

# PEDESTAL

## EDITORIAL GUIDE



## Mission

Pedestal exists to confront wealth inequality by empowering artists through ownership, information, strategy, and access to technology. Our editorial mission is to explore how music, culture, and innovation intersect with economics, power, and creativity.

We publish stories that challenge systems, amplify creators, and spark conversations about the future of art and work.

## Editorial Tone

**Voice:** Bold, thoughtful, and culturally aware.

**Perspective:** Pro-artist, anti-exploitation, forward-thinking.

**Style:** Clear and conversational - accessible, but informed.

**Goal:** Articles should aim to inform, challenge, and empower readers.

Every piece should add value to the creative community.

## DIY Artist Resources

Empowering artists with knowledge, strategy, and tools.

**Topics:**

- Tutorials and how-tos
- Marketing and audience-building
- Monetization and pricing strategies
- Case studies from independent artists

**Example Posts:**

"How to Launch an Album Without a Label"  
"Five Ways to Make More Money from Your Music in 2025"

## Music Business Insights

Exploring the systems that shape how artists get paid.

**Topics:**

- Streaming economics
- Label structures and contract traps
- Intellectual property and artist rights
- Fair pay and ownership

**Example Posts:**

"The Hidden Math of a Million Streams"  
"How Independent Artists Are Outperforming Labels"



## Tech, AI, & Innovation

Covering technology that impacts creators and culture.

### Topics:

- AI tools and ethics
- Web3 and blockchain
- Music production innovations
- The role of Big Tech in creative work

### Example Posts:

"How AI Is Changing the Way We Write Songs"  
"Web3 and the Promise of Digital Ownership"

## Industry News & Culture

Timely coverage of major music and entertainment stories.

### Topics:

- Artist rollouts, releases, and cultural movements
- Major label, platform, or policy news
- Shifts in audience behavior and fan culture
- Commentary on trends and current events

### Example Posts:

"Bad Bunny's Strategic Move Against Streaming"  
"Universal vs. TikTok: Who Really Wins?"

## Reviews & Editorials

In-depth reviews, reflections, and thought pieces.

### Topics:

- Pedestal-exclusive project reviews
- Broader album and film reviews
- Essays on artistry and meaning

### Example Posts:

"Inside the Mind of Jase Harley"  
"Return of the Album as an Experience"

## Wealth, Power & Society

Where Pedestal's values take center stage.

### Topics:

- Wealth inequality in the music industry
- Corporate greed and labor
- The future of work
- Artistic independence

### Example Posts:

"Artists Are the Blueprint for a Fairer Economy"  
"What Streaming Teaches Us About Wealth Inequality"

## Platform News & Founder's Desk

Updates from Pedestal HQ and essays by VI the Designer.

### Topics:

- Platform updates, new features, and partnerships
- Founder reflections and creative essays
- Company milestones and community highlights

### Example Posts:

"Pedestal 2.0: The Next Chapter of Ownership"  
"What I've Learned Building a Platform for Artists"