

SONG ACADEMY

An academy for young songwriters

Express Yourself!

Song Academy Young Songwriter (SAYS) Competition 2014 Rules and Guidelines

CREATIVITY · COURAGE · INDIVIDUALITY · SELF EXPRESSION · INSPIRATION

RULES

The Song Academy Young Songwriter 2014 Competition is open to young people aged 7-18 years living in the UK and Ireland. Entrants are required to write a song about something that matters to them. To submit a song, all lyrics and music must be the entrant's own original work and must not infringe any copyrights or any other rights of any third parties. The 7-12 year olds and 13-18 year olds entries will be judged separately.

Entries to the competition can be submitted individually or in collaboration with friends, school class or family (entries with more than one participant must provide details of all participants on the entry form).

Each entrant may submit up to 3 songs. A song entry must have a title and it is recommended that songs are written in the structure outlined in the guidelines. Songs must be under 4 minutes in duration. Entry is free.

All song entries must be recorded from start to finish, including all sections of the song. The accompaniment/music must be masterminded by the entrant/s, however can be played by family or friends if the entrant is unable to do so. The entrant must include who's playing each instrument in the recording, whether they've chosen anyone else to sing the vocals and whether they've had any help in the production of the song.

Songs will be judged on the basis of their originality, imagination and the effectiveness of communicating the message, meaning and emotion of the song. There will be a special award for the most impressive vocalist, in addition to the overall winner and 2 runners-up of the competition in each age group.

Entries will be judged by an esteemed Song Academy Panel. Our 2014 Judging panel includes, **Eg White** (written for Adele, Florence + the Machine, Chloe Howell, Tom Odell), **Fraser T Smith** (written for James Morrison, Sam Smith, Taio Cruz, Pixie Lott), **Barry Mason** (written for Tom Jones and Elvis Presley), **Rob Davis** (written for Spiller and Kylie Minogue), **Lyn Goddard** (songwriter and producer), **Denzyl Feigelson** (advisor to Apple and iTunes and founder of Artists Without A Label), **Jamie Theakston** (radio DJ at Heart FM), **Nicky Cox** (editor of First News), **Amy Studt** (singer-songwriter), **Lou Rhodes** (singer-songwriter), **Mark Hill** (the original Artful Dodger, written for Ed Sheeran and Craig David), **Lili Tarkow-Reinisch** (written for Ellie Goulding) and **Jamie Scott** (written for One Direction).

The judges' decisions as to the finalists and winners will be final and no correspondence will be entered into other than with the winners of the competition.

There will be an opportunity after the closing date for entrants to have written feedback on their song from an industry professional. A fee of £25 is payable per song for this constructive feedback on each song.



Entries are submitted via the Song Academy website. First, entrants submit their entry form (one per song). Then entrants record their songs with our Audioboo recording application or send in their previously recorded song, in MP3 format via our Audioboo application. *All entries must be in the specified format.

The promoter of this competition is Song Academy Ltd of 66 Winchendon Road, London, SW6 5DR.

Copyright in all entries will remain with the entrants. Song Academy may use the entrants' lyrics and recordings for promotional and publicity purposes. Copyright in the recordings for the winning entries will remain with Song Academy Ltd. The winners may share the recordings with friends and family, including via the internet, provided there is no commercial exploitation of the music or recording. Song Academy Ltd may use the recordings (including the music and lyrics) for promotional and publicity purposes, but will not (except as set out in the next paragraph) commercially exploit them.

The finalists and certain other highly commended entrants may be invited to enter into an agreement with Song Academy Ltd (the "Agreement") to have their song made available to consumers. Subject to the provisions of the Agreement, any sums received by Song Academy Ltd from such making available shall be shared with the applicable entrant.

In submitting your entry you confirm that the entry is your own original work and agree to abide by the Rules of the competition.

Entry in The Song Academy Young Songwriter competition constitutes permission to use the finalists' and winners' name and photo for promotional and publicity purposes on the Song Academy website and in publicity and promotional materials and press releases. Entry in The Song Academy Young Songwriter competition constitutes permission to post all songs entered onto The Song Academy Audioboo channel and Song Academy website.

Entry deadline: 6 April 2014

Finalists announced: 27 April 2014 on www.songacademy.co.uk

Winners announced: 12 May 2014 on www.songacademy.co.uk

MP3 and video file of winning song sent to winner: 20 May 2014

PRIZES

The prizes outlined below will be awarded to the winner and two runners up of the two age groups, 7-12 years old and 13-18 years old.

The winners of the Song Academy Young Songwriter Competition 2014 will record their winning songs at Universal Music's London recording Studio.

The winners will also win a professional photo shoot with **John Cassidy**, *The Headshot Guy*, and the 13-18 year olds category winner will win a **PreSonus AudioBox Studio, Notion 4** songwriting software and £ 500 of **Shure** audio equipment with a day with a technical engineer at **Shure** to understand how to use all their new gear. In addition, selected winners and finalists will have their song released on the *SAYS 2014* compilation album distributed through **AWAL** (Artists Without A Label).



GUIDELINES

Songs will be judged on their originality and imagination, and the effectiveness of communicating the message, meaning and emotion of the song.

Suggested Song Structure

Introduction - an opening passage, either instrumental or vocals without lyrics

Verse I - chapter of the song

- introduction to the song
- introduces the message
- sets the scene
- 4 to 8 bars long

Bridge - link between the verse and chorus

- build up both melodically and lyrically
- 2 or 4 bars

Chorus - core of the song

- main message of the song
- most repetitive part of the song
- catchiest and 'hookiest' part, most memorable part of the song
- the release/most dynamic part of the song

Verse II - continuing the explanation of the song

- solidifying the message and introducing new imagery
- lyrics change but melody stays the same as verse 1

Bridge - either new building up or repeat of first bridge

Chorus - repeat (can add hooks to the outro of it)

Middle 8 - chord structure and melodic line that adds variety to a song

- new section
- deviation away from where the song has previously gone
- new chords/melody and lyrics
- looking at the message from a different view point

Outro - the end of a piece of music, similarly to the intro, it can be instrumental or vocal



BACKGROUND ON SONG ACADEMY

Song Academy is a young people's singing & songwriting academy – for both experienced and novice singers & songwriters. It's a unique and creative outlet for musical children to express themselves writing songs that matter to them and the world's waiting to hear! Members develop rapidly their musicality, creative writing, composition and performance skills, plus gain a host of vital life skills.

After-school sessions (plus holiday workshops and birthday parties) for 7-16 year olds are run across West London, with plans for expansion. Members learn how to write, perform & record their own songs, expressing themselves in a vibrant group of like-minded young people. The end of term Gig is a unique chance to perform their own songs with a professional band at one of London's top live music venues.

For more information see www.songacademy.co.uk or contact Rowena on rowena@songacademy.co.uk or 07710 023743.

