

Music contests

Music contests are enjoying widespread popularity across the world. They represent the perfect gateway to success for emerging artists who sometimes manage to become real music stars.

A. John Lennon Award > It is a prestigious annual contest for student songwriters and composers in various contemporary music genres like pop, rock, R&B, indie, and EDM. Since its start in 1997, this initiative has given out over \$400,000 in scholarships to young and talented musicians across the US. Yoko Ono established this award to celebrate John Lennon's legacy, which includes famous songs like *Imagine* and *All You Need Is Love*. Each year, three scholarships worth \$20,000 are awarded for the best original songs, judged by a panel of music industry experts.

B. Unsigned Only > It is a competition aimed to give amateur musicians an opportunity to be spotted by talent scouts from the music industry. Established in 2012 as a traditional music festival with its own location, the contest has now shifted to an online music event with no physical attendance. This makes participation of solo artists as well as bands from anywhere in the world much easier. The contest embraces a wide number of genres and the winners are selected by a judging panel of renowned music experts. Unsigned Only has been the launching pad for many Grammy-nominated musicians and chart-topping stars.



C. Great American Song Contest > It is an annual contest organised to help songwriters make the right connections and get their songs heard. Unlike many other music competitions in which established professionals may also participate and win, GASC is open only to amateurs and it is run by and for songwriters. It offers a

total of 45 awards, 5 prizes in each category, meaning that there are more winning odds for contestants. In addition to cash and merchandise prizes, winners also receive detailed feedback from music industry experts such as record label publishers and producers, which helps them improve their skills.

D. Rolling Loud Awards > For those who love hip hop, Rolling Loud stands out as the festival of the year that you simply cannot afford to miss. It was created in 2015 by two passionate hip hop fans, Tariq Cherif and Matt Zigler. It is held in Miami, Florida. Since its start, the event has hosted major names like Kendrick Lamar, Travis Scott, Future, and Lil Wayne. Unlike other festivals that include various genres, Rolling Loud is solely focused on hip-hop, making it a key event for rap music fans. Since 2024 performers are awarded prizes in several categories, such as album or song of the year, best female or male artists.

glossary

chart-topping: da alta classifica

gateway: entrata

launching pad: trampolino di lancio

legacy: retaggio, eredità

odds: probabilità

panel: comitato

E. Tour Music Fest > The Tour Music Fest is the most innovative contest for emerging artists in Europe. It was established in 2007 and has different locations in 12 European countries: each country

organises auditions and City Music Camps, during which artists can get feedback and advice. Winners for each category (e.g. Singer-songwriters, Rappers, and DJs) are chosen by the TMF judging panel.

1 READING Read the text and decide...

Which event...

- 1 has been made more accessible for artists across the world?
- 2 is not open to experienced artists?
- 3 is a must-see show for a specific kind of audience?
- 4 provides gifted artists with study grants to further improve their skills?
- 5 has only lately become a contest?
- 6 has served as a springboard for artists who have later received worldwide recognition for their work?
- 7 has changed its format over the years?
- 8 does not take place in a single venue?
- 9 was set up in memory of a famous British singer-songwriter?
- 10 offers good winning chances for contestants?



- 2 SPEAKING** Do you like music contests? Why? Why not? Have you ever seen one on TV or livestream? Tell your class about your experience.

- 3 READING WRITING SPEAKING** Go online and find some information about a band or singer who made it thanks to a music contest.