Michael Botte's Just One Tip



Welcome to this Month's edition of "Just One Tip", presented by "ON THE MIC WITH MICHAEL BOTTE" in partnership with Sound Foundation Studios, where I post a "TIP" I have learned either through experimentation or from observing others smarter than me!

This month is all about Radio Play!

RADIO PLAY is so NEAR and DEAR to my Heart. Just look at my timeline to see how I am CONTINUALLY thanking radio stations for playing me!!!

1 Before you approach any radio stations, make sure you have:
*An electronic press kit (EPK) or a well-crafted biography
*A strong visual identity that supports your music.
*Active and engaging social media profiles.
*High-quality sound recordings (preferably .wav or .mp3 format, 16-bit, 44.1kHz)
*Complete metadata for your tracks (title, performer, author, composer, producer, ISRC code, etc.)

2 Choose the Right Single
Select a high-quality track that represents your style and has strong potential for radio play. Your chosen single should be catchy, memorable, and professionally produced.

3. Respect Radio Formats
Radio stations often prefer tracks that are between 2:30 and 4:30 minutes long. Create a radio edit if necessary to fit this format, ensuring the version is clean and suitable for airplay. This adaptation can help increase your chances of getting your song played.

4. Choose the Right Radio Stations
Target radio stations that align with your music genre. Research stations that play similar music and cater to your potential audience. Reach out to commercial, independent, college, and online radio stations to maximize your exposure.

5. Radio Contact Methods
*Social Media: Reach out to radio stations on social media for contact information.
*Network: Networking among artists is so underrated, it hurts. Meet people because they know people. Your contacts go as far as the contacts of your contacts.
*Email: Send concise, engaging emails with links to your music and relevant information. Remember that some stations can get up to 100 emails/submissions per day!
*Radio Station Websites: Submit your music through their official websites or submission platforms they may use.
So COOL!!!! As an ISSA Representative, I must ensure I am serving my community.

PS - If you need AFFORDABLE AND PROFESSIONAL music production and promotion, please message or email me michaelbotteband@gmail.com