

Make A Star Twitters New Music Idols

Make A Star, the first web-to-TV talent show of its kind, continues to integrate high technology into the drama of its music competition by giving Twitter users - twitter.com/MakeAStar - priority access to voting results all this week.

Orange, CA (PRWEB) February 3, 2009 -- The web-to-TV music and talent show Make A Star announces that they are revealing the final twelve Audition Phase winners of the \$10,000 Original Music Contest on its official Twitter account hours before the official website itself, MakeAStar.com.

The Original Music Contest was open for Entries from Nov. 25th to Jan. 30th, and now the 29 contestants who survived hundreds of challengers in their Audition Phase brackets are gearing up to face off in the four-week Hollywood Phase tournament which begins Sunday Feb. 8th. While 17 finalists were known as of last Saturday's episode of Make A Star, a syndicated program on national music television network FUSE, the final 12 will be notified via the micro-blog bulletins of Twitter.

Make A Star launched as a syndicated program on FUSE in December 2008. The 30-minute show is broadcast on Saturdays at 10.30am (EST and PST). The 13 part series concludes March 14th, when the winning band or solo artist will be announced on TV.

Part 2 : Lehigh Quartet Wins Make A Star's \$1,000 A Cappella Contest.

In other recent Make A Star news, On Tap, a quartet of students from Lehigh University, are the champions of the A Cappella Holiday Carol Contest. Group members John Rodgers, Chase Philpotts, Jake Schwartz, and Kevin Jacobs will now split a \$1,000 cash prize. The quartet from Bethlehem, Pennsylvania's harmonized take of "Silent Night" impressed both judges and fans on MakeAStar.com.

This contest features Make A Star's patented online contest process whereby talent from around the world can compete equally in a bracketed tournament system. Contestants record performances on their webcam and submit their free entry directly to MakeAStar.com, where the system automatically enters them into a contest bracket and they receive votes from professional judges and the online community. The patented system prevents multiple votes by the same user and provides flexible vote weighting for each contest, so contestants get the fairest possible consideration.

In this a cappella contest, voting weight was split 50/50 between Make A Star's music industry judges and online votes - and the battle between On Tap and Wilmington, North Carolina songstress Stephanie Price was exceptionally heated. Despite coming up just short of a title, Price's solo rendition of "O Holy Night" won't leave her empty-handed - she was awarded the \$100 cash prize for second place.

The Make A Star brand is now expanding its contest platform outside of music and into other skills that can be seamlessly ported from webcam to website to TV to Twitter. A new \$1,000 Valentine Love Letter Contest is seeking fresh talent among actors, spoken word artists, comedians, poets, hip-hop MCs, and anyone who can write and perform the best 60-second ode to love and romance.

The inventor of the Make A Star contest platform, Dr. Iman Foroutan, had much to say on what sets Make A Star apart. "The unique equal chance opportunity of MakeAStar.com and the Make A Star TV show is that an artist or

band can upload a video at the beginning of a week at no cost, and at the end of the week find that same video featured on a national TV show because their work impressed the judges and the public."

"The guiding principle is the excellence of the effort", continued Dr. Foroutan. "We feature all music genres; it doesn't matter if you are hip-hop, country or rock; nor does the quality of the video production matter that much. Star quality has a way of shining through, and the public has a good ear. We have seen some amazingly talented musicians rise from complete obscurity to national TV exposure over the last 2 months. And unlike other TV talent shows, which require contestants to invest in traveling to distant audition locations, waiting in long lines, and going through an often demeaning audition process, Make A Star ensures that the public focus is on the work."

"My vision for Make A Star, which got its first provisional patents issued in 2000, has always been that there should be a level playing field for talent. So often, you hear about people being shut out by the system of record labels and agents. The web allows talented people to be judged fairly and equally by the public and allows the best talents to rise," concluded Dr. Foroutan.

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