

Z Art Tones Dot Com Announces PamBrandisRadio.com - A "New Blues" Solution - 7 Q's and A's

OMAHA, Neb. - June 21, 2016 - [PRLog](#) -- Independent "New Blues" recording artist, Pam Brandis has spent the last year and a half working with two hot musicians who helped set the stage and tone for the upcoming release of her fourth full-length album, "Horizons" (on ZArtTones Records) and contemplating a not-so-new concept in music--pay-per-play, a much needed shift since download technology turned the Music Industry on its own ear in the mid 1990s.

Around that same time, Brandis (steeped in music business history) was planning a move to Nashville to try her luck as her own "Prairie Blues" song plugger. Although Plan A took a rapid turn for the worse, true to Brandis resolve, Plan B soon manifested in the form of her own record label and eventual release of her self-penned, self-produced, full-length debut album "Multiple Exposure," copyright 1999.

Shortly thereafter, Brandis began promoting the album to Midwest Public Libraries via her newsletter, *Sine of the Times*. Two more full-length albums later and a return to a more stable day gig in full-time teaching, Brandis began visualizing her own website for eventual sales of her works. ZArtTonesDotCom took shape during the summer of 2013. Although never supportive of music download technology, Brandis realized that some of these music sales might necessarily manifest as watermarked MP3 downloads.

With this in mind, Brandis created MP3 demo versions of several of her songs including brown noise approximately every 30 seconds and made the files available for listening only on the Pam Brandis Sounds page. Doing so, she realized how time consuming the process of rerecording and watermarking each single and then converting to MP3. She couldn't imagine spending that kind of time for 25 more tracks and counting. So, still hesitant in choosing an online sales option for even a few of her tracks, Brandis postponed the sales yet another few years and thankfully so.

PamBrandisRadio.com, the newly launched sibling site to ZArtTonesDotCom brings Brandis to a "settling point," finally at ease with the thought of online sales of her work. Here, visitors are introduced to the concept of pay-per-play/streaming of Pam Brandis albums and selected tracks. Brandis hopes the concept will catch on for other independent artists/bands who own their own music publishing and their own websites.

Streaming is now the norm and is also the perfect mode for the pay-per-play concept that Americans were so accustomed to during the early pay-per-play hay day--the decades during which floor model and table model jukeboxes could be found in most clubs/restaurants. Music lovers were sinking their coins into music slots left and right, and in addition purchasing the 45 RPM singles and 33RPM albums of those same recordings--music monetization the old-school way.

Brandis believes a modern version of this old-school concept to be at least one solution to the current problem--the fact that popular streaming sites fail to create the kind of music sales that radio airplay once spawned, encouraging listeners to run to the nearest record store. Music has monetary value and should clearly be afforded to those who create that commodity. Americans who love new music can be rewired to the former, more friendly and supportive mentality, "Love a music creator. 'Pay-per-play' or rather, 'Buy a stream.'"

To read the PamBrandisRadio.com Home page article, "A 'New Blues' Solution - 7 Q's and A's," visit ZArtTonesDotCom (<http://www.zarttones.com>) and click on the "Announcing PamBrandisRadio.com" button on the menu bar.

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