

INTRODUCTION



# **2025 MUSIC PEI AWARDS SUBMISSION GUIDELINES**

A Guidebook to the Submission Process

## INTRODUCTION

Music PEI Week is the annual celebration of the Island's vibrant music scene. This year's event will be held from March 4th to March 8th, 2025.

As a music industry association, Music PEI's primary goal is to support the growth of PEI's music industry, and Music PEI Week plays a crucial role in achieving this goal. The event offers valuable opportunities for artists to perform, present their work, and receive recognition for their achievements.

The core purpose of the Music PEI Awards remains unchanged—to honour and celebrate excellence within our music industry here on Prince Edward Island.

Good luck with your submissions! Please read the guidelines thoroughly before starting your submissions:

Click [HERE](#) to apply for the 2025 Music PEI Awards.

## DEADLINE TO SUBMIT APPLICATIONS

Submissions must be received by **Monday, November 4th, 2024, at 11:59 PM AT** - no exceptions. Submitting does not guarantee you a nomination.

## FEES

All applicants must pay a one-time fee of **\$35.00 plus HST** in order to apply for the Music PEI Awards. This fee allows you to submit in as many categories as you would like. Submission fees to any of the Community awards will now be waived. To encourage applications from equity-seeking groups, Music PEI is waiving the application fee for the following groups: women, BIPOC, Indigenous peoples, 2SLGBTQ+ individuals, and people with disabilities. As well, 100% of application fees for the 48 hours of the submission period will be waived.

## PERFORMANCE OPPORTUNITIES FOR ARTISTS

If you receive a nomination and are a performing artist you will automatically be considered for a performance opportunity during Music PEI Week.

## AWARD APPLICATION - ELIGIBILITY AND HOUSEKEEPING

- All Prince Edward Island (PEI) artists who released full-length recordings between **May 1, 2023, and November 4th, 2024**, are eligible for the 2025 Music PEI Music Awards. Current Music PEI membership is required for submission. If you are not a current member, you can complete or renew your membership online [\[here\]](#).
- Recording submissions must consist of a full-length recording, which must be uploaded to a SoundCloud account for jurors' access. Please ensure that the links remain valid until at least January 31st, 2025, to complete the adjudication process.
- A full-length recording is defined as an album or LP containing a minimum of six (6) tracks or having a duration of at least twenty (20) minutes, with at least fifty percent (50%) of the tracks being previously unreleased.
- The release date is determined by the album's availability for retail sale or online streaming. Artists/groups will need to provide a release date and may be asked for proof, such as a letter from the distributor, label, retail outlet, Soundscan report, or digital sales report.
- Applicants must be current residents of PEI, meeting both of the following criteria:
  - The primary artist and/or the majority of the group must have a permanent address on Prince Edward Island.
  - At least 50% of the band members must have been residents for at least 6 months before the submission deadline on November 4th, 2024.
  - For Album Art of the Year or Music Video of the Year, the designer/director does not need to be from PEI.
- Applications are scored out of 100 points based on the award's criteria. Applications with a total score of 64 points or less will not be considered for a nomination.
- Jurors must disclose any conflicts of interest and sign Music PEI's Juror Conflict of Interest & Confidentiality Agreement before the jury process.
- Physical copies of recordings are not required, but artists can send a maximum of two (2) physical copies to add to the Music PEI archive. Note: These CDs may be used for promotional purposes.
  - Mailing Address: Music PEI, Box 2371, Charlottetown, PE, CIA 8C1
- All submission requirements must be met; incomplete applications will not be accepted. Any questions regarding eligibility will be determined by the Music PEI Awards Committee.

## ALBUM/MUSIC UPLOADS

If you are submitting a recording (LP/EP/Single) for consideration in one of the music award categories, it is mandatory that you have your entire recording (unless otherwise specified) uploaded on [SoundCloud](#). SoundCloud is a free-to-use service that ensures efficiency when reviewing and evaluating your submission. Please note that recordings submitted via subscription based streaming services such as Spotify, Apple Music, TIDAL, or any other platforms outside of SoundCloud will not be accepted.

If you have any questions about using these free services, please do not hesitate to contact the MPEI office for further information.

## AWARDS CATEGORIES AND ELIGIBILITY

The Music PEI Awards are categorized into several categories: **General Awards, Recording Awards, Industry Awards, and Community Awards.**

### SUBMISSION CATEGORIES

Artists and groups have the flexibility to submit their work in multiple categories. They can enter any number of general categories and up to two (2) genre-specific categories for each recording. For instance, if your album falls into the country rock genre, you may submit it for consideration in both the Rock Recording of the Year and Contemporary Roots Recording of the Year categories. Additionally, artists and groups can submit their work in any number of Non-Recording Categories in addition to General and Genre-Specific Categories.

### RECORDING ELIGIBILITY

If a recording remains eligible for two voting years, it may be submitted in both years as long as it hasn't been previously nominated. However, it must adhere to the same rules, with a maximum of two Genre-Specific Category submissions allowed. Once a recording has been nominated in a specific category, it cannot be submitted to that category again in the following year.

### REVIEW AND ELIGIBILITY

Each submission undergoes a thorough review to ensure it meets all eligibility guidelines and aligns with the specific genre description. If there are any uncertainties about a submission's alignment with a particular genre, the artist will be contacted by the Awards Committee for clarification. To be considered for a nomination, a submission must receive a minimum score of 65.

### CATEGORY ACTIVATION & ALTERNATE CATEGORIES

In cases where there are fewer than the required minimum two (2) submissions for specific categories with scores of 65 or higher, applicants will be contacted. They will be informed that the award category will not be active in that year. Alternatively, if possible, they will be offered the opportunity to select an alternative category for scoring. If they prefer not to move to another

category, they will automatically remain eligible in the same category for the following year. Please note that each submission can be carried over only once.

## TIMELINE

The scoring of applications will occur between the deadline of November 4th, 2024, and December 30th, 2025. Following the announcement of the nominees in December, the Public Voting online polls will open shortly after. The winners will be revealed during the 2025 Music PEI Week Awards Party, scheduled for March 8th, 2025, in Charlottetown, PEI.

## VOTING AND NOMINATION PROCESS

The following section outlines the award categories for the 2025 Music PEI Awards and explains the nomination process for each. Please review this section and the respective forms for each award.

Music PEI presents awards in several categories: **General Awards, Recording Awards, Industry Awards and Community Awards**. Each award becomes active and included in the current year's voting process once Music PEI has received a minimum of two (2) submissions, only applications scoring 65 points or above out of a total of 100 will be considered valid to activate an award.

The submissions for each award are forwarded to committees of jurors with demonstrated expertise and knowledge of the music industry or specific categories. The jury members are carefully selected to ensure no conflicts of interest and to maintain a fair balance. The jurors' votes are then calculated, and the top five (5) selections in each category become the nominees, with the highest score determining the winner.

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

1. Achievement in Classical Music
2. Achievement in Jazz Music
3. Achievement in World Music
4. Album Art of the Year
5. Album of the Year
6. Contemporary Roots Recording of the Year
7. Digital Presence of the Year
8. Instrumental Recording of the Year
9. Live Music Production Professional OTY
10. New Artist of the Year
11. Pop Recording of the Year
12. Prix de L'Acadie
13. R&B/Soul Recording of the Year
14. Rap/Hip-hop Recording of the Year
15. Recording Sector Award
16. Rock Recording of the Year
17. Single of the Year
18. Songwriter of the Year
19. Traditional Roots Recording 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 **MUSIC PEI MEMBERS and a PUBLIC VOTE:**

- 20. Music Video of the Year
- 21. Entertainer of the Year

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

- 22. Community Contributor Award
- 23. Lifetime Achievement Award

The following awards are determined by **MUSIC PEI MEMBERS:**

- 24. Educator OTY Award
- 25. Live Sector Award
- 26. Musician OTY

Please refer [here](#) for **changes to the award categories**.

## **GENERAL AWARDS**

For certain awards, supporting information is required for your submission to be adjudicated properly, consider supporting information your place to shine and impress the jurors.

## **GENERAL AWARDS INCLUDE:**

### **1. 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. This award does not require a recording. [Scoring rubric used: Achievement in Classical Music]

#### **[Scoring Rubric "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?

## **2. ACHIEVEMENT IN JAZZ MUSIC**

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. This award does not require a recording.

[Scoring rubric used: Achievement in Jazz]

**[Scoring Rubric "Achievement in Jazz 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 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?

## **3. ACHIEVEMENT IN WORLD MUSIC**

This award honours outstanding accomplishments in the field of world music, whether achieved by an individual, group, or organization. Achievements may include (but are not limited to) performances, awards, and significant contributions to the local and/or global community of world music practitioners within the eligible time frame. This award does not require a recording.

[Scoring rubric used: Achievement in World Music]

**[Scoring Rubric "Achievement in World 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

Has the submission positively impacted the PEI music scene? Have they brought recognition to the Island's world music 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?

#### **4. 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. This award is given to the artist/group and also honours the work of the graphic designer. The application must credit everyone involved (visual artist, graphic designer, photographer, etc.).

[Scoring Rubric used: Album Art of the Year]

##### **[Scoring Rubric "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?

**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?

#### **5. DIGITAL PRESENCE OF THE YEAR**

This award recognizes excellence in the digital presence of 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 the content being posted and the execution of the release strategy/campaign. This award does not require a release. [Scoring Rubric used: Digital Presence of the Year]

##### **[Scoring Rubric "Digital Presence 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:** 20 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:** 15 points

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

## **6. PRIX DE L'ACADIE**

Ce prix reconnaît les accomplissements exceptionnels dans l'industrie d'un artiste, d'un groupe, ou d'une organisation de tout genre créant, interprétant et développant leur carrière en français. S'il s'agit d'un groupe, au moins 50 % des membres doivent être (ou s'identifier) comme Acadiens ou francophones et satisfaire les critères d'admissibilité. Une liste d'accomplissements professionnels de la période d'éligibilité doit être incluse dans le champ « support matériel » du formulaire de mise en candidature en ligne. Ce prix ne nécessite pas un enregistrement et sera jugé par des membres de la communauté acadienne et francophone.

**Critères d'éligibilité minimaux :**

Au moins 50 % des performances/enregistrements livrés par l'artiste ou le groupe tout au long de la période d'admissibilité doivent avoir été livrés en français.

**[Grille d'évaluation "Prix de L'Acadie"]**

**Excellence des réalisations :** 45 points

Le travail du candidat démontre-t-il un haut degré de qualité? Ces réalisations se distinguent-elles parmi les autres soumissions?

**Impact :** 35 points

Comment l'activité a-t-elle influencé la scène musicale acadienne/francophone à l'Île-du-Prince-Édouard ou à l'étranger?

**Présentation et matériel de soutien :** 20 points

Dans quelle mesure le candidat appuie-t-il sa soumission avec des citations de presse, des critiques, des partitions écrites, etc.? L'artiste/groupe fait-il preuve de professionnalisme et d'authenticité dans l'ensemble de sa soumission?

This award recognizes outstanding achievement in the industry by an artist, group, or organization, in any genre creating, performing, and developing their career in French. 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 should be included in the “support material” field in the online nomination form. This award does not require a recording and will be juried by members of the Acadian and Francophone communities.

**Minimum Eligibility Criteria:**

At least 50% of the performances/recordings delivered by the artist or group throughout the eligibility period must have been delivered in French

### **[Scoring Rubric "Prix de L'Acadie"]**

#### **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?

## **RECORDING AWARDS:**

Recording awards recognize outstanding recordings and are presented to the artist or group. Each category has only one award. Artists/groups may submit for any number of recording award categories (if criteria are met). "Scoring Rubric A" will be used by the jury to assess all of the recording awards unless otherwise noted below next to their descriptions.

**Artists or groups may submit for up to two (2) genre-specific categories.** In the case of group submissions, at least 50% of the members must meet the eligibility criteria.

When submitting through the online Music PEI Awards Platform, you will be required to provide supporting information, in addition to a biography and press highlights. In some cases supporting information is required, regardless, is your opportunity to shine and leave a lasting impression on the jurors

Nominees are determined by a panel of jurors. The juror votes are then tabulated, and the top five (5) selections in each category become the nominees, with the top score determining the winner.

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

#### **Artistic Merit:** 30 points

The scoring in this category is based on the overall qualitative and creative value of the recording. Consider the execution of the musical techniques employed, including instrumentation, vocal delivery. Does the recorded music evoke strong emotional responses or connections in the listener? Does the artist/group convey a good sense of melody and rhythm? Does the recorded music project an original and unique concept or musical idea?

#### **Production & Engineering:** 25 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. Is there a strong sense of sonic aesthetics that not only enhances the music's merit but also makes it commercially viable and /or marketable

**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, showcase invitations, performance highlights, song placements, signing to an agency, management team, etc.

**Marketing & Promotion:** 15 points

Is the artist/group compelling, captivating, and engaging? Do they possess the ability to connect with a targeted audience? Does the artist/group have a strong online presence? Does the artist/group have a “buzz” – what press/media/online attention have they generated? Has the artist/group demonstrated a plan for this recording and was it successful?

**Instinct/Gut Feeling:** 10 points

After reviewing the application, do you have a strong positive feeling or belief in the potential of this submission? Does the application stand out in a way that makes you intuitively believe it should be awarded?

**Presentation:** 10 points

Are the answers provided well-thought-out and answered to the best of the applicant’s ability? To what extent did the applicant invest time and effort in completing the application thoughtfully and thoroughly?

**Please note that only submissions with a total score of 65 or higher will be considered for nomination.**

## **RECORDING AWARDS INCLUDE:**

### **7. ALBUM OF THE YEAR**

Music PEI's Album of the Year is awarded to an artist or group with a full-length recording released within the eligibility period that exhibits exceptional musical ability, innovation, and artistic expression from any genre.

**[Scoring Rubric used: A]**

### **8. CONTEMPORARY ROOTS RECORDING OF THE YEAR**

This genre-award recognizes excellence in an album released during the eligibility period by an artist/group (vocal and/or instrumental) whose music is rooted in folk traditions but also incorporates contemporary elements. It embraces a wide spectrum of genres, including Americana, Country, Alt-Country, Contemporary Folk, Folk Rock, Reggae, Rockabilly, Blues, World, and more. Contemporary Roots artists infuse traditional folk foundations with innovative and modern approaches, creating a fusion of old and new sounds that resonate with a diverse audience.

**[Scoring rubric used: A]**

### **9. INSTRUMENTAL RECORDING OF THE YEAR**

This genre-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 used: A]**

## **10. NEW ARTIST OF THE YEAR**

This award celebrates emerging artists or groups who have not received prior nominations for any Music PEI recording awards. To be eligible for this award, all applicants must have released their Single/EP/Album within the eligibility period. The recipient of this award will also receive a prize of \$1,000 on behalf of the Lloyd Doyle Memorial Fund.

**[Scoring rubric used: A]**

## **11. POP RECORDING OF THE YEAR**

This genre-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, Electronic etc

**Singles, EPs, and albums are eligible for this award.**

**[Scoring rubric used: A]**

## **12. R&B/SOUL RECORDING OF THE YEAR**

This genre-award recognizes excellence in a recording released during the eligibility period by an artist/group whose music falls into the contemporary or classic R&B, or Soul genre.

R&B spans two distinct styles: Contemporary R&B, known for its smooth, sensuous vocals, synthesizers, and modern themes; and Classic R&B, distinguished by soulful vocals, brass sections, and roots in blues and gospel. Soul music, whether traditional or contemporary, emphasizes deep emotional expression, gospel-inspired vocals, and a connection to social issues. Traditional Soul adds lush orchestration and gospel choir-like background vocals to themes of love, heartache, and social justice. Contemporary Soul retains the soulful core while embracing elements from various musical styles, including electronic instrumentation.

**Singles, EPs, and albums are eligible for this award.**

**[Scoring rubric used: A]**

## **13. RAP/HIP-HOP RECORDING OF THE YEAR**

This genre-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 used: A]**

## **14. ROCK/LOUD RECORDING OF THE YEAR**

This genre-award recognizes excellence in an album released during the eligibility period by an artist/group in all styles of rock including alt-rock, indie rock, rap rock, southern rock, all types of metal, punk, hardcore etc.

**[Scoring rubric used: A]**

## **15. SINGLE OF THE YEAR**

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

**[Scoring Rubric used: A]**

## **16. SONGWRITER OF THE YEAR**

This award acknowledges excellence in songwriting, focusing on both lyrics and melodies. Eligibility is based on a collection of THREE (3) songs submitted by the applicant, representing their creative output during the eligibility period.

In cases of collaborations, at least one of the songwriters must be a current resident of PEI. The award specifically honours PEI songwriters, not their collaborators. While it's not necessary for the submitted songs to be recorded by a PEI artist or group, the songwriter themselves must be a resident of PEI. [Scoring Rubric used: Songwriter of the Year]

### **[Scoring Rubric "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?

## **17. TRADITIONAL ROOTS RECORDING OF THE YEAR**

This genre-award recognizes excellence in an album released during the eligibility period by an artist/group (vocal and/or instrumental) whose music draws strong influence from traditional folk music styles, repertoire, and musical structures. These influences may encompass genres such as Acadian, Bluegrass, Celtic, Irish, Old Time, Scottish, Traditional Folk, and other related traditional styles. Traditional Roots music often preserves and pays homage to cultural heritage through its sound and lyrical themes.

[Scoring rubric used: A]

## **INDUSTRY AWARDS**

Industry awards recognize the contributions and talent of the industry professionals on PEI, and are presented to organizations/individuals. Each category has only one award. Industry members may submit for any number of industry award categories (if criteria are met). Industry awards will be determined by a member vote.

For certain awards, supporting information is required for your submission to be adjudicated properly, consider supporting information your place to shine and impress the voting members.

## **INDUSTRY AWARDS INCLUDE:**

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

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

#### **[Scoring Rubric "Live Music Production Professional of the Year"]**

##### **Consistency & Reliability:** 30 points

Consistently delivers high-quality, dependable live music production services, with strong client demand demonstrated by a busy schedule, numerous clients, and repeat business.

##### **Technical Proficiency:** 25 points

Skill level in sound engineering, lighting, and overall technical production quality.

##### **Impact on Live Performances:** 15 points

Contribution to the success and quality of live performances in Prince Edward Island.

##### **Innovation & Creativity:** 15 points

Use of innovative techniques or creative approaches in live music production.

##### **Professional Development & Leadership:** 10 points

Involvement in industry training, mentoring others, and leading by example.

### **19. LIVE SECTOR AWARD**

This award recognizes excellence in the live sector on PEI. This includes but is not limited to booking agents, promoters, venues, presenters (community or individual), events (series or shows, festivals, one-off events with a major impact on the local music scene), etc.

#### **[Scoring Rubric "Live Sector Award"]**

##### **Impact on Local Music Scene:** 35 points

Contribution to the support and representation of PEI artists, technicians, and industry personnel. Consider whether significant work was created for performing artists and musicians, as well as the presentation and promotion of PEI artists locally, regionally, domestically, or internationally.

##### **Quality of Events/Services:** 25 points

Overall excellence in organizing, promoting, or presenting live music events or services, including consistency and reliability.

##### **Community Engagement & Marketing:** 25 points

Efforts to engage with the community, including fostering inclusivity and diversity, as well as effective marketing strategies that have driven participation and awareness.

**Innovation & Creativity:** 15 points

Introduction of new ideas, formats, or approaches that have enriched the live music experience on PEI.

## **20. RECORDING SECTOR AWARD**

This award recognizes excellence in the recording sector in Prince Edward Island. This includes but is not limited to: producers, studio engineers, studios, labels, etc.

### **[Scoring Rubric "Live Sector Award"]**

**Quality of Work:** 30 points

Scoring in this category is based on the quality of the submitted tracks, including overall production value, mixing, performance, arrangement, and creative use of instruments or other elements.

**Consistency, Demand & Reliability:** 30 points

Consistently delivers high-quality, dependable production services, with strong client demand demonstrated by a busy schedule, numerous clients, and repeat business.

**Portfolio:** 25 points

Emphasis is placed on the list of artists and projects the applicant worked with during the eligibility period. What is the overall impression of the applicant's portfolio?

**Accomplishments & Acknowledgements:** 15 points

Does the submission highlight professional achievements? This may include awards or nominations for projects worked on, reviews, client testimonials, or song placements.

## **COMMUNITY AWARDS**

Music PEI Community Awards recognize the contributions of community members and consist of five (5) awards. These awards are: Musician of the Year, Educator of the Year, Music Video of the Year, Entertainer of the Year, Leo Cheverie Community Contributor of the Year, and Lifetime Achievement.

It is **FREE** to nominate someone for Educator of the Year, Lifetime Achievement, and the Leo Cheverie Community Contributor of the Year, please apply through our awards platform [HERE](#).

Applications for Musician of the Year, Entertainer of the Year and Music Video of the Year are accepted via the awards platform like all other awards.

Awards determined by public vote will be promoted via Music PEI's newsletter, social media, and website in addition to local news outlets such as The Buzz.

Nominees and winners for these awards are determined by the following criteria:

- **Musician and Educator of the Year:** Member vote determines the nominees and the top score is the winner.
- **Entertainer and Music Video of the Year:** Member vote determines the nominees, public vote determines the winner.

- **Lifetime Achievement and Leo Cheverie Community Contributor of the Year:** Music PEI Board votes determine the winners. There shall be no nominees announced.

## COMMUNITY AWARDS INCLUDE:

### **21. MUSIC 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. Only one submission per artist will be accepted annually.

#### [Scoring Rubric "Music 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?

### **22. ENTERTAINER OF THE YEAR**

This category features only one award: Entertainer of the Year. This award will be determined by public vote and promoted through Music PEI's social media channels (Facebook, Instagram, Twitter, etc.).

To apply for the Entertainer of the Year award, artists must use the awards platform, just like all other awards. Music PEI will calculate member votes, and the top five (5) submissions will be selected as the nominees. These nominees will then be subject to a **public vote** on our awards platform to determine the ultimate winner.

#### [Scoring Rubric "Entertainer of the 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?

## **23. LEO CHEVERIE COMMUNITY CONTRIBUTOR OF THE YEAR**

The spirit of this award is to recognize musicians, groups, or individuals who have enriched their community through music and beyond. This could be achieved by volunteering their time and talents to perform at local benefits and fundraisers, and through playing at venues such as halls, dances, ceilidhs, weddings, and parties. The award also seeks to acknowledge those who have gone above and beyond by engaging in community advocacy, mentorship, supporting youth involvement in music, volunteering, organizing events, and promoting or preserving local music culture.

Submissions should highlight the nominee's musical contributions and/or their broader impact on the music community. Each submission must include a bio, a photo, and any supporting documents that illustrate the nominee's dedication to their community. To be eligible, the nominated artist, group, or individual must have been active in the music scene for at least 5 years.

## **24. 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.

## **25. 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. The teacher selected will be rated on their community involvement/other awards earned, letters of recommendation etc. All private and public music teachers working in PEI are eligible for this award.

### **[Scoring Rubric "Educator of the Year"]**

**Impact on Students:** 30 points

Evidence of positive influence on students' musical development, skills, confidence, or achievements.

**Teaching Excellence:** 25 points

Demonstrates the ability to foster growth in students and enables them to achieve excellence through teaching practices.

**Professional Recognition/Awards:** 25 points

Other awards or recognition received for excellence in music education.

**Years of Experience:** 20 points

Consideration of years of experience in teaching and dedication to the profession.

## **26. 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. Collaborations with other artists is key to this award. The ideal recipient is one who performs at a high level with a diverse range of other artists.

### **[Scoring Rubric "Musician of the Year"]**

**Body of Work:** 30 points

How vast is the applicant's total output of work? Achievements, the number of projects worked on, the number of gigs performed and the diversity of the range of projects and artists performed with.

**Impact on Performances/Recordings:** 25 points

Contribution to the success and quality of live performances & recordings, and ability to connect with other musicians & audiences.

**Innovation & Creativity:** 25 points

Skill level with their instrument, use of innovative techniques, creative approaches, and overall musicianship.

**Reliability, Professionalism & Attitude:** 20 points

Dependability & accountability as a musician, demeanor, and ability to collaborate.

## **APPLY FOR THE 2025 MUSIC PEI AWARDS**

Click [HERE](#) to submit your application(s) for a 2025 Music PEI award.

## **DEADLINE**

Submissions must be received by **Monday, November 4th, 2024 at 11:59 PM AT** - no exceptions.

## **CHANGES FOR THE 2025 AWARDS**

### **Changes to the Number of Awards Offered**

This year Music PEI is offering 26 awards

The two awards not being offered this year are:

- Rooted to the Island
- Industry Person of the Year

These awards will now be activated every 3 years, with the next awards being given out at the 25th anniversary celebrations in 2027.

### **Changes to Award Categories**

The following categories have been retired:

- Board Awards

The following categories are new:

- Recording: includes “genre” awards and all other awards that require a recording to be submitted
- Community: replaces “Board Awards” category and encompasses member and board voted categories
- Industry: Includes industry-specific awards that were previously listed in either “general” or “board” award categories.

### **Changes to Award Adjudication**

The following changes have been made to how nominees and winners are decided for the categories of Musician of the Year, Educator of the Year, Music Video of the Year, Entertainer of the Year, Leo Cheverie Community Contributor of the Year, and Lifetime Achievement. Member voting for some categories has been reinstated.

Nominees and winners for these awards are determined by the following criteria:

- **Musician and Educator of the Year:** Member vote determines the nominees and the top score is the winner.
- **Entertainer and Music Video of the Year:** Member vote determines the nominees, public vote determines the winner.
- **Lifetime Achievement and Leo Cheverie Community Contributor of the Year:** Music PEI Board votes determine the winners. There shall be no nominees announced.

#### **Changes to Application Fees**

- Fees are waived to submit to the following Community awards: Educator of the Year, Lifetime Achievement, and Leo Cheverie Community Contributor of the Year.
- Fees waived for all equity seeking groups.
- 100% of application fees for the first 48 hours of the submission period.