

# meisa<sup>®</sup>

MUSIC & ENTERTAINMENT INDUSTRY  
STUDENT ASSOCIATION

## Battle of the Bands Scorecard *Press Kit Evaluations*

### I. Press Kit (40 points)

- **Content (10)**

*Quality and relevance of contact information, band information, pictures, gig schedules and discography/repertoire included*

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- **Appearance (10)**

*Attractiveness of the press kit, professional, error free*

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- **Marketability (15)**

*Creativity and originality of the kit, marketing potential, accurate representation of the band's music & image*

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- **Web Materials (Facebook, MySpace, etc.) (5)**

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**Total Points (out of 40) =**

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*\*Please give detailed comments below with constructive criticism and advice.*