



Fact Sheet

About 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.

Participating *Shaking Through* artists are given the opportunity to make high-end audio and video recordings of their original music. It is then released on the web at WeathervaneMusic.org and XPN.org, and promoted on the radio by WXPN. 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.

Duration of Project

January 2010- December 2011

Number of Participating Artists

15-20 artists over a two-year period

Artist Demographics

- 70 percent new, emerging or unknown
- 30 percent previously established or well known
- 30 percent from the greater Philadelphia region.

Artist Selection Process

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 2010 guest curators include Daniel Smith (of Danielson) and Scott McMicken (of Dr. Dog). The Artist Selection Committee then oversees selection of the remaining 40 percent of participating artists throughout the year.

To Learn More

For more information, contact Kim Winnick, 215-573-3339 or kwinnick@xpn.org, or visit www.WeathervaneMusic.org or www.XPN.org.

About Weathervane Music Organization

Weathervane Music Organization is a community supported non-profit organization making music and video that supports and advances the careers of amazing independent musicians, both locally and from around the world. Weathervane Music is a project of PositiveSpace, a 501(c)(3) artist organization located in Philadelphia, Pennsylvania.

About WXPN

WXPN, the nationally recognized leader in Triple A radio and the premier guide for discovering new and significant artists in rock, blues, roots, and folk, is the non-commercial, member-supported radio service of the University of Pennsylvania. WXPN serves the greater Philadelphia area at 88.5 FM, the Lehigh Valley at 104.9, Worton/Baltimore at 90.5 FM, Lancaster/York at 88.7 FM, Harrisburg at 99.7 FM, and the world via online streaming at XPN.org.