Spreading The Word

A 10-part series focusing on the people who work behind the scenes in the Australian music industry to help spread the word for the artists they represent. An interesting insight into the often overlooked area of the music scene, which in addition includes tips for musicians, as well as advice for those considering a career in music public relations.

01 – Who Are They?

In the opening episode, the 6 interviewees for the Spreading The Word series are introduced, with each detailing how they first got involved in the Australian music industry. An interesting look at career progression, with each individual having their own unique story to tell and similarly, with varying levels of experience in publicity and music public relations behind them.

02 – Do It Yourself

Emerging bands and artists often don’t have the financial capacity to hire a professional person to handle their publicity for them. A panel of music industry experts provide some tips for musicians and artists as to what simple things they can do themselves in order to promote their work.

03 – The Hook and Angle

One of the key methods that a publicist uses to help spread the word for the artists they represent, is to find that something unique or different about the artist in order to get them noticed. A number of experienced publicists in the Australian music industry discuss how they go about finding the hook and angle to sell a story.

04 – Physical Sales Impact

With sales of physical and digital music releases no longer contributing as greatly to an artist’s over all income, this has meant that other aspects of their career need to be given greater focus. A panel of music publicity representatives speak of the impact that the shift away from record and CD sales has had on the work they do to promote artists.

05 – The Role Of The Media

This episode of Spreading The Word discusses the ever expanding media, especially in the online space, where the number of outlets continues to rise rapidly. A number of experienced publicists detail what sort of challenges that the new media landscape has created for the work they do to sell the story for the artists they represent.

06 – Radio Airplay

Outside of community radio, airplay for Australian music artists continues to be a challenge. A panel of music publicists talk through what methods they use to break through these barriers and provide some insights into exactly how an Australian musician can actually make a career out of playing and making music.

07 – No Guarantee Of Success

Any promotional campaign comes with its own element of risk, no matter how well known the artist is and no matter how experienced the publicist is. A number of music PR people from the Australian music industry were asked to comment on how they set the right expectations with the artists they represent and what items were generally discussed at the beginning and end of a promotional campaign.

08 – Future Of the Australian Music Industry

In this episode of Spreading The Word, the recent changes in the Australian music industry are discussed, most notably the shift away from what was once an industry dominated by record companies, to the rise of the independent distributor. A panel of music publicists were asked to comment on these changes and to provide their opinion on the future of the Australian music industry.

09 – When To Engage A Publicist

The services of a music publicist come with a price tag and therefore an artist needs to have the capacity to pay for this, but also the realisation that their career is at the level where this is required. A number of music PR professionals provide some tips on what artists need to consider when they are looking to take their careers to the next level.

10 – Music Publicity Career Options

In the final episode of Spreading The Word, the panel of music publicist professionals who have spoken throughout the series provide some advice for people wishing to make a career in music public relations.