

Northern Ontario Music Showcase Program Guidelines

Periodically Music and Film in Motion (MFM) produces showcase events, and public performance events. Most national events are held at established industry conferences. In some cases, Music and Film in Motion is asked to provide input into artist selection for industry showcases, or acts as a co-presenter with an organization that is responsible for final selection.

The purpose of the Northern Ontario Showcase Program is to provide emerging Northern Ontario artists with valuable exposure to a target audience of influential industry members, including but not limited to festival buyers, booking agents, managers and media, as well as new audiences.

Eligibility for the Northern Ontario Showcase Program

- To qualify as a Northern Artist, the Artist must: (i) currently have their primary residence in Northern Ontario; and/or (ii) have lived in Northern Ontario for at least ten (10) years (and at minimum within the last three (3) calendar years);
 - In the case of a band, at least 50% of the members must meet the above residency requirements.
- The artist must have performed at least three (3) shows in the last year;
- The artist must have at least one (1) commercially-released album or EP at the time of application.

MFM reserves the right to use their discretion in deeming an artist or act as eligible.

Selection Process for Northern Ontario Showcase Program

Selection criteria will vary depending on the project. For example, some national activities necessitate a higher level of export readiness, while other projects are suited for emerging artists. Criteria will be clearly stated in each call for submission.

Criteria may include any or all of the following:

- Recent commercial release;
- Quality of submitted material (including music and press kit);
- Marketing or business plan;
- Export readiness;
- Track record;
- Genre appropriateness;
- Support team (manager, agent, label, etc.);
- Interactivity with MFM (attending workshops, submitting news).

Call for Submissions

MFM distributes a call for submissions for adjudicated activities. Submission deadlines will allow 14 days' notice whenever possible.

Calls are sent to members via MFM's social media and placed in the News & Events section of www.cionorth.ca.

Calls include as much information as possible about the opportunity and clearly state any requirements and criteria for participation.

Requested material may range from formal hard-copy submissions with accompanying music and support material to email submissions. Submissions that do not include required material or meet stated criteria will be rejected as ineligible.

Processing Submissions

MFM staff work to ensure that submissions are complete, check applicants' membership status when required, and remove submissions that do not meet stated requirements.

Jury

All adjudicated activities go before a jury of at least three music industry professionals and practitioners and may include up to two MFM staff members. Juries are chosen by MFM's Music Outreach Officer and MFM management. To protect the integrity of the process and the privacy of the jurors, juror names remain confidential up to the time the selected artists are announced.

Jurors review eligible submissions based on stated criteria. All jury decisions are final.

Conflict of Interest

Any juror who may benefit directly or indirectly from the success of a submission is required to declare their involvement prior to the submission being reviewed. When this is the case, the juror in conflict is asked to leave the jury room until a decision is made.

Adjudication

Juries evaluate submissions based on criteria and requirements stated in the call for submissions. Staff uses jury recommendations to compile a list of selected artists and alternates. Representatives from co-presenting organizations or industry personnel attending a showcase may recommend artists for selection.

Notification

Successful applicants are contacted by MFM staff via email or phone.

Selected artists are confirmed and given performance details. If selected artists are unable to confirm, artists from the alternate list are contacted. Artists with unselected submissions are contacted via email once all selected artists are confirmed.

Upon selection, the artist grants permission for use of all publicity materials to be used for promotional purposes.

Feedback

Where possible and requested, MFM staff will offer jury feedback on unselected submissions and will work with artists and companies to strengthen future submissions.

Appeals

Comments, questions and/or complaints are welcome and should be directed to MFM's Music Outreach Officer in writing within five business days of notification of rejection. Emailed or faxed appeals will not be accepted.

For more information on the policies for the Northern Ontario Music Showcase Program, please contact:

Jen McKerral, Music Outreach Officer
P: 705-885-9889
E: jmckerral@cionorth.ca