



2018  
Canadian Country Music Association Awards®  
(CCMA® Awards)

**Rules and Regulations**  
As of April 20, 2018

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## **CCMA AWARDS SUMMARY:**

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Each year, the Canadian Country Music Association® (CCMA®) honours its members who have excelled during the past year with a CCMA Award (award) in 41 various categories, which are broken down into four (4) classifications: *Artist Awards* (14 awards), *Musician Awards* (7 awards), *Radio Awards* (6 awards) and *Industry Awards* (14 awards). The awards are handed out each fall during [Country Music Week™](#).

The following outlines the official criteria, eligibility and selection processes used by the CCMA to determine its' annual award winners. The criteria and voting procedures are set forth by the CCMA Board of Directors' (Board) appointed Awards and Balloting Committee (Committee), and approved by the Board. The CCMA recognizes that criteria will constantly be evolving with the introduction of new methods of introducing and promoting artists and their music; therefore, criteria may be amended from time to time as the Committee and Board deem appropriate in the best interest of the CCMA Awards Program. Any disputes shall be resolved by the Board.

## **CCMA VOTING PROCESS:**

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Unless otherwise indicated, a majority of CCMA Award categories comply with a combination of a three (3) ballot voting process, taking place from May to August of each calendar year. All balloting and auditing services for the CCMA Awards Program is powered by *YANGAROO*. Eligible CCMA Members will vote online, unless it is communicated with the CCMA that the member would like to vote via standard mail.

### FIRST BALLOT (May 9 – May 23, 2018)

In the first round, each eligible CCMA Member may submit one (1) contender in 27 award categories (click [here](#) to see the applicable CCMA Award categories).

**The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee [eligibility criteria can be found under each award's overview, starting on page nine (9)]. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot.**

### SECOND BALLOT (June 13 – June 27, 2018)

In the second round, from the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving in 29 award categories (click [here](#) to see the applicable CCMA Award categories).

The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee [eligibility criteria can be found under each award's overview, starting on page nine (9)]. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.

#### THIRD BALLOT (July 11 – August 1, 2018)

In the third and final round, from the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving in 34 award categories (click [here](#) to see applicable CCMA Award categories).

The one (1) nominee receiving the most votes will be announced as the winner during Country Music Week [information on each award's presentation ceremony can be found under each award's overview, starting on page nine (9)]. In the case of a tie, more than one (1) nominee will be announced as the winner.

### **FREQUENTLY ASKED QUESTIONS (FAQ):**

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#### **1. WHAT IS THE ELIGIBILITY PERIOD OF THE 2018 CCMA AWARDS?**

The current eligibility period for the 2018 CCMA Awards Program is March 1, 2017 through to April 30, 2018, with the exception of *Single of the Year*, *Top Selling Album of the Year*, *Top Selling Canadian Album of the Year* and *Top Selling Canadian Single of the Year*, whose current eligibility periods are extended to January 1, 2017 through to April 30, 2018.

#### **2. WHO IS ELIGIBLE TO VOTE FOR THE CCMA AWARDS?**

A CCMA Member, who has purchased and has a valid membership as of May 1, 2018 at 12:01 a.m. ET is considered to be in good standing and is entitled to one (1) voting right for all applicable CCMA Award categories. Only eligible CCMA Members whose primary membership category is a Musician, Artist, Producer or Songwriter are eligible to vote in the seven (7) Musician Award categories. (Click [here](#) to see the complete list of applicable CCMA Award categories).

#### **3. DO YOU NEED TO BE CANADIAN TO BE ELIGIBLE FOR A CCMA AWARD?**

All contenders/nominees must be Canadian citizens, or have landed immigrant status. Within a group/duo, or in the case of collaborative work(s), at least 50% of the contributing members must be Canadian citizens, or landed immigrants. If the group/duo or collaborative team is made up of three (3) individuals, only one (1) person is required to be a Canadian citizen, or landed immigrant.

*Exception: Eligibility for the Top Selling Album of the Year extends to all recording artists, including non-Canadians.*

#### **4. DO YOU NEED TO BE A MEMBER OF THE CCMA TO BE ELIGIBLE FOR AN AWARD?**

All final contenders in the Second Ballot are required to be members of the CCMA, in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET). Within a group/duo, or in the case of collaborative work(s), at least 50% of the contributing members must be members of the CCMA, prior to the end of the Second Ballot. If the group/duo or

collaborative team is made up of three (3) individuals, only one (1) person is required to be a member of the CCMA. (Click [here](#) to find out more information about becoming a CCMA Member).

#### **5. DO THE RULES AND REGULATIONS CHANGE?**

The CCMA Awards Rules and Regulations are subject to change at the discretion of the CCMA Awards and Balloting Committee and Board of Directors. Any and all changes will be communicated to CCMA Members via email, as well as reflected on ccma.org.

#### **6. WHEN MUST I RELEASE CONTENT IN ORDER TO BE ELIGIBLE FOR A CCMA AWARD?**

In order to be eligible for a CCMA Award in the current year, all content must be released within the current eligibility period (March 1, 2017 through to April 30, 2018).

*Exception: The eligibility period, in which content must be released, for the Single of the Year, Top Selling Album of the Year, Top Selling Canadian Album of the Year and Top Selling Canadian Single of the Year is extended to January 1, 2017 through to April 30, 2018.*

For CCMA Award purposes, unless otherwise noted, a release date is defined as:

- An album is considered released on the first available date that the material can be possessed by mass consumers via a purchase in its entirety, and/or streamed legally in its entirety by a royalty-generating service. The primary source used to determine this information is iTunes;
- A single is considered released on the day the track is released to Canadian country radio as a single. The primary source used to determine this information is DMDS;
- A music video is considered released on the day it is serviced to YouTube;
- If an album/single is released for presale within the eligibility period, the content will NOT be eligible. The content must be available for mass public consumption within the current eligibility period (March 1, 2017 through to April 30, 2018).

#### **7. WHAT DOES THE CCMA CONSIDER TO BE A PRODUCT-BASED AWARD?**

The CCMA has a total of eight (8) awards which are considered to be based on a product. These products can either be: an album (CD, EP or vinyl), single (digital) or music video.

The following awards are product-based awards: Album of the Year, Single of the Year, Songwriter(s) of the Year, Top Selling Album of the Year, Top Selling Canadian Album of the Year, Top Selling Canadian Single of the Year, Video of the Year and Record Producer(s) of the Year. Please note that for our product-based awards, nominees from the previous year are not eligible in the current year for the same product.

#### **8. WHAT DOES THE CCMA CONSIDER TO BE A SALES-BASED AWARD?**

The CCMA has a total of three (3) awards which are considered to be solely based on sales in Canada (physical, digital and steamed). These awards are: Top Selling Album of the Year, Top Selling Canadian Album of the Year and Top Selling Canadian Single of the Year.

The CCMA has a total of five (5) awards where the top ten (10) contenders are based on sales. These awards are: Fans' Choice, Female Artist of the Year, Group or Duo of the Year, Male Artist of the Year and Rising Star.

The CCMA works closely with Nielsen Entertainment to capture sales information within the award eligibility periods. Physical sales figures are calculated based on scanned units. Digital track sales are converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Streaming will be calculated using the formulas 1,500 streams = one (1) album and/or 150 streams = one (1) digital track.

\*The following awards are considered both product-based AND sales-based: Top Selling Album of the Year, Top Selling Canadian Album of the Year and Top Selling Canadian Single of the Year.

#### **9. HOW DO I SUBMIT FOR THE SUBMISSION-BASED AWARDS?**

For multiple CCMA Award categories including *Interactive Artist or Group of the Year*, *On-Air Personality(ies) of the Year (Large Market)*, *On-Air Personality(ies) of the Year (Medium or Small Market)*, *Radio Station of the Year (Large Market)*, *Radio Station of the Year (Medium or Small Market)* and *Creative Director(s) of the Year*, individuals are invited to submit a package detailing their activities within the current eligibility period, to be presented to a professional panel of unbiased, selected industry jurors. CCMA Members will be notified, via email, when submissions open for each of the above mentioned award categories and will be provided with a direct link to the submission page(s).

#### **10. HOW ARE JURORS SELECTED?**

For multiple CCMA Award categories including *Album of the Year*, *Interactive Artist or Group of the Year*, *Video of the Year*, *On-Air Personality(ies) of the Year (Large Market)*, *On-Air Personality(ies) of the Year (Medium or Small Market)*, *Radio Station of the Year (Large Market)*, *Radio Station of the Year (Medium or Small Market)* and *Creative Director(s) of the Year*, the top ten (10) contenders, or completed submissions, will be presented to a panel of industry jurors who will ultimately decide on the top five (5) nominees, or final winner in that category. All jurors are specifically selected by the CCMA to ensure there are no conflicts of interests or biases. Chosen jurors will sit on carefully constructed panels of knowledgeable industry professionals and will review submissions for the aforementioned opportunities.

#### **11. HOW DO I BECOME A JUROR?**

At the beginning of each calendar year, the CCMA invites all CCMA Members, in good standing, and knowledgeable industry professionals who wish to volunteer their time and expertise, to submit an application to act as a juror for select CCMA Award categories (*Album of the Year*, *Interactive Artist or Group of the Year*, *Video of the Year*, *On-Air Personality(ies) of the Year (Large Market)*, *On-Air Personality(ies) of the Year (Medium or Small Market)*, *Radio Station of the Year (Large Market)*, *Radio Station of the Year (Medium or Small Market)* and *Creative Director(s) of the Year*) and showcase opportunities. Members will be asked to submit an application for consideration, and chosen jurors will sit on carefully constructed panels of knowledgeable industry professionals and will review submissions for the aforementioned opportunities.

**12. AM I ABLE TO CHANGE INFORMATION THAT APPEARS ON (ANY OF) THE BALLOT(S)?**

It is the responsibility of the contender to notify the CCMA, in writing, of any personal changes to ballot information prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET). Only clarifications (e.g. name change) or errors may be revised on ballot information. Information as it appears on the Third (and final) Ballot is final.

Any company that undergoes re-branding, including a name change, must notify the CCMA. The company must have possessed the new branding by October 31 of the current eligibility period in order to have the change reflected in the current balloting period.

**13. CAN I CHOOSE TO WITHDRAW MY NAME FROM THE SELECTION PROCESS?**

CCMA Members have the right, should they so desire, to have their name removed from any particular award category before the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET). Please contact Karina Davison in writing at [kdavison@ccma.org](mailto:kdavison@ccma.org) by the closing of the Second Ballot to remove your name, if desired; otherwise, the name will proceed to the Third (and final) Ballot.

**14. HOW WILL CCMA MEMBERS KNOW WHEN AND HOW TO VOTE?**

With the opening of each ballot, each eligible CCMA Member will receive an email from *YANGAROO*, on behalf of the CCMA, containing their unique login username and password. By sending this announcement to the last address provided to the association by the member, the CCMA then considers the member to have received their login information. Should you not have a valid email account or have not received an email from *YANGAROO* after 24 hours of each ballot opening, please contact Karina Davison by phone at 416-947-1331 ext. 218 or by email at [kdavison@ccma.org](mailto:kdavison@ccma.org) to receive all voting documents by mail and/or to have your email resent.

In addition, each eligible CCMA Member will receive email notification from the CCMA office, reminding them of the opening and closing of each ballot. It is the responsibility of each CCMA member to ensure their profile information is up-to-date.

**15. WHAT IS THE MINIMUM NUMBER OF VOTES NEEDED IN THE FIRST BALLOT IN ORDER TO MOVE FORWARD AS A CONTENDER ON THE SECOND BALLOT?**

Each contender must receive a minimum of five (5) votes in any category on the First Ballot in order to be eligible to appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee.

**16. IN CATEGORIES WHERE SALES ARE MEASURED TO DETERMINE CONTENDERS/NOMINEES, HOW ARE THESE SALES FIGURES DETERMINED?**

The CCMA works closely with Nielsen Entertainment to capture sales information within the current eligibility period (March 1, 2017 through to April 30, 2018). Physical sales figures are calculated based on scanned units. Digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Streaming will be calculated using the formulas 1,500 streams = one (1) album and/or 150 streams = one (1) digital track. In the case of a duet or one-time duo, the streaming credit will go to the main artist featured on the track.

Nielsen Entertainment captures audio streaming from both On Demand and Programmed streaming providers. The following is a list of streaming providers Nielsen Entertainment uses to collect streaming data:

On Demand: Spotify, Apple Music (audio), Google Play, Tidal (audio), Microsoft Groove and SoundCloud.

Programmed: Slacker and Napster

\*Please note that video streaming is not captured in these calculations.

The top ten (10) contenders for *Female Artist of the Year, Group or Duo of the Year* and *Male Artist of the Year*, as well as the final ten (10) nominees for *Fans' Choice* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 20% content, released prior to the current eligibility period (March 1, 2017).

The top ten (10) contenders for *Rising Star* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
- Sales: 50% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 10% content, released prior to the current eligibility period (March 1, 2017).

*\*Please note: If a single, from an album that was released within the current eligibility period, was released before the current eligibility period (March 1, 2017), the single will be considered released prior to the current eligibility period.*

*Exception: Top Selling Album of the Year, Top Selling Canadian Album of the Year, and Top Selling Single of the Year are based upon record sales in Canada (physical, digital and streamed) within the current eligibility period. The album/single with the greatest unit sales will be declared the winner providing it meets the eligibility requirements, as determined by the CCMA Awards Verification Committee.*

#### **17. IN CATEGORIES WHERE SPINS ARE MEASURED TO DETERMINE CONTENDERS/NOMINEES, HOW ARE THESE SPINS CALCULATED?**

The CCMA works closely with Nielsen Entertainment, which provides all relevant accounts of radio airplay for single tracks (spins) for Canadian country artists. Spins within the current eligibility period are measured from the country radio stations in Canada that are monitored by Nielsen Entertainment.

The top ten (10) contenders for *Female Artist of the Year, Group or Duo of the Year* and *Male Artist of the Year*, as well as the final ten (10) nominees for *Fans' Choice* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 20% content, released prior to the current eligibility period (March 1, 2017).

The top ten (10) contenders for *Rising Star* are determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
- Sales: 50% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 10% content, released prior to the current eligibility period (March 1, 2017).

*\*Please note: If a single, from an album that was released within the current eligibility period, was released before the current eligibility period (March 1, 2017), the single will be considered released prior to the current eligibility period.*

#### **18. WHAT IS CONSIDERED A LARGE AND MEDIUM OR SMALL MARKET?**

The CCMA presents awards to *Radio Station of the Year, On-Air Personality(ies) of the Year, and Music Director of the Year* in both large and medium or small markets. A large market is defined as a city with a population over 150,000. According to Statistics Canada 2017 census figures, cities with a population over 150,000 (in order of population) are: Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Vancouver, Brampton, Hamilton, Quebec City, Surrey, Laval, Halifax, London, Markham, Vaughan, Gatineau, Saskatoon, Longueuil, Kitchener, Burnaby, Windsor, Regina, Richmond, Richmond Hill, Oakville, Burlington, Greater Sudbury, Sherbrooke and Oshawa. A Medium or Small Market is defined as a city under the population of 150,000 and is not listed above. For verification purposes, the CCMA will use the CRTC and Numeris as reference points to determine where a station broadcasts from when reviewing the Radio Awards category. For city population information, please visit the Census Canada website [here](#).

#### **19. IS THERE ANY TIME WHEN AN AWARD WILL NOT BE GIVEN OUT?**

There must be a minimum of three (3) contenders after the First Ballot, in any applicable award category, in order for that award to be presented in the current year. If there are less than three (3) contenders, the category will be placed on hiatus for the current year only. Categories with three (3) to five (5) contenders after the First Ballot will move directly to the Third (and final) Ballot for a membership vote.

#### **20. HOW ARE AWARD CATEGORIES ADDED?**

Throughout the year, CCMA Members are able to propose new award categories for consideration by completing and submitting a CCMA Award Category Submission Form found [here](#). Submissions must be received by the first Monday of each October by 5:00 p.m. ET in order to be considered for the coming year's program.

#### **21. HOW ARE AWARD CATEGORIES REMOVED?**

If a current CCMA Award category has comprised of five (5) or less contenders for two (2) consecutive years, the top ten (10) contenders from the previous five (5) years will be contacted, informing them that their award category is in jeopardy, and unless ten (10) contenders are produced by the following year, the specific award category will be reviewed by the Board for possible retirement.

## 22. HOW DO WINNERS GET THEIR PHYSICAL CCMA AWARD?

After each Country Music Week, all award winners will be contacted by the CCMA to confirm shipping details. An engraved award will be sent to each CCMA Award winner, courtesy of the CCMA. [Details on how many awards are presented per category are outlined under each award's overview, starting on page nine (9)].

## 23. CAN WINNERS PURCHASE ADDITIONAL CCMA AWARD(S)?

CCMA Award winners for the current year will be contacted by the CCMA following Country Music Week regarding their physical CCMA Award order. Should the winner(s) wish to purchase additional CCMA Awards at said time, they may do so. Should past CCMA Award winners wish to order additional or replacement CCMA Awards, they can do so by contacting the CCMA office. When ordering additional or past CCMA Awards, the physical award will remain in the original state in which it was presented. No changes or customization will be made. The CCMA reserves the right to limit the number of additional CCMA Awards purchased. For further details please contact Karina Davison by phone at 416-947-1331 ext. 218 or by email at [kdavison@ccma.org](mailto:kdavison@ccma.org).

## AWARD OVERVIEW

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### ARTIST AWARDS (14 AWARDS)

These awards are presented to an act (solo, duo or group) for their excellence during the current eligibility period.

### ALBUM OF THE YEAR – AWARD #1

*This award is presented to the act (solo, duo or group) for a Canadian country album, which was released for mass public consumption in its entirety, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a special project or commemorative package. Voters and jury members should give consideration to all aspects, including but not limited to, market impact (e.g. sales, spins, YouTube views), artistic performance, production, design, art layout and liner notes. This award is for an album as a whole unit.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- An album is considered released on the first available date that the material can be possessed, by mass consumers, via a purchase in its entirety and/or streamed legally in its entirety by a royalty-generating service. The primary source used to determine this information is via iTunes;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot;
- The album must contain a minimum of six (6) tracks;
- 50% of the tracks must have been released during the current eligibility period, having never appeared on a previous album;

- Final nominees from the previous year are not eligible in the current year for the same product.

#### SELECTION PROCESS

The *Album of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will proceed to STEP TWO, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will proceed to STEP TWO;
- STEP TWO – A professional panel of jurors, whose members are approved by the CCMA, will judge the contenders to determine the final five (5) nominees, which will appear on the Third (and final) Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Album of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

#### **FANS' CHOICE – AWARD #2**

*This award is presented to the act (solo, duo or group) displaying the greatest achievements, in all aspects of the entertainment field, within the current eligibility period. Voters should give consideration to all aspects, including but not limited to recorded performance, video(s), social media presence, staging, public acceptance, attitude, leadership and overall contributions to the Canadian country music industry.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- All final nominees are required to be members of the CCMA, in good standing by June 27, 2018 at 5:00 p.m. ET.

#### SELECTION PROCESS

The *Fans' Choice* Award follows a two (2) step selection process:

- STEP ONE – The final ten (10) nominees for the *Fans' Choice* Award will be determined by the following formula:
  - Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Spins: 20% content, released prior to the current eligibility period (March 1, 2017);

- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Sales: 20% content, released prior to the current eligibility period (March 1, 2017).
- These results will be compiled by Nielsen Entertainment. The ten (10) nominees will appear on the Third (and final) Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) nominees will appear on the Third Ballot;
- STEP TWO (Third Ballot) – From the list of ten (10) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The public will also have the opportunity to vote for their favourite nominee, through an online ballot coordinated with the CCMA Award Program’s Third (and final) Ballot. The public vote will be open from Tuesday July 10, 2018 until Sunday September 9, 2018. The public vote tally and membership vote tally will be combined, and the nominee receiving the most votes will be announced as the winner, during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Fans’ Choice* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

### **FEMALE ARTIST OF THE YEAR – AWARD #3**

*This award is presented to an individual female artist in the Canadian country music industry displaying the greatest achievements within the current eligibility period. Voters should give consideration to all aspects, including but not limited to success at radio, sales of pre-recorded music, live concert ticket sales and vocal performances.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The female artist must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.

#### SELECTION PROCESS

The *Female Artist of the Year* Award follows a three (3) step selection process:

- STEP ONE – The top ten (10) contenders for the *Female Artist of the Year* Award will be determined by the following formula:
  - Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Spins: 20% content, released prior to the current eligibility period (March 1, 2017);

- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 20% content, released prior to the current eligibility period (March 1, 2017). These results will be compiled by *Nielsen Entertainment*.
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Female Artist of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA.

#### **GROUP OR DUO OF THE YEAR – AWARD #4**

*This award is presented to a group/duo (defined as an act comprised of two (2) or more people, all of whom perform together as a collective group) in the Canadian country music industry, displaying the greatest achievements within the current eligibility period. 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/duo. This award is based on the performance of the group/duo as a unit, either on record or in person. Voters should give consideration to all aspects, including but not limited to success at radio, pre-recorded music, live concert ticket sales and vocal performances.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- At least 50% of the group/duo must be Canadian citizens or landed immigrants;
- At least 50% of the contributing members must be members of the CCMA in good standing prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- Any group/duo that capitalizes in whole, or in part, by incorporating the name of a solo artist in the name of the group/duo is not permitted to stand for nomination in this category;
- Special collaborations between two solo artists/acts do not qualify.

#### SELECTION PROCESS

The *Group or Duo of the Year* Award follows a three (3) step selection process:

- STEP ONE – The top ten (10) contenders for the *Group or Duo of the Year* Award will be determined by the following formula:

- Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 20% content, released prior to the current eligibility period (March 1, 2017).

These results will be compiled by Nielsen Entertainment.

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Group or Duo of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to each core member of the group/duo, courtesy of the CCMA.

#### **INTERACTIVE ARTIST OR GROUP OF THE YEAR – AWARD #5**

*This award is presented to an act (solo, duo or group) in the Canadian country music industry who participates in meaningful digital interaction with fans within the current eligibility period. Voters and jury members should give consideration to all aspects of an act's interaction with fans – including, but not limited to, quantity and quality – via social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and website (content, graphic design, layout, etc.). Consideration will be given to campaigns/initiatives/focuses that showcase an act's innovative, original and engaging thinking.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The act must be a Canadian citizen or landed immigrant. In the case of a group/duo, at least 50% of the group/duo must be Canadian citizens or landed immigrants;
- Only eligible CCMA Members are entitled to submit in this category;
- Contenders in the Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot. Within a group/duo, 50% of the contributing members must be members of the CCMA.

### SELECTION PROCESS

The *Interactive Artist or Group of the Year Award* follows a three (3) step selection process:

- STEP ONE – Acts are invited to submit a package, detailing number of social media followers, frequency of interaction and details of any social campaigns executed within the current eligibility period by the act;
  - If there are less than three (3) submissions, the award will not be given out in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will judge the submissions to determine the final five (5) nominees, which will appear on the Third (and final) Ballot, providing they meet the eligibility requirements as determined by the CCMA Awards Verification Committee. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

### CCMA AWARD

- The *Interactive Artist or Group of the Year Award* is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

### **MALE ARTIST OF THE YEAR – AWARD #6**

*This award is presented to an individual male artist in the Canadian country music industry displaying the greatest achievements within the current eligibility period. Voters should give consideration to all aspects, including but not limited to success at radio, pre-recorded music, live concert ticket sales and vocal performances.*

### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The male artist must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.

### SELECTION PROCESS

The *Male Artist of the Year Award* follows a three (3) step selection process:

- STEP ONE – The top ten (10) contenders for the *Male Artist of the Year Award* will be determined by the following formula:
  - Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Spins: 20% content, released prior to the current eligibility period (March 1, 2017);

- Sales: 40% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
- Sales: 20% content, released prior to the current eligibility period (March 1, 2017). These results will be compiled by Nielsen Entertainment.
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Male Artist of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA.

#### **RISING STAR – AWARD #7**

*This award is presented to an act (solo, duo or group) who had significant success during the current eligibility period, and who has not been previously nominated in several specific CCMA Artist Award categories (detailed below).*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- Within a group/duo, 50% of the contributing members must be members of the CCMA;
- This category is open ONLY to those acts who have never before won the *Rising Star* Award, and who have never before been nominated for *Album of the Year*, *Fans' Choice*, *Female Artist of the Year*, *Group or Duo of the Year*, *Male Artist of the Year*, *Roots Artist or Group of the Year*, *Single of the Year* and/or *Video 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/duo and now performs as a solo artist, or has changed his/her name does NOT qualify;
- A group/duo who has a group member previously nominated as an individual performing artist does NOT qualify;
- No act shall be nominated for the *Rising Star* Award more than twice.

## SELECTION PROCESS

The *Rising Star* Award follows a three (3) step selection process:

- STEP ONE – The top ten (10) contenders for the *Rising Star* Award who meet the above criteria will be determined by the following formula:
  - Spins: 20% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Spins: 20% content, released prior to the current eligibility period (March 1, 2017);
  - Sales: 50% new content, released within the current eligibility period (March 1, 2017 through to April 30, 2018);
  - Sales: 10% content, released prior to the current eligibility period (March 1, 2017).

These results will be compiled by Nielsen Entertainment;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

## CCMA AWARD

- The *Rising Star* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

## **ROOTS ARTIST OR GROUP OF THE YEAR – AWARD #8**

*This award is presented to an act (solo, duo or group) in the Canadian country music industry 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. Voters should give consideration to all aspects, including but not limited to success at radio, pre-recorded music, live concert ticket sales and vocal performances.*

## ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo at least 50% of the members must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a group/duo, 50% of the contributing members must be members of the CCMA;
- The Roots Artist or Group must have released product [CD, EP, vinyl or single (digital)]

within the current eligibility period.

#### SELECTION PROCESS

The *Roots Artist or Group of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Roots Artist or Group of the Year Award* is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

#### **SINGLE OF THE YEAR – AWARD #9**

*This award is presented to the act (solo, duo or group) for a Canadian country music track, which was released as a single to Canadian country radio within the current eligibility period as defined below AND amongst the top spinning singles within the current eligibility period. Voters should give consideration to the impact of the single on consumers and the Canadian country music industry.*

#### ELIGIBILITY

- For the purpose of the *Single of the Year Award*, the current eligibility period is extended to January 1, 2017 through to April 30, 2018;
- A single is considered released on the day the track was made available to Canadian country radio as a single. The primary source used to determine this information is DMDS;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a group/duo, 50% of the contributing members must be members of the CCMA;

- Only eligible singles, which were among the top 30 spinning singles at radio within the current eligibility period will qualify. The list of qualifying singles will be provided to the CCMA directly from Nielsen Entertainment;
- Final nominees from the previous year are not eligible in the current year for the same product.

#### SELECTION PROCESS

The *Single of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – The top 30 spinning singles as provided by Nielsen Entertainment, will appear on the First Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than 30 singles will appear on the First Ballot. Each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The ten (10) contenders receiving the most votes will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Single of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

#### **SONGWRITER(S) OF THE YEAR – AWARD #10**

*This award is presented to the songwriter(s) of an individual country music song released to radio or available for purchase within the current eligibility period. This award is based on an individual song and not on the songwriter(s)' body of work. Voters should give consideration to all aspects of the given song, if applicable, including but not limited to lyrics, music, success at radio, record sales, success in digital media and impact of the song on consumers and the Canadian country music industry, with emphasis on the creative integrity of the song.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The songwriter(s) must be Canadian citizen(s) or landed immigrant(s). On collaborations, at least one (1) of the songwriters must be a Canadian citizen or landed immigrant;

- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a collaboration, at least one (1) of the contributing members must be a member of the CCMA in good standing prior to the end of the Second Ballot;
- A song from a Greatest Hits album is eligible if not previously nominated and meets all other criteria;
- Final nominees from the previous year are not eligible in the current year for the same product.

#### SELECTION PROCESS

The *Songwriter(s) of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Songwriter(s) of the Year* Award is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to (each of) the songwriter(s), courtesy of the CCMA.

#### **TOP SELLING ALBUM OF THE YEAR – AWARD #11**

*This award is presented to the act (solo, duo or group) of a country music album, based upon record sales in Canada, including physical, digital and streamed, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a new recording of previously released material.*

#### ELIGIBILITY

- For the purpose of the *Top Selling Album of the Year*, the current eligibility period, in which the product must have been released, is extended to January 1, 2017 through to April 30, 2018;
- This award is based on sales within the current eligibility period (March 1, 2017 through to April 30, 2018);
- The album must contain no less than six (6) tracks;

- Eligibility for this award extends to all country recording artists (including non-Canadians);
- Eligibility for this award extends to non-CCMA Members;
- The album can be a new recording of previously released material;
- Greatest hits and compilation albums compiled of previously released recordings do not qualify.

#### SELECTION PROCESS

- Individual digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Streamed track sales will be converted to album sales using the formula 1,500 streams = one (1) album sold. The results will be provided by Nielsen Entertainment;
  - Sales figures supplied may be audited by the accounting firm of the CCMA;
  - The album with the greatest unit sales will be declared the winner;
  - There are no nominees in this category;
  - There is no voting in this category.

#### CCMA AWARD

- The *Top Selling Album of the Year Award* is announced at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

### **TOP SELLING CANADIAN ALBUM OF THE YEAR – AWARD #12**

*This award is presented to the act (solo, duo or group) of a Canadian country music album, based upon record sales in Canada, including physical, digital and streamed, within the current eligibility period. An album is defined as a collection of several pieces of music made available as a single item. The album can be a new recording of previously released material.*

#### ELIGIBILITY

- For the purpose of the *Top Selling Canadian Album of the Year*, the current eligibility period, in which the product must have been released, is extended to January 1, 2017 through to April 30, 2018;
- This award is based on sales within the current eligibility period (March 1, 2017 through to April 30, 2018);
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- The album must contain no less than six (6) tracks;
- Eligibility for this award extends to all Canadian country recording artists;
- Eligibility for this award extends to non-CCMA Members;
- The album can be a new recording of previously released material;
- Greatest hits and compilation albums compiled of previously released recordings do not qualify.

#### SELECTION PROCESS

- Individual digital track sales will be converted to album sales using the formula ten (10) digital tracks sold = one (1) album sold. Streamed track sales will be converted to album sales using the formula 1,500 streams = one (1) album sold. The results will be provided by Nielsen Entertainment;
  - Sales figures supplied may be audited by the accounting firm of the CCMA;
  - The album with the greatest unit sales will be declared the winner;
  - There are no nominees in this category;
  - There is no voting in this category.

#### CCMA AWARD

- The *Top Selling Canadian Album of the Year* Award is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

#### **TOP SELLING CANADIAN SINGLE OF THE YEAR – AWARD #13**

*This award is presented to the act (solo, duo or group) of a Canadian country music single, based upon sales in Canada, both digital and streamed, within the current eligibility period.*

#### ELIGIBILITY

- For the purpose of the *Top Selling Canadian Single of the Year*, the current eligibility period, in which the product must have been released, is extended to January 1, 2017 through to April 30, 2018;
- This award is based on sales within the current eligibility period (March 1, 2017 through to April 30, 2018);
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Eligibility for this award extends to all Canadian country recording artists;
- Eligibility for this award extends to non-CCMA Members.

#### SELECTION PROCESS

- Individual track sales will be captured;
- Streamed track sales will be converted to digital track sales using the formula 150 streams = one (1) digital track sold. The results will be provided by Nielsen Entertainment;
  - Sales figures supplied may be audited by the accounting firm of the CCMA;
  - The single with the greatest unit sales will be declared the winner;
  - There are no nominees in this category;
  - There is no voting in this category.

### CCMA AWARD

- The *Top Selling Canadian Single of the Year Award* is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group/duo, one (1) award will be presented to each core member of the group/duo.

### **VIDEO OF THE YEAR – AWARD #14**

*This award is presented to the act (solo, duo or group) for a Canadian country music video, released for broadcast within the current eligibility period. This award is for an original audiovisual program. Voters and jury members should give consideration to all aspects of the given video, including but not limited to creativity, production, visual appeal and impact on consumers and the Canadian country music industry.*

### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- A music video is considered released on the day it is serviced to YouTube;
- The act must be a Canadian citizen or landed immigrant. Within a group/duo, at least 50% of the members must be Canadian citizens or landed immigrants;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees on the Third (and final) Ballot; Within a group/duo, 50% of the contributing members must be members of the CCMA in order to move on to the Third (and final) Ballot;
- The award is for an original audiovisual program, not more than ten (10) minutes in length, featuring the performance of not more than one (1) song;
- Final nominees from the previous year are not eligible in the current year for the same product.

### SELECTION PROCESS

The *Video of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will proceed to STEP TWO, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will proceed to STEP TWO;
- STEP TWO - A professional panel of industry jurors, whose members are approved by the CCMA, will judge the ten (10) contenders to determine the final five (5) nominees, which will appear on the Third (and final) Ballot. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

### CCMA AWARD

- The *Video of the Year* Award is presented at the annual CCMA Awards Show during Country Music Week;
- One (1) award is presented to the act, courtesy of the CCMA. In the case of a group or duo, one (1) award will be presented to each core member of the group/duo.

### **MUSICIAN AWARDS (7 AWARDS)**

*These awards recognize individual instrumentalists on record or stage, who are known primarily as instrumental performers. Only eligible CCMA Members, listed as a Musician, Artist, Producer or Songwriter as their primary membership category, are eligible to vote on the seven (7) Musician Award categories. A musician is only eligible to win five (5) times, within the same Musician Award category, before being added to the CCMA Musician Hall of Honour, making them no longer eligible in that category.*

**BASS PLAYER OF THE YEAR – AWARD #15**

**DRUMMER OF THE YEAR – AWARD #16**

**FIDDLE PLAYER OF THE YEAR – AWARD #17**

**GUITAR PLAYER OF THE YEAR – AWARD #18**

**KEYBOARD PLAYER OF THE YEAR – AWARD #19**

**SPECIALTY INSTRUMENT PLAYER OF THE YEAR – AWARD #20**

**STEEL GUITAR PLAYER OF THE YEAR – AWARD #21**

### ELIGIBILITY

- The current eligibility period for the seven (7) above mentioned Musician Awards is March 1, 2017 through to April 30, 2018;
- Only eligible CCMA Members, listed as a Musician, Artist, Producer or Songwriter as their primary membership category, are eligible to vote on the seven (7) Musician Award categories;
- The musician for each of the above Musician Awards must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- A musician is only eligible to win five (5) times, within the same Musician Award category, before being added to the CCMA Musician Hall of Honour, making them no longer eligible in that category;
- Should a musician be nominated for multiple specialty instruments, said instruments can be listed collectively alongside the musician's nomination.

### SELECTION PROCESS

The seven (7) Musician Awards follow a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing

they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The seven (7) Musician Awards are presented during the annual CCMA Industry Lunch & Awards and/or the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the musician in each of the seven (7) Musician Award categories, courtesy of the CCMA.

#### **RADIO AWARDS (6 AWARDS)**

*The CCMA will present awards to Radio Station of the Year, On-Air Personality(ies) of the Year and Music Director of the Year in both Large and Medium or Small Markets. A Large Market is defined as a city with a population over 150,000. According to Statistics Canada 2017 census figures, cities with a population over 150,000 (in order of population) are: Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Vancouver, Brampton, Hamilton, Quebec City, Surrey, Laval, Halifax, London, Markham, Vaughan, Gatineau, Saskatoon, Longueuil, Kitchener, Burnaby, Windsor, Regina, Richmond, Richmond Hill, Oakville, Burlington, Greater Sudbury, Sherbrooke and Oshawa. A Medium or Small Market is defined as a city under the population of 150,000 and is not listed above.*

#### **MUSIC DIRECTOR OF THE YEAR (LARGE MARKET) – AWARD #22**

#### **MUSIC DIRECTOR OF THE YEAR (MEDIUM OR SMALL MARKET) – AWARD #23**

*These awards are presented to Canadian country music radio Music Directors who exemplify the development and airplay of Canadian country talent through their radio station within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period for both of the above mentioned awards is March 1, 2017 through to April 30, 2018;
- The recipients must be Canadian citizens or landed immigrants;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- The individuals must hold the title of Music Director for a Canadian radio station; if there is no full-time Music Director, a Program Director will be eligible;

- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

#### SELECTION PROCESS

The *Music Director of the Year (Large Market)* Award, and the *Music Director of the Year (Medium or Small Market)* Award follow a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Music Director of the Year (Large Market)* Award, and the *Music Director of the Year (Medium or Small Market)* Award, are presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the Music Director in each market, courtesy of the CCMA.

#### **ON-AIR PERSONALITY(IES) OF THE YEAR (LARGE MARKET) - AWARD #24**

#### **ON-AIR PERSONALITY(IES) OF THE YEAR (MEDIUM OR SMALL MARKET) – AWARD #25**

*These awards are presented to Canadian country music on-air radio personalities who exemplify the development of Canadian country talent through his/her/their presentation on-air for a Canadian country radio station within the current eligibility period. Jury members should give consideration to all aspects, including but not limited to the personality(ies)'s on-air presentation, market share/ratings information, community service, industry involvement and charitable contributions.*

#### ELIGIBILITY

- The current eligibility period for both of the above mentioned awards is March 1, 2017 through to April 30, 2018;
- Any Canadian terrestrial country radio station (as defined by the CRTC) is entitled to submit for consideration;
- A minimum of one (1) person from the submitted radio station must be a member of the CCMA in good standing upon the submissions opening;
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

### SELECTION PROCESS

The *On-Air Personality(ies) of the Year (Large Market) Award*, and the *On-Air Personality(ies) of the Year (Medium or Small Market) Award* follow a two (2) step selection process:

- STEP ONE – Radio stations are invited to submit a package for (one of) their on-air personality(ies), demonstrating the personality(ies)'s on-air presentation, market share/rating information, community service, industry involvement, charitable contributions, etc.;
  - If there are less than three (3) submissions in either of the above mentioned categories, the award will not be presented in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will independently judge each submission, giving consideration to ratings, community service, industry involvement, entertainment and professionalism of the demo;
  - The tallied results will determine the winner;
  - There are no nominees in this category;
  - There is no voting in this category.

### CCMA AWARD

- The *On-Air Personality(ies) of the Year (Large Market) Award*, and the *On-Air Personality(ies) of the Year (Medium or Small Market) Award* are presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to each core member of the personality(ies) in each market, courtesy of the CCMA.

### **RADIO STATION OF THE YEAR (LARGE MARKET) – AWARD #26**

### **RADIO STATION OF THE YEAR (MEDIUM OR SMALL MARKET) – AWARD #27**

*These awards are presented to Canadian country music radio stations, who exemplify the development of Canadian country talent through a presentation of the music on their station, within the current eligibility period. Eligible terrestrial country radio stations must be licensed by the CRTC. Jury members should give consideration to all aspects, including but not limited to community involvement, promotions, leadership and recognition.*

### ELIGIBILITY

- The current eligibility period for both of the above mentioned awards is March 1, 2017 through to April 30, 2018;
- Any Canadian terrestrial country radio station (as defined by the CRTC) is entitled to submit for consideration;
- A minimum of one (1) person from the submitted radio station must be a member of the CCMA in good standing upon the submissions opening.

### SELECTION PROCESS

The *Radio Station of the Year (Large Market) Award*, and the *Radio Station of the Year (Medium or Small Market) Award* follow a two (2) step selection process:

- STEP ONE – Radio stations are invited to submit a package, demonstrating the station’s on-air presentation, along with description of the station’s best attributes, including market share/ratings information, community service, industry involvement, charitable contributions, etc.;
  - If there are less than three (3) submissions, the award will not be given out in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will independently judge each submission, giving consideration to ratings, community service, industry involvement, entertainment and professionalism of the demo;
  - The tallied results of the jury will declare the winner;
  - There are no nominees in this category;
  - There is no voting in this category.

#### CCMA AWARD

- The *Radio Station of the Year (Large Market) Award*, and the *Radio Station of the Year (Medium or Small Market) Award* are presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the radio station in each market, courtesy of the CCMA.

### **INDUSTRY AWARDS (14 AWARDS)**

These awards honour individuals and organizations that have made a significant contribution to Canadian country music within the current eligibility period.

#### **BOOKING AGENCY OF THE YEAR – AWARD #28**

*This award is presented to a booking agency that procures employment for a Canadian country act(s) within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The booking agency must have an operating office located in Canada;
- A minimum of one (1) person from the booking agency must be a member of the CCMA in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The booking agency must procure employment for a Canadian country act(s) within the current eligibility period.

#### SELECTION PROCESS

The *Booking Agency of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Booking Agency of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the company, courtesy of the CCMA.

#### **COUNTRY CLUB OF THE YEAR – AWARD #29**

*This award is presented to a Canadian establishment, which regularly features performances by Canadian country artists, within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The club must have an operating establishment located in Canada;
- A minimum of one (1) person from the country club is required to be a member of the CCMA in good standing prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The club must have bought or promoted at least ten (10) country events, with Canadian content, within the eligibility period.

#### SELECTION PROCESS

The *Country Club of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Country Club of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the establishment, courtesy of the CCMA.

#### **COUNTRY FESTIVAL, FAIR OR EXHIBITION OF THE YEAR – AWARD #30**

*This award is presented to a Canadian festival, fair or exhibition, which utilizes Canadian country artists as an 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 within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The festival, fair or exhibition must have an operating event located in Canada;
- A minimum of one (1) person from the festival, fair or exhibition is required to be a member of the CCMA in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET).

#### SELECTION PROCESS

The *Country Festival, Fair or Exhibition of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Country Festival, Fair, or Exhibition of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the establishment, courtesy of the CCMA.

#### **COUNTRY MUSIC PROGRAM OR SPECIAL OF THE YEAR – AWARD #31**

*This award is presented to the production company of an original Canadian-produced country music program or special whose original airing on television or radio (including network or cable) was within the*

*current eligibility period. A special is considered to be a one-time production and a program is a collection of individual episodes. Therefore, individual episodes of a program are not eligible.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The production company must have an operating office located in Canada;
- A minimum of one (1) person from the production company is required to be a member of the CCMA in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The program or special must be a minimum of 30 minutes in duration.

#### SELECTION PROCESS

The *Country Music Program or Special of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Country Music Program or Special of the Year Award* is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the production company, courtesy of the CCMA.

#### **MANAGEMENT COMPANY OF THE YEAR – AWARD #32**

*This award is presented to a management company that oversees the career of a Canadian country act(s) within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The management company must have an operating office located in Canada;

- A minimum of one (1) person from the management company is required to be a member of the CCMA, in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The management company must oversee the careers of Canadian country act(s) within the current eligibility period.

#### SELECTION PROCESS

The *Management Company of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Management Company of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the management company, courtesy of the CCMA.

#### **MUSIC PUBLISHING COMPANY OF THE YEAR – AWARD #33**

*This award is presented to a Canadian publishing firm which published original country works by Canadian writers, within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The music publishing company must have an operating office located in Canada;
- A minimum of one (1) person from the music publishing company is required to be a member of the CCMA in good standing, prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The music publishing firm must have published original country works by Canadian writers, within the current eligibility period.

### SELECTION PROCESS

The *Music Publishing Company of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

### CCMA AWARD

- The *Music Publishing Company of the Year Award* is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the music publishing company, courtesy of the CCMA.

### **RECORD COMPANY OF THE YEAR – AWARD #34**

*This award is presented to a record company which has released Canadian country product for sale within the current eligibility period. A record company is defined as a company or label that makes and sells musical recordings independently, in partnership with, and/or operates with full services as a division of a multinational company.*

### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The record company must have an operating office located in Canada;
- A minimum of one (1) person from the record company is required to be a member of the CCMA in good standing prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The record company must have released Canadian country product for sale within the current eligibility period.

### SELECTION PROCESS

The *Record Company of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Record Company of the Year* Award is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the record company, courtesy of the CCMA.

#### **INDUSTRY PERSON OF THE YEAR – AWARD #35**

*This award is presented to one individual displaying excellence in supporting, expanding and building the Canadian country music industry and genre during the current eligibility period. Potential contenders can work in the following categories (including but not limited to): artists and repertoire (A&R), artist management, marketing, media (radio, television, streaming), music associations, promotions, public relations, publishing, studios, touring and venues.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The recipient must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- This award is presented to one (1) individual. Any votes containing more than one (1) name on the First Ballot will be considered INVALID;
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period.

#### SELECTION PROCESS

The *Industry Person of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Industry Person of the Year* Award is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the industry person, courtesy of the CCMA.

#### **CREATIVE DIRECTOR(S) OF THE YEAR – AWARD #36**

*This award is presented to the creative director/creative design team who has worked on a campaign or who has created a physical album (CD, EP and/or vinyl) or single (digital), featuring original artwork, released within the current eligibility period. Submitted design packages can include but are not limited to a physical album (CD, EP and/or vinyl) or single (digital), social media content, crowdfunding campaigns, websites, corporate partner activations, posters and merchandise. Voters and jury members should give consideration to all aspects of the given creative design and body of work including but not limited to the strength and cohesiveness of the design concept of the whole package (including the disc), typography, materials used, marketing potential and connectedness to the music and/or recording artist. Potential contenders may submit a design package solely consisting of an album or digital single, OR may include a physical album or digital single to be considered along with other elements from their design campaign.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- At least 50% of the design team must be Canadian citizens or landed immigrants;
- Only eligible CCMA Members are entitled to submit in this category;
- Contenders in Step Two of the selection process are required to be members of the CCMA, in good standing, in order to move on as one of the final five (5) nominees in the Third (and final) Ballot; within a collaboration, 50% of the contributing members must be members of the CCMA;
- Packaging and campaign design released prior to the current eligibility period (March 1, 2017) does not qualify; however, design elements of previously released CD, EP, vinyl and/or single (digital) packaging qualifies when the design elements are incorporated into a new design (e.g. greatest hits packaging);
- Contenders who solely submit an album (CD, EP and/or vinyl) must be listed as the design team, within the album packaging, to be considered contributing members of the design team;
- For those submitting packages, only those listed as the creative directors, on the completed submission form, and verified by the CCMA Awards Verification Committee, will be considered members of the creative design team. Once submitted, the names CANNOT BE CHANGED;
- Final nominees from the previous year are not eligible in the current year for the same product.

### SELECTION PROCESS

The *Creative Director(s) of The Year Award* follows a three (3) step selection process:

- STEP ONE – Members of a design team are invited to submit a package, including their artwork, detailing the creative thought process behind the artwork, the connectedness to the music/art, and marketability of the art;
  - If there are less than three (3) submissions, the award will not be given out in the current year;
- STEP TWO – A professional panel of industry jurors, whose members are approved by the CCMA, will judge the submissions to determine the final five (5) nominees, which will appear on the Third (and final) Ballot, providing they meet the eligibility requirements as determined by the CCMA Awards Verification Committee. In the case of a tie, more than five (5) nominees will appear on the Third Ballot;
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

### CCMA AWARD

- The *Creative Director(s) of the Year Award* is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- A maximum of two (2) awards will be presented to the design team, courtesy of the CCMA.

### **RECORDING STUDIO OF THE YEAR – AWARD #37**

*This award is presented to a Canadian recording establishment that facilitates the production of Canadian country music product released within the current eligibility period.*

### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The recording studio must have an operating office located in Canada;
- A minimum of one (1) person from the recording studio is required to be a member of the CCMA, in good standing prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The recording studio must have facilitated the production of a country music product released within the current eligibility period.

### SELECTION PROCESS

The *Recording Studio of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;

- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Recording Studio of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the recording studio, courtesy of the CCMA.

#### **RECORD PRODUCER(S) OF THE YEAR – AWARD #38**

*This award is presented to a producer(s), primarily involved in the recording and/or mixing process for selected project(s) released within the current eligibility period. Voters should give consideration to all aspects, including but not limited to a commercially released single, album or EP crediting the producer, and chart status.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The producer(s) must be a Canadian citizen or landed immigrant. On collaborations, at least one (1) of the producers must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot. Within a collaboration, 50% of the contributing members must be members of the CCMA;
- In the event of co-production, the co-producer team would stand collectively for the co-production;
- Final nominees from the previous year are not eligible in the current year for the same product.

#### SELECTION PROCESS

The *Record Producer(s) of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as

nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.

- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Record Producer(s) of the Year* Award is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to (each of) the producer(s), courtesy of the CCMA.

#### **RETAILER OF THE YEAR – AWARD #39**

*This award is presented to a music retailer; either a digital or a physical store, displaying outstanding support of Canadian country music within the current eligibility period. A music retailer is defined as a company which actively sells Canadian country music, either through a store location, online purchase of digital downloads, online purchase of a manufactured CD or subscription-based streaming services. Voters should give consideration to all aspects, including but not limited to the retailer's sales service, promotions and support of Canadian country talent.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- A minimum of one (1) person from the retailer is required to be a member of the CCMA in good standing prior to the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET);
- The retailer must actively sell Canadian country music either through a store location, online purchase of digital downloads, online purchase of a manufactured CD or subscription-based streaming services within the current eligibility period.

#### SELECTION PROCESS

The *Retailer of the Year* Award follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music

Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Retailer of the Year Award* is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to the retailer, courtesy of the CCMA.

#### **RON SAKAMOTO TALENT BUYER OR PROMOTER OF THE YEAR – AWARD #40**

*This award is presented to one (1) individual talent buyer or promoter, who presents and promotes Canadian country acts within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The talent buyer or promoter must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot;
- This award is presented to one (1) individual. Any votes containing more than one (1) name on the First Ballot will be considered INVALID;
- The talent buyer or promoter must have bought or promoted at least fifteen (15) Canadian country acts, with Canadian content, within the eligibility period;
- The individual must have been employed, and in the applicable position within the corresponding company for a minimum of 50% of the current eligibility period;
- Ron Sakamoto is no longer eligible for this award.

#### SELECTION PROCESS

The *Ron Sakamoto Talent Buyer or Promoter of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Ron Sakamoto Talent Buyer or Promoter of the Year Award* is presented at the annual CCMA Gala Dinner & Awards during Country Music Week;
- One (1) award is presented to the talent buyer/promoter, courtesy of the CCMA.

#### **VIDEO DIRECTOR OF THE YEAR – AWARD #41**

*This award is presented to a video director, displaying excellence in the area of Canadian country music video direction for selected project(s) released within the current eligibility period.*

#### ELIGIBILITY

- The current eligibility period is March 1, 2017 through to April 30, 2018;
- The video director must be a Canadian citizen or landed immigrant. With a co-production, at least one (1) of the directors must be a Canadian citizen or landed immigrant;
- Second Ballot contenders are required to be members of the CCMA, in good standing, by the end of the Second Ballot (June 27, 2018 at 5:00 p.m. ET) in order to move on to the Third (and final) Ballot.
- In the event of a co-production, the co-director team would stand collectively for the co-production.

#### SELECTION PROCESS

The *Video Director of the Year Award* follows a three (3) step selection process:

- STEP ONE (First Ballot) – Each eligible CCMA Member may submit one (1) contender. The ten (10) contenders receiving the most votes will appear on the Second Ballot, providing they meet the eligibility requirements, as determined by the CCMA Awards Verification Committee. In the case of a tie, more than ten (10) contenders will appear on the Second Ballot;
- STEP TWO (Second Ballot) – From the list of ten (10) contenders provided, each eligible CCMA Member may vote for the one (1) contender they deem most deserving. The five (5) contenders receiving the most votes will appear on the Third (and final) Ballot as nominees. In the case of a tie, more than five (5) nominees will appear on the Third Ballot.
- STEP THREE (Third Ballot) – From the list of five (5) nominees provided, each eligible CCMA Member may vote for the one (1) nominee they deem most deserving. The nominee receiving the most votes will be announced as the winner during Country Music Week. In the case of a tie, more than one (1) winner will be announced.

#### CCMA AWARD

- The *Video Director of the Year Award* is presented at the annual CCMA Industry Lunch & Awards during Country Music Week;
- One (1) award is presented to (each of) the video director(s), courtesy of the CCMA.