



Duration:	10 weeks
Course:	Radio & Video Promotion
Instructor:	Demetrius Nath

Course Objective: Here is a crash course on how to get your music on the radio airwaves. By the end of this course, students will be able to identify what works at radio, why it works & how to make it on air. Looking through examples over the last decades of Canadian success stories as well as current active campaigns, this class should help you understand why radio is still relevant at this day and age...and perhaps how you can cash in.

Bio: Owner of **antiskeptical entertainment**, Demetrius Nath has led countless marketing & promotions campaigns for music (Alexisonfire, Arkells, Bush, Cancer Bats, City and Colour, Dolly Parton, Feist, Melanie C, Paul Brandt, The Sheepdogs, Tokyo Police Club, The Used & Underoath), film (Bon Jovi, Jeff Dunham, Twilight, UFC), brands (Junos, Simon & Schuster, Urban Behavior, Yogen Fruze) & events (Boots and Hearts, Edgefest, Polaris Awards, Virgin Festival, WayHome).

Week	Topic
1	Introduction: Radio Promotions
2	A&R: what fits?
3	A&R: what fits?
4	Radio Promotion Overview
5	Radio Promotion Overview
6	Tracking & Reporting, ASSIGNMENT
7	Being and Independent Promoter I
8	Being and Independent Promoter II
9	Review
10	Final Exam

Evaluation

Assignment	35%
Attendance/Participation	25%
Final Exam	40%
Total	100%