

BAND TIPS: Public Relations by Liza Geddes



Do

Get in touch at least 2-3 months before your album is due for release.
Send in a CD or Soundcloud of the album (doesn't have to be mixed or mastered).
Include contact details with the music.
Book some relevant tour dates to follow the release of the album.
Pick a publicity company suitable for your music.
Get a good photo shoot done to include a range of portrait and landscape hi-res colour pics.
Be proactive.
Pay your bills!

Don't

Send in a hard copy photo of the band.
Get in touch a month before the album is due out.
Expect to get daytime radio play unless you have radio-friendly songs.
Set a release date until the you have definite dates for mastering/manufacturing or make sure you have the albums back at least a month before the release date.
Get your friends to text DJ's if you've hired a publicity company, it can backfire.
Get carried away with reviews, good or bad.

Written by Liza Geddes

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