

MARKETING & PROMOTION  RESOURCES

# How To Pitch Your Music To Radio

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# How To Pitch Your Music To Radio

## MARKETING & PROMOTION



This resource explains how to pitch music to radio, covering submission strategy, key information, and outreach tips, and includes a checklist and email template to guide the process.

Radio play is one of the most effective ways to promote your music and reach new audiences. It can increase streaming numbers, attract media attention, and generate opportunities for live performances. Radio acts as a trusted tastemaker – listeners often discover new music through stations they follow, making airplay a valuable vehicle for building both awareness and credibility as an artist.

Here are some key takeaways across all radio types:

- Only pitch songs that are suited to the station's programming.
- Keep pitches concise, factual, and professional.
- Always provide hyperlinks to music, artwork, and social profiles.
- Include upcoming shows, collaborators, and future plans.
- Follow up after a few weeks with relevant updates.
- Use platforms like Unerthed for triple j/Double J and AMRAP for community radio to increase reach and credibility.

Radio airplay isn't just about exposure; it's about building relationships with stations and presenting yourself as a professional, credible artist who understands the landscape. Strategic, targeted submissions increase your chances of success and help you leverage airplay as a tool to grow your audience and career.

Below is a breakdown of strategies for pitching your music to different types of radio: triple j / Double J, community radio, and digital radio.

### triple J / Double J

#### Before you pitch

- Make sure your song fits the station by listening to their programming. Only submit songs that would fit the station's sound.
- If your current single isn't suited, it's okay to hold off and wait for a stronger release.

#### Submission essentials

- Artist name, single name, release date, and label (Independent if applicable).
- Hyperlink to WAV and cover art.
- Include a concise, factual summary of your song and your key selling points -avoid long descriptions.
- Include previous airplay on triple j, Double J, or Unerthed if applicable.
- Highlight upcoming live shows (headline or support).
- Note any noteworthy collaborators (e.g. mixers, producers with notable credits).
- Outline plans for the next six months (future releases, tours, headline shows).

# How To Pitch Your Music To Radio

## MARKETING & PROMOTION

### Pitching & service

- Target relevant presenters and specialist shows.
- Do not attach the audio file - always use hyperlinks.
- Include a link to your artist Instagram if it's your first submission.
- Upload the song to Unearthed and reach out to staff for reviews - they liaise closely with the triple j / Double J music teams.
- Follow up after a couple of weeks with new info (DSP wins, media coverage, other radio plays).

### Community radio strategy

#### Before you pitch

- Check that your song fits the station's programming - community radio often caters to niche or local audiences.
- Only pitch tracks that are suitable to maintain credibility with the station's music directors and presenters.

#### Submission essentials

- Artist name, single name, release date, and label (Independent if applicable).
- Hyperlink to WAV and cover art.
- Include factual key points about the song and yourself.
- Include previous community radio airplay if relevant.
- Highlight upcoming live shows and notable collaborators.
- Outline plans for the next six months (releases, tours, headline shows).

#### Pitching & service

- Research each community station and send to relevant Music Directors and specialist show presenters, as programming decisions vary.
- Hyperlink to your artist Instagram if first time pitching.
- Upload to AMRAP, which distributes music to over 300 community stations nationally.
- Follow up after a few weeks with new updates (playlist adds, media mentions, other radio plays).

### Digital radio strategy

#### Before you pitch

- Ensure you have a clean version of your track, as explicit songs cannot be played.
- Make sure your song fits the station by listening to their programming. Only submit songs that would fit the station's sound.

#### Submission essentials

- Artist name, single name, release date, and label (Independent if applicable).
- Hyperlink to WAV and cover art.
- Include concise information about the song and your key selling points. Keep it factual; one or two sentences on the theme is sufficient.
- List previous releases to show music history.
- Highlight upcoming shows and collaborators.
- Outline plans for the next six months.

#### Pitching & service

- Identify key digital stations and service the track to Music Directors.
- Hyperlink your artist Instagram if first-time pitching.
- Follow up after 2-3 weeks with updates such as DSP wins, media coverage, or other radio placements.

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### Basic release information

- Artist name
- Song name
- Release date
- Label (or write Independent)
- Hyperlink to WAV file
- Hyperlink to cover art

### Artist & song information

- Short factual description about the song
- Short introduction about you as an artist
- Include your key selling points
- Avoid long explanations about how the song sounds
- Only include the song meaning/story if it's highly relevant

### Previous releases & airplay

- List previous songs released
- Mention any triple j / triple j Unearthed / community radio airplay

### Live shows

- List any upcoming shows
- Include headline shows or support slots

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### Noteworthy collaborators

Mention anyone notable involved in the single

#### **Example:**

- Producer / mixer who worked with known artists

### Future plans

Outline your plans for the next 6 months

#### **Some examples:**

- Upcoming EP or album
- Future singles
- Touring plans

### Pitch distribution

Send the song individually to relevant presenters

Send the song individually to relevant specialist shows

### File & links

Do NOT attach the song file. Include hyperlinks only (song + cover art)

### Social links

Include Instagram (or another social link), especially if it is your first time pitching

### Follow-up

Follow up after a couple of weeks

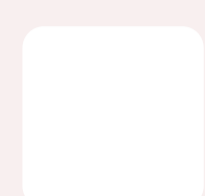
Include updates such as:

- 
- DSP wins
  - Media coverage
  - Additional radio play

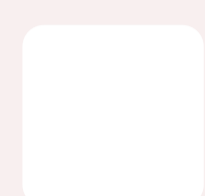
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## MARKETING & PROMOTION

### triple j Unearthed



Upload the track to triple j Unearthed



Reach out to individual triple j Unearthed staff for reviews

### Pitch Your Music to Radio – Email Template (triple j, Double J)

Hi [Presenter / Music Team Name],

I'd love to share my new single '[Single Title]' ahead of its release on [Release Date].

Artist: [Artist Name and hyperlink to Instagram account]

Single: [Single Title]

Release date: [Date]

Label: [Independent / Label Name]

Listen (WAV): [Hyperlink]

Cover art: [Hyperlink]

[Artist Name] is a [city/region]-based [genre] artist. Key highlights include:

- [Key selling point – e.g., previous triple j Unearthed rotation]
- [Key selling point – e.g., support slots for notable artists]
- [Key selling point – e.g., streaming milestones or press]

This single was [produced/mixed/mastered] by [Name], who has previously worked with [notable artists if relevant].

Previous releases / radio support:

- [Song Title] – [any triple j / Unearthed / community radio support]
- [Song Title] – [any achievements]

Upcoming shows:

- [Date] – [Venue / City] – [Headline or support slot]
- [Date] – [Venue / City]

Plans for the next 6 months:

This single is the first release from a [number]-track EP arriving in [month]. Two additional singles will be released ahead of the EP, followed by headline East Coast shows in support of the release.

If you have the chance to check it out, I'd really appreciate your consideration for airplay or specialist programming.

Thanks so much for your time and support.

Best,

[Your Name]

[Artist Name]

[Email]

[Phone – optional]



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MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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