



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 !earshot 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.



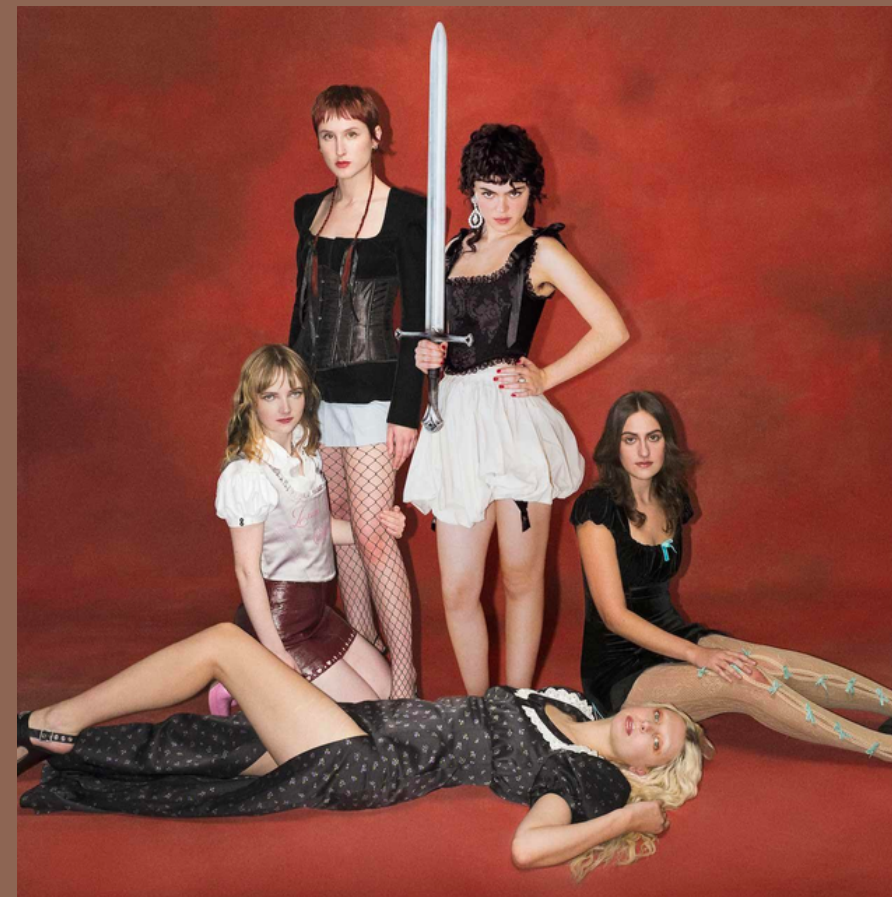
SOCCKER MOMMY

- 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!



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



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!



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

#5 NACC Top 200
#1 Most Added

BIG JOANIE

Top 200 - #20 NACC 200,
#15 NACC Non-Comm,
#4 Most Added

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

BODYWASH

Top 200/Canada
#46 NACC 200
#3 Highest Debut

CIVIC

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

YARDACT

Most added on project on NACC within it's first week

#16 NACC Canada
#7 Spintron



KEEPING LEGACY ARTISTS RELEVANT



The Psychedelic Furs:

Made of Rain
(Cooking Vinyl)

#4 NACC Top 200

#13 NACC Non-Comm

#1 Most Added Single

#3 Most Added

Juliana Hatfield:

Blood

(American Laundromat)

#5 NAAC Top 200

#13 NACC Non-Comm

#15 Spintron Top 50

#1 Most Added

Modern English:

After The Snow

#3 Most Added

Peaked at #110 on NACC Top 200

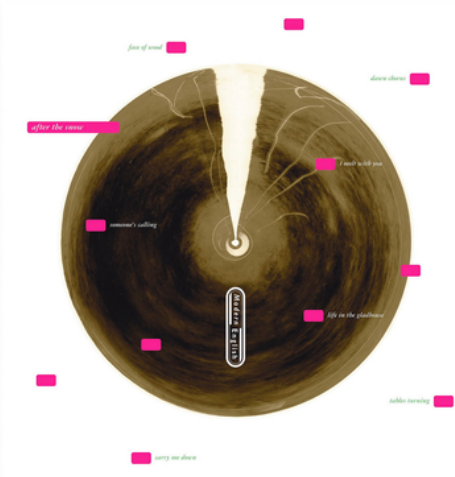
They Might Be Giants:

Book

(Idlewild)

#1 SubModern Tracks Chart

#1 SubModern Albums Chart



Toots & The Maytals:

Got To Be Tough

(Trojan Jamaica/BMG)

#3 NACC Top 200

#5 NACC R&B

#7 NACC Canada

#7 Most Added

#1 Most Added World

SAMPLE RADIO REPORT

Report: July 23rd, 2012 College Project: Example Band 2012c

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 thi 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 lig 6/25 still in light 6/25 still in light 6/5 tryin 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 wee 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

- 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.

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