



2015 EASTLINK EAST COAST MUSIC WEEK AWARDS & STAGES FAST FACTS

ST. JOHN'S, NL / APRIL 8-12, 2015

eastlink

EAST COAST
MUSIC & WEEK

IMPORTANT DATES

Eastlink East Coast Music Week:
April 8-12, 2015

Eligibility period for awards:
June 1, 2013 - October 1, 2014

Submissions open:
August 11, 2014

Early bird deadline:
August 25, 2014 @ 5PM AST

Submissions close:
October 1, 2014 @ 11:59PM AST

**EAST COAST
MUSIC**
ASSOCIATION

2015 EASTLINK EAST COAST MUSIC WEEK AWARDS & STAGES FAST FACTS

Here's what you need to know to submit to showcase or be nominated for an award at Eastlink East Coast Music Week 2015 in St. John's, NL.

ELIGIBILITY

Before we get to the facts, let's make sure you're eligible to submit.

- You must be Atlantic Canadian. If submitting as a band, at least 50% of band members must be Atlantic Canadians. This means you must have either been born in Atlantic Canada, or been living here for the full eligibility period.
- If you're submitting for an award, the recording for which you're submitting must have been released (either physically or digitally) during the eligibility period.

NEW THIS YEAR

You do not need to be an ECMA member to submit. However, **members** will receive **one free submission** and each subsequent submission will be **\$25** (HST included), whereas **non-members** will need to pay **\$40** (HST included) for each submission. If a **non-member** is **nominated** or chosen for a **showcase**, they will be required to **register as an ECMA member**.

WHY SUBMIT?

- Get in front of over 150 domestic and international showcase buyers who attend the conference and showcases.
- Grow your fan base by performing in front of thousands of music lovers.
- In 2014, there were 45 international and 67 Canadian festival bookings resulting directly from ECMW showcases.
- In 2014, over 500 one-on-one meetings were scheduled between artists and industry professionals.
- In 2014, we paid over \$145,000 to 709 showcasing musicians. It pays to play!
- In 2013, there were 21 music-licensing deals and three label deals made as a result of ECMW.
- A well known brand internationally, receiving an East Coast Music Award nomination is a prestigious accomplishment.

MUSIC AWARDS

What East Coast Music Awards are there? How do we choose a winner?
Check out the list below to see the breakdown.

CATEGORIES OPEN TO MEMBER VOTE	CATEGORIES OPEN TO PUBLIC VOTE	FULLY JURIED CATEGORIES (NOT OPEN TO MEMBER VOTE)
Album of the Year	Fans' Choice Entertainer of the Year	Aboriginal Recording of the Year
Blues Recording of the Year	Fans' Choice Video of the Year	African-Canadian Recording of the Year
Folk Recording of the Year		Children's Recording of the Year
Group Recording of the Year		Classical Composition of the Year
Pop Recording of the Year		Classical Recording of the Year
R&B / Soul Recording of the Year		Country Recording of the Year
Rising Star Recording of the Year		Electronic Recording of the Year
Rock Recording of the Year		Francophone Recording of the Year
Roots / Traditional Group Recording of the Year		Gospel Recording of the Year
Roots / Traditional Solo Recording of the Year		Jazz Recording of the Year
Solo Recording of the Year		Loud Recording of the Year
Song of the Year		Producer of the Year
Songwriter of the Year		Rap / Hip-Hop Recording of the Year
Traditional Instrumental Recording of the Year		World Recording of the Year

Please note: You may submit for any of the general award categories (i.e.: Group Recording of the Year, Album of the Year), but you may only apply to one genre-specific award category.

For more information on award criteria, please see the full 2015 Awards & Stages Manual.

INDUSTRY AWARDS

The Industry Awards recognize the achievements and contributions of our industry professionals and leaders from across Atlantic Canada.

There is no submission fee, so please nominate those working hard behind the scenes to create and support a vibrant and dynamic East Coast music industry. All Industry Awards will be fully juried award categories, and not open to member or public vote.

See page 18 of the 2015 Awards & Stages Manual for full details on Industry Awards.

JURY CRITERIA

Although most awards and stage submissions have specific criteria, here's a general list of what jury members will be looking for in your submission:

- Artistic merit/presentation
- Originality
- Quality of recording, music, and lyrics
- Media, marketing & touring highlights

While there's more to it than that, it's good to keep these in mind when submitting.

SHOWCASE SUBMISSION

ECMW is the perfect chance to get out there and perform for new fans, industry buyers, managers, and media. Here are the official showcasing stages at ECMW 2015.

GENRE-BASED SHOWCASE STAGES

ECMA features several showcase stages highlighting artists from all genre-based award categories (subject to programming). Possible genre-based showcase stages include:

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

BREAKOUT STAGE FOR EMERGING AND DEVELOPING ARTISTS/GROUPS

Think of this as the on-ramp for new artists where they get to perform for industry professionals, and engage in rigorous pre- and post-ECMW development programs, including daily peer-to-peer meetings, professional development sessions, and take part in our matchmaking program with exporters and industry professionals.

BLUEBIRD NORTH SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

In this songwriters' circle, inspired by Nashville's Bluebird Café, export ready performers share the stories behind their songs in an intimate setting.

RIISING STAR SHOWCASE FOR EXPORT READY ARTISTS/GROUPS

This stage is where artists who've been making a splash in the East Coast can catch the attention of label reps, talent buyers, managers, and media.

SOUNDWAVES PROGRAM FOR EXPORT READY ARTISTS/GROUPS

This is a great way to get involved in the host community and do some outreach work. The selected artist(s) will perform in schools and community venues during the month before and leading up to ECMW.

SOCAN SONGWRITERS' CIRCLE FOR EXPORTING ARTISTS/GROUPS

This stage features talented songwriters who have had both a Canadian and international release during the eligibility period. An annual audience favourite, these songwriters show off both their musical and storytelling talent.

CANADIAN MUSIC. EAST COAST STYLE. EXPORT BUYERS SHOWCASE FOR EXPORTING ARTISTS/GROUPS

A great opportunity for exporting artists to perform to a room full of captivated international program delegates, media, and domestic buyers.

For more information on showcase criteria and stage information, please see the full 2015 Awards & Stages Manual.

HOW TO SUBMIT

You figured out what awards you want to submit to, and decided which showcases you want to perform at, now's the time to get your submission together.

Here's the good news: it's super simple! All our submissions are done online through Marcato which is a free and easy-to-use program. Fill out the submission form here:

MEMBERS: Log into ecma.com/myecma to find your application form.

NON-MEMBERS: ecma.com

Application forms will be available August 11, 2014.

ECMA members in good standing will receive **one free submission**. All other submissions for both the awards and stages are **\$25 each** (HST incl.) for ECMA members, and **\$40 each** (HST incl.) for non-ECMA members. If non-members receive ECMA nominations or showcase opportunities, they must become members.

Industry Award nominations are FREE, so make sure to nominate that special someone who made an impact in the industry!

HELPFUL TIPS

Before you click that "submit" button, make sure to read through these helpful tips that will help make your submission the best it can be!

- Read the **2015 Awards & Stages Manual**.
- Be sure to create your submission in a **separate document** before starting so that your work is not lost in the event of any technical issues.
- Keep your **website and social media up-to-date**: if you're releasing a new album, post about it! Got some shows coming up? List them! The more active you are online, the better.
- Don't just include past highlights, but **upcoming highlights**, too! Are you planning a full tour across Europe soon? Are you working on a new album with a high-profile producer? It's great to know where you've been, but it's just as exciting to know where you're heading!
- **Proof-reading is key**. Make sure your bio is free of typos, and especially **triple-check your links**! Jury members can't see how popular you are on Twitter if you send them over to twitter.com.
- If you have **live show videos**, make sure to include them in your submission, especially if it's for a showcase! It's great to hear the music, but even better if jurors can see how incredible you are on stage.
- Include **quality photos**. This is a great way for jurors and ECMA members to get a sense of what you're all about – remember, a picture's worth a thousand words! (and at least a few points in the artistic presentation jury criteria.)

**IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT CHANTAL CAISSIE,
ARTIST AND MEMBER RELATIONS MANAGER, AT [CHANTAL@ECMA.COM](mailto:chantal@ecma.com),
(902) 423-6770 EXT. 226 OR 1-800-513-4953 EXT. 226.**