

2017 Music PEI Week Submission Guidelines

A guide book to the submission process



Introduction

Music PEI Week is the annual celebration of the Island music industry, which includes conference workshops, showcases, concerts and the Music PEI Awards.

The 2017 May Run Music Festival and Canadian Song Conference will be the third edition of this rebranded event and it will take place between **May 10 - 14th, 2017**.

As a music industry association, Music PEI's mandate is to assist with the development of PEI's music industry and these two events are a major part of that development. The conference focuses on developing skills and knowledge to assist artists and industry professionals to develop sustainable careers. The festival provides performance and showcase opportunities as well as award presentations.

The focus of the Music PEI Awards is as it always has been: *To celebrate excellence in our music industry on Prince Edward Island*. Good luck with your submissions!

Please read the guidelines thoroughly before starting your submissions:

Click [HERE](#) to Apply for the Music PEI Awards

DEADLINE

Submissions must be received by:
Thursday, December 15, 2016

Changes for 2017

VOTING PROCESS

In 2016 Music PEI decided to move towards a more transparent and industry-driven voting process. In the past, Music PEI used expert jurors to determine our nominees. The winners of many of the categories were determined by the Music PEI membership. For 2016-2017, to ensure a system that is fair and transparent, we will continue to use an entirely **juried voting process** for the following awards:

- Acadian/Francophone Artist of the Year
- Achievement in Classical
- Achievement in Jazz
- Community Contributor of the Year
- Digital Achievement of the Year
- Event of the Year
- Live Music Production Professional of the Year
- Live Music Programmer of the Year
- Media Person of the Year
- Musician of the Year
- Producer of the Year
- Recording Studio of the Year
- Touring Artist of the Year
- Venue of the Year
- Visual Artist of the Year
- Volunteer of the Year

If you are interested in becoming a juror for the Music PEI Awards, please submit [HERE](#).

The following award categories will continue to be **voted on by the membership**.

- Album of the Year
- Blues Recording of the Year
- Country Recording of the Year
- Female Solo Recording of the Year
- Group of the Year
- Loud Recording of the Year
- Male Solo Recording of the Year
- New Artist of the Year
- Pop Recording of the Year
- Rock Recording of the Year
- Roots Contemporary Recording of the Year
- Roots Traditional Recording of the Year
- SOCAN Songwriter of the Year
- Urban Recording of the Year
- Video of the Year

The Cover Band/Artist of the Year, and Entertainer of the Year of the Year awards will be determined by a public vote.

ALBUM UPLOAD

If you are submitting your album for consideration in one of the music award categories, you **MUST** have your entire album (unless otherwise specified) loaded on [SoundCloud](#). This service is free to use, and will help to ensure efficiency when viewing and jurying your submission. If you have any questions regarding the use of these free services, do not hesitate to contact the MPEI office for further information.

CATEGORY CHANGES - The following changes have been made for 2015-2016 eligibility period.

ELIGIBILITY CHANGE

Digital Achievement of the Year

This award recognizes excellence in online and digital presence by an artist, taking into account various elements of digital and social media, including online video platform views (e.g. Youtube, Vimeo etc.), and social networking platform followers (e.g. Facebook fan page, Twitter etc.). This award does not require a release. One winner will be selected by a jury of industry professionals and peers in the field.

ELIGIBILITY CHANGE

Live Music Programmer of the Year

This award recognizes excellence in the field of live music programming. In-house venue, bar, festival and event talent buyers are eligible for this category. The award is presented to an individual (not an organisation) selected by a jury of industry professionals and peers.

NEW

Community Contributor of the Year

Potential recipients of the award are an artist or group and must have been entertaining for no less than 5 years. The spirit of this award is to honour the musicians who play in the halls of PEI for fundraisers, dances, ceilidhs, weddings, parties, benefits and community events. We want to honour those artists who have contributed to their community through their music.

The recipient will be selected by the Music PEI Board of Directors but they would greatly appreciate your input. Please provide submissions with a short bio, photo, links to live video or music and any other supporting documents.

The following fees are in effect for 2017.

Awards (unlimited) - \$30.00 plus HST

Showcases (unlimited) - \$20.00 plus HST

Canadian Song Conference - \$20.00 plus HST

MUSIC PEI AWARD SUBMISSION PROCESS

Eligibility

All PEI artists who released recordings *between* **May 1, 2015 – December 15, 2016** are eligible to submit for the 2017 Music PEI Music Awards. You must be a current Music PEI member to submit. If you are not a current member, you can complete a membership application online or renew your membership.

All submissions require a full-length recording (unless otherwise specified), which **must** be uploaded to a SoundCloud account. Please ensure that the links are valid until May 31, 2017 in order for all adjudication to be completed. **No URL's accepted!**

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 previously unreleased.

A release date is defined by the date that the album is available for retail sale. Artists/groups will be asked to provide a date of release and *may* be asked to provide the following as proof: letter from distributor, label, retail outlet, Soundscan report or digital sales report.

All applicants must be a current resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- primary artist and/or the majority of the group has a permanent address on Prince Edward Island
- and have been a resident for at least one year prior to the submission deadline of December 15, 2016.

Artists must submit **a total** of three (3) physical copies of their CD, delivered to the Music PEI office by the deadline date in addition to the online submission. NOTE: We do not need three CD's per category – just three CD's in total. Note: these CD's may be used for promotional purposes.

All submission requirements must be met. Incomplete applications will *not* be accepted.

Submissions are only accepted online via Marcato.

Any occurrences of questionable eligibility shall be determined by the discretion of the Music PEI Awards Committee.

All applicants must pay a **one-time** fee of **\$30.00 plus HST** in order to apply to the 2017 Music PEI Awards.

DEADLINE

Submissions must be received by:
Thursday, December 15, 2016

Nomination Process

The following section outlines the award categories for the Music PEI Music Awards 2017 and the nomination process for each. Please review this section and the respective forms for each award.

Music PEI presents awards in several categories. Each category is activated and included in the current year's voting process once Music PEI has received a minimum of three (3) submissions. The submissions for voted categories are then sent to committees of jurors with a demonstrated expertise and knowledge of the overall industry or individual categories. The jury is carefully selected to ensure no conflict of interest occurs and a fair balance is maintained. The juror votes are then tabulated and the top five (5) selections in each category become the nominees, and are sent to the official accounting firm for the awards voting.

The Following awards are determined by a juried voting process

- Acadian/Francophone Artist of the Year
- Achievement in Classical
- Achievement in Jazz
- Community Contributor of the Year
- Digital Achievement of the Year
- Event of the Year
- Live Music Production Professional of the Year
- Live Music Programmer of the Year
- Media Person of the Year
- Musician of the Year
- Producer of the Year
- Recording Studio of the Year
- Touring Artist of the Year
- Venue of the Year
- Visual Artist of the Year
- Volunteer of the Year

The list of awards below will be voted on by the [membership](#). The list of nominees, along with song clips are then posted on the MPEI website. Winners are then chosen by the combined votes of all eligible members of Music PEI (unless otherwise specified). All voting is done online.

- Album of the Year
- Blues Recording of the Year
- Country Recording of the Year
- Female Solo Recording of the Year
- Group of the Year
- Loud Recording of the Year
- Male Solo Recording of the Year
- New Artist of the Year
- Pop Recording of the Year
- Rock Recording of the Year
- Roots Contemporary Recording of the Year
- Roots Traditional Recording of the Year
- SOCAN Songwriter of the Year
- Urban Recording of the Year
- Video of the Year

Artists/groups may submit for any number of General Categories and/or only one (1) Genre Specific Category for each recording. Furthermore, artists/groups may submit for any number of Non-Recording Categories in addition to General and/or Genre Specific Categories. If a recording falls within the eligibility period for two voting years, it may be submitted both years. However, the same rules apply, and a recording can only be submitted for nomination in one Genre Specific Category. A recording cannot be nominated twice in the same category.

Each category is reviewed to ensure that all submissions meet each individual genre description. If a submission to a specific genre is questionable the artist will be contacted by the Awards & Stages Committee to discuss.

Where there are fewer than the minimum required submissions in the following categories they will be combined:

- Male & Female Solo Recording of the Year to Solo Recording of the Year
- Blues Recording of the Year to Roots Contemporary Recording of the Year
- Country Recording of the Year to Roots Contemporary Recording of the Year
- Loud Recording of the Year to Rock Recording of the Year
- Urban Recording of the Year to Pop Recording of the Year

In all other categories, if fewer than the minimum number of submissions are received, artists in consultation with Music PEI will be given a choice to move to another category. If they do not wish to be moved to another category, they will be automatically eligible in the same category for the following year. Each submission can be carried over only once.

The nominees in each category will be announced in Jan 2017. Voting polls will open shortly after nominees are announced. All voting will take place online where applicable. Winners will be announced during the May Run Music Festival taking place May 10-14th, 2017.

Artist Awards

General Categories

When submitting online via Marcato, you will be asked to provide supporting information in addition to a biography and press highlights. This supporting information is your place to shine and impress the jurors. A single award is presented in each category except where indicated. Artists/groups may submit for any number of general award categories (if criteria are met). Nominees are chosen by a panel of jurors. Winners are then selected by a vote of the membership of Music PEI (unless otherwise noted) and will be announced during the May Run Music Festival taking place May 10-14th, 2017.

Acadian/Francophone Achievement of the Year

This award recognizes outstanding achievement in the industry by an Acadian or Francophone artist or group in any genre. If a group, at least 50% of members must be (or self-identify) as Acadian or Francophone and fulfill the eligibility criteria. A list of professional accomplishments from the eligibility period must be included in the "support material" field in the online nomination form. This award does not require a release but adjudication will be based on activity/accomplishments from the eligibility period. One winner will be selected by a jury of industry professionals and peers in the field.

Album of the Year

This award is given to both the artist/group and the producer. The artist/group must be PEI eligible (not necessarily the producer).

Cover Band/Artist of the Year (Fan's Choice)

This award is given to a cover or tribute band demonstrating excellent musicianship combined with popularity. We've all had great nights dancing away to cover bands performing our favourite songs be it classic rock from the 60's and 70's, big hair music from the 80's, 90's grunge, heavy metal or today's pop hits. Great cover bands create a suspension of belief so solid that fans can almost believe they're the real deal. We want to celebrate you. This award is voted on by the general public.

Entertainer of the Year (Fan's Choice)

This award recognizes an active artist (solo, duo or group) regardless of eligible releases. Applicants should outline achievements with regional, national, and international touring during the eligibility period. This may include reviews, tour dates, awards, and accomplishments. Applicants must also include music with their submission. The award is selected by a jury of industry professionals and peers.

Female Solo Recording of the Year

Only solo artists qualify for this award. This award is open to both instrumental and vocal recordings. NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with the submissions from Male Solo Recording of the Year and the category will be renamed Solo Recording of the Year.

Group of the Year

Only duos or groups qualify for this award. This award is open to both instrumental and vocal recordings.

Male Solo Recording of the Year

Only solo artists qualify for this award. This award is open to both instrumental and vocal recordings. NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with the submissions from Female Solo Recording of the Year and the category will be renamed Solo Recording of the Year.

Musician of the Year

This award recognizes the accomplishments of an individual recording/performing artist within the dates of the eligibility period. The spirit of this award is to honour those musicians who lend their talents as sidemen/women to other musicians both in the studio and on stage. Applicants must provide bios and accomplishments of the previous year. The award is selected by a jury of industry professionals and peers.

New Artist of the Year

This award recognizes an up and coming artist or group who has not been nominated for any Music PEI recording awards in a prior year (excluding Video of the Year.) All applicants must have completed their debut recording during the eligibility period in order to qualify for this award.

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 eligible release. On collaborations, at least one of the songwriters must be a current resident of PEI. The award honours only PEI songwriters (not their collaborators). ***If a track from your eligible recording has been previously nominated in this category, you are ineligible to submit.**

Video of the Year

This award recognizes a video for an individual song or track that was officially released by an artist or group during the eligibility period. Videos may include music videos, Video Songs, viral videos, live performance videos etc. This award honours the artist/group and director. The video does not have to be from a full length recording released during the current eligibility period to be eligible for this category but **if a video from your eligible recording has been previously nominated last year in this category, you are ineligible to submit.** It can be a single release but must be a new work that was released during the eligibility period.

Genre Categories

When submitting online via Marcato, you will be asked to provide supporting information in addition to a biography and press highlights. This supporting information is your place to shine and impress the jurors. 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. If a group at least 50% of the members must fulfill the eligibility criteria. Nominees are chosen by a panel of jurors. One winner will then be selected by a jury consisting of experts and peers and will be announced during the May Run Music Festival taking place May 10-14th, 2017.

Achievement in Classical Music Award

This award is to recognize the achievements of an individual or ensemble performing in the classical realm. Submissions may come in a variety of formats, such as recordings (studio/live audio or film), press clips, reviews, and written scores. Artists must also include a list of achievements within the eligibility period. Achievements may include (but are not limited to) performances, recitals, awards, and contributions of impact within PEI's classical community. One winner will then be selected by a jury consisting of experts and peers in the Classical field.

Achievement in Jazz Award

This award is to recognize the achievements of an individual or ensemble performing in the Jazz realm. Submissions may come in a variety of formats, such as recordings (studio/ live audio or film), press clips, reviews, and written scores. Artists must also include a list of achievements within the eligibility period. Achievements may include (but are not limited to) performances, recitals, awards, and contributions of impact within PEI's Jazz community. One winner will then be selected by a jury consisting of experts and peers in the Jazz field.

Blues Recording of the Year

This award recognizes a release by a recording artist(s) whose music embraces all styles of blues (i.e., country, Chicago, Delta, East Coast etc...). NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with the submissions from Roots Contemporary Recording of the Year. One winner will then be selected by a jury consisting of experts and peers in the field.

Country Recording of the Year

This award recognizes a release by a recording artist(s) in all styles of country music including traditional, swing, new country etc. NOTE: If this category does not fulfill submission requirements (three or more submissions) it will be combined with submissions from the Roots Contemporary Recording of the Year. One winner will then be selected by a jury consisting of experts and peers in the field.

Loud Recording of the Year

This award recognizes a release by a recording artist(s) whose music is described as 'loud' or 'heavy'. This includes genres such as hardcore, punk, metal and other subgenres that are not typically heard on mainstream radio. One winner will then be selected by a jury consisting of experts and peers in the field. NOTE: If there are fewer than the minimum required submissions in this category, this category will be combined with Rock Recording of the Year.

Pop Recording of the Year

This award recognizes a release by a recording artist(s) in all styles of pop including Mainstream Pop, Adult Contemporary, Top 40, Dance, Urban styles, etc. One winner will then be selected by a jury consisting of experts and peers in the field.

Rock Recording of the Year

This award recognizes a release by a recording artist(s) in all styles of rock including alt rock, indie rock, rap rock, beat music, southern rock etc. One winner will then be selected by a jury consisting of experts and peers in the field.

Roots Contemporary Recording of the Year

This award recognizes a release by a recording artist(s) (both vocal and/or instrumental) whose music is described as Contemporary Roots and may include genres such as Americana, Alt Country, Contemporary Folk, Folk Rock, Reggae, Rockabilly, etc. One winner will then be selected by a jury consisting of experts and peers in the field.

Roots Traditional Recording of the Year

This award recognizes a release by a recording artist(s) (both vocal and/or instrumental) of ethnically specific traditional music such as Acadian, Bluegrass, Celtic, Irish, Old Time, Scottish, Traditional Folk, etc. One winner will then be selected by a jury consisting of experts and peers in the field.

Urban Recording of the Year

This award is to recognize an individual/group performing music in any of the following genres: rap, hip hop, reggae, R&B, soul, dance, street, dub step, drum and bass. In order to submit, applicants must provide a minimum of three (3) professional audio tracks recorded within the eligibility period, as well as a full biography. One winner will then be selected by a jury consisting of experts and peers in the field.

NOTE: If there are fewer than the minimum required submissions in this category, this category will be combined with Pop Recording of the Year.

Industry Awards

When submitting online via Marcato, you will be asked to provide supporting information in addition to a biography and press highlights. This supporting information is your place to shine and impress the jurors. A single award is presented in each category unless otherwise specified. Nominees are chosen by a panel of jurors. Winners are then selected by a committee of jurors or a vote of the membership of Music PEI and will be announced during the May Run Music Festival taking place May 10-14th, 2017.

Digital Achievement of the Year

This award recognizes excellence in online and digital presence by an artist, taking into account various elements of digital and social media, including online video platform views (e.g. YouTube, Vimeo etc.), and social networking platform followers (e.g. Facebook fan page, Twitter etc.). This award does not require a release. One winner will be selected by a jury of industry professionals and peers in the field.

Event of the Year

This award recognizes an event held during the eligibility period in which live Prince Edward Island musical performances are prominently featured (This event could be a one day or multiple day event). At least 50% of the artists featured in these events must be residents of PEI. Submissions must include a description of the event and a list of artists/groups featured. One winner will then be selected by a jury consisting of experts and peers in the field of event planning/operations.

Live Music Programmer of the Year

This award recognizes excellence in the field of live music programming. In-house venue, bar, festival and event talent buyers are eligible for this category. The award is presented to an individual selected by a jury of industry professionals and peers. Applicants must provide a list of shows/artists booked during the calendar year of 2016.

Live Music Production Professional of the Year

This award recognizes excellence in the fields of live sound, lighting and technical music production. It is presented to an individual and selected by a jury of industry professionals and peers.

Media Person of the Year

This award recognizes those individuals in the media who demonstrate a passion for the promotion of Island artists. Applicants should include a bio/work history demonstrating their contributions during the eligibility period. Applicants are also required to upload electronic samples of their work including press releases, photos, news articles, advertisements, etc. The award is selected by a jury of industry professionals and peers.

Producer of the Year

This award is given to an individual who demonstrates excellence in music production. A music producer is an individual working within the music industry, whose job is to oversee and manage the recording (i.e. "production") of an artist's music. Eligible applicants must submit a full list of eligible recordings worked on during the eligibility period, as well as a full bio, and a minimum of three (3) audio tracks recorded within the eligibility period (maximum of twelve (12) tracks). This could be a combination of tracks from various recordings. The award is selected by a jury of industry professionals and peers.

Recording Studio of the Year

This award is open to PEI recording studios for work completed during the eligibility period. Applicants must submit a bio/work history, as well as a full list of recordings completed during the eligibility period. The award is selected by a jury of industry professionals and peers.

Touring Artist of the Year

This award recognizes achievement in touring during the eligibility period (May 1, 2015 to November 30, 2016). Submissions must include a description outlining the following criteria: multiple touring dates outside the region, artistic excellence in your discipline (i.e., examples of reviews), professionalism in touring (i.e., letters of reference or feedback from presenters, venues etc.). One winner will then be selected by a jury consisting of a panel of experts and peers in the field of concert promotion/booking/tour management. The award is selected by a jury of industry professionals and peers.

Venue of the Year

This category can include bars, pubs, theatres, community halls, or anywhere that regularly features Island music. Submissions must include a bio/description of the venue and a list of artists/groups featured during eligibility period. The award is selected by a jury of industry professionals and peers.

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. Work must be completed during the eligibility period. Submissions must include a short bio of the applicant's accomplishments during the eligibility period as well as up to three electronic samples of the individual's work (either PDF or JPEG). The award is selected by a jury of industry professionals and peers.

Volunteer of the Year

This award recognizes an individual who has made a difference in the PEI music industry through volunteering. A list of volunteering accomplishments from the eligibility period should be included in the "support material" field in the online nomination form. This award does not require a release.

Music PEI Board of Director's Industry Awards

The Music PEI Board Awards shall be nominated and voted on by the board of directors of Music PEI. If you would like to recommend someone for nomination, please contact music@musicpei.com. Industry Awards include:

Educator of the Year

The purpose of this award is to recognize an individual music teacher who fosters growth in students by enabling each to achieve excellence. All private and public music teachers are eligible for this award. The annual recipient will be selected by the Music PEI Board of Directors.

Industry Person of the Year

This award recognizes achievements by an Island industry professional. This category may include managers, agents, publicists, promoters, etc.

Lifetime Achievement Award

This award recognizes a body of work during the lifetime of the recipient related to the music community on Prince Edward Island.

Rooted to the Island

This award recognizes artists/groups who have nourished their musical roots on PEI, but have since moved away. The recipient is selected by the MPEI Board of Directors, and is based on artistic achievement, accolades, awards received, career relevance, and overall artist success.

Community Contributor of the Year

NEW The nominated artist or group must have been entertaining for no less than 5 years.

The spirit of this award is to honour the musicians who play in the halls of PEI for dances, ceilidhs, weddings, parties, benefits etc. We want to honour those artists who have contributed to their community through their music. Submissions must include a bio, photo, links to live video and supporting documents.

Click [HERE](#) to submit your application for a 2017 Music PEI award.

SHOWCASE SUBMISSION PROCESS

There will be multiple showcase opportunities during the May Run Music Festival, taking place May 10-14th, 2017. A final list of shows has not been confirmed but they could include: The Country Jubilee, House of Rock, Friday and Saturday Night Live, Songwriters Concert, Awards Gala or Closing Concert and more. At this time, artists will be asked to indicate their overall interest in showcasing; via the online platform, Marcato. A final list of showcasing opportunities will be available closer to the event; however, all artists who submit will be considered for all pending criteria is met.

Eligibility

To submit for a showcase artists/groups must submit through Marcato and meet the Music PEI Export Ready criteria listed below.

Export Ready Artist Description

In order to qualify as an "Export Ready Artist" you must meet the following criteria:

1. You must have an up to date marketing and business plan.
2. You must have at least one (1) recording released (minimum 6 song or 30 minutes) within the past two years.
 - If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Napster, or Rhapsody. Mail order or sales limited to your own website will not qualify.
3. You must have minimum sales of 500 units. You may be asked to provide proof. If self-distributed you must be able to provide a combination of the following:
 - A manufacturing receipt to prove how many CD's you had manufactured.
 - Affidavits from retail outlets attesting to the number of units sold.
 - A log or ledger of off-stage sales signed by each venue manager.
 - Festival sales reports for off-stage sales.
 - Digital download service provider reports (3 digital downloads constitutes one unit sold).
4. You must have upcoming bookings/tour in the next 12 months and tour history outside of your region in the previous 12 months.
5. You must have a strong professional history (bio).
6. Must have an independent or established team/infrastructure.
7. Industry recognition (awards, nominations etc.)
8. For groups, band agreements are mandatory.
9. For solo artists, you must have a dedicated commercial bank account in place.

All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- primary artist and/or the majority of the group has a permanent address on Prince Edward Island
- and have been a resident for at least one year prior to the submission deadline of December 15, 2016.

All submission requirements must be met. Incomplete applications will *not* be accepted.

Any occurrences of questionable eligibility shall be dealt with at the discretion of Music PEI Week Committee.

Music PEI may add artists from outside of the submission process as "Producer's Picks" for specific performances, showcases or concerts.

All applicants must pay a **one-time** fee of **\$20.00 plus HST** in order to apply for showcase opportunities.

Showcase 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 showcases are made up of representatives from across the Island, and when possible, the region.

Click [HERE](#) to fill out a Showcase application form

DEADLINE

Submissions must be received by:

Thursday, December 15, 2016

CANADIAN SONGWRITER CHALLENGE

Music PEI established the Canadian Song Conference (CSC) in 2015. Both it and the follow up in 2016 were tremendously successful in bringing music industry professionals from across Canada, the US, UK and Australia to PEI to participate. The CSC includes workshops and panels designed to assist artists in developing multiple revenue streams and explores the art and commerce of songs and songwriting.

The Canadian Songwriter Challenge (supported by Bell Media) is a component of the CSC and was created by Music PEI through a partnership with other provincial Music Industry Associations. This project puts artists from PEI together with artists from across Canada to collaborate and co-write in pairs. Each pair of artists has 2 days to write and record 2 songs in demo form. Music PEI will provide the recording studio and will work with the other MIA's to select the other participating artists.

You can listen to songs created during the 2016 Songwriter Challenge [here](#).

The Canadian Songwriter Challenge is not genre specific and is open to both solo artists and bands. If bands apply, the primary songwriter in the band will participate in the songwriting process.

After the songwriting and recording process is completed, each pair of artists will have an opportunity to present their demos at a listening session of delegates recruited for the CSC which will provide excellent business opportunities. These delegates include music supervisors, publishers and other industry professionals.

Eligibility

To submit for the Canadian Song Conference artists/groups must submit through Marcato and meet the Music PEI Export Ready and Exporting criteria. Full details below.

Export Ready Artist Description

In order to qualify as an "Export Ready Artist" you must meet the following criteria:

1. You must have an up to date marketing and business plan.
2. You must have at least one (1) recording released (minimum 6 song or 30 minutes) within the past 36 months.
 - If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Napster, or Rhapsody. Mail order or sales limited to your own website will not qualify.
3. You must have minimum sales of 500 units. You may be asked to provide proof. If self-distributed you must be able to provide a combination of the following:
 - A manufacturing receipt to prove how many CD's you had manufactured.
 - Affidavits from retail outlets attesting to the number of units sold.
 - A log or ledger of off-stage sales signed by each venue manager.
 - Festival sales reports for off-stage sales.
 - Digital download service providers reports (3 digital downloads constitutes one unit sold).
4. You must have upcoming bookings/tour in the next 12 months and tour history outside of your region in the previous 12 months.

5. You must have a strong professional history (bio).
6. Must have an independent or established team/infrastructure.
7. Industry recognition (awards, nominations etc.)
8. For groups, band agreements are mandatory.
9. For solo artists, you must have a dedicated commercial bank account in place.

Exporting Artist Description

In order to qualify as an "Exporting Artist" you must meet the following criteria:

1. A minimum of 1 nationally distributed release. One of these recordings must have been released within the last 36 months.
2. One internationally distributed recording.
 - If the recording is only available through online digital purchase, it must be listed with at least two major outlets including but not limited to: Amazon, iTunes, EMusic, Napster, or Rhapsody. Mail order or sales limited to your own website will not qualify.
3. A minimum of 2,000 total unit sales of all recorded music products. (3 digital downloads constitutes one unit sold). You *may* be asked to provide proof.
4. Currently exporting and touring outside of the country.
5. Airplay, national charting on published charts, or video play.
6. Have an up to date marketing and business plan.
7. Management/Self-management team with proven history.
8. Industry Recognition (nominations· awards, etc.)
9. For groups, band agreements are mandatory.
10. For solo artists, you must have a dedicated commercial bank account in place.

Professional Published Songwriters & Composers

In order to qualify as a Professional Songwriter you must meet 4 of the 6 the following criteria:

1. Have at least 2 songs recorded by another artist
2. Have at least one song licensed for TV, film or video
3. Have composed music for a soundtrack for TV, film, video or radio
4. Have recorded samples of your work
5. Have a website
6. Have a publisher, an agent or someone working on your behalf to monetise your music.

All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- primary artist and/or the majority of the group has a permanent address on Prince Edward Island
- and have been a resident for at least one year prior to the submission deadline of December 15, 2016.

All submission requirements must be met. Incomplete applications will *not* be accepted.

Any occurrences of questionable eligibility shall be dealt with at the discretion of Music PEI Week Committee.

All applicants must pay a **one-time** fee of **\$20.00 plus HST** in order to apply for the Canadian Songwriter Challenge.

When making selections, jurors will consider the artist/group's history, current activities, future plans, marketability, target audience and quality. The jury will be made up of representatives from across the Island, and when possible, the region.

Please read the guidelines thoroughly before starting your submissions.

Click [HERE](#) to fill out the Official Canadian Songwriter Challenge application form.

DEADLINE

Submissions must be received by:

Thursday, December 15, 2016

FAQ'S

Do I need to be a member of Music PEI to submit?

YES! In order for your submission to be complete and to be considered for nomination, you must be a current Music PEI member when submitting.

Do I need to be a resident of Prince Edward Island (PEI) to submit?

YES! All applicants must currently be a resident of Prince Edward Island. You are considered a resident of PEI if you meet both of the following criteria:

- primary artist and/or the majority of the group has a permanent address on Prince Edward Island
- and have been a resident for at least one year prior to the submission deadline of December 15, 2016

What is the eligibility period for an album release?

In order to be eligible to submit for 2017, you will need to have released a full length album (unless otherwise specified) between May 1, 2015 and December 15, 2016.

What defines a full length album?

A full length album contains a minimum of six (6) tracks or is a minimum of 30 minutes. At least 50% of the tracks on a recording must be previously unreleased.

Can I submit to more than one category?

YES! You may only make one submission in any of the specific genre categories (Rock, Pop, Country, etc.) but you can also submit into any number of the general or non-recording categories (Album of the Year, Group of the Year, Visual Artist of the Year, etc.) provided that the submission meets the criteria.

I submitted last year but I did not get nominated. Can I submit again?

YES, as long as your album still falls within the correct eligibility dates (May 1, 2015 to December 15, 2016). You may submit twice to the same category but only be nominated once.

If my album was nominated last year but still falls within the eligible release dates, can I submit it again?

You cannot be nominated for a genre category one year and be nominated for a different genre category the following year for the same album. (i.e., If you were nominated for Rock last year you cannot submit the same album into Pop this year). However, you can submit into other non-genre categories if you did not receive a nomination the previous year such as Group of the Year, Songwriter of the Year, etc.

I have made my submission. Now what?

From here Music PEI will review each submission for completeness. If for some reason your submission is not complete we will get in touch with you. Submissions are then sent to a group of qualified jurors for review. The tabulated jury results become the list of nominees in each category.

What happens if I get a nomination?

There will be a press conference held in Charlottetown in Jan 2017 to announce the nominations. At this time the list of nominees will also be posted on our website. A Music PEI representative will be in contact with you via email to inform you of what is involved. It is very important to provide us with accurate information when you submit as we will make contact with whomever we have on file.

Contact Information

We would love to hear from you anytime! For questions regarding the submission process or membership inquiries, please contact music@musicpei.com.

For any other questions or concerns regarding Music PEI please contact Steve Love, Event Coordinator at steve@musicpei.com or (902) 894-6734.