



## Jury Assessment Preparation Guide 2018-2019

*Published May 14, 2018*

FACTOR has two juried programs – [Artist Development](#) and [Juried Sound Recording](#). Professionals in the music industry volunteer their time as jurors to assess and score applications to these programs. FACTOR averages the juror scores and funds as many of the highest scoring applications as is possible within our budget.

For more information on program eligibility, please see FACTOR's program pages and guidelines. To learn more about our jury process, or apply to become a juror, see the [Become A Juror page](#) on our website.

### General Tips

**Start preparing early, especially if it's your first time applying to FACTOR.** In order to create and submit an application, you must have an [artist profile](#) and [applicant profile](#). The artist profile tells FACTOR about your musical career; the applicant profile tells us who will receive funding if the project is approved. See step 3 and 4 of our [step-by-step guide to applications](#) for help.

**\*NEW FOR FIRST TIME APPLICANTS: You may submit your Artist Profile and Applicant Profile for review at any time, including the same day you submit your application. To do so, complete only the Mandatory Information section of the Artist Profile.**

**The strongest applications have project plans that are specific and achievable.** There are no tricks or secrets to being funded in our juried programs. Each application is scored on its merits alone.

**Be professional.** Creativity in your art and business is encouraged, but make sure your materials are polished and factual. Jurors can tell when you've spent time on the language and presentation of your application – and especially if you haven't.

**Proofread your application.** Double-check your spelling, grammar, and punctuation, and make sure the material you submit can be easily read and understood.

**Quality, not quantity.** Present your best material for assessment and only materials which are relevant to your proposed project. Jurors allocate 20 minutes to review an Artist Development application and 30 minutes for Juried Sound Recording. Submit an appropriate amount of material. Our jurors volunteer their time and expertise – don't wear them out.

**Choose your genre wisely.** FACTOR uses genre to match applications with appropriate jurors. When selecting your primary genre, the only consideration to make is which specialized jury group would best understand your art and plans. We do not tell jurors which genre you selected – the place to communicate that is in your application materials.

## Assessment Materials

Refer to this section if you have questions about the mandatory information you will need to provide in an Artist Development or Juried Sound Recording application. Some of these elements are not applicable to both programs (as noted).

### Artist Bio

**Context.** Your biography is a great place to give the jurors a quick foundation on your artist group. Assume the jurors have no prior knowledge. Provide the essential information any juror needs to know about your artist group, and do it concisely.

**Relevance.** Only include information relevant to the artist group you are applying for. For example, if you're applying to make a classical children's album, you may not need to include information about your childhood thrash metal band.

**Where do I upload my artist bio?** Your Artist Bio will need to be uploaded to the Component Information section of your Application.

### Goals (Juried Sound Recording only)

**Describe your project.** Provide an overview of your project to give jurors a high-level understanding of what you plan to achieve.

**Realistic expectations.** Explain what results you're hoping to see, and how they will be measured. Be grounded. Many artists would love to tour Japan, but you need to have a plan to achieve that.

**Be concise.** Three or four paragraphs is enough for most applicants.

**Save the specifics for later.** You will be asked to provide a detailed marketing plan on how you will achieve your goals in another section of your application – don't double up.

### Assessment Track(s)

**Upload assessment tracks in MP3 format only.** Maximum file size is 50MB, but try to keep it low if possible.

**Don't upload more assessment tracks than required.** Submit one (1) track for the Artist Development program. Submit two (2) tracks for the Juried Sound Recording program. Choose your tracks wisely. Additional tracks will not be sent to jurors.

**Which track should I upload?** Choose eligible recording(s) that you feel are the strongest representation of your recent work. Don't try to predict what the jury wants. We have several hundred jurors with diverse tastes and cultural/social backgrounds. Trust your instincts and submit the material you feel represents your art best. If you're not sure what an eligible track is, take a look at the program guidelines. For Artist Development, see section 21. For Juried Sound Recording, see section 25. If you have questions, contact your Project Coordinator.

**How good should the recording(s) be?** The simple answer is as good as they can be within your resources. Jurors are advised not to judge tracks based on technical production quality as long as they can hear all of the musical elements. Jurors want to hear you at your best, so provide the best recording you can.

**Instrumental tracks.** If you submit an instrumental track, the jury will assess the lead melody instrument(s) by the same criteria they would for a lead vocal (see "Assessment Criteria" on page 4 below). This is difficult in some recordings if the arrangement is complex, but FACTOR's jury is made up of professionals and they will do their due diligence.

**Vocals.** If you intend to include vocals on the final master of your assessment track(s), do not upload a recording that doesn't include vocals. Even a scratch take is fine. One of FACTOR's scoring criteria is for vocals and lyrics. Jurors may give you a 0 in that category which would substantially impact your score.

**Lyrics.** Include lyrics for any non-instrumental assessment track(s) you upload, preferably in PDF format.

## Proposed Changes (Juried Sound Recording only)

**Keep it simple.** Describe the differences between the assessment tracks provided and your vision for the final recording. Try to keep it practical. For example, “we plan to add live drums and cello” might be better than “we plan to achieve a deep, percussive sound.”

## Artist Development Plan (Artist Development only)

**Use the [Artist Development Plan template](#) that FACTOR has provided.** Do not alter this document. Fill in your answers in the spaces provided, save it, and upload it to the Component Information section.

**The General Notes section.** In this required section, provide jurors with a high-level understanding of what you want to accomplish in the artist development year. Include your expectations and how you’ll measure them.

**Additional sections.** In the subsequent sections (recording, touring, marketing, etc.), outline your specific plans and how you’ll execute them. You are not required to fill out every section. Only enter responses for sections relevant to your plan.

## Marketing Plan (Juried Sound Recording only)

**Your Marketing Plan is 25% of your score.** A strong marketing plan is essential. Jurors are industry experts and expect a high level of detail. Concrete targets and projections are often a part of this.

**The plans.** You’ve laid out your overall goals and expectations in the Goals section. Now break down exactly how you’re going to achieve them, and who you’ll be working with to accomplish your plans.

**The impact.** Be sure to detail the expected impact of the initiative and the results you hope to achieve. Be realistic – jurors will be looking for reasonable, measurable goals and projected results.

**New to marketing plans?** Refer to our [sample marketing plan guide](#) available in the [Applicant Resources](#) page on our website.

## Team (Juried Sound Recording only)

**Your Team is 15% of your score.** Your team can include managers, record labels, agents, PR companies, promoters, artist members and more. Jurors are instructed to evaluate an artist’s ability to accomplish their goal with the team in place. Demonstrate how their skills and resources can be leveraged to accomplish your plan.

## Additional Materials

The following items could help improve your application:

One or two professional photos.

A producer or engineer biography if you’re applying to make recordings. Limit the bio to one page.

Letters of support from your team and extended network that will be assisting you with your project. If there are multiple letters, please combine them into a single PDF.

Tour dates (past and upcoming): If you have hundreds of dates, summarize them. For example, it’s probably enough to say you played 28 dates in Europe to rooms with capacities of 200 – 300 people instead of listing every date. Whenever possible, please group similar information into one combined PDF.

# Assessment Criteria

## Artist Development

Song (writing, arrangement, composition, etc.)	/ 25
Vocals/Lyrics (style, range, *musical dynamic, *emotional impact, etc.)	/ 25
Musicality (performance, skill, technique, interpretation, etc.)	/ 25
Artist Development Plan/Presentation (including additional materials)	/ 25
<b>TOTAL</b>	<b>/ 100</b>

## Juried Sound Recording

Song (writing, arrangement, composition, etc.)	/ 25
Vocals/Lyrics (style, range, *musical dynamic, *emotional impact, etc.)	/ 20
Musicality (performance, skill, technique, interpretation, etc.)	/ 15
Marketing Plan/Presentation (including additional materials)	/ 25
Team (consider organizational capabilities and support network if self-managed)	/ 15
<b>TOTAL</b>	<b>/ 100</b>

\*If your assessment track(s) are instrumental or Jazz/Classical “standards,” the following elements will be considered in place of Vocals / Lyrics:

**Instrumental tracks.** Jurors will evaluate the lead melody instrument for the criteria listed under Vocals/Lyrics.

**Jazz/Classical standards.** Jurors will consider the artist’s interpretation or arrangement where criteria would otherwise relate to original songs.

## Resources

It’s a good idea to be familiar with these documents before you begin your application.

[Artist Development Plan template](#)

[Marketing Plan Guide](#)

[Artist Development Program Guidelines](#)

[Juried Sound Recording Program Guidelines](#)

[FACTOR’s Glossary of Standard Terms and Business Policies](#)

[Guides & Tips for Applicants](#)

247 Spadina Avenue | Third Floor | Toronto, ON M5T 3A8  
tel. (416) 696-2215 | toll-free (877) 696-2215

APPLY ONLINE AT FACTOR.CA

We acknowledge the financial support  
of the Government of Canada.  
Nous remercions l'appui financier  
du gouvernement du Canada.

