

Artist: _____ Title: _____
 Release Date: _____ Formats: _____

PRE-RELEASE ACTIVITY	Details/Quantities	Check	Deadline	Budget	Person
Music Decision:		<input type="checkbox"/>			
Tracks signed/produced	_____	<input type="checkbox"/>	_____	_____	_____
Remixes completed	_____	<input type="checkbox"/>	_____	_____	_____
Pre-masters delivered	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Technical:		<input type="checkbox"/>			
Catalogue numbers	_____	<input type="checkbox"/>	_____	_____	_____
Barcodes	_____	<input type="checkbox"/>	_____	_____	_____
ISRC numbers	_____	<input type="checkbox"/>	_____	_____	_____
Register songs with MCPS and PPL	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Production:		<input type="checkbox"/>			
Mastering	_____	<input type="checkbox"/>	_____	_____	_____
Vinyl test pressings	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Creative:		<input type="checkbox"/>			
Artwork	_____	<input type="checkbox"/>	_____	_____	_____
Publicity photos	_____	<input type="checkbox"/>	_____	_____	_____
Artist info/biog	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Tastemaker Promotions:		<input type="checkbox"/>			
Press release	_____	<input type="checkbox"/>	_____	_____	_____
Set up digital promo	_____	<input type="checkbox"/>	_____	_____	_____
Promo CDs	_____	<input type="checkbox"/>	_____	_____	_____
DJ mail out	_____	<input type="checkbox"/>	_____	_____	_____
Radio mail out	_____	<input type="checkbox"/>	_____	_____	_____
Press review mail out	_____	<input type="checkbox"/>	_____	_____	_____
Press - features/interviews	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Pre-sale activity:		<input type="checkbox"/>			
Sales notes	_____	<input type="checkbox"/>	_____	_____	_____
Full run vinyl	_____	<input type="checkbox"/>	_____	_____	_____
Upload to digi aggregator	_____	<input type="checkbox"/>	_____	_____	_____
Upload to digi stores	_____	<input type="checkbox"/>	_____	_____	_____
Info to distributors	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____



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MARKETING ACTIVITY	Details/Quantities	Check	Deadline	Budget	Person
Planning:	_____	<input type="checkbox"/>	_____	_____	_____
Sound clips	_____	<input type="checkbox"/>	_____	_____	_____
Promotional artwork	_____	<input type="checkbox"/>	_____	_____	_____
Flyers/posters - design & print	_____	<input type="checkbox"/>	_____	_____	_____
Online material preparation	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
Marketing:	_____	<input type="checkbox"/>	_____	_____	_____
Label website updated	_____	<input type="checkbox"/>	_____	_____	_____
Label Myspace updated	_____	<input type="checkbox"/>	_____	_____	_____
Label Facebook updated	_____	<input type="checkbox"/>	_____	_____	_____
Other social networking	_____	<input type="checkbox"/>	_____	_____	_____
Artist websites updated	_____	<input type="checkbox"/>	_____	_____	_____
Email blast	_____	<input type="checkbox"/>	_____	_____	_____
Web forum blast	_____	<input type="checkbox"/>	_____	_____	_____
Webzines	_____	<input type="checkbox"/>	_____	_____	_____
Charts - stores	_____	<input type="checkbox"/>	_____	_____	_____
Charts - forums	_____	<input type="checkbox"/>	_____	_____	_____
Release spotlights on stores	_____	<input type="checkbox"/>	_____	_____	_____
Radio guest mixes	_____	<input type="checkbox"/>	_____	_____	_____
Adverts - online	_____	<input type="checkbox"/>	_____	_____	_____
Adverts - print	_____	<input type="checkbox"/>	_____	_____	_____
Flyers/Posters - distribute	_____	<input type="checkbox"/>	_____	_____	_____
Competitions	_____	<input type="checkbox"/>	_____	_____	_____
DJ mixes	_____	<input type="checkbox"/>	_____	_____	_____
DJ Gigs - label & artist	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____
_____	_____	<input type="checkbox"/>	_____	_____	_____

