



2011 Canadian Country Music Awards

RULES & REGULATIONS

Basic Mechanics
(Revised March 28, 2011)

CCMA
30-B Commercial Road
Toronto, ON M4G 1Z4
Tel: 416-947-1331 Fax: 416-947-5924
Email: country@ccma.org Website: www.ccma.org

TABLE OF CONTENTS:

1. Summary.....	Page 2
2. Must Read Overview.....	Page 2
3. Frequently Asked Questions.....	Page 4
4. Individual Awards Description.....	Page 6

SUMMARY:

Each year, the Canadian Country Music Association (CCMA) honours its Members who have excelled during the past year, with a Canadian Country Music Award (Award). The Awards are handed out each fall during Country Music Week. This document highlights the rules and regulations of these Awards.

MUST READ OVERVIEW:

There are currently forty (40) Canadian Country Music Awards. The description of each can be found in this document starting on page 6.

A majority of the Awards (31 of them) are chosen by all eligible members of the CCMA. These are:

Album of the Year (Award 3).....	Page 6
Songwriter(s) of the Year (Award 4).....	Page 7
CMT Video of the Year (Award 5).....	Page 7
Female Artist of the Year (Award 6).....	Page 7
Male Artist of the Year (Award 7).....	Page 7
Group or Duo of the Year (Award 8).....	Page 7
Roots Artist or Group of the Year (Award 9).....	Page 8
All Star Band – Drums (Award 13).....	Page 9
All Star Band – Bass (Award 14).....	Page 9
All Star Band – Guitar (Award 15).....	Page 9
All Star Band – Keyboards (Award 16).....	Page 9
All Star Band – Fiddle (Award 17).....	Page 9
All Star Band – Steel Guitar (Award 18).....	Page 9
All Star Band – Special Instrument (Award 19).....	Page 9
Management Company of the year (Award 20).....	Page 9
Booking Agency of the Year (Award 21).....	Page 9
Ron Sakamoto Talent Buyer of the Year (Award 22).....	Page 10
Country Club of the Year (Award 23).....	Page 10
Album Design of the Year (Award 24).....	Page 10
Website of the Year (Award 25).....	Page 10

Video Director of the Year (Award 26).....	Page 10
Music Publishing Company of the Year (Award 27).....	Page 10
Record Producer(s) of the Year (Award 28).....	Page 11
Recording Studio of the Year (Award 29).....	Page 11
Record Company of the Year (Award 30).....	Page 11
Record Company Person of the Year (Award 31).....	Page 11
Retailer of the Year (Award 32).....	Page 11
Country Music Program or Special of the Year (Award 33).....	Page 11
Country Festival, Fair, or Exhibition of the Year (Award 34).....	Page 12
Music Director of the Year (Major Market) (Award 35).....	Page 12
Music Director of the Year (Secondary Market) (Award 36).....	Page 12

The selection of each of these 31 Awards goes through a three stage balloting process:

FIRST BALLOT: Each eligible CCMA member may propose ONE AND ONLY ONE Contender in each category. The ten (10) Contenders receiving the most mentions in each category will appear on the Second Ballot, providing they meet the eligibility requirements as determined by the CCMA Awards Verification Committee.

SECOND BALLOT: From the list of Contenders supplied, each eligible CCMA member may select TWO AND ONLY TWO Contenders in each category. The five (5) Contenders receiving the most votes in each category will appear on the Third Ballot as Nominees.

THIRD (FINAL) BALLOT: From the list of Nominees supplied, each eligible CCMA member may vote for ONE AND ONLY ONE Nominee in each category. The Nominee receiving the most votes will be announced as the winner at the annual Awards Presentation.

The following nine (9) Awards each have their own distinctive process. These include:

Fans' Choice Award (Award 1).....	Page 6
Single of the Year (Award 2).....	Page 6
Rising Star Award (Award 10).....	Page 8
Top Selling Album (Award 11).....	Page 8
Top Selling Canadian Album (Award 12).....	Page 8
On-Air Personality(s) of the Year (Major Market) (Award 37).....	Page 12
On-Air Personality(s) of the Year (Secondary Market) (Award 38).....	Page 12
Radio Station of the Year (Major Market) (Award 39).....	Page 12
Radio Station of the Year (Secondary Market) (Award 40).....	Page 12

Please see the description of each of these nine (9) Awards for more details.

FREQUENTLY ASKED QUESTIONS AND ANSWERS:

1. Do you need to be Canadian to be eligible for an Award?

All Contenders/Nominees must be Canadian citizens or have landed immigrant status. Exception: On a collaboration of work at least one of the contributors must be a Canadian citizen or have landed immigrant status. Within a Group or Duo at least 50% of the contributing members must be Canadian citizens or have landed immigrant status.

2. Do you need to be a Member of the CCMA to be eligible for an Award?

All final Nominees are required to be members of the CCMA (Industry, Corporate, or Lifetime status) in good standing. Within a Group or Duo, or in the case of collaborative work(s), 50% of the contributing members must be members of the CCMA.

3. Can I choose to withdraw my name from the selection process?

CCMA members have the right, should they so desire, to have their name eliminated from any particular category. Please contact Brandy Whelan by phone at (416)947-1331 Ext. 213 or by email at bwhelan@ccma.org.

4. What is the 2011 eligibility period?

The eligibility period for all Award categories will last from March 1, 2010 through to April 30, 2011. Recordings must have been released during the eligibility period.

5. If I forgot to pay my current year CCMA membership, can I still vote?

Only CCMA voting members (Industry, Corporate, or Lifetime status) in good standing as of April 30, 2011 can participate in this process.

6. Is there any time when an Award in a certain category will not be given out?

There must be three (3) Contenders in any particular category in order for that category to remain in that current year. If there are less than three (3) Contenders, the category will be placed on hiatus for the current year only. Each Contender must receive a minimum of five (5) votes in any category in order to be eligible to appear on the Second Ballot. Categories with equal to or less than

five (5) Contenders will be placed directly on the Third (Final) Ballot as Nominees.

7. How will CCMA Members know when and how to vote?

The CCMA will precede each stage of the balloting process by a mailing announcement to members containing a voting login user name and password. By mailing this announcement to the last 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.

Other Notes: Any ballot containing a nomination in the wrong category will be considered as a "spoiled category". Voting rules are subject to change at the discretion of the CCMA's Board of Directors. It is the responsibility of the Contenders to notify the CCMA in writing of changes to ballot information prior to the deadline of the Third Ballot: July 22, 2011. Information as it appears on the Third Ballot is final.

THE AWARDS DESCRIPTION:

Below is additional detail on each of the forty Canadian Country Music Awards:

AWARD 1 FANS' CHOICE AWARD

This Award is given to the Act (Solo, Duo or Group) displaying the greatest competence in all aspects of the entertainment field. The voters should give consideration not only to the recorded performance, but also to live performance, videos, staging, public acceptance, attitude, leadership and overall contributions to the country music image. One Award is presented to the Act (in the case of a Group/Duo; one award will be presented to each core member of the Group/Duo). The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants. Eligible CCMA voting members will choose the Nominees on the First Ballot. The five (5) artists receiving the most votes will appear on the Third and Final Ballot for CCMA Membership voting as Nominees. The Fans' Choice Award does not appear on the Second Ballot. Country music fans will also have the opportunity to vote for their favourite entertainer. A combination of the CCMA membership vote and fan vote will determine the winner of the Fans' Choice Award.

AWARD 2 SINGLE OF THE YEAR

This Award is for single records only. Tracks from albums are not eligible unless they have been released as singles during the eligibility period. Final Nominees from the previous year are not eligible in the current year. In order for a single to be eligible, it has to have been in the Top 40 on the Nielsen BDS charts at some point during the eligibility. One Award is presented to the Act (Solo, Duo or Group). The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants.

AWARD 3 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 released during the eligibility period. Final Nominees from the previous year are not eligible in the current year. The Album should be judged on all aspects including, but not limited to, artistic performance, production, design, and art layout and liner notes. One Award is presented to the Act (Solo, Duo or Group). The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants. Greatest Hits albums do not qualify.

AWARD 4 SONGWRITER(S) OF THE YEAR

This category is not based on the songwriters' body of work, but rather an individual song released to radio during the eligibility period. A song from a Greatest Hits album is eligible if not previously nominated. A song nominated on the final ballot 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. One Award is presented to (each of) the songwriter(s). The songwriter must be a Canadian citizen or landed immigrant. On collaborations, at least one of the songwriters must be a Canadian citizen or landed immigrant.

AWARD 5 CMT 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. The video must have been released for broadcast during the eligibility period. Final Nominees from the previous year are not eligible in the current year. One Award is presented to the Act (Solo, Duo or Group). The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants.

AWARD 6 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 be a Canadian citizen or landed immigrant.

AWARD 7 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 be a Canadian citizen or landed immigrant.

AWARD 8 GROUP OR DUO OF THE YEAR

A Group or Duo is defined as an Act, composed of two or more people, all of whom normally perform together. The Act may include an individual who has, or currently does perform, as a solo artist under a name different than that of the group or duo. Any group or duo that capitalizes in whole or in part by incorporating the name of a solo artist in the name of the group or duo 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/Duo. At least 50% of the Group or Duo must be Canadian citizens or landed immigrants.

AWARD 9 ROOTS ARTIST OR GROUP OF THE YEAR

This Award is given to a Roots Act whose music is based on traditional country styles, but through innovations and originality, is different from what is considered mainstream country. Roots music embraces a multitude of musical styles, including, but not limited to: Alternative Country, Bluegrass, Celtic, Country-Blues, Folk, Gospel, Hillbilly, Honky Tonk, Rockabilly and Western Swing. This Award is based on the performance of the Artist or Group as a unit, either on record or in person within the eligibility period. If winner is a Group/Duo, one Award is presented to each core member of the Group/Duo. The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants.

AWARD 10 RISING STAR AWARD

This category is open only to those artists who have never before won the Rising Star Award and who have never before been nominated for the Fans' Choice Award, Group or Duo of the Year, Female Artist of the Year, Male Artist of the Year, Album of the Year, Video of the Year, or Roots Artist or Group of the Year. Nominees in this category are eligible in other categories in the current year. An individual performing artist who has been previously nominated within a group or duo and now performs as a solo artist, or has changed his/her name does not qualify. A group or duo who has a group member previously nominated as an individual performing artist does not qualify. No Act (Solo, Duo or Group) shall be nominated for the Rising Star Award more than twice. The top ten contenders are chosen by Nielsen BDS spins and will be placed on the second ballot for voting members to vote on. One Award is presented to the Act. The Act must be a Canadian citizen or landed immigrant. Within a Group or Duo at least 50% of the members must be Canadian citizens or landed immigrants.

AWARD 11 TOP SELLING ALBUM

This Award is for an album as a whole unit. Eligibility for this Award extends to all recording artists, Canadian or foreign. The Award will be given based upon Canadian record sales, physical and digital, only during the eligibility period. Sales figures supplied may be audited by our accounting firm. The album with the greatest unit sales will be declared the winner. There is no voting in this category. Multi-artist compilations do not qualify. One Award is presented to the Act (Solo, Duo or Group).

AWARD 12 TOP SELLING CANADIAN ALBUM

This Award is for an album as a whole unit. Eligibility for this Award extends to all Canadian recording artists. The Award will be given based upon domestic and international record sales, physical and digital, only during the eligibility period. Sales figures supplied may be audited by our accounting firm. The album with the greatest unit sales will be declared the winner. There is no voting in this category. Multi-artist compilations do not qualify. One Award is presented to the Act (Solo, Duo or Group).

THE INDUSTRY AWARDS

These Awards are presented to honour individuals and organizations that have made a significant contribution to Canadian country music in the eligibility period.

ALL STAR BAND AWARDS

These Awards are designed to recognize individual instrumentalists on record or stage and who are known primarily as instrumental performers. One Award is presented in each of the following categories:

AWARD 13 ALL STAR BAND - DRUMS

AWARD 14 ALL STAR BAND - BASS

AWARD 15 ALL STAR BAND - GUITAR

AWARD 16 ALL STAR BAND - KEYBOARDS

AWARD 17 ALL STAR BAND - FIDDLE

AWARD 18 ALL STAR BAND - STEEL GUITAR

AWARD 19 ALL STAR BAND - SPECIAL INSTRUMENT such as Dobro, Banjo, Harmonica, Mandolin, Accordion, Sax, etc.

If a person wins the same All Star Band Award more than five times, he or she will be added to an honour roll for that category, making he or she no longer eligible to win in that category. Instrumentalists must be a Canadian citizen or landed immigrant.

AWARD 20 MANAGEMENT COMPANY OF THE YEAR

This Award recognizes a Management Company that oversees the career of a Canadian country Act(s) during the eligibility period. A Management Company is defined as a company which has an operating office located in Canada. One Award is presented to the company.

AWARD 21 BOOKING AGENCY OF THE YEAR

This Award recognizes a Booking Agency that procures employment for a Canadian country Act(s) during the eligibility period. A Booking Agency is defined as a company which has an

operating office located in Canada. One Award is presented to the company.

AWARD 22 RON SAKAMOTO TALENT BUYER OR PROMOTER OF THE YEAR

This Award recognizes talent buyers or promoters who present and promote Canadian country artists in Canada. The Talent Buyer or Promoter must be a Canadian citizen or landed immigrant. One Award is presented to the Talent Buyer or Promoter. Please note Ron Sakamoto is no longer eligible for this award.

AWARD 23 COUNTRY CLUB OF THE YEAR

This Award recognizes a Canadian establishment, which regularly employs Canadian country artists. One Award is presented to the establishment.

AWARD 24 ALBUM DESIGN OF THE YEAR

This Award recognizes excellence in design of a specific CD and/or DVD packaging. The CD and/or DVD must have been released during the eligibility period. Previously released packaging does not qualify. However, design elements of previously released CD and/or DVD packaging qualifies when the design elements are incorporated into a new design (i.e. Greatest Hits packaging.) Final Nominees from the previous year are not eligible in the current year for the same piece of work. Only those relevant names listed within the CD and/or DVD packaging will be considered members of the Design Team. Within the Design Team at least 50% of the members must be Canadian citizens or landed immigrants. A maximum of two (2) Awards will be presented to the Design Team.

AWARD 25 WEBSITE OF THE YEAR

This Award recognizes excellence in the area of website design of a country artist's 'official' website. Voters should give consideration to the website's layout, visual appeal, ease of use, timeliness of content and availability of contact information. The Webmaster must be a Canadian citizen or landed immigrant. One Award is presented to the Webmaster.

AWARD 26 VIDEO DIRECTOR OF THE YEAR

This Award recognizes excellence in the area of video direction. A director will be recognized for selected project(s) released within the eligibility period. In the event of co-productions, the Co-Director team would stand collectively for the co-production. The Video Director must be a Canadian citizen or landed immigrant. One Award is presented to (each of) the Video Director(s).

AWARD 27 MUSIC PUBLISHING COMPANY OF THE YEAR

This Award recognizes a Canadian publishing firm which publishes original country works by Canadian writers. One Award is presented to the firm.

AWARD 28 RECORD PRODUCER(S) OF THE YEAR

This Award recognizes excellence in record production. A producer will be recognized for selected project(s) released within the eligibility period. In the event of co-production, the co-producer team would stand collectively for the co-production. The Producer(s) must be a Canadian citizen or landed immigrant. On collaborations, at least one of the Producers must be a Canadian citizen or landed immigrant. One Award is presented to (each of) the Producer(s).

AWARD 29 RECORDING STUDIO OF THE YEAR

This Award recognizes a Canadian recording establishment that facilitates the production of Canadian country music product released during the eligibility period. One Award is presented to the establishment.

AWARD 30 RECORD COMPANY OF THE YEAR

This Award recognizes a Record Company which has released Canadian country product for sale during the eligibility period. A Record Company is defined as a company or label which has an operating office located in Canada, that makes and sells musical recordings independently, in partnership with, and/or operates with full services as a division of a multi-national company. One Award is presented to the company.

AWARD 31 RECORD COMPANY PERSON OF THE YEAR

This Award recognizes an individual (an executive or any employee) of a record company, with offices located within Canada, which has released Canadian country product at retail level during the eligibility period. The recipient must be a Canadian citizen or landed immigrant. One Award is presented to the individual.

AWARD 32 RETAILER OF THE YEAR

This Award recognizes outstanding support of Canadian country music by a music retailer during the eligibility period. A music retailer is defined as a company which actively sells Canadian country music, either through store locations, online purchase of digital download and/or online purchase of a manufactured CD. A retailer must have an operating office located in Canada to be eligible for nomination. One Award is presented to the company.

AWARD 33 COUNTRY MUSIC PROGRAM OR SPECIAL OF THE YEAR

This Award recognizes an original Canadian-produced country music program or special whose original airing on television or

radio (including network or cable) was within the eligibility period. The program or special must be a minimum of thirty (30) minutes in duration. One Award is presented for the show.

AWARD 34 COUNTRY FESTIVAL, FAIR, OR EXHIBITION OF THE YEAR

This Award recognizes a Canadian Festival, Fair, or Exhibition which utilizes Canadian country artists as a major element of the event and presents country music in a positive manner while attracting a large and diverse audience, and has displayed professional organization, management and production during the eligibility period. One Award is presented.

BROADCAST AWARDS

The CCMA will present awards to Radio Station of the Year, On-Air Personality of the Year and Music Director of the Year in both major and secondary markets. A major market is defined as a city with a population over 150,000. According to Statistics Canada 2010 census figures, cities with a population over 150,000 (in order of population) are: Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Vancouver, Hamilton, Quebec City, Brampton, Surrey, Halifax, Laval, London, Markham, Gatineau, Vaughan, Longueuil, Windsor, Kitchener, Burnaby, Saskatoon, Regina, Richmond, Oakville, Burlington, Richmond Hill, Greater Sudbury.

AWARD 35 MUSIC DIRECTOR OF THE YEAR (Major Market)

AWARD 36 MUSIC DIRECTOR OF THE YEAR (Secondary Market)

This Award recognizes the individual who exemplifies the development and airplay of Canadian country talent through his/her radio station. The individual must hold the title of either Music Director or Program/Music Director for a Canadian radio station. The recipient must be a Canadian citizen or landed immigrant. One Award is presented to the Music Director in each market.

AWARD 37 ON-AIR PERSONALITY(S) OF THE YEAR (Major Market)

AWARD 38 ON-AIR PERSONALITY(S) OF THE YEAR (Secondary Market)

This Award recognizes the individual(s) who exemplifies the development of Canadian country talent through his/her presentation on-air for a Canadian radio station, including but not limited to strong entertainment value, sense of community, knowledge of country music, and ability to communicate. Any radio station is entitled to submit for consideration. A jury of industry professionals will independently judge each submission. The tallied results of the jury will declare the winner. There is no voting in this category. One Award will be presented to each core member of the winning on-air team.

AWARD 39 RADIO STATION OF THE YEAR (Major Market)

AWARD 40 RADIO STATION OF THE YEAR (Secondary Market)

This Award recognizes the Canadian country radio station that exemplifies the development of Canadian country talent through presentation of the music on their station through (but not limited to) community involvement, promotions, leadership and recognition. Any radio station is entitled to submit for consideration. A jury of industry professionals will independently judge each submission. The tallied results of the jury will declare the winner. There is no voting in this category. One Award is presented to the Radio Station in each market.