

How To Promote Your Music: The Press Release

The press release is your way of getting your information into the media. The media wants your story. They have to fill their pages and airwaves with content. The media, in reality, is a room full of desks. Sitting at those desks are editors and writers working under a deadline. Their job is to turn the news of the world into copy. The best press release is the one that can be turned into copy with the least amount of effort.

Most music related press releases get turned into calendar listings and little blurbs for music columns. You have to tailor your release for each publication. Read them, analyze them. What do they write about? An editor will pick the releases that will interest their readers. They will also print information about groups they are familiar with. It may take ten times before they publicize your event, or write a little blurb, but when they do, all the work will be worth it. Remember, EVERYONE is doing this, ALL THE TIME, so you have a lot of competition.

The press release should be double space or space and a half, and kept to one page. Put your contact information at the top. Be aware of the following:

- Use action verbs.
- Keep it concise. Just the facts.
- Spell check and fact check.

If you are sending a photo with your release, make sure you note who is in the photo (from left to right), and a brief description of the photo (ex. "Here's Alex receiving his fifth Grammy").

Here is a sample press release:

SIDEWINDER PRODUCTIONS

FOR IMMEDIATE RELEASE

CONTACT:
Vince Sidewinder
(403) 338-9734 – phone
(403) 338- 9735 – fax
vince@sidewinder.com – email

Start Date: 3/23/00
End Date: 4/1/00

Tex & More Meat to Play
2nd Annual Barbecue Prison Dance—In Shackles.

Saturday April 1, 2001
Texas State Prison
Texas
8:00pm

Tex & More Meat, the raunchiest Tex-Mex band in the world, will play the 2nd Annual Barbecue Prison Dance at Texas State Prison, by special request from Texas Governor Jake Monroe, and his lovely daughter, Roxanne.

Back on Death Row for the murder of their record producer, John Ball, Tex & More Meat will perform music from their Triple Platinum Tex-Mex Concept Album "Jail Bait". The Concert will be broadcast live on Texas State Prison Radio, WTEX.

Writer: Alex Walsh

