

Music press release *template*

Replace everything in [brackets], then delete the grey notes and the section headings. Keep it to one page, 300 to 500 words. Paste it into the body of your email, or link to it, rather than sending it as an attachment on its own.

01 Release line

Only if you send it before the news can run. Otherwise delete this line: "For immediate release" is not needed.

Embargoed until [time and time zone], [day and date]

02 Headline

Eight to twelve words: the artist, an action and the news. No hype words.

[Artist] releases "[Title]", [the one fact that makes it news]

03 Subheadline

One sentence with the hook: the story a writer could build a piece around.

[One sentence: why this release is worth writing about]

04 Opening paragraph

Start with the city and the date. Who, what, when, where and why in two or three sentences. If an editor reads nothing else, this is enough.

[CITY, Country, date]. [Artist], the [city]-based [genre] artist, releases "[Title]" on [day and date] via [label or distributor]. [What it is about, in one sentence.]

05 The story

One or two short paragraphs: why this song, how it was made, who worked on it. Facts and names, not adjectives. Third person throughout.

[The story behind the release]

[How and where it was made, and who produced or played on it]

06 Quote

One quote from you, in your own words, that a journalist could lift straight into an article. Put it after the facts.

"[Your quote]," says [Artist].

07 Proof

Numbers and names that matter, each one checkable: streams, shows, radio plays, press. Leave this out if you have none yet.

[One or two facts, each with its source]

08 Release details

The facts in one place, so nobody has to dig for them.

Title: [title]

Format: [single, EP or album]

Release date: [day and date]

Label or distributor: [name]

Producer: [name]

Tracklist: [for an EP or album]

09 Shows

A launch show and upcoming dates, if you have them.

[Date], [Venue], [City]

10 Links

Links, not attachments. Use a private or unlisted streaming link for unreleased music, and check each link in a logged-out browser.

Private stream: [link]

Video: [link]

Press photos (no login): [link]

Electronic press kit: [link]

11 About the artist

50 to 80 words, third person, the same in every release: who you are, where you are from, what you have done.

About [Artist]

[Short paragraph, 50 to 80 words]

12 Press contact

One named person a journalist can reach the same day.

[Name], [email], [phone]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/music-press-release-template/