

Radio Impact Score, Weekly Scoring Worksheet

HOT SLICE CREATIVE · PROPRIETARY · v3 · 2026

Tour / Artist	Report date	Week #	Prior week RIS

Confirmed means documented via radio tracker, label report, or station or promoter confirmation. Never assumed. This instrument is deterministic: observe, count, look up.

COMPONENT A · REACH · max 25 pts

Classify the single strongest confirmed radio support on the campaign.

Strongest confirmed support	Pts	Circle	COMPONENT A
National platform: SiriusXM channel add, or nationally syndicated program	25		____ / 25
Multiple commercial terrestrial stations across 2+ regions	20		
Single commercial terrestrial station, or multiple non-commercial stations	13		
Non-commercial / college / community only	8		
Specialty-show presence only (any station class)	5		
No confirmed radio support	0		

COMPONENT B · ROTATION · max 30 pts

Highest documented sustained rotation anywhere on the campaign. Sustained means spins in two or more consecutive tracked weeks. One dark week inside an otherwise continuous run does not break the streak.

Rotation level (documented)	Pts	Circle	COMPONENT B
Heavy, 10+ spins/week, sustained	30		____ / 30
Medium, 5 to 9 spins/week	22		
Light, 2 to 4 spins/week	12		
Weekly / specialty, 1 spin per week	8		
Test spins, any level, not sustained	4		
None documented	0		

Calibration note: bands drawn from 462 station-week observations on the founding case study. Promoter 'Heavy' begins at 10 spins/week. 89 percent of active station-weeks were exactly 1 spin per week.

COMPONENT C · MARKET ALIGNMENT · max 25 pts

Radio only sells tickets where the tour is going. Two countable sub-conditions.

C1, Coverage, max 15. Of all tour markets, what percentage have at least one confirmed supporting station in or serving that market?

Total tour markets	Markets with confirmed support	Coverage %

Tour markets with confirmed station support	Pts	Circle
60% or more	15	
40 to 59%	11	
20 to 39%	7	
Under 20%, but at least one market	3	
Zero	0	

C1 COVERAGE

_____ / 15

C2, Show-level support, max 10. Stations mentioning the show itself: date reads, ticket giveaways, presented-by tags, local promotion.

Observed	Pts	Circle
Confirmed show-level promotion in 3+ tour markets	10	
Confirmed in 1 to 2 tour markets	6	
Airplay only, no show mentions anywhere	2	
No radio support	0	

C2 SHOW-LEVEL

_____ / 10

COMPONENT D · TIMING · max 20 pts

The same spins have different value depending on when they arrive relative to the sales cycle.

Pattern observed	Pts	Circle
Began before tickets went on sale and sustained through the presale window	20	
Began during the presale window and sustained	14	
Began during presale, sporadic, not sustained	8	
Arrived only after demand was established (markets already 30%+ sold)	5	
Post-tour or none	0	

COMPONENT D

_____ / 20

FINAL RIS · TIER · THS MAPPING

A

+

B

+

C1

+

C2

+

D

=

RIS

____ /100

____ /25

____ /30

____ /15

____ /10

____ /20

RIS	Tier	Strategic read	Circle
80-100	Conversion engine	Radio is actively driving tickets. Align routing and spend to it.	
60-79	Meaningful support	Radio is contributing. Push for show-level promotion in covered markets.	
35-59	Present, limited	Support exists but is not structured to sell tickets. Fix coverage or timing before buying more.	
Under 35	Not a factor	Do not credit radio in tour projections this cycle.	

Mapping into the Tour Health Score, Input 5, radio channel

RIS	80-100	60-79	35-59	1-34	0
THS radio points	5	4	2	1	0

The Tour Health Score remains a 100-point instrument. This replaces the flat radio checkbox in Input 5. Nothing else changes.

PRIORITY ACTIONS THIS WEEK

1.
2.
3.

Raw spin counts lie. In the founding case study the highest spin count in the entire campaign belonged to a college station in a market the tour never visited. Reach times Rotation times Alignment is the whole instrument.

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