

## ARTIST STATEMENT TIPS

**Artist of the Year** categories are *not only* evaluated on the quality of the **recordings** submitted, but also on the activities, motivation, and successes of the **artist** over the eligibility period. The Artist Statement counts significantly towards your overall jury mark and can mean the difference between you becoming a final nominee (or winner), or not. Please give it due consideration.

We recommend this will take 1-3 pages. If you have only a half page of information on your statement, you probably need to add more information.

### Things to include:

- Artist biography (no more than 1 page; it may already include some of the following, so don't feel you have to repeat yourself). Describe your musical style/influences and who performs with the artist/duo/band.

Describe what this artist has been doing during the eligibility period

- How many singles, music videos, and/or albums were released?
  - Did you play any shows or tour? If so give a few details – venues, festivals, any other key shows played.
  - Do you receive any other award nominations, place in any contests, or receive grant support?
  - Did you have any sync placement or other special usages of your music?
  - Did you teach music, mentor other artists, lead a workshop?
  - Did you see some great social media engagement or grow your fanbase significantly?
  - Did you have some excellent streaming / sales / airplay?
  - Did you do any other special activities during this period that you'd like the jury to know about? (ie fundraising for a cause/playing charitable shows, did a unique marketing campaign etc)
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- Is there anything else you'd like the jury to know about you?