

# Getting Airplay on Alt Radio

NZ is lucky to have more radio stations per capita than anywhere else in the world. Among them is a handful of alternative radio stations. Alt radio stations champion difference and diversity and they welcome new artists. They are big supporters of local music.

These tips come from the alt radio programmers and are an outline of how they suggest you go about getting your music played on their stations.

1. **Research** - listen to the station. Will your music fit with their programming? If so, where?
2. Have a **plan**. If your song is on Soundcloud, then it should be serviced to radio (or even slightly before you make it available to stream online.)
3. **Email** all the stations that the song is suitable for at the same time.

## In the email:

- Use the subject: NZ Artist (insert artist name here)  
The more information you can supply in the subject line the better. Programmers get sent a lot of music and this will help them to prioritise.
- **Be personal** - introduce yourself and leave your contact details (including a phone number). Let them know where you are from and if you have any connections to other artists/bands.
- Ensure you include a **link to download** your track (minimum quality 320 mp3) - it needs to be named and tagged correctly (there are too many Track 01s in the world!)
- It's a good idea to include a list of 'focus songs' - singles you are releasing and ideal timeframes of when you would like them to be played.
- Attach one page with with more information and links to your social media and website.

