



BROADCAST YOURSELF by Paul Brett

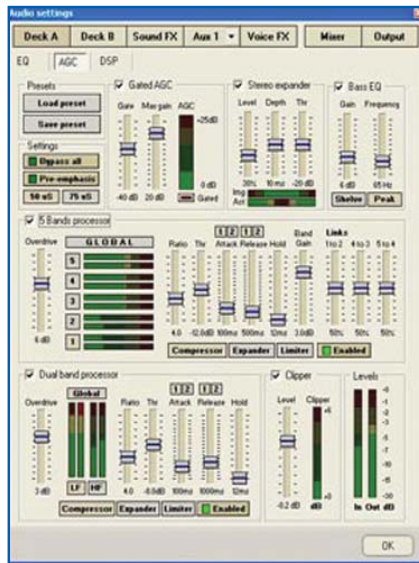


So what do you do if you can't get airplay on the cast number of commercial radio stations or even worse, the state run BBC? What if your particular brand of music doesn't fit into their playlists or 'boxes'? If you are not signed to a label it will certainly hinder your chances of competing with those acts that are signed for airplay. Well you can always start your own Internet Radio Station or set up your own Podcast. That way, you can put whatever you like out to anyone who may be interested in listening. Music Maker iteslf, has it's own on line Radio Station <http://www.musicmaker-web.co.uk/> It plays traditional and original works from individual performers, covering most styles of music. Apart from enabling you to hear a selection of music on offer, you can also buy CD's if anything you hear takes your fancy. You will have to have Real Player on your computer to receive the station and if you haven't, you can download it from the Music Maker Radio Station site for free.

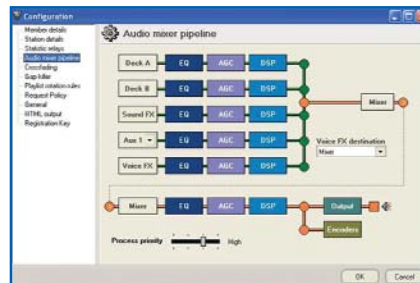
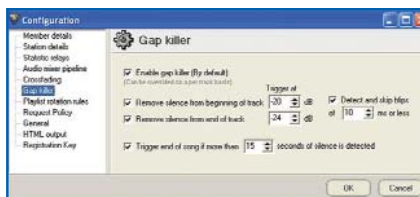
I have explored quite a few of the Radio Internet software packages available and would like to bring to our readers attention, three packages which will certainly do the job. Starting at the top of the price range, there is the SAM Broadcaster. This is streaming audio



software with a punch, that delivers professional sound with crossfading, gap killer, beat matching, volume normalization and 5-band compressor/limiter.. It handles an amazing



amount of data, even the largest media libraries. It has advanced playlist rotation logic and scheduling, plus the most advanced streaming encoders that are able to encode aacPlusv2, MP3, mp3PRO, WM9 and Ogg - playing on Winamp, Windows Media Player, Live365, MusicMatch, etc. etc. It supports all major streaming servers including SHOUTcast, Windows Media, Live365, SteamCast and IceCast. SAM also interfaces with your website and allows automated song requests, improving the experience of your listeners. Your audience sees artist, title, album, cover art, and other information on the songs



played. You can generate additional revenue with stream ads. Sell your albums or get together with similar bands and musicians and sell their products. You listeners to have win/amp to listen which is another free down-

load. The whole package costs \$279 to buy. Prior to that, you can watch a demo video at www.spacialaudio.com/?page=sam-broadcaster-demo or download a 14 day free trial version from www.spacialaudio.com/?page=sam-broadcaster-download

Secondly, there's **Pirate Radio**, aptly named I suspect after the 60's off shore Pirate Radio Stations. This package is very easy to set up. Compile a playlist of mp3 files or broadcast live with your microphone in your soundcard. Your listeners however must have Destiny Media Player on their computer which again, is free to them in a download. This system puts Internet broadcasting into the palm of the common person, whether a 16-year-old teenager who wants to stream his favorite songs to his girlfriend on a Friday night or the senior citizen who wishes to upload a recorded show about tending a summer garden. It doesn't get any easier than this! The interface is simple and intuitive. Pirate Radio is similar to Shoutcasts' process except easier. With Shoutcast you must configure Winamp (since it broadcasts using that platform) and download some additional software. Pirate Radio empowers anybody with the ability to reach the world on a shoestring. Price is \$39.99 available as download from <http://www.pirateradio.com/>



Lastly, there's the ideal package that I chose. As I do not want to run an on-line Radio Station, I chose a Podcast system. I want to put out my own programmes on Vintage Guitars, with speech and sound samples, plus advice on collecting and tips and hints on what to and



what not to collect. The **ePodcaster** fits the bill perfectly. It's a brilliant little programme that's so easy to use. Here's some specifications: It offers ...Full podcast production-record, edit and upload your podcasts from a single program. Easy Drag & Drop capacity to load music & sound effects into the recorder, editor, or hot button keys. Quick single key access to 12 music and sound effects. Here's a great addition: Full iTunes support for publishing to the most popular podcast directory of them all, plus



Play Back Panel

Save Tracks

Music & Effects Segments



a complete editing studio to remove mistakes & professionally polish your sound. You can either create your own playlist with music and speech. Use an existing Podcast or series or create a Podcast from a pre-recorded file. There is a free on-line video tutorial at

www.industrialaudio.com/products/epodcastcreator.html You can launch this package

to the internet easily and link it to your own site, or upload your Podcast links to most of the social networking sites as well. Download price is \$67.46.

Basically, whatever you choose to do will be promotion for you as an individual. The only constraints are Internet fees and your own imagination. I think these days, you have to promote yourself and your ideas because there is so much media out there. In many ways, the Internet is brilliant, in other ways, it has reached saturation point. Everyone can list themselves, who they are, what they do, upload photo albums of their experiences and clips from their mobile phones. There are millions of video clips on YouTube alone, especially in the mainstream of popular entertainment. You are always competing with someone in life and most of the time it's with yourself. There will always be doubts about whether you can succeed in your chosen musical style, but unless you put it out there, who will know. I doubt for a moment that the old Classical Masters ever thought that their works would transcend time. They mainly looked for Royal sponsors to write and perform for. How they would have loved to have this Global asset at their fingertips. The ability to put out to anyone



who would listen, their own orchestral creations or ideas. In the 21 century, we have this system available to anyone, so it's better to use it to our own advantage than not.