

## ARTISTS & RADIO

If you want to get your songs out into the world, you must cultivate a strong relationship with local and national radio.

**1: It's ok to write for radio.** You can stay true to your art while also writing songs that fit the country format. Listen to common ingredients in the top 10 songs on the radio right now and see how you can craft songs that will appeal to radio programmers. Collaborate with other writers who have had major market airplay and release a few songs to get your foot in the door.

**2: Visit radio stations.** If you have the opportunity to do a radio tour, take it. There is nothing like face to face time with the people who can get your songs on the air. Relationships between artists and radio programmers are very powerful and can often mean the difference between charting with your new single, and getting no airplay at all.

**3: Be memorable.** The job of the people spinning songs all day long also includes breaking new artists. Make them want to play your songs. Be kind, friendly and flexible. Make them glad they decided to add your songs to the sound of their station. That's the highest compliment a station can give you. Never forget the importance of early believers in radio to your ultimate success.

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