

RELEASE COMMAND CENTER

RCC Playbook

How we run releases.

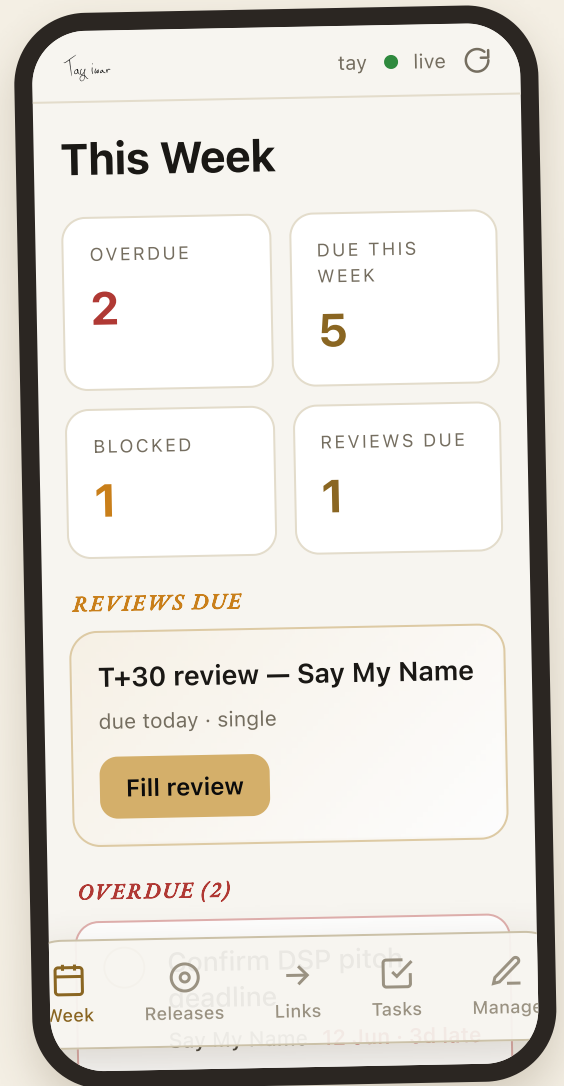
keep it on your home screen →

Tag iwar

01 *What RCC is*

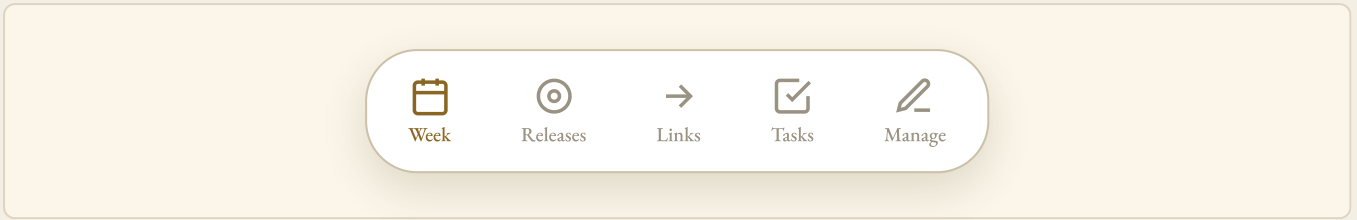
RCC (Release Command Center) is the one place we run a release end to end: plan it, auto-build the task checklist, track features, content and spend, hand the numbers to TRT, and keep Tay, Divine and Bunmi looking at the same thing.

It's a phone app. *Install it to your Home Screen and open it from there* — not a browser tab, or notifications won't work.



↑ the Week tab — home base, every morning

The five tabs at a glance

**WEEK**

Home base. Overdue, due this week, blocked, and reviews due across every release. Start here every day.

RELEASES

Every release, grouped by year. Tap one to open its detail — checklist, spend, reviews. **+ NEW RELEASE** lives here.

LINKS

One-tap launchpad to Spotify for Artists, the socials, Meta Ads, distribution, chart registration, and TRT. “Numbers across platforms” lives at the bottom.

TASKS

The pipeline, for admins: Features (collabs), Content (a calendar of posts), and generic Tasks.

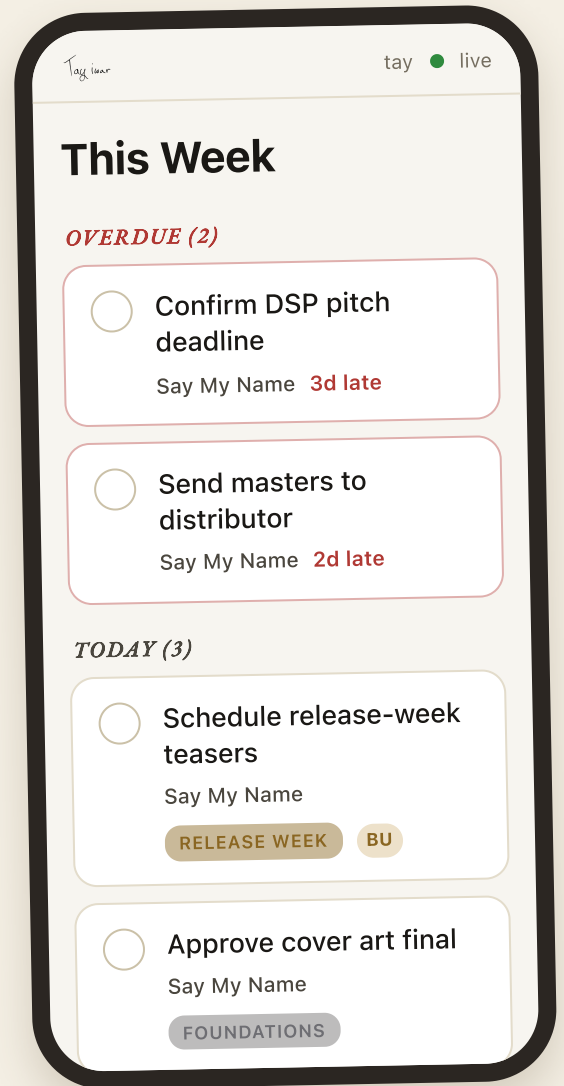
MANAGE

People, the tayiwar.com surfaces, recent changes (undo), notifications, this Playbook, and a button to replay the in-app tutorial.

03 *The rhythm*

How we actually use it.

- Open **WEEK** first thing and clear what's overdue and due today.
- Bunmi logs every planned post in **TASKS → CONTENT** and marks it *Posted* when it goes live. The calendar is the source of truth.
- Reviews (T+30 and T+60) get filled the week they're due — never skipped.
- Tay and Divine assign checklist tasks to whoever owns them; the assignee gets a push.
- Everyone keeps notifications on — **MANAGE → NOTIFICATIONS → ENABLE**, on each phone.



↑ clear overdue + today, then move on

04 *Starting a release*

RELEASES → + **NEW RELEASE** → title, type, target date, budget, cover. RCC auto-generates the *29-task checklist* across phases — foundations → pre-release → release week → first retention → long tail — and seeds the T+30 / T+60 reviews.

For an ad-hoc project (a shoot, an event), pick

CHECKLIST instead of Release to start blank.

New Release

TITLE

TYPE TARGET DATE

BUDGET (£)

CHECKLIST

Premade auto-seeds the 29-task template (Foundations → Release week → Retention). Reviews (T+30 / T+60) seed either way.

COVER

Create release

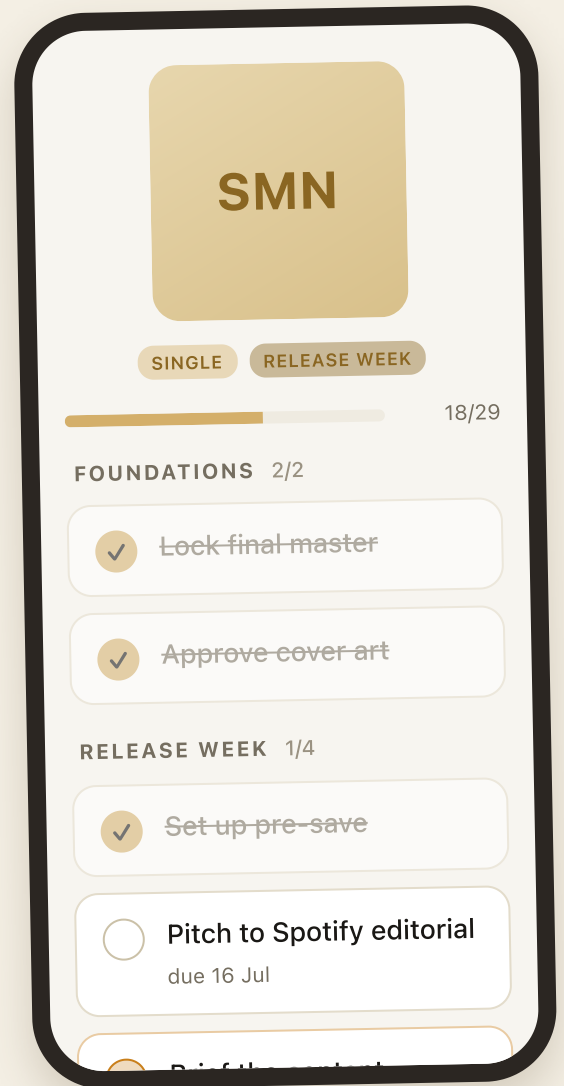
↑ one form → a full 29-task plan

05 *Working the checklist*

Open a release for the phase-grouped task list. Tap the circle to mark a task done (tap again to reopen). Use

CHECK ALL on a phase to clear it in one go — you can back-date the completion.

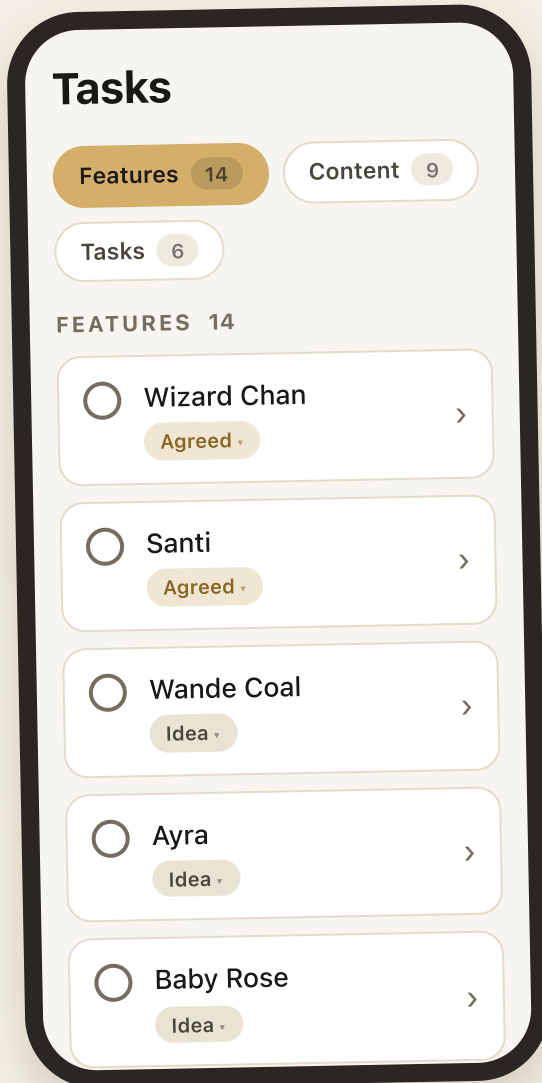
Assign the whole checklist or a single task to a member from the detail screen. And you can fill a due review straight from the **WEEK** tab.



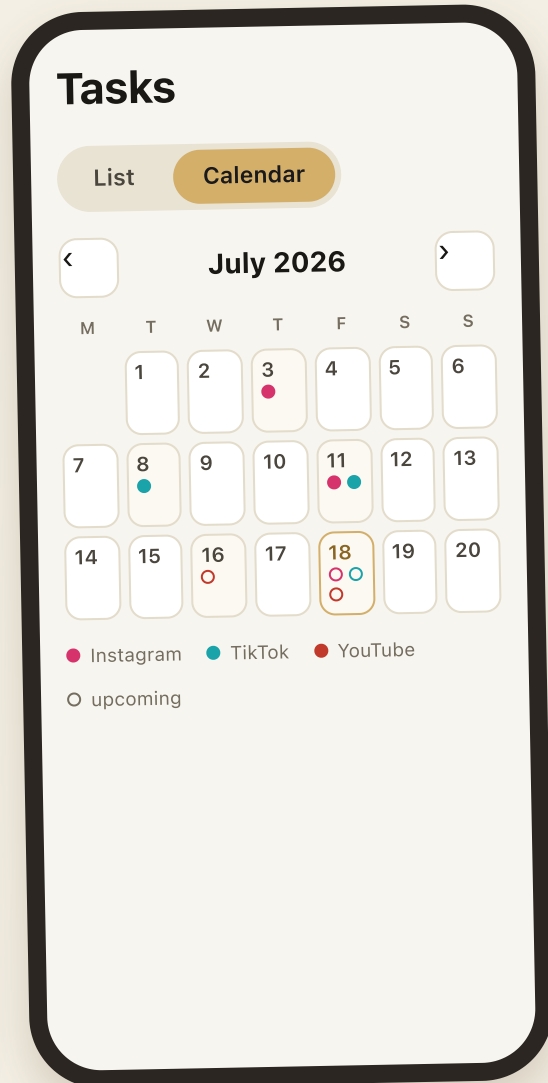
↑ phases, progress, one tap to tick

06 *Tasks tab*

- **FEATURES** — the collab pipeline. Tap the status chip to move a feature along its stages.
- **CONTENT** — the calendar. Add a post with a real date and time (use the picker, not typed text), tick the platforms, and mark it *Posted* when it's live. Switch List ↔ Calendar.
- **TASKS** — generic to-dos that don't belong to a release.



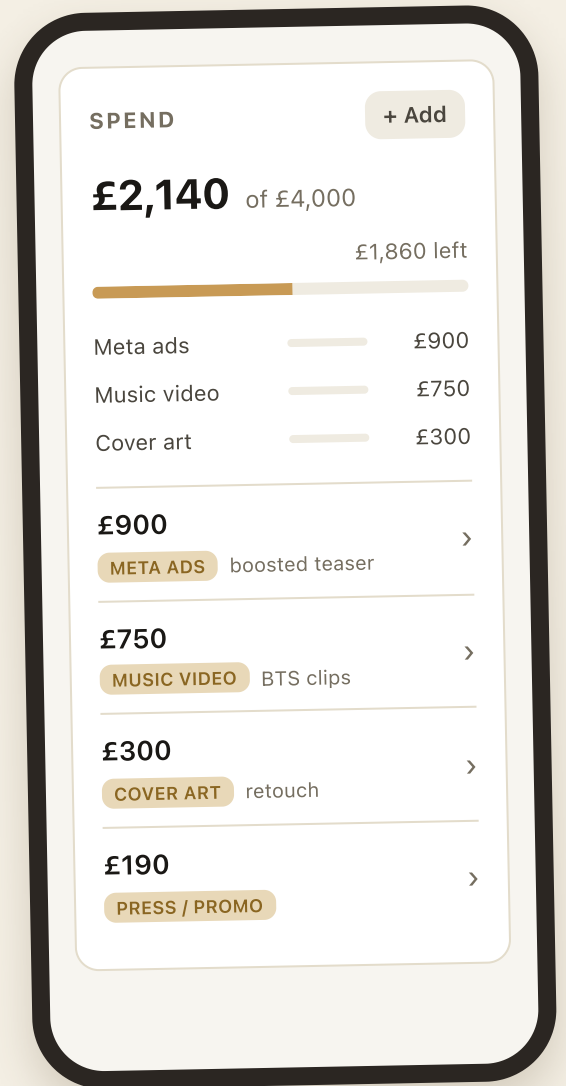
↑ Features — the collab pipeline



↑ Content — release day, 18 Jul, lit
up

07 Spend

Inside a release: + **ADD EXPENSE**, pick a category, and the budget bar tracks spent vs budget — it turns red when you go over. Keeps the money real, per release.



↑ spent vs budget — red when over

08 *Numbers across platforms*

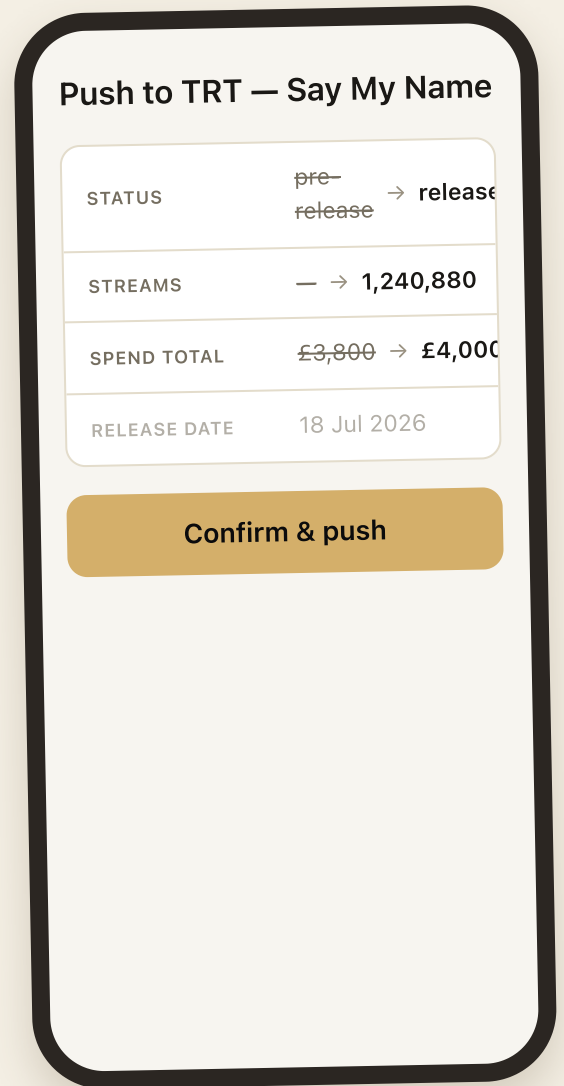
LINKS → NUMBERS ACROSS PLATFORMS. Some pull automatically — Spotify followers, YouTube, Deezer — the rest you hand-enter. This is the cross-platform snapshot, and the *seed for a live EPK* later.

NUMBERS ACROSS PLATFORMS		
Spotify · followers	48,302	AUTO
Spotify · monthly listeners	612,940	MANUAL
YouTube · subscribers	91,500	AUTO
Deezer · fans	7,120	AUTO
Instagram · followers	128,400	MANUAL
Apple Music · plays	2.1M	MANUAL

↑ *auto-pulled + hand-entered, one place*

09 *Hand-off to TRT*

When a release is wrapped, open it and **PUSH TO TRT** — the royalty tracker. It previews the changes before it writes, so you can confirm.

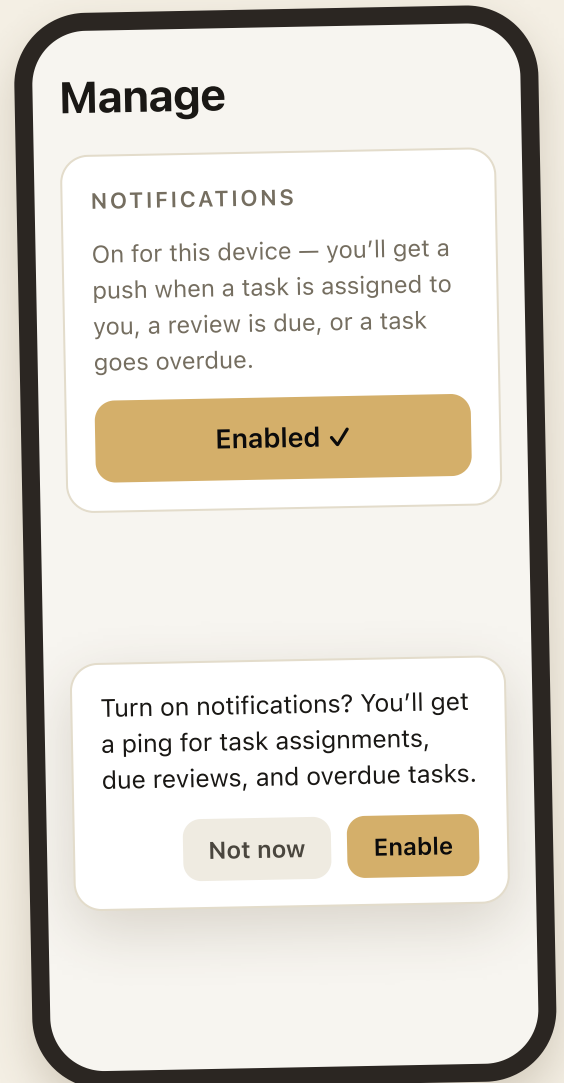


↑ *it shows the diff before it writes*

10 *Notifications*

MANAGE → NOTIFICATIONS → ENABLE, on each person's installed app. You'll get a push when a task is assigned to you, a review is due, or a task goes overdue.

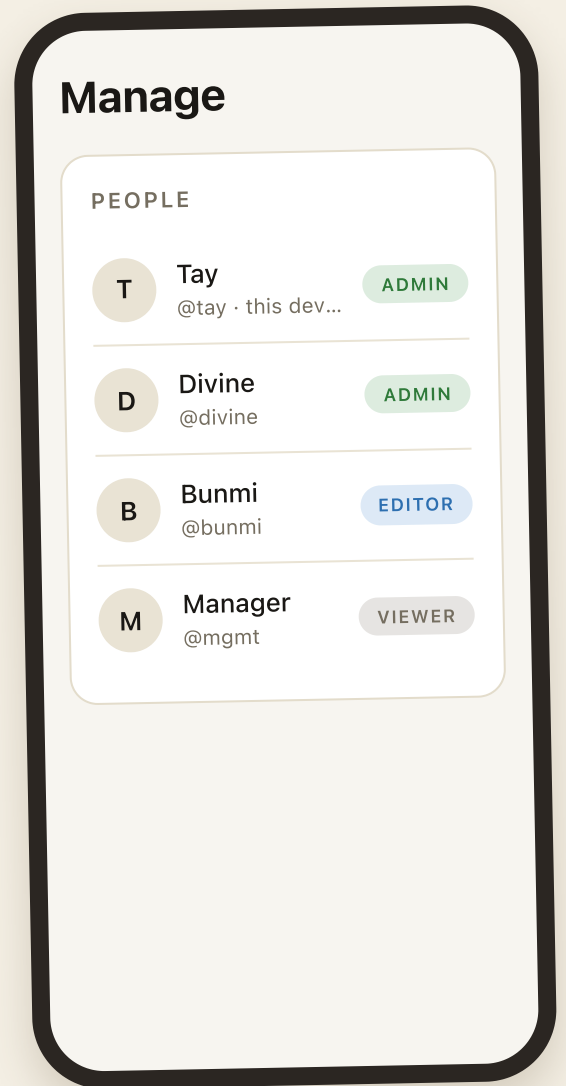
Delivery batches every ~15 minutes — *it's a nudge, not a stopwatch.*



↑ *enable it on every phone, once*

11 *Who can do what*

TAY	ADMIN	Everything.
DIVINE	ADMIN	Oversight, assigning, and people.
BUNMI	EDITOR	Runs releases and the content calendar. Can't manage people, links, or push to TRT.
VIEWER	READ-ONLY	Looks, doesn't touch.



↑ four roles, set in Manage →
People

- After a deploy, tap the header refresh — no reinstall needed.
- *“Cleared” isn’t “done.”* Cleared is the resolved state for a feature whose clearance and paperwork are settled.
- Skipped and blocked tasks don’t count as overdue — only truly-pending ones do.
- Always use the date/time picker for content; a typed date can drop a post off the calendar.
- If notifications won’t turn on, you’re probably in a browser tab — open the installed app.

★ *Status meanings*

DRAFT — CONFIRM WITH TAX

FEATURES



idea, on the wishlist · pitched, we've reached out · in talks, they're responding · agreed, they've said yes · recorded, the part is in · cleared, splits & paperwork settled · done, out / fully handled · dead, it's off.

CONTENT



— END · BACK ROOM OF THE STUDIO —