

Folk Music Canada

Showcase Selection Guidelines

The following document outlines the process and guidelines undertaken by Folk Music Canada board and staff in selecting artists to participate in its showcase activities. This process is informed by funding guidelines, Folk Music Canada's mission statement, board input and community stakeholders.

As a membership organization, Folk Music Canada strives to balance integrity and transparency with the need bring the right music to the right marketplace at the right time, and to program showcases that elevate the brand of Canadian folk music.

At present, Folk Music Canada's showcase selection works as follows:

1. Call for applications are posted publicly on Folk Music Canada website, social media channels and sent to the FMC e-mail list. They are also sent to the network of Canadian music industry associations.
2. Each showcase opportunity has its own selection process. It is not possible to apply for multiple showcases at once; each artist must submit a new application for each showcase.
3. All applications are submitted through the online system provided by Marcato. Applications are not received by email or in paper format.
4. Each artist receives an email copy of their application, as a receipt and proof of application.
5. The Executive Director of Folk Music Canada oversees the application process. The Board of Directors oversees the jury and selection process.
6. The Executive Director ensures that all applicants meet the basic criteria to showcase (ie export-readiness).
7. For each selection process, a board member who is at arm's length role takes leadership of the jury process.
8. All participants in the process (staff, jury, board members) must declare any potential conflict of interest and recuse themselves if a client or family member is an applicant.
9. A new jury is selected for each showcase opportunity, and only the board member leading the jury process, and the board president, know who is on the jury.
10. Once the application period is closed, the list of applicants is sent to the board member leading the jury process for ranking.
11. Once selection is complete, the Executive Director notifies all applicants (those accepted, and those declined) in writing. The jury does not offer any feedback on applications.
12. Programming is undertaken by the Executive Director, except in the event where there is a conflict of interest, in which case it is led by the board president and board jury person.
13. Final programming is vetted by the board jury person and the board president.