

WORKING MUSICIANS ALLIANCE

Press Release Planning Worksheet

PROJECT INFORMATION

Artist / Band / Project Name:

Primary Contact:

Email Address:

Phone Number:

Website / Social Media:

PRESS RELEASE INFORMATION

Announcement Type:

- New Music Release
- Tour Announcement
- Festival Appearance
- Music Video Release
- Album Release
- Single Release
- Partnership / Sponsorship

Special Event

Other:

Official Announcement Title:

Release / Event Date:

Public Announcement Date:

Ticket On-Sale Date (if applicable):

CORE ANNOUNCEMENT DETAILS

What Is Being Announced?

Why Is This Important?

Key Event / Release Details:

Supporting Acts / Collaborators:

Venue / Festival / Label Information:

LINKS & MEDIA ASSETS

- Streaming links prepared
- Ticket links prepared
- Website links verified
- Social media links verified
- Download links tested
- Live video links available
- Promotional photos prepared
- Album / single artwork prepared
- Venue graphics approved
- Logo files organized
- Press photos downloadable
- Media folder organized

Media Folder Link:

PROMOTIONAL GRAPHICS CHECKLIST

- 1080x1080 square social graphic prepared
- 1080x1920 vertical story graphic prepared
- 8.5x11 printable flyer prepared
- 11x17 venue poster prepared
- 24x36 large-format poster prepared
- Web banner graphics prepared
- Mobile-friendly graphics prepared
- Event information verified on all graphics

- Ticket links verified
- Venue names verified
- Dates verified carefully

PRESS RELEASE CONTENT PREPARATION

- Headline finalized
- Artist quote prepared
- Project description prepared
- Short biography prepared
- Contact information included
- Release links confirmed
- Promotional language reviewed for clarity
- Excessive hype language removed
- Spelling and grammar reviewed
- Final draft proofread

MEDIA OUTREACH TARGETS

Outlet / Contact	Email / Contact Info	Date Sent	Follow-Up Needed?
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No

_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
-	-	-	
_____	_____	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No
-	-	-	

PROMOTIONAL ROLLOUT

- Venue notified
- Support acts notified
- Social media rollout scheduled
- Website updated
- Email newsletter prepared
- Ticketing links active
- Event pages updated
- Venue calendar listing confirmed
- Press release distribution scheduled
- Promotional graphics delivered to venue

TIMING & FOLLOW-UP NOTES

Planned Follow-Up Date:

Additional Promotional Opportunities:

Media Response Notes:

FINAL REVIEW

- Are all links functioning properly?
- Are all graphics finalized?
- Is the announcement information accurate?
- Is contact information easy to find?
- Is the release easy to understand quickly?
- Are promotional materials ready for immediate use?
- Have venue promotional needs been considered?
- Is the rollout timing realistic?

ADDITIONAL NOTES

FINAL NOTE

Press releases are most effective when they communicate clear information, provide usable promotional assets, and support organized rollout planning.

The purpose of this worksheet is to help artists, venues, promoters, and creative teams organize announcement preparation more effectively, improve communication clarity, and support more professional promotional coordination throughout live entertainment and music-related projects.