



EUROMERICA

IT'S THE MOST-WATCHED MUSIC EVENT IN THE WORLD...
AND AMERICANS ARE IN THE DARK.

04/25/2021

DIRECTED, PRODUCED, AND EDITED BY STEVEN NORRIS

FEATURING SCHOLARS, JOURNALISTS, AND AMERICAN SUPERFANS OF THE EUROVISION SONG CONTEST INCLUDING WILLIAM LEE ADAMS OF WIIWBLOGGS, JOHN KENNEDY O'CONNOR, AUTHOR OF 'THE EUROVISION SONG CONTEST: THE OFFICIAL HISTORY', YOUTUBE VLOGGER ALESIA MICHELLE, AUSTRALIAN TV PRESENTER CHRIS ZEIHNER, AND ROBERT DEAM TOBIN & IVAN RAYKOFF, EDITORS OF "A SONG FOR EUROPE: POPULAR MUSIC AND POLITICS IN THE EUROVISION SONG CONTEST"



LOGLINE

It's the world's most watched live music event, but very few Americans seem to know anything about it. *Euromerica* is a deep dive into the glitzy, political, and toe-tapping world of the Eurovision Song Contest through the eyes of American superfans and scholars waiting to see if the United States will officially take the stage.



SYNOPSIS

In 2020, the global market research firm determined that only 6% percent of Americans had ever seen the Eurovision Song Contest, this despite the fact that the annual event is the most watched live music event in the world – second in viewership only to World Cup Soccer. After the 2019 edition of the contest, the organizers at the European Broadcasting Union announced the contest would be expanding to America. The announcement offered a perfect launching point to try and find American superfans who've been following the contest each year traveling thousands of miles to take part the musical festivities. The fans include an Atlanta, Georgia native who moved to London and launched the world's most-visited Eurovision news blog (more than 30 million views and counting) and New Yorker who has organized the largest gathering of Eurovision fans in America. Together with journalists and scholars, these superfans reveal how they came to know and love a contest that has never aired live in their home country – revealing their favorite aspects and making the case for new fans to discover this kaleidoscope of musical treasures. These fans and experts discuss the history of the contest through the lens of gay rights, ever-changing trends in language usage, and expanding ideas of what it means for nations like Israel, Turkey, Azerbaijan, and Australia to participate in a contest geared toward the European continent.

Through their discussion about the possible expansion of the Eurovision Song Contest in America, we discover the challenges that may lie ahead for this global music phenomenon, specifically how it can gain traction in a market that seems to have very little knowledge of its existence. We'll learn how the people closest to Eurovision in the United States think the music competition could find its foothold here, and whether or not these passionate enthusiasts and aficionados are ready for American to take on the world's biggest music stage. Through this journey, we also learn about the changing ideas of what it means to be European in a world where pop music is becoming more and more globalized every day. By the end of this *Euromerica* journey, you might just find yourself jumping down the rabbit hole and becoming a fan yourself.



CAST



CHRIS ZEIHNER

Freelance Journalist, SBS-TV Australia based in Sydney,
Covers Eurovision Song Contest in Broadcast and print media



JOHN KENNEDY O'CONNOR

Author, 'The Eurovision Song Contest: The Official History'
Television and radio broadcaster, author and entertainment
commentator, born in London, now based in the U.S.



IVAN RAYKOFF

Associate Professor of Music, The New School
Co-editor *A Song for Europe: Popular Music and Politics in
the Eurovision Song Contest*



ALESIA MICHELLE

Eurovision vlogger and writer based in Washington D.C. who
has generated more than 5 million views on her original
Eurovision digital content via YouTube.



STEVEN WANG

Chicago-based member of Organisation Générale des
Amateurs de l'Eurovision, the world's largest organization of
Eurovision fans.



JOEY SIGONA

New York City native and editor of ESCPlus Eurovision news site. Founder of EurovisionNYC, which hosts America's largest Eurovision gatherings



WILLIAM LEE ADAMS

Atlanta born broadcaster now working for the BBC in London. Best known as the founder and face of Wiwibloggs, the world's most-followed independent Eurovision blog and YouTube channel. Also appeared in the Netflix movie *Eurovision Song Contest: The Story of Fire Saga*



ROBERT DEAM TOBIN

Professor of Language, Literature and Culture, Clark University
Co-editor *A Song for Europe: Popular Music and Politics in the Eurovision Song Contest*