



2021 Manitoba Country Music Association Awards (MCMA Awards) Rules and Regulations

There are currently twenty-two (22) MCMA Awards. The description of each award can be found in this document starting on Page Four.

Award Category Number Twenty (20), the MCMA Janice Starodub Impact Award and Award Category Number Twenty-One (21), the MCMA Hall of Fame Inductee Award are voted on and determined by the Manitoba Country Music Association Board of Directors.

The selection of the remaining twenty (20) awards goes through a two-stage balloting process. All MCMA members can participate in the First Ballot (Nominate). With the exception of the Fans' Choice Award, only MCMA Industry members can participate in the Second Ballot (Vote) and must be registered with the MCMA as an Industry member by September 1, 2021. Fans' Choice will appear on the Second Ballot as well as an Online Public Voting Ballot coordinated with the Second Ballot timeline.

The Awards and Balloting Process

FIRST BALLOT

Each eligible MCMA member may nominate TWO AND ONLY TWO Contenders in each category. The six (6) Contenders receiving the most nominations in each category will appear on the Second Ballot as Nominees, providing they meet the eligibility requirements as determined by the MCMA Awards and Balloting Committee. Each Contender must receive a minimum of three (3) nominations in any category on the First Ballot in order to be eligible to appear on the Second Ballot. Second Ballot Contenders (Nominees) are required to be members of the MCMA by September 1, 2021.

The top six (6) Contenders receiving the most nominations in the Fans' Choice category will appear on the Second Ballot as well as an Online Public Voting Ballot coordinated with the Second Ballot timeline.

In the event of a sixth-place tie, a weighted system will be used to determine the sixth place

Nominee. Each Nominee in the final spot tie position will have an extra point assigned to their total count for each MCMA Industry member that had put the Nominee's name forward. If the weighted system results in a sixth-place tie, the MCMA Executive Team will vote on the final position Nominee.

SECOND BALLOT

From the list of Nominees supplied, each eligible MCMA Industry member may vote for ONE AND ONLY ONE Nominee in each category. In order to vote in the Second Ballot, you must be a MCMA Industry member by September 28, 2021.

For each category, the Nominee receiving the highest number of votes within that category will be announced as the winner at the Awards Presentation November 6, 2021.

In the event of a tie, the MCMA Executive Team will vote to determine the Second Ballot winner.

Additional Balloting Information

There must be three (3) Contenders after the First Ballot in any particular category in order for that category to remain in that current year. Categories with three (3) or more Contenders after the First Ballot will move directly to the Second Ballot. If there are less than three (3) Contenders, the category will be placed on hiatus for the current year only. Only those Contenders within a category placed on hiatus may be eligible for the year immediately following the hiatus.

The MCMA will open each stage of the balloting process with an announcement to members by email. By sending this announcement to the last email address provided to the Association by the member, the Association then considers the member deemed to have received their login information within the specified period of time after the mailing date.

Voting rules are subject to change at the discretion of the MCMA Board of Directors. It is the responsibility of the Contenders to notify the MCMA, in writing, of changes to ballot information prior to September 1, 2021. Information as it appears on the Second Ballot is final.

MCMA Award Nominees have the right, should they so desire, to have their name eliminated from any particular category. Nominees will be notified as to their nomination prior to the Nominee Announcement and the commencement of the Second Ballot (September 1, 2021). Please contact the MCMA Awards and Balloting Committee Chair by email at manitobacma@gmail.com prior to the commencement of the Second Ballot to remove your name if so desired.

The Awards Eligibility

The eligibility period for the 2021 MCMA Awards will be valid from June 1, 2019 to July 15, 2021. Recordings must have been commercially released and available for consumer purchase during the eligibility period. Commercially released recordings include distribution through digital platforms (i.e. iTunes, Spotify, Apple Music etc.). Where a Contender / Nominee's eligibility is not based on the commercial release of a recording during the eligibility period, at least one in-person performance by the Contender / Nominee must take place during the eligibility period.

All Contenders / Nominees must meet one (1) of the following criteria of eligibility:

- A) Canadian citizen born in the province of Manitoba, OR;
- B) Canadian citizen maintaining permanent residency in the province of Manitoba for a period of two consecutive years, of which one of those years was during the eligibility period OR;
- C) Have landed immigrant status maintaining permanent residency in the province of Manitoba for a period of two consecutive years, of which one of those years was during the eligibility period

Exemption: On a collaboration of work at least one of the contributors must meet one (1) of the criteria of eligibility as stated above.

Exemption: Within a Group or Duo at least 50% of the contributors must meet one (1) of the criteria of eligibility as stated above.

All final Nominees are required to be Industry members of the MCMA in good standing by September 1, 2021. On a collaboration of work at least one (1) of the contributors is required to be an Industry member of the MCMA in good standing. Within a Group or Duo at least 50% of the contributing members are required to be Industry members of the MCMA in good standing.

The Awards Description

Below is additional detail on each of the twenty-two (22) MCMA Awards:

CATEGORY NO.1 FEMALE ARTIST OF THE YEAR

This Award is based upon individual performance, either on record or in person within the eligibility period. One Award is presented to the Artist. The Artist must meet all eligibility criteria.

CATEGORY NO.2 MALE ARTIST OF THE YEAR

This Award is based upon individual performance, either on record or in person within the eligibility period. One Award is presented to the Artist. The Artist must meet all eligibility criteria.

CATEGORY NO.3 GROUP OR DUO OF THE YEAR

A Group or Duo is defined as an Act, composed of two or more people, who normally perform together. The Act may include an individual who has performed, or currently does perform, as a solo artist under a name different than that of the group or duo. A group or duo whose name capitalizes on the name of a solo artist is not permitted to stand for nomination in this category. This Award is based on the performance of the Group or Duo as a unit, either on record or in person within the eligibility period. One Award is presented to each core member of the Group or Duo. At least 50% of the Group or Duo must meet all eligibility criteria.

CATEGORY NO. 4 INDIGENOUS COUNTRY MUSIC AWARD

This Award is given to an Indigenous Country Act (Solo, Duo or Group) based upon the performance of the Act, either on record or in person, within the eligibility period. One Award is presented to the Act (Solo, Duo or Group). The Solo Artist must be of Indigenous descent (First Nations, Métis or Inuit). The Group or Duo must be led by a person of Indigenous descent (First Nations, Métis or Inuit) or at least 50% of the Group or Duo must be of Indigenous descent (First Nations, Métis or Inuit).

CATEGORY NO.5 SONG OF THE YEAR (Songwriters)

This Award is not based on the songwriter's / songwriters' body of work, but rather an individual song released to radio and commercially available during the eligibility period. A song from a Greatest Hits album is eligible if not previously nominated. The Song of the Year from the previous year is not eligible in the current year. A songwriter(s) may receive multiple nominations determined by the release of their songs within the eligibility period. Consideration should be given to lyrics, music and public acceptance of the song. A Manitoba Act need not have recorded the song. Award is presented to (each of) the Manitoba songwriter(s). The Manitoba songwriter(s) must meet all eligibility criteria.

CATEGORY NO. 6 ROOTS ARTIST, DUO OR GROUP OF THE YEAR

This Award is given to a Roots Act (Solo, Duo or Group) whose music is based on traditional country styles, but through innovations and originality, is different from what is considered mainstream country. The Roots category embraces a multitude of musical styles, including, but not limited to: Alternative Country, Americana, Bluegrass, Celtic, Country-Blues, Folk, Gospel, Honky Tonk and Western Swing. This Award is based on the performance of the Act, either on

record or in person within the eligibility period. One Award is presented to a Solo Artist or each core member of the Group or Duo. The Act must meet all eligibility criteria.

CATEGORY NO. 7 EMERGING ARTIST AWARD

This category is open only to those artists who have never before won the Emerging Artist Award and who have never before won the Female Artist of the Year, Male Artist of the Year, Group or Duo of the Year, Roots Artist, Duo or Group of the Year. Nominees in this category are eligible in other categories in the current year. This Award is based on the performance of the Act, either on record or in person within the eligibility period. One Award is presented to the Act. The Act must meet all eligibility criteria.

CATEGORIES NO. 8 TO 11 ALL STAR BAND OF THE YEAR

This Award recognizes four (4) individual Instrumentalists on recording or on stage. One Award is presented for each of the following: Guitar, Bass, Drums and Specialty (Banjo, Fiddle, Mandolin, Keys, Pedal Steel). The Instrumentalists must meet all eligibility criteria.

CATEGORY NO. 12 MUSIC VIDEO OF THE YEAR

This Award is for an original audio-visual program not more than ten minutes in length featuring the performance of not more than one song or medley. The video should be judged on all audio and video elements, artistic performance, video concept and production. Lyric only videos are not eligible. Lyric videos with artistic performance are eligible. The video must have been first released for viewing by the general public, either on television or online, during the eligibility period. -The Music Video of the Year from the previous year is not eligible in the current year. One Award is presented to the Act (Solo, Duo or Group). The Act must meet all eligibility criteria.

CATEGORY NO. 13 SINGLE OF THE YEAR

This Award is for individual tracks and album tracks that have been released as singles during the eligibility period. The Single of the Year from the previous year is not eligible in the current year. One Award is presented to the Act (Solo, Duo or Group). The Act must meet all eligibility criteria.

CATEGORY NO. 14 ALBUM OF THE YEAR

This Award is for an album as a whole unit. An Album is defined as a project containing no less than six (6) tracks and can be a special project or commemorative package. The Album must have been commercially released during the eligibility period. The Album of the Year from the previous year is not eligible in the current year. The Album should be judged on all aspects including, but not limited to, artistic performance, musical background, engineering, packaging, design, art and layout. One Award is presented to the Act (Solo, Duo or Group). Greatest Hits albums do not qualify. The Act must meet all eligibility criteria.

CATEGORY NO. 15 INTERACTIVE ARTIST, DUO OR GROUP OF THE YEAR

This award is presented to an act (Solo, Duo or Group) who participates in meaningful digital interaction with fans within the current eligibility period.

Voters will give consideration to all aspects of an act's interaction with fans via social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and website (Content, graphic design, layout, etc.) – Including, but not limited to, quantity and quality, engagement and reach, total viewers across platforms, intent or purpose of livestream, originality, and the overall impact of

the performance(s). One Award is presented to the solo artist, or each core member of the Group or Duo. A Solo Artist must meet all eligibility criteria and at least 50% of a Group or Duo must meet all eligibility criteria.

The Broadcast Awards Description

CATEGORY NO. 16 RADIO STATION OF THE YEAR

This Award recognizes a Manitoba Radio Station that exemplifies the development of Manitoba country music talent through the presentation of music on their stations as well as through, but not limited to: community involvement, promotions, leadership and recognition. One Award is presented to the Radio Station. To be eligible the Radio Station must be in operation from June 1, 2019 to July 15, 2021.

CATEGORY NO. 17 RADIO ON-AIR PERSONALITY OR TEAM OF THE YEAR

This Award recognizes the Manitoba Radio On-Air Personality or Team that exemplifies the development of Manitoba country music talent through the presentation on-air as well as through, but not limited to: community involvement, promotions, leadership and recognition. One Award is presented to the Radio On-Air Personality or Team. To be eligible the Radio On-Air Personality or Team must be actively on-air for a period from June 1, 2019 to July 15, 2021.

The Industry Awards Description

These Awards are presented to honour Individuals, Groups, Businesses and Organizations from the province of Manitoba that have made a significant contribution to country music.

CATEGORY NO. 18 FESTIVAL OR EVENT OF THE YEAR

This Award recognizes a Manitoba Festival or Event that exemplifies the development and promotion of Manitoba country music talent through the presentation of Manitoba country music talent as well as through, but not limited to: community involvement, promotions, leadership and recognition. One Award is presented to the Festival or Event. The Festival or Event must meet all eligibility criteria.

CATEGORY NO. 19 VENUE OF THE YEAR

This Award recognizes a Manitoba Venue that exemplifies the development and promotion of Manitoba country music talent through the presentation of Manitoba country music talent as well as through, but not limited to: community involvement, promotions, leadership and recognition. One Award is presented to the Venue. The Venue must meet all eligibility criteria.

CATEGORY NO. 20 JANICE STARODUB IMPACT AWARD

This Award recognizes an Individual, Group, Business, or Organization that is instrumental in the development and promotion of Manitoba Talent. The recipient of this award is determined at the sole discretion of the MCMA Board of Directors. The award may not be presented annually.

CATEGORY NO. 21 HALL OF FAME INDUCTEE

The MCMA Board of Directors selects Inductees into the Manitoba Country Music Hall of Fame.

The Hall of Fame honours an Individual, Group, Business, or Organization that have made long-term contributions to the growth and development of country music in Manitoba. The recipient(s) may be living or deceased, an artist, builder, broadcaster, but must be recognized for his / her achievement in Manitoba. The Award may not be presented annually.

The Fans' Choice Award Description

CATEGORY NO. 22 FANS' CHOICE AWARD

This Award will be given to the Act (Solo, Duo or Group) who has made the greatest achievements in all aspects of the entertainment field within the eligibility period. Voters should give consideration not only to recorded performance, but also to live performance, videos, social media presence, staging, public acceptance, attitude, leadership and overall contributions to country music. The six (6) Contenders for the Fans' Choice Award will be determined by MCMA member nominations. For MCMA member voting, the six (6) Contenders will appear as "Nominees" on the Second Ballot. For public voting, there will be an Online Ballot coordinated with the Second Ballot. In order to qualify for the Fans' Choice Award the nominated Act (Solo, Duo or Group) must have commercially released a recording during the period of June 1, 2019 to July 15, 2021.

The public and MCMA Industry member vote tallies will be combined for a total number of votes to determine the winner of the Fans' Choice Award. One Award will be presented to the Act. The Act must meet all eligibility criteria.