Electronic Press Kits's (EPK's) - You need an EPK!

First created for our workshop, November 28, 2022, offered by Creative Okanagan by Karma Lacoff Nieoczym and Ezra Cipes

Elements of an EPK:

- Bio (biography):
    - This is an opportunity to tell your story,
    - Start with a paragraph that can stand alone and is a concise overview of you and your activities,
    - Add details in following paragraphs about
        - Members
        - History
        - Albums released
        - Recognition received
        - Tour details including specific venues played and artists toured with
    - Keep this up to date by revisiting it once a year or after major activities have taken place
- Significant upcoming dates
    - This is likely the reason you are sending out your EPK at a given time
    - May include the upcoming tour you are planning and can include anchor dates already confirmed
    - Release dates for singles, EP's, albums
- Recognition received with full details
- Press and review quotes and links
- Quotes from talent buyers, programmers and promoters
- Audio tracks or links to specific songs on streaming services
- Videos or links to specific videos that represent the artist or band well
- Downloadable professional or high quality
    - Well positioned photography
        - Preference is often options with the artist(s) looking into the camera and fun shots that represent your sound/aesthetic
        - Be playful and show your personality during photoshoots
    - Branding and logo elements and guidelines, if you have them
- Tech rider, also your stage plot if you have one
- Contact information for your team

The audience for your EPK
Tailor this resource to make it easy to engage with it.

- Questions to consider:
    - Who are the Talent Buyers or Booking Managers for the venues you want to play and what they are looking for?
    - How do they access recorded music?

    - What social media, steaming and video platforms will they be most likely to check out your presence on?
- The layout and design is important.
    - Simple and clean are generally better. There are various ways to do the layout, from doing it yourself in a program you are familiar with to templates available by various music service companies

Access

- You could build out a website that includes all the aspects of your EPK, which often has similar elements.
- All the elements can be located on a cloud server in its own folder
    - Examples: Sharepoint, Google Drive, DropBox
    - Ensure it is in a single link you send by email, post on your website or link aggregator (ex. link.tree)
    - If you do not want the public to have access consider having it available through a private link on your website or is on a gated section of your website.

Examples of great EPKs:

- https://www.theootnoots.com/epk
- https://chloedavidsonmusic.com/
- https://538stmusic.com/epk

Overall considerations:

- Your EPK is ideally current, focusing on the last two years (or so) of your activities.
- You do not need to have every element included above, particularly if you are an emerging artist. If you have the elements ready then include them.
- Have a few people review it, edit and offer critical feedback, with the request to help ensure people who know nothing about you can gain an understanding and feel confident they know the details of your project.

Different companies provide services to support EPK's which are constantly evolving. Do a web search fo "what is an electronic press kit for musicians" to see what is current.