



PRESENTS....

***THE ULTIMATE NZ INDEPENDENT ARTIST
RELEASE RESOURCE***

Tiny Triumph Recordings

Ultimate NZ Independent Artist Release Resource

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General:

- You've probably spent years writing and recording this music; so, the worst thing you can do is rush the release.
- In all your communication; be confident. The noise floor for promotion is so high that if you don't brush off the nerves your campaign may sink. Its best to just say "Fuck it! I'm going to throw everything I have into being as confident as I can with this release"
- When sending emails to blogs, radio, zines etc. be professional but not pushy.
- Build momentum and plan ahead. Some artists believe that just dropping an expected album out of nowhere is cool and will blow people's minds; this will only really work for bands like Radiohead. For every other relatively unknown band; building momentum will work more effectively 99% of the time.
- Pushing your music online is great but still one of the most effective way to release an album/single is to get out and tour. To truly capture people's attention above the noise; playing live is still one of the best ways to do this.
- Who is going to help? Managers and Publicists are great people to have on your team. If you have multiple people in your band; then distribute the workload across everyone and get everyone involved with a list of things you each have to do.

APRA, Recorded Music NZ and ISRC:

- You will need to sign up to APRA to register your musical works so then you can get royalty payments whenever your songs are played online or on radio. APRA is the artist representation in NZ to make sure that NZ artists are getting paid what they are owed so it is important to sign up to their service. You should do this prior to Mastering. You can do this by heading over to:
<http://apraamcos.co.nz/music-creators/>
- If you own the master rights to the songs; then you need to register with Recorded Music NZ to receive royalties from the performance and communication of the master rights. You can do this by heading over to:
<https://www.recordedmusic.co.nz/portfolio/membership-for-labels/>.
- If you don't own the master rights; you may still be eligible for the Direct-To-Recording-Artist Scheme which returns 50% of master rights directly to the artist. You can do this by heading over to: <https://www.recordedmusic.co.nz/portfolio/membership-for-artists/>.
- You will also need ISRC's (International Standard Recording Codes) which you can get by heading over to: www.recordedmusic.co.nz/portfolio/isrc-codes/
- These codes are added to the metadata of your tracks/files during mastering so that whenever your songs get played; you will get royalty payments.

Digital Distribution:

- To get your music onto Spotify, Apple Music and Youtube; you will need to get a digital distributor which costs around \$10-20 per year. They do all the work for you and using a distributor is the only way to get your song on Apple Music and Spotify currently. There are many companies that do this service like:
- <https://drm.co.nz>
- <https://www.gyrostream.com/gyro.php>
- <https://distrokid.com>
- The only platform that the distributor will send your music to; that actually sells your music (instead of royalties from streams) is itunes. So I would also suggest to get your music onto bandcamp as well which you can do yourself by heading to www.bandcamp.com

Spotify For Artists:

- To have control over your Spotify artist page, to promote it, to update your story and to see your listener stats; join up to Spotify For Artists and create a profile. You can this here: <https://artists.spotify.com/c/access/artist>
- To submit your songs for Spotify Playlists:
 - o [Log in to Spotify for Artists on desktop.](#)
 - o Use either of the following ways to find and submit unreleased music:
 - o At the top of the **Home** tab, select **SUBMIT A SONG** next to the release you want to submit.
 - o In the **Music** tab, under **UPCOMING**, select **SUBMIT A SONG** next to the release you want to submit. **Note:** The option to submit a song only displays if you have unreleased music and you can only submit 1 song at a time.
 - o Choose a song and fill out as much info about the song as possible. The more info they get, the better chance it has.
- Also add a Spotify “Follow” button to your social media accounts and encourage people to follow your spotify page so they can have instant access to new releases.

Social Media:

- Be consistent with your messaging and try to establish your brand; using consistent imaging and tone.
- Interact with your fans as much as possible! Engage with them and try to get them involved in conversations on your posts. Just posting meaningless pictures that don't help start conversations is never going to be as successful as making posts that get people talking.
- Similarly; don't just make posts saying "Check out my music" or "Share my music". Engage with them, make posts that get them talking and aren't just posts trying to shove your music in their face. Ideas could be "What's your favourite part of this song?" or "What's your favourite lyric in this track?" etc.
- Make a social media plan; don't just post whenever you feel like it. Do research into when is the best time of the day for posting to your demographic. Releasing the track listing, the album artwork, recording photos etc. are all great ways to keep the momentum up.
- Without boosting your posts (i.e. paid posts) chances are your posts will only reach 10% of your followers (if you are lucky). Boosting posts is a very very cheap way to get your music in front of your demographic. In fact; it has never been this affordable to advertise your music to your ideal demographic in comparison to the advertising costs of albums in years past.

Press Release Kit:

- A professional looking Press Kit is a great way to get your music out in front of the movers and the shakers. Deliver an amateur Press Kit and the industry people will turn away before they get a chance to discover your amazing music.
- Keep it between 1-2 pages max and remember that first impressions matter; so try to inject some of your image/brand in the way you communicate this press release.
- Download the following template to help get started with your Press Release Kit:
<https://www.dropbox.com/s/pky16slih0k4sbn/music-press-release-template.doc?dl=0>
- Include a couple of well-chosen artist photos as well as your album cover art work.
- Include either a zipped copy of your release or a stream-able and downloadable link.
- Zip the whole Press Release Kit and either upload the link to a shareable dropbox folder or google drive.
- Avoid too much overblown hype (i.e. They are the most explosive band in their scene currently..) and avoid writing in first person (i.e. My name is ___ and I am a singer songwriter...)

Radio:

- Make sure you send the single in advance before it goes live online. Radio stations will be much more inclined to push your song if it hasn't already been released.
- Make sure you send the song as a lossless .wav file (i.e. uncompressed file; not an mp3)
- Make sure that the link doesn't need them to create an account to download the file. This should be a link that allows them to stream it and also download it.
- Include the artist and song name, the release date and if there is an album or an EP coming out; what the release date of that is.
- Keep the bio as short and sweet as possible. Radio Stations get so much music sent to them each day and they don't have the time to read really long bios. Keep it to a few sentences max.
- Do your research about the station before you send off the music to any of the Radio Stations (i.e. is this song appropriate to their target audience?)

Radio Station Contacts:

- **1 91fm Dunedin**

- erin@r1.co.nz

- **Base FM 107.3**

- jazz@basefm.co.nz

- **BFM**

- music@95bfm.com

- interview@95bfm.com (interviews)

- **Channel Z**

- music@channelz.co.nz

- **Control 99.4 FM**

- pd@radiocontrol.org.nz

- **Fresh FM**

- content@freshfm.net

- **George FM**

- shawncleaver@mediaworks.co.nz

- **Hauraki**

- greg.prebble@nzme.co.nz

- **Mai FM**

- callumbutter@mediaworks.co.nz

- **The Most 100.4 FM**

- mostfm@mostfm.com

- **More FM**

- amytempero@mediaworks.co.nz

- **Ngawi FM**

- murdoch@ngawifm.co.nz

- **Radioactive**

- music@radioactive.fm

- harri@radioactive.fm (interviews)

- **RDU**

- music@rdu.org.nz

- **RNZ**

- rnz@radionz.co.nz

- **The Rock FM**

- music@therock.net.nz

- **ZM**

- harry.pali@nzme.co.nz

Gig Guide Listings:

- Email the following links to advertise your upcoming album/single release shows:

- BFM

- gigguide@95bfm.com

- Under The Radar

- <https://www.undertheradar.co.nz/utr/addgig>

- Eventfinda (Stuff etc.)

- <https://pro.eventfinda.co.nz/add-event>

Print Media (Advertisements):

- Getting posters designed and printed to get put up all around your town is a great way to help get your release attention from the public and it's also very cost effective as well.
- It's also a great thing to do if you have a tour coming up and you can get the posters put up in the cities/towns you are playing in.
- To get your posters up; send an email to Phantom @
 - posters@0800phantom.co.nz

Album Cover Art:

- Album Cover Art is one of the most common things to hold up releasing records. It is often the thing that is thought about last and due to the nature of creating great album cover art; it can also cause the most common delays in the process. Plan this well in advance and find the right artist to help you to create something that works with your brand and your image. Don't leave this to the last minute!

Photos:

- Make sure you plan any photo shoots well in advance. Having professional photos to send off as part of your press kit as well as to use for magazines, blogs etc. is very important! Find the right photographer that will suit your image and try to get these photos done well in advance.
- Get both landscape and portrait photos for different formats.
- Consider your target audience and put yourself in their shoes (as to what would appeal to them).
- Bring different outfits/costumes and be creative.
- Let the photographer direct you and be open to suggestions.

Music Videos:

- One of the best ways to get your music in front of as many people as possible is by creating a compelling music video. This can be an expensive exercise but can be one of the most effective ways of getting your music out to people.
- Consumers these days are very visual; so, releasing a spotify link to social media may not yield as great results as being able to release your singles with a video attached; whether this is a music video or a lyric video; people don't want to have to leave social media to check out your song and additionally most consumers prefer moving pictures while they listen.
- Below is a link to a list of music video directors that we have available to us in this fine country:

<https://nzmusician.co.nz/category/directories/music-video-directors/>

Lyric Videos:

- For artists who can't yet afford to shoot a music video for their single; a well-made lyric video is a great alternative.
- You can get these for extremely cheap online at places like <http://www.fivver.com/>

Behind the scenes videos:

- Another great promotional tool is creating behind the scenes videos. This could be videos captured while you were recording in the studio or it could be after the recording has completed featuring interviews with the band talking about the recording process, the songs and also any stories about the creation of the album/single.
- Content is so important; so, the more things you can do to keep the promotion of the music in the eyes of the public the better. A single push of a music video or single release is not going to be as effective as multiple promotional pushes along the way. Keep your fans aware that you exist and that you are about to release something that you know they will love.

Publicists:

- Publicists are an often-overlooked service when dealing with releasing music but can be a very powerful one; when needing help getting your music received positively by radio, magazines and blogs. They are essentially marketing experts that can help bands and artists find their voice and image.
- Our country has many that you can call upon to help; below is a list of who is around:
<https://www.muzic.net.nz/directory/22/promotion-publicity>

Blogs + Magazines:

- Send to print media at least 1 month before the release date and invite them to be on your guest lists at your release shows.
- **NZ Musician**
 - Silke - editorial@nzmusician.co.nz
- **Muzik.net.nz**
 - Press Releases - press@muzik.net.nz
- **The Spinoff**
 - info@thespinoff.co.nz
- **Audioculture**
 - <https://www.audioculture.co.nz/contact>
- **Elsewhere**
 - <https://www.elsewhere.co.nz/contact/>
- You can also visit <https://www.submithub.com/> who are a company that will help get your music out in front of hundreds of bloggers, labels, playlisters, magazines etc.

Podcasts:

- Another great way to get your music out there is by reaching out to music podcast hosts and try to get interviews or your music featured on their podcasts. There are too many podcasts to name but think of your favourite music podcasts and drop them a line.

Timeline:

6 Months out (Album Release):

- ☐ Plan your tour
- ☐ Plan the release of your full length album (if applicable)
- ☐ Plan interviews/performances in the cities you are touring
- ☐ Book professional photo shoots
- ☐ Plan your album cover artwork
- ☐ Have all of the music for the project recorded and mixed.
- ☐ Plan any physical CD/Vinyl Duplication
- ☐ Plan any merchandise design and production
- ☐ Plan album/single release shows
- ☐ Start creating and planning video content
- ☐ Build media list
- ☐ Start brainstorming your social media content and scheduling.
- ☐ Gather together all your studio footage and photos.

4 Months out (Album Release):

- ☐ Sign up with APRA and get your ISRC codes.
- ☐ Have your release mastered. If you are releasing this on CD; make sure you request a DDP image for duplication.
- ☐ Finalize artwork, press kit and biographies.
- ☐ Start making the music video for the single.

3-4 Months out (Album Release):

- ☐ Submit your music to print media (i.e. magazines)
- ☐ Send your music to the physical distributor (CDs, Vinyl)
- ☐ Don't book your release until you have the physical copies in your hands!!!
- ☐ Sort out your digital distribution with the appropriate distributor.
- ☐ Share album/EP/Single artwork teaser on social media
- ☐ Start sharing behind the scenes footage

2-3 Months Out (Album Release):

- ☐ Send your music and press kits to blogs, podcasts and websites.
- ☐ Start putting up posters around town.
- ☐ Host a giveaway
- ☐ Share album/EP tracklisting on social media

1 Month out (Single Release):

- ☐ Start hyping up your single release
- ☐ Announce release date with a digital poster
- ☐ Deliver your single to your digital distributor and update them with everything you have been doing (i.e. radio, touring plans, music videos etc.)
- ☐ Begin sending your single to radio stations

1 Week Out (Single Release):

- ☐ Follow up with all your radio, blog, media contacts that you have emailed. Remind them that they are on the guest list for your shows coming up.

Day of Release:

- ☐ Post your track everywhere you can possibly think of. This could be on all your social media accounts, it could be sending out the details to people over email, forums etc.
- ☐ Follow up with all your radio, blog, media contacts that you have emailed to make sure that they remember the song is now out.
- ☐ Change your social media profile picture to be the cover artwork of the release.
- ☐ Thank as many people as you can who interact with your track on social media. The more comments on your shares and links; the longer it will stay in front of people.
- ☐ As the reviews start coming in; keep a record of them so you can use as promotional means for pushing your song to publishers, media etc.
- ☐ Post pictures of fans with copies of your album/EP.
- ☐ Encourage fans to share!
- ☐ Celebrate and have fun; today is your day and try to find a moment to sit back and enjoy the hard work you have put into releasing this musical baby into the world!

Created by Tiny Triumph Recordings

Tiny Triumph Recordings is a boutique vocal recording studio and music production house based in Johnsonville, Wellington and run by Music Producer/Mixing Engineer Toby Lloyd. The studio is designed to be the perfect recording studio space for tracking world class vocals but also as a safe haven for musicians and artists to relax in a comfortable and non-intimidating studio space while having their music crafted to stand amongst the giants.

Toby has worked with hundreds of artists including Shapeshifter, Nightmares on Wax, Salmonella Dub, Esté, Louis Baker, Israel Starr, Jermaine Clements, Dr Reknaw, Sea Mouse, Sorah Snow and worked in the sound team for feature films like The Hobbit Trilogy, Mortal Engines and Hunt For The Wilderpeople.

*For more info; head to
www.tinytriumphrecordings.com*