

# Planetary

## Online Publicity

A Case Study.

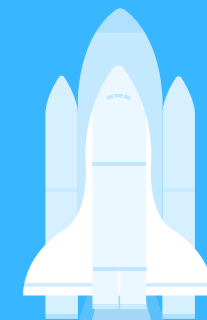


## Getting The Word Out

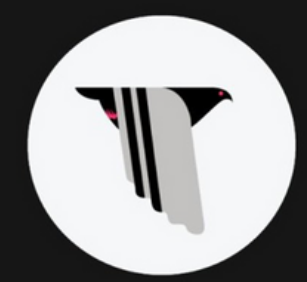
Online Publicity is the business of disseminating information to increase public awareness and interest in your project. Increased public interest and awareness comes about through features, interviews, reviews, previews, articles and anything else that attracts people to you or your product. The record review and online post is a highly regarded, small victory that when acquired in quantity or quality can really help build a band or artist's reputation.



# PLANETARY



We've Secured  
Press At All Kinds  
of Publications



PIGEONS & PLANES



THE LINE OF  
BEST FIT



# Here's What They've Had To Say About Our Artists

COMPLEX

MUSIC STYLE POP CULTURE SPORTS LIFE SNEAKERS SHOP SHOWS

## mynameisleonidas



Normally, we wait until an artist has at least a few songs released before we include them in Best New Artists. And normally, we'll try to get familiar with the artist and their story before we write about them. But the case of an artist who goes by mynameisleonidas is anything but normal.

RollingStone

Menu

Read Next Black Friday is Coming: Here's What to Expect for the Biggest Shopping Day

HOME > MUSIC > MUSIC FEATURES

APRIL 24, 2020 12:00PM ET

## Listen to Billy Porter's Timely Remake of 'For What It's Worth'

Singer and theater star recasts a decades-old protest classic to motivate potential voters: "It reminds me of our news cycle"

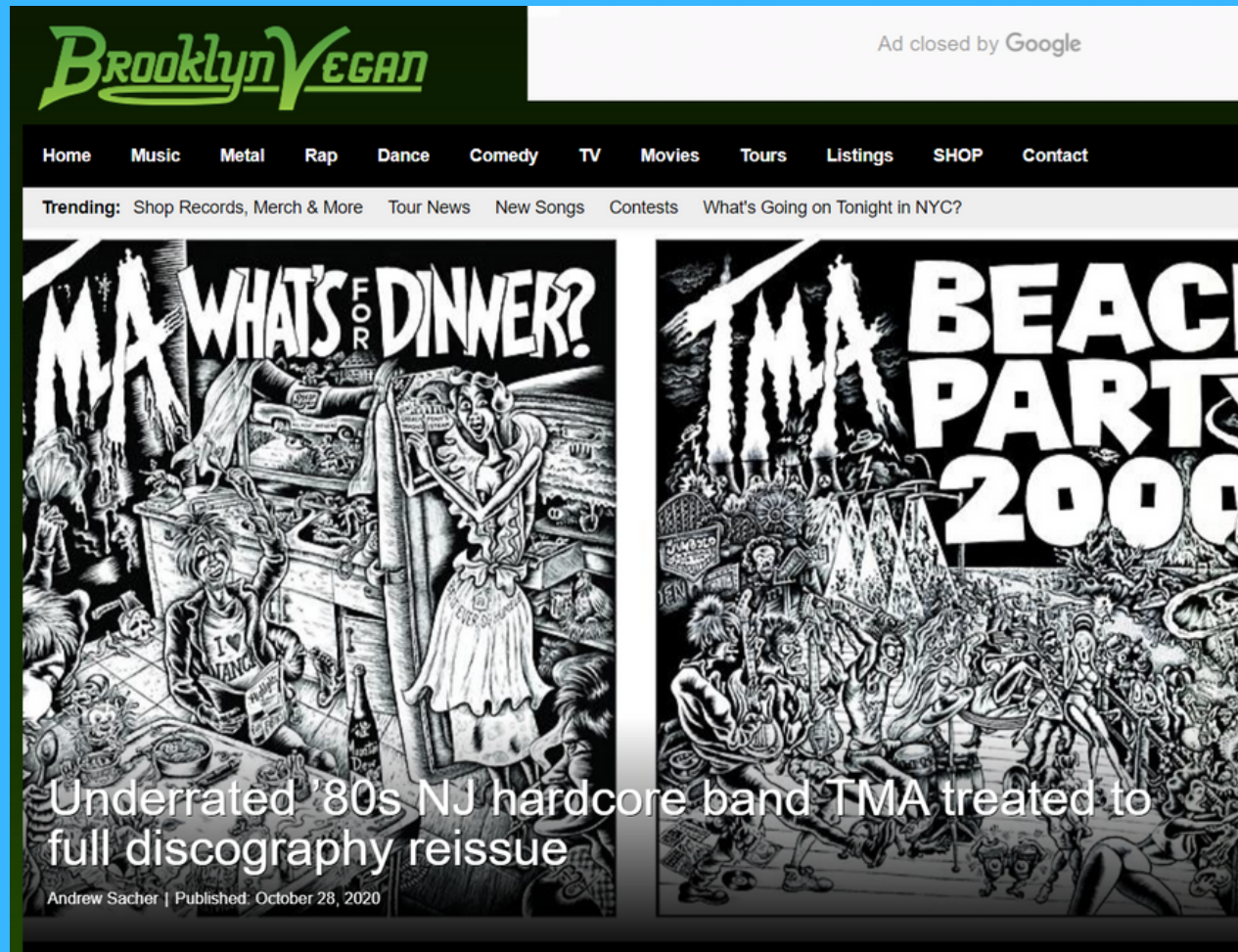
By DAVID BROWNE



Planetary  
GROUP



# And Some More...



Brooklyn VEGAN

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Trending: Shop Records, Merch & More Tour News New Songs Contests What's Going on Tonight in NYC?

**WHAT'S FOR DINNER?**

**BEACH PART 2000**

Underrated '80s NJ hardcore band TMA treated to full discography reissue

Andrew Sacher | Published: October 28, 2020

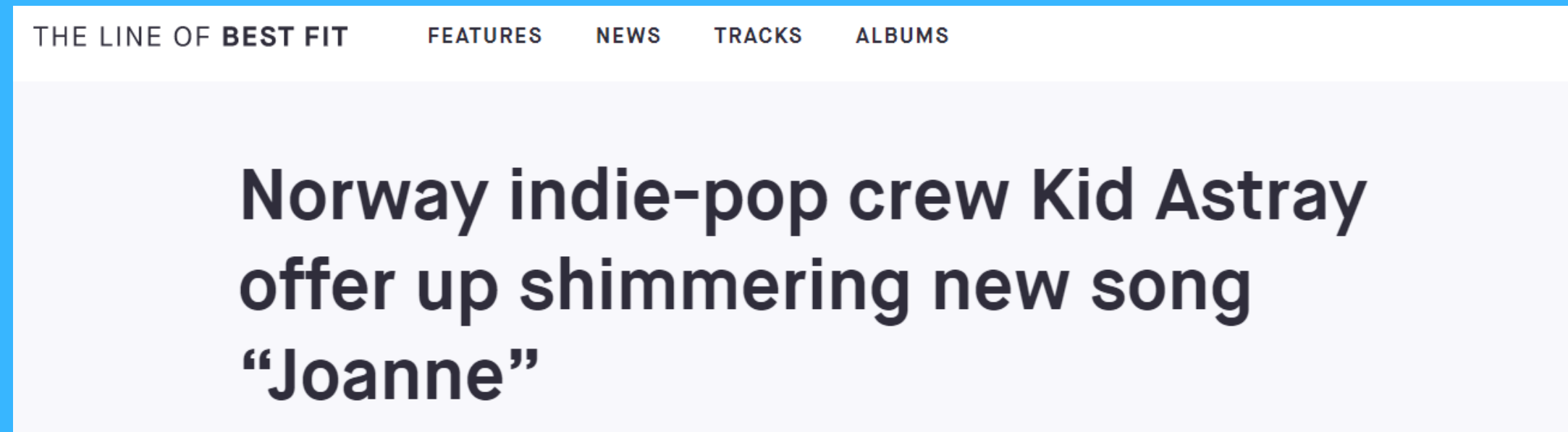


Pitchfork NEWS REVIEWS BEST NEW MUSIC FEATURES LISTS THE PITCH VIDEO REVIEWS EXPLORER LONDON / PARIS

NEWS

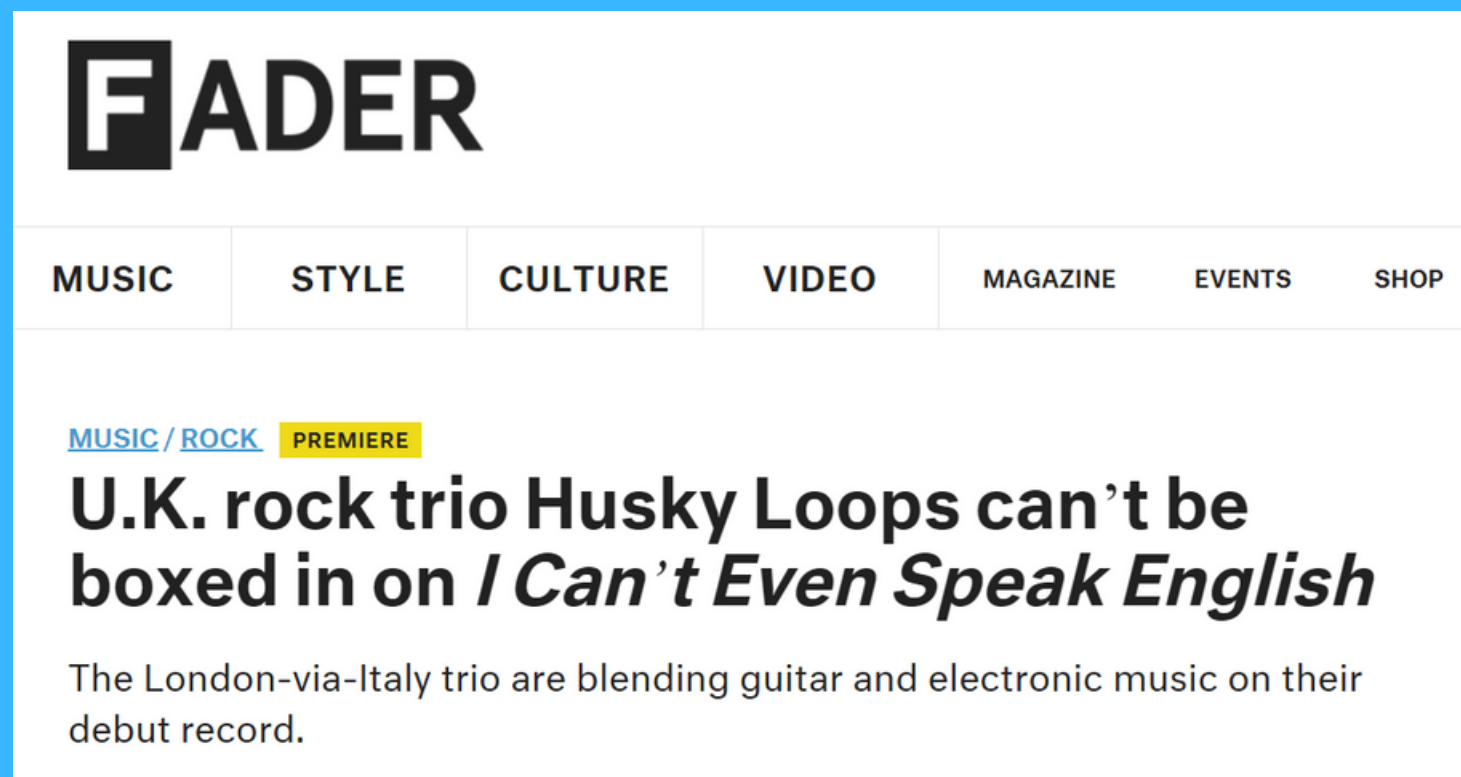
## The Bats Announce New Album *Foothills*, Share Video for New Song "Warwick": Watch

The New Zealand band's 10th record arrives in November



THE LINE OF BEST FIT FEATURES NEWS TRACKS ALBUMS

## Norway indie-pop crew Kid Astray offer up shimmering new song "Joanne"



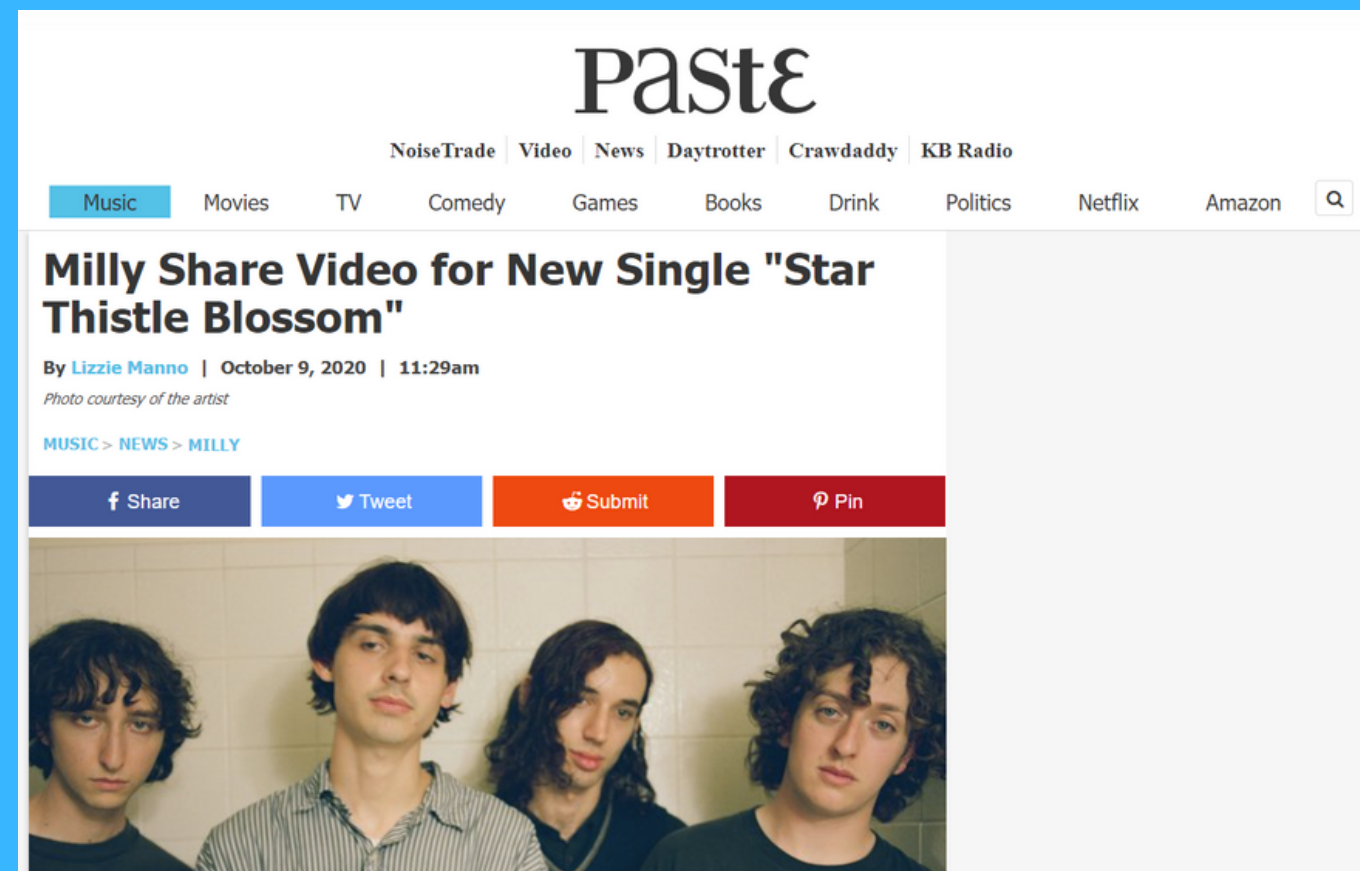
FADER

MUSIC STYLE CULTURE VIDEO MAGAZINE EVENTS SHOP

MUSIC / ROCK PREMIERE

## U.K. rock trio Husky Loops can't be boxed in on *I Can't Even Speak English*

The London-via-Italy trio are blending guitar and electronic music on their debut record.



Paste

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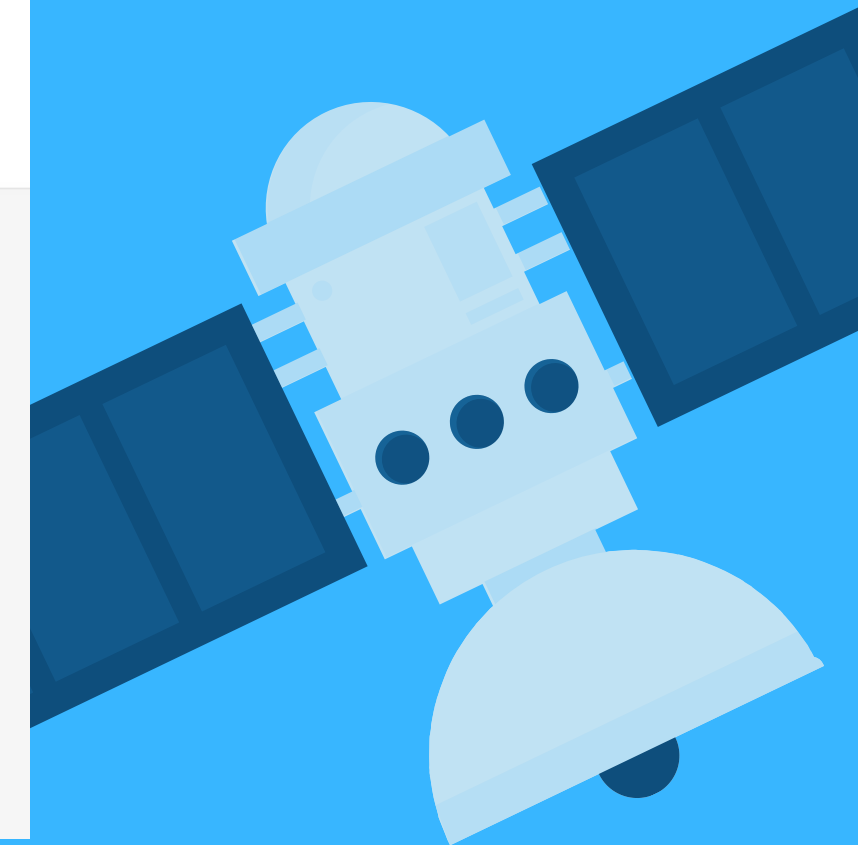

## Milly Share Video for New Single "Star Thistle Blossom"

By Lizzie Manno | October 9, 2020 | 11:29am

Photo courtesy of the artist

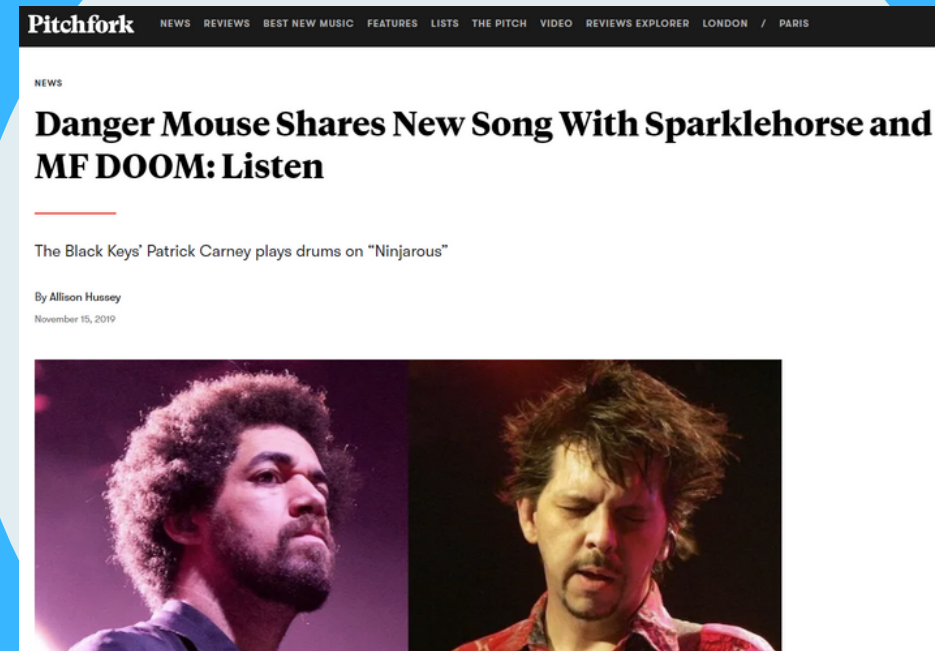
MUSIC > NEWS > MILLY

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# A Few Different Types Press

## Features




**Pitchfork** NEWS REVIEWS BEST NEW MUSIC FEATURES LISTS THE PITCH VIDEO REVIEWS EXPLORER LONDON / PARIS

NEWS

### Danger Mouse Shares New Song With Sparklehorse and MF DOOM: Listen

The Black Keys' Patrick Carney plays drums on "Ninjarous"

By Allison Hussey  
November 15, 2019



## Reviews



**Paste** NoiseTrade Video News Daytrotter Crawdaddy KB Radio

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### Husky Loops' Gorillaz-Like Indie Trip-Hop Shines on Their Debut

**RATING** 7.5

*I Can't Even Speak English* is unmistakably music made for the night

By Lizzie Manno | September 11, 2019 | 11:10am

MUSIC > REVIEWS > HUSKY LOOPS

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## Interviews



**KEXP** Menu Listen Watch Read EVENTS VISIT KEXP DONOR LOUNGE Donate

### The Bats Demonstrate their Enduringly Charming Warmth on New Album *Foothills* (KEXP Exclusive Stream + Interview)

INTERVIEWS, KEXP PREMIERE  
11/11/2020  
JASMINE ALBERTSON



**FILTER BY CATEGORY**

**COLUMNS**

- AIR Residency Series
- Deserted
- Enthusiasms
- Fabulous Sounds of the Pacific Northwest
- Friday Night Spotlight
- Friday Nite Spotlight
- Graphic Nature
- Immigrant Songs
- In Our Headphones
- Intern(a)l
- Oh My Virgin Ears!
- Review Revue
- Rock n' Roll Pest Control
- Three Imaginary Girls
- Throwaway Style
- Weird At My School
- Where The Funny Matters

## Premieres



**FADER** MUSIC STYLE CULTURE VIDEO MAGAZINE EVENTS SHOP

MUSIC / FOLK

### Hear Atta Boy's mellow but pained new single "Shade"

The second single from the forthcoming *Big Heart Manners*.

By ALEX ROBERT ROSS  
May 28, 2020

f t s



**BIG HEART MANNERS**  
BIG HEART MANNERS

# We Find Coverage Compatible With Your Story.



A screenshot of the Billboard website. The top navigation bar includes 'billboard', 'CHARTS', 'NEWS', 'VIDEO', 'PHOTOS', 'PRO', 'SUBSCRIBE', and 'SIGN IN'. Below the navigation bar, there are sections for 'TOP ARTISTS', 'TOP CHARTS' (with 'HOT 100 SONGS' and 'BILLBOARD 200' sub-sections), and 'TOP VIDEOS'. The main article is titled 'Label Spotlight: Kitsune Blends Music &amp; Fashion From Paris to Tokyo' under the 'DANCE' category. The author is 'By Kat Bein' and the date is '3/25/2020'. The article features a large image of the 'KITSUNÉ Musique' logo. Social media sharing icons for Twitter and Facebook are visible, along with a URL 'https://www.billboard.com'. A 'Courtesy of Kitsuné Musique' credit is at the bottom right.

A screenshot of a Bandcamp article. The page title is 'The Clean's David Kilgour &amp; Robert Scott Talk With Chris Rosi of Smokescreens About the Flying Nun Sound'. The author is 'By Jesse Locke' and the date is 'November 18, 2020'. Below the text is a video player with a play button icon. The video thumbnail shows a band performing on stage.

A screenshot of a High Times article. The page title is 'What's in Your Stash? Levitation Room: A SoCal Band's Stash on the Road'. The article is categorized under 'ARIZONA', 'CULTURE', 'MUSIC', and 'NEWS'. Below the title is a sub-headline: 'Psychedelic rock band Levitation Room shares their stash and origin story.' To the right, there is a 'Follow Us' section with social media icons for Facebook (5.8M), Twitter (720K), Instagram (2.5M), and YouTube (270K). Below this is a small image of a person's profile with a purple and blue background. At the bottom, there is a larger image of the band Levitation Room and a sub-headline: 'Psychedelic Developer Bright Minds Biosciences Lists on NASDAQ with Hopes to Battle Dravet Syndrome'.

Wherever It May  
Be

# AMPLIFY MUSIC MAGAZINE

ALL MUSIC ALL THE TIME

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LA funk-rock band  
**CAPTAIN DANGER** share  
new song/video "Holly"

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# TRUNKSPACE



## Album Review: Reliant Tom – Play and Rewind

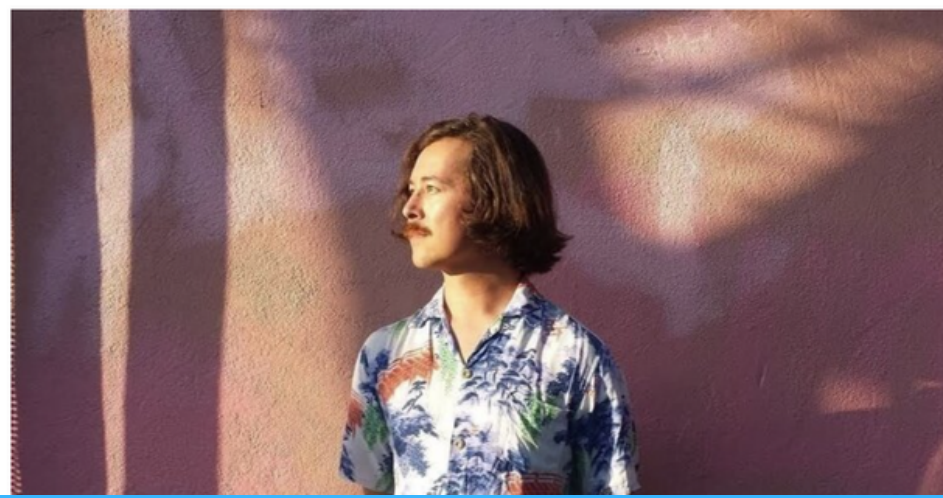
Home / High Fidelity  
ALISON ALBER MAY 12TH, 2020 - 6:00 PM

Twitter Facebook Reddit Tumblr

Alison Alber [READ FULL BIO]

february 15, 2021 — new tracks, news

### Tomemitsu invites Lala Lala and V.V. Lightbody on "Wish Erase"



Stream: New releases from Nick Waterhouse, Emily Kinney, Hooveriii, Tomemitsu and more

KEVIN BRONSON on April 11th, 2021

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From left: Nick Waterhouse; Emily Kinney; Hooveriii; Tomemitsu

ARTS & CULTURE By Adam Pollock | Published: March 19, 2020

BlackBook Premiere: Visceral New Reliant Tom Single 'Nevermind The Garbage'



# FLAUNT PREMIERE | TOMEMITSU SHARES WARM AIRY ALBUM 'SUN'



# Campaign Highlights: The Bats



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Trending: Shop Records, Merch & More Tour News New Songs Contests What's Going on Tonight in NYC?



The Bats talk new LP, longevity & more in BV Q&A (watch the "Gone to the Ground" video)

Bill Pearis | Published: October 15, 2020




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## The Bats Demonstrate their Enduringly Charming Warmth on New Album *Foothills* (KEXP Exclusive Stream + Interview)


INTERVIEWS, KEXP PREMIERE  
11/11/2020  
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- Graphic Nature
- Immigrant Songs
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- Weird At My School
- Where The Funny Matters



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## The Bats Announce New Album *Foothills*, Share Lead Single

They're still at it after 38 years

By Paris Rosenthal | August 21, 2020 | 1:50pm

Courtesy of the artist



News The Big Takeover Show Reviews Top 10 Interviews Features Shop

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NEWS: Legendary indie band The Bats fly again with new studio album



21 August 2020



NEWS MUSIC FILM TV GAMING MAGAZINE RADIO

MUSIC | News Features Reviews Interviews Radar Album Releases 2021

NEWS > MUSIC NEWS

## The Bats announce new album 'Foothills', share single 'Warwick'

Their 10th studio album is out November 13

By Josh Martin | 21st August 2020



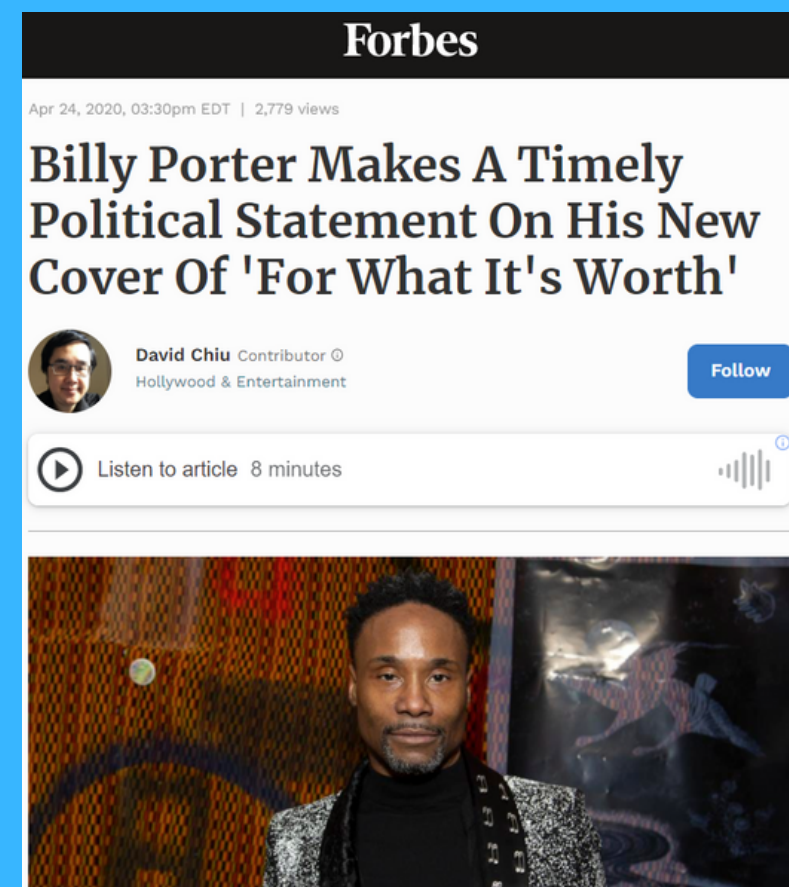
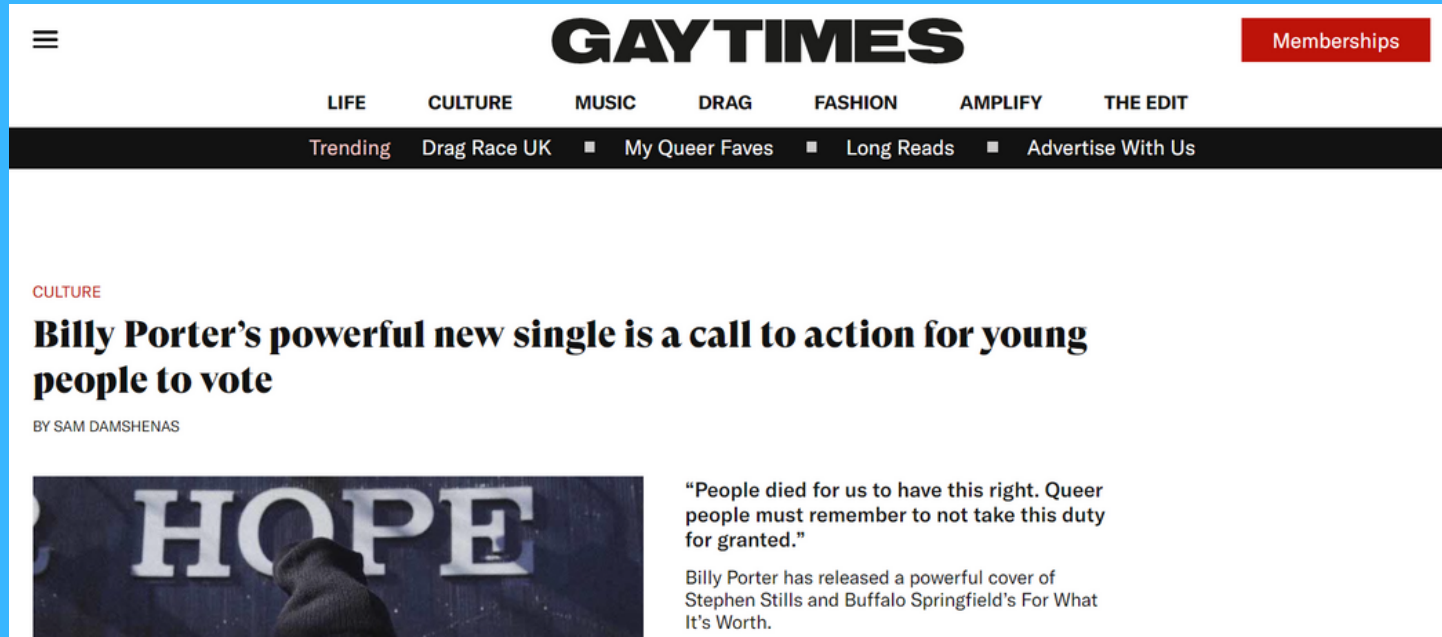
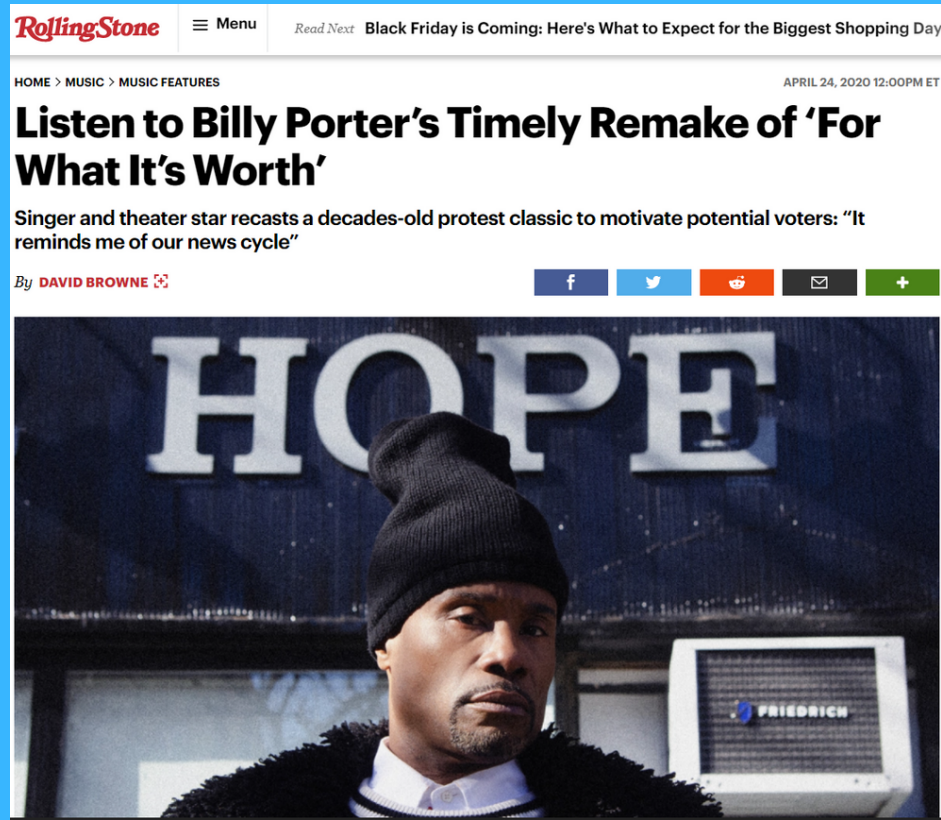
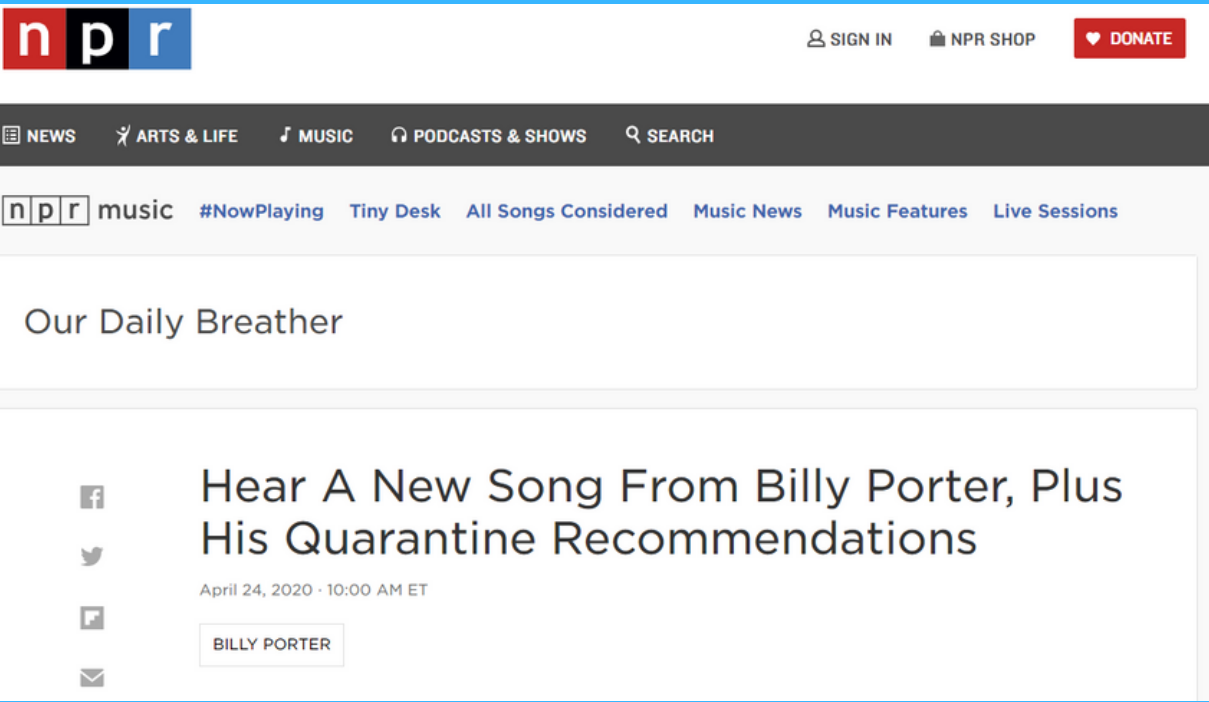
NEWS REVIEWS BEST NEW MUSIC FEATURES LISTS THE PITCH VIDEO REVIEWS EXPLORER LONDON / PARIS

NEWS

## The Bats Announce New Album *Foothills*, Share Video for New Song "Warwick": Watch

The New Zealand band's 10th record arrives in November

# Campaign Highlights: Billy Porter



# Campaign Highlights: Babe Rainbow

TALKHOUSE MUSIC FILM PODCAST CONTRIBUTORS ABOUT


"We should not have to live in a world where self care is a privilege."—Shamir Bailey

INTRODUCING THE WAY FORWARD EVENTS THREE GREAT THINGS HEAR FIRST

## Talkhouse Weekend Playlist: Babe Rainbow's Looking to the Future

The pastoral Australian band looks mostly to the past for inspirations on their forthcoming record.

December 4, 2020



Aquarium Drunkard

## The Babe Rainbow :: Changing Colours



EARMILK MUSIC NEWS VOICES VIDEO REVIEWS FEATURES SERIES STO

MAIN STAGE DANCE HIP-HOP INDIE

## Babe Rainbow and Jaden Smith pair up for unlikely collaboration on "Your Imagination" [Video]

8 months ago by Aaron Schmitke



KEXP Menu Listen Watch Read

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## Babe Rainbow Find an Unlikely Ally in Jaden Smith on "Your Imagination" (KEXP Premiere + Interview)

INTERVIEWS, KEXP PREMIERE  
03/24/2021  
JASMINE ALBERTSON




PHOTO BY MACLAY HERIOT

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- Weird At My School
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- Why Music Matters

KCRW Listen Live Music News Culture Shows

ANNE LITT

## Anne Litt's playlist, April 24, 2021


Apr. 24, 2021 BEST NEW MUSIC



Anne Litt hosts unexpected choices in progressive pop and new rhythms.

Playlist

Ready For Tomorrow  
The Babe Rainbow



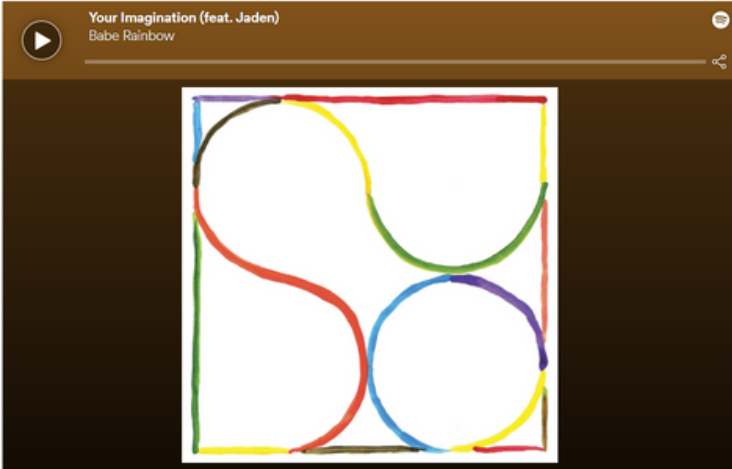
PAPER FASHION BEAUTY ENTERTAINMENT BREAK THE INTERNET CARE 210F21

MUSIC

## Sound Off: 10 New Songs You Need to Hear Now

by Shaad D'Souza | 26 March

### Babe Rainbow and Jaden Smith — "Your Imagination"



There are few collaborations more bizarre than this, between **Jaden Smith** and Australia's psych rock band Babe Rainbow. Even more bizarre: it works pretty damn well.

# Campaign Highlights: Blanks

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## BLANKS – SWEATERS

PUBLISHED ON JANUARY 23, 2020



### — RECENT POSTS

Hot Picks: Peter Lake / NOJACE / Nedelko / Tyana P / Bless My Heroes

Hot Picks: ARIANN x KRONNO ZOMBER / \$Tragedy\$ / LAILANA / Flight Volume x Clever x Jarren Benton / Silode

Hot Picks: Dorian Ruiz / Tukueur feat Adiouza / Mackenzie Leighton / Airyen Vay / Yon Idy

Hot Picks: Gaby Lagarda / lovelorn / Ebina Florine / Floyd / TaQsem

Hot Picks: Maluma / BLAME

CELEB MIX

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Blanks Reveals His Live Rendition Of Song 'Sweaters'

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Blanks – PRESHOW RITUALS

BLANKS ELECTRO POP FEATURES PRESHOW RITUALS February 16, 2020 Joshua Weidling

BLANKS Electro Pop Interview Preshow Rituals

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In this Preshow Rituals segment, the electro pop artist, Blanks, reveals what he does before taking the stage. You can check out the story, after the break.

The absolute best thing before a show would be to get a

do · N · Y · C

EVENTS TOP PICKS ADVERTISE WITH US GIVEAWAYS JUST ANNOUNCED

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Early Show  
**Blanks**

Past(03/18/2020) 6:30PM

\$15. 16+

Mercury Lounge

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All Music, All The Time, It's Our Obsession

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20 SHARES

BLANKS "SWEATERS" Video

Leave a Comment / Videos / By jeannette / March 4, 2020

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Welcome to ESBM!

We are a music blog based in the Tri-State area. We are music lovers obsessed with music and sharing what we love with you. Check out our and featured music news, interviews, reviews, videos, and songs of the day.

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# Campaign Highlights: The Prefab Messiahs

MusicBoxPete · Jul 30

## Worcester, MA Based Outfit The Prefab Messiahs Release Animated Vid For "Lonely Astronaut"




**IT'S PSYCHEDELIC  
BABY  
MAGAZINE**

INTERVIEWS REVIEWS ARTICLES PREMIERE VINYL OF THE DAY ABOUT CONTACT PODCAST



**The Prefab Messiahs - 'Music For Concerned Citizens' (2021) | 40th Anniversary Album**

July 18, 2021




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NEWS Video Premiere: "Water Bottle" by The Prefab Messiahs



17 June 2021

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REVIEWS INTERVIEWS SUBMISSIONS ABOUT US


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## Rob's Album Of The Week: The Prefab Messiahs' Music for Concerned Citizens

Rob Duguay Follow Jul 8 · 3 min read

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- Just you watch your tongue! Weird scenes inside a rock...



Buy us a coffee...keep the music going!

16 new

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# SPILL VIDEO PREMIERE: THE PREFAB MESSIAHS – "LONELY ASTRONAUT"

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## Song to Get You Through the Week: Prefab Messiahs offer 'Beautiful Things'

Victor D. Infante Telegram & Gazette

Published 5:00 a.m. ET July 11, 2021 | Updated 8:15 a.m. ET July 11, 2021



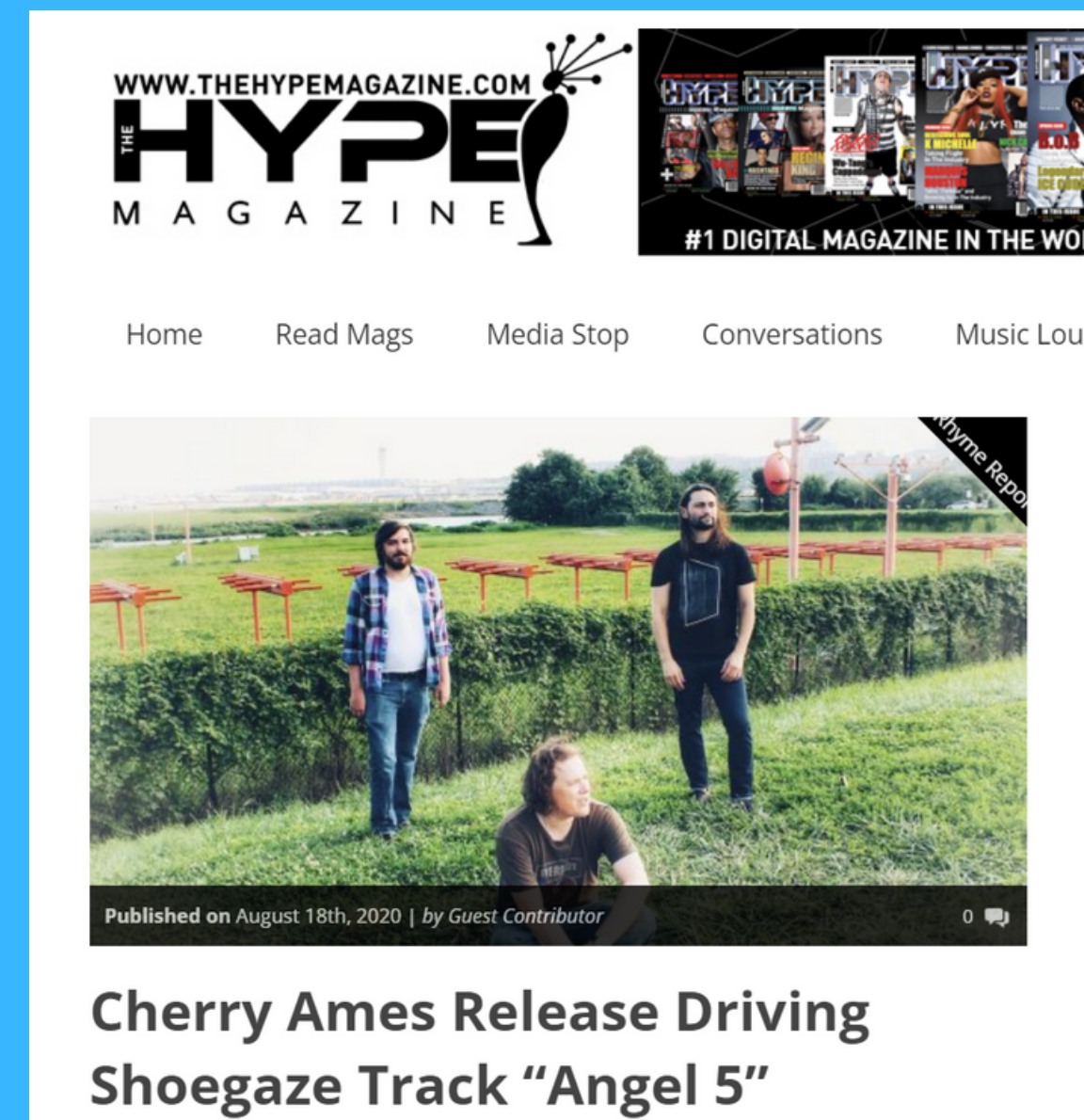
Ask a pharmacist how to stay healthy this season



Walgreens

We're always working to improve your experience. Let us know what you think.


# Campaign Highlights: Cherry Ames



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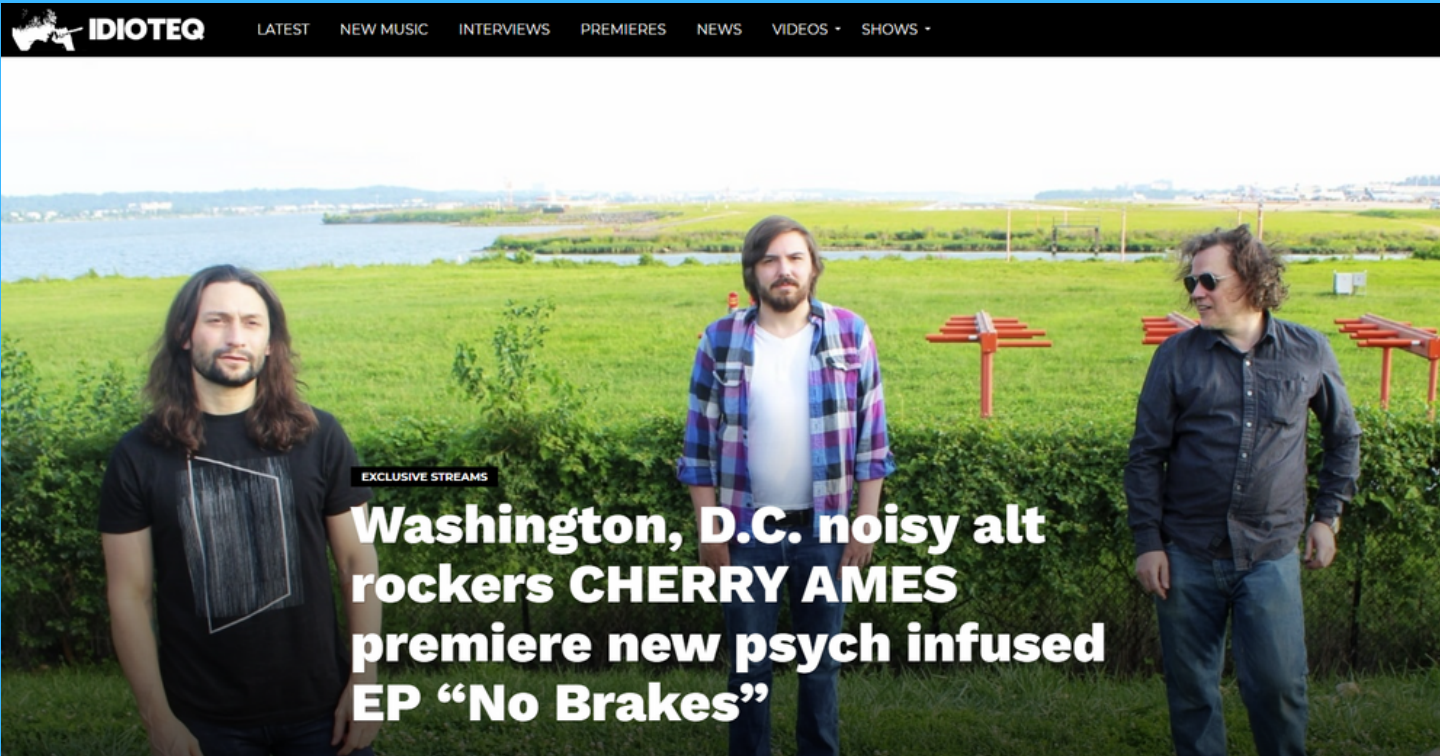
#1 DIGITAL MAGAZINE IN THE WORLD

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Published on August 18th, 2020 | by Guest Contributor

## Cherry Ames Release Driving Shoegaze Track "Angel 5"

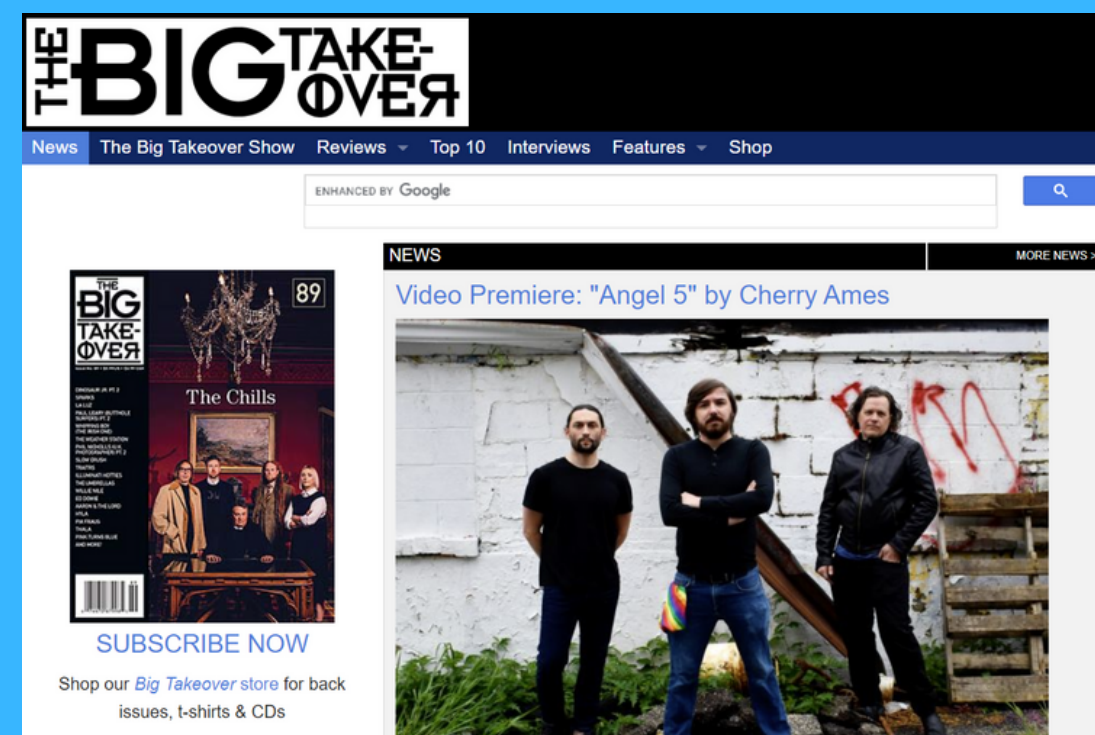


IDIOTEQ LATEST NEW MUSIC INTERVIEWS PREMIERES NEWS VIDEOS SHOWS



EXCLUSIVE STREAMS


## Washington, D.C. noisy alt rockers CHERRY AMES premiere new psych infused EP "No Brakes"



THE BIG TAKE-OVER

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NEWS

### Video Premiere: "Angel 5" by Cherry Ames



American Songwriter THE CRAFT OF MUSIC

FEATURES CONTESTS SONGWRITER U 2021 SONG CONTEST MEMBERSHIP SHOP PODCASTS



## Cherry Ames Exuberates DIY Shoegaze Swagger On "Angel 5"



LATEST NEWS: New Noise's Bandcamp Friday Picks: June 2021

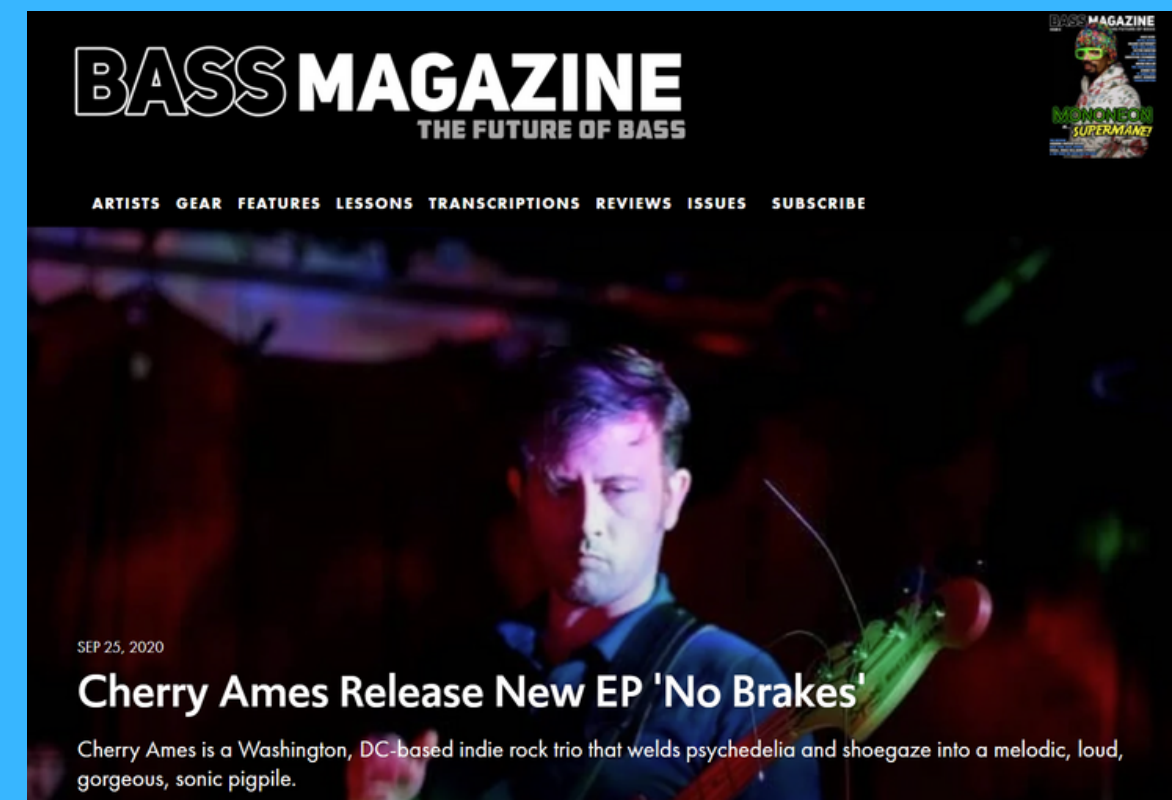
NEW NOISE

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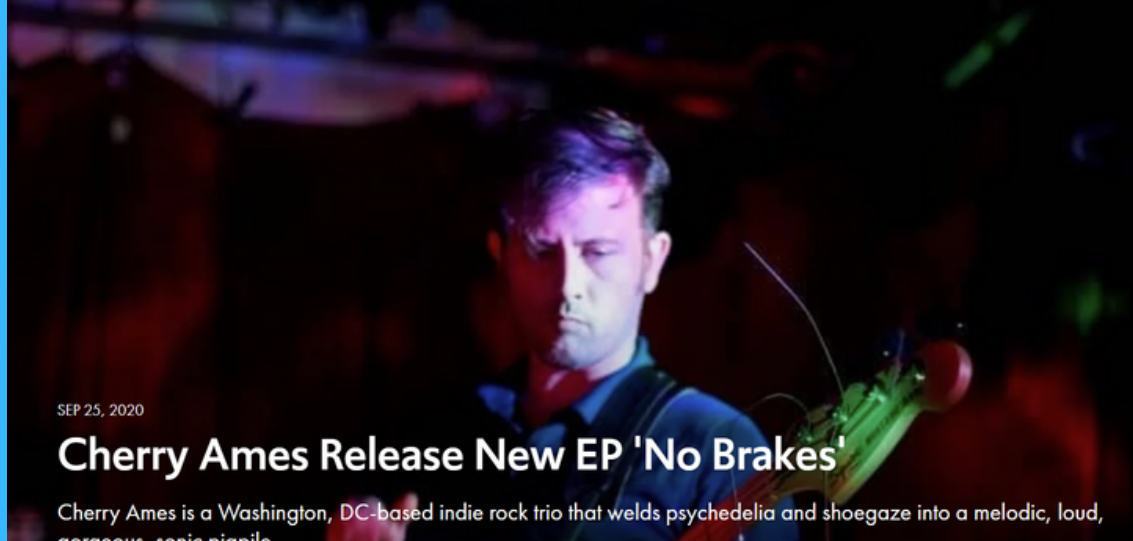
### Album Premiere: Cherry Ames - No Brakes

SEPTEMBER 17, 2020



BASS MAGAZINE THE FUTURE OF BASS

ARTISTS GEAR FEATURES LESSONS TRANSCRIPTIONS REVIEWS ISSUES SUBSCRIBE



SEP 25, 2020

## Cherry Ames Release New EP 'No Brakes'

Cherry Ames is a Washington, DC-based indie rock trio that welds psychedelia and shoegaze into a melodic, loud, gorgeous, sonic pigpile.

# Campaign Highlights: Port Juvee

MUSIC FILM TV HEAVY

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News > New Music Releases

## New Music Friday: 8 Songs You Need to Hear

Stream compelling new tracks from Griff, Jennifer Touch, Port Juvee, Savage Ga\$, SURE, TEKE::TEKE, and more

MENU WE LOVE THAT SOUND

PORT JUVEE Desert Moon Palace

VIVA LA ROTATION 2021

1. Simptember Rain 3:14  
2. Fine USE 3:16  
3. knuckle tattoo girlhouse 3:32  
4. As Per Usual TOVE 3:46  
5. Keine Bewegung Sebastian Block 3:35  
6. Everything I Know chemical club 2:44

PORT JUVEE - DESERT MOON PALACE

Die Jungs von PORT JUVEE aus Calgary legen ein ganz schönes Tempo vor. Auf der einen Seite klingt „Desert Moon Palace“ rotzig und punkig, aber dennoch schwingt etwas Surf mit. Der Song ist Teil des neuen Albums „Motion Control“, welches in genau einer Woche erscheinen wird.

THE ALTERNATIVE

## The Alt Weekly Roundup (3/2)

Posted: 2nd March, 2020 by The Editor

### Port Juvee—MOTION CONTROL

MOTION CONTROL by PORT JUVEE

buy share bc

1. Hope to Lose 00:00 / 02:40

Calgary's Port Juvee play a rumbling breed of melodic post-punk that swerves between shoegaze and chilly surf-rock. Many of the songs on their latest record *MOTION CONTROL* are peppy and wiry, with sharp guitar tones and vocals that are splashed with psyche reverb. Plus its album art kind of resembles a shot from a Safdie Brothers movie, so there's a lot to latch onto here.

Eli Enis | @eli\_enis

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New Noise

## PORT JUVEE - 'MOTION CONTROL'

JEFF CUBBISON

EARMILK MUSIC NEWS VOICES VIDEO REVIEWS FEATURES SERIES STORE

MAIN STAGE DANCE HIP-HOP INDIE ELECT

## Port Juvee delivers a winner on "Hope to Lose" [Video]

2 years ago by Sal Paradise

# BEATROUTE

## Port Juvee

### GARAGE ROCK QUINTET LOOKS FORWARD TO THE FUTURE ON MOTION CONTROL

Retrospective without being a throwback act, garage rock outfit Port Juvee are unveiling their debut full-length after a long string of EP and single releases. The vibey and fashionable five-piece have been a fixture in the Calgary music community for years, driving audiences with bouncing grooves and relentless, jangling guitars that bridge 70s punk with modern SoCal garage and surf for a cohesive package that feels as modern as it does approachable.

Led by frontman Brett Sandford, Port Juvee have carved out an aesthetic home for themselves in a scene that welcomes personal expression and letting bands define their own identities. "That's what I love about Calgary, that it feels like each band can do what they want and define themselves in their own terms," he says over a janky FaceTime connection from Paris, France, where he and bassist Logan Juke are attending Paris Fashion Week on behalf of the men's apparel store, Less 17, for which they're buyers. "I think it's so cool that the thing about Calgary is that we're allowed to do our own thing, always."

Their debut full-length, *Motion Control*, comes after an intensive stint in New York City last year, where they teamed up with Justin Gerrish (Vampire Weekend) to lay down the frenetic eight-track banger that runs the gamut from moody 80s new wave to sun-drenched, too-cool-for-school jangle rock. Gerrish connected with the band's vibes immediately and helped them develop their visual aesthetic into a sonic tour de force.

"We're all very inspired by 70s, 80s, dawn of digital technology stuff. We all work collaboratively on ideas, on our visual aesthetics and the songs, and then start workshopping it all. A lot of the guitars on the songs and the synthesizers on the songs are throwbacks to that era, we want to reference I think that honestly, it's those vibes that come out the most," says Sandford.

Despite their retro influences, Port Juvee are a modern band. There's an immediacy and urgency to *Motion Control* that only accelerates on stage. Their spring schedule is packed with festival appearances across North America and Europe, including shows at SXSW in Austin, TX, New Colossus Festival in NYC, Treefort Festival in Boise, ID, and a trip across the pond to play Focus Wales in Wrexham, UK.

"I just want us to really put everything on the line. That feeling is what I want for the band and what we aimed for on the record," says Sandford. "We want to be able to have some good opportunities and put ourselves in a position to move forward and do the thing we love."

Port Juvee will release *Motion Control* on February 27 at the Ship & Anchor.

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