



MEDIA RELEASE

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New Artists 2 Radio judging to begin

Judging is set to begin for this year's New Artists 2 Radio (NA2R) competition, the commercial radio industry initiative which aims to discover the next big unsigned, independent music artist to be played on radio, with ten finalists to be announced on August 18. The two winners will then be chosen and announced in Melbourne on September 10.

Chief executive officer of Commercial Radio Australia, Joan Warner said 294 entries had been received this year – a similar number to last year – which showed the high standard and intense competition of the initiative.

“Entrants will be judged by a panel of commercial radio network program and music directors, and finalists and winners are chosen, based on their commercial radio play potential,” Ms Warner said.

She said this year the two winning acts would receive a longer period of guaranteed radio airplay - six weeks – to ensure maximum exposure and the opportunity to really crack the national market.

“This year, ten finalists will be selected with two winners being announced. Both winners will receive guaranteed airplay, across the day, on the major metropolitan and regional commercial radio networks for their new single valued at \$1.3 million - a fantastic opportunity for new and emerging bands or artists,” Ms Warner said.

Now in its ninth year, the NA2R competition aims to discover the next big music star to be played on commercial radio throughout the country. The event is open to unsigned, independent Australian artists who have not charted in the top 100 Australian National airplay chart.

Last year's NA2R winner, Finabah, was the most successful winner so far, gaining impressive chart success with their single “Everyone Jump”, including debuting at #9 on the Air Independent Singles sales chart and peaking at #5 in the Australian artists Top 20 airplay chart. Its second single is currently being supported by major metropolitan commercial radio stations.

“The NA2R initiative is one of the main ways in which the commercial radio sector helps nurture and support Australian musical talent,” Ms Warner said.

“This is an industry-wide initiative which has helped launched some very successful music careers since its inception including artists like Faker, Cassie Davis, Delta Goodrem, Sarah Blasko, Thirsty Merc, Jade McRae, The Sunpilots and Ashleigh Mannix,” Ms Warner said.

This year, the two winning acts will perform at the NA2R showcase event to be held in Melbourne on October 15 in front of key music and program directors from the commercial radio sector.

All finalists will also attend a radio workshop with leading program and music directors and music marketing professionals. The NA2R workshop offers invaluable insight about how to maximise commercial radio airplay and exposure – a popular feature of the event aimed at helping independent artists. The workshop will be held in Melbourne on September 10.

This year's winners will receive:

- six weeks of airplay, across the day, on the Australian Radio Network, Austereo, DMG Radio, Southern Cross Media, ACE Radio, Prime Radio, Grant Broadcasters, and Super Network worth around \$1.3 million.
- a digital single distribution deal with MGM Distribution submitted to ARIA and AIR for chart survey.
- advice from VGM (Media & Marketing) consultancy regarding mainstream media, electronic and digital marketing and artist management as well as design of their single cover for digital radio servicing.
- the opportunity to perform live in front of key people from the commercial radio and music industries.
- a full page advertisement feature in The Music Network magazine and online

“Unearthing new Australian talent has always been one of the key roles played by commercial radio and this initiative now provides some fantastic tools for unsigned artists to help them break into commercial radio and the music industry,” Ms Warner said.

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For more information on NA2R visit www.na2r.com.au