



# **ECMA Week 2011 | Charlottetown**

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## **AWARDS & STAGES MANUAL**

**A Reference Guide to the Submission Process**

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## **PREFACE**

The East Coast Music Association (ECMA) is proud to present the 2011 edition of the **Awards & Stages Manual**. It is to be used as a reference guide for awards (including industry and honorary awards) and all juried and programmed stages.

### **DEADLINES**

The submission process for awards and stages for ECMA 2011 will open on **August 23**. The deadline to submit will be at **11:59pm AST on OCTOBER 1, 2010**. There will be **no deadline extensions**. There is an **early bird deadline of September 9, 2010**. All entries received by 11:59PM AST will be entered into a random draw for an early bird prize (more details on page 4). Please make note of all the information contained in this document carefully to ensure that submissions fulfill the criteria for the award category and/or stages application.

### **SUBMISSION PROCESS**

ECMA is excited about our continued partnership with Sonicbids, and again this year all submissions (excluding honorary awards) will be accepted via the online process at [www.sonicbids.com](http://www.sonicbids.com). ECMA has chosen this industry leading technology to reduce costs to our members and to make the submission and jury processes more efficient and economical. As a member of Sonicbids, you will also have the opportunity to submit for many other events and conferences across North America. Sonicbids is an ECMA Member Partner offering ECMA Members an annual Supersonic membership at a 50% discount (\$50 USD instead of \$100 USD). Sonicbids will provide promo codes to ECMA members. To receive this code, please contact [membership@ecma.com](mailto:membership@ecma.com) or (902) 892-9040 ext 2.

**NOTE:** You are under no obligation to maintain a paid membership with Sonicbids to make your ECMA submissions. If you are not a current member of Sonicbids, your ECMA submission will come with a trial Sonicbids membership. In addition, if your Sonicbids membership is not active (trial elapses), your existing submissions for ECMA will remain active.

**\*NEW FOR 2011\*** Sonicbids is able to accept full album downloads thus eliminating the need to send physical product for jurors.

### **ELIGIBILITY PERIOD REMINDER**

An important reminder that the eligibility period for ECMA 2011 awards is from **June 1, 2009 to October 1, 2010**. Recordings must be released by October 1, 2010.

### **DECLARING REGION OF DESIGNATION**

ECMA encourages you to consider carefully your region of designation (NB, NL, NS or PE) and choose accordingly. 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 we are curious for any feedback or queries in your approach to this declaration.

### **COMMON REASONS FOR DISQUALIFICATION**

- The same recording was entered in a previous year and nominated.
- 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/upload album/tracks to Sonicbids.
- Incomplete submission including insufficient payment and incomplete package received (archival and promotional CDs).

### **TABULATION FIRM**

Lyle Tilley Davidson remains ECMA's Official Ballot Accountants for ECMA 2011.

## **PROCESS FOR AWARDS & STAGES CHANGES**

Please note that any changes to the 2011 awards and stages process have been approved and accepted by the ECMA Awards & Stages Committee, as well as the Board of Directors of the ECMA. This detailed process takes into account analysis of past year's histories and industry feedback. These committees are comprised of representatives from all four Atlantic provinces with occupations in various business sectors.

If you have any questions or need clarification on any of the details noted in this document, please do not hesitate to contact us at (902) 892-9040 ext 1 or [kate@ecma.com](mailto:kate@ecma.com).

***This information is updated annually and is valid only for the ECMA 2011 event in Charlottetown, PE: April 14-17, 2011.***

## NOTABLE CHANGES FOR 2011

*In order to facilitate the use of this information, ECMA has outlined all the changes to the awards and stages submission process for 2011 on this page for your convenience:*

### EARLY BIRD DRAW

**NEW** – Any artist/group who submits for an award or stage by **Friday, September 9, 2010** will be entered into a draw to win a grand prize (details to come). Your name will be entered for each award and/or stage submission. Winner will be chosen randomly and will be contacted by ECMA representative by Friday, September 16, 2010.

### SONICBIDS PROVIDE CASH GRANTS

**NEW** – We are excited to be partnering with Sonicbids this year to provide cash grants to help export-ready ECMA members access performances opportunities at home and abroad. Any export-ready artist who submits for ECMA 2011 may have an opportunity to be chosen for one of these grants. Winners will be chosen at the discretion of ECMA Staff and Board of Directors. Winners must have been selected to perform at an official Sonicbids member showcase such as Folk Alliance International, NXNE, SXSW, etc. Visit the Sonicbids website ([www.sonicbids.com](http://www.sonicbids.com)) and search under gigs for festival and events that might be of interest to you.

### SHOWCASING STAGES

#### **CHANGE** – Concert Series

As per a decision made by the ECMA Board of Directors based on recommendations from past ECMA events, the Concert Series, which has previously been open to accept submissions from ECMA members, will not be a showcasing submission for ECMA 2011. The Concert Series will be programmed under the moniker- Legends of the East Coast (TBC). Over the course of one evening, in front of a combined audience of ECMA conference delegates and ticket buyers, tribute will be made to celebrate one or more of the heroes of east coast music. The format for this program is at the discretion of ECMA, and the musicians playing will be selected from East Coast Music Association members only.

#### **CHANGE** – Roots Room, Rock Stage & Rising Star

The Roots Room, Rock Stage and Rising Star showcase stages will see a format change for 2011 which will include the move from two (2) evenings of five (5) showcasing spots to one (1) evening of 8-10 spots. ECMA has altered the ECMA week schedule specifically in response to feedback from our members, audience and delegates. With one night dedicated to each genre, in a larger venue, and with numerous acts, we anticipate that the impact both for our musicians and our buyers will be far greater than spread over two evenings. The submission process from previous years had not changed.

### MUSIC AWARDS

#### **CHANGE** - African Canadian Recording of the Year

Based on past years' analysis and serious review of the category by the Awards & Stages Committee and ECMA Board of Directors, this category will not be an active category for ECMA 2011. Should interest and submissions increase in future years, this category may be reinstated.

#### **CHANGE** – DVD of the Year

DVD of the Year category has been reinstated for 2011. This category was inactive for ECMA 2010 and therefore, ECMA welcomes submissions for the eligibility period of **June 1, 2008 to October 1, 2010** which includes the prior year's eligibility as well as 2011.

#### **CHANGE** - Fan's Choice Entertainer of the Year

The Entertainer of the Year award and Fan's Choice Artist/Group of the Year award have been COMBINED to make one new category "**Fan's Choice Entertainer of the Year**". Criteria will remain the same as the previous Entertainer of the Year award (see page 15 for description). All submissions will be sent to a music industry/peer

jury where the top ten (10) will be chosen and put forward as nominees. The nominees will be posted on [www.bellaliant.net/ecma](http://www.bellaliant.net/ecma) and fans will vote for the winner which will be announced during ECMA Week 2011.

#### **CHANGE – Fan’s Choice Video of the Year**

There will be one “Video of the Year” award for 2011 which will be a fan’s choice award. All submissions will be sent to a music industry/peer jury where the top six (6) will be chosen and put forward as nominees. The nominees will be posted on [www.bellaliant.net/ecma](http://www.bellaliant.net/ecma) and fans will vote for the winner which will be announced during ECMA Week 2011.

#### **CHANGE – Instrumental Recording of the Year**

The Instrumental Recording of the Year award has been moved from the “Genre Category” to the newly named “Cross Over Category” (formerly Cultural Award Category). Thereby, if you fit the criteria, you can submit to one award in the “Genre Category” as well as one award in the “Cross Over Category”. The Cross Over category includes Instrumental Recording of the Year award, Francophone Recording of the Year and Aboriginal Recording of the Year.

#### **CHANGE – Inactive Categories**

Where there are fewer than the minimum required submissions, that category will be deemed and announced inactive for that year. Refunds will not be given but your submission will be eligible in the same category for the following year.

### **INDUSTRY AWARDS**

#### **NEW – Submission Process**

ECMA is thrilled to announce that submissions for the 2011 Industry Awards will be accepted online via Sonicbids.

#### **NEW – Radio Station of the Year – Small Market & Radio Station of the Year – Major Market**

If these categories do not fulfill submission requirements (three or more submissions) they will be combined to create a “Radio Station of the Year” category.

### **HONORARY AWARDS**

***Reminder of Format Change*** - As a reminder, in 2010 the change was made for ECMA to award **one (1)** Stompin’ Tom Award which is awarded from the host province. Honoring one recipient is what Stompin’ Tom had originally hoped for the award and ECMA is pleased to continue with this change that will recognize a deserving member of the host community; which is Prince Edward Island for ECMA 2011.

### **JURY RANKING SYSTEM**

***NEW*** - ECMA is pleased to implement a new jury ranking system for all juried showcase stages and awards. Each juror will be asked to rank selections based on ***Artistic Merit, Music & Lyrics, Originality, Accomplishments & Acknowledgements/Marketing & Promotion (touring, awards, EPK, website, publicity), Touring & Performance Ability (showcases), Production & Engineering (music awards) and Gut Feeling***. ECMA strongly encourages each artist/group who is submitting to ensure your application is complete to include all pertinent information.

## SHOWCASE SUBMISSION PROCESS

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

The following section outlines the showcase submission and selection processes for ECMA 2011 in Charlottetown, PE. **All showcase applications are submitted online via Sonicbids.**

All Atlantic Canadian artists who are members in good standing of the East Coast Music Association are eligible to submit for a performance on an ECMA stage. An Atlantic Canadian is defined as:

- a) **A person who was either born in Atlantic Canada; or**
- b) **A person who has lived in Atlantic Canada for the full eligibility period (June 1, 2009 to October 1, 2010). 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 ECMA Showcasing Stages (excluding Discovery Stage) will be paid according to the ECMA / AF of M (American Federation of Musicians) agreement. Performers (including Discovery Stage) 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 Associations for assistance in identifying sources of funding.

### **Showcase Selections**

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

**\*NEW FOR 2011\*** ECMA is pleased to implement a new jury ranking system for all juried showcase stages. Each juror will be asked to rank selections based on **Artistic Merit, Music & Lyrics, Originality, Accomplishments & Acknowledgments/Marketing & Promotion (touring, awards, EPK, website, publicity), Touring & Performance Ability and Gut Feeling**. 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 stage 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 who did not showcase at the previous year's event. 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 Sonicbids where you will be asked to answer a series of questions as well as upload three (3) tracks. Where applicable, successful showcase applicants may be required to send copies of recordings to the ECMA office for communications and archiving purposes after the jury process is complete. You will be contacted by an ECMA representative if this is required.

### **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. 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.

The selections for each stage are announced in December (subject to change) after juror selection results are tabulated.

## SHOWCASE OPPORTUNITIES & ELIGIBILITY

ECMA is pleased to offer showcasing opportunities on eight (8) different stages. Below you will find a description of each stage and a list of criteria.

### DISCOVERY STAGE

*for Emerging and Developing Artists/Groups*

The **Discovery Stage** presents artists/groups from all genres and regions back-to-back over four days from 10 am to 6 pm. Preference is given to acts that are actively performing with intent of advancing in the industry. This stage has always been the ECMA 'on-ramp' for new artists and members.

To submit for the Discovery Stage, artists/groups must be an ECMA member in good standing, submit through Sonicbids, and meet the **ECMA Emerging and Developing Artists/Groups** criteria including:

1. Have not yet achieved provincial, national or international sales or exposure.
2. Have not yet secured a manager, publicist, and/or record label deal.
3. Have not had significant exposure outside of Atlantic Canada.
4. Do not meet the criteria for Export Ready Artists or Exporting Artists as defined by ECMA.

**DEADLINE: All Discovery Stage submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

### BLUEBIRD NORTH SHOWCASE

*for Export Ready Artists/Groups*

Developed in 2009 with the Songwriter's Circle format in mind, the **Bluebird North Showcase** gives Export Ready songwriters an opportunity to showcase their material.

Performers for the Bluebird North 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. This showcase is an excellent opportunity to get up close and personal with the writers and their songs. Songwriters will not only share their music, but the stories behind their songs and their approach to creating them. 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 be an ECMA member in good standing, submit through Sonicbids 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
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
5. Have an independent or established team/infrastructure

**DEADLINE: All Bluebird North Showcase submissions must be rec'd by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **RISING STAR SHOWCASE**

*for Export Ready Artists/Groups*

**The Rising Star Showcase** highlights the talent of the 'rising stars' of Atlantic Canada. This showcase grants acts the opportunity to perform for a target audience of influential industry members including record label representatives, talent buyers, managers, media and the general public.

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.

To submit for the Rising Star Showcase artists/groups must be an ECMA member in good standing, submit through Sonicbids 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
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
5. Have an independent or established team/infrastructure

*Note: Artists/groups who have previously performed on the Sneak Peek, Main Stage or Rising Star Showcase between 2003 - 2010 are not eligible to submit for this stage.*

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **ROCK STAGE**

*for Export Ready Artists/Groups*

**The Rock Stage** highlights the talents of indie artists whose music fits under the rock and "alternative" genres. Performers are selected for the Rock Showcase based on their industry readiness and audience appeal.

To submit for the Rock Stage artists/groups must be an ECMA member in good standing, submit through Sonicbids 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
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
5. Have an independent or established team/infrastructure

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **ROOTS ROOM**

*for Export Ready Artists/Groups*

**The Roots Room** remains one of the most popular stages in the ECMA programming each year. The Roots Room features roots music in all its variations (Folk, Traditional, Celtic, Blues, World, etc), both vocal and instrumental.

To submit for the Roots Room artists/groups must be an ECMA member in good standing, submit through Sonicbids 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
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
5. Have an independent or established team/infrastructure

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **SOUNDWAVES PROGRAM**

*for Export Ready Artists/Groups*

**Soundwaves** is a program that allows artists to connect with the host province through performances in schools and other community venues during the month before the ECMA event. It increases the visibility of ECMA artists and most importantly, grows the market for East Coast music.

Artists are given the chance to teach through their own experiences and this educational aspect is invaluable to the students and school-based bands 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. AF of M membership may be required to participate in certain Soundwaves shows.

To submit for the Soundwaves Program artists/groups must be an ECMA member in good standing, submit through Sonicbids, **be available the week prior to the event** 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
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
5. Have an independent or established team/infrastructure

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **SONGWRITER'S CIRCLE**

*for Exporting Artists/Groups*

**The Songwriter's Circle** is a showcase for Atlantic Canadian songwriters and has grown to be one of the most popular events held during ECMA weekend. Hosted by a mix of well-known East Coast artists along with new talent and international "heavyweights", these songwriters perform their songs and share stories about their inspirations and successes.

Performers for the Songwriter's Circle are chosen based on their ability to entertain and enlighten audiences through their experience and success in songwriting. All applicants for the Songwriter's 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 Songwriter's Circle artists/groups must be an ECMA member in good standing, submit through Sonicbids and meet **4 of the 6 criteria** listed below for an **Exporting Artist/Group including**:

1. Minimum of two (2) nationally distributed releases. One of these recordings must have been released within the last 24 months.
2. Minimum of one (1) internationally distributed release.
3. Airplay, national charting on published charts, video play.
4. Management/self-management team with proven history.
5. History of commitment to touring nationally and/or internationally.
6. Industry recognitions (reviews, nominations, awards, etc.).

*Note: Artists/groups that performed in the Songwriter's Circle at ECMA 2010 are not eligible to submit for this stage.*

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## **INTERNATIONAL EXPORT BUYERS SHOWCASE**

*for Exporting Artists/Groups*

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

ECMA reserves the right to make final selection of artists to reflect the International Program buyers in attendance. This showcase is a mandatory 'must attend' component of the ECMA 2011 International Program.

To submit for the International Export Buyers Showcase artists/groups must be an ECMA member in good standing, submit through Sonicbids, and meet **4 of the 6 criteria** listed below for an **Exporting Artist/Group including**.

1. Minimum of two (2) nationally distributed releases. One of these recordings must have been released within the last 24 months.
2. Minimum of one (1) internationally distributed release.
3. Airplay, national charting on published charts, video play.
4. Management/self-management team with proven history.
5. History of commitment to touring nationally and/or internationally.
6. Industry recognitions (reviews, nominations, awards, etc.).

**PLEASE NOTE – artists submitting for the International Export Buyers Showcase must be available to be in Charlottetown on Wednesday April 13, 2011 by 9 am.**

**DEADLINE: All showcase submissions must be received by FRIDAY, OCT. 1, 2010 at 11:59PM AST.**

**EARLY BIRD DEADLINE: Friday, Sept. 9, 2010 at 11:59PM AST (for chance to win prize pack - details on page 5)**

## MUSIC AWARD NOMINATION PROCESS

The following section outlines the award categories for ECMA 2011 and the nomination process for each. **Please review this section and the respective forms and web links found at [www.ecma.com](http://www.ecma.com) for each award.** For any questions or concerns, please contact [kate@ecma.com](mailto:kate@ecma.com) / (902) 892-9040 ext 1.

The East Coast Music Association (ECMA) may present awards in fifty-two (52) categories. Winners in as many as thirty (30) music categories are chosen by the combined votes of all eligible members of the ECMA. Voting for the Fan's Choice Awards (Entertainer of the Year and Video of the Year) are open to a public vote. Winners in as many as seventeen (17) 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 three (3) eligible submissions have been received by the ECMA.**

All submissions must be by members in good standing of the ECMA.

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

**\*NEW FOR 2011\*** ECMA is pleased to implement a new jury ranking system for all music and industry award categories. Each juror will be asked to rank selections based on **Artistic Merit, Production & Engineering, Music & Lyrics, Originality, Accomplishments & Acknowledgements/Marketing & Promotion (touring, awards, EPK, website, publicity), and Gut Feeling.** ECMA strongly encourage each artist/group who is submitting to ensure your application is complete to include all pertinent information.

The top eight (8) suggestions in each category are sent to the accounting firm of Lyle Tilley Davidson and the top three (3) to six (6) selections in each category become the nominees. While the minimum requirement for each category remains at three (3), the ECMA's intent is to present six (6) nominations in each category.

- ♪ 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 one (1) cross over category (if criteria is met; separate fees apply).
- ♪ If a recording falls within the eligibility period for two voting years, it may be submitted both years, but can only receive one genre specific nomination. Furthermore, a recording cannot be nominated twice in the same category.
- ♪ Where there are fewer than the minimum required submissions, that category will not be active for that year. No refund will be given but the submission will be carried over for the following year.
- ♪ **\*NEW FOR 2011\*** – Sonicbids is able to accept full album downloads thus eliminating the need to send physical product for jurors. ECMA does require five (5) CD's to be shipped to the ECMA office for archival and promotional purposes (Radio ECMA, Bell Aliant etc.). **These CD's must be received by Friday, October 1, 2010. Failure to send these CD's will result in an incomplete submission and thus be disqualified.** Artist/Group only needs to submit five CD's in total regardless of the number of submissions.

The nominees in each category are announced in December (subject to change) prior to the distribution of the voting ballots to all ECMA members. Winners are selected by a vote of the membership of the ECMA and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

## MUSIC AWARD NOMINATION ELIGIBILITY

All Atlantic Canadian artists who are members in good standing of the ECMA, and have released recordings between **JUNE 1, 2009 – OCTOBER 1, 2010** are eligible to submit for the 2011 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 thirty (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, 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 must provide proof of the date of public release. This can be done through submitting 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 must 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:

1. **A person who was either born in Atlantic Canada; or**
2. **A person who has lived in Atlantic Canada for the full eligibility period (June 1, 2009 to October 1, 2010). 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 in order to be eligible.**

All submissions will be accepted (opening on Aug 23) on Sonicbids via [www.ecma.com](http://www.ecma.com). You are under no obligation to maintain a paid membership with Sonicbids to make your ECMA submissions. If you're not a member of Sonicbids yet, your ECMA submission will come with a trial Sonicbids membership. In addition, even if your Sonicbids membership is not active (trial elapses), your existing submissions for ECMA will remain active. Sonicbids is an ECMA Member Partner offering ECMA Members an annual Supersonic membership at a 50% discount (\$50 USD instead of \$100 USD). Sonicbids will provide promo codes to ECMA members. To receive this code, please contact [membership@ecma.com](mailto:membership@ecma.com) or (902) 892-9040 ext 2.

- ♪ All submission requirements must be met. **INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.**
- ♪ The 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, that category will not be active for that year. No refund will be given but submission will be carried over to 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.

# MUSIC AWARD CATEGORIES

## FAN'S CHOICE CATEGORIES

A single award is presented in each category except where indicated. Artists/groups may submit for one or both of the Fan's Choice Categories (if criteria is met; separate fees apply). Nominees are chosen by panel of jurors and winners are selected by public vote. Winner is announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

### **1) Fan's Choice Entertainer of the Year**

This award is open to all Atlantic Canadian artists regardless of eligible release. Applicants must submit an electronic press kit via Sonicbids including a bio and an outline of their achievements and live performance dates over the eligibility period. Applicants should outline achievements with regional, national, and international touring. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **2) Fan's Choice Video of the Year**

This award recognizes a music video such as an individual track or song that was released to television or other broadcasters, or officially launched during the eligibility period (June 1, 2009 - October 1, 2010). This is awarded to the artist/group and director. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

## 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 and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

### **3) DVD of the Year**

This award recognizes a long form music video such as a tribute, live performance or predominantly musical documentary that was released during the eligibility period and is available for retail sale to the public. This is awarded to the artist/group and the director. Submissions must be in DVD format. At least 50% of the entire DVD must contain musical performances. Applications for this award are via Sonicbids however, DVDs must be mailed to the ECMA office in Charlottetown, PEI. Visit [www.ecma.com](http://www.ecma.com) to apply. Note: Broadcasted documentaries that are not available for retail sale are redirected to the Broadcast of the Year category.

### **4) Female Solo Recording of the Year**

Only solo artists qualify for this award. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **5) Group Recording of the Year**

At least 50% of the members of the group must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **6) Male Solo Recording of the Year**

Only solo artists qualify for this award. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **7) FACTOR Recording of the Year**

This is awarded to the artist/group and the producer. The artist/group must be Atlantic Canadian (not necessarily the producer). Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **8) Rising Star Recording of the Year**

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. If a group, at least 50% must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **9) Single of the Year**

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, 2009. 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 must be submitted online via Sonicbids, and should include any relevant tracking reports and radio airplay information pertaining to the single submitted. The award goes to the artist/group and the producer. The artist/group must be Atlantic Canadian (not necessarily the producer). Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **10) SOCAN Songwriter of the Year**

This award recognizes excellence in the lyrics and melody of an originally composed song. The song submitted must be recorded on an album released within the eligibility period but not necessarily recorded by an East Coast artist or group. On collaborations, at least one of the songwriters must be from Atlantic Canada. Applications for this award must be submitted online via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **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 panel of jurors. Winners are selected by a vote of the membership of the ECMA and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

#### **11) Alternative Recording of the Year**

This award 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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **12) Bluegrass Recording of the Year**

If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are submitted via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **13) Blues Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **14) Children's Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **15) Classical Recording of the Year**

If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **16) Country Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **17) Gospel Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **18) Folk Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **19) Jazz Recording of the Year**

If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **20) Loud Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **21) Pop Recording of the Year**

All styles of Pop music (including Mainstream Pop, Adult Contemporary, Middle-of-the-Road, Top 40 and Dance) qualify for this award. If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **22) Rock Recording of the Year**

If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **23) Roots / Traditional Group Recording of the Year**

All vocal or instrumental 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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **24) Roots / Traditional Solo Recording of the Year**

All vocal or instrumental, and ethnically specific traditional music is eligible (i.e. Cajun, Celtic, Irish, Scottish, etc.) This category recognizes a solo artist. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **25) World Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **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). Nominees are chosen by panel of jurors. Winners are selected by a vote of the

membership of the ECMA and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

**26) Aboriginal Recording of the Year**

If a group, at least 50% of the members must be Aboriginal and fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

**27) Francophone Recording of the Year**

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. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

**28) Instrumental Recording of the Year**

At least 75% of the tracks must be without lyrics and may represent all genres and styles of music (i.e. jazz, gospel, roots/traditional etc.). If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award are via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

**SINGLE TRACK RECORDINGS**

These awards recognize a single track or song 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). Nominees are chosen by panel of jurors. Winners are selected by a vote of the membership of the ECMA and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

**29) Rap / Hip-Hop Single Track Recording of the Year**

This award recognizes a single track or song 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, 2009 - October 1, 2010). 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. Applications for this award must be submitted online via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

**30) R&B / Soul Single Track Recording of the Year**

This award recognizes a single track or song that embraces 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, 2009 – October 1, 2010). If a group, at least 50% of the members must fulfill the eligibility criteria. Applications for this award must be submitted online via Sonicbids. Visit [www.ecma.com](http://www.ecma.com) to apply.

## 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 2009-2010 year.

These awards recognize and celebrate the people and companies who are working to build a strong and vibrant East Coast Music industry. As a member in good standing, you are eligible to submit for and vote on the recipients of these awards.

**Each category is included in the current year's voting process once a minimum of three (3) submissions have been received by the ECMA.**

All submissions must be by members in good standing of the ECMA. 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 eight (8) rankings in each category to the accounting firm of Lyle Tilley Davidson and the top three (3) to six (6) selections in each category become the nominees. While the minimum requirement for each category remains at three (3), the ECMA's intent is to present six (6) nominations 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 three (3), 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, 2009 to October 1, 2010). Failure to submit the required material will result in an insufficient submission and thus a disqualified submission.

**\*NEW FOR 2011\*** - ECMA is thrilled to announce that submissions for the 2011 Industry Awards will be accepted online via Sonicbids.

You are under no obligation to maintain a paid membership with Sonicbids to make your ECMA submissions. If you're not a member of Sonicbids yet, your ECMA submission will come with a trial Sonicbids membership. In addition, even if your Sonicbids membership is not active (trial elapses), your existing submissions for ECMA will remain active. Sonicbids is an ECMA Member Partner offering ECMA Members an annual Supersonic membership at a 50% discount (\$50 USD instead of \$100 USD). Sonicbids will provide promo codes to ECMA members. To receive this code, please contact [membership@ecma.com](mailto:membership@ecma.com) or (902) 892-9040 ext 2.

The nominees in each category are announced in December (subject to change) prior to the distribution of the voting ballots to all ECMA members. Winners are selected by a vote of the membership of the ECMA and will be announced at the East Coast Music Awards in Charlottetown, PE from April 14-17.

## **INDUSTRY AWARDS CATEGORIES**

### **1) Broadcast of the Year**

This award recognizes 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 broadcast's mandate and how its programming promoted and/or developed East Coast music during the eligibility period (June 1, 2009 – October 1, 2010). The award goes to the show, program or series. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **2) Event of the Year**

This award recognizes an event held during the eligibility period (June 1, 2009 – October 1, 2010) 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. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **3) Independent Company of the Year**

This award recognizes the outstanding contribution of a company to the development of the music industry of Atlantic Canada, in any field not recognized by another ECMA industry award category. The company must be registered as a business in Atlantic Canada. Submissions must include a description outlining the applicant's accomplishments/contributions during the eligibility period (June 1, 2009 – October 1, 2010). The award goes to the company. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **4) Industry Professional of the Year**

This award recognizes the outstanding contribution of a music industry professional, in any field, to the development of the music industry in Atlantic Canada. The industry professional must reside in Atlantic Canada. Submissions must include a short bio outlining the individual's accomplishments/contributions during the eligibility period (June 1, 2009 – October 1, 2010). The award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **5) Live Sound Technician of the Year**

This award recognizes excellence in live sound (clubs, bands tours, special event venues). Submissions must include a bio outlining the individual's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010) along with lists of the artists/groups and venues worked with during the eligibility period. This award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **6) Manager of the Year**

This award recognizes excellence in professional artist management. The manager must reside in Atlantic Canada. Submissions must include a short bio outlining the individual's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010). The award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **7) Media Person of the Year**

This award recognizes the outstanding support from an individual from the media in the promotion of Atlantic Canadian artists. The media person must reside in Atlantic Canada. Submissions must include a short bio outlining the individual's accomplishments/contributions during the eligibility period (June 1, 2009 – October 1, 2010) and at least three (3) electronic samples of their work from the eligibility period. The award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

### **8) Producer of the Year**

This award recognizes excellence in music production. The individual must submit a copy of the CD for consideration. A maximum of one CD can be submitted however this can be a compilation of more than one

project by the given producer. The producer will be judged based on the physical work that has been submitted. The individual must reside in Atlantic Canada. Submissions must include a short bio outlining the applicant's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010). This award is voted on by a jury/panel. The award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **9) Production Company / Facility of the Year**

This award recognizes excellence in live lighting, sound support services, and video production. The company must be registered as a business in Atlantic Canada. Submissions must include a bio and a listing of the applicant's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010), a description of the projects and how these projects supported East Coast music. The award goes to the company/facility. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **10) Radio Station of the Year – Major Market**

This award recognizes a radio station broadcasting in a major Atlantic Canadian market with a potential listening audience of 50,000 or more. The station shall 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, 2009 – October 1, 2010). The award goes to the station. Networks are not eligible. Visit [www.ecma.com](http://www.ecma.com) to apply. NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with the submissions from Radio Station of the Year – Small Market to create a "Radio Station of the Year" category.

#### **11) Radio Station of the Year – Small Market**

This award recognizes a radio station broadcasting in a small to medium Atlantic Canadian market with a potential listening audience of less than 50,000. The station shall 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, 2009 – October 1, 2010). The award goes to the station. Networks are not eligible. Visit [www.ecma.com](http://www.ecma.com) to apply. NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with the submissions from Radio Station of the Year – Major Market to create a "Radio Station of the Year" category.

#### **12) Record Company / Distributor / Independent Label of the Year**

This award recognizes excellence in record company operations including major labels, independent labels, and distribution companies. The company must be registered as a business in Atlantic Canada. Submissions must include a description outlining the applicant's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010) along with lists of Atlantic Canadian artists released during the eligibility period. The award goes to the company. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **13) Retailer of the Year**

This award recognizes excellence in outstanding 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 criteria 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, 2009 – October 1, 2010). The award goes to the company. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **14) Studio of the Year**

This award recognizes excellence in sound recording services. The studio must be located in Atlantic Canada. Submissions must include a description outlining the applicant's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010) along with lists of all the projects completed at the studio during the eligibility period. The award goes to the studio. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **15) Studio Engineer of the Year**

This award recognizes excellence in the field of studio sound recording (CD, DVD). The individual must submit a copy of the CD for consideration. A maximum of one CD can be submitted however this can be a compilation of more than one project by the given engineer. The engineer will be judged based on the physical work that has been submitted. Submissions must also include a bio outlining the individual's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010) along with lists of the artists/groups worked with during the eligibility period. This award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **16) 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, 2009 – October 1, 2010). The award goes to the venue. Visit [www.ecma.com](http://www.ecma.com) to apply.

#### **17) Visual Artist of the Year**

This award recognizes excellence in graphic design, photography or other visual media for CD packaging, and/or artist or music event promotional materials. The individual must reside in Atlantic Canada. Submissions must include a short bio outlining the applicant's accomplishments during the eligibility period (June 1, 2009 – October 1, 2010) as well as electronic samples of the individual's work for the eligible period. The award goes to the individual. Visit [www.ecma.com](http://www.ecma.com) to apply.

## HONOURARY 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 2011 is Prince Edward Island.

#### ***Criteria:***

This award honours an individual or group that:

- a) is or was/were active as (a) musical performer(s), whether professional or semi-professional; AND
- b) made a mark in the music scene of Atlantic Canada as an influence, inspiration, or promoter of Atlantic Canadian music; AND
- c) 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 2011 Stompin' Tom Award. Please submit by completing the application form which will be available August 23. You will be asked to provide the following information:

- Individual or group's name and the nature of their involvement in the music industry;
- 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).
- 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 honouree of the Stompin' Tom Award is recognized during ECMA Week 2011 in Charlottetown, PE, April 14-17.

## CONTACT INFO

For submission questions, please contact Kate Gracey-Stewart at [kate@ecmac.om](mailto:kate@ecmac.om) or (902) 892-9040 ext 1. For membership inquiries, please contact Aaron Hicken at [aaron@ecma.com](mailto:aaron@ecma.com) or (902) 892-9040 ext 2. For any other concerns or comments regarding ECMA, our strategic direction and future plans please contact Executive Director, Su Hutchinson via email [su@ecma.com](mailto:su@ecma.com) or via telephone at (902) 892-9040 ext 5. The ECMA office is open Monday to Friday 9AM to 5PM (AST).

For technical questions regarding your Sonicbids submission, please contact the Sonicbids dedicated support team. They will walk you through any of the steps during submission time. They can be reached at (617) 502-1388. The Sonicbids office is open Monday – Friday 9AM – 4PM (AST). Click [here](#) for online support.

**Good luck in the upcoming cycle of nominating and voting! We hope to see you in Charlottetown for ECMA Week 2011 – April 14-17.**