

# Press Release

For Immediate Release

Contact:

Lisa Flemming

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215-643-1313

## "ALL THINGS DIGITAL FOLK / AMERICANA" ARTIST CONTEST 2008

Throughout the month of June, Slot One Entertainment & AirPlay Direct will be running our FREE to enter "All Things Digital Folk / Americana" artist contest. The Grand Prize package will include:

- A 16 week national radio promotion package from Bill Wence Promotions (a \$3,500 value)
- A 12 week digital radio promotion package from 1617 Virtual (a \$4,500 value)
- A 12 week national publicity / marketing package from Pres Pak Public Relations (a \$9,000 value)
- An official Folk Alliance National Conference 2009 live performance showcase (value priceless)
- A recording studio package for a master quality EP (5 songs) from Slot-1 Studios (a \$5,000 value)
- A song on The Sin City Social Club Sampler Vol. # 10 / distributed during AMA Conf. and SXSW (a \$750 value)
- Placement to digital downloads via download page at VirtualMusicMarket.com for one year (value priceless)
- Placement on the True Talent Management film & TV placement compilation (a \$150 value)
- An on-air "feature artist" interview on Big Kev's syndicated radio show "It's Motel Time Again" (value priceless)
- An on-air "feature artist" interview with Rick Star from Texas Rebel Radio (value priceless)
- A on-air "feature artist" interview on the Billy Block Show (value priceless)
- A feature artist interview with Big Kev in the Artist Development Co-op's Media Guide magazine (value priceless)
- A live performance slot at Billy Block's showcase in Nashville (value priceless)
- A live performance slot at Famous Dave's BBQ in Chicago (value priceless)
- A live performance slot at The Berkeley Cafe in Raleigh, NC (value priceless)
- A "Featured Artist" advertising / promotion package from AirPlay Direct (a \$1,500 value)
- The Grand Prize Package is valued at over \$30,000...!

This contest is FREE TO ENTER and very simple. The only three requirements to enter are that you must be an

1. AirPlay Direct artist / label member (free to join),
2. Your music must fall into the Folk / Americana genre and
3. You must submit your AirPlay Direct DPK to office@airplaydirect.com prior to the official entry deadline of June 25th.

Whether you are an indie artist or a well established record label with a roster, pick your best songs, you can submit from 1 to 3 tracks per artist. Please make sure to note that you are submitting for the Folk / Americana artist contest. Deadline for submissions is June 25th. The winner will be announced and "Featured" in the July Radio Programmers Newsletter, as well as in a company press release to all media outlets.

# # #

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## A little about Bill Wence Promotions:

Bill Wence is a writer, picker, singer and above all, a music lover. Living in Los Angeles in the mid-60's and in the Northwest, and in Alaska in the late 60's, he played music in clubs and shows, as well as getting his start in radio and TV. During this period, Bill was booking shows in Alaska and brought Bobby Bare, Charlie Rich, Ernest Tubb and others to the Capital city. [www.billwencepromotions.com](http://www.billwencepromotions.com)

Bill moved to Nashville in 1973 and went on the road playing piano with Tom T. Hall. As a writer, Bill has had Billboard cuts by Ronnie McDowell, Cristy Lane, Bobby G. Rice, Orion and others. He had four self-penned, self-produced and self-promoted Billboard singles in 1979-80, which led people to ask, "Hey, can you do that for me?". Bill opened up his own promotion company in 1980 charting hundreds of Billboard singles in the next two decades with acts as varied as Collin Raye, Jerry Jeff Walker, Blackhawk, Randy Travis and many others.

Bill started working with NPR as well as College and AAA stations. Bill was a founding member of the Americana Music Association. Some of his clients in the past decade have included James Talley, Paul Stookey, Mary Gauthier, Jonell Mosser, John Hall, The Great Divide, Red Meat, Mare Winningham, Ruthie and the Wranglers, Tom T. Hall, The Outlaws (Waylon Jennings-Jessi Colter-Tompall Glaser-Willie Nelson), Bobby Bare, The Amazing Rhythm Aces, Orleans, Michael Jonathan and The Woodsongs Old Time Radio Hour.

## A little about 1617 Virtual:

1617 Virtual, LLC, is a marketing and promotion company that digitally releases and exposes music products to radio stations of all formats via a worldwide 11,000+ radio station database utilizing AirPlay Direct. Past clients include Lee Roy Parnell, Pam Tillis, Count Ridicula, and Burrito Deluxe. Add to that a decade of marketing and advertising experience and 1617 Virtual has much of the same expertise as a conventional record label, but they operate almost exclusively in the digital world, which is a new playing field with evolving ideas and strategies. [www.1617virtual.com](http://www.1617virtual.com)

## A little about Pres Pak Public Relations:

Pres Pak Public Relations is a full-service marketing and public relations company driven by journalist and publicist Tom Kidd. He has been instrumental in the Oscar nomination campaigns for the scores to "The Passion of the Christ" and "March of the Penguins." In addition, I have helped drive the successful Grammy nomination campaign for Chris Walden's "Home of my Heart." Through the years, I have had the honor to work with clients including Sixties acid guru Dr. Timothy Leary and Eighties Grammy winners Men At Work. In addition, Pres Pak has been honored to work with a diverse group of Indie artists ranging from Hermosa Beach-based hare rockers Too Loose to singer/songwriter Debra Davis and rocking blues group Kelly's Lot's, the National Spokesband for HepCAware.org. [www.MySpace.com/prespapr](http://www.MySpace.com/prespapr)

## A little about Folk Alliance:

Folk Alliance is the service association for the field, and works on behalf of the folk music and dance industry year round. Our advocacy efforts tackle issues important to the folk arts community. We offer a business directory of contacts for members, and a non-profit group exemption program for US-based organizations. [www.folk.org](http://www.folk.org)

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In 1989, 125 people from across the continent traveled to a retreat in Malibu, California to begin discussions on the formation of a coalition of folk organizers. Invited by Clark and Elaine Weissman and the California Traditional Music Society, they were major presenters and small folk societies, people who'd done business across the continent, but who'd never met face to face. The earthquake that rocked southern California just days before the event was nothing compared to how this formational meeting has changed the way that the folk music and dance presenters, performers, agents, managers, media, and record companies do business in North America.

Our international conferences, held each February, have become the annual "town hall" of the folk community. Nearly 2,000 of our 2,400 members attend each year to conduct business, connect with their peers, and simply recharge their batteries for the coming year.

### **A little about Slot-1 Recording Studios:**

Slot 1 Recording is located in suburban Philadelphia in the Rose Creek Valley - surrounded by nature it is the perfect place for creativity. Designed for acoustic recording, impeccable recording environment, using the latest equipment and technology. We are known for our expert ability to capture the acoustic moment. Take our online studio tour: [http://www.slot-1.com/studio\\_tour](http://www.slot-1.com/studio_tour)

The winning artist will be working with an award winning songwriter and producer of folk, Americana and rock music. Top national known Philadelphia area studio players are available for sessions.

Memberships: Philadelphia Folk Song Society, Folk Alliance (NERFA), voting member of NARAS (National Academy of Recording Arts & Sciences, the Grammy People) NARAS Producers Wing, NSAI (Nashville Songwriters Association International) ASCAP

### **A little about Sin City Social Club:**

Shilah Morrow has been in the music business for 20 years (15 of which were spent at the Warner Music Group (WEA, Atlantic Records and Giant Records) in sales & marketing. She is currently the President of Sin City Marketing, which was launched during the Americana Music Assoc. conference in 2002 as a retail and lifestyle marketing company with a focus on roots, americana, alt. country and country rock. For the past 5 years Shilah has been at the epicenter of a musical groundswell in Los Angeles, successfully branding Sin City as a musical community for artists and consumers through concert promotion, grass roots marketing, and consulting. The company has now expanded the franchise to include a label, artist management and live concert production. [www.sincitysocialclub.com](http://www.sincitysocialclub.com)

### **A little about Virtual Music Market:**

VirtualMusicMarket.com is a record label / download store. It serves as a consignment download store for some independent songwriters / artists, but is also a home to music VMM itself creates, owns, or acquires.

VirtualMusicMarket.com is not an mp3 clearing house, accepting any and all products submitted like most of the download stores on the Web. VMM operates more like a record label, using 30+ years of experience in Nashville in songwriting, song-plugging, and music publishing to be selective about what it sells and by "releasing" and promoting the music sold in the store to radio and elsewhere in hopes of making sure great artists and their music get exposed to

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and bought by music consumers. [www.VirtualMusicMarket.com](http://www.VirtualMusicMarket.com)

### **A little about The Billy Block Show:**

The Billy Block Show is the popular live music concert series held every Sunday night at Nashville Palace on historic Lower Broadway in Nashville . It is consistently filled with a loyal audience that ranges from music industry leaders and musicians to college students and baby boomers that are turning on to this exciting new musical movement.

The Billy Block Show & Locals Only on Radio - This weekly 2 hour radio show is heard every Sunday Night on 103 WKDF from 6 to 8pm and is broadcast LIVE from Cadillac Ranch and enjoys legions of loyal listeners. The Billy Block Show on Radio is the only programming dedicated to the promotion of traditional country, alternative country, and American roots music in the Nashville market. [www.billyblock.com](http://www.billyblock.com)

### **A little about The Artist Development Group:**

The Artist Development Co-Op is a full service promotion company that designs promotion, marketing and media development programs for Independent musicians. With nearly a century of combined experience in radio, major label promotion, management, film and television placement and marketing the Artist Development Group has the experience and knowledge to move your career forward. [www.artistdevelopmentcoop.com](http://www.artistdevelopmentcoop.com)

The Co-Op publishes the ADC Media Guide which now reaches over 30,000 readers and is gearing up for the summer launch of Roots Music Online Television. We also offer film and production for music video at an affordable rate. Our program is an effective, affordable solution to all of your promotion and marketing needs.

### **A little about AirPlay Direct:**

AirPlay Direct [www.AirPlayDirect.com](http://www.AirPlayDirect.com) is a new revolutionary, efficient and very cost effective way (FREE) to securely deliver your "broadcast-quality" music and electronic press kits to radio programmers and music industry professionals around the world.

AirPlay Direct is an easy to use digital file transfer system that was developed to streamline radio / artist promotion activities for today's music industry. AirPlay Direct's FREE digital services replace the unnecessary time and expense of putting together and sending out costly traditional artist packages and press kits via snail mail.

AirPlay Direct... go straight to the source!

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