

Juror Rubric

Here is the rubric which jurors use to score all the applications. Pay attention to how much each component is worth:

Artistic Merit: 20 points
Does this artist portray professionalism and authenticity? Do they have a clear and cohesive brand? What do they offer to differentiate themselves from other musicians? <i>*Based on Biography & professional history; website & social media links; photo; team; and letters of support (if included)</i>
Music & Lyrics (if applicable): 25 points
Is there a coherence and originality to the music and lyrics (if applicable) of the submission? Do the submitted demos showcase quality song writing and arrangements?
Project Plan: 20 points
Will this project help advance the artist's career? Is the project description well thought out? Is the project timeline and budget practical? Are there measurable project goals that can be reasonably achieved? <i>*Based on Project summary/description; project timeline; budget; & measured success</i>
Marketing Plan: 25 points
Does the marketing plan make sense? Are there concrete targets and projections? Is there an expected impact of the initiative that the artist hopes to achieve? Are these goals reasonable?
Presentation: 10 points
With the complete submission package in mind, does this submission meet your standards of excellence? Is the application easy to read and free of errors? Did the submission make you want to learn more about the artist? -----
Total: 100 points