

YOU Pick The HIT.

Reality TV Series

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LOGLINE:

A Music Performance Reality TV Series featuring unknown Singer/Songwriters performing original songs for a panel of four top industry record producers. Each producer selects their favorite and competes to produce a hit song while America enjoys the magic and drama of watching an actual recording session unfold as they take part in selecting a winner by downloading their favorite songs.

BASIC PREMISE:

Contestants are scored on song quality and selected into an original group of 24 by performing their original songs live before the panel of judges on either guitar/voice or piano/voice. After a specific scoring and elimination process, each producer is paired with one of four artists to move forward in the competition.

To broaden the demographic scope and appeal of the show – and also add a cool spin – each of the four judges is known for producing name acts: one famous for producing top recording artists from the 70's, one from the 80's, one from the 90's and one from the 2000's. Judges compete against each other (similar to the music show *The Voice*) by producing and recording the most-downloaded songs written by the four singer/songwriters who have advanced to the finals.

Over the course of nine episodes of the show, each of the four artist/producer teams will record four songs in a studio environment. The rehearsing, recording and production sessions will be filmed and highlights will be part of the televised program. To add further drama and a sense of urgency (as in the cooking show *Chopped* for example) there will be a time-limit imposed on the recording/mixing/production process. In addition, a points system will be in effect to make things more competitive. Adding further interest will be "The Old Switch-A-Roo" where the viewing audience gets to vote if they want to see a change in the artist/producer team match-up; and "The Throw-Down" where if a producer thinks his competitor did a disservice to the song and wants to re-mix it in their own personal style. Viewer downloads via iTunes for that week determine the favorite/winner.

The viewing audience will be engaged as they “see under the hood” how a hit song is actually constructed from the ground up. They will become familiar with the songs as they hear them evolve each week from demo to final produced single. Viewers will download their favorite songs each week on iTunes. Contestants with fewer downloads will eventually be eliminated leaving one victor. In the process, hit songs will be created and new artists will be presented to America.

RELEVANT FACTS:

It's no secret that America loves music reality shows. *You Pick The Hit* is fresh and new because it will be the *only one* based on original songs — and future hits. A marketing problem exists with every other reality music show: the BIG DISCONNECT. Contestants singing the same tired songs from the last 50 years, and when a winner finally emerges, they record an album of original songs with which America is completely unfamiliar. *You Pick The Hit* will introduce the very songs that will appear on the winners' album which America will already know and thus be motivated to purchase.

Record companies will be eager to get involved because of greater resulting record sales. Familiar with the actual songs that will appear on the winners record, viewers will more likely buy that record and support that artist. This solves the “giant disconnect” every other reality music TV show has of presenting cover songs with the eventual winner releasing original material.

My name is Dale Wozny. I am an artist [www.woznyart.com], I am a musician/songwriter/performer [www.dalewozny.com], I am a web designer/programmer/marketer [www.webaha.com] and I am an entrepreneur [www.doyoubuddy.com]. I've been writing and recording songs in a studio environment for over 30 years. I am intimately familiar with the drama and interest a recording session delivers. I envision the episodes crafted in such a way as to deliver this drama to the viewing public while developing hit songs/artists in the process.

EPISODES: *Over...*

EPISODES:

WEEK ONE:

- The audience gets to "Meet The Judges" and learns of the well-known acts/songs they have produced over their careers.
- One songwriter after another performs for the judges. Knowing if they proceed in the contest to become a "finalist" the song may be recorded.
- The Judges vote on a scale of 1 to 10 on the quality of each song. If the songwriter advances to the finals, the song may be one of FOUR recorded for the program.
- The audience gets to hear and become familiar with the song(s) for the first time in a "naked" format as the songwriters perform on guitar or piano accompaniment only.
- At the end of the program — based on the Judges votes — 24 contestants will be selected to come back for Week Two.

WEEK TWO:

- RECAP: The previous weeks' songs will be re-played so the viewing audience becomes more and more familiar with the songs.
- The 24 selected songwriters play a SECOND song for the judges. Again, if they advance to the final 4, the song will be recorded.
- Again, the judges vote as the group is whittled down to 12 contestants — based on the judges votes — to return for Week Three.

WEEK THREE:

- RECAP: The previous weeks' songs will be re-played so the viewing audience becomes more and more familiar with the songs.
- The 12 Remaining songwriters play a THIRD song for the judges.
- Again, the judges vote as the group is whittled down to the 4 final contestants to return for Week Four.

WEEK FOUR:

- The 4 Remaining songwriters by this time are well-known to the viewing audience.
- Each Songwriter is profiled in-depth; each songs' lyrics are profiled and the "inspiration/story" told.
- At the end of the show, the contestant with the most votes selects which of the four producers he/she wishes to work with to record their songs.
- The contestant with the next most overall votes chooses the producer he/she wishes to work with and so on until all are paired with a producer.
- The MEAT of the Show begins at this point and the rules are laid out:

Each contestant must record:

1) A Ballad 2) A Rock Song 3) An R&B Song 4) Artists/Producers Choice song

- Over the course of recording the four songs for added drama and urgency, each contestant will have 100 points to expend. For example, a 4-piece studio session band will "cost" them 10 points. If they want Eddie Van Halen (for example) to do a solo on their song, it expends another 12 points; a real string section is 8 points; if they want a background vocal group of "unknowns" it's 6 points; if they choose *The Miracles* (from *Smokey Robinson & the Miracles*, for example), it's 10 points.
- TIME LIMIT IMPOSED: They will have 10 hours to rehearse, record and mix each song to completion. If they go *over* that time, it'll cost them 3 points for every extra hour. Points carry over to the next week/song.
- MYSTERY INSTRUMENT: Each contestant has the OPTION of choosing one of three "mystery instruments" they must add to their track. If they opt to view the mystery instruments prior to choosing, they will get points only and not the downloads. Two of three competing judges must "validate" that they hear the mystery instrument on the final track for reward to be approved.
 - Mystery Instrument #1: 5 points + 200 download credits (example: Accordion)
 - Mystery Instrument #2: 8 points + 400 download credits (example: Kazoo)
 - Mystery Instrument #3: 10 points + 600 download credits (example: Slide Whistle)
- The "winner" each week is the songwriter whose song gets the most downloads on iTunes.

WEEK FIVE:

- The studio recording sessions begin with the recording/filming of Song #1 of 4 for each of the four artists/contestants. Each song will end up essentially as a "live video" of the song. Everyone knows that most people "listen with their eyes", so it will be important for each songs video to be:
 - Visually interesting • Edgy • Highly stylized • Entertaining • Humorous • Engaging
- Each song video will capture the "essence and drama" of the recording process & character of the song/songwriter
- The viewing Audience will experience the "under the hood" recording & filming of the song:
 - * The drums and bass alone along with the "scratch" vocal + the piece-by-piece addition of every instrument.
 - * The slow building process of each track being added and mixed in along with "sweetening" effects.
 - * The "human element" of the producer working with the artist — a process that can get very heated and involved.
 - * The interaction between the artist, the musicians, singers, with ALL the drama that inevitably ensues during an average recording session.
 - * The sense of urgency that arises as "the clock is ticking" plus the anxiety of the artist making creative decisions on how to allocate their points.
- The FINAL PRODUCT as edited into the ACTUAL SONG/Live Studio Video that viewers will be able to purchase on iTunes.

WEEK SIX / SEVEN / EIGHT:

- The show opens up with a TALLY of the number of downloads of the previous weeks' four artists' songs. The Songwriter with the most downloads WINS for that week. Winning gives them an advantage of 10 EXTRA points to expend moving forward.
- The studio recording sessions continue with the recording/filming of the next of four songs for each of the four artists/contestants.
- The recording/filming process proceeds as with the first song.
- The Final Product for the four songwriters is previewed as in the previous week.
- Each of the judges "weighs in" on the process of the session and the strengths/qualities of their artist.
- Viewers are urged to purchase their favorite song on iTunes to support their favorite artist/song.

WEEK NINE / FINAL WEEK:

- The show opens up with a TALLY of the number of downloads of the previous week. The Songwriter with the most downloads wins for that week.
- The FINAL TALLY is tabulated taking into account ALL downloads for ALL four songs. The artist with the most overall downloads WINS "You Pick The Hit".
- Winning the WHOLE CONTEST allows them to complete their "album" of songs with the recording of 6 more songs — with NO Time Limit — for a full album of 10 songs. Given the exposure they've received, there's a good chance they will have at least a couple HITS among their songs. They will have the opportunity to put a band together and stage a tour.
- *You Pick The Hit* launches their careers!
- *You Pick The Hit* makes "stars" out of unknown artists!
- *You Pick The Hit* opens up a WHOLE NEW INSIGHT into how a Hit Song is created!