



### OCFF Official Showcase Goals and Jury Guidelines

The goals of the OCFF showcases are to:

- Facilitate access to high-quality music from across Canada for presenters;
- Increase touring and performance opportunities for Ontario and Canadian artists;
- Increase opportunities for artists to perform original material;
- Increase knowledge, appreciation and acceptance of different forms of music;
- Enhance programming options for provincial, national and international presenters;
- Assist professional artists (and managers, where applicable) to develop and reach new audiences and markets in Canada and internationally;
- Contribute to the development of increasingly appreciative and knowledgeable audiences for music across Canada;
- Interest new music programmers / presenters in attending the OCFF conference, as well as providing exceptional choices for members and those who attend the conference annually;
- Stimulate and encourage positive relationships between artists and presenters.

The jury guidelines for choosing official showcase performers are as follows:

The jury should select 35 acts altogether. 24 acts will showcase, and 11 alternates are required to fill positions vacated if one of the first 24 cannot accept the opportunity for any number of reasons.

Where quality permits:

- The showcase line-up should represent a balance of geographical areas. Some local-area content is desirable. A minimum of three other provinces / territories must be represented in the program and is a requirement of OCFF funding agreements. American and International artists can also be considered.
- Gender balance is strongly desired.
- Acts that have showcased at the OCFF conference within the last 3 years are unlikely to be selected.
- Acts/artists already familiar to Ontario presenters may be selected if:
  - They haven't performed extensively in the Ontario region or at OCFF member festivals;  
*and/or*
  - They are performing in a new configuration or with new material that is significantly different from past performances;  
*and/or*
  - They are deemed to be export-ready for consideration by presenters participating in the Presenters' Program.
- Emerging artists should be considered, along with their perceived ability to utilize the opportunity the showcase provides. This is at the jury's discretion. Previous festival experience is not a requirement; however some performing experience is desirable.

- The showcase line-up should represent a balance of acts of different folk/roots styles or genres, including but not limited to:
  - jazz
  - Cajun/zydeco
  - singer-songwriter
  - traditional
  - world
  - Celtic
  - country
  - bluegrass
  - blues
  - francophone/Québécois
  - Aboriginal
  - instrumental
  - alt-country/rock
  - urban/hip-hop
  - spoken word
  - Americana

Cultural diversity within the program is highly relevant to the general goals of the OCFF.

OCFF Staff will notify the Conference Steering Committee as soon as the jury selections have been made. Staff will then confirm availability of selected acts and contact all applicants with the results of the jury. The names of the jurors will be shared once the process is complete, at the time of announcing the final showcase line-up.