

Casino Nova Scotia Artist in Residence Application: Statement of Artists' Goals and Career Path

Instructions for Applicants

Your **Statement of Artists' Goals and Career Path** document is one of five main criteria that will be assessed by the Artist in Residence jury, and is weighted at 15% of your overall score. The statement should outline your professional goals for the coming year (July 2019-July 2020); as well as your strategy for achieving them. Your statement should be no more than 1-2 pages long (single-spaced, 12 point font), and should address the following questions:

1. Give some detailed background information on yourself or your band/group, including a general history, and any significant recent achievements. Describe your musical style or genre.
2. Provide an overview or summary of your plans and 3 main goals to be achieved over the coming year with the assistance of the Artist in Residence Program. Include a "critical path" timeline with projected start and/or completion dates for all significant tasks.
3. Do you currently have a demo, E.P., or full-length recording? Has it been released? Do you need a new professional demo/recording? For what purposes? How would you use it to advance your career path? Will you distribute/sell the recordings? Will the final project be released physically, digital only, or both?
4. What are your performance plans for the coming year? Do you have any shows already confirmed? What regions/markets/cities and towns will you target?
5. What is your marketing plan/strategy for the coming year? Will you be hiring a publicist? Are you considering radio? Give examples of different media outlets that you will target (e.g. newspapers, radio stations, magazines, blogs/websites, etc.). Will you be taking out advertising on radio, print, or online? Do you have any plans to make homemade/indie videos (for youtube/vimeo, etc.) or create audio-visual content for your release? What is your online and social media strategy?
6. Please provide an itemized budget outlining the costs of the coming year's projects and goals. You may include a table, or an excel/spreadsheet file.

Once completed, upload your final draft of the document to your application by using the "attachments" button at the bottom of the online application form.