

*Planetary*

**RADIO PROMOTION**

# PROMOTING MUSIC SINCE '96

Since 1996, Planetary Group has specialized in helping bands and musicians get radio airplay around the country and internationally. Depending on your goals, we develop tailored radio campaigns with either national or regional focus, targeting the most appropriate outlets for your release. We utilize our extensive network of stations for airplay and feedback in addition to setting up radio interviews in your touring markets wherever possible.



# RADIO CAMPAIGNS

- Promotion for Singles, EPs, and Albums
- We work with over 300+ stations across the U.S. and Canada
- Our 5-person radio team sends out weekly updates and in depth reports to let you know where your music is being played
- We make sure to only send out music we believe in and see potential in





# ARLO PARKS

- We worked her debut studio album *Collapsed In Sunbeams* which hit #1 on the NACC 200 chart for 11 consecutive weeks. While simultaneously hitting #1 on the NACC Next, Most Added, Spintron Top 50, and iearshot National Top 50 Charts.
- *Weightless* which was released as a single on January 18th, 2023 was the highest charting single of all time. Spending 10 weeks at #1 on the NACC Singles chart non-consecutively.
- Every single released so far from her sophomore album have all been the number one most added at college radio.





# The Last Dinner Party

- "Nothing Matters" saw 3,312 spins and "Sinner" saw 300 spins. Also reach #9 on the Year-End NACC Singles Chart.
- The singles collectively were added to a total of 121 stations!
- "Sinner" reached #105 on NACC Top 200 and #9 on NACC Top Singles
- Debut album *Prelude to Ecstasy* spent 2 weeks at #1 NACC Radio Top 200





# Chappell Roan

- Her debut album “The Rise & Fall of A Midwest Princess” was the #2 Highest Climber upon release and reached #14 on the NACC Top 200 and NACC Most Added
- 15 stations included the album on their Top 30 Charts, with highlights including core stations KCSU in Ft Collins, FL (#1), KZSC in Santa Cruz, CA (#15), WRUR in Rochester, NY (#7), and WUNH in Durham, NH (#21)
- The album was added to the rotations of at least 149 stations across North America.
- Tracked 593 spins off the album over the course of the campaign.





# SOCCER MOMMY

- We've worked all 3 studio releases from the Nashville songwriter
- She's spent more time at the #1 spot on the NACC 200 than any artist ever!
- Soccer Mommy is the first artist to ever place a single inside the Top 10 of the NACC 200!





# ZOON

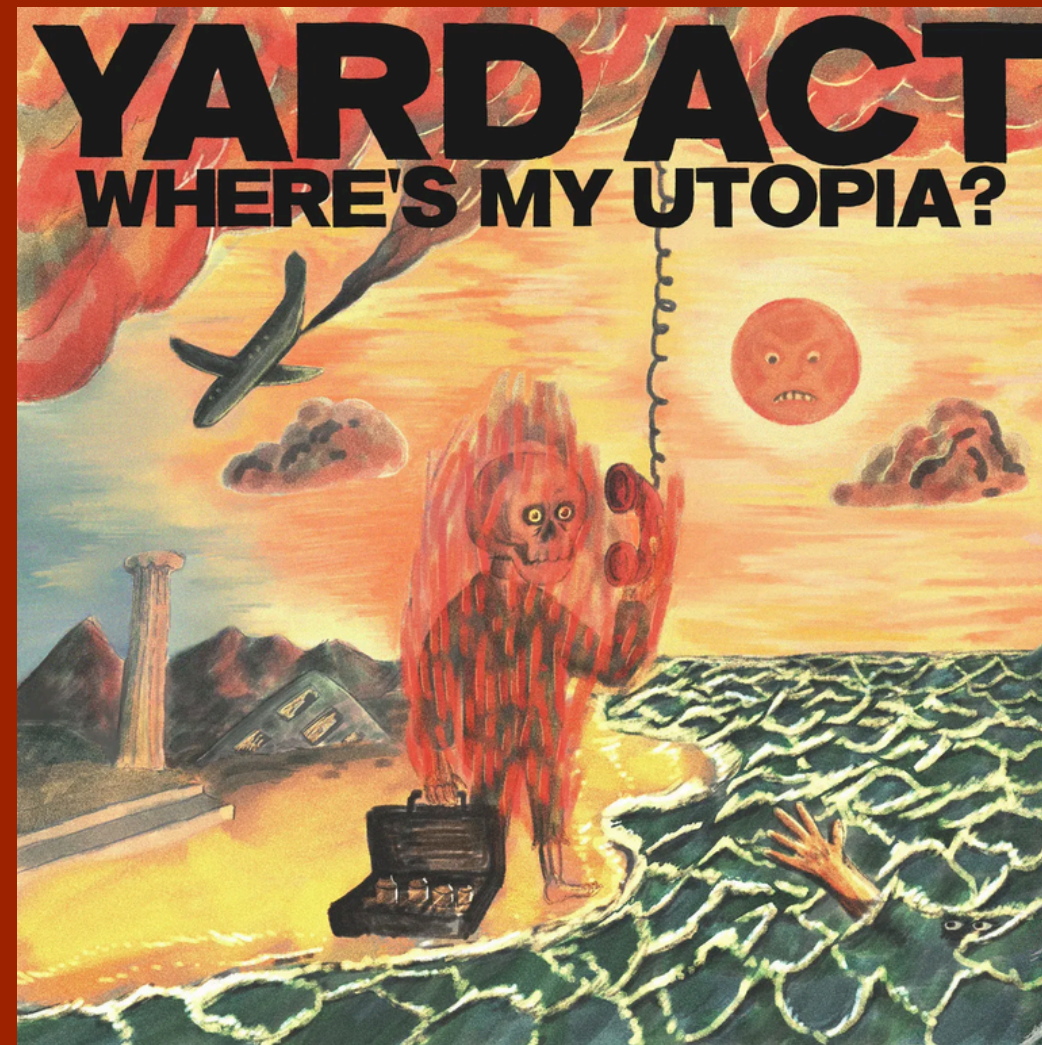
- Zoon and their core member Daniel Monkman were practically unknown before releasing their first full-length record, *Bleached Wavves*.
- Our radio campaign for *Bleached Wavves* put the Anishinaabe musician on the map as a budding shoegaze force.
- The album peaked at #22 on the NACC Top 200 Chart, #1 on NACC's Canada Chart, and #1 on !Earshot's National Top 50 Chart!





# Yard Act

- “Where’s My Utopia?” released on March 1st 2024 peaked at #3 on the NACC Top 200 chart.
- “Where’s My Utopia?” released on March 1st 2024 Charts:
  - #3 NACC Top 200
  - #3 NACC Next
  - #12 NACC Non-Comm
  - #12 NACC Canada
  - #35 !earshot
  - #13 Spintron
  - #4 Most Added
- Charting SubModern Singles:
  - Petroleum #1
  - Dream Job #2
  - We Make Hits #3
  - When the Laughter Stops #6





# PORTUGAL. THE MAN

- We've worked their entire discography to college radio!
- Prior to going #1 three times on the NACC Top 200 Chart (*In the Mountain in the Cloud*, *Evil Friends*, *Woodstock*), the group had been consistently building upon their success with college radio campaigns for every single one of their releases.
- Despite commercial success, Portugal. The Man understands the importance of college radio and have continued to promote each new release on the format.





# \$UICIDE BOYS\$

- In 2020, we worked *Stop Staring at the Shadows* to college radio!
- In the record's first week, it was the 2nd most-added Hip Hop project and the #22 most-added project overall at NACC.
- \$uicideboy\$ broke the mold of college radio and made a splash on the charts while doing it!





# CHAI

- The U.S. was blessed with CHAI's sonics for the first time when we worked their debut record, *PINK*.
- Their second album, *PUNK*, was the most-added record across North America in its first week at radio before peaking at #4 overall on the NACC Top 200 Chart!
- CHAI went from a group hardly known outside of their home country of Japan to an act with almost half a million Spotify monthly listeners (the majority of which coming from outside of Japan).



# ARTISTS WE'VE WORKED WITH

## GUIDED BY VOICES - Welshpool Frillies

#5 NACC Top 200  
#2 Highest Climber  
#2 NACC Most Added  
#10 NACC Next  
#38 SPINITRON

## DECLAN MCKENNA - What Happened to the Beach?

#7 NACC Top 200  
#3 NACC Next  
#24 SPINITRON  
#4 NACC Most Added

## LIME GARDEN - One More Thing.

#Top 200/AAA  
#5 NACC Most Added  
#28 NACC Top 200  
#23 NACC Next  
#32 SPINITRON

## CIVIC - Taken By Force

#11 NACC 200  
#2 Top Debut  
#8 NACC Next  
#18 NACC Canada  
#20 !earshot Top 50  
#6 NACC Most Added

## VACATIONS - No Place Like Home

#2 NACC Top 200  
#3 NACC Most Added  
#2 NACC Next  
#7 NACC Non-Comm  
#8 NACC Canada  
#14 !earshot Top 50  
#19 SPINITRON

## Shaina Hayes - Kindergarten Heart

#45 NACC Top 200  
#1 NACC Canada  
#2 !earshot Top 50  
#2 !earshot Folk  
#14 Most Added  
#2 NACC Most Added Folk

## MARIKA HACKMAN - Big Sigh

#1 Highest Climber  
#2 Most Added  
#8 NACC Top 200  
#8 NACC Next  
#28 NACC Non-Comm  
#8 NACC Canada  
#16 !earshot Top 50  
#21 SPINITRON

## TWENTY ONE PILOTS

Blurryface made the top 30  
airplay charts for over 100  
stations

a great example of how major  
labels can also support non-  
commercial radio stations





# KEEPING LEGACY ARTISTS RELEVANT



## Elephant Stone: *Back Into The Dream* (Elephants on Parade)

#30 NACC Top 200  
#6 NACC Canada  
#9 !earshot Top 50  
#4 Most Added

## Nick Cave & The Bad Seeds: *“Wild God”*

(PIAS)  
#5 Highest Debut  
#5 NACC Singles  
#9 NACC Most Added  
#68 NACC Top 200

## Juliana Hatfield: *Juliana Hatfield Sings ELO* (American Laundromat)

#3 Highest Climber  
#7 Most Added  
#17 NACC 200

## Modern English:

1 2 3 4  
(Mesh & Lace)  
#8 Most Added  
Peaked at #34 on NACC Top 200

## They Might Be Giants: *Book*

(Idlewild)  
#1 SubModern Tracks Chart  
#1 SubModern Albums Chart

# SAMPLE RADIO REPORT

- Our radio team sends out weekly reports to let you know where your music is being played.
- Our goal is to get your music played on as many stations as possible and we strive for full transparency with our weekly reports.

**PLANETARYGROUP** Client Extra  
 reports User: Example B log c

state	city	station	format	tw	lw	peak	comments
NY	Brooklyn	M3 Radio	WEB	15	12	12	7/24 doing great here 7/17 up 6 spots! 7/10 same as last week, 18! 7/3 moving up! 6/26 Debut at #27 6/19 Late Official CMJ Add
LA	Baton Rouge	KLSU	CORE	#?	29	8	7/24 slipped off this week 7/17 hanging there 7/10 top 20! 7/3 still doing well 6/2 down 3 spots, four straight weeks on this station's chart 6/19 up two spots 6/12 doing really well 6/5 CMJ Add
LA	Ruston	KLPI	COL	M	L	M	7/23 giving it a push 7/17 getting lighter spins 6/5 getting started
CO	Denver	KRCX	COL	M	A	M	7/17 it's in medium 6/5 in rotation here
CA	Los Angeles	KXSC	COL	M	M	M	7/10 doing great 7/3 moderate play 6/25 just a few spins this week 6/25 just a few spins this week
LA	Thibodaux	KNSU	COL	M	L	M	7/24 medium rotation 7/10 looking at light 6/25 still in light 6/25 still in light 6/5 trying this out in light
AZ	Tucson	KAMP	COL	M	L	M	7/17 medium here 6/19 light spins again this week 6/12 got some action this week 6/5 in the library here
CA	Turlock	KCSS	COL	M	M	M	7/17 been doing okay 7/10 medium here 6/26 light here 6/26 light here 6/4 some light spins
ID	Moscow	KUOI	COL	M	L	M	7/24 mostly medium now 7/3 this is light 6/5 out for play
IA	Ames	KURE	COL	M	M	M	7/17 doing pretty well here 6/18 doing pretty well this week 6/11 it's in light rotation 6/5 put this out there

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