



# **2022 MUSIC PEI WEEK SUBMISSION GUIDELINES**

A Guidebook 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. This year's Music PEI Week will take place **March 2-6, 2022**.

As a music industry association, Music PEI's mandate is to assist with the development of PEI's music industry and the Music PEI Week is a major part of that development. 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 **Friday, November 12th, 2021, at 5:00 PM AST** - no exceptions.

## FEE

All applicants must pay a **one-time** fee of **\$30.00 plus HST** in order to apply to the 2022 Music PEI Awards with the exception of the following awards:

- Community Contributor
- Educator
- Industry Person
- Lifetime Achievement
- Rooted to the Island

## PERFORMANCE OPPORTUNITIES

There will be multiple performance opportunities during the 2022 Music PEI Week. Artists/Groups **do not have to apply** to perform this year. All nominees are automatically considered for performance opportunities.

## MUSIC PEI AWARD SUBMISSION PROCESS:

### ELIGIBILITY

→ All PEI artists who released recordings between **May 1, 2020 – November 12, 2021** are eligible to submit for the 2022 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 [HERE](#).

→ All recording 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 March 6th, 2022 in order for all adjudication to be completed.

- > 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:
  - o primary artist and/or the majority of the group has a permanent address on Prince Edward Island
  - o and have been a resident for at least one year prior to the submission deadline of **November 12, 2021**.
- > If you apply for Album Art of the Year or Video of the Year, the designer/director does not have to be from PEI.
- > **\*New\*** Artists are not required to submit physical copies of their CD to the Music PEI office this year. However, if an artist would like to add their CD to the Music PEI archive, they can mail or deliver a maximum of two (2) physical copies of their CD. 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 Music PEI's awards platform.
- > Any occurrences of questionable eligibility shall be determined by the discretion of the Music PEI Awards Committee.

## **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.

## **VOTING AND NOMINATION PROCESS**

The following section outlines the award categories for the 2022 Music PEI Awards 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 calculated and the top five (5) selections in each category become the nominees.

The following awards are determined by a **JURIED** voting process:

1. Achievement in Classical Music
2. Achievement in Jazz
3. Album of the Year
4. Album Art of the Year
5. Digital Achievement of the Year
6. Event of the Year
7. Francophone Artist of the Year
8. Group Recording of the Year
9. Instrumental Recording of the Year
10. Live Music Programmer of the Year
11. Live Stream of the Year
12. Musician of the Year
13. New Artist of the Year
14. Producer of the Year
15. Recording Studio of the Year
16. SOCAN Songwriter of the Year
17. Solo Recording of the Year
18. Song of the Year
19. Venue of the Year
20. Video of the Year

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

The following awards are determined by the **MEMBERSHIP**:

21. Blues Recording of the Year
22. Contemporary Roots Recording of the Year
23. Country Recording of the Year
24. Electronic Recording of the Year
25. Loud Recording of the Year
26. Pop Recording of the Year
27. Rock Recording of the Year
28. Rap/Hip-Hop Recording of the Year
29. R&B/Soul Recording of the Year
30. Traditional Roots Recording of the Year

The following awards are determined by a **PUBLIC VOTE**:

31. Entertainer of the Year

The following awards are determined by the **MUSIC PEI BOARD**:

32. Educator of the Year
33. Industry Person of the Year
34. Lifetime Achievement Award
35. Rooted to the Island
36. Live Music Production Professional of the Year
37. Community Contributor of the Year

## AWARDS CATEGORIES

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 submitted to a category again after it has been nominated in the previous year.

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 (3) required submissions in the following categories they will be combined:

- Blues Recording of the Year to Contemporary Roots Recording of the Year
- Country Recording of the Year to Contemporary Roots Recording of the Year
- Loud Recording of the Year to Rock Recording of the Year
- Electronic Single Recording of the Year to Pop Recording of the Year
- Achievement in Classical Music to Achievement in Jazz Music
- \*Rap/Hip-Hop and R&B/Soul Recording of the Year to Pop Recording of the Year

\*If fewer than the minimum required submissions are received for Rap/Hip-Hop, but R&B/Soul and Pop each have enough, then the applicant will be contacted to find out their preferred second category combination. The same will apply vice versa with R&B/Soul.

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 December 2020. Voting polls will open shortly after nominees are announced. All voting will take place online where applicable. Winners will be announced during the 2021 Credit Union Music PEI Week Afternoon Awards Party taking place on March 6th, 2022.

## ARTIST AWARDS

The Music PEI Awards are categorized into three categories: General awards, Genre awards, and Industry awards.

These categories will use the following scoring template unless otherwise noted:

### **[Scoring Rubric A]**

**Artistic Merit:** 30 points

Is the music well-constructed and coherent? Do the melodies connect with you as a listener? Does the artist/group convey a good sense of melody and rhythm? Is this recording unique?

**Production & Engineering:** 20 points

The scoring in this category is based on the overall quality of the sound recording and production values - recording, mixing, performance, arranging, use of instruments and other creative elements.

**Accomplishments & Acknowledgements:** 15 points

In reviewing the overall submission does the submitting artist/group include examples of professional accomplishments? This could include, but is not limited to: awards, education, showcase invitations, performance highlights, song placements, signing to an agency, management team, etc.

**Marketing & Promotion:** 15 points

Does the artist/group have a strong online presence? Does the artist/group have a “buzz” – what press have they generated? Has the artist/group demonstrated a plan for this recording and was it successful?

**Instinct/Gut Feeling:** 10 points

Gauge your instinct or intuition as an immediate feeling or reaction to the submission as a whole. Does the submission make you want to learn more about this artist? Does this recording appeal to you as a listener?

**Presentation:** 10 points

Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## General Categories

When submitting online via the Music PEI Awards Platform, 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. Artists/groups may submit for any number of general award categories (if criteria are met).

### 1. ALBUM OF THE YEAR

This award recognizes excellence in an album released during the eligibility period.

[Scoring Rubric A]

### 2. ALBUM ART OF THE YEAR

This award recognizes excellence in album art, EP art, or single art for a recording released during the eligibility period. Submissions are provided by the musician(s) and must credit everyone involved (visual artist, graphic designer, photographer, etc.). This award is given to the artist/group and also honours the work of the graphic designer/lead artist.

[Scoring for Album Art of the Year]

**Creativity & Originality:** 30 points

Does this artwork elicit some kind of emotional response? Does it make you curious about the music it represents? How is this album art unique? What does it offer to differentiate itself from other album art?

**Concept:** 30 points

Does the artwork appear to be designed with creativity and intention? Does it represent the album well (as evidenced by a letter of reference from the applicant)?

**Design:** 30 points

Was the artwork put together with purpose and style? Is the composition consistent? Is the text legible and free of typos? Is the layout aesthetically pleasing?

**Quality of Work:** 10 points

Does the art present a look of professionalism?

### 3. DIGITAL ACHIEVEMENT OF THE YEAR

This award recognizes excellence in the online and digital presence by an artist, taking into account various elements of digital and social media, including online video platform views/spins (e.g. YouTube, Spotify etc.), and social networking platform followers (e.g. Facebook, Twitter etc.). The jury will also judge the quality and innovation of content being posted and the execution of the release strategy/campaign. This award does not require a release.

[Scoring for Digital Achievement of the Year]

**Followers & Engagement:** 25 points

Does the submitting artist/group have an impressive number of followers across their social media accounts? How active are those followers (likes, comments, shares, etc.)? What kind of reach does the artist/group have (regionally/nationally/internationally)? Has the artist/group inspired an enthusiastic community?

**Quality of content being posted:** 25 points

Does the artist/group post high-quality content that is curated for their brand and audience?

**Frequency and method of use:** 25 points

How well and how often does the artist/group promote their content? How recent was their last post/activity?

**Execution of release strategy:** 15 points

Does the artist/group have a “buzz” – what press have they generated? Has the artist/group demonstrated a strong social media plan and was it successful?

**Innovation:** 10 points

Has the artist/group used their social media platforms in any innovative ways?

### 4. ENTERTAINER OF THE YEAR

This award recognizes excellence in an active artist (solo, duo or group) regardless of eligible releases, with special emphasis on live performance. Nominees in this category are decided by a jury of industry professionals and the winner is decided by a public fan vote.

[Scoring for Entertainer of Year]

**Touring, Performance Ability & Experience:** 30 points

Does the artist have a strong performance history within the eligibility period? Are they ready and capable to export nationally and internationally? Is their live performance engaging?

**Marketing & Promotion:** 30 points

Does the artist/group have a strong online presence? Does the submitting artist/group have an impressive number of followers across their social media accounts? How active are those followers (likes, comments, shares, etc.)? What kind of reach does the artist/group have (regionally/nationally/internationally)? Does the artist have a “buzz” – what press have they generated?

**Accomplishments & Acknowledgements:** 20 points

In reviewing the overall submission does the submitting artist include examples of professional accomplishments? This could include but is not limited to: awards, education, showcase invitations, performance highlights, song placements, signing to an agency, management team, etc.

**Artistic Excellence:** 10 points

Does the applicant show a high quality of musicianship? Does the artist/group convey a good sense of melody and rhythm?

**Presentation:** 10 points

Does the submission make you want to learn more about this artist/group?  
Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## 5. FRANCOPHONE ARTIST 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 is applying, at least 50% of members must be 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 application form. This award does not require a release but adjudication will be based on activity/accomplishments from the eligibility period.

[Scoring for Francophone Artist of the Year]

**Achievement in Excellence:** 45 points

Does the applicant’s work show a high degree of quality? Do these achievements stand out among the other submissions?

**Impact:** 35 points

How has the activity impacted the Acadian/Francophone music scene on PEI or abroad?

**Presentation & Support Material:** 20 points

How well does the applicant support their submission with press quotes, reviews, written scores, etc.? Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## 6. GROUP RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by a duo or group in any genre/style of music.

[Scoring Rubric A]



## 7. INSTRUMENTAL RECORDING OF THE YEAR

This award recognizes excellence in an instrumental recording released during the eligibility period. This award is open to any genre and style. At least 80% of the album's tracks must be without lyrics.

[Scoring Rubric A]

## 8. LIVE STREAM OF THE YEAR

This year, artists were forced to adapt rapidly to digital mediums with the onset of a pandemic shutting down the possibility of live shows and touring. With this in mind, this award recognizes excellence in a live stream performance of an artist/group during the eligibility period. A live stream refers to an online streaming media simultaneously recorded and broadcast in real-time.

[Scoring for Live Stream of the Year]

**Performance & Music:** 35 points

Is the music well-constructed and coherent? Do the melodies and/or lyrics (*if applicable*) connect with you as a listener? Does the artist/group convey a good sense of melody and rhythm? Do the performers make an effort to interact with their audience in real-time? Does this performance make you want to keep watching?

**Reach & Engagement:** 25 points

How well did the artist(s) promote their live stream? Did the stream achieve a high number of likes, shares, views, comments, etc.? Were those comments generally positive? Did the viewership extend beyond the local/regional populace?

**Composition:** 15 points

Is the live stream well produced? Does it appear as though the artist(s) took care of setting up their stream? Did they keep in mind camera angle, background, lighting, frame, etc.?

**Innovation:** 15 points

How well did the performer adapt their artistry to a live digital platform? Does this stream stand out creatively from other submissions? Did the artist(s) have a unique concept?

**Presentation:** 10 points

Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## 9. 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 who lend their talents as side-musicians to other artists both in the studio and on stage.

**Body of Work:** 40 points

How vast is the applicant's total output of work? Heavy emphasis should be placed on achievements, the number of projects worked on, and the number of gigs performed.

**Achievement in Excellence:** 40 points

Does the applicant's work show a high degree of musicianship? Has the applicant's work made an impact on the PEI music scene?

**Support Material:** 20 points

Does the applicant reinforce the criteria expressed above by using letters of reference, press reviews, media support, videos, and music?

### 10. 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. All applicants must have completed their Single/EP/Album during the eligibility period in order to qualify for this award.

[Scoring Rubric A]

### 11. SOCAN SONGWRITER OF THE YEAR

This award recognizes excellence in a songwriter's lyrics and melodies and is based on a **collection of THREE (3) songs**. The applicant must submit **3 songs** as a representation of the creative output of the songwriter's body of work during the eligibility period.

On collaborations, at least one of the songwriters must be a current resident of PEI. The award honours only PEI songwriters (not their collaborators). It is not necessary that the songs submitted are recorded by a PEI artist or group, but the songwriter must be a resident of PEI.

[Scoring for SOCAN Songwriter of the Year]

**Music:** 40 points

Is the music well-constructed and coherent? Does the artist/group convey a good sense of melody and rhythm? Do the melodies connect with you as a listener?

**Lyrics:** 40 points

Are the lyrics written with intention? Do the songs convey a message to you the listener and do they evoke an emotional response?

**Production and Performance:** 20 points

Are the production and performance well executed?

### 12. SOLO RECORDING OF THE YEAR

This is awarded to a solo artist. A solo artist is a single individual that represents their music as an independent entity, around which any additional musicians or collaborators exist in a supporting role and are not the face of the brand. This award recognizes excellence in solo recordings and may represent all genres and styles of music.

[Scoring Rubric A]

### 13. SONG OF THE YEAR

The Song of the Year award recognizes excellence in a single track (including singles from EPs/Albums) released during the eligibility period.

[Scoring Rubric A]

## 14. VIDEO OF THE YEAR

This award recognizes excellence in a music video that was released during the eligibility period. Submissions are provided by the musician(s) and must credit everyone involved (director, videographer, etc.). This award is given to the artist/group and also honours the work of the 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. Only the video has to be released during the eligibility period.

[Scoring for Video of the Year]

### **Creativity & Concept:** 40 points

Does this video have a creative concept and a strong stylistic vision? Does it represent the music and musician well? Does it elicit some kind of emotional response? How is the video unique? Did the video hold your attention?

### **Video Production Value:** 25 points

Is the video well produced? How does the overall quality of the video production compare with other applicants?

### **Music:** 20 points

Is the music well-constructed and coherent? Does the music set itself apart from the pack? Do the melodies and/or lyrics (*if applicable*) connect with you as a listener? Does the group/artist convey a good sense of melody and rhythm?

### **Reach:** 15 points

Has the video been received well and gained a lot of attention? Does it have a lot of online views, press, awards, industry and fan support, etc?

## Genre Categories

When submitting online via the Music PEI Awards Platform, 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 **only submit for one (1) genre specific category**. If a group is applying then 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 Music PEI Week.

## 15. ACHIEVEMENT IN CLASSICAL MUSIC

This award recognizes excellence in the achievement of an individual or ensemble performing in the classical realm. Achievements may include (but are not limited to) performances, recitals, awards, and other contributions of impact within PEI's classical community during the period of eligibility.

[Scoring for Achievement in Classical Music]

### **Achievement in Excellence:** 40 points

Does the applicant demonstrate a professional level of quality in the submitted recording, concert, written score, etc.? Do they present a high degree of musicianship in this achievement? Do these achievements stand out among the other submissions?

**Impact:** 40 points

How has the submission impacted the PEI classical music scene? Have they brought positive attention to the Island's classical community?

**Presentation & Support Material:** 20 points

How well does the applicant support their submission with press quotes, reviews, written scores, etc.? Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## 16. ACHIEVEMENT IN JAZZ

This award recognizes excellence in the achievement of an individual or ensemble performing in the Jazz realm. Achievements may include (but are not limited to) performances, recitals, awards, and other contributions of impact within PEI's jazz community during the period of eligibility.

[Scoring for Achievement in Jazz]

**Achievement in Excellence:** 40 points

Does the applicant demonstrate a professional level of quality in the submitted recording, concert, written score, etc.? Do they present a high degree of musicianship in this achievement? Do these achievements stand out among the other submissions?

**Impact:** 40 points

How has the submission impacted the PEI Jazz music scene? Have they brought positive attention to the Island's Jazz community?

**Presentation & Support Material:** 20 points

How well does the applicant support their submission with press quotes, reviews, written scores, etc.? Does the artist/group portray professionalism and authenticity in regard to their overall submission?

## 17. BLUES RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group in any style of blues music (Country, Chicago, Delta, East Coast, etc.).

[Scoring Rubric A]

## 18. CONTEMPORARY ROOTS RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group (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.

[Scoring Rubric A]

## 19. COUNTRY RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group in any style of country music (traditional, swing, new country, etc.)

[Scoring Rubric A]

## 20. ELECTRONIC RECORDING OF THE YEAR

This award recognizes excellence in a release by an individual or group whose music employs electronic musical instruments and electronic music technology at the root of its production. Recordings can utilize acoustic instruments as part of the production, but the structure must be defined by electronic elements. This award is designed for all styles of EDM such as (but not limited to): house, techno, drum'n'bass, dubstep, electro-acoustic, ambient, and other subgenres thereof.

**Due to the nature of the electronic music scene, singles, EPs and albums are eligible for this award.**

[Scoring Rubric A]

## 21. LOUD RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group in any style of 'loud' or 'heavy' music (hardcore, punk, metal and other subgenres that are not typically heard on mainstream radio.).

[Scoring Rubric A]

## 22. POP RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group in any style of pop including Mainstream Pop, Adult Contemporary, Dance, etc.

[Scoring Rubric A]

## 23. R&B/SOUL RECORDING OF THE YEAR

This award recognizes excellence in a recording released during the eligibility period by an artist/group whose music falls into the R&B or Soul genre. **Singles, EPs, and albums are eligible for this award.**

[Scoring Rubric A]

## 24. RAP/HIP-HOP RECORDING OF THE YEAR

This award recognizes excellence in a recording released during the eligibility period by an artist/group whose music falls into the Rap or Hip-Hop genre. **Singles, EPs, and albums are eligible for this award.**

[Scoring Rubric A]

## 25. ROCK RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group in any style of rock including alt-rock, indie rock, rap rock, southern rock etc.

[Scoring Rubric A]

## 26. TRADITIONAL ROOTS RECORDING OF THE YEAR

This award recognizes excellence in an album released during the eligibility period by an artist/group (vocal and/or instrumental) whose music is influenced by traditional folk music styles, repertoire and musical structures (Acadian, Bluegrass, Celtic, Irish, Old Time, Scottish, Traditional Folk, etc.).

[Scoring Rubric A]

## Industry Awards

When submitting online via the Music PEI Awards Platform, 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 Music PEI Week.

## 27. EVENT OF THE YEAR

This award recognizes excellence in 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 a multiple-day event). At least 50% of the artists featured in these events must be residents of PEI.

[Scoring for Event of the Year]

### **Quality of Concept:** 20 points

Does the event have a clear and focused purpose? Does it fill a unique space within the industry? Does the list of artists programmed align with the concept of the event?

### **Marketing & Delivery:** 20 points

Does the applicant do a good job of marketing and promoting the event? Was it well organized? How has the event been received by the general public/industry?

### **Contribution of Event to PEI Music Industry:** 20 points

Has the event had a significant impact on the Island's music community? Did the event include a high percentage of Island artists, industry personnel, technicians, etc.?

### **Average of net fees earned by artists:** 15 points

Does the applicant show an effort to pay artists a reasonable wage based on current industry standards?

### **Support Material:** 15 points

Does the applicant reinforce the criteria expressed above by using letters of reference, press reviews, media support, videos, and music?

## 28. 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.

[Scoring for Live Music Programmer of the Year]

### **Quantity of Artists Programmed:** 25 points

This category will be scored based on a provided list of artists programmed over the entire eligibility period, as well as the organizations/businesses for which the programmer has worked with.

### **Average of net fees earned by artists:** 15 points

Does the applicant show an effort to pay artists a reasonable wage based on current industry standards?

### **Impact on the community and the success of events programmed:** 45 points

Has this programmer shown a significant impact on the Island's music community? Has the programmer shown an effort to book Island artists? Has the programmer shown an effort to book emerging artists? How was the event received by the general public/industry?

### **Professionalism of presenter:** 15 points

Does the applicant portray professionalism and authenticity in regard to their overall submission?

## 29. PRODUCER OF THE YEAR

This award is given to a producer 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.

- A **maximum of 2** selections per producer may be submitted for adjudication.
- If an artist submits their own work to the category, they must have also produced another artist's work (one track minimum) within three years of the current eligibility criteria deadline (proof may be required).
- In the case of a team submission, 50% of the team must have also produced another artist's work (one track minimum) within three years of the current eligibility criteria deadline.

The spirit of this award is to recognize the achievement of an individual (or in some cases equal partners) who have substantially contributed to an exceptional recording.

[Scoring for Producer of the Year]

### **Portfolio:** 40 points

Heavy emphasis should be placed on achievements and the list of artists worked with during the eligibility period. What is your overall sense of the applicant's portfolio? Have they worked closely with any local or emerging musicians?

### **Quality of Work:** 40 points

The scoring in this category is based on the quality of the submitted tracks-- ie. overall production value, mixing, performance, arranging, use of instruments and other creative

elements.

**Professional Presentation:** 20 points

Does the producer have a strong online presence i.e. website and social media? Does the applicant portray professionalism and authenticity in regard to their overall submission?

**30. RECORDING STUDIO OF THE YEAR**

This award recognizes excellence in the facilities and production quality of a PEI recording studio active within the period of eligibility.

[Scoring Recording Studio of the Year]

**Quality of Work:** 25 points

The scoring in this category is based on the quality of the submitted tracks-- ie. overall production value, mixing, performance, arranging, use of instruments and other creative elements.

**Portfolio:** 25 points

Heavy emphasis should be placed on the list of artists worked with during the eligibility period. What is your overall sense of the applicant's portfolio? Have they worked closely with any local or emerging musicians?

**Technical excellence:** 15 points

Has the studio invested in high caliber equipment and technicians?

**Environment:** 15 points

Does the studio make use of inviting ambience? Is the studio safe and pleasant to play for musicians? Is the sound and lighting of high quality? Do the members of staff make the musicians feel welcome? Are artists excited to record in this studio?

**Accomplishments & Acknowledgements:** 10 points

In reviewing the overall submission does the submitting artist/group include examples of professional accomplishments? This could include but is not limited to: awards, education, song placements, team, etc.

**Professional Presentation:** 10 points

Does the recording studio have a strong online presence i.e. website and social media? Does the applicant portray professionalism and authenticity in regard to their overall submission?

**31. VENUE OF THE YEAR**

This award honours the excellence of an Island music venue (including bars, pubs, theatres, community halls, or anywhere that regularly features Island music).

[Scoring for Venue of the Year]

**Artists:** 35 points

This category will be scored based on a provided list of artists programmed over the entire eligibility period. Has the venue booked any artists from outside the region? How would you rate the overall quality of artists that are being booked by the venue?



**Contribution to Music Industry:** 35 points

Has the venue had a significant impact on the Island's music community? Has the venue shown an effort to book both Island artists and emerging artists? How have the events at the venue been received by the general public/industry? Does the venue show an effort to pay the artists a reasonable wage based on current industry standards?

**Environment:** 20 points

Does the venue make use of inviting ambience? Is the stage safe and pleasant to play for musicians? Is the sound and lighting of high quality? Do the members of staff make the musicians feel welcome? Are artists excited to play this venue?

**Support Material:** 10 points

Does the applicant reinforce the criteria expressed above with letters of reference, press reviews, media support, videos, etc.?

## **Music PEI Board of Directors 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](mailto:music@musicpei.com). *Industry Awards include:*

### **32. 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 working in PEI are eligible for this award. The annual recipient will be selected by the Music PEI Board of Directors.

### **33. INDUSTRY PERSON OF THE YEAR**

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

### **34. 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.

### **35. 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.

### **36. LIVE MUSIC PRODUCTION PROFESSIONAL OF THE YEAR**

This award recognizes excellence in the fields of live sound, lighting and technical music production.

### **37. COMMUNITY CONTRIBUTOR OF THE YEAR**

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.

## **CATEGORIES ELIMINATED FOR THIS YEAR**

**\*NEW\*** It is with heavy hearts that we announced the cancellation of a few award categories for the 2021 Music PEI Week in response to COVID-19. We have been monitoring the situation and regret to announce that the following categories will remain eliminated for the 2022 Music PEI Week. The categories that we have eliminated are:

- Touring Artist of the Year
- Media Person of the Year
- Cover Band/Artist of the Year
- Volunteer of the Year

## **APPLY**

Click [HERE](#) to submit your application(s) for a 2022 Music PEI award.

## **DEADLINE**

Submissions must be received by **Friday, November 12th, 2021 at 5:00 PM AST** - no exceptions