



FOR ARTIST & ARTIST REPRESENTATIVES (labels, management, publicists, agents)

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AIRIT - RECORD LABELS

Is Airt actually free?

Yes! Amrap is a Government funded music project. We've developed Airt so it has absolutely no fees for record labels, unsigned artists or community radio.

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Why can we only add three tracks to Airt?

At this stage Airt is designed to enhance current community radio servicing, not simply replace current servicing levels you have in place. Adding three songs means we can:

- Add more artists to Airt: Adding full albums could triple our workload, reducing the amount of artists we can support
- Enhance your current servicing reach: Airt gets your music to MORE stations than you may currently service, not replace full album servicing that you already do direct to selected stations.
- Support artist career, not a 'single' song culture: Adding three songs enables you to showcase the range of the artists work rather than simply promoting one 'single'. This fits with community radio's commitment to supporting artist careers, and increases the chances that users will find a track by your artist that they want to order.

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Can we stagger the release of our three tracks on Airt to sync with our single release schedule?

Yes. There are two ways you can use Airt to synchronize with your release schedule.

1. If you know the three singles you want on Airt: Complete the submission form with details for all three tracks. In the media servicing date write the date you would like the first track to go live. After submitting your form, email [airit\[at\]amrap.org](mailto:airit[at]amrap.org) with the date you would like the other tracks to go live.

2. If you haven't chosen the 2nd and 3rd single: Complete the submission form with details for the 1st Single. When you've worked out single 2 and 3 you have to fill out the form in its entirety again, but only with details for the new tracks you're adding (not ones you've already submitted). We suggest you fish out the email that we sent you with



submission form 1 and copy/paste duplicate details on the new submission form. We will make it easier to do this by end of 2010, but hey...these things take time.

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Can we replace the three tracks we've submitted to Airtt with other tracks from the artist or title?

Sorry, no can do. Currently Airtt does not allow for tracks to be swapped/exchanged/replaced, so please choose your three tracks wisely before submitting them.

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Can we put our labels back catalogue on Airtt?

When your label registers with Airtt you will be given a 30 day grace period to add releases that are up to 12 months old. Past this 30 day period you can only add new releases to Airtt, ideally to sync with media servicing dates.

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Is our music safe on Airtt?

We've worked hard to make Airtt secure so we're confident your music is very safe on our Airtt system. Here are a few reasons why.

The Airtt website contains encryption equal to high end e-commerce sites. Only registered Users can log in to access the site and order content. Amrap monitors user activity and reports all orders taken by CD and Digital Download to you. Each track that is downloaded from Airtt is encoded with the latest digital watermarking technology. This inaudible 'watermark' associates the specific copy of the file with the specific user who ordered it. The watermark can be traced as ordered by the specific user even if the audio file is edited or converted to another file type. The user is emailed a digital download key to download tracks. This expires within 48 hours of ordering.

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What are the benefits of synchronizing the music we add to Airtt with our media servicing dates?

By synchronizing your media servicing and Airtt your artists are eligible for inclusion in Amrap's promotional channels such as Twitter, e-updates to Airtt users, monthly posters to station, home page features and featuring in The Music Network. It is important that



you add your tracks to Airt before you service media to get maximum impact and value from Airt.

Complete the content form and send the audio to us at least three business days before your media servicing date so your tracks can go live on your media servicing date. If you leave us last on your servicing list, we may be less inclined to approve your content for addition to the catalogue.

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How many copies of our tracks are available on Airt?

When you submit tracks you select how many copies of the track you authorise Amrap to make available for digital download and CD order. You can authorise anywhere from 100 to 2000 copies to be made, and 0-2000 for digital download. You will be notified of every station/program that has ordered each track via a monthly report.

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How can we direct community radio to our artist's tracks on Airt?

Simply email airit@amrap.org with the tracks you would like details for and you will receive an Airt logo and URLs that point straight to each track profile page. You can add details to media releases and forward to community radio contacts.

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How will we know who has ordered our tracks?

Your label will receive a monthly report detailing which stations and programs have ordered your tracks. Due to privacy reasons we cannot give record labels the names or contact details of each individual user who has ordered their tracks.

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AIRIT - UNSIGNED ARTISTS

What is Amrap's definition of 'unsigned'?

An unsigned artist is defined as an artist or band that does not have a recording contract or licensing deal with a record label or business (i.e. 3rd parties). Artists and bands that have created their own label solely to administer their own recorded works are eligible as unsigned artists. Artists that have distribution (not licensing) agreements with 3rd parties are also able to apply as an unsigned artist provided you have the authority to authorise Amrap to copy and distribute your recordings.



If you are signed to any record label (independent or major), the label must register with Airt. Please direct your label to the labels page. Once the label has registered they can authorise you to add your tracks to Airt.

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Why does Amrap use this definition for 'unsigned'?

New record label business models and music business-service models have been evolving rapidly since the 1990s. Along with this the definition of 'signed' has become increasingly difficult to measure. Amrap's definition acknowledges the different types of arrangements that artists now have with labels and businesses. Amongst other responsibilities, Amrap wants to ensure that the person submitting music to Airt actually has the legal authority to do so.

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Do I need to have the rights to authorize Amrap to make copies of my music available through Airt?

Yes. If your application is approved you will need to authorise Amrap to copy your music recordings for the sole purpose of distribution to Airt Users to broadcast on community radio. If you have agreements with any business (e.g. a service-based music company) please ensure you have the right to provide this authority to Amrap. If you have signed that exclusive right to a third party (such as a licensing or recording contract), they may need to apply for a business label account.

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After applying, how will I know if I have been accepted?

Within seven business days of applying for Airt you will receive an email notification advising you of the outcome of your application

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How is my application assessed?

Unfortunately Amrap is not resourced to add every Australian musician's work to Air It, so an application process has been established.

Applications are assessed by Amrap against a criteria and points system developed by Amrap and reviewed and endorsed by the Australian Music Industry Network AMIN.

Criteria Overview: Broadly speaking the evaluation process assesses the planning you have made to enhance your act's profile and reputation, and your capacity to



promote your music through various promotional platforms, including Airt. These factors affect the relevance of your music to community radio users that access Airt, and the extent to which Air It can assist you with the distribution of your music. If unsuccessful Amrap encourages you to service your music directly to community stations. The evaluation is based solely on the responses and evidence you've provided in your application.

We do not release the specific criteria or the weightings as it could allow applicants to alter responses to align directly with specific point ratings. The criteria overview is the fairest way to ensure all applicants remain on an even field when applying for services. Unfortunately we do not have the resources to provide specific feedback about individual applications.

These processes are in alignment with those carried out by many grant/service organisations that follow a best-practice model to evaluate applications.

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How many unsigned artists are added to Airt per month?

At least forty unsigned artists are added to Airt per month.

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Why can I only add three tracks to Airt?

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- Enhance your current servicing reach: Airt gets your music to MORE stations than you may currently service, not replace full album servicing that you already do direct to selected stations.
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Can I replace the three tracks I've submitted to Airlt with other tracks of mine?

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When applying for Airlt, what methods can I use to show Amrap my music?

You can link us to your audio files hosted on your website or a social networking page (such as Myspace) or if the tracks are not available on the internet you can upload the tracks to our server. The application form allows you to do this. If your application is approved you will need to send us the high quality audio files on CD. Unfortunately we can't accept your music for review via post (on CD or any physical format) or email.

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When applying for Airlt, what does 'Compose' mean?

'Compose' means you or a member of your act wrote and arranged the music from scratch.

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When applying for Airlt, what does 'Public Release Date' mean?

This is the date the tracks are made available to the public to own (either by purchase or for free).

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When applying for Airlt, what does 'Media Servicing Date' mean?

This is the date the tracks are available to media, such as journalists, blogs and radio.

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When applying for Airlt why do I have to submit three tracks?

Amrap's Airlt initiative aims to support artist careers, not solely a single 'song' created by an artist. Most community stations also take this approach, arguably more so than commercial radio (which is often focused on a 'single'). So we need you to show us three tracks (rather than just one) so we can assess the depth of your catalogue. This means if you're approved we're confident that you have a body of work ready to showcase to community radio. If you've only got one or two tracks in your catalogue, we encourage you to record more and then apply for this service.

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Where can I find out about different community radio stations and their programming?

Go the Stations tab on the Amrap webpage. Here you will find a sample of community stations. Each station has a program grid on their website where you can find out about their programming and which shows your music would suit.

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Why can't you review my music by CD?

It is not viable for Amrap to review your music by CD. The form will show you how to link us to your audio files hosted on your website or social network page (option A), or how to upload audio files to our private server for review (option B). If you don't have your music available online please rip/copy the tracks to your computer now so that you are ready to upload them

using option B in the application form.

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What can I do if I my Air It application is unsuccessful?

All is not lost. Amrap receives a staggering number of applicants Australia-wide. To date around 20% of applicants have been evaluated as successful, which already exceeds our monthly target of artists we aim to add to Air It, and has stretched the service to capacity.

Amrap encourages you to service community stations directly with your release. If you click on the Stations tab on the Amrap website you will be directed to a list of community stations. This list is just a sample and there are more than 300 stations around Australia. Each station in this list has a program grid on their website. This program grid will aide you in deciding whether your music is right for their station.

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CD MAILOUT - ARTISTS & LABELS

What is community radio? How is it different from commercial radio?

There are different types of radio in Australia. Commercial radio stations generally contain commercials, examples include the Nova and 2DAY networks. Government radio is radio that is funded by the Government as a service for Australians. Examples of Government radio stations include Triple J, ABC Local, Radio National and SBS Radio.

Community radio covers not for profit radio stations serving the needs of the local community in which they broadcast. These stations receive a community license through ACMA. Amrap's Monthly Mailout service and Airt are only available to community radio stations.

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Here are some facts and figures about community radio

- 300 licensed community radio stations
- 140 temporary community radio stations (aspirants)
- 80 remote area indigenous stations
- 3 satellite services distributing national programs, special events and news
- 70% of stations are in regional and rural areas
- 38 stations are the only local service in their area
- The cumulative national community broadcasting audience has been measured at 4.5 million



Community radio is made by broadcasters who are passionate about music and who get to choose the music they play. New artists, specialist music shows and live recordings are the staple of community radio.

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What are the benefits of distributing my music to community radio through the Amrap Monthly Mailout?

1. A 2008 survey by McNair Ingenuity found that 57% of Australians (aged 15+) listen to community radio every month. That is an average of 4.5 million listeners per week.

2. Amrap navigates your music through the dynamic, unique, complex, fragmented but influential community radio sector. We track the details and music preferences of the 300+ stations and over 3000 radio programs nationwide.

3. Amrap targets releases to the most relevant broadcasters and stations nationwide. We empower you to follow up and build relationships with these media makers and music lovers.

4. Amrap is the only service solely dedicated to connecting community radio with Australian music.

5. Amrap is the only music-to-radio service funded by the commonwealth government. Using Amrap provides a credible access point for your music to the community radio sector.

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You say you get “Great Australian Music National Airplay, Faster” but what constitutes “great Australian music”, who decides this?

In addition to servicing and tracking the entire community radio sector, Amrap works closely with the most influential and proactive community stations around Australia. Music directors and broadcasters from the major metro stations and regions that support the music industry are constantly supplying Amrap with their new music discoveries and feedback on the music we distribute.

These people are tastemakers in the Australian music industry and we draw on their expertise to identify “great Australian music”.

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What sort of new Australian music does Amrap distribute?

Amrap works with both emerging and established artists to distribute their 'radio ready' Australian releases. Genres we work with include jazz, blues / roots, country, pop, rock, dance, electronica, hip-hop, folk, classical, metal, goth/industrial, acoustic, indigenous, world, Christian, easy listening and experimental.

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What is a station recommendation?

Amrap works with the Music Directors (MDs) at key community stations (including, RRR, PBS, SYN, JOY, RTR, FBi, 2SER, Edge Radio Hobart, Radio Adelaide) to identify music that they like and are keen to recommend to other community stations through Amrap's Monthly Mailout. Stations generally endorse artists that have received airplay on their station in the past. Basically a recommendation says to the other stations "we like them and we think you will too".

This recommendation appears as a 'Station Recommends' label on the cover of the album. A station recommendation is also a tangible result that you can use to market your music beyond community radio.

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We would like to distribute to metro community stations (RRR, PBS, FBi etc) through our own means rather than using the Mailout, is that okay?

That is not a problem but we recommend you distribute the release to these stations via the Amrap service for a number of reasons:

- You can still communicate directly with the stations we service, so you can build relationships. Furthermore we provide you with the latest contact details for stations we distribute your title to. It's a useful tool to keep your contact lists up to date.
- We can save you time and hassle by packaging and mailing your CDs and synchronize delivery to all appropriate community radio stations.
- Using Amrap for all stations means your release is eligible for our station recommendation service. You may be lucky enough to receive an endorsement from a major metro prior to national distribution which will then be seen by the other metro stations.

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Why can't Amrap tell me where my releases will go prior to them being distributed through the Monthly Mailout?

Our distribution lists are constantly evolving and we only finalise them on the eve of distribution. Amrap constantly tracks over 3000 community radio programs in order to scope the best fit for your music. The station feedback we receive for each monthly mailout shapes our knowledge and expertise for the next mailout. On our booking form you can:

Establish your area of focus (beyond simply 'getting more airplay') E.g. We have matched common touring circuits with proactive and influential community radio stations. If you're planning a tour we can target your music to appropriate stations.

Get your release to any stations that you nominate E.g. Consolidate your community radio servicing by transferring your existing targets to us, and we add extra targets that are relevant to you.

Exclude any stations you don't want to service through Amrap E.g. If you have already serviced them, you can avoid doubling up.

In addition Amrap can:

Give some advice on stations we would definitely service your release to E.g. At the quoting stage we can give you an idea of where we think your release will get the best airplay opportunities, but understandably we won't undermine our service by releasing our expertise if you haven't booked our service.

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OK, so when DO we find out where you've sent my CDs in the Monthly Mailout?

Within two business days of distribution you will receive a comprehensive list containing every station we serviced. The list features the station, contact person and contact details allowing you to follow up and maintain relationships with your focus stations.

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What about feedback?

Amrap receives feedback from station MDs and broadcasters as to what they are playing and what they like. This feedback is then forwarded to you four to five weeks after distribution.

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We want to use a publicist for this release, how does that fit in with Amrap?

Amrap works in tandem with a publicist to make their work more targeted and effective. Amrap can distribute releases while the publicist can use the complete list of stations and contact details to further promote the release and gain feedback from stations.

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Does Amrap distribute works containing covers?

Amrap can distribute works containing covers however preference is given to releases containing 100% original Australian compositions.

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I would like to apply for Amrap's Monthly Mailout service, what should I do now?

Please head to the For Musician's/Labels tab and click the CD Mailout link in the top menu of this webpage.

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I would like to find out more about the community radio sector, can you help me?

Here are some links to community radio organizations and associations, including Government organisations.

Community Broadcasting Association of Australia - www.cbaa.org.au

Community Broadcasting Foundation - www.cbf.com.au

National Ethnic and Multicultural Broadcasters' Council - www.nembc.org.au

CB Online - www.cbonline.org.au

Australian Communications and Media Authority - www.acma.gov.au

Department of Broadband, Communications and the Digital Economy - www.dbcde.gov.au

APRA AMCOS - www.apra-amcos.com.au



Australian Independent Record Labels Association - www.air.org.au/

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