



MUSIC MANAGEMENT, MARKETING and PROMOTION

ACI YOUTH MENTORSHIP

Program Guidelines for Youth Participants

The Youth Mentorship program in Music Management, Marketing and Promotions will introduce participants to a variety of fields within the music industry including artist management, record marketing, publicity, and concert promotion. Participants learn from music industry professionals, while also working directly on the production, release, and promotion of a compilation CD.

Open to Youth aged 16 -19 years old. Program runs from Feb 7 to May 15, 2012.

All selected youth will need to commit to attending all sessions, as follows:

Tuesday evenings, 5pm - 8:00pm: Feb 7, Feb 21, Mar 6, Mar 20, Apr 3, Apr 17, May 1, May 15.
Plus a special CD release concert on Thursday, May 10.

All selected youth will:

1. Have a love of music and an interest in learning about music management, promoting concerts, music publicity and marketing, making and releasing recordings.
2. Articulate clearly their own goals for participation in the program (on application form)
3. Have a strong work ethic and enthusiasm for learning
4. Have strong computer and communication skills

Application process:

1. Discuss your application with a 'nominator' (adult not related to you), who is a present or former teacher or other leader in an artistic discipline
2. Have nominator fill out the Nominator's Form (part of your Application Form) and ask that it be returned to you
3. Fill out the application form - include a teacher's signature, if you are in high school.
4. Submit completed form along with your resume. Applicants under 18 years of age require the signature of a parent or guardian.

We would also like to hear from bands and individual singer/songwriters who would like to be considered for inclusion on the compilation CD that this group will produce.

Submit to: **ACI Manitoba** Or by fax: **204 927-2789**
501 -62 Albert Street
Winnipeg, MB. R3B 1E9

Call ACI Manitoba with your questions: 204 927-2787

Visit our website: www.creativemanitoba.ca

APPLICATION DEADLINE is January 31, 2012.