OFFICIAL SHOWCASE GOALS AND JURY GUIDELINES

The goals of the Folk Music Ontario official showcases are to:

- Facilitate access to high-quality music from across Canada for presenters;
- Increase touring and performance opportunities for Ontario and Canadian artists;
- Increase opportunities for artists to perform original material;
- Increase knowledge, appreciation and acceptance of different forms of music;
- Enhance programming options for provincial, national and international presenters;
- Assist professional artists (and managers, where applicable) to develop and reach new audiences and markets in Canada and internationally;
- Contribute to the development of increasingly appreciative and knowledgeable audiences for music across Canada;
- Interest new music programmers / presenters in attending the FMO conference, as well as providing exceptional choices for members and those who attend the conference annually;
- Stimulate and encourage positive relationships between artists and presenters.

The guidelines for choosing official showcase performers are as follows:

The jury should select approximately 45 artists/acts altogether. 36 artists/acts will showcase (twelve on each of Thursday, Friday and Saturday), and several alternates are required to fill positions vacated if any of the first 36 cannot accept the opportunity for any number of reasons.

Where quality permits:

- The showcase line-up should represent **a balance of geographical areas**. Some local-area content is desirable. A minimum of three other provinces / territories must be represented in the program and is a requirement of FMO funding agreements. American and International artists can also be considered.

- **Gender balance** is strongly desired.

- **Acts that have showcased at the FMO conference within the last three years (i.e., 2012, 2013 or 2014) are unlikely to be selected**, unless they are presenting a distinctly new sound/style of music.

- **Acts/artists already familiar to Ontario presenters may be selected** if:

    - They haven't performed extensively in the Ontario region or at FMO member festivals;

    and/or

    - They are performing in a new configuration or with new material that is significantly different from past performances;

    and/or

    - They are deemed to be export-ready for consideration by presenters participating in the FMO Export Development Program.

- **Emerging artists should be considered**, along with their perceived ability to utilize the opportunity the showcase provides. This is at the jury's discretion. Previous festival experience is not a requirement; however some performing experience is desirable.

- The showcase line-up should represent **a balance of acts of different folk/roots styles or genres**, including but not limited to:
    - jazz
    - Cajun/zydeco
    - singer-songwriter
    - traditional
    - world
    - Celtic
    - country
    - bluegrass
    - blues
    - francophone/Québécois
    - Aboriginal
    - instrumental
    - alt-country/rock
    - urban/hip-hop
    - spoken word
    - Americana

Cultural diversity within the program is highly relevant to the general goals of Folk Music Ontario.

After selections have been made by the jury, FMO staff will confirm the availability of selected artists and contact all applicants with the results of the jury. The showcase selection results will then be released to the general public. The names of the participating jury members will also be publicized after the jury process is finished.