



# CHALLENGE GIVING OPPORTUNITY: ARTIST SUPPORT & DEVELOPMENT

**Musicians shouldn't have to navigate the music industry alone—it was challenging enough before the pandemic made things even harder for performers.** And in this age of music streaming, record labels are not investing in artist development the way they used to.

This is where we come in. WXPB has a long-standing national reputation as a musical tastemaker and is uniquely situated in the landscape as a leading public radio music station with the influence and connections to make a real impact. So we're meeting the moment by deepening our support for emerging artists in the ways they need most—air play; digital engagement; financial resources; mentorship; local partnerships; and opportunities to perform live. **To put it simply, we're doing what we do best, connecting artists and audiences in new and expanding ways.**

## ARTIST TO WATCH

Monthly for the last two decades, WXPB Programming staff identifies an emerging artist creating exciting and compelling work and puts the full force of WXPB's platform behind them, spotlighting the artist through a combination of on-air promotion and online features to help audiences deepen their discovery.

As the Covid pandemic waned, a new kind of music industry emerged. One which compelled WXPB to commit to growing our impact on new and emerging artists here and across the country. So in 2023, we took it up a notch with a first of its kind Artist Residency program, highlighting the work of six Black Americana performers. Based on that success, annual residencies for emerging talents will become a keystone of our Artist to Watch program.



Wednesday, XPN's July Artist to Watch, performing at this year's XPoNential Music Festival. Photo by Paige Walters.

## LOCAL ARTIST SUPPORT



Moustapha Noubissi performing for XPN Local. Photo by Paige Walters.

As algorithmically generated playlists shrink the avenues for artists to be heard, locally focused coverage plays an important role in supporting a robust and varied musical terrain.

Robust editorial content through XPN Local (formerly known as The Key) is available digitally on XPN.org and via social media. Black Music City, our partnership with WRTI and REC Philly which makes grants directly to Black creatives working in Philadelphia, is currently in its 4th year. Additionally XPN has partnered with Philly Music Fest to offer biannual local music industry info and networking gatherings.

The WXPN team has its finger on the pulse of Philadelphia and the surrounding region's music scene, and consistently endeavors to bring talented performers to the forefront.

There's a lot more where this came from. Learn more about WXPN's commitment to emerging and local artists and how you can help by contacting **Joe Sperlunto, Individual Giving Officer**, at [joe.sperlunto@xpn.org](mailto:joe.sperlunto@xpn.org) or **267-746-3096**.

The Artist Support and Development projects are funded through the neXtPN Innovation Fund, a pooled fund which allows WXPN to respond to new opportunities that don't fall within the parameters of regular operating expenses. You may choose to give broadly to the Innovation Fund—which is stewarded and applied by General Manager Roger LaMay along with other station leadership. You might choose to direct your contribution towards one of our two neXtPN priority areas, Artist Support and Development and Digital Technology. Or, if you wish, we can discuss opportunities to align your philanthropic priorities with a specific project.

## CHALLENGE OPPORTUNITY

Thanks to the generosity of the William Penn Foundation and the Wyncote Foundation, all gifts to the neXtPN Artist Support and Development fund will be matched **up to a total of \$250,000**.

- We are seeking contributions of \$10,000 and above to help meet our ambitious goal before the deadline of June 30, 2025.
- Pledges can be made and paid over two years (must be completed before 6/30/25).
- Contributions through a giving method such as a Donor Advised Fund, Securities Transfer, or IRA Distribution are welcomed.
- In thanks for your generosity, WXPN will recognize and steward your contribution appropriately, commensurate with giving.
- Gifts to neXtPN are fully tax-deductible and are separate from any membership contributions.