

MusicNSW's Industry Essentials

The basics of DIY PR for first-time artists

How to create buzz around your release

Prepared by The PR Files for MusicNSW

1. The PR Process

The PR Process is one that takes great planning, resources and passion. We see 'The PR Process' as one that has multiple steps, yet, to keep things basic, these are a few pivotal things in developing and executing a successful PR campaign.

- Have a strong idea of who you are as an artist or who your artist is you are representing
- Know your objectives and goals
- Research your target publications. Make sure you understand that being a first time artist, any press you will receive will be a great stepping stone
- Make sure all of your email pitches have attention to detail and include all relevant tools - album artwork, social links, links to single/album and information on the release
- Ensure what you are pitching is newsworthy - look for different angles, and content pieces to pitch for your artist
- Don't be afraid to speak to new people/editors/music directors - it's what PR is all about
- Put your feedback and progress in a report format so you don't lose track of the original strategy
- It is always great to pay homage to media who premiere/run your work via your socials to recognise the media and get the most eyes on it as possible!
- Always be humble and respectful
- Take the good and the bad in your stride

2. What you will need to prepare:

- + **Artist Bio** - Both a long and a short version. Generally, it is a good idea to have someone write your biography on behalf of you/the band. As much as you would like to think you know yourself the best, outlining what you are all about may be better coming from a third party.
- + **Contact Information** - You want people to be able to get into touch with the main contact in your team.
- + **Genre/Sounds Like** - Media generally like to know the genre in which you like to be categorized. It also helps the person to know what artists you like and who you draw influence from.
- + **BUY Link** - It is really important to make sure you always include where people can stream/ purchase your work. This should be included within press releases, social media posts and all communication with media.
- + **Social Media** - Make sure you are on all social media platforms. This includes Facebook, Instagram, Twitter, Youtube, Soundcloud, Unearthed, Spotify, Apple Music etc. Ensure that your 'aesthetic' is drawn out across these pages, and include a few short sentences about yourself (this is when the short bio comes in handy!) Include your official website link, and attach your other social links. Other things that constitute great social media profiles are updated activity, showing how involved an artist is with their audience and how engaged their community is with them. Please, no blurry or badly lit photos, unneeded or unrelated content, or anything that will offend.
- + **Press Shots** - Preferably both small and large size file photos that catch the eye. 300 dpi is the usual res that media request press shots in. Make sure to include 3-5 professional photographs that represent the artist's style/aesthetic. A big 'don't' with press shots are having pictures that don't show your face. Print will not run press shots if they don't show artists at all. It's all about letting the audience know exactly who you are from the get go.
- + **Packshots/Album Artwork/Tour Poster** - For singles, EP's, albums and tours. When pitching to your desired media, it is a big bonus to have prepared your artwork, so that a possible mention, interview or premiere can be seen in its fullest sense. Visuals will largely improve the possibility of being run.
- + **Mastered Audio Files** - Include a easily accessible link. Media generally prefer a private SoundCloud link. For radio, WAV's & MP3's are preferable and should be sent via DropBox or Google Drive folder.

- + **Video Clips** - as with Audio Files, video files are also to be sent in the form of private youtube links, so as to save hard drive space on the media's end. Video is now the core platform for users and media alike. Releasing just a single is no longer classed as press worthy content (that's not to say it isn't great), it just doesn't attract as much clickbait as clips.
- + **Track Descriptions** - This will help media and readers to gain a sense of what the song is about. They should be done for each individual song, and most certainly the singles. This can also be used as a tool for press.
- + **Quote** - A quote about the overall project is great for media to get an idea of the inspiration behind your work. Make it read-worthy and interesting as it can also be used as a tool for press. It doesn't have to be long, just 2-3 sentences or a short paragraph.
- + **Production Information** - It is always both respectful, and a nice touch to include the names and work history of the producer and mastering engineer, and to also note where the tracks were recorded. Likewise, this can be done for film clips/music videos i.e. Who was the producer/director and in what location was it filmed? This information can also boost the chances of your works being seen through the noise of pitches/emails.

3. What media will you need to target?

Online Blogs; suited to your release genre. Target Hype Machine Blogs also

Radio - Regional Community/Metro

4. How to approach media?

Approaching media who you don't necessarily know is always a tough thing to work out, but majority of the time it's easier than you think. Always be kind, humble and considerate of the amount of submissions they are taking on for their publication (no matter the size). Further to this, make sure you have a strong lead up time, 2 weeks notice is now classed as short notice. No matter the publication, they are constantly thinking months ahead so be ready with all of the tools mentioned above before approaching any Contributor, Music Director, Editor or Sales person. Make sure you know the publication inside out, where it's based, what genre it leans toward, who are the artists currently mentioned on that site, what's its reach, what they do (e.g. reviews, interviews, feature columns) etc. And last but certainly not least, don't be scared to pick up the phone. A call is much quicker than waiting for an email response (and people are just people who, majority of the time, appreciate you not being the 105th email in their inbox that they'll have to sift through at 11:00pm).

5. Further Resources

[AMRAP](#) - Never go without adding your latest track to Amrap. Presenters from all over Australia access this database so you have the chance to reach thousands of eyes and ears.

[Unearthed](#) - Always have this updated and make sure your friends are spinning and requesting your music.

[APRA AMCOS](#) - Make sure your music is registered so you don't miss out on gaining royalties.

6. Release Day suggestions

On the big day make sure you are all over the press that is circulating surrounding the release. You can do this by setting up google alerts and searching via google tools. Post on your social handles to make sure your fans are aware of the release and to allow for new audiences to pick up on the work. It also never hurts to remind media that the single/album/EP/ tour is now released, so they are able to add it to their Spotify Playlists or New Release sections.