



Be Ready for Media Coverage

Presented by Allison Kacmar Richards & Trevor Richards for Of Music and Mind

As a band or artist, it's important to be ready for media coverage. Sometimes you will solicit coverage, but other times it will happen organically. You want to be ready! Having key elements available on your website and social media pages increases your professional appearance, enhances your reputation with the media, and improves your chances of getting accurate, positive media coverage (and more of it)! For more information, services, & additional resources, contact us through www.ofmusicandmind.com!

The following elements are necessary in order to be ready for media coverage!

Name of Band or Act

Why it's Important

This is how your name will appear in media coverage. If the look of your name matters (i.e., capitalization, spacing, etc.) this is even more important.

Ask Yourself

- Is it written exactly as you wish it to appear?
- Is this consistent within and across platforms?
- BONUS: Choose a name that isn't already being actively used.

Check Yourself

- Website Social Media

Genre

Why it's Important

This is likely how your music will be described in media coverage. It may also determine who writes the piece, how it is categorized, and where it is cataloged.

Ask Yourself

- Does it accurately represent your sound?
- Do you list no less than 1 and no more than 3 genres / subgenres?
- Is it consistent within and across platforms?

Check Yourself

- Website Social Media

Photo

Why it's Important

People will likely see your photo before they hear your music. First impressions are important. High-quality, professional-looking, credited photos are needed for inclusion in stories.

Ask Yourself

- Do you have at least one?
- Is it professional looking (even if it wasn't taken by a professional)?
- Does it include all the current members of the band?
- Are the people in the photo identified (in a caption, description, or comment)?
- Does it represent your sound / mood / branding?
- Is it in the highest possible resolution (i.e., not blurry now and won't become blurry if blown up)?
- Is it credited?
- Is it free of text?
- Does it appear to fit properly across devices (e.g., banner, profile picture, etc.)?

Check Yourself

- Website Social Media

Audio

Why it's Important

You're a musical artist and you want people to hear your music. While the media won't always listen (depending on the type of coverage), you appear to be more established if you have audio available. Make sure it's a high-quality representation of your sound.

Ask Yourself

- Do you have any?
- Is it high-quality in terms of content and recording (even if not recorded by a professional)?
- Is it representative of your current sound quality and style?

Check Yourself

- Website Social Media

Date Formed

Why it's Important

This is a useful fact.

Ask Yourself

- Is it accurate?
- Is it consistent within and across platforms?

Check Yourself

- Website Social Media

Band Member Info

Why it's Important

The media will want to include information on all current band members, and sometimes they will want to include information about former members.

Ask Yourself

- Are full names and roles listed?
- Is it accurate?
- Is it consistent within and across platforms?
- Is it free from misspellings?
- Do you note past members and lineup change information?

Check Yourself

- Website Social Media

Current Location

Why it's Important

This is a useful fact. This information can open you up to specific audiences and media coverage. It should be general enough to connect you with a wide geographic area (e.g., rural town name vs. nearby City name). If you have roots in other locations, you may also want to mention that.

Ask Yourself

- Is it consistent within and across platforms?
- Is it free from misspellings?
- Is it general enough?

Check Yourself

- Website Social Media

Label Name

Why it's Important

If you work with a label, include the name. If not, proudly note that your work is self-released.

Ask Yourself

- Is it accurate and thorough (i.e., if you were backed by a label for album A but are not longer backed by them, is it clear)?
- Is it linked if possible?

Check Yourself

- Website Social Media

Band or Artist Bio (Short)

Why it's Important

This is sometimes how the media decides if they want to write about you. It may be the only place they look for angles to their story. Be careful that it's not boring, full of clichés, overly long, and riddled with grammar and spelling errors. You can write a longer one to include, but you need to at least have a short and interesting one.

Ask Yourself

- Is it consistent within and across platforms?
- Is it accurate?
- Is it free from spelling, grammar, and other errors?
- Is it written in third person (e.g., "They play rock music.")?
- Does it include pronunciation of your band name if necessary?
- Is it under 500 words?
- Does it include a hook (something unique about the project)?
- Does it include mentions of positive press or accolades received?
- Does it include information on your newest project?
- Is it current?
- Is it free from clichés (e.g., "hailing from..." "forged from the fires of...")?
- If you also have a long bio, is it consistent while providing additional interesting information?

Check Yourself

- Website Social Media

Links to Social Media

Why it's Important

This is how the media and potential fans can connect with you. Don't make them search around. Only list the ones you want people to go to (and deactivate the ones you don't keep up-to-date)!

Ask Yourself

- Are all current links listed?
- Do they work?
- Do you only link sites you want people to go to?
- Have you deactivated old, unused sites?

Check Yourself

- Website Social Media

Contact Information

Why it's Important

This is how the media will contact you. Make sure you're checking it regularly.

Ask Yourself

- Is it listed?
- Is it accurate?
- If it's linked, does it work?
- Do you only list current contact info that you check regularly?

Check Yourself

- Website Social Media

Releases

Why it's Important

The media wants to know this and be able to write about it accurately.

Ask Yourself

- Are they listed?
- Is the list accurate?
- If releases are linked, does it work?
- Do you include the date of release and credits?

Check Yourself

- Website Social Media

The following elements are extremely useful and should be included whenever possible.

Upcoming Shows

Why it's Important

The media may want to list this information or attend a show to do a review or get photos. Having upcoming shows illustrates your activity level.

Ask Yourself

- Are they listed?
- Are they accurate?
- Does the listing include date, location, and other bands?
- If there are links, do they work?
- BONUS: Include photos of the show flyer with credits if applicable.

Check Yourself

- Website Social Media

Past Shows

Why it's Important

The media may want to include information on past shows, highlighting gigs you had that were impressive based on attendance, location, other acts, etc.

Ask Yourself

- Are they listed?
- Are they accurate?
- Does the listing include date, location, and other bands?

Check Yourself

- Website Social Media

Other Press

Why it's Important

The media may want to pull information from or link to other press, such as reviews or interviews. A link and a memorable, positive quote from the piece is sufficient and piques interest.

Ask Yourself

- Do you have links to other press received?
- Do the links work?
- Do you have quotes from other press received?
- Are the quotes free from spelling, grammar, and other errors?

Check Yourself

- Website Social Media

Electronic Press Kit (EPK)

Why it's Important

You look more professional if you have one. The media prefers to use information from the EPK where everything is in one place rather than scour your website or social media pages.

Ask Yourself

- Is it accessible (with private link or to the public)?
- Is this information accurate?
- Is the information consistent within and across platforms?
- Do all included links work?
- Is it free from spelling, grammar, and other errors?

Check Yourself

- Website Social Media