



**payola**

**pay + ola (as in Victrola,  
the brand name of a gramophone)**



**shouldnt be  
personal payoffs**

This provides a lose, lose, lose situation for all parties, artist, station, audience



=



**payola should be the non-documenting  
of sponsorship transactions**



**This is how we get there...**



**Artist Rep and Radio Presenter  
agree on artist T-shirt Promotion**



**Presenter documents artist promotion  
by providing a station letter.**



**Promotion approved and letter  
signed by station management**



**Artist Rep receives signed station letter for T-shirt Promotion**



**Radio Station receives T-shirts  
for their audience and everyone wins  
Artist, Station and Audience**

This provides a Win, Win, Win situation for all parties, Artist, Station, Audience

**...and that's how to navigate  
through the world of payola**