

As an owner of a small business dedicated to achieving product coverage for small record labels at record retail, I cannot begin to tell you in 70 words how the lack of radio airplay impacts the bottom line of many different businesses. Retailers have so many choices today to choose from (32,000 new releases/year), that they have to pick the cream of the crop to stay in business. And they base a good bit of their buying on radio play. If it doesn't exist, the CD doesn't get in the store. And if it's not in the store, no amount of press or touring is going to help. It's these artists bread and butter, and the small businesses out there that are taking risks by attempting to expose new music that are being hurt.