

# Recommendations on how to submit music to podcasters



By Pete Cogle



I've been podcasting since 2006 and I've had artists pitching songs at me pretty much since day one. Some of these artists I still have a good relationship with, still play their music, and in some cases call my friends. Others - not so much.

So what makes a good pitch and how do you maintain a good relationship. Here are a few suggestions:

- **Chose the right podcast genre.** If the podcast is called The Hard Rock Show then please don't send your ambient electronic magnum opus. You're wasting your time. You're wasting the podcasters time. If you're lucky the podcaster may refer you to someone else who does play that type of music. But they may not.
- **Listen to the podcast you're pitching to.** You'd be amazed at how many artists do not. If you want the podcaster to listen to your stuff at least have a listen to theirs. Does your music match? If it doesn't then can you at least reference one track on a podcast that you liked? *"I heard XXX on your YYY show and thought you might like to hear my ZZZ"*. It shows engagement. It will earn respect.
- **Make sure to send a track (or a download link).** Most podcasters use wordpress for their websites and it has an 8Mb upload limit on file sizes. That's probably too small these days for a decent quality music file. So think about sending them a download link via mediafire, dropbox, google drive or whatever your preferred cloud. Include an electronic Press Kit (EPK) if you can so the podcaster can learn more about you.
- **Make sure the tracks are labelled.** You'd be amazed at how many tracks I've got are just labelled with a track name, no band name, no ID3 tagging on your MP3. If you're lucky and I like the track I will label it myself (so I don't lose it), but it would be so much easier if I didn't have to.
- **Send new tracks when they become available.** Most podcasters like to "follow through" with artists and play more than one track. So keep the tracks coming if you get a bite first time.
- **Promote the podcaster that played you.** Its good social media fodder and great for cross-promotion. Gives you a chance to extend the length of interest in a track that may have "dropped below the radar".