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**5 Sure Fire Ways to Get Radio Play for Your "Independent" Music!**

By Ty Cohen

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You have to find radio airplay time if you're going to be heard and we're not just talking the local college campus. The trick is called promotion. Now that doesn't mean you just put your press kit in an envelope with a demo and hope they take pity on you. Perhaps you call a station and they give you the standard pitch of, "Send it and if we like it we'll put you in rotation." After a few months of never hearing your music, you automatically think you're not worthy.

First, don't buy that. You're one of hundreds, maybe even thousands depending on your city. Your disc will probably end up in the trash or, for more enterprising DJ's, on Ebay in a one-cent CD sale. If you want to be heard and make potential sales, you have to stand out from the crowd, and in this jewel of an article, I'll show you Five(5) Knock `em Dead Ways to Do Just That!:

#1 – Get your CD into the right hands. The intern that's too busy to getting coffee or typing up a report for the station manager isn't going to be the one making the airplay decision. So find out who the head honcho is in that department and touch base with them. If the club you're playing at charges an admission or you have a show coming up offer to send the stations tickets to give away to listeners. Now keep in mind you can't give the tickets to the staff, since that's illegal and called payola, but you can offer free giveaway items to your potential audience.

#2 – If you've got one station in your pocket, then drop names. Let them know that WABC is playing your music and it's getting a great response.

#3 – Make genuine friends in the business. If you've got a disc jockey that's got you in rotation and really likes your sound, get to know them. Find out why they enjoy it and see if they've gotten any responses from listeners. If they haven't, ask if perhaps they might Q & A their callers about your music so you get a feel for your target audience. It's not a bad idea to ask them for a testimonial or quote if they're well known in your area if you know them personally. People help people. That's a fact so if you treat your area disc jockeys like a living and breathing human and not dollar signs, that's a foot in the door. Another good source is club owners. If they play your music and the fans go nuts ask them to say a few words about your sound that you can pass along to prospective stations, but be sure to sit down

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for a drink with them. Ask them about the picture of him and the woman and two kids behind the Magic Kingdom. Don't be fake, but be genuinely interested.

#4 – Network. Find out if someone you know (or someone they know) has connections to the music stations. Remember six degrees of separation – you're only six people away from knowing anyone on the planet and yes that includes station managers, concert promoters and record execs. The trick is it takes a great deal of work and time, but if you're serious, it's well worth it.

#5 – Go local, state, national. Don't think you're going to skip your local and state stations and be the next Matchbox Twenty. It doesn't work that way. Start small and then get big.

Making contacts and getting names can be tough, that's why you should start with a tested and proven

music industry resource like The Industry Yellow Pages – Music Industry Contact Directory at <http://www.TheIndustryYellowPages.com>

The TIYP is helpful and loaded with contacts you can start using immediately without doing all the legwork yourself.

This article was written by Ty Cohen, the music industry's most recognizable voice! Ty is the C.E.O of Platinum Millennium Publishing, Platinum Millennium Records as well as owner of [www.MusicContracts101.com](http://www.MusicContracts101.com) and [www.MusicIndustrySuccess.com](http://www.MusicIndustrySuccess.com). To find out more about Ty Cohen, his services, products and how he may be able to help you succeed in the music industry go to <http://www.MusicIndustrySuccess.com>.

### **Top 10 Place to Download Music Online**

**By Syd Johnson**

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You can legally purchase and download music from these major online music retailers.

1. iTunes.com – you can download music from this site which has one of the largest online catalogs. iTunes customers have bought over 200 million MP3 Downloads so far and it shows now sign of slowing down. Create online mixes, link to over 1,000 radio stations across the country, download music directly to your iPod or even purchase an iPod if you don't have one. This music catalog gives you access to almost every music genre that exists. There are also free samples available on a regular basis. No mystery here. Apple lists the date directly on the front page so you know when to come back and download music for free. Free music on a schedule. Excellent!

2. Amazon.com has entire section of its site devoted to free music. Whether you're looking for Pop, Rock, Ska, Reggae or Brazilian Samba music, you can download music samples from their the free catalog on the Amazon site. It's not the largest selection but you can reasonably assured that the files

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are good quality, virus free and legal. If you find a few songs that you like, click over to the album and purchase it. Let's hope that they expand into the digital market so you can download music files directly to an mp3 player.

Independent musicians can put their own composition on the site with a virtual tip jar.

3. WalMart.com is the largest retailer in the world and fortunately they have created their own system to offer mp3 downloads online. Download individual songs or buy an entire album. They have a huge music catalog and single songs are slightly cheaper than iTunes. You can download music on this site for only 88cents per song. The current catalog has over 400,000 songs in many categories.

4. Download.com has it all, Rock, Pop, Classical, Reggae, Punk and more. Millions of online surfers turn to this site for their MP3 downloads. While you're there, you can also check out their software and games section. Certainly one the largest and most comprehensive download sources online. As with Amazon, independent artists can register and upload their music.

5. BuyMusic – Download music from over 500,000 songs and as an incentive, they songs are cheaper than anyone else around at only 79cents per song on the lower end.

6. Rhapsody – You can download music directly to your CD for only 79cents per song. There is always some kind of promotion on the site . Right now, you can burn 5 CDs for free just for trying the service.

7. LaunchCast is an mp3 download resource, online music station, music video channel and music store. Channels are extremely organized so you can do the top 40 thing or click around for independent artists and cutting edge stuff.

8. eMusic – Download music from one of the largest independent catalogs on the web. You won't find a lot of to 40 hits, but there is a free trial period so go ahead and check it out.

9. MusicMatch – Download music, burn cds and even print custom labels and covers. There is a free version of the jukebox with ony the ability to play music, burn songs that you get online, or rip songs and store them on your playlist. The free radio service alone is worth the sign up. Create your own radio station playing only music from the artists and albums that you like. Excellent example of the personalized functionality that you can deliver in an online music store

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