



Publicity & Press

Find the news inside the music.

Ask what changed

A release, a distinctive creative process, a meaningful collaboration, a documented milestone or a strong local connection can support a story. “Hardworking” and “next big thing” are claims, not angles. Identify what happened, why now and why this audience would care.

Build a proof file

For each fact, keep the supporting link or document and the person authorized to confirm it. Verify credits, locations, names and numbers. Do not call a chart position “Billboard” unless you can identify the chart and supporting record. Do not turn an aspiration into an accomplishment.

Use a simple story sentence

“[Artist] is doing [specific thing], which matters to [audience] because [clear reason].” If the sentence could describe almost any musician, make it more precise. If the artist cannot discuss the subject comfortably and honestly, choose another angle.

Three possible routes

Music writer: how the sound or songwriting developed. Local media: why the artist or event matters in the community. Podcast: an experience the artist can explain with useful detail. Tailor the same truthful facts to the outlet; do not invent a different identity for every pitch.

Build a short list you can defend.

Start with actual coverage

Read or watch recent work from each outlet. Note the topics, genres, audience, interview length and submission route. A page with a famous name is less useful than a producer actively booking conversations your artist can contribute to.

Qualify each target

Record outlet, relevant writer or producer, official inquiry route, recent example, proposed angle and format. Check the outlet's own current instructions before sending. A public social handle may be useful for following their work; it is not permission to send repeated pitches.

Choose fit before volume

Start with ten researched targets: a mix of local outlets, genre publications, podcasts and performance platforms. Rank each high, medium or low for story fit, audience fit and readiness. Pitch the strongest few first so you can learn and revise.

Separate earned and paid

Ask whether an opportunity is editorial, sponsored content, advertising or a production service. Clarify fees and deliverables before committing. A paid interview is not automatically independent editorial endorsement. Do not purchase undisclosed favorable coverage or promise an editor a specific outcome.