

**Music Project Grant
Expert Panel General comments on Applications Received**

Comments made by the expert panel during the assessment of applications submitted to the September 4, 2018 deadline are outlined below. Please note that these comments provide a summary of the expert panel's assessment and do not necessarily relate to every application submitted to this deadline.

The expert panel does not provide individual comments.

1. The expert panel recognized the volume of applications to the Sept.4/18 deadline, and would encourage unsuccessful applicants to strengthen their proposal and apply again.
2. Proposals should clearly illustrate how the success of a project will enhance their musical career and/or contribute to the provincial music community. Illustrate the relevance of the project within your career trajectory.
3. Applicants requesting funding for subsistence must provide clear details on monthly expenses (accommodations/rent, daily food allowance, local transportation and childcare, when applicable).
4. For Marketing projects, the expert panel recommends including proposals or service confirmation letters from service providers (ex. publicists, radio trackers etc.).
5. For Marketing projects requesting funds for music videos, the expert panel recommends including details on video treatment, concepts, scripts or a storyboard and production plan.
6. The expert panel recommends submitting well recorded audio samples that directly relate to the project. State which samples are demos or past recordings, and if a demo is submitted, explain your vision for the final recording. If submitting a lengthy track, the expert panel recommends indicating times codes for best sections to hear.
7. For Training projects, while not a requirement, the expert panel recommends submitting audio samples, especially for performance-based projects.
8. For Training projects, expert panel recommends including your short-term plans/goals, and how the training outside of the province will contribute to Alberta's music community.
9. Use the Artist Resume section to introduce yourself to the expert panel and start with your most recent accomplishments and accolades.
10. For Art Production grants, the expert panel valued projects that had clear, tangible marketing plans for getting your music out to an audience. In addition, jury notes that there are numerous recording processes and its important for artists to clearly explain their process and why decisions are being made.

11. For Commissioning contracts, be clear if you are being compensated outside of AFA funding.
12. The expert panel appreciates applications that are concisely written, using sub-headings and bullet points. However, the expert panel found it difficult to assess the merit and feasibility of projects for which sparse detail was provided in the Detailed Project Description.