

**LMIA Music Education Series**  
**“The Art of the Press Kit”**

**Consulting Panel:**

- \* **Photographer – Angelina**
- \* **Creative Writer – Shaun Kennedy / Todd Blankenship**
- \* **Sound Engineer – Billy Masterson**
- \* **Graphic Artist – Lesa Seibert**
- \* **Talent Buyer – Jeremy Howell**
- \* **Booking Agent – Michael Creech**
- \* **Promotions – Leslie Stewart**
- \* **Legal – Scott Keniley**

**Moderator:**    \* **Todd Blankenship**

**I) The Elements of a Press Kit.**

**A) What are they?**

**1) Photo's**

**a) How Many?**

**b) Proper format**

**1) Elements of a proper photo**

**2) Cause & Effect**

**c) Cost/How much should we pay?**

**d) Armature vs. Pro**

**B) Audio Media**

**1) Pro vs. Home Studio**

**2) How many songs?**

**3) Presentation**

**4) Enhanced CD's**

**C) Biography**

**1) How long should it be?**

**2) Content**

**3) How should it read? 1<sup>st</sup> person vs. 3<sup>rd</sup> person**

**4) Proof, Proof, Proof**

**D) Business Card**

- 1) Don't have one, get one!
- 2) Placement
- 3) Pro vs. Home Office
- 4) Creative Cards
  - a) Novelty
  - b) Multimedia

**E) Optional Elements**

- 1) Press Clippings
- 2) Set List
- 3) Venue List
- 4) DVD or Video

**II) How much content should your press kit contain?**

- A) Initial Contact vs. Booked performance
- B) K.I.S.S.

**III) Hard copy or E.P.K.**

- A) What is an E.P.K.?
- B) Where do I get an E P. K.?
- C) Cost
  - 1) Hard Copy
  - 2) E. P. K.
- D) Acceptance of both formats

**IV) Overall Look**

- A) Hard Copy
- B) E. P. K.

**V) Question and Comments**