KCSB Blog Guide // 2025-26

Questions? → Reach out to Avery K. dmc@kcsb.org

<u>Our Blog</u>

Increasing our presence not only as a radio station, but also as an independent media organization AND giving the community access to our platform provides so much depth and opportunity here at KCSB as we aim to uplift marginalized voices, diverse perspectives, and non-commercial music/art!

Ultimately, we are a BLOG—not a commercialized (or commercial influenced) media publication. If people want to read formal writing about artists who already have tons of media coverage, they will do that on sites like Pitchfork, Stereogum, etc. (but we still love those sites!). What those publications lack is a sense of community, personality, and a presence of marginalized voices. That is where KCSB can step in! There is a reason people flock to online communities to discuss their favorite artists/music, and with this blog we can cater towards that desire.

Remember, don't be afraid to let your personality shine in your writing! If you want to include some first-hand detail on why a new album resonates with you so much, go for it!

<u>Want Your Writing on the Website?</u>

In a nutshell:
1. Pitch thru email
2. If accepted, start writing/finishing
3. Revise if necessary

<mark>Step 1</mark> - SEND YOUR PITCH

Email me at dmc@kcsb.org with your idea! You can always swing by my office hours at the station if you want to talk more in-depth

- You should pitch **<u>BEFORE</u>** you begin writing/finishing your piece or expecting to get a media pass. We want to ensure your piece fits with us well.

- Detail the artist's background and significance to give us a general idea of what they represent / what music they make!

- Keep in mind our **mission statement**

- Aim for writing that falls under one of our categories (listed right below)

- Let's try not to cover mainstream artists, or artists with recent/lots of media coverage; non-commerciality is key!

- If you already have a recurring blog piece (i.e., the Add of the Month), you do not need to pitch every time (but if you want to establish a recurring piece, pitch it!)

- ***If you are hoping to cover a show under a media pass/photo pass for KCSB, CC our Promotions Coordinator (promotion@kcsb.org) on your pitch to make a request! Reach out as far in advance as possible, since it takes time to organize a press pass request (contact us <u>at least</u> 2 weeks in advance).***

Example pitch:

<u>PITCH: Eros in the Bunker by Double Virgo (ALBUM REVIEW - Indie/Rock)</u>

Hi Avery,

In an internet-frenzied world where music discovery has become easier than ever before, Double Virgo's mystique continues to pique the interests of even the most chronically-online music enthusiasts all over the internet. Their latest EP, *Eros in the Bunker*, represents an entirely new era of output for the London based duo, as they introduce technical polish onto their lo-fi, dreamy soundscape that draws inspiration from genres such as grunge, slacker rock, and indie pop—all without sacrificing the raw edge their cult following has grown attached to.

Having released seven EPs within the past two years on small-scale digital streaming platforms such as Bandcamp and SoundCloud, *Eros in the Bunker* is their first release as part of the heralded producer *Vegyn*'s record label, *PLZ Make it Ruins*. It's melancholic, emotional, and filled with melodic guitar riffs reminiscent of music from the 90s and 2000s that harkens back to what we remember music sounded like at the time. Vegyn offers his production on the album, elevating Double Virgo's presentation and creating a space for the duo to be at some of their most vulnerable yet. Coincided with this polished output, fans finally get another peak behind the mysteriousness surrounding the duo, whom of which are completely off the grid as far as online presence is concerned—ironic because their fanbase is the exact opposite, scouring the internet with one another in online communities in order to learn even the smallest morsels of info about their favorite musical duo.

I'd love to write a review for *Eros in the Bunker* and touch upon its significance as not only great new music, but how it's a pivotal moment in Double Virgo's career as they introduce technical polish for a fanbase that has grown to love their raw sound.

Let me know if you're interested!

All the best,
Hubert Paul Flatts
HubieFlatts559@gmail.com

When sending your pitch, indicate what type of writing it is (i.e., Review) and what genre(s) the music falls under (i.e., Punk, Experimental). If it doesn't have to be as long/detailed as the example above, just let me know your rough ideas

Categories:

Music Review
- ■ Concert Review*
- ■ Album Review
- ■ Song Review

Playlist
- ■ Misc.

Premiere
- ■ Song
- ■ Project
- ■ Video

Interview

Feature
- ■ Artist Spotlight/Profile + Interview (https://revoldiv.com/ makes free transcripts!)

Personal History
- ■ Personal experience with KCSB
- ■ Personal experiences related to music
- ■ Personal experience with historical/cultural events

Conversation/Opinion
- ■ Miscellaneous / Topics related to music and culture
  - ● Ex: "*How High Fashion and Music Have Always Been Intertwined*"
  - ● Ex: "*The Internet is Giving us Younger Artists than Ever Before*"
  - ● Ex: "*Why do we Shazam Songs in Secret?*"

Music Genres:

Electronic
Experimental
Hip-Hop/Rap

Folk/Country

Jazz

Rock

Punk

Metal

World

Indie

Alternative

Reggae

Soul / R&B

Soundtracks

Step 2 - WRITE YOUR PIECE

Writing:

Here is an example of the personalized style of writing we are encouraging! I also recommend reading other pieces about the topic you're writing about (ex: googling "Stereolab Concert Review" & digging through multiple of them before you even see the concert).

Please refer to this guide for tips on your grammar!

Some standard word count expectations (these are a general guideline – the DMC can guide you!)): Show Review - 800-1,200 words; Major Festival Review - 1,500 - 2,000 words

Grammarly is also a great tool to double check your writing before it gets to me

Some Tips:

-   Always include links to the artist's music!
-   Do not slander artists
    -   We can be critical (that's perfect) but not get too overtly negative; no slander

Also, don't be afraid to write in the **first person**!

You may (but definitely don't have to) introduce some personality in these categories:

-   Concert / Album / Song Reviews
-   Interviews
-   Conversation / Opinion [!!!!!]

    We're a community-driven org, so let's have some personality shine through
    our writing when we can—this is what differentiates us from
    larger/commercial publications

Images:

Important: When sending me images, please include them in a Google Drive folder titled with description + image credits, rather than just on a Document, so I can download them!

2 types:

1. Thumbnail (the image that will be featured on the blog's page before you click on the article)
2. Internal Photos (inside the article)

Make sure you have **permission** from the photographer
- You can ask artists/their management for press/courtesy photos or permission in advance

- Make sure the storage size of your image **does not exceed 1MB,** if you do not know how to condense this, you can learn how to on your specific computer by searching "How to adjust image size on a _____"— taking care of this on your own helps me out and gets your piece published even sooner!

Here's what you **can** use:
- Images falling under "fair use", such as album covers
    - Learn about fair use law here
    - Stock images are NOT fair use

- Images found through Creative Commons (be sure to credit licensing!)

- Stock Images (must be PAID/FREE and license must be credited)

Typically, images you find of an artist may fall under "fair use" so long as they:

1. Have been accessed publicly (like Instagram); not originally from a specific publication

2. Are being used alongside journalistic writing for purposes of education and/or reporting

3. Are not attributed to any specific photographer

4. Are not heavily artistic; images that get the basic point across and compliment the reader's understanding of your writing

Always always always credit where/whom your images came from!

Step 3 - REVISE (if needed)

If any suggestions have been made to/about your draft, I'll let you know! We'll go back and forth and once your piece is finalized, we'll get it up asap and I'll send you the link! Keep in mind that it takes time to format + upload onto the blog, so I typically request 1-2 weeks for editing and uploading.

This document is a **work in progress**, and I'm sure things will change in the near future as time goes on and I get more of your input! If you have any questions/ideas about this process and/or the guide itself, please reach out to me!
- Avery (dmc@kcsb.org)