



Public Relations in the Music Industry

Music public relations (PR) has varied definitions and can be described in a myriad of different ways across the globe. At its most basic, Music PR is the strategic consultation and promotion of the artist, track or brand as a whole.

There are lots of different public relations agencies and names in the Australian music industry (and even more internationally!) - so what are the tips and tricks to look out for when engaging with a public relations consultant, what will they do for you and do you need them at all?

A helpful way to engage with a publicist is to **do your research**:

- Who do they represent and are those artists similar to you within the industry and sometimes, within your genre? Do they help with new and developing artists, or do they only have established acts on their roster?

- Where are they from and does their location serve a purpose in your overall brand strategy? We understand when artists say *"I want to hit the European market because my sound best suits there"* and to a degree, you absolutely should but there are some PR companies that work within specific territories and won't be able to get you to your goal, or they will not pitch you to international audiences if they don't feel that your presence is strong enough in your own market to carry weight overseas.

- What have they done for their clients in the past? Go through their social media accounts, look through their website and reach out to the artists they have worked with or look through their public accounts to see what they are posting / who they're engaging with / who their audiences are etc. Get a feel for the PR company before you reach out to them. That way, you will know exactly what you need them to do and exactly what they can do for you.

Generally and as defined above, PR will help to assist and promote your release. They will execute a set out strategy that they feel will best help you in bringing audience awareness and industry engagement to your music. They do this by pitching to their established and constantly updated media list via personal emails, phone calls and private messages that they have built up and nurtured over their career to get you, the artist, third party articles, radio and online media. With all this being said, you **MUST** be working on your project in alignment with the publicist.

PR should only enable an artist to reach a new audience and is another building block in your artist journey. If the expectations that you put on a publicist are unrealistic for the stage of development you are in as an artist, then it will not work. The biggest asset you can have when engaging with a publicist is your work ethic. That you are still willing to put in the effort to your brand, utilising the PR as a compliment - not the be all and end all.

Perhaps the most important point in this entire blog is this: **PR should only be considered when you have exhausted all of your own uses reaching out to media and building your brand.** Many young, newly established and developing artists are extremely quick to run into the arms of a PR company and envision running off into the sunset with them on their first single release, on the back of millions of streams, hundreds of media articles and countless radio play. We want to set a standard in PR companies, to tell everyone reading this right now. That scenario will never happen in the real world.

A PR company should only be hired when you feel you have done everything you can on your own, as you are the only person who truly understands what you want your project to represent and where you want to take it. You should be excited to drive your own project, send your own music through to industry contacts, peers and others. You should strive to create your own connections and build your own repertoire within the industry first. Connect with your audience and find where you and your music fits. If you follow this guideline, we guarantee that when you eventually engage a publicist, that the campaign will accomplish all of the goals that you set for your release and enhance your project and brand as a whole.

You are in control of your music journey and the people that you work with should be an addition to your vision - aligned team.