

# WHY RADIO?

- IS RADIO STILL RELEVANT?
- HOW DOES RADIO STILL EXIST?
- WHO NEEDS RADIO?



# RADIO FORMATS



ALTERNATIVE/MODERN ROCK  
ACTIVE ROCK  
CLASSIC ROCK  
ADULT CONTEMPORARY – AC  
HOT AC  
CURRENT HIT RADIO - CHR/TOP 40  
COUNTRY  
ALBUM ADULT ALTERNATIVE – AAA  
CHRISTIAN  
JAZZ/BLUES  
CLASSICAL  
NEWS/TALK  
OLDIES/VARIETY  
MULTICULTURAL  
SPORT

CAMPUS (COLLEGE, UNIVERSITY, COMMUNITY)  
SATELLITE – SIRIUS/XM  
CBC  
DIGITAL TV RADIO  
ONLINE RADIO



# WHAT FITS?

- LIKE A&R FOR A LABEL
- TRAIN YOUR EYES & EARS
- HOW TO GET NOTICED



# PROCESS OF RADIO PROMOTION

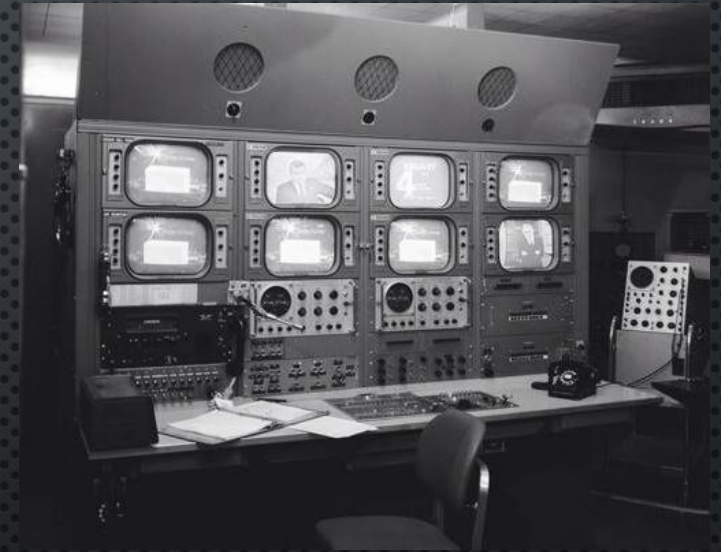


**SET UP**  
TIMELINE?

**GET ATTENTION**  
HOOK?

**ASK FOR REVIEW**  
LISTEN?

**FOLLOW UP**  
WHERE DO YOU FIT?



# Resources

[Sound exchange](#) - (this is the website I mentioned if they're thinking of releasing to satellite radio like SiriusXm. This is so they can collect all kinds of royalties!)

Connect with Demetrius Nath - [Antiskeptic Entertainment](#)

Connect with [Elyse Saunders](#)

[Wine Down](#) - Music Video by [Elyse Saunders](#)