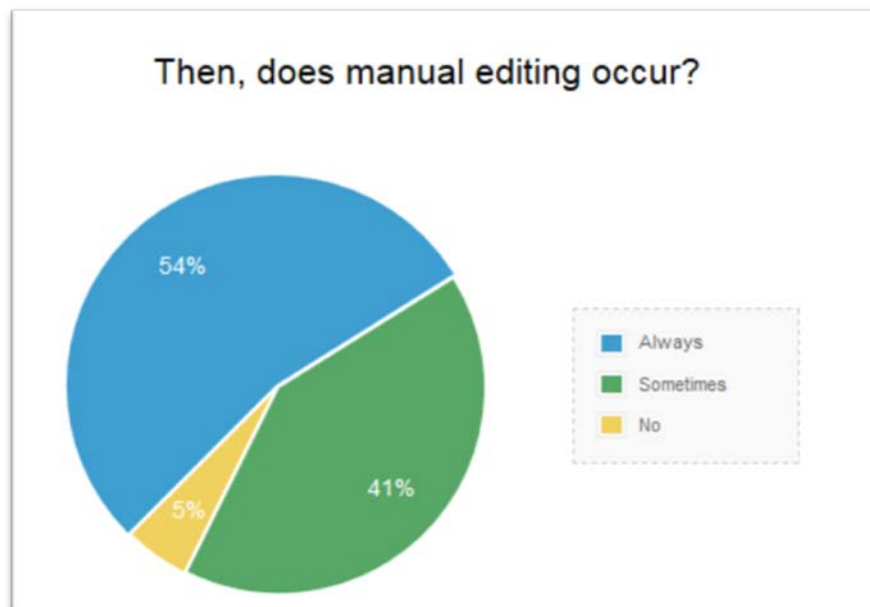
2017 Lund Music Scheduling Survey

Conducted June/July 2017.

After the music schedule is prepared initially, is the log carefully reviewed? Close to two-thirds say “always.”



Does manual editing occur afterward? About half of respondents say “always.”



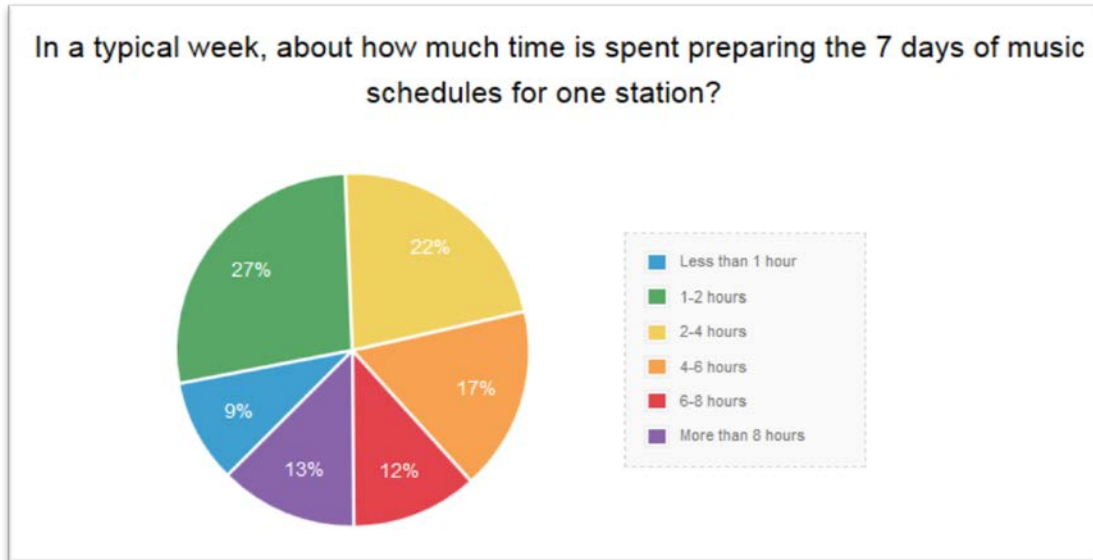


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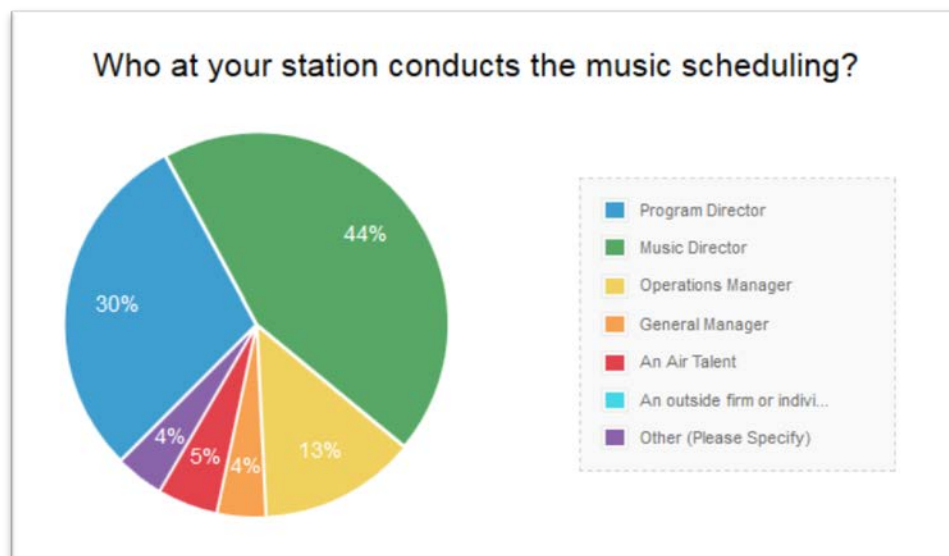
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How much time is spent preparing the 7 days of music schedules for one station? This question brought a wide range of responses – from less than an hour to more than 8 hours. Those in larger markets tend to spend the most time scheduling music, 6+ hours a week.



The individual at the station who conducts the music scheduling is typically the Music Director or Program Director.



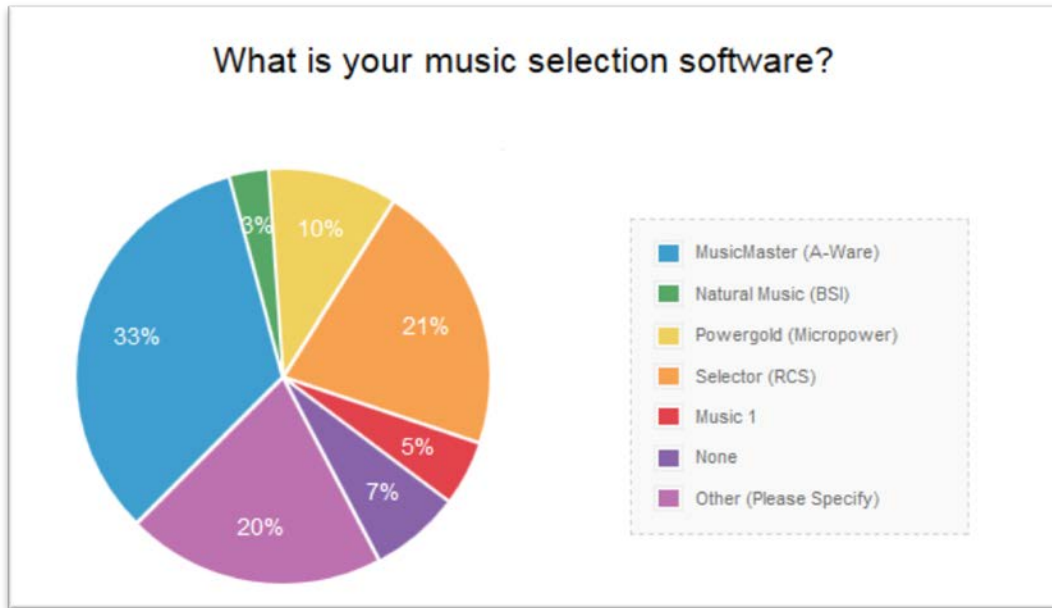


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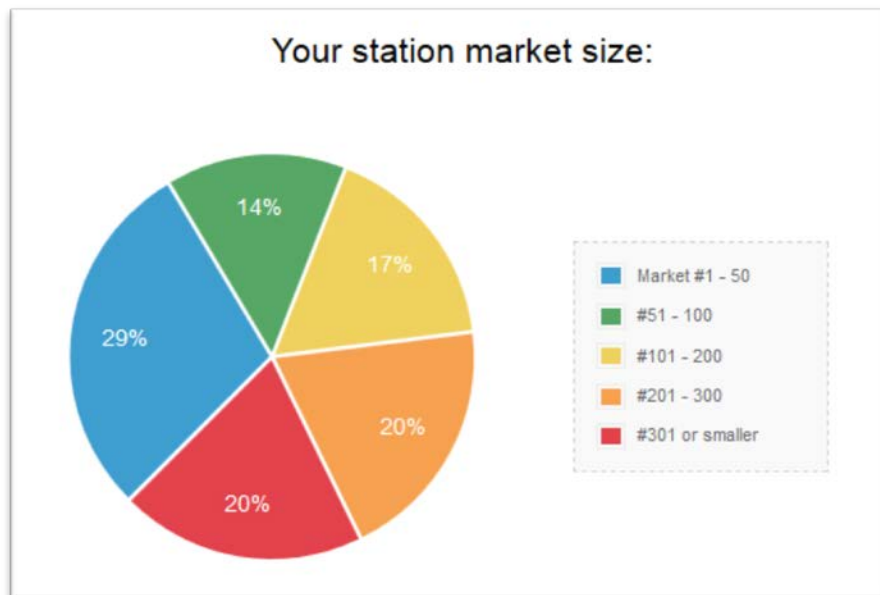
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About two-thirds of the sample use one of the “big three” software systems - Music Master, Selector, and Powergold.



This survey had a good sample from stations in all market sizes.





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2017 Lund Music Scheduling Survey

Conducted June/July 2017.

Close to half of the sample (46%) expressed interest in a service that would prepare the daily music logs remotely. This includes those in all market sizes.

If a service were available that includes remotely preparing your daily music logs and sending the files to your automation, how likely is it that you would be interested?

