

## **RADIO AND SONGWRITING: Bill Whyte PRO Teacher 8 /13/15**

- I. Intro of Bill and Dean's careers**
- II. How Songs Get on the Radio**
  - A. Consultants**
  - B. Music Directors**
  - C. Program Directors**
  - D. Who Makes Decisions**
  - E. How Decisions Are Made**
- III. Songs**
  - A. Why do songs sound so much alike on the radio?**
    - 1. There is a method to the madness**
    - 2. What songs will mass amounts of people listen to**
    - 3. They don't play what songwriters want to hear**
  - B. Go to Sirius XM if you want to hear variety**
  - C. Writing a "hit" verses writing what songwriters want to hear**
- IV. Airplay**
  - A. Why aren't radio stations playing your requests?**
  - B. Why aren't radio stations playing local artists?**
  - C. How do I get my song played on local radio stations?**