

Proposal for Radio Promotion Services

Professional Radio Promotion Tailored to Your Needs

INTRODUCTION

Thank you for considering my services as a professional music marketing specialist. Radio promotion remains a powerful tool to connect to audiences, raise awareness among the industry and build partnerships with communities around the world. When radio stations get behind you, you develop new regions to tour, access to festivals, and fan bases who will buy tickets and merch. My goal is to help you develop your career comprehensively and achieve measurable results through strategic radio campaigns.

ABOUT ME

I am a dedicated radio promotion professional specialising in Blues, Americana, Folk and Roots music. I also love the challenge of Jazz. I learned the craft working at True North Records, Stony Plain Records and Borealis Records over 5 years. As Marketing Manager, I studied with Kari Estrin, Todd Glazer, Brad Hunt and Art Menius to develop the connections and process. My campaigns included chart-topping work with Sue Foley, Bruce Cockburn, Taj Mahal, The Fabulous Thunderbirds, Eric Bibb and Crystal Shawanda. My passion for music combined with my in-depth understanding of the radio industry, allows me to craft impactful promotional strategies that use modern technology to study analytics, focus messaging and enhance the outreach. Over the years, I have built strong relationships with radio stations, DJs, and music media, with the object of maximum exposure for my clients.

SERVICES

I offer a comprehensive range of radio promotion services tailored to meet your specific goals and I can work with your existing team to complement their work. These include:

- Single and Album Campaigns: Strategic promotion of your music to maximize airplay and visibility.
- Royalty Development: Leveraging relationships to connect your work with key radio royalty-paying stations such as the SiriusXM network.
- Interview Coordination: Arranging interviews and on-air appearances to build your brand and engage with listeners, including Mountain Stage and World Cafe.
- Performance Support: Coordinating with regional stations to support your tour, live performances and special events.
- Detailed Reporting: Providing regular updates on campaign progress and airplay statistics.
- Access to my team approach that connects socials, streaming and playlist campaigns with your publicity to best make use of your radio campaign.
- I can help you with showcases at conferences, grant applications for funding, building out your team, manufacturing affordable merch, international digital and physical distribution, project management and advertising campaigns as needed.



Catbird.ca

Catbird.music

Cherrywink.ca



WHAT SORT OF CAMPAIGNS CAN I OFFER?

- 753 Americana radio stations, DJs and programmers globally
- 171 Americana media outlets and reviewers in North America
- 811 Blues radio stations, DJs and programmers globally
- 334 Blues radio programmers in North America
- 102 Triple-A and 204 Adult Contemporary stations in North America
- 801 Folk radio stations, DJs and programmers globally
- 320 Jazz stations, DJs and programmers globally
- 81 College stations across North America
- And of course CBC, BBC and SiriusXM programmers and libraries

PROPOSED PLAN

Below is a proposed outline for your radio promotion campaign:

- Initial Consultation: I need to hear the music, and then if I hear radio success we can discuss your goals, target audience, and project details.
- Team Player: I can work with your management, record label, publicist, social media specialist and booking agent to make sure we are all firing at the same time and having the best chances for success for your project.
- Campaign Design: I will create with you the assets we need to complete the radio service including one-sheets, websites, download codes, distribution.
- Implementation: Launch the campaign with digital servicing, pitching your content, and coordinating airplay. I can assist with advertising spends to build awareness efficiently and effectively.
- Physical Mailout: We will talk about what number of CDs you want to send out and where they will make the best traction. I can connect with services to manufacture promo copies, and then mail out from within Canada, US and European territories.
- Monitoring and Updates: Track progress and provide detailed reports on performance and outcomes.

INVESTMENT

The cost for my services can be customized based on the scope of your project and the level of support required. The basic level is \$1250 Canadian (\$900 USD) to set up the initial service and tracking. \$1000 CAD per month (\$725 USD) after that to maintain the communication and outreach for each month following. The cost of printing CDs, mailing to stations and advertising is additional and depends upon your budget and plans.

NEXT STEPS

I would be delighted to discuss your needs and how my radio promotion services can help you achieve your goals. Please feel free to contact me at cat@catbird.ca to schedule a consultation. Together, we can create a successful campaign that amplifies your message and connects you with your audience.



Catbird.ca

Catbird.music

Cherrywink.ca

