

I am under the belief that my electronic press kit meets its requirements for its target audience as it provides information easily without being overly complex for instance, the first thing you see is my artist biography which in itself is only about one hundred and twenty words, which is a very digestible amount, not too overbearing and not sparse with the information. It is important to feed into a market's interest by withholding small bits of information whilst providing what they may think is necessary. It is also good practice for being able to drive a point home without winding and avoid the topic at hand. I also provided a space for photos because as of recently I have not performed in a scenario where people had taken photos of me, that is something I need to work on but regardless the place on the site is still there. I noted that I would have the place and time of where that photo had been taken so that the person would note of where I have been and performed without the hassle of having to reverse search or scour through socials to find results, although that in itself could be a handy taktick in a non-professional setting I doubt that most people looking to hire someone based on their electronic press kit is really trying to do research of their own as it is essentially a CV (short for Curriculum Vitae). Under said "photos" I have a selection of reviews from previous collaborators, where they would describe my work ethic within scenarios that we have worked in, such as one of the said collaborators saying that "Kunda (me) is a solid communicator, especially within group settings" this would entice anyone wanting me to work with in group settings as it shows what my skills and benefits within group settings is, alongside the statement of me "having a knack for leadership and accountability" which should tell the folks that stumble upon this gem of an electronic press kit that I do in fact mean business potentially. Right underneath that it mentions my skills or at least my main skills and fixations at the moment, being my singing and production, as a first study singer and someone who is doing a minor in production I feel like those should be the forefront of my focus and therefore should be the forefront of my self advertisement to any invested parties, after all they are the things I spend (or should spend) the most time on, I chose to explain the styles of my production and singing sighting a few inspirations so it could paint an image in the potential readers mind, it is always good to know what you are getting into, it lowers the risk of someone being disappointed in your work or someone misunderstanding what you mean when in a creative state. I feel like keeping that section short and brief is a given as it is not supposed to absorb most of the viewers interest but should be digestible and informative enough that they go away knowing something new about you, the whole section as one body is no more than fifty five words, short concise and straight to the point. I wrote about previous experiences as well, it's just about recounting previous experiences that made you who you are as a creative today, I feel like my single paragraph about the specialist music school I was enrolled in before coming to Leeds is definitely enough for me and what I'm going for but I imagine others would like little anecdotes humanizing them for the audience and what not, it definitely has its merits especially if you want that kind of attention but at the same time it's not efficient and I would hate to imagine what story I would tell just for the employer to look at me crazy, but maybe that's the paranoia talking. My next section I found a little trickier to write, as I still do not know if I should be writing in the third person at this point but either way it adds intrigue. I found this section difficult because asking a goal is arbitrary or at least easy to feign or lie about, I believe that a good goal setting section on an electronic presskit should be slightly dishonest, more pandering than anything but not the point of it becoming entirely artificial and clearly fabricated, but to a degree where you can sneak in

little tidbits of your personality, like there is a difference between someone wanting to be a “big performer” and someone who wants to “fill up stadiums” it is about the vision and it tells the reader exactly what they want to hear, it should also have short term, mid term and long term goals whilst also adding personal goals in there like I had with me wanting to get better with lyric writing, overall I think this section is the most difficult because goals are such a strange thing to think about. Right underneath all of that I had placed my socials and email, just make it as easy as possible to be contacted, I feel like that is a given because being unreachable is just an early stage of unreliability, how can an employer trust you to do anything if they can not even contact you. I had also placed a hypothetical link my work in music and upcoming projects, if I had any such projects would put them just above the social media contact details section as it would incentivise the idea that my work is worth keeping in tune to because I was willing to show it off to the person before they even knew my details.

I considered putting my phone number on there but I opted out because I feel that it is not really necessary for me to do so, on top of that I would just be asking for spam calls (if I were to publish it, I have no intention of publishing this current electronic presskit)

Overall I think my Electronic Press kit serves its purpose effectively, although I have no doubt that it could be better and more polished, but due to current circumstances I can not really change that, But the perfect Electronic Press would have all these things maybe even better, like the goal section could be a whole page that leads to up and coming gigs and projects which could be a really cool idea or there could be a gallery of events and gigs that one had taken part in. It could also have a cute stylised user interface that oozes the personality and aesthetic of the creator jumping at potential fans and employers, an Electronic Press Kit can be in molded into any form if one has the dedication and time for it, like my plan (for when I actually have stuff to put on their) is a fun little disk drawer juke box type of thing where each page would be a different disk with in the jukebox taking you anywhere on the site but that is besides the point, I believe the perfect Electronic Presskit should definitely tell the viewer who the creative is even before they read a single word, does my electronic press kit do this? Absolutely not, will it do this? Probably not for a while but that is a journey I am willing to go on. If I was to go over the sections line by line once more it reveals something about myself throughout this process, I was lost but it helped me understand what the goal was supposed to be in the end. My electronic press kit is essentially a pamphlet and an advertisement of myself and my craft. So for next time I will make sure to have the appropriate material for the electronic press kit, an aesthetic in mind for any future updates, maybe some announcements, upcoming projects, collaborations, something along those lines, maybe something to fill in a second page or even more links to more socials if I dare create another account. But overall I would say my Electronic Press kit is a solid 5.5 out of 10 could be much better but it is fine for now, I wish it was better but that is something I have to work on. What should I add next time? (other than the photos, addresses projects and interviews) An actual design philosophy, maybe a fitting User Interface and intractable objects, working links, reviews from performances, links to people I’ve collaborated with(so that I could work with them again if someone is interested in a group project whilst also promoting a friend) credits on previous collaborations if it wasn’t my own project, links to band socials if I am or was part of a band, links to band emails and agents, links to managing staff and or label staff (if I was to hypothetically get signed by a record label) links to events that I am

attending or performing at, a calendar for said events (in case someone is interested in finding me or cannot be bothered to google when the events are) along side many many many other things that may or may not matter in an electronic press kit. Some questions I have about Electronic Press Kits? Are they supposed to be written in the third person the whole way through? I know that artist biographies tend to be written in the third person but does that apply for the rest of the electronic press kit? I think it depends on whether or not the artist created the website, regardless I am keeping mine in third person because I find it amusing, second question, how often should an electronic press kit be updated, I have a feeling it should be every time something ground breaking happens but at the same time, I doubt that every one even has the time for that, too busy living and things of that nature, afterall a press kit IS a time capsule (according to google) but I still think updating it so that someone can get an accurate view of the creative is quite important especially for smaller creatives who aren't as well known and don't have a bajillion people talking about them twenty four seven (and even still most of them have an updated Electronic press kit if they even still have one) number three is aesthetic that important? I think it is maybe that's something I have to find within myself but I think a cohesive presskit that tells you what type of person you are dealing with is a brilliant thing, also it makes you more interesting if you do have a style, but that is just a me thing.

Overall once again I'd say my Electronic Presskit is moderately effective given for what it is at the moment, It's a 5.5/10.