

BOOKMARK
THIS PAGE
[HOME](#) : [FEATURED ARTISTS](#) : [BREAKTHRU DJS](#) : [ARTICLES](#) : [REVIEWS](#) : [CALENDAR](#) : [MULTIMEDIA ARCHIVE](#) : [MUSIC STORE](#)

DJ RePete BTR
 DJ RePete
 DJ RePete BTR
 Wednesday, November 14, 2007

[VIEW PLAYLIST](#)

[BLOG](#) | [EVENTS](#) | [DOWNLOAD](#) | [ARCHIVE](#)

- DJ RePete BTR**
Wednesday, November 14, 2007
- Ra Ra Riot - Dying is Fine**
Monday, November 12, 2007
- Planet Beet**
Wednesday, November 14, 2007
- The Mixtape Show**
Wednesday, November 14, 2007
- Matt & Emily on BTR**
Wednesday, November 14, 2007

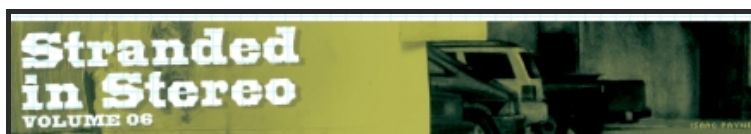
BREAKTHRU RADIO



ARTICLES

The Stranded in Stereo Empire

November 14, 2007



If you've ever visited the website [Stranded in Stereo](#), you know just how much it has to offer. Hell, it offers just about everything: music reviews, interviews, MP3s, film and TV reviews and interviews, gear reviews, event information, a kickass compilation CD/DVD with music, videos, and movie trailers, an opinion column, AND a music store! Run by the Planetary Group, Stranded in Stereo is poised to take over the music blog-o-sphere.

The Planetary Group was started in 1996 by Chris Davies and Adam Lewis as a music marketing company, focusing on radio promo, publicity, and eventually online promo. [Stranded in Stereo](#) (the website) developed out of that to reach consumers who aren't actually a part of the music industry.

"There are people out there that are simply fans who want to hear new music," explains head editor and former BTR Blogger of the Week Dany Sloan (for his personal music blog, [Exitfare](#)). "With Stranded in Stereo, its websites and its parties, we reach them. We want to connect as many music fans out there with new music, both from artists they've heard of and the people they will be all over in the future."

One of the main ways that the Planetary Group reaches out to readers is through their blog, Hyperbola. Hyperbola is the main one for staff members to use to write about shows they attend, things they do outside of work, music they like in general, etc. The blog allows fans a more personal look at the staff, allowing them to connect with them further, one of the main goals of Planetary Group.

"With the bands and labels we work with, we want them to know that we're there for them," says Sloan of the group's goals. "Our job is not to just get people results, but it's to answer all of their questions and to be as communicative as possible. As the years go on, we want to provide as many options for bands as possible, both on a national and international level."

The Stranded in Stereo site became so popular that Sloan found his inbox filled up with great new music he wanted to share with fans of the site, but had no room for. Thus was the birth of SIS the blog (<http://strandedinstereo.blogspot.com>). Run by blogmaster and editor Rusty Roberts, the SIS blog provides the perfect forum to showcase new music, MP3s, and videos. Occasionally, there are other contributors, but Roberts, who along with Sloan has also been featured as BTR's Blogger of the Week, is the primary writer for it.

"Stranded in Stereo is unique because I give writers full reign to review things they like and allow them to run as many new ideas as they can by me," brags Sloan. "I nix things from time to time but I'd like to say that our writers have a ton of artistic freedom. One thing I don't allow are negative reviews. I'm not true to be all 'nicey nice,' but I don't want to waste people's time with reviews that slag off albums."

Like any good music website, SIS is constantly shining the spotlight on the best artists in the biz. They run interviews and include mp3s, videos and tour dates on the blog.

"[How closely we work with a band] is up to the band," says Sloan. "Seafood

recorded some exclusive acoustic tracks earlier this year, which was neat. I've been a fan of that band for years and it was great to work with them!"

The Stranded in Stereo name does not just end with the site and the blog. Perhaps the biggest promotional tool that the Planetary Group offers is the Stranded in Stereo dual disc CD/DVD compilation. It features the best new music and film, complete with exclusive tracks, music videos, and trailers for upcoming feature films. Currently, the Stranded in Stereo compilation is released four times a year: during South by Southwest in March, in July, during CMJ in October, and again in November. We put head editor Dany Sloan in the hot seat to convince us just why we – and all of you – should sign up for the CD/DVD.

Give me your pitch on why everyone should sign up for it. Without using the words "it's free."

It's free! Haha, just kidding. But seriously, there are many pros about signing up for Stranded In Stereo – it's not one of those typical samplers that come in a slipcase and look unappealing. Each volume has artwork from an up and coming artist, while the music combines new efforts from established groups and some of the best unsigned talent. On the DVD side, you'll be able to see videos that MTV might touch if they had a clue, and really, where can you watch new videos on TV anymore?

How closely tied in with the site is the compilation CD?

We started out using the site to focus on the bands on the CD/DVD, but we realized that we wanted people to come back every day, not just every few months, so we've been very aggressive about getting new content up every single day. Plus, the site doesn't just feature music – we have movie, TV and gear reviews, as well as columns, all of which will expand in 2008.

Talk to me about some of the artists featured on it: Did you need their permission? Are there exclusive tracks?

Most of the artists on the sampler are happy to be on it, as many of them are new bands trying to get a foothold in the industry. We do need permission, but that is pretty easy to get as people are pretty excited about the 20,000+ impressions.

What about the film trailers/music videos?

Those are another story, but in the end, it's not that difficult since [from the movie studio's perspective], it's an important way to reach a consumer audience.

How has it gone over so far with your audience?

We have received an overwhelmingly positive response. On top of that fact that it is free, the packaging is HUGE for people. The artwork is unique: it's aesthetically pleasing and the benefit of hearing new bands first is huge for our audience.

Has it been pimped on any other media outlets yet?

Blogcritics, Rock Insider, Gorilla vs Bear, Arcane Radio Trivia, etc.

What's your favorite thing featured on it?

As a teenager in the '90s, MTV still occasionally featured videos, and I would always stay up late on Sunday nights to see 120 Minutes because it was my only place to see stuff from Sonic Youth, Jawbox, Shudder To Think, Hum, etc and I would gladly sacrifice sleep for that. Now I can see any video I want to on YouTube and whatnot, but I typically associate my computer with work, so the fact that I can pop in a DVD and watch new videos from Bloc Party, Jamie T, Black Lips, The Subways, etc. is really fucking awesome.

If you'd like to get in contact with Dany Sloan, you can email him at exitfare@gmail.com. Be sure to visit www.strandedinstereo.com and sign up to receive the free compilation CD/DVD!

- Colleen McAllister