



KEY DATES

Oct 14, 2021	SMA intake begins
Nov 2, 2021, 11:59pm	SMA nomination deadline
Dec 2, 2021	SMA Nominees and BSA voting begins
Dec 16, 2021	BSA voting closes
Dec 20-23, 2021	BSA top ten rollout, tentative
Jan 20, 2022	2021 Saskatchewan Music Awards
Jan 21-23, 2022	Very Prairie Music Summit

SaskMusic will honour excellence, and celebrate the achievements of our music industry members over the past year with the **2021 Saskatchewan Music Awards**. The awards will be held on January 20/2022, tentatively in a hybrid format, with the show being available online, in conjunction with the hybrid **Very Prairie Music Summit**.

Please see below for rules and eligibility criteria for each category. Minor amendments may be made to these criteria throughout the submission period; always refer to the most recent version posted.

If you require assistance in completing your submission, please contact our office as early as possible at 306-347-0676 or info@saskmusic.org.

LINKS TO ONLINE SUBMISSION FORMS:

Artistic

<https://saskmusic.wufoo.com/forms/m1g1r4u60mg513e/>

Industry

<https://saskmusic.wufoo.com/forms/mxdqpgk1pqsmx0/>

GENERAL ELIGIBILITY AND CRITERIA

- For artistic categories, the artist (or in the case of a band, at least 50% of its regular/core members) must meet Saskatchewan residency criteria as follows:
 - Potential nominee currently resides in Saskatchewan and has resided here since at least April 30, 2021. If you are temporarily out of the province for study, performance opportunities, or other professional work, but maintain a primary residence in Saskatchewan and still self-identify as being from Saskatchewan, you are eligible.
 - We reserve the right to request proof of residency through either 1) 2020 tax filing indicating you paid taxes as a Saskatchewan resident; and/or 2) two pieces of ID including any of the following: a valid Saskatchewan Health Services card, a valid Saskatchewan driver's license, a student ID card indicating registration in a Saskatchewan educational facility, or a Status Indian card.
- For incorporated bands or industry nominees, the company must file their taxes in the province of Saskatchewan.
- Where eligibility due to residency or band formation is in dispute (e.g. *is this nominee a solo artist who hires side players, or is this nominee a band*), the final decision shall be made by the jury of the category.
- Where songs are part of your submission, at least 2 of 3 songs must be original (written by the artist themselves, OR, not previously released by another artist and appropriately licensed by the artist submitting). Exceptions will be made for: Best Saskatchewan Albums; classical; traditional blues; traditional Indigenous; and traditional jazz genres.
- Remixes of a song may only stand as one of the artists' qualifying songs releases if the artist was not nominated using a version of that same song in a previous year.
- In the case of a duet where there is a 'featured artist' or one-time duo, credit will go to the main artist(s) (not the featured artist) listed on the track/album. In the event of a track with equal billing, both artists could use the track as one of their qualifying song submissions.
- There must be a minimum of 3 nominees recommended by the jury in each Artist of the Year category for that award to be presented in the current year.
- You may submit one artist/project into a maximum of two genre-specific categories (but please only submit to categories that you feel are appropriate).
- All categories are open to non-English language submissions. Lyric translations into English would be appreciated for the benefit of the jury, where applicable.

- There are no submission fees required.
- All potential nominees must consent to SaskMusic's interim Code of Conduct, posted here: <https://www.saskmusic.org/about-us/code-of-conduct>. Individuals/businesses found to be operating/behaving in a manner that contradicts the Code, in particular having engaged in any forms of harassment including sexual harassment, discrimination, bullying and/or violence, is subject to removal from nomination consideration. Final decisions of this nature would be made by a Code of Conduct review committee.

Unless otherwise noted, a release date is defined as:

- The first available date that the material can be purchased by the general public, and/or streamed legally in its entirety by a royalty-generating service. The primary source used to verify the release date shall be Apple Music; secondary verification methods will be accepted at the discretion of SaskMusic.
- A single is considered released on the day the track is submitted to Canadian radio as a single OR the date the album or single is first made available for public consumption as noted above, whichever qualifies the single for the Single of the Year category. The primary source used to determine date of release to radio is DMDS, but other third-party forms of verification (ie radio tracker contract, media release, etc) will be considered.

AWARD CATEGORIES

Nominees may nominate themselves or be nominated by a manager/label/other party.

ARTISTIC: Guidelines

Artistic: Artist of the Year Categories

The following categories will be determined by a combination of artistic merit (musical submission) and career achievements (from information supplied by the artist, and subject to third party verification where pertinent). Final nominees and the winner in each category will be determined by juries of industry and peers.

Please note these are broad categories; if you don't see your exact genre listed, apply in the most appropriate one. There are no sales qualifications for these categories.

Musical submissions are required for a category nomination. 3 tracks must be provided which have been commercially released during the period of **April 15, 2020-October 30, 2021**. Apple Music and other providers will be used if necessary to verify release date. The written submission of your achievements must cover the same time period and may include such items as tours/online concerts, festival history/highlights, streaming statistics, sync placements, socials, etc.

An artist who was a final nominee for the 2020 Saskatchewan Music Awards cannot submit the same song(s) for consideration in this cycle, *even if they qualify based on release date*.

- **Alternative Artist of the Year:** Genres including but not limited to alt rock, alt pop, and those genres which may be outside of the Hard or Rock/Pop categories.
- **Country Artist of the Year:** Genres including but not limited to mainstream and traditional country.
- **Electronic Artist of the Year:** Genres including but not limited to dance and instrumental electronic.
- **Experimental or Contemporary Artist of the Year:** This category recognizes an innovative, non-mainstream, instrumental, or eclectic album without genre limit, based on artistic vision and creative merit. It also aims to recognize artists working in a genre that produces a limited number of releases per year. Genres which may be suitable for this category include but are not limited to spoken word, noise, jazz, classical, children's, witch house, comedy, and original soundtrack.
- **Hip Hop Artist of the Year:** Genres including but not limited to rap, urban R&B, and neo soul.
- **Metal/Loud Artist of the Year:** Genres including but not limited to hard rock, metal, punk, heavy alternative, and heavy instrumental.
- **R&B:** Genres including but not limited to soul, funk, and rhythm and blues. 2021 is a trial year for this new category to gauge engagement. A minimum of 3 nominees must be recommended by the jury for the category to move forward.
- **Rock/Pop Artist of the Year:** Genres including but not limited to those considered mainstream, such as rock, pop, blues, and adult contemporary.

- **Roots/Folk Artist of the Year:** Genres including but not limited to singer/songwriter, traditional blues, and Americana.
- **Indigenous Artist of The Year:** This is a non-genre-specific category open to artists working in any style of music who self-identify as Indigenous. Submissions may come from any musical style including but not limited to commercial contemporary genres such as hip hop, country or rock; as well as traditional music and fusions that incorporate traditional instrumentation/rhythm, and/or reflect the Indigenous experience through their lyrics.
 - For this category, 3 commercially released singles are not required. Submissions must include at least 2 songs for the jury to consider which have been made available to the public during the period of **April 15, 2020-October 30, 2021** in any format, including: digitally (ie Apple Music, Bandcamp, Spotify, etc), music videos (ie YouTube), and/or 'physical-only' releases. These songs will provide the jury with material for musical evaluation. A written submission of achievements covering the same time period will also form part of the jury's evaluation, ie tours/online performances/festivals, community involvement, streaming/sales statistics, socials, etc.

Artistic: Single of the Year

Single of the Year will recognize the top commercial Saskatchewan song of the year released during the period **April 15, 2020-October 30, 2021** (see definition of release, above). If a single was released BEFORE the current eligibility period (ie: a pre-album release single that was sent to radio), that single will be considered ineligible, even if an album containing it was later released during the current eligibility period.

While the artist must meet residency requirements (see general criteria above), the song can be written by the artist, or written or co-written by a non-Saskatchewan songwriter. The award is presented to the artist.

The nominees and winners of this category shall be determined solely based upon a numerical calculation of industry data to determine the artist with the largest outcome of said metrics for a single during the reporting period beginning closest to April 15, 2020 and up to the time of category calculations, including: Canadian airplay, digital song downloads, and streaming obtained through our data provider(s); as well as consideration of Spotify overall streaming and YouTube video views. It is the responsibility of the artist to ensure their data is available in places such as the MRC Data/Nielsen Music system and, to ensure their single is not overlooked, to submit it for consideration in this category. *Nominees in this category may be held back until the awards event.*

The **Artistic: Breaking Borders Award presented by the Derek Bachman Foundation** will be dormant for this cycle.

Artistic: Music Video of the Year

This category recognizes an exceptional music video made available to the public during the period of **April 15, 2020-October 30, 2021** (for example: uploaded to YouTube or posted to a public artist profile/website).

- The award will go to the nominated director, filmmaker, producer, or production company (as named in the nomination submission).
- The nominee(s) must meet residency criteria (see above); in the case of a multiple names submitted with a video, at least 50% of those listed must meet residency (or if a corporation, its legal head office must be in Saskatchewan). The artist performing the song does not need to meet Saskatchewan residency requirements.
- All videos under consideration must be available for public viewing and be for the purpose of supporting a song. (Spoken word videos will not be accepted into this category.)
- Any style of video may be submitted including but not limited to lyric videos, live concert videos, rehearsal space-style 'raw' videos, full storyboard videos, etc.
- The song must be original (written by the artist themselves, OR, not previously released by another artist and appropriately licensed by the artist submitting). Exceptions will be made for: classical; traditional blues; traditional Indigenous; and traditional jazz genres.
- The video must be a minimum of 2 minutes 30 seconds in length, and must have received >500 views on YouTube and/or its primary viewing location by the day of deadline.

Final nominees and the winner in this category will be determined by a jury of industry peers based on artistic merit, regardless of the amount of views/plays the video may have garnered.

Artistic: Best Saskatchewan Album of the Year

The Best Saskatchewan Album of the Year project is in its seventh annual iteration. This category is based on an album, as a whole, released during the period of **October 15, 2020-October 30, 2021**. This year, the category is moving to a submission-based intake. Artists and/or labels are invited to submit their release for consideration.

All genres of music are included in consideration. Official reissues/compilations of previous material, where released as a new package with a new UPC number, will be considered.

To be considered in this category, an album:

- Was released by an artist meeting residency criteria (*as above*) at the time of the album's release date regardless of where artist is living at the time of the submission deadline.
- Is a) at least 30 minutes in length, **or** at least b) 5 tracks and >18 minutes in length.
- Was first released to the public between October 15, 2020-October 30, 2021. The primary verification we will use will be its date of release on Apple Music. If not on Apple Music, we'll accept other forms of verification of "release date" and "commercial release" at our discretion (ie manufacturer's shipping date).
- A maximum of two albums per artist name will be accepted into this category. Collaborations/featured appearances by an artist do not count towards their maximum; e.g. an artist could submit 2 albums that were released under their own name, and 1 album released by a band that they are also part of.
- Albums that made the Top Ten in the Best Saskatchewan Albums in a previous year will not be in consideration this year, even if reissued.

Process

- 1) The awards intake will collect eligible releases for consideration.
- 2) A jury of industry professionals and peers will listen to the qualifying albums to determine a longlist.
- 3) The longlist will be open for general public voting, exclusively online, from December 2-16. These votes alone will determine the Top 10. One vote per IP address over the entirety of the voting period will be recorded.
- 4) The Top 10, aka shortlist, will be announced online beginning December 20 (tentative date). Ties would result in more than 10 albums appearing on the shortlist.

INDUSTRY: Guidelines

Industry Achievement Award: This award will recognize excellence in the provision of skills and/or services by those helping to build the music industry of Saskatchewan, during the period **April 15, 2020-October 30, 2021**. Industry members who can be nominated for this award include, but are not limited to: promoters, live and/or studio audio engineers, publicists, booking agents, managers, members of the media, etc. The nominee must reside in and pay taxes in Saskatchewan, however, the scope of their work can be national and/or international. Final nominees will be determined by an industry jury, with the winner to be determined by a combination of industry jury and public vote.

Venue of the Year: This category will recognize live music venues or music festivals that strove to celebrate and present live music during the global pandemic. The venue or festival must be physically located, by postal code, in the province of Saskatchewan. The category will consider both in-person shows and alternate programming initiatives such as virtual concerts, as well as excellence in programming and community engagement during the period of **April 15, 2020-October 30, 2021**. Submissions will include a list artists/shows presented during the eligibility period. Final nominees will be determined by an industry jury, with the winner to be determined by a combination of industry jury and public vote.

Producer of the Year: This award will recognize excellence in music production by a producer residing in Saskatchewan, who was primarily responsible for the recording and/or mixing process for a submitted project(s) released within the eligibility period **April 15, 2020-October 30, 2021**. Nominees can be submitted under one producer name alone, as a cast of producers, or a combination of producer and studio name together. Nominations must include 3 songs produced by the nominee during the eligibility period, and which suitably demonstrate the producer's skill. Submitted songs may be performed by one artist, or various artists. A producer's biography, including achievements during the period, will also form part of the nomination submission. Final nominees and winner will be determined by a jury of industry peers. In the case of co-productions, co-producers would stand collectively for the co-production; all team members in this case must meet residency requirements.

SPECIAL HONOURS: Indigenous Music Achievement Award

The Indigenous Music Achievement Award, new for the 2021 SMAs, will recognize excellence in an individual demonstrating musical impact, leadership, innovation and/or community-building which has created a positive and lasting impact on the Indigenous music community. A potential honoree may be, for example: an established music artist; a music manager or label owner; and/or a music teacher, as long as the activities they are nominated for are centred on music practices. This award is intended to honour a long-term commitment to integrity and involvement in music which has inspired and uplifted others, and will consider the individual's work over their career.

Self-nominations as well as community-suggested nominations will be accepted. Nominations will be reviewed by the IMAA Review Committee, consisting of representatives from the SaskMusic Indigenous Advisory, peers, and music industry professionals, who will make the selection for this year's recipient.

About the juries

Nominations will be checked for completeness and eligibility by SaskMusic staff. For juried categories, submissions will then be presented to a panel of industry jurists who will ultimately decide, at their discretion, on the number of nominees presented in each category. Jurists may sit on more than one category. All jurists will be required to sign a Conflict of Interest declaration stating they will not jury submissions for which there may be real or perceived conflicts of interest or bias. Chosen jurists will sit on carefully constructed panels of knowledgeable industry professionals, and will review submissions following the guidelines set out for each category. Jurists will be sought both from within and outside of Saskatchewan as needed to ensure impartiality and appropriate experience.

As per the SaskMusic Policy Guide, SaskMusic staff and board members are eligible to stand as nominees as long as they have had no involvement or influence in the jury selection and processing for that category.

For questions and comments on this process please contact Michael Dawson, Executive Director, SaskMusic, 1-800-347-0676 or email mike@saskmusic.org.