

AWARDS & STAGES

— SUBMISSION PROCESS REFERENCE —

EAST COAST
MUSIC AWARDS

SAINT JOHN / NB
APRIL 26-30 2017

CONTACT INFO

For submission questions, please contact Chantal Caissie at chantal@ecma.com, (902) 423-6770 ext. 226 or (800) 513-4953 ext 226.

For membership inquiries, please email membership@ecma.com.

For any other concerns or comments regarding ECMA, our strategic direction, and future plans please contact Executive Director, Andy McLean at andy@ecma.com, (902) 423-6770 ext. 223 or (800) 513-4953 ext 223.

The ECMA office is open Monday to Friday 9AM to 5PM (AST).

For technical questions regarding your Marcato submission, please contact the Marcato dedicated support team via email at support@marcatodigital.com. They will walk you through any of the steps during submission time.

Good luck in the upcoming cycle of nominations and jurying! We hope to see you in Saint John, NB for the 2017 ECMAs taking place April 26-30.



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PREFACE

DEADLINES

The submission process for awards and stages for the 2017 ECMAs will open **early September 2016**. The deadline to submit will be **Monday, October 3 at 5PM AST**. There will be no deadline extensions.

ELIGIBILITY PERIOD REMINDER

The eligibility period for the 2017 East Coast Music Awards is from **June 1, 2015 to October 1, 2016**. Recordings must be released on or before October 1, 2016. Showcase eligibility periods are specified on pages 7-12.

DECLARING REGION OF DESIGNATION

ECMA encourages you to consider carefully your region of designation (CB, NB, NL, NS or PE) and choose accordingly from the dropdown list within the submission. Many of our artists have moved provinces from where their careers began, some reflect their origins in their regional designation, some reflect where they live and pay taxes as their region. This decision is a very personal one and ECMA is interested in feedback or queries in your approach to this declaration.

Please note – ECMA official releases and correspondence will not list region of designation – but will provide information upon request to media or other interested entities.

JURYING PROCESS

All ECMA awards and showcases are fully-juried by industry representatives from each of the five (5) regions (CB, NB, NL, NS, PE) as well as international or national industry representatives. The ECMA uses up to 225 regional, national, and international industry professionals who are experts in their field to determine winners and showcasing artists each year.

Each juror will be asked to score selections based on each category's specific scoring criteria; jurying criteria is outlined throughout this document - please see category for its specific jurying and eligibility criteria.

For awards, juror scores will determine the five (5) nominees in each category as well as the winner. There is no member or public vote for any category, except in the case of the Fans' Choice awards where nominees are determined by juror scores and winners are determined by public vote.

Showcase applications in each category will be fully-juried by industry representatives from each of the five (5) regions (CB, NB, NL, NS, PE) as well as international or national industry representatives. Showcase opportunities will be determined by the ECMA Programming Committee based on jury scores and, in some cases, input from the provincial Music Industry Associations (CBMIC, Music/Musique NB, Music NS, Music NL, Music PEI).

COMMON REASONS FOR DISQUALIFICATION

- The same recording was entered in the same category a previous year and was nominated or won
- The product is not newly recorded or released
- The product was released outside the current eligibility period
- Non-Atlantic Canadian status
- Failure to send CDs to ECMA office or upload album/tracks to Marcato. (ECMA and Marcato will provide assistance for all unfamiliar with Marcato, which is a free service)
- Incomplete submission including insufficient payment and incomplete package received (archival and promotional CDs)

The East Coast Music Association (ECMA) is proud to present the 2017 edition of our Awards & Stages Manual. It is to be used as a reference guide for all awards (including music, industry and honorary awards) and all juried and programmed stages.

This information is updated annually and is valid only for the 2017 ECMAs in Saint John, NB from April 26-30 2017.

NOTABLE CHANGES FOR 2017

In order to facilitate the use of this information, ECMA has outlined all the changes to the awards and stages submission process for 2017 on this page for your convenience.

SHOWCASES

EXPORT BUYERS SHOWCASE SERIES

Showcasing eligibility for the Export Buyers Showcase Series (which includes Two For The Show and the Canadian Music. East Coast Style. Export Buyers Showcase) has been changed to allow artists to perform on either stage two (2) years in a row. This means that an artist who performed on either Export Buyers Showcase Series stage during the 2016 ECMAs will be eligible to submit for the 2017 ECMAs. After performing on either stage for two (2) consecutive years, artists will not be allowed to submit for a third year. Artists must still meet the exporting artist criteria outlined by ECMA, which have not changed. Export Buyers Showcase Series criteria can be found on page 11.

MUSIC AWARDS

There are 29 music awards in total for 2017. From these 29 music awards, 27 categories will be fully juried and two (2) will be open to public vote.

FULLY-JURIED CATEGORIES

(Not open to member or public vote)

- Aboriginal Artist of the Year
- Album of the Year
- The Bucky Adams Memorial Award (Formerly: African-Canadian Recording of the Year)
- Blues Recording of the Year
- Children's Recording of the Year
- Classical Composition of the Year
- Classical Recording of the Year
- Country Recording of the Year
- Dance Recording of the Year
- Electronic Recording of the Year
- Enregistrement francophone de l'année/Francophone Recording of the Year
- Folk Recording of the Year
- Gospel Recording of the Year
- Group Recording of the Year
- Jazz Recording of the Year
- Loud Recording of the Year
- Pop Recording of the Year
- R&B/Soul Recording of the Year
- Rap/Hip-Hop Recording of the Year
- Rising Star Recording of the Year
- Rock Recording of the Year
- Roots/Traditional Recording of the Year
- Solo Recording of the Year
- Song of the Year
- Songwriter of the Year
- Traditional Instrumental Recording of the Year
- World Recording of the Year

CATEGORIES OPEN TO PUBLIC VOTE

- Fans' Choice Entertainer of the Year
- Fans' Choice Video of the Year

ELIGIBILITY CRITERIA FOR ALBUM OF THE YEAR, GROUP RECORDING OF THE YEAR, SOLO RECORDING OF THE YEAR, AND SONG OF THE YEAR

Due to the large number of submissions in these categories, ECMA has decided to introduce new eligibility criteria to simplify the jurying process. To be eligible to submit for any of these four (4) categories, artists will need to meet two (2) out of the four (4) following criteria: substantial video plays, substantial social media following, an international and/or cross-Canada tour within the eligibility period (June 1, 2015-October 1, 2016), national media coverage during the eligibility period. For more detailed criteria, please refer to each category's specific eligibility criteria outlined on pages 16-22.

ROOTS/TRADITIONAL RECORDING OF THE YEAR

The Roots/Traditional Group Recording of the Year and the Roots/Traditional Solo Recording of the Year has been combined to create the new Roots/Traditional Recording of the Year category. There will now only be the single award category for Roots/Traditional genre-based recordings.

R&B/SOUL RECORDING OF THE YEAR AND RAP/HIP-HOP RECORDING OF THE YEAR

Both categories are being moved from the Cross-Over Awards category and will now be designated as Genre-Specific Awards.

AFRICAN-CANADIAN RECORDING OF THE YEAR

The African-Canadian Recording of the Year has been changed to The Bucky Adams Memorial Award, to celebrate the memory of legendary East Coast musician Bucky Adams, who passed away in 2012.

ABORIGINAL ARTIST OF THE YEAR AND THE BUCKY ADAMS MEMORIAL AWARD

Both awards will now be juried primarily on artist activity, rather than specifically on a released musical recording. This means that artists who are eligible for either category do not require an official album release during the eligibility period (June 1, 2015-October 1, 2016) to be considered for these awards. Please refer to each category's specific eligibility criteria outlined on page 21 for more information.

SEASONAL ALBUMS

Seasonal albums will no longer be eligible for submission to the Album of the Year category.

NOTES

- There have been changes made to some of the awards' jury criteria. Please read through the award description before submitting to know what criteria will be used to judge the submission. Complete category descriptions are located on pages 16-22.
- The minimum requirement for each category is four (4) submissions. It is ECMA's intent to present five (5) nominations in each category. In the event of a tie in the initial jurying to determine the nominees, the top scoring submissions will go back to jury to select the five (5) nominees. However, if the two (2) top juried submissions have the same score, the award will be presented to both artists/organizations/individuals. Where there are fewer than the minimum required submissions (four), that category will be deemed and announced inactive for that year. Refunds will be

given and you will be eligible to submit in the same category for the following year, whether or not the album's release date is still within the eligible release dates for that year.

- Submissions are evaluated to ensure a quality application is submitted; jury members have the right to deem a submission not up to professional standard. The jury also has the obligation to inform ECMA if a submission doesn't fit into the criteria of a particular award, for example, if an artist applied to Pop Recording of the Year, when their album is considered a country album. When this is the case, the artist will be notified and will be encouraged to submit to a more appropriate genre specific category or a refund will be processed.

INDUSTRY AWARDS

JURYING & ELIGIBILITY CRITERIA

Changes have been made to the jurying and eligibility criteria for the following awards: Event of the Year, Producer of the Year, Studio Engineer of the Year, Studio of the Year, and Venue of the Year. Please be sure to read the criteria for each award carefully before submitting.

NOTES

- Changes have been made to a number of Industry Award eligibility criteria. Please review criteria before submitting. Complete category descriptions are located on pages 24-27.
- The ECMA reserves the right to solicit showcase applications when required. Where an ECMA showcase or stage is broadcast, ECMA may partner with representatives of the broadcaster in soliciting artists/groups. Priority for ECMA showcase performances will

be awarded to artists/groups that did not showcase at the previous year's event and will be awarded to 2017 East Coast Music Award nominees where possible. ECMA reserves the right to solicit headline performances to showcase as a means of raising profile for the showcases and event overall. ECMA reserves the right to program one/two acts per stage at their discretion.

THERE ARE NO SUBMISSION FEES FOR THE INDUSTRY AWARDS, so feel free to nominate that special someone who has made an impact in the industry! All Industry Awards will be fully juried award categories, and not open to member or public vote.



SHOWCASE SUBMISSION PROCESS

ECMA Showcase Stages allow Atlantic Canadian acts the opportunity to perform for a target audience of influential industry members including label representatives, talent buyers, managers and media, as well as excited music fans.

The following section outlines the showcase submission and selection processes for the 2017 ECMAs in Saint John, NB. All showcase applications are submitted online via Marcato.

All Atlantic Canadian artists are eligible to submit for a performance on an ECMA stage. An Atlantic Canadian is defined as:

- a) A person who was either born in Atlantic Canada; or
- b) A person who has lived in Atlantic Canada for the full eligibility period (June 1, 2015 to October 1, 2016). If a group, at least 50% of the members must be Atlantic Canadian.

All submission requirements must be met. Incomplete or late applications will not be accepted.

SHOWCASE FEES

Performers on ECMA Showcasing Stages will be paid according to a standard rate set by ECMA. Performers will be provided with an artist pass, but will be responsible for their own travel, accommodation, and other related expenses. Artists should contact ECMA and their provincial Music Industry Association for assistance in identifying sources of funding.

SHOWCASE SELECTIONS

Selections for all ECMA Showcasing Stages are juried by groups of at least five (5) music industry professionals with a specific knowledge of East Coast music and the musical genres evaluated. Consideration will be given to current industry trends and growth. Representation on the juries will include each of the five regions and/or members of provincial Music Industry associations, and at minimum one juror from outside the Atlantic region.

Artists selected to showcase will be contacted in late December/early January (subject to change) after juror selection results are tabulated.

JURYING CRITERIA

The criteria that is followed by jurors varies for each Showcase. Please see the jurying criteria as described for each showcase stage. ECMA strongly encourages each artist/group submitting to ensure your application is complete to include all pertinent information.

PLEASE NOTE: The ECMA reserves the right to solicit showcase applications when required. Where an ECMA showcase or stage is broadcast, ECMA may partner with representatives of the broadcaster in soliciting artists/groups. Priority for ECMA showcase performances will be awarded to artists/groups that did not showcase at the previous year's event and will be awarded to 2017 East Coast Music Award nominees where possible. ECMA reserves the right to solicit headline performances to showcase as a means of raising profile for the showcases and event overall.

PRODUCT REQUIREMENTS

All material is submitted online via Marcato, where you will be asked to answer a series of questions as well as upload a minimum of three (3) tracks and in some cases a complete album. Where applicable, successful showcase applicants will be required to send copies of recordings to the ECMA office for communications and archiving purposes after the jury process is complete. Physical showcase and award submissions will not be accepted. If you need assistance with your submission, please contact Chantal Caissie, Artist and Member Relations Manager, at chantal@ecma.com, 1-800-513-4953 ext. 226 or 1-902-423-6770 ext. 226.

SOUND PRESSURE LEVELS

ECMA is committed to a safe environment for all participants. With this in mind, the ECMA has implemented a policy for a safe listening environment at the ECMAs. All artists must perform with a continuous Front-of-House volume no more than 98 Db at 10 meters from the sound source, with peak frequencies no louder than 101 Db. This will ensure an enjoyable listening experience for all attendees, while not sacrificing the excitement of the performance.

DEADLINE – ALL SHOWCASE SUBMISSIONS MUST BE RECEIVED BY MONDAY, OCTOBER 3, 2016 AT 5PM AST.

ECMA members receive one free submission; all subsequent submissions for members are \$25. Submissions are \$40 each for non-members.

SHOWCASE OPPORTUNITIES & ELIGIBILITY

ECMA is pleased to offer showcasing opportunities on multiple stages. Below you will find a description of each stage and a list of criteria. If you require any direction, please contact us.

GENRE-BASED SHOWCASES FOR EXPORT READY ARTISTS/GROUPS

ECMA features showcase stages highlighting artists from genre-based award categories (subject to programming; stages may not be programmed due to low submissions or lack of appropriate venue, etc.). Possible genre-based showcase stages include:

- Rock Stage
- R&B Stage
- Rap/Hip-Hop Stage
- Blues Stage
- Loud Stage
- Children's Showcase
- Country/Americana Stage
- Pop Stage
- Folk & Roots Stage
- Electronic Stage
- Classical Stage
- Jazz Stage
- Gospel Brunch
- Aboriginal Showcase

To submit for the Genre-Based Showcases, artists/groups must submit through Marcato and meet the ECMA Export Ready Artists/Groups criteria including having had one (1) recording released within the past two (2) years (physical and/or digital release); as well as a minimum of any two (2) of the following:

1. Have an upcoming booking or a contract for a current musical production (i.e. live performance; stage production; songwriting collaboration; composition/soundtrack interest from film/TV; etc.);

2. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
3. The artist must have the required infrastructure to be able to take advantage of any business opportunities that may arise at, or resulting from, the ECMAs. The required infrastructure may be a team, or self-management with a proven track record.

JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience, and quality. The jury for this showcase is made up of representatives from each of the five (5) regions, and an international or national industry representative in collaboration with ECMA.

Each juror will be asked to score selections based on the following:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves

apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 15%

Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz – what press have they generated?

Touring & Performance Ability & Experience: 25%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 10%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

BREAKOUT STAGE FOR EMERGING AND DEVELOPING ARTISTS/GROUPS

The Breakout Stage program provides multiple performances and professional development at the ECMAs for emerging and developing artists/groups. The selected artists/groups will receive multiple showcase opportunities [Breakout Stage (paid performance) and Member's Lounge (unpaid performance)], engage in rigorous pre- and post- ECMAs development programs, as well as an in-depth engagement at the ECMAs guided by a mentor.

The mentors selected will be experienced industry professionals (managers, artists, buyers, promoters). **Please note** that participation in the Breakout Program is mandatory for all Breakout Stage participants.

The **Breakout Stage** presents artists/groups from all genres and regions. Preference is given to acts that are actively performing with intent of advancing in the industry.

To submit for the Breakout Stage, artists/groups must submit through Marcato and meet the **ECMA Emerging and Developing Artists/Groups** criteria:

1. Applicants must have a minimum of one (1) to three (3) recorded tracks for promotional use (demos are acceptable), photos, and a bio;
2. Have not had significant exposure outside of Atlantic Canada; and,
3. Do not meet all of the criteria for Export Ready Artists or Exporting Artists as defined by ECMA.

Note: Artists/groups who have previously performed on the Breakout Stage are not eligible to submit for this stage.

JURY CRITERIA

All submissions will first go through a jury made up of representatives from each of the five (5) regions, and an international or national industry representative. Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and the ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

Artistic Merit/Presentation: 25%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live

performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 15%

Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist /group have a buzz – what press have they generated?

Touring & Performance Ability & Experience: 15%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 15%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

BLUEBIRD NORTH SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

Inspired by Nashville's Bluebird Café, the **Bluebird North Showcase** gives Export Ready songwriters an opportunity to showcase their material in an intimate setting.

Performers for the Bluebird North Showcase are chosen based on their ability to entertain and enlighten audiences through their experience and success in songwriting. If you are a group submitting for this stage, you will be asked to assign a single songwriter/singer. All applicants for the Bluebird North Showcase must be registered with a performing rights organization, have a catalogue of original material, and have had work recorded or performed as a solo artist or with others in a professional environment.

To submit for the Bluebird North Showcase artists/groups must submit through Marcato and meet the **ECMA Export Ready Artists/Groups** criteria including:

1. Have had one (1) recording released within the past two (2) years (physical and or digital release);
2. Have an upcoming booking or a contract for a current musical production (i.e. live performance; stage production; songwriting collaboration; composition/soundtrack interest from film/TV; etc.);
3. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
4. Have infrastructure in place that would allow the artist to take advantage of business opportunities that may arise in the near future.

JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist's history, current activities, future plans, marketability, target audience and quality. This stage will present artists from all genres. The jury for this showcase is made up of representatives from each of the five (5) regions, and an international or national industry representative in collaboration with ECMA.

Each juror will be asked to score selections based on the following:

Whether the artist may be more appropriate for the Songwriters' Circle.

Artistic Merit/Presentation: 25%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 25%

Is there a coherence and originality to the music and lyrics of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

**Accomplishments & Acknowledgments/
Marketing & Promotion: 15%**

If the artist does not have an album out in the past year, has the artist included evidence of future plans for example: upcoming album/video release, recording, collaborations, online campaigning, or other promotional events. Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz - what press have they generated?

Touring & Performance Ability & Experience: 10%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 10%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

RISING STAR SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

The **Rising Star Showcase** highlights the talent of those making a splash in Atlantic Canada. This showcase puts artists/groups in front of a target audience of influential industry members including label representatives, talent buyers, managers, media and the general public.

To submit for the Rising Star Showcase artists/groups must submit through Marcato and meet the **ECMA Export Ready Artists/Groups** criteria including:

1. Have had one (1) recording released within the past two (2) years (physical and or digital release);
2. Have an upcoming booking or a contract for a current musical production (i.e. live performance; stage production; songwriting collaboration; composition/soundtrack interest from film/TV; etc.);
3. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
4. Have infrastructure in place that would allow the artist to take advantage of business opportunities that may arise in the near future.

Note: Artists/groups who have previously performed on the Rising Star Showcase are not eligible to submit for this stage.

JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist/group's history, current activities, future plans, marketability, target audience and quality. This stage will present artists from all genres. All submissions will first go through a jury made up of representatives from each of the five (5) regions, and an international or national industry representative. in collaboration with ECMA. Programming for this showcase is done through a collaborative process between the five (5) Music Industry Associations (MIAs) and the ECMA. Each MIA programs an equal number of selections based on regional industry knowledge.

Each juror will be asked to score selections based on the following:

Artistic Merit/Presentation: 25%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 20%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

**Accomplishments & Acknowledgments/
Marketing & Promotion: 15%**

Does the artist/group have a strong web presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a

level of professional accomplishments? Does the artist/group have a “buzz” – what press have they generated?

Touring & Performance Ability & Experience: 10%

Does the artist have a strong performance history in their own region (see submission)? Are they ready and capable to export nationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 15%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

SOUNDWAVES PROGRAM FOR EXPORT READY ARTISTS/GROUPS

The **Soundwaves Program** allows artists to connect with the host province through performances in schools and other community venues leading up to and during the ECMAs. It provides new audiences for East Coast music and engages the future generation of performers.

Artists are given the chance to teach through their own experiences, and this educational aspect is invaluable to the students involved in the program. The Soundwaves Program gives preference to musical acts that have recorded product available to sell to concert-goers. The ECMA reserves the right to solicit Soundwaves applications when required.

To submit for the Soundwaves Program, artists/groups must submit through Marcato, **be available the week prior to the event** and meet the **ECMA Export Ready Artists/Groups** criteria including:

1. Have had one (1) recording released within the past two (2) years (physical and/or digital release);

2. Have an upcoming booking or a contract for a current musical production (i.e. live performance; stage production; songwriting collaboration; composition /soundtrack interest from film/TV; etc.); and,
3. Have a strong professional history with a commitment to touring regionally, nationally, and/or internationally.
4. Have the ability to incorporate educational components into their performance for school-aged children and/or history performing in schools or for children in this type of environment.

JURY CRITERIA

When making showcase selections, jurors and programmers will consider the artist’s history, current activities, future plans, marketability, target audience and quality. This program will present artists from all genres. The jury for this showcase is made up of representatives from each of the five (5) regions, and an international or national industry representative in collaboration with ECMA.

Each juror will be asked to score selections based on the following:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 20%

Is there a coherence and originality to the music and lyrics of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 15%

If the artist does not have an album out in the past year, has the artist included evidence of future plans for example: upcoming album/video release, recording, collaborations, online campaigning, or other promotional events. Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz - what press have they generated?

Touring & Performance Ability & Experience: 10%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Experience or Appropriateness Performing in Schools: 10%

Is the artist’s music or live show appropriate for school-aged children? Are there educational components to the music or are the musicians familiar with performing in an educational setting?

Instinct: 10%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

SONGWriters’ CIRCLE FOR EXPORTING ARTISTS/GROUPS

The **Songwriters’ Circle** is a showcase for Atlantic Canadian songwriters and has grown to be one of the most popular events held during the ECMAs. Hosted by a mix of well-known French and English East Coast artists, these songwriters perform their songs and share stories about their inspirations and successes.

Performers for the Songwriters' Circle are chosen based on their ability to entertain and enlighten audiences through their experience and success in songwriting. All applicants for the Songwriters' Circle must have a catalogue of original material, and have had work recorded or performed as a solo artist or with others in a professional environment. If you are a group submitting for this stage, you will be asked to assign a single songwriter/singer.

To submit for the Songwriters' Circle artists/groups must be a member of a performing rights organization, submit through Marcato, and meet the **ECMA Exporting Artist/Group** criteria including:

1. At least one (1) qualifying release in Canada within the eligibility period (physical and/or digital release);
2. At least one (1) qualifying release that is distributed internationally in addition to the Canadian release (physical and/or digital release);
3. Completed at least one (1) national and/or international tour within the past 24 months and/or has an upcoming international tour or international showcase bookings;
4. An established management/self-management team including at least two (2) of the following: artist manager, record label, booking agent, publicist; and,
5. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

Note: Artists/groups that performed in the Songwriters' Circle at the 2016 ECMAs are not eligible to submit for this stage.

JURY CRITERIA

The jury for this showcase is made up of representatives from the five (5) regions and an international or national industry representative in collaboration with ECMA.

Each juror will be asked to score selections based on the following:

Whether the artist may be more appropriate for the Bluebird North Showcase.

Artistic Merit/Presentation: 25%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 25%

Is there a coherence and originality to the music and lyrics of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 15%

Does the artist/group have a strong web presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz – what press have they generated?

Touring & Performance Ability & Experience: 15%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 5 %

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

EXPORT BUYERS SHOWCASE SERIES FOR EXPORTING ARTISTS/GROUPS

The **Export Buyers Showcase Series** is open to exporting artists/groups for the opportunity to perform to a dedicated audience of international program delegates, media and domestic buyers.

ECMA reserves the right to make final selection of artists to reflect the program buyers in attendance. These showcases are a mandatory 'must attend' component of the 2017 ECMAs Export Buyers Program delegates. To submit for the Export Buyers Showcase Series artists/groups must submit through Marcato and meet the **ECMA Exporting Artist/Group** criteria including:

1. At least one (1) qualifying release in Canada within the eligibility period (physical and/or digital release);
2. At least one (1) qualifying release that is distributed internationally in addition to the Canadian release (physical and/or digital release);
3. Completed at least one (1) national and/or international tour within the past 24 months and/or has an upcoming international tour or international showcase bookings;
4. An established management/self-management team including at least two (2) of the following: artist manager, record label, booking agent, publicist; and,
5. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).

NOTE – ECMA has changed the restrictions on eligibility for artists applying for the Export Buyers Showcase Series. Artists will now be allowed to participate in the Export Buyers Showcase Series for two (2) consecutive years, providing that they meet all other criteria outlined above during this eligibility

period (June 1, 2015 - October 1, 2016). Artists who have performed on the Canadian Music. East Coast Style. Export Buyers Showcase or Two For the Show in 2016 are eligible to participate in the Export Buyers Showcase Series at the 2017 ECMAs. Artists will not; however, be allowed to participate in the Export Buyers Showcase Series three (3) years in a row - if an artist has performed on either the Canadian Music. East Coast Style. Export Buyers Showcase or Two For The Show in 2016 and is selected for either stage in 2017, they will not be eligible to perform on these stages in 2018. They will be eligible for the Export Buyers Showcase Series again in 2019.

CANADIAN MUSIC. EAST COAST STYLE. EXPORT BUYERS SHOWCASE

Artists performing on the Canadian Music. East Coast Style. Export Buyers Showcase will have the chance to perform a 20-30 minute set to both industry buyers and the general public. This is a fantastic opportunity to give buyers a sense of your typical live show. This stage is best for full band performances.

TWO FOR THE SHOW: LIVE PERFORMANCE PITCH SESSIONS

Set in an acoustic and intimate setting, these unique live performance pitch sessions are designed for exporting artists to showcase their music to a captive audience made up exclusively of industry buyers. Each artist performs two (2) songs. This stage is best for solo artists or small acoustic duos or trios.

NOTE – Performers for Two for the Show and Export Buyers Stage will be selected from the submissions for the Export Buyers Showcase Series. The ECMA Programming Committee, in conjunction with our Export Team, will program artists to the most appropriate stage once all submissions have been received and juried.

IMPORTANT – Artists selected to take part in the Export Buyers Showcase Series will be required to participate in the business development program activities (such as one-on-one business meetings, networking receptions etc.). Participants will be required to complete an ECMA post-event survey reporting the export business development outcomes and results as required by our funding agencies and partners. Remember - this program is here to help you get business done, make sure to take full advantage!

JURY CRITERIA

Programming for this showcase is done through a collaborative process between the five (5) Atlantic Canadian Music Industry Associations (MIAs) and the ECMA. Each MIA programs an equal number of selections based on regional industry knowledge. All submissions will be fully juried by a jury made up of representatives from each of the five (5) regions, and an international or national industry representative before going to programming.

Each juror will be asked to score selections based on the following:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 20%

Does the artist/group have a strong web presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz – what press have they generated?

Touring & Performance Ability & Experience: 25 %

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Instinct: 5%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

MUSIC AWARD NOMINATION PROCESS

The following section outlines the 2017 East Coast Music Award categories and the nomination process for each. Please review this section for each award.

For any questions or concerns, please contact Chantal Caissie, Artist Relations Manager at chantal@ecma.com or (800) 513-4953 ext 226.

The East Coast Music Association (ECMA) may present awards in 48 categories. Winners in as many as 29 music categories are chosen entirely by a jury panel consisting of up to 225 qualified industry professionals from all Atlantic regions, as well as national and international jurors (outlined on page 5). Voting for the Fans' Choice Awards (Entertainer of the Year and Video of the Year) are open to a public vote. Winners in all 12 industry categories are presented at the Industry Awards celebrations. The ECMA Board of Directors annually determines recipients in as many as five (5) honorary award categories.

Each category is included in the current year's voting process once a minimum of four (4) eligible submissions have been received by the ECMA.

NOTE – Non-ECMA members will be allowed to submit for a nomination with the understanding that if the nomination is successful, they will be required to register as an ECMA member.

Submissions are sent to committees of Atlantic Canadian and international/national jurors with a demonstrated expertise and knowledge of the overall industry or individual categories.

Each juror will be asked to score selections based on the following, unless otherwise specified in the category description:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Production & Engineering: 20%

Based on the overall quality of the sound recording and production values - recording, mixing, performance, arranging, use of instruments and other creative elements.

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 20%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?

**Accomplishments & Acknowledgments/
Marketing & Promotion: 20%**

Does the artist group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" – what press have they generated?

Instinct: 5%

Gauge your instinct or intuition as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

The results are tabulated and the top four (4) to five (5) selections in each category become the nominees. While the minimum requirement for each category has changed to four (4), the ECMA's intent is to present five (5) nominations in each category. In the event of a tie, top scoring submissions will be sent back to the jury to re-adjudicate with the ultimate goal of choosing no more than five (5) nominees in total. However, if the two (2) top juried submissions have the same score, the award will be presented to both artists/organizations/individuals.

- Artists/groups may submit for any number of general categories (if criteria is met; separate fees apply)
- Artists/groups may submit for one (1) genre specific category for each recording (if criteria is met; separate fees apply)
- Artists/groups may also submit for any number of cross over categories (if criteria is met; separate fees apply).

- If a recording falls within the eligibility period for two (2) voting years, it may be submitted both years, but can only receive one (1) genre specific nomination. Furthermore, **a recording cannot be nominated twice in the same category.**
- Where there are fewer than the minimum required submissions (four), that category will not be active for that year. A refund will be given and you will be eligible to submit in the same category for the following year regardless of whether or not the album's release falls within that year's eligibility period.
- Marcato is able to accept full album downloads thus eliminating the need to send physical product for jurors. ECMA does require three (3) CDs to be shipped to the ECMA office for archival and promotional purposes.

These CDs must be postmarked by Monday, October 3, 2016. Failure to send these CDs will result in an incomplete submission and thus be disqualified.

Artist/Group only needs to submit three (3) CDs in total, regardless of the number of submissions.

Please stop by the office or ship CDs (don't forget the UPS member discount) to the following address:

East Coast Music Association
2307 Clifton Street, Suite 5
Halifax, NS B3K 4T9

ASHLEY MACISAAC (CB) / 2016 ECMA's



MUSIC AWARD NOMINATION ELIGIBILITY

All Atlantic Canadian artists who have released recordings between June 1, 2015 – October 1, 2016 are eligible to submit for the 2017 East Coast Music Awards.

- All submissions, except where indicated, require a full-length recording. A full-length recording is defined as a recording that contains a minimum of six (6) tracks, or is a minimum of 30 minutes long. At least fifty percent (50%) of the tracks on a recording must be of previously unreleased cuts. A “cut” is defined as recorded material previously released to radio or other audio broadcasters (web, satellite, and digital) or retail.
- All manufactured product must meet industry standards and be sold through live performances or retail stores which sell sound recordings in the ordinary course of business, Internet sales, or mail orders.
- The artist/group may be asked to provide proof of the date of public release. This can be done through providing manufacturing invoices, a letter from a distributor, and/or a record company. In lieu of proof from a manufacturer, distributor or record company, the artist/group may provide documentation confirming that product is available through three (3) alternate sources of professional distribution (i.e. letter from retailer, contract with internet point of sale, catalogue listing, DSP (digital service provider), i.e. iTunes, etc.).

- Recordings must fulfill all legal obligations (i.e. payment of mechanical rights, songwriting credits, etc).

Eligible artists must be Atlantic Canadian. An Atlantic Canadian is defined as:

- A person who was either born in Atlantic Canada; or
- A person who has lived in Atlantic Canada for the full eligibility period (June 1, 2015 to October 1, 2016). At least 50% of group members must be Atlantic Canadian.

For Group Applications: Four (4) members of the group must be ECMA members or the group must hold an ECMA Band Membership by the time nominations are announced, in order to be eligible.

All submissions will be accepted until October 3, 2016 on Marcato via ecma.com.

All submission requirements must be met. **Incomplete or late applications will not be accepted.**

- The Fans’ Choice Entertainer of the Year category is open to all Atlantic Canadian artists, regardless of eligible releases.
- Where there are fewer than the minimum required submissions (four), that category will not be active for that year. Refunds will be given and submission may be resubmitted the following year regardless of whether or not the album’s release falls within that year’s eligibility period.

- For those submitting recordings of cover tunes, rights of use must be provided.
- A company submitting a recording/compilation album must meet the definition of Atlantic Canadian and hold a business number in Atlantic Canada.
- Any occurrences of questionable eligibility shall be dealt with at the discretion of the ECMA Awards & Stages Committee.

All showcase submissions must be received by Thursday, October 3, 2016 at 5PM AST.

Please note that ECMA members receive one (1) free submission. All subsequent submissions are \$25 each. Submission fees for non-members is \$40 per submission.

MUSIC AWARD CATEGORIES

FANS' CHOICE CATEGORIES

A single award is presented in each category except in the event of a tie. Artists/groups may submit for one or both of the Fans' Choice Categories (if criteria is met; separate fees apply). Nominees are chosen by panel of jurors and winners are selected by public vote. Winners are announced at the East Coast Music Awards in Saint John, NB on April 27, 2017. Applications for these awards must be submitted online via Marcato.

1) FANS' CHOICE ENTERTAINER OF THE YEAR

This award is open to all Atlantic Canadian artists regardless of eligible release. Applicants must submit a bio and an outline of their achievements and live performance dates over the eligibility period (June 1, 2015 to October 1, 2016). Nominees are chosen by panel of jurors and winners are selected by public vote.

Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

1. Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)
2. Social media following of at least 5,000 followers on all platforms combined
3. A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015 to October 1, 2016)
4. Media coverage that is national in scope within the eligibility period (June 1, 2015 to October 1, 2016)

JURY CRITERIA

Each juror will be asked to score selections based on the following:

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?

Accomplishments & Acknowledgements/ Marketing & Promotion – 15%

Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" – what press have they generated?

Touring & Performance Ability & Experience: 20%

Does the artist have a strong performance history (see submission)? Are they ready and capable to export nationally and internationally? Is their live performance engaging? (Check for live footage online.)

Commercial Success Both Within and Particularly Outside of the Atlantic Region: 25%

Does the artist have a strong history of physical and/or digital record sales, ticket sales and merchandise sales within the Atlantic region as well as nationally and/or internationally?

Brand Recognition Both Within and Particularly Outside of the Atlantic Region: 25%

Is the artist recognized within the music industry by media, fans, and industry professionals? Does the artist

get coverage both at home and abroad? Is the artist a household name within their region? the East Coast? Nationally and internationally?

2) FANS' CHOICE VIDEO OF THE YEAR

This award recognizes a music video that was released to television or other broadcasters, or officially launched online during the eligibility period (June 1, 2015 to October 1, 2016). This is awarded to the artist/group and director. Nominees are chosen by panel of jurors and winners are selected by public vote.

Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

1. Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)
2. Social media following of at least 5,000 followers on all platforms combined
3. A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015 to October 1, 2016)
4. Media coverage that is national in scope within the eligibility period (June 1, 2015 to October 1, 2016)

JURY CRITERIA

Each juror will be asked to score selections based on the following:

1. Adherence to industry technical standards: 15%
2. Number of views/plays and audience reach: 35%

3. Does the video “serve the song” i.e.: enhance the understanding of the song: 25%

4. Creativity and originality: 25%

GENERAL CATEGORIES

A single award is presented in each category, except in the event of a tie. Artists/groups may submit for any number of general award categories. (if criteria is met; separate fees apply). Nominees are chosen by panel of jurors. Winners are selected entirely by a jury panel consisting of up to 225 qualified industry professionals from all Atlantic regions, as well as national and international jurors, and will be announced during the ECMAs in Saint John, NB from April 26-30, 2017. Applications for these awards must be submitted online via Marcato.

3) ALBUM OF THE YEAR

This is awarded to the artist/group and the producer. This award recognizes excellence in a complete recording and may represent all genres and styles of music. The artist/group must be Atlantic Canadian (not necessarily the producer). If a group, at least 50% of the members must fulfill the eligibility criteria.

NEW Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

- 1 Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)
- 2 Social media following of at least 5,000 followers on all platforms combined
- 3 A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015-October 1, 2016)

4 Media coverage that is national in scope within the eligibility period (June 1, 2015-October 1, 2016)

NOTE – Seasonal albums will not be eligible for submission in the Album of the Year category.

4) GROUP RECORDING OF THE YEAR

Only groups qualify for this award. This award recognizes excellence in group recordings, including established duos, and may represent all genres and styles of music. At least 50% of the members of the group must fulfill the eligibility criteria.

NEW Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

- 1 Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)
- 2 Social media following of at least 5,000 followers on all platforms combined
- 3 A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015-October 1, 2016)
- 4 Media coverage that is national in scope within the eligibility period (June 1, 2015-October 1, 2016)

5) RISING STAR RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes an up-and-coming artist/group who has not been nominated for any East Coast Music Award or any other major (national or international) music award in any prior year. Recording may represent all genres and styles of music. If a group, at least 50% must fulfill the eligibility criteria.

JURY CRITERIA

The jurying criteria for this award differs slightly from all other music awards. The criteria for this award is as follows:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Production & Engineering: 20%

Based on the overall quality of the sound recording and production values - recording, mixing, performance, arranging, use of instruments and other creative elements.

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 20%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?

Accomplishments & Acknowledgements/Marketing & Promotion: 10%

Does the artist group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a “buzz” – what press have they generated?

Instinct: 15%

Gauge your instinct or intuition as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

6) SOLO RECORDING OF THE YEAR

Only solo artists qualify for this award. This award recognizes excellence in solo recordings and may represent all genres and styles of music.

NEW Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

- 1 Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)
- 2 Social media following of at least 5,000 followers on all platforms combined
- 3 A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015-October 1, 2016)
- 4 Media coverage that is national in scope within the eligibility period (June 1, 2015-October 1, 2016)

7) SONG OF THE YEAR

This is awarded to the artist/group and producer. This award recognizes single recordings. Product submitted must be released to radio or other audio broadcasters (web, satellite, digital) during the eligibility period (June 1, 2015-October 1, 2016) and not have been released to retail prior to June 1, 2015. If released on a full-length recording, a written notice identifying the specific track and radio release date must accompany it. Applications for this award should include any relevant tracking reports and radio airplay information pertaining to the single submitted. The artist/group must be Atlantic Canadian (not necessarily the producer).

NEW Minimum criteria to be eligible for this award is met through a combination of any two (2) of the following four (4) criteria:

- 1 Substantial amount of video plays (over 5,000 views on at least one video, and cumulative exceeding 7,500 views on all videos)

- 2 Social media following of at least 5,000 followers on all platforms combined
- 3 A minimum of one international tour and/or cross-Canada tour within the eligibility period (June 1, 2015-October 1, 2016)
- 4 Media coverage that is national in scope within the eligibility period (June 1, 2015-October 1, 2016)

8) SONGWRITER OF THE YEAR

This is awarded to the songwriter. This award recognizes excellence in the lyrics and melody and is **based on a collection of three or more songs**. It is not necessary that the songs submitted be recorded by an East Coast artist or group, but the songwriter must be Atlantic Canadian. The songs and songwriter must meet all other ECMA criteria. On collaborative work, at least one of the songwriters must meet all ECMA eligibility criteria. **It is not necessary for the songwriter to also be the performer of the songs.** The songwriter can submit songs performed by the same artist/group or a collection of songs performed by various artists, as long as all the songs submitted were released within the eligibility period (June 1, 2015-October 1, 2016). Please note that when taking into account the awards/accomplishments/marketing during the jurying process, jurors are asked to base their scores on the success of the songs themselves.

GENRE-SPECIFIC MUSIC AWARDS

These awards recognize the recordings and are awarded to the artist/group. A single award is presented in each category, unless in the event of a tie. Artists/groups may submit for one (1) genre specific category. Nominees and winners are selected entirely by a jury panel consisting of up to 225 qualified industry professionals from all Atlantic regions, as well as national and international jurors, and will be announced during the ECMAs in Saint

John, NB from April 26-30, 2017. Applications for these awards must be submitted online via Marcato.

9) BLUES RECORDING OF THE YEAR

This is awarded to the artist/group. All styles of blues (i.e. country, Chicago, delta, East Coast, etc.) qualify for this award. If a group, at least 50% of the members must fulfill the eligibility criteria.

10) CHILDREN'S RECORDING OF THE YEAR

This is awarded to the artist/group. Children's Recordings must include repertoire suitable and obviously directed to a young listening audience. Material must be musical in nature or contain musical elements (ex: narratives or dramatic recordings must contain music). If a group, at least 50% of the members must fulfill the eligibility criteria.

JURY CRITERIA

The jurying criteria for this award differs slightly from all other music awards. The criteria for this award is as follows:

Artistic Merit/Presentation: 15%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?

Production & Engineering: 10%

Based on the overall quality of the sound recording and production values – recording, mixing, performance, arranging, use of instruments and other creative elements.

Music & Lyrics: 10%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 15%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?

Creative & Imaginative Impact to the Listener: 15%

Does the recording introduce the child to new ideas and concepts? Does it allow the child to participate during the recording (dance, sing, clap)? Does it have a lasting impact on the child?

Entertainment Value: 15%

Does the recording keep the child's interest during the majority of the length of the recording? Is the recording varied and engaging? Will the child want to re-listen to the recording?

**Accomplishments & Acknowledgements/
Marketing & Promotion: 15%**

Does the artist group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" – what press have they generated?

Instinct: 5%

Gauge your instinct or intuition as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

11) CLASSICAL RECORDING OF THE YEAR

This is awarded to the artist/group and can be instrumental or vocal performance. This category includes soloists, chamber ensembles, instrumental ensembles, instrumental soloists with large ensemble or chamber ensemble accompaniment. If a group, at least 50% of the members must fulfill the eligibility criteria.

12) COUNTRY RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes all styles of country music including alt-country, traditional country, western swing, etc. If a group, at least 50% of the members must fulfill the eligibility criteria.

**13) DANCE RECORDING OF THE YEAR
*THIS CAN INCLUDE A SINGLE, AN EP – THREE (3) TRACKS OR MORE – OR A FULL ALBUM***

This is awarded to the artist/group. This award recognizes club-oriented dance mixes in various sub-genres including (but not limited to) NRG, EDM, House, Garage, Techno, Euro-beat, Miami Sound, Latin Freestyle, Hip-house, and Nu-Disco. This category recognizes both singles as well as EP or full-length recordings. Singles will only be accepted if no full-length albums were released within the eligibility period (June 1, 2015-October 1, 2016). To be eligible for this category, at least 50% of an album (listening time) must fit the genre.

NOTE – If an album is nominated one year, it may NOT be resubmitted the following year using different "listening" cuts.

It is the submitter's express responsibility to ensure that any music samples, video clips or other audio and/or visual materials contained in any recording, video or other materials that form part of your submission are fully authorized by master rights owners, music publishers and any other third parties that have rights in such materials. ECMA reserves the right to require written confirmation that these rights have been secured. ECMA reserves the right to disqualify submissions, nominees or winners should ECMA determine, in its sole discretion, that these rights have not been secured.

Submissions will be accepted in either the original mix or a remix. Where more than one mix, extension or remix exists, the artist must indicate the specific submission. Only songs originally released as dance

recordings will be considered for this category. Dance remixes of other genres/styles of music are NOT eligible. Exception: if a dance version and non-dance version of the same recording are released simultaneously (i.e. the album release includes both versions).

COLLABORATIONS: The artist listing may include the acronyms "vs" "&" or "featuring"; however, at least 50% of the members must fulfill the eligibility criteria. Sampled vocals/music is not factored into this equation.

To be eligible, a submission must satisfy one or more of the following indicators:

1. Product is available for sale either online or through traditional retail stores, which sell sound recordings in the ordinary course of business. Exception: promo-only and DJ only singles released during the eligibility period (June 1, 2015-October 1, 2016) are eligible.
2. Promotion singles are also eligible if they have received airplay on one or more of the nationally recognized commercial radio stations.
3. The single has charted on a weekly club or radio chart.
4. The single was charted or playlisted on one of the officially recognized dance pools or zip DJ.

**14) ELECTRONIC RECORDING OF THE YEAR
*THIS CAN INCLUDE AN EP – THREE (3) TRACKS OR MORE***

This is awarded to the artist/group. This award recognizes a full length or EP recording released to radio or other audio broadcasters (web, satellite, digital) or on a multi-track/multi-artist compilation of new material during the eligibility period (June 1, 2015-October 1, 2016). Tracks containing prominently recognizable samplings, interpolations or replayed elements will be eligible ONLY IF the artist/group can

provide written confirmation that reasonable attempts have been made to obtain proper clearance. This award recognizes an artist/group that employs electronic musical instruments and electronic music technology at the root of its production. Recordings can utilize acoustic instruments as part of the production, but the structure must be defined by electronic elements. Musical genres and respective subgenres such as (but not limited to) techno, house, electro, trance, drum'n'bass, dubstep, grime, electro-acoustic, turntablism, sample-based music, ambient, and downtempo are eligible for this category. If a group/collaboration, at least 50% of the members must fulfill the eligibility criteria.

15) FOLK RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes acoustic-based, contemporary material that represents the musical expressions of the performer(s). At least 75% of the tracks must be vocal. If a group, at least 50% of the members must fulfill the eligibility criteria.

16) GOSPEL RECORDING OF THE YEAR

This is awarded to the artist/group. All styles of inspirational, traditional gospel, or contemporary Christian music (i.e. country, pop, rock, soul, bluegrass, classical, etc.) qualify for this award. If a group, at least 50% of the members must fulfill the eligibility criteria.

17) JAZZ RECORDING OF THE YEAR

This is awarded to the artist/group. All styles of jazz music qualify for this award including instrumental and vocal content. If a group, at least 50% of the members must fulfill the eligibility criteria.

18) LOUD RECORDING OF THE YEAR (THIS CAN INCLUDE AN EP – THREE (3) TRACKS OR MORE)

This is awarded to the artist/group. This award recognizes 'heavy' or 'loud' music, which encompasses such genres as hardcore, metal, punk or other sub-genres that are not generally accessible on mainstream radio. If a group, at least 50% of the members must fulfill the eligibility criteria.

19) POP RECORDING OF THE YEAR

This is awarded to the artist/group. All styles of pop music (including mainstream pop, adult contemporary, orchestral, middle-of-the-road, top 40, dance, etc.) qualify for this award. This award also recognizes a release by a recording artist whose music embraces sub-genres of alternative music not generally accessible on mainstream radio. If a group, at least 50% of the members must fulfill the eligibility criteria.

20) R&B/SOUL RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes the following genres: R&B, soul, funk, and nu jazz. This recording must be released to radio or other audio broadcasters (web, satellite, digital) or on a multi-track/multi-artist compilation of new material during the eligibility period (June 1, 2015-October 1, 2016). If a group, at least 50% of the members must fulfill the eligibility criteria.

21) RAP/HIP-HOP RECORDING OF THE YEAR (THIS CAN INCLUDE AN EP – THREE (3) TRACKS OR LESS)

This is awarded to the artist/group. This award recognizes a full length or EP recording released to radio or other audio broadcasters (web, satellite, digital) or on a multi-track/multi-artist compilation of new material during the eligibility period (June 1, 2015-October

1, 2016). Tracks containing prominently recognizable samplings, interpolations or replayed elements will be eligible ONLY IF the artist/group can provide written confirmation that reasonable attempts have been made to obtain proper clearance. If a group or collaboration, 50% of the members must fulfill the eligibility criteria.

22) ROCK RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes a release by a recording artist whose music embraces sub-genres of alternative music that may not be generally accessible on mainstream radio. If a group, at least 50% of the members must fulfill the eligibility criteria.

23) *NEW* ROOTS/TRADITIONAL RECORDING OF THE YEAR

This is awarded to the artist/group. All vocal or instrumental with original arrangements, and ethnically specific traditional music is eligible (i.e. Cajun, Celtic, Irish, Scottish, etc.) If a group, at least 50% of the members must fulfill the eligibility criteria.

PLEASE NOTE – The Roots/Traditional Group Recording of the Year and Roots/Traditional Solo Recording of the Year categories have been combined to create this new Roots/Traditional Recording of the Year category.

24) TRADITIONAL INSTRUMENTAL RECORDING OF THE YEAR

This is awarded to the artist/group. At least 75% of the tracks must be without lyrics and may represent all genres and styles of music with traditional musical arrangements (i.e. using traditional instruments; artists using synthesizers, looping, etc. should consider submitting to our Dance Recording of the Year or Electronic Recording of the Year categories). If a group, at least 50% of the members must fulfill the eligibility criteria.

25) WORLD RECORDING OF THE YEAR

This is awarded to the artist/group. This award recognizes all world music recordings including, but not limited to, roots based or cross-cultural music incorporating diverse styles from Africa, Europe, Asia, South and Central America, the Caribbean (including Reggae), the Middle East, Oceania, and non-mainstream Western folk sources. This definition excludes New Age music. Albums must be predominantly categorized as World Music. Predominance is defined as 60% or more of the recording must be classified as World. If an album can be classified primarily in another genre, the album will not be eligible for the World Recording of the Year category.

CROSS-OVER CATEGORIES

These awards recognize the recordings and are awarded to the artist/group. A single award is presented in each category except in the event of a tie. An artist or group can submit and be eligible for any number of the following categories (if criteria is met; separate fees apply). Winners and nominees are selected entirely by a jury panel consisting of up to 225 qualified industry professionals from all Atlantic regions, as well as national and international jurors, and will be announced during the ECMAs in Saint John, NB from April 26-30, 2017. Applications for these awards must be submitted online via Marcato.

26) ABORIGINAL ARTIST OF THE YEAR (FULL-LENGTH RELEASE NOT REQUIRED)

This is awarded to the artist/group. This category recognizes music encompassing a wide variety of musical genres created by First Nations, Inuit, and Métis. If a group, at least 50% of the members must be Aboriginal and fulfill the eligibility criteria. This award does not require a full-length release, but the artist or group must submit at least three (3) songs released within the following dates: June 1, 2014-October 1, 2016.

JURY CRITERIA

The jurying criteria for this award differs slightly from all other music awards. The criteria for this award is as follows:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, does this submission meet your standards of artistic excellence?

Production & Engineering: 10%

Based on the overall quality of the sound recording and production values - recording, mixing, performance, arranging, use of instruments and other creative elements.

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 10%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 20%

Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz - what press have they generated?

Touring & Performance Ability & Experience: 20%

Does the artist have a strong performance history (see submission)? Is their live performance engaging? (Check for live footage online.)

Instinct: 5%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

27) THE BUCKY ADAMS MEMORIAL AWARD (FORMERLY AFRICAN-CANADIAN RECORDING OF THE YEAR) (FULL-LENGTH RELEASE NOT REQUIRED)

This is awarded to the artist/group, recognizing any musical genre. This award recognizes outstanding achievement in the industry by an African-Canadian artist or group in any genre. If a group, at least 50% of the members must be African-Canadian and fulfill the eligibility criteria. This award does not require a full-length release, but the artist or group must submit at least three (3) songs released within the following dates: June 1, 2014-October 1, 2016.

JURY CRITERIA

The jurying criteria for this award differs slightly from all other music awards. The criteria for this award is as follows:

Artistic Merit/Presentation: 20%

Does the artist portray professionalism and authenticity in regards to their overall submission and their past live performances? With the complete submission package in mind, does this submission meet your standards of artistic excellence?

Production & Engineering: 10%

Based on the overall quality of the sound recording and production values - recording, mixing, performance, arranging, use of instruments and other creative elements.

Music & Lyrics: 15%

Is there a coherence and originality to the music and lyrics (if applicable) of the submission?

Originality: 10%

How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians? Do they have charisma and star quality?

Accomplishments & Acknowledgments/ Marketing & Promotion: 20%

Does the artist/group have a strong online presence i.e. website/social media? In reviewing the overall submission does the submitting group demonstrate a level of professional accomplishments? Does the artist/group have a buzz – what press have they generated?

Touring & Performance Ability & Experience: 20%

Does the artist have a strong performance history (see submission)? Is their live performance engaging? (Check for live footage online.)

Instinct: 5%

Gauge your instinct as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist?

28) CLASSICAL COMPOSITION OF THE YEAR

This is awarded to the composer. For collaborations or groups, at least 50% of the composers must fulfill the eligibility criteria. Only one composition per composer may be submitted per year. This category recognizes a recording of a composition and includes all original Atlantic Canadian classical works composed within the last fifty years and recorded within the eligibility period (June 1, 2015-October 1, 2016).

29) ENREGISTREMENT FRANCOPHONE DE L'ANNÉE (FRANCOPHONE RECORDING OF THE YEAR)

This is awarded to the artist/group. This award is for vocal performance. At least 75% of the total tracks must contain vocals and at least 75% of the total vocal tracks must be sung in the French language. If a group, at least 50% of the members must fulfill the eligibility criteria.



INDUSTRY AWARDS SUBMISSION PROCESS & ELIGIBILITY

The ECMA Industry Awards recognize the achievements and contributions of our industry professionals and leaders from across Atlantic Canada for the 2015-2016 year.

These awards recognize and celebrate the people and companies who are working to build a strong and vibrant East Coast music industry. These awards are fully juried categories and are not open to member or public vote.

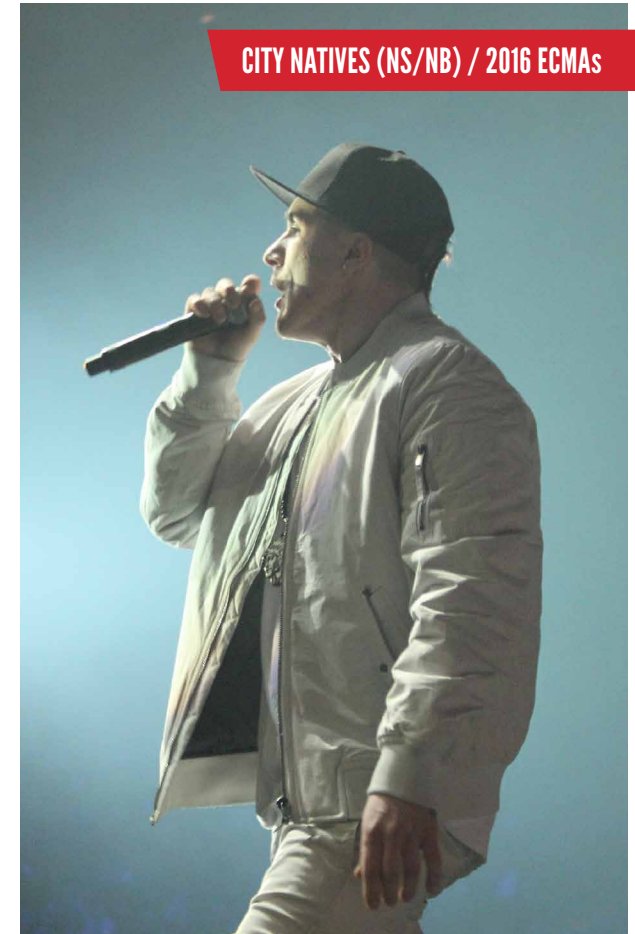
Submissions are sent to juries of Atlantic Canadian, national and international jurors with a demonstrated expertise and knowledge of the overall industry and individual categories. The juries score the applications in each category and the top four (4) to five (5) selections in each category become the nominees. While the minimum requirement for each category remains at four (4), the ECMA's intent is to present five (5) nominations in each category.

In the event of a tie, top-scoring submissions will be sent back to the jury to re-adjudicate with the ultimate goal of choosing no more than five (5) nominees in total. The nominee with the highest score from the jurors within each category will be determined as that category's winner. In the event that the two top nominees receive the same score from jurors, the ECMA will declare the category a tie and the award will be presented to both winners.

- The candidates must reside and work in Atlantic Canada. In the case of a company, a staffed office registered as a business in Atlantic Canada is necessary to be eligible.
- A company submitting a recording/compilation album must meet the definition of Atlantic Canadian and hold a business number in Atlantic Canada.
- Where there are fewer than the minimum required submissions; which is four (4), the category will be made inactive for this year. The submissions will be automatically eligible in the same category for the following year. Each submission can be carried over only once.
- Submissions must include a short biography and supporting documentation (if applicable) for each submission, listing their accomplishments and contributions over the eligibility period ((June 1, 2015-October 1, 2016). Failure to submit the required material will result in an insufficient submission and thus a disqualified submission.
- The jury for this award category is made up of industry representatives from each of the five (5) regions, and an international or national industry representative. The nominees in each category are announced in January (subject to change). Winners are selected by a full jury and will be announced during the ECMAs in Saint John, NB from April 26-30, 2017.

All award submissions must be received by **Thursday, October 3, 2016 at 5PM AST.**

CITY NATIVES (NS/NB) / 2016 ECMAs



THE INDUSTRY AWARDS SUBMISSIONS ARE FREE!

INDUSTRY AWARD CATEGORIES

1) COMPANY OF THE YEAR

This award recognizes a person or company who excels in one of the following disciplines: **independent companies, record companies, distributors or labels, and retailers**. Each discipline has individual submission criteria as outlined below. All individuals must reside in Atlantic Canada, all companies must be registered businesses in Atlantic Canada.

- **Independent company** submissions must include a description outlining the applicant's accomplishments and contributions during the eligibility period (June 1, 2015 – October 1, 2016).
- **Record company/distributor or independent label** submissions require a description outlining the applicant's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016) along with lists of Atlantic Canadian artists released during the eligibility period.
- For **retailers** offering sales service to the Atlantic Canadian music industry including recordings, musical instruments, equipment or published music, the retailer must be registered as a business in Atlantic Canada. Online retailers that fulfill this criterion are eligible. Submissions must include a description outlining the applicant's accomplishments/contributions to the East Coast music industry during the eligibility period (June 1, 2015 – October 1, 2016). Note that if a company better fits in one of the other industry award categories (e.g. Management/Manager of the Year, Event of the Year) they will be asked to submit to the more appropriate category.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) A list of Atlantic Canadian artists worked with **or** accomplishments/contributions to the Atlantic Canadian music industry during the eligibility period – **40%**
- ii) Percentage of Atlantic Canadians worked with during the eligibility period – **30%**
- iii) Notable achievements during the eligibility period – **20%**
- iv) Other awards or accolades of the individual and/or company throughout their career or corporate life – **10%**

2) EVENT OF THE YEAR

This award recognizes an event held during the eligibility period (June 1, 2015 – October 1, 2016) in which live Atlantic Canadian musical performances are prominently featured. Submissions must include a description of the event and the musicians included. Special consideration should be given to the promotion of Atlantic Canadian musicians, historical and cultural value to the industry and the community, conditions for artists, cooperation between event planners and artists, and overall public participation. The award goes to the event.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) List of Atlantic Canadian artists included in the Event compared to the proportion of overall artists – **25%**
- ii) Description of event including venues used – **25%**
- iii) Event attendance and impact in the local community (e.g.: letters from the local municipality in support of the event, economic tourism impact data, etc.) – **20%**
- iv) Event's role within the East Coast and/or Canadian music industry (Provide a short description [one page maximum] explaining how the event has helped to develop the music industry in the East Coast or nationally. e.g. artist/industry professional career development, influential marketing strategies adopted by other events, impactful conference sessions.) – **15%**
- v) Sponsorship and/or community partnerships – **15%**

3) GRAPHIC/MEDIA ARTIST OF THE YEAR

ECMA recognizes that the visual arts contribution to the music industry reaches well beyond graphic design for album packaging, websites, and commercial print materials. This category has been expanded to recognize visual design and execution that enhances the commercial and/or experiential elements that support music. Submissions must include a short bio of the applicant's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016), as well as electronic samples of the individual's work for the eligibility period. Please only submit three (3) samples of work – if more than three (3) samples are submitted, ECMA will randomly select which samples will be juried. The award goes to the individual.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Artists or music industry organizations or businesses worked with during the eligibility period – **30%**
- ii) Three (3) samples of work, digitally – **60%**
- iii) Other awards or accolades of the individual – **10%**

4) LIVE SOUND ENGINEER OF THE YEAR

This award recognizes excellence in live sound. Live sound technicians active in clubs, bands, tours, special events, and venues must submit a bio outlining the individual's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016) along with lists of artists/groups and venues worked with during the eligibility period. Contact information for two artists/groups or venues must be provided for the jury to contact for further information. This award goes to the individual.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Artists worked with during the eligibility period – **30%**
- ii) Two artists/venues/events references. References must be submitted with the application – max. 250 words each – **40%**
- iii) A list of venues or events worked with during the eligibility period – **30%**

5) MANAGEMENT/MANAGER OF THE YEAR

This award recognizes excellence in professional artist management. The manager or management company must reside or be a registered business in Atlantic Canada. Submissions must include a short bio outlining accomplishments during the eligibility period (June 1, 2015 – October 1, 2016).

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Artist Roster including length of time with the artist – **20%**
- ii) Number of Atlantic Canadians on the roster – **20%**
- iii) Notable achievements of the Atlantic Canadian artists on the roster during the eligibility period – **50%**
- iv) Industry involvement, volunteer work, community involvement (e.g.: mentorship, panel appearances, etc.) – **10%**

6) MEDIA OUTLET OF THE YEAR

- **Broadcast** submissions which may include a show, program or series broadcast by radio, television or internet that is outstanding in the promotion, development and/or airplay of Atlantic Canadian artists. Submissions must include a description outlining the broadcaster's mandate and how its programming promoted and/or developed East Coast music during the eligibility period (June 1, 2015 – October 1, 2016).
- **Radio station** submissions can come from any radio station broadcasting in Atlantic Canada. The station must be outstanding in the promotion, development and airplay of Atlantic Canadian artists. Submission must include a description of the radio station, its mandate and how its programming promoted and

developed East Coast music during the eligibility period (June 1, 2015 – October 1, 2016). The award goes to the station. Networks are not eligible.

- **Print media company** submissions can come from any print media companies in Atlantic Canada. Submissions must include a short bio outlining the company's accomplishments/contributions during the eligibility period (June 1, 2015 – October 1, 2016). In the bio, please include a description outlining the company's mandate and how its print promoted and/or developed East Coast music during the eligibility period.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Description of the nominee's mandate – **15%**
- ii) Atlantic Canadian artists, industry, or events promoted in the eligibility period – **60%**
- iii) Distribution/listenership/subscriber numbers – **25%**

7) MEDIA PERSON OF THE YEAR

Media person submissions should reflect the outstanding support from an individual from the media in the promotion of Atlantic Canadian artists. Submissions must include a short bio outlining the individual's accomplishments/contributions during the eligibility period (June 1, 2015 – October 1, 2016).

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Individual resume detailing work in Atlantic Canada as a media professional – **30%**

- ii) Atlantic Canadian artists/events/venues promoted in the eligibility period – **40%**
- iii) Notable achievements during the eligibility period – **20%**
- iv) Other awards or accolades of the individual throughout their career – **10%**

8) PRODUCER OF THE YEAR

This award recognizes excellence in music production. This is awarded to the producer.

Submissions must include a minimum of two (2), and a maximum of five (5) tracks for consideration, as well as short bios outlining the applicant's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016). This can be a compilation of more than one project by the given producer. To submit, applicants must have worked with a minimum of three (3) artists during the eligibility period; a list of artists worked with during the eligibility period as a producer must be included with the submission.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) A list of Atlantic Canadian artists worked with OR accomplishments/contributions to the Atlantic Canadian music sound recording industry during the eligibility period – **40%**
- ii) Technical excellence, versatility across genres, and artistic creativity – **40%**
- iii) Notable achievements within the industry during the eligibility period – **10%**
- iv) Other awards or accolades of the individual throughout their career – **10%**

9) STUDIO ENGINEER OF THE YEAR

This award recognizes excellence in the field of studio sound recording (CD, DVD, etc.). This award goes to the individual.

The individual must include an upload of a minimum of two (2) and a maximum of five (5) tracks for consideration as well as a short bio outlining the applicant's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016). To submit, applicants must have worked with a minimum of three (3) artists during the eligibility period; a list of artists worked with during the eligibility period as studio engineer must be included with the submission.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) A list of Atlantic Canadian artists worked with OR accomplishments/contributions to the Atlantic Canadian music sound recording industry during the eligibility period – **40%**
- ii) Technical excellence, versatility across genres, and artistic creativity – **40%**
- iii) Notable achievements within the industry during the eligibility period – **10%**
- iv) Other awards or accolades of the individual throughout their career – **10%**

10) STUDIO OF THE YEAR

This award recognizes excellence in studio recording facilities and production quality of the studio's output. This award goes to the studio.

Studios submitting for this category must be located in Atlantic Canada and offer sound recording services. Production companies or facilities submitting for this category must be located in Atlantic Canada and offer sound support services, and video production. Submissions must include an upload of a minimum of two (2) and a maximum of five (5) tracks for consideration, a bio, and a listing of the applicant's accomplishments during the eligibility period (June 1, 2015 – October 1, 2016).

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) A list of Atlantic Canadian artists worked with OR accomplishments/contributions to the Atlantic Canadian music sound recording industry during the eligibility period – **30%**
- ii) Overall quality of the sound recording and production value – **15%**
- iii) Technical excellence in technicians and equipment – **25%**
- iv) Versatility across genres – **15%**
- v) Notable achievements within the industry during the eligibility period – **10%**
- vi) Other awards or accolades of the studio – **5%**

11) VENUE OF THE YEAR

This award recognizes a club, soft seat theatre, arena, or any venue that features live Atlantic Canadian performances. The venue must be located in Atlantic Canada. Consideration should be given to the number of acts booked, impact within the community, and conditions for the artist. Submissions must include a bio and a list of artists/groups featured during the eligibility period (June 1, 2015 – October 1, 2016).

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) List of Atlantic Canadian artists presented compared to the proportion of overall artists – **30%**
- ii) Venue's role within the East Coast and/or Canadian music industry (Provide a short description [one page maximum] explaining how the venue has helped to develop the music industry in the East Coast or nationally. e.g. artist/industry professional career development, unique programming) – **15%**
- iii) Conditions for the artist and professionalism of the venue (professional sound techs, sound and lighting gear, appropriateness of the venue to type of acts programmed) – **25%**
- iv) Impact in the community of the venue including number of shows per year of original live music that is programmed as the primary activity of the venue, community programming, participation in community events and industry events – **30%**

12) VIDEO OF THE YEAR

This award recognizes the unique contribution a video makes to both the commercial success and the experiential elements that support a song. Submissions must include a link to the video online. The award goes to the director of the video and artist.

JURY CRITERIA

Each juror will be asked to score selections based on the following information/items that are to be included in the applicant's submission:

- i) Adherence to industry technical standards – **15%**
- ii) Number of views/plays and audience reach – **15%**
- iii) Does the video "serve the song" i.e.: enhance the understanding of the song – **30%**
- iv) Creativity and originality – **40%**

BEN CAPLAN (NS) / 2016 ECMAs



HONORARY AWARDS

The ECMA Board of Directors annually determines recipients in as many as five (5) honorary award categories (Stompin' Tom Award, Dr. Helen Creighton Lifetime Achievement Award, Director's Special Achievement Award, Industry Builder of the Year, and Musician's Achievement Award). The Stompin' Tom Award is the only award that accepts submissions. The remaining awards are chosen directly by the Board of Directors with input from the ECMA Awards & Stages Committee.

STOMPIN' TOM AWARD

Stompin' Tom Connors, one of the most well-known Canadian musicians, was presented with the Dr. Helen Creighton Lifetime Achievement Award in 1993. At that time he agreed to accept the award on one condition – that he could return it! Instead, he requested that an award be created to honour all those who have made a long-term contribution to the East Coast music industry and have paved the road for many successful East Coast artists of today. The Stompin' Tom Award is presented to one individual or group from each Atlantic region.

CRITERIA

This award honours an individual or group that:

- is or was/were active as (a) musical performer(s), whether professional or semi-professional;
- made a mark in the music scene of Atlantic Canada as an influence, inspiration, or promoter of Atlantic Canadian music; and,
- is/are perceived as “**unsung heroes**”.

SUBMISSION PROCESS

The East Coast Music Association is soliciting its members and the general public for submissions for the 2017 Stompin' Tom Award. Please email ecma@ecma.com to request an application form. Submissions for the Stompin' Tom Award will be accepted until October 3, 2016. Please note: There is **no submission fee** for the Stompin' Tom Award applications.

You will be asked to provide the following information:

- Individual or group's name and the nature of their involvement in the music industry; and,
- Name and contact information of persons, sources, or websites able to provide additional information in support of the candidate(s).

Submissions should also include:

- Biographies;
- List of recordings, compositions, videos, broadcast appearances and/or other media representation;
- List of awards or commendations received by the candidate(s); and
- Photos (digital copies only, please).

A committee of the ECMA Board of Directors with consultation from Atlantic Canadian folklorists will determine the recipients. The honourees of the Stompin' Tom Award are recognized during the ECMAs in Saint John, NB from April 26-30, 2017.