



## THE FOLK MUSIC ONTARIO (FMO) 2019 DEVELOPING ARTIST PROGRAM

The Folk Music Ontario Developing Artist Program is an annual program which will take place this year in **Mississauga** at the Hilton Toronto Airport Hotel & Suites and runs concurrently with the Folk Music Ontario annual conference. The program is open to residents of Ontario and the National Capital Region between ages 15 and 21, who are chosen for their interest, ability and experience. The program has two streams: **Performer** and **Presenter**. **Interested applicants must commit to attending the program from 6:00 p.m., Thursday, September 26, 2019 until 1:00 p.m., Sunday, September 29, 2019.**

### PERFORMER STREAM

Participants are teamed with established artist mentors for the entire weekend – they will spend many hours with the mentors in one-on-one sessions developing a showcase performance, attending a special conference orientation on Thursday evening, and participating in workshops and master classes on Friday and Saturday. The highlight of the performer stream is the **Developing Artist Showcase** on Saturday afternoon, in which the performers each perform a 15-minute set accompanied by their mentors. Participants are also encouraged to take part in a participant- and alumni-produced, after-hours showcase on Friday and/or Saturday night, as well as the networking events that take place on Friday and Saturday of the conference. The program provides young folk/roots performers with an excellent opportunity to shadow an established artist, to experience hands-on learning at the workshops and master classes, and to integrate into this tightly knit musical community.

#### **We are looking for Developing Artist – Performer Program participants who are:**

- Comfortable with performing in front of an audience, and interested in improving their live performance skills and adding to their onstage ease by working with an established artist and performing in a professional quality showcase
- Interested in improving their live performance skills in a hands-on showcase experience
- Ready for and/or interested in learning more about the recording process
- Already composing and interested in learning more about developing original compositions
- Interested in learning more about the business side of being a performing artist/musician

#### **Selected Developing Artist – Performer Program participants should:**

- Connect with their mentor in the weeks before the conference to introduce themselves; establish their own 'tailor-made' schedule of activities; and discuss expectations for the program as well as the showcase performance
- Prepare and practice two or three songs (15 minutes of material) to perform in the showcase
- Come to the conference well rested
- Not bring homework – they won't have time for it
- Bring a parent or guardian if under 18 years of age – parents are invited and encouraged to participate and one parent may attend at the reduced Youth rate (there will be some opportunities for parents/guardians to connect with each other while participants are busy with mentors)
- Bring writing material for taking notes, a refillable water bottle, snacks for the hotel room
- Work hard, play hard, sleep little, attend as much of the conference as they can stay awake for, network with other Developing Artist Program participants and conference delegates

- Be prepared to promote themselves - bring promotional material (electronic press kits, hard copy press kits, business cards, demo CDs, videos and MP3 samples of work, etc.)
- Make their own arrangements for accommodation – at the conference preferred rate
- Have access to a CREDIT CARD for checking into the hotel (hotel policy)
- Purchase their own meals

### **PRESENTER STREAM**

Participants are teamed with several industry professionals in one-on-one mentoring sessions and are offered access to the conference networking events and all the showcases. Wherever possible we offer the Presenter participants opportunities for hands-on experience, either at the sound board or in assisting with the various official and sponsored showcases. The Presenter participants are also expected to participate in the Developing Artist Program orientation session Thursday night.

#### **We are looking for Developing Artist – Presenter Program participants who are:**

- Experienced with some level of presenting music events in their community, church, school, festival, clubs, etc.
- Interested in learning more about what it's *really* like to have a career in the music industry as a presenter, promoter, producer, artistic director, stage manager, booking agent or artist manager, publicist, sound and lighting engineer
- Interested in learning more about the music business

#### **Selected Developing Artist – Presenter Program participants should:**

- Before the conference, tell us as much as possible about what their expectations are – who they would like to connect with, what kind of presenter work they are most interested in, what previous experience they have – so that we can set up a program that is tailored to them and their interests
- Come to the conference well rested
- Not bring homework – they won't have time for it
- Bring a parent or guardian if under 18 years of age – parents are invited and encouraged to participate and one parent may attend at the reduced Youth rate (there will be some opportunities for parents/guardians to connect with each other while participants are busy with mentors)
- Bring writing material for taking notes, a refillable water bottle, snacks for the hotel room
- Work hard, play hard, sleep little, attend as much of the conference as they can stay awake for, network with other Developing Artist Program participants and conference delegates
- Attend scheduled one-on-one mentoring sessions with music industry professionals from across the country
- Make their own arrangements for accommodation – at the conference preferred rate
- Have access to a CREDIT CARD for checking into the hotel (hotel policy)
- Purchase their own meals

### **SCHEDULE**

- Thursday evening – Developing Artist Program orientation session – we will introduce the participants and mentors to the group, familiarize the group with the schedule and expectations for the weekend, and give a brief overview of the conference. This will be followed by a round-robin-style song circle – bring instruments!
- Friday – business-oriented workshop(s), one-on-one sessions with mentors during which participants will work on preparing a showcase performance  
- the remaining time on Friday is to be scheduled by participant and mentor prior to the conference
- Saturday – business-oriented workshop(s), one-on-one sessions with mentors, Developing Artist Showcase

- Friday and Saturday evenings – attend the Official Showcases and optionally participate in the after-hours Developing Artist Showcase with Developing Artist Program alumni
- Sunday morning – Awards Brunch, Developing Artist Program wrap-up session and check-out

**SUBMISSION GUIDELINES** - Applications can be submitted by individuals, festivals or venues from across Ontario. Applicants will be considered through a juried process administered by Folk Music Ontario.

### **TAYLOR MITCHELL BURSARY**

In 2010, in memory of her daughter, Canadian songwriter Taylor Mitchell, Emily Mitchell established the Folk Music Ontario Taylor Mitchell Bursary for participants in the FMO Developing Artist – Performer Program. The renewed intention of the bursary is to provide a means for applicants whose circumstances might not otherwise permit them to attend to overcome any obstacles that might prevent them from attending.

Annually, one performer will be chosen to receive up to \$500 towards costs associated with attending the conference and participating in the Developing Artist Program. Applicants wishing to be considered for the bursary must be nominated for the bursary by a teacher/community member/mentor, in light of the goals of the bursary program. The recipient is determined according to need by a group of musical mentors who knew and loved Taylor.

**DEVELOPING ARTIST - PERFORMER PROGRAM applicants** - Please prepare the following, submitted via the online application form:

- Description (up to 500 words) of your musical interests and expertise: include any pertinent information including years of experience, type and level of training, musical genres you are involved and/or interested in, instruments you play, and any other information which you deem relevant to your musical interests and goals;
- Description of your other interests – e.g., poetry, acting, painting, athletics, etc.;
- Your reason(s) for interest in the Developing Artist Program;
- Description of what you are looking for in a mentor;
- Your tech requirements for the showcase (whether you need a vocal mic, a DI, line or mic for your instrument, etc.);
- Links to your music (does not need to be professionally recorded);
- Video link(s) to performances on Youtube, your website, etc.;
- Letter of recommendation from a teacher, festival director or presenter.

**DEVELOPING ARTIST - PRESENTER PROGRAM applicants** - Please prepare the following, submitted via the online application form:

- Description (up to 500 words) of any previous experience and reasons for interest in the Developing Artist Program;
- Description of your other interests – e.g., poetry, acting, painting, athletics, etc.;
- Detailed 'wish list' – who or what kind of folk/roots music industry professionals would you like to meet with one-on-one?
- Letter of recommendation from teacher, festival director or other music/arts presenter.

If you have any questions, please contact Treasa Levasseur, Developing Artist Program Coordinator, at [youth@folkmusicontario.ca](mailto:youth@folkmusicontario.ca) or call the office at 1-866-292-6233 or 613-560-5997.

**Deadline for applications: July 15, 2019**

**Youth registration rates (to be confirmed):** \$123.65 for members, \$242.30 for non-members

\*Note: Selected participants under 18 years of age must be accompanied by a parent or guardian, who can also register at the youth rate.