



WILLIAMSBURG CHRISTADELPHIAN FOUNDATION

Album Release Process

Thank you for your interest in partnering with WCF Music to release an album! Below you will find the guidelines for submitting a proposal and details about the album release process with WCF Music. When releasing an album through WCF Music, in addition to being found on the WCF website, your album will be distributed to major streaming platforms around the world and found on WCF Music pages along with your unique Artist page. WCF provides funding along with graphic design and marketing supports.

Submit a Proposal:

Proposals to have an album released through WCF Music should include the following:

- Content must align with **Principles Guiding WCF Program Content**
- A demo or rough cut of the kind of music to be included on the album.
- Track List
- Supporting needs to be provided by WCF (equipment/gear/musical/production support etc).
- Projected timeline and budget with personnel involved
- Musician or band Name

Proposals can be submitted to Maggie Schlageter at mschlageter@wcfoundation.org and must be approved unanimously by the WCF Music Programs Team.

The WCF Music Album Release Process:

Recording:

Industry standard recordings can be made in a variety of spaces. With high-quality equipment professional recordings can be made in your home with some simple guidelines and adjustments to your spaces. WCF Music has a team of recording professionals to give guidance on recording software, equipment set-up and recording practices.

Recordings should be done with a click track or a metronome that is built into music production software. Each instrument and voice track should be recorded individually on separate tracks.

Mixing and Mastering can be done by the recording artist or sent to members of the WCF Music community with expertise in this field.

All final track exports for upload/streaming platforms must be .WAV files and recorded at 48kHz sample rate and 24-bit recording.



Sound files will be uploaded into a Google Drive folder and include the album title, track names, and an original lyrics document. Each track will need a spreadsheet with the details of instrumentation and personnel.

[Here](#) is an additional resource outlining the best format for a lyrics document.

Artwork:

The cover art is a collaborative process between WCF graphic designers and the artists. Artists will share their vision and have 2 to 3 edits before okaying the final image.

Publishing & Copyright:

DistroKid is the digital music distribution service that WCF uses. It can take approximately 21 days to distribute and publish music to major streaming platforms, like Spotify and Apple music.

WCF is a member of CCLI, which allows musicians to record and distribute covers of music under copyright.

Marketing:

WCF Music projects are promoted on the WCF social media platforms, which may include facebook, instagram, podcasts etc. During the recording process artists are encouraged to take videos and photos to be used during the marketing of the album. The marketing of WCF Music projects may include any of the following:

- Recording a WCF podcast interview (should be recorded prior to DistroKid release; with the podcast to drop approximately 1-week prior to the album release)
- Social media posts/teasers/Instagram reels

After your album is released, musicians are encouraged to follow up with performances and music praise days in their youth group or ecclesia. The WCF Music page has space to post additional resources to go along with the album. Examples of of these optional extra events or materials include:

- An Album Release Concert
- Releasing downloadable packets of sheet music, lyrics, lead sheets, and Google Slides to be posted to the WCF website approximately 1-month after the album release.
- Lyric videos to be posted on YouTube. See WCF Hymns for Sunday for an example of what this could look like.
- Backing tracks to be used as resources for Sunday school music programs or vacation Bible school performances etc.

**Thank you again for your interest in partnering with WCF Music to praise
God and grow faith through music!**