



INDUSTRY ADVICE

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press & radio

Program Directors on commercial radio stations select the right DJ's for suitable station formats - normally selected for their personalities and not necessarily their musical knowledge! The music played is normally selected for the radio DJ's by the Music & Programming Directors of the radio station (except for community radio stations - unless they receive sponsoring by a record company!)

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Revenue for commercial radio stations is obtained from selling airtime to Advertisers & Sponsors. The stations select a format to attract a large audience - in turn hoping to deliver to the advertisers.

Different formats attract varying demographics - therefore the station's aim is to select music that appeals to the audience of which they are promoting for their advertisers.

Record Labels send radio stations "promo" copies of their new releases.

They also provide the stations with "radio one sheets" that detail promotional plans, artist BIO information and other relative info aimed at gaining the attention of the Music Directors (also enticing them with label support and favours to get their product played on the stations).

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To promote material from a new artist or band, there is more opportunity to be found at local or community radio stations.

Understand that these stations are receiving quite a lot of material every day already - so you must be ready to show your professionalism & business attitude. Be extremely patient dealing with radio stations - never rock the boat - always remember - be polite & friendly!

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You may even consider sending a full "kit" to community radio stations - including enticing goodies - or even carefully plan a series of "kits" that will get their minds boggling - then surprise them with your final "kit" containing your promo material!

Always follow up your submission to a radio station - they do receive a lot of material and you'll have to remember to be understanding (and persistent at the same time!)

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