



## CCMA DISCOVERY PROGRAM OVERVIEW

### Background

In 2013, the Canadian Country Music Association (CCMA) introduced the CCMA Discovery Program, a national initiative, developed to educate and support artists in their pursuit of a career in the country music industry.

This program enhanced the formerly known CCMA New Artist Showcase to include bringing all selected finalists for the year to Toronto for Music Industry Discovery Week. During this intensive week, the finalists learn, in-depth, about the music business and artist development through industry-led information sessions and seminars, culminating with a private, industry-only showcase. Each finalist is also paired with an established Canadian country artist for a mentorship opportunity, in addition to performing at the CCMA Discovery Showcase, an official PotashCorp Country Music Week event.

### CCMA Discovery Program Mandate

The mandate of the CCMA Discovery Program is to create a national program to support country music artists to reach their potential by providing educational, mentorship, networking and exposure opportunities.

### Act Eligibility Criteria

The following represents the criteria for the selection of acts to participate in the program in 2017:

1. An eligible act selected to participate can be a single artist, duo or core members of a group.
2. Eligible acts must be Canadian citizens or have landed immigrant status. The exception is in the case of a group or duo where at least 50% of the core members must be Canadian citizens or have landed immigrant status.
3. Due to liability issues all members of each act must be at least the age of majority in their province or territory of residence as of the first day of Music Industry Discovery Week (May 7, 2017). Age of majority is 18 in: AB, MB, ON, PE, QC, SK. Age of Majority is 19 in: BC, NB, NL, NS, NWT, NT, YK. No exceptions will be made.
4. Acts that have previously participated in the CCMA New Artist Showcase or CCMA Discovery Program as a performer \* or acts who have previously been nominated for a CCMA Award \*\* are not eligible. \*An individual performing artist who has previously been selected within a group or duo and now performs as a solo artist does not qualify. A group or duo who has a group member previously selected as an individual performing artist does not qualify. \*\* Artist categories include: Male, Female, Group, Fans' Choice, Single, Album, Video, Roots, Interactive and Rising Star.
5. All members of each act must be available to attend and participate in Music Industry Discovery Week to be held in Toronto, May 7 -12, 2017 and PotashCorp Country Music Week in Saskatoon, Saskatchewan from September 7 -10, 2017.
6. All members of each act must sign a CCMA Discovery Program 2017 waiver prior to the Music Industry Discovery Week in Toronto in order to participate in the CCMA Discovery Program in 2017.



7. Participation in the CCMA Discovery Program does not exclude an act from participating in any other CCMA sanctioned PotashCorp Country Music Week 2017 opportunities.
8. All selected acts are required to be members of the CCMA in good standing. Within a group or duo 50% of the core members must be members of the CCMA.
9. All acts selected in Step Four and Step Six (see Act Selection Process) must keep their selection confidential and abide by communication plans of the CCMA.

### **Act Selection Process**

There will be six (6) acts selected to participate in the CCMA Discovery Program in 2017. Three alternate acts will be selected as substitutes should one of the original six acts selected not be able to participate for whatever reason.

There is a six step process in the selection of the six (6) acts to participate in the CCMA Discovery Program 2017. The following is a brief description of each step:

1. **Step One – CCMA Discovery Program Submission Requirements:** There will be an open call for each eligible act to electronically submit the following: Biography of act (no more than 50 words), one (1) professional publicity photograph (high resolution, JPEG format), two (2) songs (no covers, MP3 files required). Acts must have at least two (2) songs (no covers) they can perform live. The deadline for these submissions is 2:00 PM ET on Friday, January 27, 2017.
2. **Step Two – Submission Verification:** A team of music industry professionals will review and validate each submission.
3. **Step Three – First Jury Review:** A selected jury of thirty (30) music industry professionals from across Canada will review the validated submissions. Each validated submission will be reviewed by at least five (5) members of this First Jury. This process will narrow down the potential acts to sixteen (16).
4. **Step Four – Top Sixteen (16) Additional Submission Content:** The top sixteen (16) acts will be notified and asked to put together two videos. These videos will be presented in the final CCMA Discovery Jury. Detail on videos below.

**Video 1** – You will be asked to present the following.

Please state for the video:

1. Name
2. Home town
3. Favourite song to play live and why
4. Why do you deserve to be selected for the CCMA Discovery Program?

*This video is to be no longer than 2 minutes in length.*



**Video 2** – You will be asked to submit a video of you performing one song live.

*This video is to be no longer than 3 minutes in length.*

**FORMAT: Both videos are to be provided to the CCMA through a private YouTube link.**

**PLEASE NOTE:** these videos will not be judged on production quality but rather the strength of your response/performance/creativity and overall presence.

5. *Step Five – Second Jury Review:* A selected jury of music industry professionals will review the submission materials of the top sixteen (16) and select (in order) six (6) final acts and three (3) alternates.
6. *Step Six – Confirmation of Acts:* The final six (6) acts will be officially invited to participate in the CCMA Discovery Program in 2017. The final acts will be notified of their success at the end of March. Upon signing the CCMA Discovery Program Agreement (within seven (7) days of receiving the agreement), the act will be officially deemed a participant/finalist in the program.

#### **Act Selection Criteria**

The members of the selection process team (juries) will be taking the following items into consideration when reviewing the submissions: act image, vocal quality, originality and artistic impression, overall talent and potential, and fan engagement.

#### **Music Industry Discovery Week:**

The six (6) selected acts will be flown to Toronto for a week (May 7 – 12, 2017) to discover more about the music business and artist development through a wide range of opportunities. Plans for these five intensive days include: industry-led information sessions, branding and media training, and the opportunity to perform acoustically at a private industry showcase. The CCMA covers all travel, accommodation and related expenses.

#### **Mentorship:**

The CCMA will connect each selected act with an established Canadian country act for mentorship purposes. This mentorship connection will take place following Music Industry Discovery Week and before PotashCorp Country Music Week 2017.

#### **PotashCorp Country Music Week Discovery Showcase:**

The CCMA Discovery Showcase will take place Thursday, September 7, 2017 during PotashCorp Country Music Week; this show will put the spotlight on the six selected acts. With full concert production, backed by a house band, each act will have the opportunity to perform in front of the music industry and fans alike. Each act will receive an honourarium (courtesy of the Radio Starmaker Fund); as well as a transportation honourarium from the CCMA to offset incurred travel costs to PotashCorp Country Music Week 2017 in Saskatoon, Saskatchewan. Each member of the selected six (6) acts will also receive a Full Delegate Registration package for PotashCorp Country Music Week 2017 courtesy of the Country Talent Development Fund.



**CCMA Discovery Award Program:**

During PotashCorp Country Music Week, one exceptional CCMA Discovery Program act will be selected by an industry jury to receive the CCMA Discovery Award at the CCMA Gala Dinner & Awards. The CCMA Discovery Award winner will also receive other industry-related prizing.

The selection criteria for this award is as follows:

1. **PotashCorp Country Music Week Discovery Showcase Performance (70%):** A selected number of industry executives will judge and rate each act at this showcase on a number of predetermined criteria (which will include image, vocal quality, originality, artistic impression and overall talent and potential). The names of these judges will remain anonymous to all except select CCMA staff.
2. **Panel Interview Session (20%):** Each act will have 15 minutes in front of a panel of key industry executives. They will be judged and rated on predetermined criteria.
3. **Written Assignment (10%):** Each act will be asked to submit a 400-500 word written assignment on what they learned from the CCMA Discovery Program. Exact assignment requirements to be provided at the close of Music Industry Discovery Week in Toronto.

**For more information:**

Alannah Cruickshank

Canadian Country Music Association (p) 416-947-1331 ext: 214

(e) [acruickshank@ccma.org](mailto:acruickshank@ccma.org)

