

FACTOR's Juror Handbook 2017 - 2018

Thank you for your participation in FACTOR's jury process! Jurors play an integral role in FACTOR's approval process for our Artist Development (AD) and Juried Sound Recording (JSR) programs. Without the support of you and the juror team, the successful adjudication of FACTOR's applications would not be possible.

Overview

FACTOR has many programs available to artists and music companies. Artist Development and Juried Sound Recording are two of the most subscribed, with hundreds of applications submitted each deadline.

Juried evaluations allow projects to be assessed by a community of knowledgeable peers. FACTOR relies on peer evaluation to ensure a fair and transparent process and promotes appropriate representation across Canada in all genres, locations, and musical communities.

FACTOR publishes a list of all jurors who participate each fiscal year in our Annual Report, but individual jurors are never associated with a specific jury, application, score, or piece of feedback.

To be clear, applicants will not know which juror(s) assessed their application.

Participating jurors are assigned 3 juries of either 4 Artist Development (AD) applications or 3 Juried Sound Recording (JSR) each jury round.

We expect jurors to allocate ~15 minutes per AD application and ~20 minutes per JSR, meaning each jury should take ~1 hour. We ask jurors for 4 hours total, leaving an extra hour for any tricky assessments.

Applications are assigned by genre and region to ensure jurors have a good understanding of the artist's potential career path and trends in target markets. Approximately half of jurors will reside in the same province / territory if possible.

Applications are assessed via FACTOR's remote, online system. FACTOR calls the portion of the website where jurors make their assessments the **jury portal**. All assessment materials (music, biographies, marketing / development plans, etc.) are provided digitally through the Jury Portal.

Applications are scored out of 100 based on FACTOR's scoring criteria, and jurors are encouraged to provide constructive feedback.

Each application is assessed by a minimum of 7 jurors, though more will be assigned if additional jurors are available.

FACTOR calculates the average score of each application, and funds the highest scoring projects in each program within our budget limits.

Successful applicants are sent an offer of funding, and unsuccessful applicants are notified and provided with the average scores given in each category. Juror feedback is available at request, though jurors remain anonymous. Applicants will not know which juror(s) assessed their application.

Conflict of Interest and Confidentiality

Each assessment made by FACTOR's juror team influences which projects FACTOR recommends for funding. To maintain the integrity of the jury process, jurors must disclose any conflict of interest with the applicants / artists they review.

Typically, this is only an issue if there is a perceived or financial benefit to the juror if the application is successful.

All Jurors must read and understand FACTOR's *Juror Conflict of Interest & Confidentiality Agreement* which can be found here: <http://bit.ly/1dHxG00>

Common Conflict of Interest questions are answered in the FAQ (see below).

The Artist Development (AD) and Juried Sound Recording (JSR) Programs

The Artist Development (AD) Program

Program Mandate:

- to assist Canadian Artists and Professional Songwriters with the development of their careers
- supports both new and developed artists looking to take their careers a step forward
- successful applicants may claim up to 75% of eligible expenses to a maximum of \$2,000 CAD

Assessment Materials:

- 1 Assessment Track with lyrics
- an Artist Development Plan
- the Artist's Biography and supporting materials (press photos, etc.)

Scoring Criteria:

Assessment Track		75% total
• Song(s)	writing, arrangement, composition	25%
• Vocals/Lyrics	style, range, musical dynamic, emotional impact	25%
• Musicality	performance, skill, technique, interpretation	25%
Plan & Presentation	quality of plan and supporting materials	25% total

The Juried Sound Recording (JSR) Program

Program Mandate:

- to assist Canadian Artists and Record Labels with the production of a full-length recording intended for commercial release
- if approved for funding, Applicants are also eligible for marketing, touring, showcase, video, and radio marketing funding to support the release
- successful applicants may claim up to 75% of eligible expenses, typically to a maximum of \$25,000 CAD
 - more funding may be available if the artist has a higher artist rating, applies for international touring funds, radio marketing, or otherwise

Assessment Materials:

- 2 Assessment Tracks with lyrics
- The Artist's Goals and the changes they intend to make to the Assessment Tracks
- An Artist Biography and supporting materials (press photos, etc.)
- A detailed Marketing Plan
- A list of Team members in place help Artist achieve their goals

Scoring Criteria:

Assessment Tracks		60% total
• Song(s)	writing, arrangement, composition	25%
• Vocals/Lyrics	style, range, musical dynamic, emotional impact	20%
• Musicality	performance, skill, technique, interpretation	15%
Marketing Plan & Presentation	quality of marketing plan and supporting materials	25% total
Team	for independent artists: organizational capabilities and support network	15% total

Detailed Scoring Information

Jurors should use their best judgment to understand the overall spirit of each scoring criteria, and do their best to apply them to each application within the context of the project's style and genre.

For example, one of the elements of the Vocals/Lyrics scoring criteria is Pitch (intonation). This may be very relevant to a Jazz singer, but may not be relevant to a Punk singer. For some projects, the opposite may be true.

The following details the general elements of each of FACTOR's scoring criteria:

Song(s)

- song writing
- melody
- structure
- instrumentation
- arrangement
- originality

Musicality

- performance
- style, tone
- timing, groove
- skill, technique, musicianship
- interpretation

Marketing Plan & Presentation

(J.S.R. program only)

- content, writing
- understanding of target audience
- realistic, achievable plan within context of artist and genre
- adequate detail (touring, promo, distribution, album release, radio, etc.)

Vocals & Lyrics

- performance, delivery
- emotional impact
- style, tone
- skill, technique
- dynamic, range
- pitch, clarity (if applicable)
- if instrumental assess the lead melody

Artist Development Plan & Presentation

(Artist Development only)

- is the plan reasonable?
- is it likely to advance the artist's career?
- have they put some thought into their plans?

Team

(J.S.R. program only)

- team members (if independent this could include artist members and their networks)
- organizational and logistical capabilities
- support network
- marketing plan & goals context

FAQ (Frequently Asked Questions)

General

How much time should I spend on each assessment?

We expect jurors to allocate ~15 minutes per AD application and ~20 minutes per JSR, meaning each jury should take ~1 hour. We ask jurors for 4 hours total, leaving an extra hour for any tricky assessments or to review your scores.

Many applicants provide much more material than you could reasonably assess. Feel free to prioritize where you deem fit when reviewing lengthy marketing plans & additional materials.

If you feel you've seen enough to make a solid assessment, please do so and move forward.

I've have forgotten my username and password. How do I find it?

Send Jeremy Klaver, FACTOR's Jury Supervisor, a quick email at Jeremy.klaver@factor.ca

I can't play an Assessment Track. What do I do?

Send Jeremy Klaver, FACTOR's Jury Supervisor, a quick email at Jeremy.klaver@factor.ca

Conflicts of Interest

If you have a conflict of interest with the application you're assessing, just enter it in the **Conflict of Interest** field on that application's scoring page.

FACTOR does not consider a friendship or acquaintance of an application / artist to be a conflict if there is no perceived or financial benefit to the juror if the application is successful.

As a rule of thumb, if you are unsure send Jeremy Klaver, FACTOR's Jury Supervisor, a quick email at Jeremy.klaver@factor.ca

Scoring

I'm assessing an instrumental Assessment Track. How do I score the 'Vocals/Lyrics' section?

When scoring instrumental Assessment Tracks, please consider the lead or prominent instrument melody for the same elements:

- performance, delivery
- emotional impact
- style, tone
- skill, technique
- dynamic, range
- pitch, clarity (if applicable)
- overall impression

I'm assessing an Artist who works independently with no outside assistance. How do I score the 'Team' section?

The Juried Sound Recording (J.S.R.) Program is intended for Artists at all stages of their career. FACTOR does not intend to penalize Artists who are in early stages of their career or choose to work independently.

If an Artist has not enlisted the service of other industry members or services, consider if the Artist is capable of achieving their stated goals and marketing initiatives independently using their own experience, contacts, resources, and support network.

Should the production or technical quality of an Assessment Tracks be taken into consideration?

No – elements of the song, vocals, lyrics, and instruments should be audible with reasonable clarity, but do not allow production quality to influence your assessments. Consider the potential of the Assessment Track in a best-case scenario.

Conversely, Artists should not be penalized if they provide a high-quality Assessment Tracks. FACTOR does not penalize Artists who have the resources to create high quality masters.

Are jurors responsible for assessing an applicant's project budget or eligibility?

No! Please score the application regardless, but let the Jury Supervisor know if you run into something that seems like a red flag.

Contact Information

If you have questions, contact Jeremy Klaver at Jeremy.klaver@factor.ca

It's our privilege to work with you to fund vibrant artists across Canada's diverse music community.
Thank you for your help!