



Global Network Music to Radio Promotions Process

(How we promote your song to radio)

RECORDS TO RADIO STATIONS PROMOTION

Getting your music onto radio is a time consuming project. Few bands/artists realize how much dedication and work it takes to get a song on the radio. The general assumption is that it's as easy as contacting a friend at your favorite radio station. **NOT** anymore, with PPM/Arbitron monitoring software running on reporting radio stations. This software was put in place during the great radio shake up in 2009 - costing over 200+ Music/Program Directors their jobs, cutting out 95% of the payola program (Play for Pay Program). A friend at a local radio station being monitored by PPM can get you a few promotions or feature spins (4 or 6). Let's make this very clear: that's not rotations spins. Rotation spins of 10 to 15+ spins a week for at least a month is what's required to give a song an honest chance to catch fire and spread. Make this happen at five radio station in great markets, and the song has the potential to spread nationally. This requires the promoter/station relationship only selected marketers can provide. After your music is delivered through (DMDSS) the new Digital Music Delivery Server System and made available nationally for Program Directors to review for their station air play.

2010 brought a new innovative process that now actually allows a fair opportunity for artists to get their music into radio rotation. It starts with Digital Music Upload Server Service (DMDSS). Once the song's production /studio process is completed and the song is ready for the delivery to server upload (DMDSS). Today's record promoters use this legal process to get your song into the Music/Program Director available play list directory.

Global Network Promotions can distribute your music to hundreds of radio stations and their play lists, using the (DMDSS) system process that is only accessible to authorized radio media and marketing companies. Afterwards, a 14 Day circulation period is necessary for the first activity report to be made available to the identified record promoter company, identifying the radio stations that have downloaded and shown an interest in playing your music in their market that's only phase one of the road to regular rotation.

The burden of pursuing airplay can be alleviated by hiring a professional record promoter representative. A professional record promotions company, through established radio relationships, can encourage Music Directors to play your music, moving your music towards regular rotation. Global Network Promotions has those relationships, nationally and Internationally.

THE RECORD PROMOTER

Global Network Promotions communicates with music directors to obtain as much airplay for a client as possible. Music Directors receive anywhere from 25-50 new submissions EACH WEEK from major record and independent labels, and of course, independent groups or artists. For College Campus Radio, the figure is closer to 50-100 per week. Can you imagine having to listen to each one? They honestly put their best effort forward, and many Music Directors are there on a volunteer basis, also taking tracking calls throughout the week - that's a lot of work.

For commercial market radio, priority rotation 'Record adds' the promoter duties is to convince the music director why he/she should add your song to their radio playlist. This is why your song content, web presence, social fan base and industry activity plays and active industry involvement is a very important role for breaking music onto radio.

If you haven't already decided on a "single", Global Network Promotions will assist you in selecting which of your songs will have the best chance at securing airplay. If you're not sure which format your CD belongs in GNP will help you. **Many artists and labels waste time, money, and resources by sending music to the wrong radio market.**

SPINS

Artists/groups that go to major market reporting stations in any format stand a chance at "charting". Chart numbers are now based on number of "peak spins" a song receives from the total number of stations paying the record. Digital download sales and video presence. The more reporting stations and sources, where you achieve airplay and visibility - the higher your chart number will be. If you start charting and "building a story" about your music, you will be able to take things to the next level - support tours. A song must receive 1200 peak rotation spins before the song can place on the A Markets.

STATION REVIEW

Once Global Network Promotions gets the music director to listen and spin the song, the promoter will provide the artist/group with weekly or biweekly spin reports. Reports cover exactly what's happening with radio, who is considering it for a "station add," who needs to listen more, who it's not suited to, who doesn't like it and won't be adding it, or who does like it and will start by giving it "feature" airplay. The feature can be anything from simply playing the single once, to extensively, as in playing several cuts from the song along with a "live" radio phone interview with the artist or group. If you begin to get airplay, your promoter should supply you with weekly tracking sheets. These sheets can be used to help you distribute your CD to areas where your song is being heard, book shows in the markets you are being heard in, and help get interviews in those cities and develop your fan base.

WHAT DO YOU WANT TO ACCOMPLISH?

Another important aspect to consider when looking to approach a record promoter with your song is what you want to accomplish. Do you want to chart nationally or are you looking to sell down loads and obtain gigs to build up your fan base locally? You need to take a serious look at this factor, as it will determine how large a geographic market you will ultimately promote your CD in.

MAKE SURE YOUR PRODUCT IS PROPERLY LABELED!

It's important to have your content graphics professionally designed, so when the Music Director research your material, he or she will know you are serious about your brand and want them to listen to your music. Standard formatting for (DMDSS) upload to radio stations should include: A short bio with Events & Discography Info, a list of stations already playing your song (if applicable), the single you are pushing, professionally designed CD Cover and all social media/personal sites info.

GLOBAL NETWORK PROMOTIONS

At Global Network Promotions, we perform a material review, providing you with feedback ,before we deliver your song to music reporting and coding agencies as our service policy. We then, follow up with a search after (72) hours to make sure it's uploaded correctly and your music is in the databases to receive spin credits as a bonus. We also create your iTunes account with each upload for your billboard credits, royalties and sales revenue.

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