

# The follow up

## Tips on following up with radio stations

You've put all this time, money, and effort into making your music, and now it's time to show the world your masterpiece! Yangaroo Music is the best and most effective way to service your music to radio, and we're also here to give you support and advice on what program and music directors want to know and see before they put your music to air.

### The process

#### 1) Use Yangaroo Music

If you're reading this you have already used Yangaroo Music, but radio programmers use us for a reason- it's easy! All they have to do is click one button and they're listening to music, which is easier than unwrapping a CD, putting it in the computer, waiting for it to load... you get the picture.

#### 2) Call

If you take the time to call program or music directors, there is a much better chance they will take the time to listen to your music. Don't waste their time, but just take a minute to tell them a little bit about the artist, or anything that might spark their interest. Yangaroo does not provide anyone's contact information, but we do tell you their name, and one quick search will usually get you the number you're looking for.

#### 3) Don't Get Overwhelmed

Don't think "OMG I have to call a thousand people, that's too much work!!!" You put in the time and effort to get this far, don't let it go to waste. It's going to take some time and work, but even if one DJ plays your song, that means thousands of people are hearing your music, and that can change everything. If time isn't on your side, you can always look into hiring a tracker or promoter who will do all the work for you, and already has a relationship with many music directors.

#### 4) Call again... and again

If you see that someone downloaded your song, call them! If someone plays your song on the radio, call every other station and tell them! If you just won a battle of the bands tell them! (but don't be annoying). If you form a relationship with a music director, next time you send something most of the work is already done.

#### 5) Be Proud

If you've got to this step it's obvious you work hard and are committed to your music. If you're not already seeing results, you will soon! Best of luck!

### What we do to help

- Weekly charts video
- Most active indies
- Live performances from Yangaroo headquarters
- Interviews with artists
- And as always you can call and ask for help!