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**EAST COAST
MUSIC** AWARDS

**FREDERICTON / NB
MAY 4-8, 2022**

ABOUT THE EAST COAST MUSIC AWARDS

The East Coast Music Association (ECMA) presents up to 50 awards each year. Winners are chosen entirely by a jury panel consisting of qualified regional, national and international industry professionals. Voting for the Fans' Choice Awards (Entertainer of the Year and Video of the Year) are open to a public vote.

SUBMISSION GUIDELINES

- A minimum of four (4) submissions per category is required for an award to be presented for the jury process. NOTE: If there are fewer than the minimum required submissions in a given category, it will be carried over to the following year once. A recording may only be carried over to a following year one time.
- ECMA reserves the right to disqualify any applications that do not meet ECMA's Eligibility/Screening Criteria. Disqualified or unaccepted submissions will not be notified.
- All submission requirements must be met. Incomplete or late applications will not be accepted.
- Any occurrences of questionable eligibility shall be dealt with at the discretion of the ECMA Awards & Stages Committee.

Submission Inquiries
Have any questions about submissions?
Please reach out to membership@ecma.com
and we will gladly help anyway we can!

ELIGIBILITY TIME PERIODS

Music Award Eligibility Period (except for the six categories listed below):

June 1, 2020 - October 8, 2021

Alternate eligibility periods apply to the following:

African Canadian Artist of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

Blues Recording of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

Children's Entertainer of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

Indigenous Artist of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

R&B/Soul Recording of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

Global Music Recording of the Year Eligibility Period:

June 1, 2019 - October 8, 2021

Recording(s) must be released within the eligibility period outlined.

Pre-orders: Recordings will also qualify if they are available for pre-order online no later than October 8, 2021. Pre-ordered recordings (digital and/or physical copies) must be available by December 31, 2021. ECMA may request proof of transaction.

BASIC SCREENING REQUIREMENTS

- Must be Atlantic Canadian (please see terms and definitions section for more information)
- Must be an ECMA Member in good standing
- Must only submit for one genre-specific category for each "recording"
- The same recording must not be nominated more than once in the same category, if it was submitted in a previous year and still falls within the eligibility period
- Recording(s) must be commercially released within the eligibility period outlined
- Requires a full length recording (min 5 tracks or 15 mins).

EXCEPT for (please see the category specific eligibility requirements for more information on recording requirements):

- African Canadian Artist of the Year
- Classical Composer of the Year
- Dance Recording of the Year
- Electronic Recording of the Year
- Francophone Recording of the Year
- Loud Recording of the Year
- Indigenous Artist of the Year
- Rap/Hip-Hop Recording of the Year
- R&B/Soul Recording of the Year
- Rising Star Recording of the Year
- Song of the Year, and
- Songwriter of the Year

Please note: Eligible singles for submission are limited to one recording submission per category for consideration per applicant/artist.

- 50% of the release must be of previously unreleased cuts
- Must have proof of release date from a distributor, manufacturing invoice, and/or a record company, OR show proof that the release is available through three (3) alternate sources of professional distribution (please see recording requirements for more information)
- Must meet award category eligibility requirements

CATEGORY EXCEPTIONS TO BASIC SCREENING REQUIREMENTS:

Fans' Choice Entertainer of the Year:

- Open to **ALL** Atlantic Canadian Artists, regardless of eligible releases
- Must be an ECMA Member in good standing
- Must meet eligibility requirements of this category

Fans' Choice Video of the Year:

- Must be Atlantic Canadian (please see definition in manual)
- Must be an ECMA Member in good standing
- The same video must not be nominated more than once in the same category, if it was submitted a previous year and still falls within the eligibility period
- Video(s) must be released within the eligibility period
- Must meet eligibility requirements of this category

RECORDING REQUIREMENTS

- Submissions, except where indicated, require a full-length recording. A full-length recording is defined as a recording that contains a minimum of five (5) tracks, or is a minimum of 15 minutes long. At least (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 available for sale through live performances or retail stores that sell sound recordings in the ordinary course of business, internet sales or streaming, or mail orders.
- The artist/group will be asked to provide proof of release date. 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 (e.g. letter from retailer, contract with internet point of sale, catalogue listing, DSP (digital service provider), such as Apple Music/iTunes, etc.) as well as web or print announcements of the release date.
- Recordings must fulfill all legal obligations (i.e. payment of mechanical rights, songwriting credits, etc.).
- Artist/Group is responsible 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.

MUSIC AWARD CATEGORY SUMMARY:

- Album of the Year
- African Canadian Artist of the Year
- Blues Recording of the Year
- Children's Entertainer of the Year
- Classical Recording of the Year
- *New!* Classical Composer of the Year
- Contemporary Roots Recording of the Year
- Country Recording of the Year
- Dance Recording of the Year
- Electronic Recording of the Year
- Fans' Choice Entertainer of the Year
- Fans' Choice Video of the Year
- Folk Recording of the Year
- Francophone Recording of the Year
- *New!* Global Music Recording of the Year
- Group Recording of the Year
- Indigenous Artist of the Year
- Inspirational Recording of the Year
- Instrumental 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

CATEGORY TYPES:

FAN'S CHOICE CATEGORIES

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

GENERAL CATEGORIES

- Album of the Year
- Group Recording of the Year
- Rising Star Recording of the Year
- Solo Recording of the Year
- Song of the Year
- Songwriter of the Year

CROSS-OVER CATEGORIES

- African Canadian Artist of the Year
- *New!* Classical Composer of the Year
- Francophone Recording of the Year
- Indigenous Artist of the Year
- Instrumental Recording of the Year

GENRE-SPECIFIC CATEGORIES

Limitations: May only apply to one (1) genre-specific category for each "recording" per year

- Blues Recording of the Year
- Children's Entertainer of the Year
- Classical Recording of the Year
- Contemporary Roots Recording of the Year
- Country Recording of the Year
- Electronic Recording of the Year
- Folk Recording of the Year
- *New!* Global Music Recording of the Year
- Pop Recording of the Year
- R&B / Soul Recording of the Year
- Dance Recording of the Year
- Inspirational Recording of the Year
- Jazz Recording of the Year
- Loud Recording of the Year
- Rap/Hip-Hop Recording of the Year
- Rock Recording of the Year
- Roots / Traditional Recording of the Year

DEADLINES:

All submissions will be accepted until **October 8th at 11:59 PM (ADT)** / Invoice Payment Deadline: **Due upon receipt**
All submission requirements must be met. Incomplete or late applications will not be accepted. Please ensure you give yourself enough time to complete and submit your application!

SUBMISSION PROCESS

All submissions will be accepted until **October 8, 2021 by 11:59 PM ADT** on ecma.awardstage.com.

1. All submission requirements must be met. Incomplete or late applications will not be accepted.
2. Following submissions and jurying, nominees will be announced at the ECMA 2022 Press Conference (date to be determined).

Note: The Fans' Choice Entertainer of the Year and Fans' Choice Video of the Year categories will be opened to a public vote following the ECMA Press Conference.

3. Winners are announced at the East Coast Music Awards: Festival & Conference.

Any occurrences of questionable eligibility shall be dealt with at the discretion of the ECMA Awards & Stages Committee.

SUBMISSION PRICING

All music award submissions cost **\$20 CAD** with the exception, of the following categories.

It is **FREE** to submit to:

- African Canadian Artist of the Year
- Indigenous Artist of the Year
- All Industry Awards
- All Honourary Awards

NOTE: Applicants must be ECMA members in good standing, and will be invoiced directly from ECMA if membership is not in good standing.

Application fees are non-refundable for award categories.

JURYING PROCESS

All East Coast Music Awards & Showcases are fully juried by qualified regional, national, and international industry professionals. Jury Members evaluate applications, and score based on a set criteria / rubric (please see jury criteria section for more information).

- After being juried, the nominees are chosen based on the 5 highest-scoring submissions per category. In the case of a tie, there may be more than five (5) nominees per category.
- ECMA has 2 Fans' Choice categories that are voted on by the public. These awards are first submitted for jurying and then shared with the public for voting.

NOTE: No other awards are submitted for voting.

- To be considered for awards and showcasing, an application must be submitted through the official application process.

MEMBERSHIP FEE (IF APPLICABLE)

Payment is due upon receipt of invoice. If you do not make your payment by the deadline, your application will be forfeited and will not be sent to jury.

Please expect an invoice to be sent to your contact information email provided in the application if your membership is not in good standing, via finance@ecma.com. Payment is due upon receipt of invoice.

JURY CRITERIA

Each juror will be asked to score selections based on the following nine (9) rubrics. Please see the list of categories below and the rubric number in which the jury will be scoring from.

- Album of the Year - Rubric 1
- Blues Recording of the Year - Rubric 3
- Bucky Adams Memorial Award - Rubric 4
- Children's Entertainer of the Year - Rubric 7
- Classical Composer of the Year - Rubric 8 *New!*
- Classical Recording of the Year - Rubric 3
- Contemporary Roots Recording of the Year - Rubric 3
- Country Recording of the Year - Rubric 3
- Dance Recording of the Year - Rubric 1
- Electronic Recording of the Year - Rubric 3
- Fans' Choice Entertainer of the Year - Rubric 5
- Fans' Choice Video of the Year - Rubric 6
- Folk Recording of the Year - Rubric 3
- Francophone Recording of the Year - Rubric 1
- Group Recording of the Year - Rubric 1
- Indigenous Artist of the Year - Rubric 4
- Instrumental Recording of the Year - Rubric 9 *New!*
- Inspirational Recording of the Year - Rubric 3
- Jazz Recording of the Year - Rubric 3
- Loud Recording of the Year - Rubric 3
- Pop Recording of the Year - Rubric 3
- R&B / Soul Recording of the Year - Rubric 3
- Rap / Hip-Hop Recording of the Year - Rubric 3
- Rising Star Recording of the Year - Rubric 2
- Rock Recording of the Year - Rubric 3
- Roots / Traditional Recording of the Year - Rubric 3
- Solo Recording of the Year - Rubric 1
- Song of the Year - Rubric 1
- Songwriter of the Year - Rubric 8 *New!*
- Global Music Recording of the Year - Rubric 3

RUBRIC 1

ARTISTIC MERIT / PRESENTATION	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?	20%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values including recording, mixing, performance, arranging, use of instruments and other creative elements.	20%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	15%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	20%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	20%
INSTINCT	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?	5%

RUBRIC 2

ARTISTIC MERIT / PRESENTATION	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?	20%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values including recording, mixing, performance, arranging, use of instruments and other creative elements.	20%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	15%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	20%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	10%
INSTINCT	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?	15%

RUBRIC 3

ARTISTIC MERIT / PRESENTATION	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?	20%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values including recording, mixing, performance, arranging, use of instruments and other creative elements.	15%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	20%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	20%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	20%
INSTINCT	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?	5%

RUBRIC 4

ARTISTIC MERIT / PRESENTATION	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?	20%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values including recording, mixing, performance, arranging, use of instruments and other creative elements.	10%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	15%
ORIGINALITY	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?	10%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	20%
TOURING, PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Is their live performance engaging (check for live footage online)?	20%
INSTINCT	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?	5%



RUBRIC 5

ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	15%
ACCOMPLISHMENTS, MARKETING & PROMOTION	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	15%
BRAND RECOGNITION (WITHIN & OUTSIDE THE ATLANTIC REGION)	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 province, the Atlantic region, Nationally and/or Internationally?	25%
TOURING, PERFORMANCE ABILITY & EXPERIENCE	Does the artist have a strong performance history (see submission)? Are they ready and capable to export internationally? Is their live performance engaging (check for live footage online)?	20%
COMMERCIAL SUCCESS (WITHIN & OUTSIDE THE ATLANTIC REGION)	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?	25%

RUBRIC 6

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

ADHERENCE TO INDUSTRY TECHNICAL STANDARDS:	15%
NUMBER OF VIEWS/PLAYS AND AUDIENCE REACH:	35%
DOES THE VIDEO "SERVE THE SONG" (I.E. ENHANCE THE UNDERSTANDING OF THE SONG)?:	25%
CREATIVITY & ORIGINALITY:	25%

RUBRIC 7

ARTISTIC MERIT / PRESENTATION	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?	15%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values – recording, mixing, performance, arranging, use of instruments and other creative elements.	10%
MUSIC & LYRICS	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	10%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	15%
CREATIVE & IMAGINATIVE IMPACT TO THE LISTENER	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?	15%
ENTERTAINMENT VALUE	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?	15%
ACCOMPLISHMENTS & ACKNOWLEDGEMENTS / MARKETING & PROMOTION	Does the artist group have a strong online presence i.e. streaming platforms/ 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?	15%
INSTINCT	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?	5%

RUBRIC 8

ARTISTIC MERIT / PRESENTATION	Does the songwriter/composer portray professionalism and authenticity in regards to their overall submission? With the complete submission package in mind, and a focus on music in particular, does this submission meet your standards of artistic excellence?	10%
MUSIC & LYRICS (IF APPLICABLE)	Is there a coherence and originality to the music and lyrics (if applicable) of the submission?	30%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from others?	30%
ACCOMPLISHMENTS & BRAND	In reviewing the overall submission, does the songwriter/composer demonstrate a level of professional accomplishments? Do they have a "buzz" - what press have they generated?	15%
INSTINCT	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?	15%

RUBRIC 9

ARTISTIC MERIT / PRESENTATION	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?	20%
PRODUCTION & ENGINEERING	Based on the overall quality of the sound recording and production values including recording, mixing, performance, arranging, use of instruments and other creative elements.	20%
MUSIC	Is there a coherence and originality to the music of the submission?	20%
ORIGINALITY	How is this artist/group unique? Do they set themselves apart? What do they offer to differentiate themselves from other musicians?	20%
ACCOMPLISHMENTS & BRAND	Does the artist/group have a strong online presence i.e. streaming platforms/website/social media? In reviewing the overall submission, does the group demonstrate a level of professional accomplishments? Does the artist/group have a "buzz" - what press have they generated?	15%
INSTINCT	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?	5%

CROSS-OVER CATEGORIES

A single award is presented in each category except in the event of a tie.

AFRICAN CANADIAN ARTIST OF THE YEAR

Free to submit!

Who is this awarded to: Artist/Group

Minimum Criteria:

- Recognizes all music genres.
- This award does not require a full-length release, but the artist/group must submit at least three (3) songs released within the following dates: June 1, 2019 - October 8, 2021.
- If a group, the majority of the core members must be African-Canadian and fulfill the eligibility criteria, as determined by our African Canadian Sub-Committee of the board.
- Must meet all basic screening requirements (please see screening requirements section).

Eligible submissions, as determined by our partner African-Canadian committee, will be evaluated by a jury of Black artists and/or music industry professionals from the East Coast, Canada, or abroad.

What does this Award Recognize: The recordings and industry achievements by an African-Canadian artist or group in any genre.

CLASSICAL COMPOSER OF THE YEAR

New!

Who is this awarded to: The composer

Minimum Criteria:

- The composer must be Atlantic Canadian; for collaborations or groups, at least 50% of the composers must fulfill the eligibility criteria. It is not necessary that the songs submitted be recorded by an Atlantic Canadian artist or group.
- Only one composition per composer may be submitted per year.
- Includes all original Atlantic Canadian classical works composed within the last fifty years and recorded within the eligibility period.
- Does not require a full-length recording for eligibility.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize:

A recording of a composition

INSTRUMENTAL RECORDING OF THE YEAR

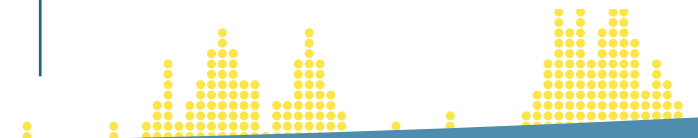
Who is this awarded to: Artist/Group

Minimum Criteria:

- At least 75% of the tracks must be without lyrics
- May represent all genres and styles of music with traditional musical arrangements (i.e. using traditional instruments).
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

Additional Notes: Artists using synthesizers, looping, etc. should consider submitting to our Dance Recording of the year or Electronic Recording of the Year categories.



ENREGISTREMENT FRANCOPHONE DE L'ANNÉE / FRANCOPHONE RECORDING OF THE YEAR

À qui est attribué ce prix: Artiste ou groupe

Critères minimaux:

- Au moins 75 % du total des pistes doit être chanté en français
- Il n'est pas nécessaire d'avoir un enregistrement intégral pour être admissible; les artistes doivent soumettre au moins trois (3) chansons produites durant la période d'admissibilité.
- Il faut satisfaire à toutes les conditions de sélection de base (voir la section sur les conditions de sélection).

Les soumissions recevables, telles que déterminées par le sous-comité francophone de notre conseil, seront évaluées par un jury d'artistes francophones ou bilingues ou de professionnels de l'industrie de la musique de la côte Est, du Canada ou d'ailleurs.

Que récompense ce prix: Les enregistrements et la performance vocale

Note supplémentaire : Les artistes francophones sont invités à soumettre leur candidature dans toute autre catégorie pour laquelle ils sont admissibles.

Who is this awarded to: Artist/Group

Minimum Criteria:

- At least 75% of the total tracks must be sung in the French language
- Does not require a full-length recording for eligibility; artists must submit at least three (3) songs released within the eligibility period.
- Must meet all basic screening requirements (please see screening requirements section).

Eligible submissions, as determined by our Francophone Sub-Committee of the board, will be evaluated by a jury of Francophone or bilingual artists and/or music industry professionals from the East Coast, Canada, or abroad.

What does this Award Recognize: The recordings and vocal performance

Additional Notes: Francophone artists are invited to submit to any other eligible categories that may suit them.

INDIGENOUS ARTIST OF THE YEAR

Free to submit!

Who is this awarded to: Artist/Group

Minimum Criteria:

- If a group, majority of the core members must be Indigenous and fulfill the eligibility criteria as determined by our Indigenous Sub-Committee of the board.
- This award does not require a full-length release, but the artist/group must submit at least three (3) songs released within the following dates: June 1, 2019 - October 8, 2021.
- Must meet all basic screening requirements (please see screening requirements section).

Eligible submissions, as determined by our Indigenous sub-committee of the board, will be evaluated by a jury of Indigenous artists and/or music industry professionals from the East Coast and Canada.

What does this Award Recognize: The recordings, industry achievements, and music encompassing a wide variety of musical genres created by First Nations, Inuit, and Métis artists.

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 a panel of jurors and winners are selected by public vote.

FANS' CHOICE VIDEO OF THE YEAR

Who is this awarded to: Artist/Group and Director

Minimum Criteria:

Must meet two (2) of the following 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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition to the criteria above, you **MUST** meet certain screening requirements (please see screening section). This category is an exception to some requirements listed and is noted in the screening section accordingly.

What does this Award Recognize: A music video released to television or other broadcasters, or officially launched online during the eligibility period.

FANS' CHOICE ENTERTAINER OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

Must meet two (2) of the following 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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition to the criteria above, you **MUST** meet certain screening requirements (please see screening section). This category is an exception to some requirements listed and is noted in the screening section accordingly.

What does this Award Recognize: Artist/Group

Additional Notes:

- Open to all Atlantic Canadian artists regardless if they have an eligible release or not
- Must submit a bio, outline of achievements, and live performance dates over the eligibility period

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).

GROUP RECORDING OF THE YEAR

Who is this awarded to: Groups

Minimum Criteria: Met through a combination of any two (2) of the following criteria listed below, unless otherwise noted:

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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition, you **MUST** meet all basic screening requirements (please see screening section).

What does this Award Recognize: Excellence in group recordings.

Additional Notes:

- *Must be a group (including established duos)*
- *Represents all genres and styles of music*
- *At least 50% of the group must fulfill the eligibility/screening criteria*

ALBUM OF THE YEAR

Who is this awarded to: Artist/Group and the Producer.

Minimum Criteria: Met through a combination of any two (2) of the following criteria listed below, unless otherwise noted:

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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition, you **MUST** meet all basic screening requirements (please see screening section).

What does this Award Recognize: Excellence in a complete recording.

Additional Notes:

- *May represent all genres and styles of music.*
- *Holiday albums will not be eligible for submission in this category.*

MUSIC AWARD CATEGORIES

RISING STAR RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria: Met through a combination of any two (2) of the following criteria listed below, unless otherwise noted:

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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition, you **MUST** meet all basic screening requirements (please see screening section).

What does this Award Recognize: 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

Additional Notes:

- *Recording represents all genres and styles of music*
- *Does not require a full-length recording for eligibility; artists must submit at least three (3) songs released within the eligibility period.*

SOLO RECORDING OF THE YEAR

Who is this awarded to: Solo Artist

Minimum Criteria: Met through a combination of any two (2) of the following criteria listed below, unless otherwise noted:

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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition, you **MUST** meet all basic screening requirements (please see screening section).

What does this Award Recognize: Excellence in solo recordings.

Additional Notes: May represent all genres and styles of music.

SONG OF THE YEAR

Who is this awarded to: Artist/Group and the Producer

Minimum Criteria: Met through a combination of any two (2) of the following criteria listed below, unless otherwise noted:

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. Must have had either (NOTE: In light of COVID-19, this criteria has been adjusted):
 - a. A minimum of one international tour and/or national tour within the eligibility period;
 - b. A cancelled international/national tour, due to COVID-19, that was scheduled during the eligibility period (must provide proof of scheduled dates); or
 - c. Virtual shows that were booked with national and/or international reach during the eligibility period (you will be required to provide sufficient supporting documentation)
4. Media coverage that is national in scope within the eligibility period

In addition, you MUST meet all basic screening requirements (please see screening section).

What does this Award Recognize: Single recordings

Additional Notes:

- *Product submitted must be released to radio or other audio broadcasters (web, satellite, digital) during the eligibility period and not have been released to retail prior to.*
- *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 (though not necessarily the producer)*
- *Does not require a full-length recording for eligibility*

SONGWRITER OF THE YEAR

Who is this awarded to: The Songwriter

Minimum Criteria:

1. Media coverage that is national in scope within the eligibility period
2. Must submit a collection of three or more songs; Does not require a full-length recording for eligibility.

In addition, you MUST meet all basic screening requirements (please see screening section).

What does this Award Recognize: The recordings and excellence in the lyrics and melody based on a collection of three or more songs.

Additional Notes:

- *The songwriter must be Atlantic Canadian. It is not necessary that the songs submitted be recorded by an Atlantic Canadian artist or group*
- *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*

Jury criteria note: Jurors are asked to base their scores on the success of the songs themselves when scoring the 'Accomplishments & Brand' section

MUSIC AWARD CATEGORIES

GENRE-SPECIFIC CATEGORIES

A single award is presented in each category, unless in the event of a tie. Artists/groups may only submit for one (1) genre-specific category.

BLUES RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- All styles of blues qualify for this award (e.g. Country, Chicago, Delta, East Coast, etc.)
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

CHILDREN'S ENTERTAINER OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- 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.
- Must meet all basic screening requirements (please see screening requirements section).
- Material must be released within the following dates: June 1, 2019 - October 8, 2021.

What does this Award Recognize: The recordings and the Artist/Group

CLASSICAL RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- Can be instrumental or vocal
- This category includes: soloists, chamber ensembles, instrumental ensembles, instrumental soloists with large ensemble or chamber ensemble accompaniment
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

CONTEMPORARY ROOTS RECORDING OF THE YEAR

Who is this awarded to: Artist/group

Minimum Criteria:

- At least 75% of the tracks must be vocal
- Recently composed vocal or instrumental contemporary material
- Must be influenced by roots music styles and incorporates new sounds (electric or otherwise)/instrumentation (ie. from more than one culture, roots, genre, or otherwise) to create music that is distanced from the Roots / Traditional music category
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

Additional Notes: If you choose to apply for any genre-specific category, you are not eligible to apply to any other genre-specific award categories (please see list of other genre-specific categories).

COUNTRY RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- Recognizes all styles of country music including Alt-country, Traditional country, Western swing, etc.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

DANCE RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

This category recognizes club-oriented dance mixes in various sub-genres including, but not limited to: NRG, EDM, House, Techno, Garage, Euro-beat, Miami Sound, Latin Freestyle, Hip-House, and Nu-Disco.

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 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, DJ playlists/DJ Set, or zip DJ.

In addition, you **MUST** meet all basic screening requirements (please see screening section).

What does this Award Recognize: Singles, EPs or full-length recordings (please see criteria and additional notes for further detail)

Additional Notes:

- *If a recording is nominated one year, it may NOT be resubmitted the following year using different "listening" cuts*
- *Only one single per artist may be submitted per year*
- *Submissions in either the original mix or a remix will be accepted*
- *The artist/group must indicate the specific submission where more than one mix, extension, or remix exists*
- *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 recording versions.*
- *The artist listing may include the acronyms "vs" "&" or "featuring," however, at least 50% of the members must fulfill the eligibility criteria (Screening requirements). Sampled vocals/music is not factored into this equation.*

ELECTRONIC RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

This category recognizes electronic music in various sub-genres including, but not limited to: Ambient, Electro-pop, Noise, Experimental, Grime, Dub, etc.

Minimum Criteria:

- An artist/group that employs electronic musical instruments and electronic music technology at the root of its production.
- This category recognizes EPs or full-length recordings
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: EP's or full-length recordings 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.

Additional Notes: If you choose to apply for any genre-specific category, you are not eligible to apply to any other genre-specific award categories (please see list of other genre-specific categories).

MUSIC AWARD CATEGORIES

FOLK RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- At least 75% of the tracks must be vocal
- Recognizes acoustic-based, contemporary material that represents the musical expression of the performer(s)
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

GLOBAL MUSIC RECORDING OF THE YEAR

New!

Who is this awarded to:
Artist/Group

Minimum Criteria:

- Recognizes all global 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. Majority of the recording must be categorized as Global Music. If an album can be classified primarily in another genre, the album will not be eligible for the Global Music Recording of the Year category.
- Must meet all basic screening requirements (please see screening requirements section).
- Material must be released within the following dates: June 1, 2019 - October 8, 2021.

What does this Award Recognize: The recordings

INSPIRATIONAL RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- All styles of inspirational, traditional gospel, or contemporary religious music (eg. country, pop, rock, soul, bluegrass, classical, etc.) qualify for this award.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

JAZZ RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- All styles of jazz music qualify for this award including instrumental and vocal content.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

LOUD RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- This category recognizes EPs or full-length recordings
- 'Heavy' or 'loud' music, which encompasses such genres as Hardcore, Metal, Punk, or other sub-genres
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

Additional Notes: If you choose to apply for any genre-specific category, you are not eligible to apply to any other genre-specific award categories (please see list of other genre-specific categories).

POP RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- All styles of pop music (including Mainstream Pop, Adult Contemporary, Orchestral, Middle-of-the-road, Top 40, Dance, etc.) qualify for this award. The award also recognizes a release by a recording artist whose music embraces sub-genres of alternative music.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

R&B / SOUL RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- This category recognizes Singles, EPs or full-length recordings
- Recognizes the following genres: R&B, Soul, Funk, and Nu jazz.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

Additional Notes: Only one single per artist may be submitted per year.

RAP/HIP-HOP RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- This category recognizes all music that predominantly embraces rap or hip-hop genres, as well as sub-genres.
- Must meet all basic screening requirements (please see screening requirements section).
- Does not require a full-length recording for eligibility; May submit an EP or single to qualify.

What does this Award Recognize: The recordings

Additional Notes: Only one single per artist may be submitted per year

ROCK RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- Recognizes a release by a recording artist whose music embraces the rock genre and/or sub-genres of alternative music.
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

ROOTS / TRADITIONAL RECORDING OF THE YEAR

Who is this awarded to: Artist/Group

Minimum Criteria:

- All vocal or instrumental with original arrangements, and ethnically specific traditional music is eligible (e.g. Cajun, Celtic, Irish, Scottish, etc.)
- Must meet all basic screening requirements (please see screening requirements section).

What does this Award Recognize: The recordings

Additional Notes: If you choose to apply for any genre-specific category, you are not eligible to apply to any other genre-specific award categories (please see list of other genre-specific categories).

ECMA TERMS & DEFINITIONS

Atlantic Canadian	A person who was either born in Atlantic Canada or a person who has lived in Atlantic Canada within the ECMA eligibility periods (please refer to this year's eligibility periods). At least 50% of group members must be Atlantic Canadian. Cases where an Atlantic Canadian plays a primary leadership role in the project may be considered eligible, subject to the discretion of the Award & Stages Committee.
Atlantic Canadian Business	Candidates must reside and work in Atlantic Canada. In the case of a company, candidates must maintain an office and be a registered business in Atlantic Canada to be eligible.
Commercial release	A commercial release is the event of a recording being legally available to the public for sale, stream, download, radio or another method of public consumption (via a music retailer or digital music service) that activates a revenue stream where the artist is entitled to a share of payment based on their recording performance. Proof of commercial release will be requested. All formats must be assigned an ISRC number. Physical formats must include a UPC and catalogue number.
"Cut"	A "cut" is defined as recorded material previously released to radio or other audio broadcasters (web, satellite, and digital) or retail.
DJ-only singles	Singles that are sent to DJ's to promote an upcoming release.
Disqualification/ Ineligibility	ECMA reserves the right to disqualify any applications that do not meet ECMA's Eligibility/Screening Criteria. Ineligible applicants will not be notified.
ECMA Member in good-standing	A person who has signed up for an ECMA membership. This membership must not have expired and has been renewed if required. ECMA memberships are free for members of the Atlantic Music Industry Associations (MIAs): CBMIC, Music/ Musique NB, Music NL, Music NS, Music PEI. Please contact your regional MIA who will provide you with the link required to sign up/renew your ECMA membership at no cost.
Eligible release	An eligible release meets all ECMA screening and eligibility criteria outlined.
Eligibility period	The outlined eligibility period is determined annually by ECMA and is a span of time in which released recordings and/or accomplishments may qualify to apply for awards or showcases. Please note that there is an award eligibility period and a showcasing eligibility period. Please see the screening and specific category criteria for more information.
EPs	ECMA defines an EP as a recording that consists of more than one (1) but fewer than five (5) tracks and is less than 15 minutes in length. Note: At least (50%) of the tracks on a recording must be of previously unreleased cuts.



ECMA TERMS & DEFINITIONS

<p>Export-Ready</p>	<ol style="list-style-type: none"> 1. At least one sound recording of any format or duration that has been made commercially available to the general public in Canada; and 2. At least one sound recording of any format or duration that has been made commercially available to the general public outside of Canada, or will be made commercially available to the general public outside of Canada within twelve months of the export showcase; or has a tour or showcase in the territory of export upcoming within twelve months of the export showcase; and 3. A professional support team/self-management team including at least one of the following: artist manager, record label, booking agent, publicist, publisher; and 4. Public and industry recognition (via radio play, video play, web hits and streams, music press, blogs, awards, etc.).
<p>Full-length recording</p>	<p>A full-length recording is defined as a recording that contains a minimum of five (5) tracks, or is a minimum of 15 minutes long. At least (50%) of the tracks on a recording must be of previously unreleased cuts. Please note that a full-length recording is required for eligibility unless otherwise indicated (please see screening and eligibility requirements for more information on exceptions). A collection of work may be considered eligible, subject to the discretion of the Award & Stages Committee.</p>
<p>Group</p>	<p>Two or more people in an established music ensemble/group. Please note that if you are a group, 50% of group members must meet eligibility and screening criteria.</p>
<p>International distribution</p>	<p>A recording that is released and distributed in a country other than Canada. Please refer to FACTOR's list of recognized international distributors.</p>
<p>International tour</p>	<p>ECMA defines an international tour as consisting of a series of at least (3) paid public performances reaching audiences outside of Canada. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.</p>
<p>Multi-track/multi-artist compilation</p>	<p>Full albums or EP's that contain a number of tracks from various artists.</p>
<p>Musical production</p>	<p>Examples of a "musical production" include live performance, stage production, songwriting collaboration, composition/soundtrack interest from film/TV, etc.</p>
<p>National distribution</p>	<p>A recording that is released and distributed within Canada. Please refer to FACTOR's list of recognized distributors.</p>
<p>National tour</p>	<p>ECMA defines a national tour as consisting of a series of at least six (6) consecutive paid shows reaching audiences outside of the Atlantic region. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.</p>

ECMA TERMS & DEFINITIONS

Non-Export-Ready (Emerging/Developing)	<ol style="list-style-type: none">1. Must have three (3) recorded tracks (demos are acceptable).2. Have not had significant exposure and have not toured outside of Atlantic Canada.3. Do not meet all of the criteria for Export Ready Artists as defined by ECMA.4. Artists have not released more than two (2) full-length recordings commercially.
Pre-Order	Recordings will also qualify if they are available for pre-order online no later than October 8, 2021. Pre-ordered recordings (digital and/or physical copies) must be available by December 31, 2021. ECMA may request proof of transaction.
Promo-only singles	Advanced copies of the single(s) distributed solely for the purpose of promotion of an upcoming release and are not yet available for public purchase/streaming.
Public/Industry recognition	Recognition via radio play, video play, web hits and streams, music press, blogs, awards, podcasts, virtual shows, etc.
Recording	A recording as outlined by ECMA refers to recorded music (EP/full-length recording/single) that you are including in your submission. Please ensure your submission meets all screening and eligibility requirements (note categories that require a <u>full-length recording</u>).
Release date	A release date constitutes the date a recording is commercially released. Please note that at least (50%) of the tracks on a recording must be of previously unreleased cuts.
Single	A stand-alone track that is released for purchase and/or public performance.
Tour	ECMA defines a tour as consisting of a series of at least six (6) paid public performances taking place at different locations. Please note that artists will be required to provide a list of tour information (past and upcoming; eg. upcoming bookings and professionally booked livestream shows) in which must be in representation of the applicant group/artist.

