



FAQ

What is Shaking Through?

Shaking Through is an online music and video series, brought about by the collaborative efforts of Weathervane Music Organization and WXPN, that showcases and fosters select independent musicians. Through the production resources of Weathervane Music and the radio and online distribution and marketing reach of WXPN, this series is made possible and promoted in a unique, community-supported public forum.

Who are Weathervane Music and WXPN?

Weathervane Music Organization is a community supported non-profit organization making music and video that supports and advances the careers of promising independent musicians, both locally and from around the world.

WXPN is the nationally-recognized leader in Triple A music and noncommercial radio service of the University of Pennsylvania and is the premier guide for discovering new and significant artists in rock, blues, roots and folk music. WXPN produces World Cafe®, public radio's most popular program, hosted by David Dye and syndicated by NPR.

Why was Shaking Through created?

The purpose of this series is to support and advance the careers of select independent artists, particularly in this day when the conventional music industry rarely affords such opportunities.

There is currently no incentive for record labels to invest in unknown artists. These artists typically don't sell records and labels simply can't make money off of them. This necessitates tremendous work from artists, and most music groups are left to their own devices to record their music and sustain a living. For many, this is a strong limiting factor in their professional development and career potential. Most will simply quit.

Weathervane Music launched in 2009 with a unique, community-funded model to support and advance great independent artists' careers. WXPN supports this model and recognized a need to expose Weathervane's work to a larger audience. Together, the two organizations formed a partnership which will leverage Weathervane's production capabilities with WXPN's distribution and marketing reach in its established community of listeners and supporters.

How does Shaking Through benefit independent artists?

Participating *Shaking Through* artists are given the opportunity to make high-end audio and video recordings of their original music. These recordings are then released on the web at WeathervaneMusic.org and XPN.org. Each artist release is promoted on the radio by WXPN and served up to traditional entertainment media and music blogs to raise consumer and industry awareness.

In addition, the vast majority of revenues from the music recordings produced by Weathervane for *Shaking Through* artists will go to the artists themselves.

Can I view Shaking Through projects?

Yes. You can view a complete *Shaking Through* project by Sharon Van Etten at www.XPN.org and www.Weathervanemusic.org (as of January 26, 2010).

How will WXPN promote Shaking Through artists?

WXPN will promote *Shaking Through* artists in a number of formats. Promotion will include a *Shaking Through* radio segment on WXPN, 'Shaking Through Live' release concerts, podcasts, social media promotion on WXPN's Facebook and Twitter Pages, online promotion on the WXPN website and in the WXPN e-newsletter and outreach to traditional and new media outlets by a seasoned publicist.

How long will the Shaking Through project take place?

The duration of *Shaking Through* is two years and extends from January 2010 to December 2011.

How many artists will participate in Shaking Through?

Anywhere from 15-20 artists will be selected to participate in *Shaking Through* over the next two years. These artists will complete a total of 20 projects.

What is the profile of a Shaking Through artist?

Approximately 70 percent of *Shaking Through* artists will be new, emerging or unknown and 30 percent of artists will be previously established or well known. In addition, in keeping with Weathervane and XPN's commitment to their own local music community, approximately 30 percent of *Shaking Through* artists will be from the greater Philadelphia region.

How are Shaking Through artists selected?

An Artist Selection Committee oversees the process. It starts each year by selecting two guest curators, acclaimed artists or producers who will select participating artists, and may also work on the production of the recordings. Sixty percent of *Shaking Through* artists are selected by these guest curators.

The Artist Selection Committee then oversees selection of the remaining 40 percent of participating artists throughout the year.

Who makes up the Artist Selection Committee?

The Artist Selection Committee is comprised of the following individuals:

- Brian McTear, Weathervane Director
- Bill Robertson, Weathervane Director of Development
- Katonah Coster, Weathervane PR and New Media Manager
- Quentin Stoltzfus, Philadelphia Musician/Producer
- Mark Schoneveld, Poptent Founder, YVYNYL Blog writer
- Bruce Warren, WXPN Program Director
- Kristin Thomson, Future of Music Coalition Education Director

How can I submit my music for consideration for Shaking Through?

Since artists are selected by guest curators, there is no official application process. However, Weathervane Music has a [SoundCloud drop box](#) and we encourage you to share your music.

Can I make donation to support Shaking Through?

We welcome individual support for this program. Please contact Moira Mulroney at moira@xpn.org for details.

Where can I learn more about Shaking Through?

Information is available at WeathervaneMusic.org and XPN.org.