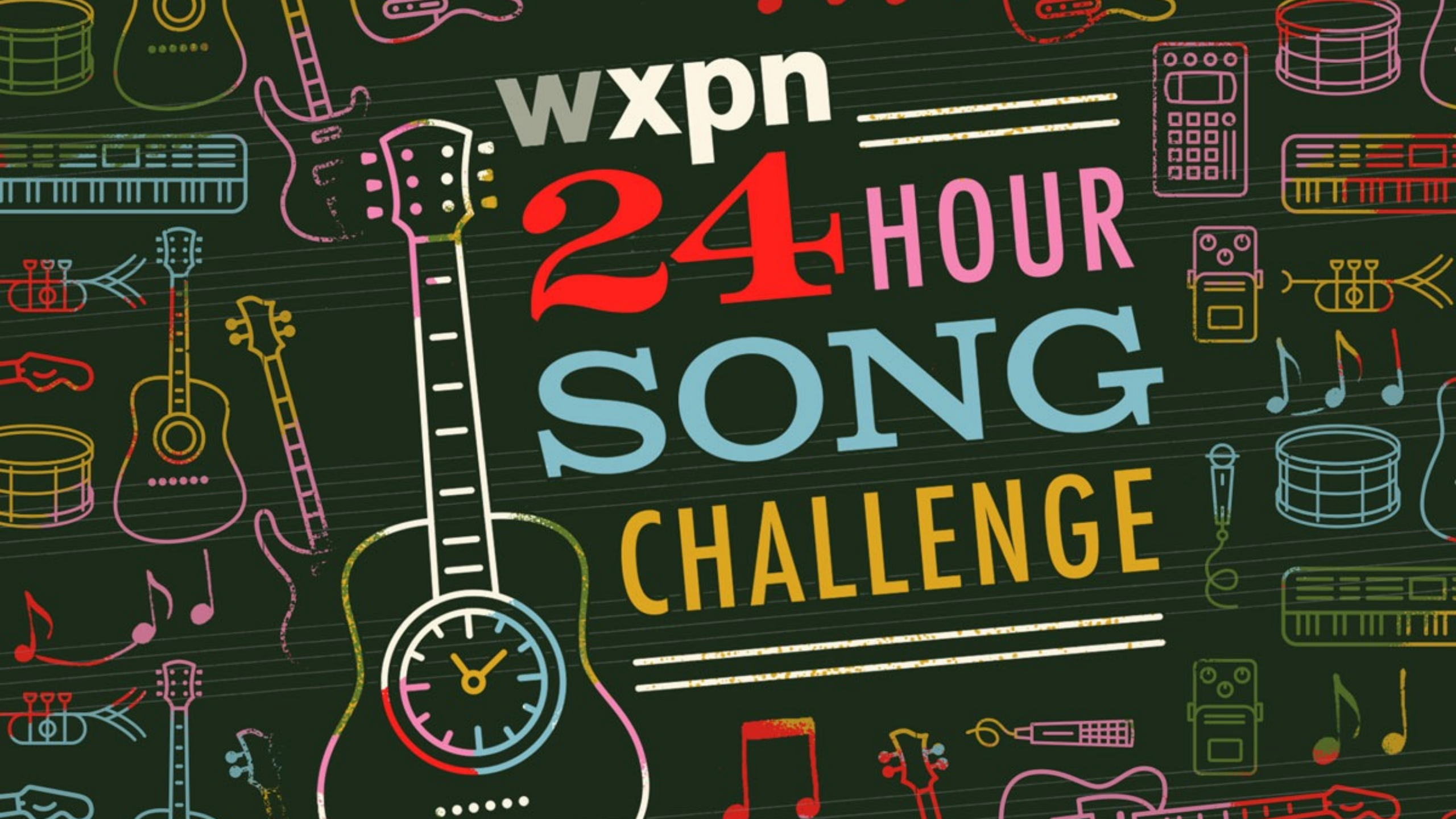


wxpn

24 HOUR
SONG
CHALLENGE



WELCOME AND INTRODUCTIONS



Mike Vasilikos,
WXPB Operations
Manager, host of
WXPB Midday and
XPB New Music
Show.



Heather Hurlock,
WXPB Digital Content
Director, songwriter,
and long-time player in
the Philly regional
music scene,

WHY WE'RE DOING THIS

- WXPB's mission is to connect artists and audiences, and build, serve, and engage community.
- WXPB prioritizes supporting and developing local artists in meaningful ways.





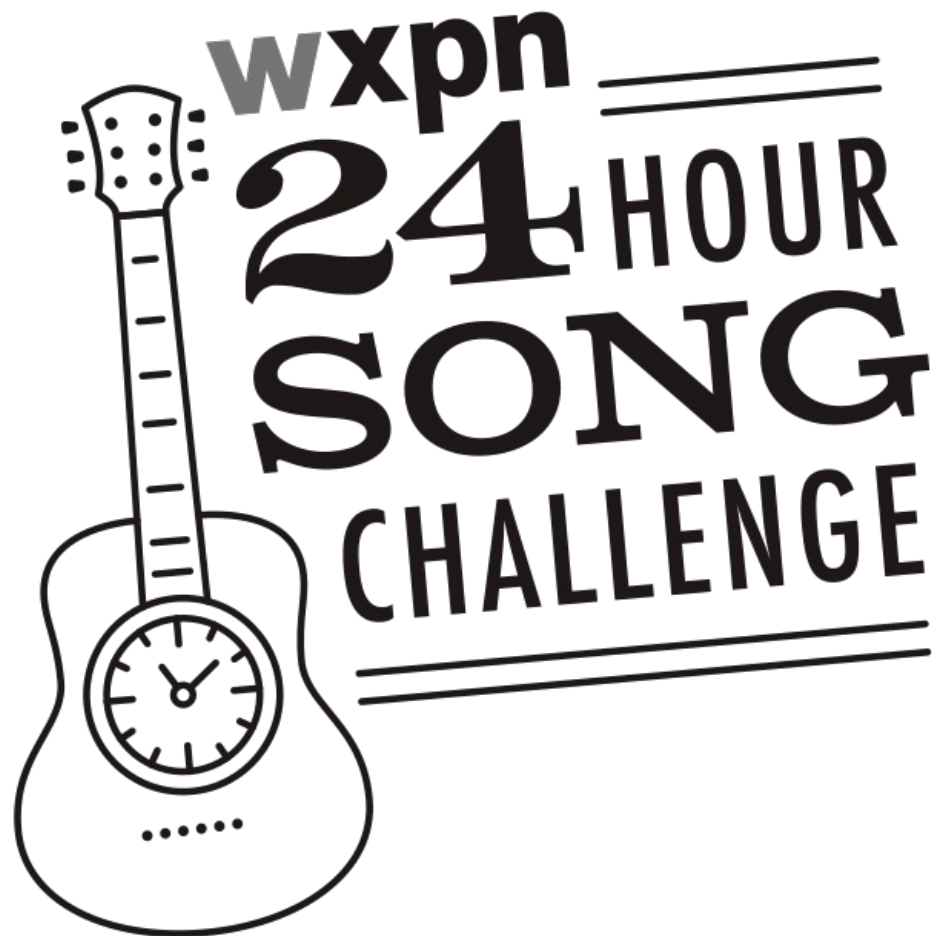
IMPORTANT DATES

- **Saturday, June 1st**: Prompt revealed at noon and challenge begins
- **Sunday, June 2nd**: Song Challenge video submissions uploaded by noon
- **Sunday, June 2nd through Sunday, June 23rd**: Judging and sharing entries on xpn.org
- **Monday, June 24th**: Four finalists announced
- **Monday, July 1st**: Grand Prize Winner Announced

Eligibility

- Primary residence in WXPB's FM listening areas
- Must be at least 18 years old
- Independent musicians, not signed to any record labels
- Employees of WXPB and their immediate family members are not eligible





THE PROMPT

Does the word(s) need to be in the song?

Interpret Freely! **The prompt is a starting point**—feel free to interpret it in any way that sparks your creativity. Whether overtly, subtly, metaphorically, directly, indirectly, etc., your unique take is what we're excited to hear.

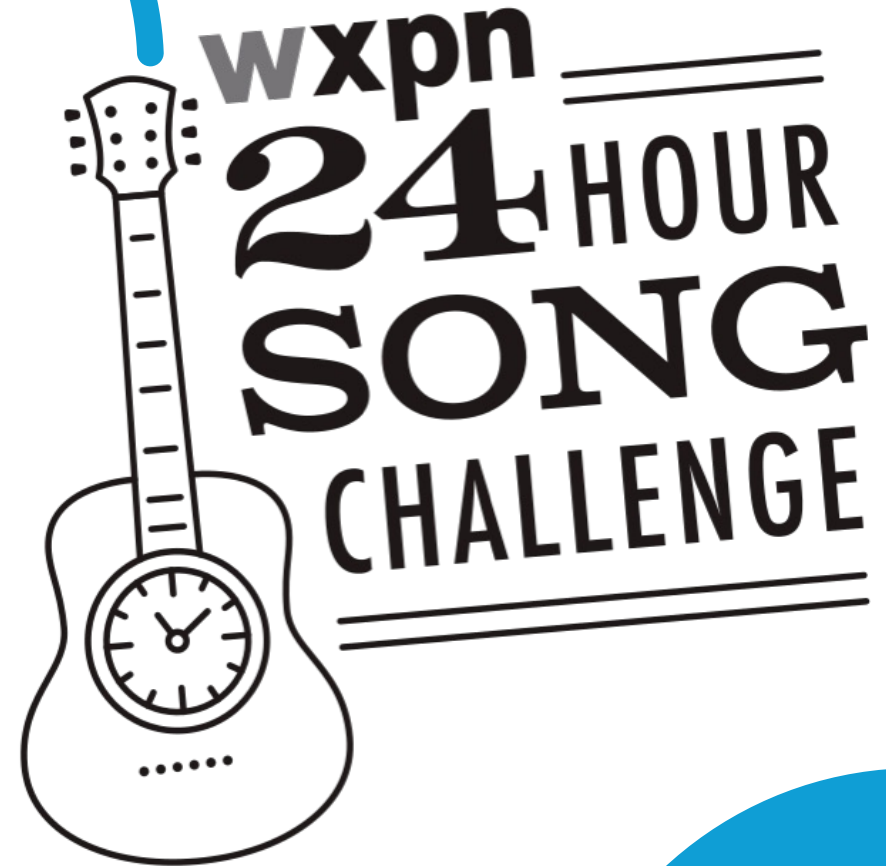
SUBMISSION GUIDELINES

- Your submission must be an original work, inspired by the prompt, created during the contest period.
- You must record a video of the song performed live and upload it to YouTube. The video must be under 5 minutes and should not contain any covers, samples, or AI-generated content.
- Ensure you have the rights to use any material in your video and song, as you'll need to grant WXPB a license to use your submission for promotional purposes.



AUDIO/VIDEO QUALITY

- Video and audio quality are not being judged. However, we encourage you to provide the highest quality video and audio you can reasonably create in the time allowed in order to present your song best.
- Time Management: You have 24 hours to write your song, record a video, upload it to YouTube, and then upload your YouTube link to the Song Challenge site. Give yourself enough time for your video to render, for you to write the description of the song on YouTube, for you to fill out the submission form, and upload the lyrics, etc.



SUBMITTING YOUR SONG

Process for Submission

- **Upload:** your song to YouTube
- **Visit:** songchallenge.xpn.org/
- **Click:** "Login" then hover over "My profile" and click "Edit Profile". A form will appear on your profile page.
- **Upload:** Add your YouTube link to the form twice (The first field is for your profile account, and the second for the public-facing Watch page.)
- **Fill out:** The submission details in the form: songwriter name(s), performer name(s), lyrics, etc.
- **Click:** "Save Profile"

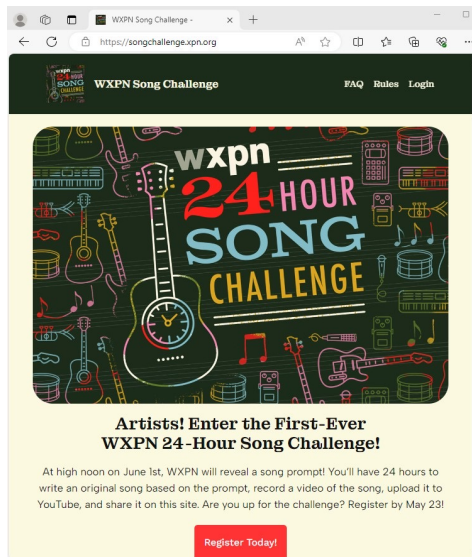
Once the contest period ends, all submissions will be publicly viewable.



JUDGING CRITERIA & PROCESS

- Judging criteria
 - Lyrics – 40%
 - Composition/Melody – 40%
 - Performance – 20%
- Judging process:
 - Every song will go through multiple rounds of internal judging with the XPN programming staff making the final decision.





WHERE WILL MY SONG BE HEARD?

- All videos will be posted online on WXPN Song Challenge webpage: <https://songchallenge.xpn.org>
- Select songs shared on xpn.org
- Share your progress on social! #xpnsongchallenge

WINNERS & PRIZES

Four (4) Finalists selected

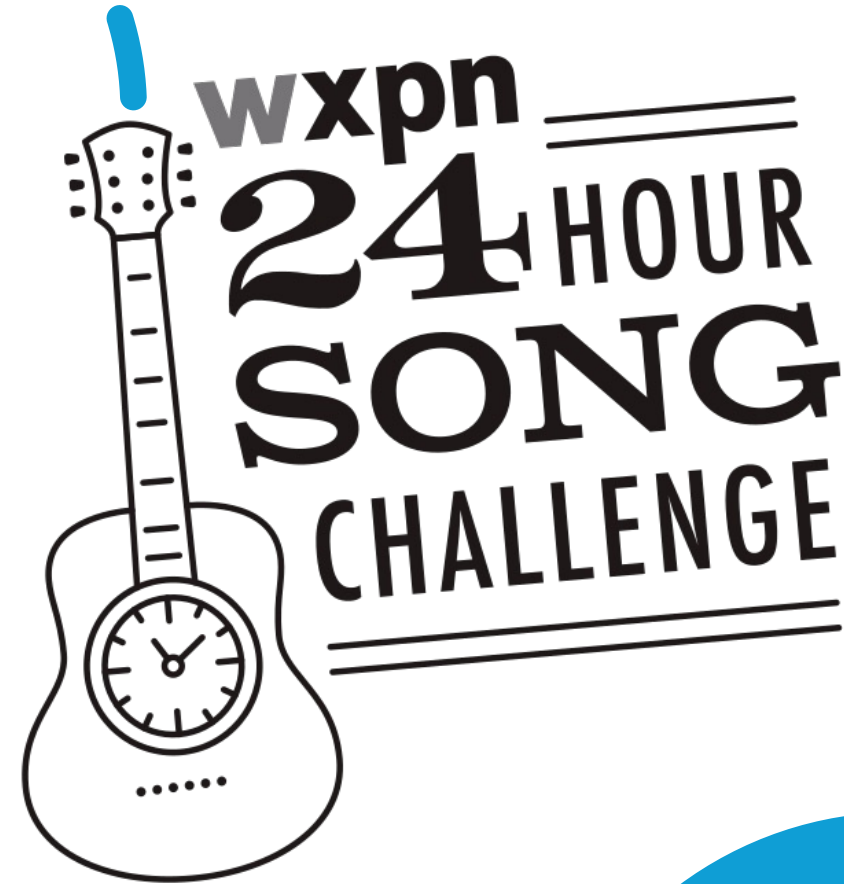
One selected as the Grand Prize winner

The Grand Prize winner will receive:

- *One Thousand US Dollars (\$1,000) honorarium*
- *Ten (10) hours of studio time at Milkboy Recording Studio*
- *A spot to perform the winning Song live at the XPoNential Music Festival*
- *One (1) year WXPn Program Partner Membership*

The remaining Finalists will receive:

- *Five Hundred US Dollars (\$500) honorarium*
- *One (1) year XPN Membership*
- *Finalists' availability from June 24-27, July 1*





Preparing for the Challenge

- 1. Get Your Creative Space Ready:** Arrange your workspace so it's as inviting and distraction-free as possible (Whatever that means to you).
- 2. Write Daily:** In the days leading up to the challenge, try to write something every day. It doesn't need to be perfect or even good; the goal is to get comfortable expressing your thoughts and feelings freely.
- 3. Seek Inspiration:** Spend some time each day listening to music that moves you. Peruse your local record stores. Go to a local outdoor event. Pay attention to whatever stirs your soul and think about what's resonating with you right now and why. Write about it!
- 4. Check Your Tech:** Review how you're going to record the video for your song—Find a nice space with good natural lighting. Make sure you can log into your YouTube channel and know how to upload songs and make links publicly sharable. Test your account to ensure everything is working smoothly, and familiarize yourself with how to upload and modify your video share settings if necessary.
- 5. Rest Well & Hydrate:** Make sure you're getting plenty of rest and drinking lots of water as the challenge approaches. A well-rested mind is more agile and creatively open.



Q&A

What questions do you have?

During the contest, you can reach out to songchallenge@xpn.org for questions or concerns.

NOTE: After the webinar, look for an email from us with this slide deck and a link to a recording of this webinar.

Good luck to all of you!
We can't wait to hear your songs
and share them with our audience!

THANK YOU!

