

When it comes to releasing new music, it can be difficult to work out exactly how to go about promoting yourself to the right people, at the right time and with the right information. This resource will outline some of the best practices and guidelines for how to approach media effectively. Publicity and PR are really tricky to manage and we highly recommend that if you have the budget, you engage a publicist to work on your releases with you. In Aotearoa we have many wonderful publicists that specialize in communicating your release effectively, who have great existing contacts and relationships with media. However, it's not always in the budget, so here are some key things to note if you're approaching media directly.

### Timeline:

Sit down and make a plan! You should be approaching media two months prior to an album or EP release and one month prior to a single release. At this point all your assets should be ready to go in a tidy press kit folder in Dropbox or a similar platform. It saves a lot of time on the receiving end if this is all packaged in a nice easy to access folder, not all individual attachments for them to download.

### Press kit checklist:

- Photos; a selection of high quality images of you/your band, in both landscape (horizontal) and portrait (vertical) options. Be sure to label the file clearly, and credit who the photographer was where applicable.
- Audio; high quality audio (WAV) along with an mp3 in the Dropbox folder. Also include a link to stream the song(s) in the body of the email.
- Video (if relevant); high quality video in the Dropbox folder, plus a private/unlisted Youtube link to the video in the body of the email.
- One page bio PDF and Word doc: this is where you explain who you are more in depth as an artist, tell your story and what you do! You can also celebrate previous success and achievements, to show that your career is growing and gaining traction.
- One page PR PDF and Word doc: this is where you describe specifically what you are 'selling' (album, single, tour). Keep it simple, and cover the basics. Who you are, what it is, when it is happening or available, where they can find it. You can use links within the body of the PDF to link to information that is relevant.

### Picking the right media:

A common mistake is sending out a generic email to all the media you can think of. It's stronger to direct your communication individually to platforms that are relevant and have a chance of picking up the news / story / songs.

Have a think about what kind of content you like to read, and where you usually read it. It might be helpful to find a similar artist to you and research where they have their music covered. Once you have identified media outlets where you think your story or music could fit well, you can start to contact them, and explain why you think your music or story will suit their audience. A good place to start is contact sheets on their websites, or calling reception and asking who would be best to speak with.

### Finding an angle:

It can be really helpful to identify an 'angle' for your release, in order to encourage media to get involved. An 'angle' might be what makes your music and story different, and is usually a good starting point for media to work from in their coverage. Have a think about what makes you unique, and what has drawn an audience to you. It can also be useful to time your release with a relevant event - perhaps you have a high profile show happening that you can leverage off, or time your releases around relevant calendar events (Earth Day, Mental Health Awareness Week etc.)