Music magazines are dying faster than newspapers, and they are trying to evolve to more interactive online formats. Meanwhile, bands have stopped relying on them for promotion and are finding their own ways to be recognized. Websites are becoming the main source of music information, and even the national ones are less relevant to some than local sites and the opinions of friends on social media. The democratization of tools used to make professional looking media has made it possible for bands to promote themselves mostly without the help of the mainstream media.