



# AWARDS & STAGES MANUAL

A REFERENCE GUIDE TO THE SUBMISSION PROCESS

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

eastlink

EAST COAST  
**MUSIC** WEEK



# CONTACT INFO

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

For membership inquiries, please email [membership@ecma.com](mailto: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](mailto: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](mailto:support@marcatodigital.com). They will walk you through any of the steps during submission time.

Good luck in the upcoming cycle of nominations and voting! We hope to see you in St. John's, NL for ECMW 2015 April 8 – 12.

**EAST COAST  
MUSIC**  
ASSOCIATION

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# PREFACE

The East Coast Music Association (ECMA) is proud to present the 2015 edition of the **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 **Eastlink East Coast Music Week (ECMW) 2015 event in St. John's, NL: April 8-12, 2015**.

## DEADLINES

The submission process for awards and stages for ECMW 2015 will open on **Monday, August 11, 2014**. The deadline to submit will be at **11:59pm AST on Wednesday, October 1, 2014**. There will be no deadline extensions.

## ELIGIBILITY PERIOD REMINDER

The eligibility period for the 2015 East Coast Music Awards is from **June 1, 2013 to October 1, 2014**. Recordings must be released on or before October 1, 2014. Showcase eligibility periods are specified on pages 7-11.

## 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.

## 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)

# NOTABLE CHANGES FOR 2015

In order to facilitate the use of this information, ECMA has outlined all the changes to the awards and stages submission process for 2015 on this page for your convenience.

## ECMA MEMBERSHIP

**NEW THIS YEAR:** You do not need to be an ECMA member to submit for an award or showcase. If nominated or chosen for a showcase, you will, however, be required to register as an ECMA member. Submission fees for non-members are **\$40** each. (Members get one free submission and a discounted submission fee of \$25).

To renew an existing membership, visit [ecma.com/myecma/login](http://ecma.com/myecma/login) and request a password reset to the email you believe is associated with your membership (please include the band name). Your prior membership number is not required. From there you can retrieve/reset your password, then visit [ecma.com](http://ecma.com) and click LOGIN in the top right hand corner. When logged in, click 'My Membership' on the left panel, and follow the prompts to renewing your membership and process payment via PayPal.

To create a new membership, simply click JOIN US on [ecma.com/membership](http://ecma.com/membership), and follow the forms to creating a profile and processing payment via PayPal. Our online system is secure and safe to use, and is the fastest, most effective method of creating a new membership. If you have any questions during the process of renewing or creating a new membership, please contact [membership@ecma.com](mailto:membership@ecma.com).

**Your prior membership number is not required.**

## SUBMISSIONS

**CHANGE:** Submissions are **\$25** each for ECMA members and **\$40** each for non-ECMA members payable through PayPal officially closing at 11:59pm AST on October 1, 2014. **All ECMA members in good standing will be offered one free submission for either a showcase or an award.**

## SHOWCASING STAGES

**CHANGE – ROOTS ROOM:** Please note that the Roots Room submission has now been moved to the genre-specific stages Showcase Submission. The Showcase Submission option allows an artist to submit to showcase on any of the genre-specific stages. On the application form, there will be a drop down where the artists must indicate their genre of music. All genres of music are encouraged to submit to this Showcase Submission.

**CHANGE:** Changes have been made to the showcasing criteria. Please read through the showcase description before submitting to have a clear idea of what criteria will be used to judge the submission. Complete category descriptions are located on pages 7-11.

**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 2015 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.

## MUSIC AWARDS

There are 30 music awards in total for 2015. From these 30 music awards, 14 categories will be open to member vote, 14 categories will be fully juried and two (2) will be open to public vote. The table below outlines the structure:

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

**CHANGE:** There have been changes made to many 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 15-17.

**NOTE:** The minimum requirement for each category will remain at four (4) submissions. It is ECMA's intent to present five (5) nominations in each category. In the event of a tie, the top ranking submissions will go back to jury to select the five (5) nominees.

**Please Note:** 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.

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

**NEW:** This year, we are introducing a brand-new **Video of the Year** Industry Award category. This award will be presented to both the video's director and the artist and will be a fully juried award category. You can find a complete award description as well as eligibility criteria on page 21. We will continue to also present the Fan's Choice Video of the Year, which is open to public vote.

**CHANGE:** Changes have been made to many Industry Award eligibility criteria. Please review criteria before submitting. Complete category descriptions are located on pages 19-21.

**NOTE:** There will be no submission fee for the Industry Awards this year; 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 ECMW 2015 in St. John's, NL.

All showcase applications are submitted online via Marcato.

All Atlantic Canadian artists are eligible to submit for a performance on an ECMW 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, 2013 to October 1, 2014). If a group, at least 50% of the members must be Atlantic Canadian.

**All submission requirements must be met.**

**Please note: incomplete or late applications will not be accepted.**

## SHOWCASE FEES

Performers on ECMW 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 ECMW 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. Where possible, representation on the juries will include each of the five regions and/or members of provincial Music Industry Associations and, when feasible, one juror from outside the Atlantic region.

## 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 ECMW showcase performances will be awarded to artists/groups that did not showcase at the previous year's event and will be awarded to 2015 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.

## 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 ECMW. 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.

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

**DEADLINE: ALL SHOWCASE SUBMISSIONS MUST BE RECEIVED BY WEDNESDAY, OCTOBER 1, 2014 AT 11:59PM AST.**

Submissions are \$25 each for ECMA members and \$40 each for non-ECMA members, payable through PayPal, officially closing at 11:59pm AST on October 1, 2014.

# 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). 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

To submit for the Genre-Based Showcases, artists/groups must submit through Marcato and meet the ECMA Export Ready Artists/Groups criteria including:

1. Have / are developing a Marketing and Business Plan;
2. Have had one (1) recording released within the past two (2) years (physical and / or digital release);
3. 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.);

4. Have a strong professional history with a commitment to touring regionally, nationally and / or internationally; and,
5. 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/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 when feasible, an international or national industry representative in collaboration with ECMA.

**Each juror will be asked to rank selections from first to tenth place, with first place being the best, based on the following:**

### Artistic Merit / Presentation: 30 %

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: 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: 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?

## BREAKOUT STAGE FOR EMERGING AND DEVELOPING ARTISTS / GROUPS

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

The mentors selected will be experienced industry professionals (managers, artists, buyers, promoters).



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 okay), 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

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.

## 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 SOCAN, 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 when feasible, an international or national industry representative in collaboration with ECMA.

Each juror will be asked to rank selections from first to tenth place, with first place being the best, based on the following:

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

### Artistic Merit/Presentation: 30 %

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: 20 %

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?

### 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?



## 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 artist(s)/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 / or are developing a Marketing and Business Plan;
2. Have had one (1) recording released within the past two (2) years (physical and or digital release);
3. 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.);
4. Have a strong professional history with a commitment to touring regionally, nationally and/or internationally; and,
5. 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. The jury for this showcase is made up of representatives from each of the five (5) regions, and when feasible, an international or national industry representative in collaboration with ECMA.

Each juror will be asked to rank selections from first to tenth place, with first place being the best, 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 ECMW. 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.

## SOCAN SONGWRITERS' CIRCLE FOR EXPORTING ARTISTS / GROUPS

The **SOCAN Songwriters' Circle** is a showcase for Atlantic Canadian songwriters and has grown to be one of the most popular events held during ECMW. 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 SOCAN Songwriters' Circle are chosen based on their ability to entertain and enlighten audiences through their experience and success in songwriting. All applicants for the SOCAN Songwriters' Circle must be registered with SOCAN, 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 SOCAN Songwriters' Circle artists/groups must be a SOCAN member, 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 SOCAN Songwriters' Circle at ECMW 2014 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 when feasible, an international or national industry representative in collaboration with ECMA. SOCAN chooses who will host the circle.

**Each juror will be asked to rank selections from first to tenth place, with first place being the best, based on the following:**

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

#### **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 %**

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: 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?

## CANADIAN MUSIC. EAST COAST STYLE. 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.

The jury for these showcases are made up of representatives from the Atlantic Canadian Music Industry Associations (MIAs), as well as international and national industry representatives in collaboration with ECMA.

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 ECMW 2015 Export Buyer's Program.

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.).

**Artists who have showcased on the Export Buyers Showcase in 2014 are not eligible to submit to this stage for 2015.**

## **TWO FOR THE SHOW: LIVE PERFORMANCE PITCH SESSIONS**

Set in an acoustic and intimate setting, these unique live performance pitch sessions are designed for export ready artists to showcase their music to a captive audience of industry buyers. Each artist receives nine (9) minutes to present themselves verbally and musically.

Two for the Show performers will be selected from the submissions for the Canadian Music. East Coast Style. Export Buyers Showcase. The jury for this showcase is made up of representatives from Atlantic Canadian Music Industry Associations, and an international and national industry representative in collaboration with ECMA.





# MUSIC AWARD NOMINATION PROCESS

The following section outlines the 2015 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](mailto:chantal@ecma.com) or (800) 513-4953 ext 226.

The East Coast Music Association (ECMA) may present awards in 46 categories. Winners in as many as 30 music categories are chosen by the combined votes of all eligible members of the ECMA as well as a jury (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 11 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.**

**NEW THIS YEAR:** 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 rank 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?

## **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 (if applicable) – 20%**

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 – 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 – 10%**

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 ranking 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.

- 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).

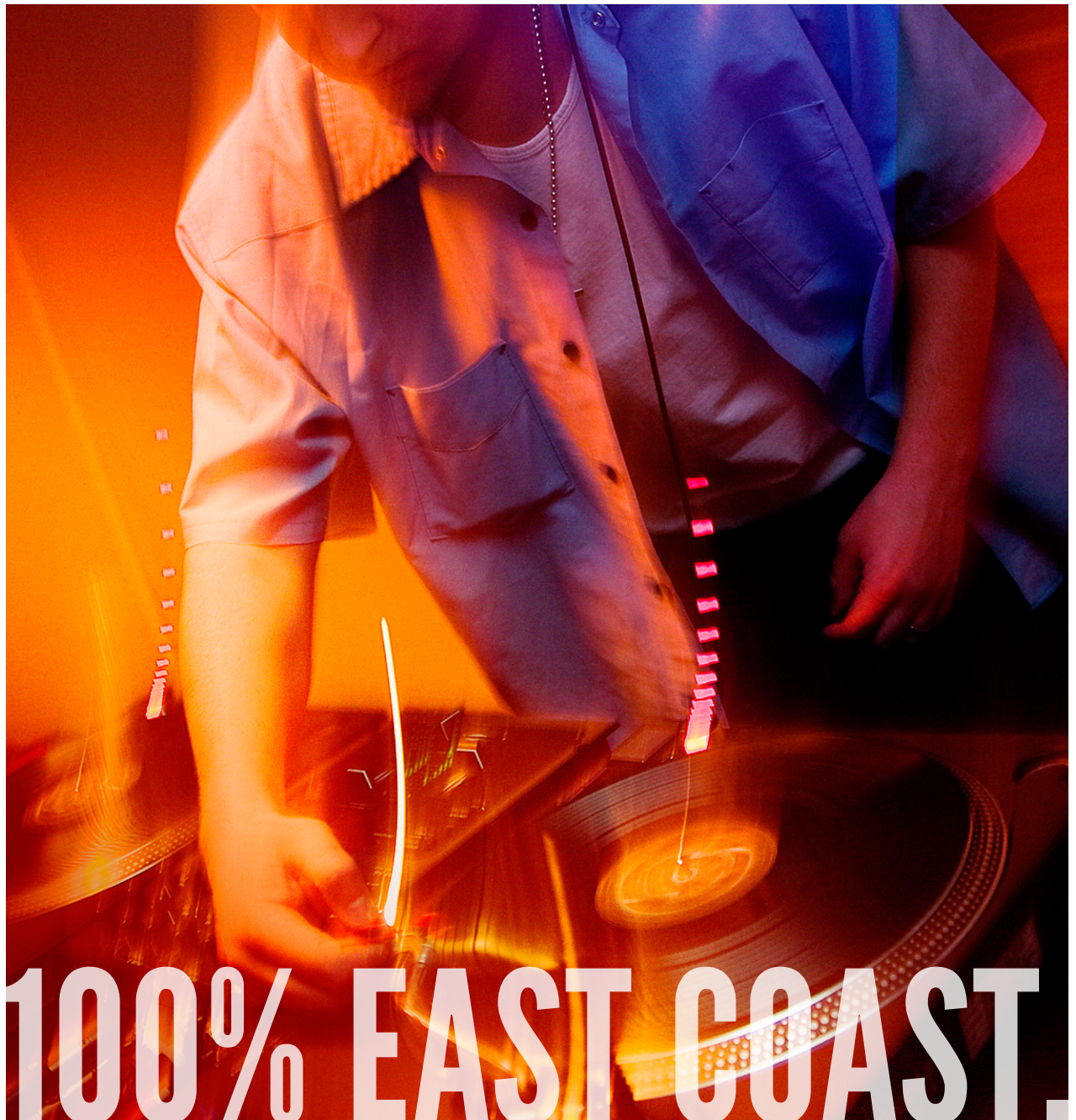
- If a recording falls within the eligibility period for two (2) voting years, it may be submitted both years, but can only receive one (1) genre specific nomination. Furthermore, a recording cannot be nominated twice in the same category.
- Where there are fewer than the minimum required submissions (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.
- 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 (Radio ECMA, Eastlink, archives etc.).

**These CDs must be postmarked by Wednesday, October 1, 2014. 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  
6029 Cunard Street, Suite 5  
Entrance on Clifton Street  
Halifax, NS B3K 1E5**



# MUSIC AWARD NOMINATION ELIGIBILITY

All Atlantic Canadian artists who have released recordings between June 1, 2013 – October 1, 2014 are eligible to submit for the 2015 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, 2013 to October 1, 2014). 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 August 11 - October 1, 2014 on Marcato via [ecma.com](http://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.
- 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 Wednesday, October 1, 2014 at 11:59PM AST.**

Submissions are \$25 each for ECMA members and \$40 each for non-ECMA members, payable through PayPal, officially closing at 11:59pm AST on October 1, 2014.



# MUSIC AWARD CATEGORIES

## FANS' CHOICE CATEGORIES

A single award is presented in each category except where indicated. 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 St. John's, NL on April 12, 2015. 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. Nominees are chosen by panel of jurors and winners are selected by public vote.

### 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, 2013 to October 1, 2014). This is awarded to the artist/group and director. Nominees are chosen by panel of jurors and winners are selected by public vote.

## GENERAL CATEGORIES

A single award is presented in each category, except where indicated. 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 by a vote of the membership of the ECMA as well as select fully juried categories, and will be announced during ECMW in St. John's, NL, from April 8-12, 2015. 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.

### 4) GROUP RECORDING OF THE YEAR

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

### 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.

### 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.

### 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 and not have been released to retail prior to June 1, 2013. 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).

### 8) SONGWRITER OF THE YEAR (FULLY JURIED)

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. 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.

## GENRE SPECIFIC CATEGORIES

These awards recognize the recordings and are awarded to the artist/group. A single award is presented in each category. Artists/groups may submit for one (1) genre specific category. Nominees are chosen by a panel of jurors. Winners are selected by a vote of the membership of the ECMA as well as select fully juried categories, and will be announced during ECMW in St. John's, NL from April 8-12, 2015. 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 (FULLY JURIED)

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.

### 11) CLASSICAL RECORDING OF THE YEAR (FULLY JURIED)

This is awarded to the artist/group and can be instrumental or vocal performance. If a group, at least 50% of the members must fulfill the eligibility criteria.

### 12) COUNTRY RECORDING OF THE YEAR (FULLY JURIED)

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

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, 2013 - October 1, 2014). 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.

### 14) 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.

### 15) GOSPEL RECORDING OF THE YEAR (FULLY JURIED)

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.

### 16) JAZZ RECORDING OF THE YEAR (FULLY JURIED)

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.

### 17) LOUD RECORDING OF THE YEAR (THIS CAN INCLUDE AN EP – THREE (3) TRACKS OR MORE) (FULLY JURIED)

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.

### 18) 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(s) 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.

## **19) ROCK RECORDING OF THE YEAR**

This is awarded to the artist/group. This award recognizes a release by a recording artist(s) 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.

## **20) ROOTS / TRADITIONAL GROUP 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.) This category recognizes a group or duo. At least 50% of the members must fulfill the eligibility criteria.

## **21) ROOTS / TRADITIONAL SOLO 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.) This category recognizes a solo artist.

## **22) TRADITIONAL INSTRUMENTAL RECORDING OF THE YEAR**

At least 75% of the tracks must be without lyrics and may represent all genres and styles of traditional music with traditional musical arrangements. If a group, at least 50% of the members must fulfill the eligibility criteria

## **23) WORLD RECORDING OF THE YEAR (FULLY JURIED)**

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.

## **CROSS OVER CATEGORIES**

These awards recognize the recordings and are awarded to the artist/group. A single award is presented in each category. An artist or group can submit and be eligible for any number of the following categories (if criteria is met; separate fees apply). Winners are selected by a vote of the membership of the ECMA as well as select fully juried categories and will be announced during ECMW in St. John's, NL from April 8-12, 2015. Applications for these awards must be submitted online via Marcato.

## **24) ABORIGINAL RECORDING OF THE YEAR (FULLY JURIED)**

This is awarded to the artist/group. This category recognizes Aboriginal music which encompasses a wide variety of musical genres created by First Nations, Inuit, and Métis.

## **25) AFRICAN-CANADIAN RECORDING OF THE YEAR (FULLY JURIED)**

This is awarded to the artist/group, recognizing any musical genre. If a group, at least 50% of the members must be African-Canadian and fulfill the eligibility criteria.

## **26) CLASSICAL COMPOSITION OF THE YEAR (FULLY JURIED)**

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.

## **27) FRANCOPHONE RECORDING OF THE YEAR (FULLY JURIED)**

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. This award is juried by members of the Francophone music industry and is not open to member voting.

## **28) PRODUCER OF THE YEAR (FULLY JURIED)**

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, 2013 – October 1, 2014). This can be a compilation of more than one project by the given producer. This award is fully juried.

## **29) RAP / HIP-HOP RECORDING OF THE YEAR (THIS CAN INCLUDE AN EP – THREE (3) TRACKS OR LESS) (FULLY JURIED)**

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, 2013 - October 1, 2014). 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.

## **30) 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, 2013 – October 1, 2014). 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 2013-2014 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 Canadians and national jurors with a demonstrated expertise and knowledge of the overall industry and individual categories. The juries forward their top rankings 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 ranking 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. Once the nominees are announced; the same jury will rank the nominees and ECMA will tabulate the results to determine a winner in each category.

- 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), they 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, 2013 to October 1, 2014). Failure to submit the required material will result in an insufficient submission and thus a disqualified submission.
- The nominees in each category are announced in January (subject to change). Winners are selected by a full jury and will be announced during ECMW in St. John's, NL from April 8-12, 2015.

**All award submissions must be received by Wednesday, October 1, 2014 at 11:59PM AST.** The Industry Awards submissions for 2015 are free!



# INDUSTRY AWARD CATEGORIES

## 1) EVENT OF THE YEAR

This award recognizes an event held during the eligibility period (June 1, 2013 – October 1, 2014) (the “Event”) 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, fees paid to performers, cooperation between event planners and artists, and overall public participation. The award goes to the event.

### Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank 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 - 20%
- ii) Description of event including venues used - 15%
- iii) Average fee paid to Atlantic Canadian artists - 20%
- iv) Attendance or impact in the community - 15%
- v) Marketing budget and the percentage of overall budget and partners - 15%
- vi) Sponsorship and/or community partnerships - 15%

## 2) 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, 2013 – October 1, 2014), as well as electronic samples of the individuals work for the eligible period. The award goes to the individual.

### Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank 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%

## 3) 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 individuals accomplishments during the eligibility period (June 1, 2013 – October 1, 2014) 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 & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank selections based on the following information/items that are to be included in the applicant’s submission:

- i) Artists and/or venues or events worked with during the eligibility period - 50%
- ii) Two artists/venues/events references - 50%

## 4) 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, 2013 – October 1, 2014). Contact information for an artist or group must be provided for the jury to contact for further information.

### Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative.

Each juror will be asked to rank 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 - 15%
- ii) Percentage of Atlantic Canadians on the roster - 25%
- iii) Notable achievements of the roster during the eligibility period - 50%
- iv) Industry involvement, volunteer work, community involvement - 10%

## 5) 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, 2013 – October 1, 2014).

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, 2013 – October 1, 2014). 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, 2013 – October 1, 2014). 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 & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank 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%

## 6) 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 individuals accomplishments/contributions during the eligibility period (June 1, 2013 – October 1, 2014).

## Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank 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 - 10%

## 7) MUSIC MERCHANT OF THE YEAR

In an effort to ensure the potential impact of this award, we have combined a number of disciplines in the areas of essential commercial support to the music industry to compete for this annual award. This award will recognize 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.

## Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank selections based on the following information/items that are to be included in the applicant's submission:

For independent company submissions must include a description outlining the applicant's accomplishments and contributions during the eligibility period (June 1, 2013 – October 1, 2014) and must provide contact information for two artists or groups for the jury to contact for further information.

For record company/distributor or independent label submissions require a description outlining the applicant's accomplishments during the eligibility period (June 1, 2013 – October 1, 2014) 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, 2013 – October 1, 2014).

- 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 period - 30%
- iii) Notable achievements during the eligibility period - 20%
- iv) Other awards or accolades of the individual and/or company - 10%

## 8) 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.

### Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank selections based on the following information/items that are to be included in the applicant's submission:

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, 2013 – October 1, 2014) along with a list of artist/groups worked with during the eligibility period.

- 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 and artistic creativity - 40%
- iii) Notable achievements during the eligibility period - 10%
- iv) Other awards or accolades of the individual - 10%

## 9) STUDIO OF THE YEAR

Studios submitting for this category must be located in Atlantic Canada and offer sound recording services. Submissions must include a description outlining the applicant's accomplishments during the eligibility period (June 1, 2013 – October 1, 2014). Contact information for two artists/groups or venues must be provided for the jury to contact for further information.

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 a bio and a listing of the applicant's accomplishments during the eligibility period (June 1, 2013 – October 1, 2014).

- 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 in technicians and equipment - 40%
- iii) Notable achievements during the eligibility period - 10%
- iv) Other awards or accolades of the individual - 10%

## 10) 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, fees paid and conditions for the artist.

Submissions must include a bio and a list of artists/groups featured during the eligibility period (June 1, 2013 – October 1, 2014). The award goes to the venue.

- i) List of Atlantic Canadian artists presented compared to the proportion of overall artists - 30%
- ii) Average net fees earned by Atlantic Canadian artists at the venue - 20%
- 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) - 20%
- 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%

## 11 ) VIDEO OF THE YEAR \*NEW CATEGORY\*

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 an electronic sample of the video as well as links to the video online. This is a fully juried award. The award goes to the director of the video and artist.

### Jury Criteria & Submission Criteria

The jury for this award is made up of industry representatives from each of the five (5) regions, and when appropriate and feasible, an international or national industry representative. Each juror will be asked to rank 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%

# 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 the host province, which for 2015 is Newfoundland and Labrador.

### 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 2015 Stompin' Tom Award. Please email [ecma@ecma.com](mailto:ecma@ecma.com) to request an application form. Submissions for the Stompin' Tom Award will be accepted August 11 – October 1, 2014.

### 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 (copies not originals as they will not be returned).

A committee of the ECMA Board of Directors with consultation from Atlantic Canadian folklorists will determine the recipients. The honoree of the Stompin' Tom Award is recognized during ECMW in St. John's, NL April 8-12, 2015.