



ECMA Policy regarding Diversity and Inclusion - 2020-2021

The ECMA through its programming and the employment opportunities arising out of its operations, will strive to serve the needs and interests of all Canadians – including Francophones and Anglophones, Indigenous Peoples, Canadians from racialized communities and Canadians of diverse ethnocultural backgrounds, socioeconomic statuses, abilities and disabilities, sexual orientations, gender identities and expressions and ages.

Board of Directors

The Board of Directors for the East Coast Music Association is made up of a maximum of 13 members. 5 are elected by the membership at large, one from each region. 5 are appointed from the Music Industry Associations (MIA), one from each region and 3 are appointed by the Board to round out the skill set. We work with the MIA's to ensure that we have diverse representation. The 2020-2021 Board consists of 7 women, 2 African Canadians and 1 Indigenous member.

The Board of Directors created three committees to address diversity, equality and inclusion. The Committees represent the African Canadian, Indigenous, and Francophone communities. Each committee is co-chaired by a Board Member from that community who is responsible for finding a co-chair and committee members. Each committee is to focus on outreach, relationship building, knowledge gathering, and collaborative recommendations within these marginalized communities. The jurors for the African Canadian Artist of the Year, Indigenous Artist of the Year and the Francophone Recording of the Year are made up from members of that community..

Artist Submissions, Jurying and Showcasing offers

ECMA uses a submission process for awards and showcasing opportunities. Outreach to the local Music Industry Associations (MIA's) as well as the African Nova Scotian Music Association (ANSMA), the Francophone community as well as through our partnership with APTN and our targeted outreach to specific qualified musicians is ongoing through the submission process to ensure that we receive a diverse group of applications.

A jury consisting of regional, national and international music professionals scores all applications which determines the award winners and showcasing opportunities. ECMA strives to maintain a jury pool that accurately reflects our membership and the industry as a whole. ECMA does an "open call" for those from the industry who would like to participate in our jury as well as reach out to specific areas within the industry to ensure that we are maintaining an accurate representation of our membership and the industry.



The jury process is based on the quality of the music. To offset this we reserve the right for producer picks in order to round out the line-ups to reflect the diversity of the East Coast Music Sector.

Delegates

Each year ECMA invites delegates to be part of the event. In choosing delegates we ensure that they reflect the diversity of our industry. In particular as we expand to effectively represent more genres we are also seeking to increase the diversity of the delegates (buyers) that we bring in across all genres.

Senior Management

ECMA is committed to hiring the best candidate for the position and uses external hiring consultants to ensure that a wide range of candidates are selected for screening. The hiring committee for Senior Management is drawn from the Board of Directors and is a mix of gender, diversity and regional representation.