

Into the Niches

tiny station, big fans

How tiny is tiny?

Hint: Everything is tiny.

How tiny is tiny?

Small terrestrial stations

Small alternative broadcasters

(campus cable, carrier current, etc.)

Web stations

Large terrestrial stations

What are your assets?

What do you have that no other station can?

Music?

Talk?

Your DJs and their knowledge.

Your DJs

Their personalities.

Who they are on the air.

What they know and how they can share it.

What they play.

What else they do in the music world.

How they pull it together.

Scenario:

Imaginary metal show DJ.

- DJ Name and Branding (not personal)
- Timeslot and scheduling
- Promotional presence: IRL and online

Go Wide or Go Deep?

Reach vs. Depth

Hint:

Top 40 goes for wide.

College radio can go for deep.

Get down in the niches

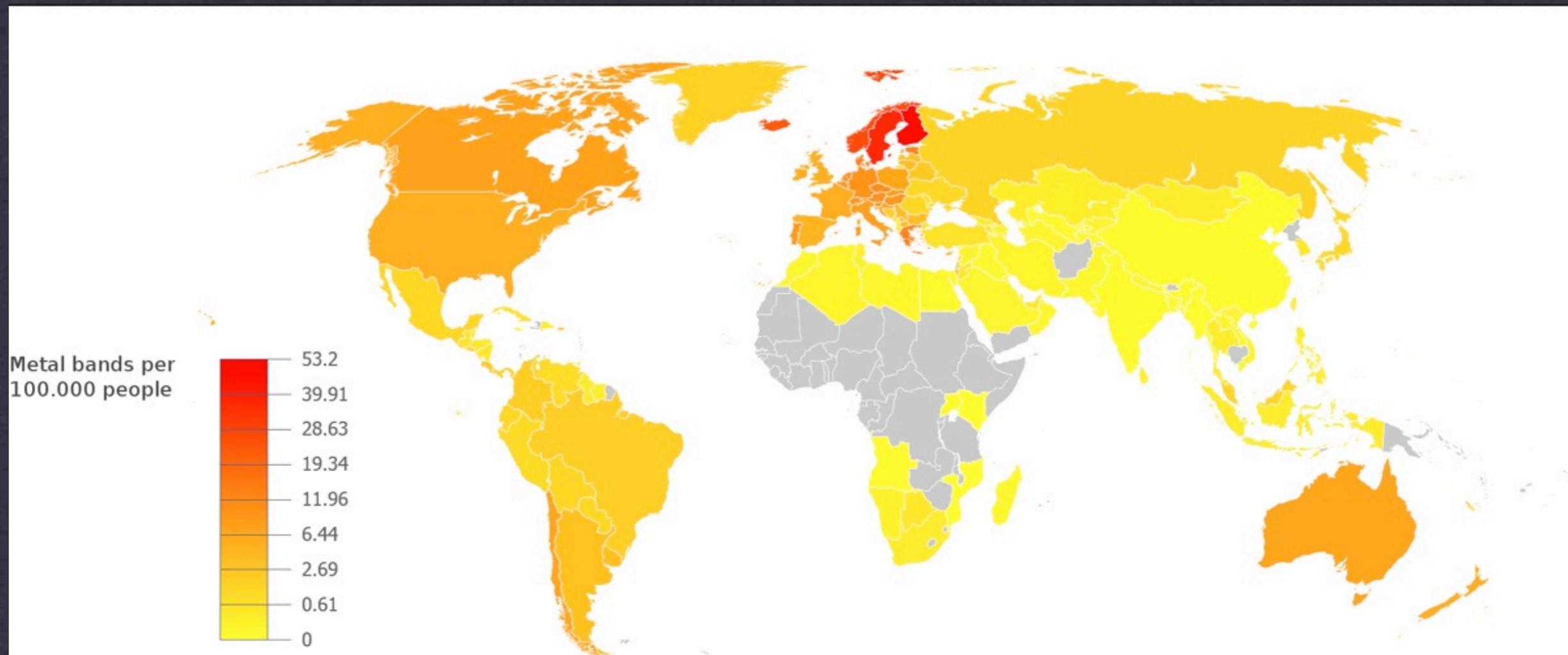
Rock show

- > Metal show

- > Black metal show

- > Nordic black metal show

- > All-Finland episode of the Nordic Black Metal Show



Metal bands per 100.000 people

Sources:
1. <http://www.metal-archives.com/browse/country>
2. <https://www.cia.gov/library/publications/the-world-factbook>

2012 depo

Research

Become an expert

Listen to as much as you can.

Read reviews and news.

Learn the history, the major players.

Use your knowledge

Build your expert knowledge into your show.

Playing a song? When's their next tour?

What's their next album about? Which member has a new solo project?

Make your show a must-listen for the people who care about your niche genre.



finland black metal



Web

Images

Maps

Shopping

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Search tools

About 9,770,000 results (0.31 seconds)

Category: Finnish black metal musical groups - Wikipedia, the free ...
en.wikipedia.org/wiki/Category:Finnish_black_metal_musical_groups ▾

Pages in category "Finnish black metal musical groups". The following 28 pages are in this category, out of 28 total. This list may not reflect recent changes ...

Finnish black metal music - Listen free at Last.fm

www.last.fm/tag/finnish%20black%20metal ▾

Listen to **Finnish Black Metal** radio. Free **Finnish Black Metal** mp3 downloads available. Top **Finnish Black Metal** artists: Satanic Warmaster, Beherit, Behexen, ...

Black Metal - Metal from Finland

www.metalfromfinland.com ▸ Bands ▸ Genres ▾

Metal from Finland - Encyclopedia for Finnish Rock and **Metal** music. Just simply call it MFF.

Browse bands by country - Finland - Encyclopaedia Metallum: The ...

www.metal-archives.com/lists/FI ▾

Country list > **Finland** ... Symphonic **Black Metal** (early), Industrial/Electronic Metal (later). Pietarsaari/Vaasa. Changed name ... **Black Metal**/Punk Rock. Active.

My Top 20 Finnish Black Metal Bands - Rate Your Music

rateyourmusic.com/list/.../my_top_20_finnish_black_metal_bands/ ▾

My Top 20 Finnish **Black Metal** Bands. Author: mike7555.



Create Page



Ψ FINNISH BLACK METAL Ψ

1,498 likes · 2 talking about this

Like

Message



Community
Suomalaisen Blackmetallin
Fanisivu



1,498

Photos

Likes

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Highlights



Post



Photo / Video

Write something...



Post

Invite Your Friends to Like This Page

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Type a friend's name...

Invite



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Ian McCarthy

invite



Dylan Fagan

invite



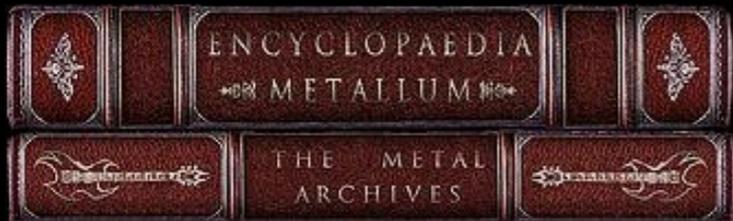
Millie De Chirico

invite



Ψ FINNISH BLACK METAL Ψ shared a link.
August 10, 2010

Community



Encyclopaedia Metallum: The Metal Archives

Message board

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Let's discuss our favorite black metal scenes!

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Author	Message	Previous topic Next topic
iamntbatman Chaos Breed Joined: Sat Feb 21, 2009 5:55 am Posts: 5314 Location: Innsmouth	<p>📄 Posted: Sun Jul 21, 2013 4:12 am</p> <p>I thought it would be nice to have a thread where we get a chance to discuss our favorite regional scenes in black metal. Feel free to discuss more than one! It can be difficult to narrow things down.</p> <p>Finland: The Finnish scene has really grown on me over the years. A few years back, I sort of put the whole country on the back burner. The big name bands in contemporary Finnish BM (Horna, Sargeist, Satanic Warmaster) didn't seem all that appealing to me. It probably didn't help that my first exposure was SW, which is definitely one of the least-interesting projects in the scene as far as I'm concerned, not to mention that Werwolf always seems to come across as trying way too hard.</p> <p>The turning point for me was a couple years ago getting to see both Horna and Sargeist at Maryland Deathfest. At that point I was only vaguely familiar with both bands, having heard I think only one album from each but never having really let them sink in. Both bands put on phenomenal performances, though, and really drove those wonderfully melodic Finnish tremolo lines along with pounding mid-paced sections. A real eye-opener for me. Since then I've gotten into loads of other bands such as Norns, Nattfog, Perisynti, Korgonthurus, Blood Red Fog, Cosmic Church, Phlegain, Hamys, Baptism, etc. Despite the pretty simple, straightforward approach that really sort of serves as the hallmark for the style (i.e. upbeat, triumphant tremolo melodies interspersed with punkier, groovy midpaced powerchord riffs) I find that tons of these bands do an excellent job of leaving their mark on the music, adding wonderful little idiosyncrasies that make them worth looking into.</p>	

Participate

Engage

On the web:

Post your annotated playlists to a blog.

Do reviews.

Do blog-style lists. Top 10 Finnish Black Metal Band Names.

Get to know the fans and deliver for them.

Always bring it back to what's on the air.

Engage

On the web:

Go where the fans are already:

Genre message boards

Fan communities on social networks

The rest of the music community

Engage

Locally:

Go to where your DJ Persona would shop, eat, drink, hang out, work out, promote your show there.

Don't just think record stores and clubs.

Deliver

Always bring it back to what's on your air.

Twitter followers example:



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@scadatplaylist

SCAD Atlanta Radio makes student-produced, non-commercial radio available to listeners on campus and all over the globe via mp3 stream.

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521,534

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0

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981

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4m

Just played: Sunspot - Suuns - Images du Futur(unknown)

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ScadATLRadioPlaylist @scadatplaylist

6m

Just played: Black Ice - Kitten Forever - Pressure(unknown)

[Expand](#)



ScadATLRadioPlaylist @scadatplaylist

9m

Just played: Bitter Rivals - Sleigh Bells - Bitter Rivals(unknown)

[Expand](#)



ScadATLRadioPlaylist @scadatplaylist

10m

Deliver

Remember your goal!

Casual listeners

Repeat listeners

Fans

Crazy mega superfans

The WORLD

Into the Niches

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