

# AIRPLAY TRACKING GUIDE FOR MUSICIANS



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## *Introduction:*

For independent Musicians and Bands, tracking airplay is easier than ever today. Through modern technology your airplay can be tracked, even from 10 years ago! This is a great time to be a Musician for those who take action!

1.)

## *Achieving Airplay*

Getting on the radio is something that is possible with music of reasonable quality. With technology today, it is now much easier to reach radio stations. However, simply reaching radio stations doesn't guarantee airplay. Relationships are still important. While many radio DJs are sent music they never asked for, and will never play, they still need music to play. They need music that meets their requirements. By focusing on your own niche, and connecting with music industry within your niche, you are more likely to attract attention to your music. Focusing on building relationships with radio DJs that are more likely to play your music will save them, and you valuable time.

While focusing on relationships with the radio industry keeping communication short and to the point will get better results. For example, when writing a DJ be sure to ask only questions that you need to. It is acceptable to ask for a playlist, but first find out if the playlist is already published on their web site. It is acceptable to ask if your music has been received, if they asked for it. However, asking unnecessary questions like "do you like my music?" or "are you going to play my songs?" or "check out my YouTube video", etc... is likely to get your emails ignored. Remember, if they like your music, and put your songs into rotation, there are better ways to track your airplay.

2.)

## *Radio & Music Promotion*

Familiarity is also an important way to achieve recognition, which can in turn result in airplay. For example, if a DJ sees your Artist or Band name in print or online multiple times, they may be curious to hear your music. This can open the door to getting more attention, which can then result in even more attention if the DJ or other music industry contact exposes your music through their resources.

Music promotion in general is something that can be done one small step at a time. Regardless of whether or not your promotional efforts are directly related to radio, or other avenues, it is important to look at the bigger picture. With this in mind don't just focus on radio play alone, but focus on being career minded. There are many creative ways to get your name out there.

One great way to do this is through search engine optimization for your web site, and videos. For example, imagine coming up in Google or on YouTube when someone types in a keyword like "new acoustic rock music". This can be done with any keywords that clearly describe your style. Other examples "los angeles hip hop artist", "hard core dub step music", or even something like "artist similar to taylor swift". By showing up in the search engines with your web site, or

on YouTube with a video, you can dominate certain keywords. This recognition can result in some great exposure as an Artist that fits into a certain music genre.

Another great way to gain repeat exposure is through a professionally written press release. A press release can be submitted to thousands of places including press release submission sites, search engines, directories, and more! This is also a great way to get into your local newspapers by sending your press release to the editor of the Entertainment section. Doing this also helps you gain credibility as an Artist, book more gigs, grow by word of mouth, social media, etc...

Other ways to promote music include putting a music video on dozens of video sites online, getting on compilation albums with other Artists around the world, getting interviewed on radio programs, gaining Fans "likes" on Facebook, getting targeted Followers on Twitter, advertising by getting featured on music related web sites, and many more creative avenues!

*"Music is a world within itself, with a language we all understand."*

*- Stevie Wonder*

3.)

## *Career Mindset*

Having a career mindset is important as a serious Musician, especially when it comes to getting on the radio. The right mindset can help to remember the value of pushing forward, and to grow even when you might not feel recognized. By doing something to further your music career at least once per week, over time you may be able to achieve massive results. Imagine starting a journey... and you want to walk 365 miles. Doing this all at once would seem almost impossible. What if you just walked 1 mile per day towards your destination instead? As short a distance as that is each day, you would reach your destination with little effort in 1 year.

Even if it takes a year, in small bits and pieces, you can achieve what would seem impossible all at once. Therefore, keep moving! Afterall, doesn't time seem to go by faster than we often realize? Start now and use all the resources you can to work smart.

Use this same concept for getting on radio stations! If you were able to build a new relationship with 1 DJ per week.. you would potentially get airplay on 52 radio stations within 1 year. If each of those radio stations even had an audience of only 10,000 you could be heard by 520,000 listeners literally! That is the kind of listening audience that can make an Artist reach a level of fame that few reach.

4.)

## *Making Your Music Available*

As you start to achieve airplay, even if it is just a small amount of airplay you can still track the results. Just by making your music available, you could end up getting heard by thousands of listeners on a regular basis. However, without tracking the airplay, you might never know the results of your hard work. It is important to get set up with the major airplay tracking services available to you.

There are 3 tracking services that a musician can use to track airplay. This includes tracking airplay (on-the-air), on internet radio, and even satellite radio! The most popular service is called Neilson BDS. By registering for this service, you will be able to have your airplay tracked (on-the-air) with no effort on your part.

The second service called Media Base will also track your airplay (on-the-air). While it is not necessary to join

Neilson BDS and Media Base, they are both free to join. In addition, royalties will be collected for your airplay and you will get paid through these services.

The third tracking service is SoundExchange. They track airplay royalties from satellite radio, internet radio, cable TV music channels and other places that stream music. This is also a convenient way to know where your music is being played. SoundExchange is free to join. Royalties will be collected for your airplay and you will get paid through this service as well.

5.)

## *Take Action*

Go ahead and get started! Join all 3 services and start getting your airplay tracked. This is a great step for any serious Artist or Band to take. Below you will find the direct link to each service to register your music.

1.) Follow these instructions to register your music with Nielsen BDS:

<http://nielsen.com/content/dam/corporate/us/en/public%20factsheets/Soundscan/How-to-Submit-Music-to-Nielsen-BDS.pdf>

2.) Follow these instructions to register your music with Media Base:

<http://w2.mediabase.com/mmrweb/NewMusic.asp>

3.) Follow these instructions to register your music with SoundScan:

<https://register.soundexchange.com/welcome>

While it will take some more reading on your part, and a little time, it will not cost any money to register with these 3 services. However, it probably will cost you money if you do NOT register with these services. There are millions of dollars in uncollected royalties out there!

BONUS TIPS: There are some places that every musician could easily submit their music. It just takes a little time and effort. Be sure to follow guidelines provide at each of these links.

Send Your Music For Consideration To:

- Pandora <https://submit.pandora.com/>
- Sky.FM - <http://www.sky.fm/submissions> (They will accept your AlbumZip!)
- Last.fm - <http://www.musicmanager.last.fm/>
- Instructions From NPR To Be Considered For Airplay:  
(See below)

PLEASE FOLLOW ALL INSTRUCTIONS CAREFULLY

If you'd like your music featured on All Songs Considered or on our [blog](#) you first have to audition. Send us your CD — it can be a homemade or professional studio recording — and we'll give it a listen. **WE DO NOT ACCEPT ELECTRONIC SUBMISSIONS.** Please do not e-mail any attached audio files. We automatically delete all e-mails with attachments.

All Songs Considered and our blog are open to all artists.

PLEASE REMOVE ALL SHRINK WRAP from your CD. PLEASE DO NOT OVER-PACKAGE your submission. We get hundreds of CDs a week and it really slows everything down if we have to chop through layers of packing tape and shrink wrap. A simple padded envelope will do nicely.

After sending us your CD, please wait. Do not write or call. It may take five weeks or more from the time we get your music to hear a sample of it. We listen to some of everything we get. However, we cannot guarantee we will put your music on the show.

If we put you on the show, we will call or email you to let you know.

Unfortunately, because of staff limitations and the overwhelming number of submissions, we can't contact artists whose music we don't feature. We are also unable to return CDs.

Here are some hints: Make certain to fill out "preferred track" on the form with just ONE track indicated by the track number. Due to the sheer volume of music we get, it's nice to quickly identify which you feel is your strongest cut, so we got straight to the golden stuff. The second hint is to not go nuts with the packing tape — it makes for a difficult open and sometimes a bloody-fingered intern.

PLEASE PRINT THIS FORM, FOLD IT UP INTO A SQUARE (HALF IT, THEN HALF AGAIN), AND TAPE TO YOUR CD (TAPE ALL OF IT TO YOUR CD, INCLUDING THE PERMISSIONS FORM BELOW):

PLEASE DO NOT SEND ANYTHING OTHER THAN THE CD AND THE FORM. NO PRESS RELEASES, BIOS, PHOTOS, ETC.

Artist/Group: \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

CD Title: \_\_\_\_\_

Label (if any): \_\_\_\_\_

Preferred Track: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Web Site: \_\_\_\_\_

The Fine Print:

The following form grants us permission to feature your music on Second Stage. Please fill out and include with your submission.

**IMPORTANT NOTE:** You still retain all ownership and full rights to your music entirely. This form only allows us to feature a song from your CD on Second Stage, streaming from the NPR web site and in the Second Stage daily podcast.

License

The undersigned is the owner of, or owns rights to, certain materials concerning the artist or performers \_\_\_\_\_ (the "Artist") as follows:

Compact Disc Recording ("CD") [brief description] \_\_\_\_\_

Live Performance recording (LP) [brief description] \_\_\_\_\_

Photograph(s) [brief description] \_\_\_\_\_

CD liner notes [brief description or attach copy] \_\_\_\_\_

CD cover art [brief description or attach copy] \_\_\_\_\_

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All other rights are reserved by \_\_\_\_\_ (the "Artist")

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The undersigned agrees that the license will be interpreted in accordance with the laws of the District of Columbia without regard to its choice of law rules and consents to the forum and jurisdiction of the local and federal courts located in the District of Columbia.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Song Title: \_\_\_\_\_

CD Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Mail a copy of your CD and completed form to:

National Public Radio  
Attn. All Songs Considered  
635 Massachusetts Avenue NW  
Washington, DC  
20001

National Public Radio  
Attn. NPR Music, Second Stage  
635 Mass. Ave. NW  
Washington, DC 20001

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We hope you have enjoyed the Airplay Tracking Guide For Musicians!  
Remember, when it comes to promoting music and getting airplay, small  
steps add up over time. Thanks for reading, and taking another step  
forward! This Ebook is brought to you by 3000 Records  
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