Gospel Radio Station Information System

The Gospel Radio Station Information System provides radio station information and system features to help independent record labels and recording artists obtain national air play, and perform follow-up tracking for gospel recording projects.

Nov. 8, 2007 - *PRLog* -- The Gospel Radio Station Information System is now available to help independent gospel record labels and recording artists service radio stations with their gospel recording projects.

Air-play on radio stations plays a major role in exposing a project to the public, CD sales, and performance royalties. However, as most independents have experienced, there is some key information you must have when attempting to get radio airplay. You must know the radio stations that play gospel music, and to whom at the station to send your recording project. You need to know the Program Director, Music Director, On-air Personalities, Addresses and Phone numbers at a minimum. Email addresses and web site addresses will also be helpful in communicating with the station. It is also important to have the ability to keep your information current. Radio station addresses, phone numbers, and on-air personalities change frequently. Sending out CD's to the the wrong addresses can be costly.

It can take a significant amount of effort and time to service radio stations. You should package your product professionally, inserting a CD and cover letter. Mailing address information should be clear and legible.

Addressing packages and/or letters by hand can be very tedious, cumbersome, and time consuming, particularly when you consider that you will need to send out several hundred CD's for every project release to get national exposure and airplay. In addition, you must follow-up with stations to ensure your package has been received and to track air-play. This requires that you have a good system for maintaining records of stations serviced.

Independent artists/record labels either rely on a servicing/tracking company to service radio stations for them, or in most cases attempt to do it themselves by referencing certain magazines or web sites to obtain radio station information. However, often times the information is limited and/or not current. Even if current, it's not available in a format where it can easily be used for mailing purposes, without manual effort of transcribing it from the magazine/web site to your mailing piece. Also, to hire a servicing/tracking is not in the budget of most independent companies/artists. In most cases, this results in a project never getting exposure outside of the local area.

The Gospel Radio Station Information System was specifically designed to assist independent record companies and recording artists with the task of servicing gospel radio stations with their projects. The information and features included in the system enables them to better organize and plan their efforts, simplifies the task of obtaining and applying address information to mailing pieces, and reduces the time and cost. Key features included in the system are as follows:

*   Includes the Gospel Radio Station Information database that contains information on over   1200 radio stations. Stations listed in most gospel magazines such as The Gospel Roundup   are included in this database.

* For each radio station, it provides the music format, station address, phone numbers, and   on-air personalities. Some web site addresses, and email addresses are also provided. It also   provides the

ability to keep comments or notes on file for each station .

* Enables the user to keep information current by providing the ability to add new stations,   or to change and delete information as necessary.

* Identifies stations that are on the air 24 hours.

* Provides the ability to maintain separate address and phone information on radio personalities, and their affiliation with gospel associations such as GMWA or GMA.

* Provides the ability to maintain on-air schedules, identifying the time of day radio personalities,   are on the air.

* Generates reports detailing radio station information which can be filtered and sorted by   Region (West Coast, East Coast, South, North), State, City, or Format.

* Includes a "Quick Search Find " function that enables a user to quickly retrieve information on   a particular station.

* Generates mailing labels in multiple sizes. As with reports, these can also be filtered and Sorted by Region, State, City, or Format..

* Provides the ability to export all reports or labels generated into Microsoft Word, Excel, Lotus,   and other file formats.

* All reports and labels generated can also be emailed

The Gospel Radio Station Information System is designed to run on a desktop computer. It comes with an Installation CD and User's Manual. It runs under the Windows Operating System (Windows 95 or greater).

For more information contact Alpha 7 Ministries at 707 428-3334 or send an email inquiry to info@alpha7ministries.com.

Website: www.alpha7ministries.com

--- End ---

Source	Alpha 7 Ministries
Website	https://www.alpha7ministries.com
City/Town	Fairfield
State/Province	California
Zip	94534
Country	United States
Industry	Media, Music, Software
Tags	Radio, Station, Music, CD, Religion, Announcer, Record, am, fm, xm, Promotions, Gospel
Link	https://prlog.org/10037159

Scan this QR Code with your SmartPhone to-
* Read this news online
* Contact author
* Bookmark or share online