

**PRESS RELEASE:**

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**WFAE’s “Amplifier” Showcases Charlotte’s Music Scene Every Weekday in September**

*Gracie Award Recipient Joni Deutsch Hosts the New Podcast Series*

**Charlotte, N.C. (August 31, 2018)** – On **Mon., Sept. 3**, WFAE, Charlotte’s NPR News Source, introduces “Amplifier,” a new podcast series about the music producers, songwriters and artists who call the Queen City their musical home.

“I’m amazed by the wealth of musical talent that Charlotte has to offer,” said “Amplifier” host **Joni Deutsch**, who oversees WFAE’s podcast initiatives and has contributed to NPR music. “From up-and-coming acts to established artists, Charlotte music deserves a spotlight. This podcast will do just that by showing Charlotteans (both new to the city and native to the area) that Charlotte music has something to offer for everyone.”

Throughout the month of September, **Deutsch** will lead listeners through 20 episodes that celebrate minds and music that help shape Charlotte. Earlier this summer, a call-out to listeners for music recommendations garnered over 300 submissions from Charlotte artists.

“‘Amplifier’ is not only a wonderful way for WFAE to explore Charlotte’s rich musical landscape but also a potential unifier for the diverse community of artists and music lovers here,” said **Ju-Don Marshall**, chief content officer of WFAE. “Many of the conversations in this podcast offer insight into Charlotte’s present-day music scene while providing a glimpse into its musical evolution. I’ve learned a lot listening to the artists talk about this community, and I’m sure our listeners will, too.”

“In addition, ‘Amplifier’ is not just a traditional podcast. It is designed to be an interactive experience. Throughout the podcast’s duration, WFAE will engage listeners through call-outs and live events. We also, with the artists’ help, have put together a wonderful music map showcasing local venues that we will continue to build with input from the community. I am excited about ‘Amplifier’ providing another way for WFAE to connect with our community,” **Marshall** added.

September marks a special debut for the series, with new episodes every weekday during the month, before “Amplifier” continues as a bi-weekly podcast in October.

“Amplifier” is available at [WFAE.org/Amplifier](http://WFAE.org/Amplifier) and the WFAE app, as well as through [Apple Podcasts](#), [NPR One](#), [Stitcher](#) and other sources for podcasts.

(more)

### **Episode Descriptions:**

#### **Episode One:**

**Hope Nicholls** – A rock 'n matriarch of the Charlotte music scene who helped pioneer grunge rock as lead singer for the celebrated '80s band Fetchin' Bones.

#### **Episode Two:**

**Chad Lawson** – A Steinway artist & #1 iTunes Classical artist who plays classical piano in innovative ways.

#### **Episode Three:**

**Brit Drozda** – An *American Idol* contestant who has a voice as pop-soulful as Regina Spektor, Norah Jones or Sara Bareilles.

#### **Episode Four:**

**Jason Jet** – Born in Iceland, raised in Charlotte with an alternative R&B sound, which Grammy-winner Anthony Hamilton has called the next best thing in Charlotte.

“Amplifier” is sponsored by OrthoCarolina.

For interview opportunities, please contact Renee Rallos. Photos and logo available upon request.

### **About Joni Deutsch**

Joni Deutsch is an award-winning radio producer and host. Before joining WFAE in 2017, Deutsch was an assistant producer/guest host of NPR's live performance music program *Mountain Stage*. Deutsch was also the creator and host of *A Change of Tune*, a weekly indie/alternative music program and the award-winning 30 Days of #WVmusic podcast series for which she won a prestigious Gracie Award in 2018. Deutsch's work has been featured on NPR's *Morning Edition & Weekend Edition*, *Current*, Poynter, Nieman Lab, and more, as well as speaking engagements at major public media conferences across the nation. Deutsch is a graduate of West Virginia University and received her Masters of Arts in Strategic Communication from American University. She is currently participating in the Online News Association's 2018 Women's Leadership Accelerator Program.

### **About WFAE**

[WFAE 90.7 FM](http://www.wfae.org) is a nonprofit public radio station, licensed to the University Radio Foundation Inc. With 90.3 in Hickory, 106.1 in Laurinburg and 93.7 in Southern Pines, WFAE serves more than 230,000 weekly listeners in the greater Charlotte region with an award-winning mix of local, national and international news, and entertainment programs from NPR® and other content partners. Listen online at [WFAE.org](http://www.wfae.org).