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2011 Young Performers Career Advancement Program Program Guidelines

The Young Performers Career Advancement (YPCA) Program, part of the Arts Presenters Classical Connections initiative, is a program designed to assist classical musicians in the formative stages of their careers by offering opportunities to meet and work with established presenters, managers, agents and artists.

“I gained incredible insights into the music business and the relationships between all the people involved in producing performances and making a career,” said Ayano Ninomiya, a violinist and 2009 YPCA participant. “I gained a lot more confidence through this knowledge – and excitement to start applying these concepts to forge a unique career path.”

The program provides a practical overview of the presenting and touring industry, along with expert instruction in the development of audience engagement skills and the chance to perform in front of a wide array of professionals from the field. Through a national partnership developed with the Sphinx Competition, APAP also provides an opportunity for a Sphinx Competition alumni artist or ensemble to participate in the program each year.

Notable YPCA Alumni include:

- eighth blackbird (YPCA Class of 2002)
- Imani Winds (YPCA Class of 2003)
- Jennifer Koh, Violin (YPCA Class of 2000)
- Miró Quartet (YPCA Class of 2001)
- Inon Barnatan, piano (YPCA Class of 2007)
- Thomas Meglitoranza, Baritone (YPCA Class of 2005)
- Calder Quartet (YPCA Class of 2005)
- Alexander Fiterstein, Clarinet (YPCA Class of 2003)
- The Daedalus Quartet (YPCA Class of 2004)
- Jason Vieaux, Guitar (YPCA Class of 1999)
- Jacques Thibaud String Trio (YPCA Class of 2003)

Program Highlights

All 2011 YPCA participants will:

❖ Attend APAP|NYC 2011

Participants gain free access to one of the world’s largest performing arts marketplaces and leadership convenings, APAP|NYC 2011 Members Conference. They will learn how the business of presenting works, how relationships are established among presenters, managers and agents, and how to build the networks needed to further their career



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interests. They will also discover where their interests connect with the larger presenting and touring industry and vice versa.

❖ **Participate in Seminar Activities**

Participants will learn how presenters, agents and managers manage the practical side of a touring artist's career. The seminar faculty includes established managers, presenters, artists and career advisors representing a spectrum of viewpoints on the classical music industry. Each session will be specifically tailored to meet participants' needs – helping to set goals for long-term career development and create networking resources that last for an entire career.

❖ **Participate in an APAP Showcase**

All YPCA participants will perform for the country's most esteemed performing arts presenters, managers, record company representatives and agents.

❖ **Maintain Year-long Access to National/ International Performance Opportunities**

APAP members range from large performing arts centers in major urban cities, outdoor festival and rural community-focused organizations to academic institutions, artists and artist managers. Participants will have access to a wealth of knowledge, resources and experiences represented in the APAP network.

Please Note: In referring to "classical" music we generally mean Western classical music. This program is designed for artists who are classically trained and are performing repertoires rooted in this tradition. However, APAP recognizes recent changes in contemporary music, including the blurring of musical genres, and we acknowledge and applaud the fact that many young artists are performing new music infused with other traditions. If you are questioning what to submit for your application recording, please contact the APAP staff.

Important YPCA Deadlines

September 17, 2010	Applications are due by 5 p.m. EST
October 28, 2010	Notification of Participation
January 7-11, 2011	APAP NYC -- 54 th Annual Members Conference
January 10, 2011	Showcase Performance
January 11, 2011	All-day Seminar Session and Wrap-Up



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Eligibility Criteria

Selected YPCA 2011 participants must:

1. Be in the first ten (10) years of his or her professional performing career and characterized as a classical soloist or ensemble committed to a professional career as a performer(s).
2. Be a soloist, duos or any combination of artists comprising an established ensemble. The performers may be vocal or instrumental (electric or acoustic).
3. Be represented, at the time of submitting this application, by professional artist management or an equivalent support infrastructure of an APAP member in good standing.
4. Have ensured that their representation has registered for APAP|NYC 2011 by September 15, 2010. The applicant's management can attend the conference as either delegates or as delegates and exhibitors.
5. Have experience touring and be familiar with the concert booking process in the United States.
6. Be proficient in English. All seminars will be conducted in English.

Please Note: Managers may nominate multiple artists or ensembles, but only two artists or ensembles shall be selected from any one management agency (see selection process).

Selection Criteria

The following criteria will be considered when selecting artists or ensembles to participate in the YPCA program:

Career Track

Musicians should be able to demonstrate strong professional accomplishments in the first years of their careers to indicate a potential to succeed. They must also have a demonstrated ability to think about and plan for their careers in a broad context.

Artistic Excellence

Musicians must be strong performers and be able to demonstrate first-rate musical skills.

Commitment to Audience Development

Musicians must have a demonstrated commitment to audience education for K-12 and adult audiences as well as audiences with pre-existing interest in classical music and those who are unfamiliar with the art form.

Diversity of Program

The YPCA selection committee strives to select artists and ensembles that represent a spectrum of musical instrumentation, as it is represented in the classical music repertory.



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Equal Opportunity

YPCA policy is not to discriminate on the basis of race, color, religion, national origin, sex, age, marital status, disability, handicap, personal appearance, sexual orientation, family responsibilities, geographic location, matriculation, political affiliation, source of income, place of business or residence, or any other factor prohibited by law.

Selection Process

Applications are reviewed by a committee of APAP members and representatives from the classical music field according to the above-described selection criteria. Generally the committee considers the balance of soloists or ensembles for the showcase program. The committee selects four to five soloists or ensembles to participate in the YPCA program. The committee will not select more than two soloists or ensembles from any one management company or agency. In a separate process and according to the above-mentioned criteria, the Sphinx Organization selects a Sphinx Competition alumni artist or ensemble to participate in the YPCA program.

YPCA Participation Policy

1. All YPCA artists are required to participate in the APAP|NYC 2011 and will receive a complimentary conference registration from Arts Presenters.
2. All YPCA participants are expected, with support of management, to provide their own round-trip transportation and local transportation. Limited funds may be available for artists outside the U.S. who demonstrate hardship.
3. Housing for four nights (January 7-10, 2011) in a double occupancy room at the New York Hilton & Towers will be provided for each out-of-town participant. Each room will house two YPCA participants.
4. Participants will pay for their own meals and miscellaneous expenses.
5. Repertory selection, with respect to the showcase, is determined by mutual agreement with the APAP and in consideration of the best range for the artist. Selection should showcase the soloist and ensemble's range and capabilities. Selected artists must offer two program choices for the Showcase and understand that more than one group or artist cannot perform the same piece. Each artist will be given a 15-minute slot to perform. Repertory may not be longer than 15 minutes.
6. If needed, APAP will grant a modest honorarium of \$150 for accompanists. The accompanist must be confirmed by the soloist and have his or her contact information submitted to APAP by December 1, 2010.

How to Apply



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1. Review the Guidelines and Application Form.
2. Complete the nomination form and artist statement. See below.
3. Email the completed nomination form, artist statement, artist bio, photo and resume to lbenson@artspresenters.org.

4. Mail the required support materials to:
Association of Performing Arts Presenters
ATTN: Programs Department-YPCA
1211 Connecticut Avenue NW, Suite 200
Washington, DC 20036.
5. All information must **be received** by APAP by **September 17, 2010 at 5:00pm E.S.T.**

Need assistance with this application? Contact the Programs Department, toll free at 1-888.820.ARTS or lbenson@artspresenters.org.

Materials to be reviewed by the Selection Panel

1. Nomination Form
2. Artist Statement. The artist or ensemble must address these questions in detail in their statement:
 - What do you hope to gain from this experience?
 - List and describe your career goals. Be specific on your efforts/strategies to achieve your career goals.
 - Where do you envision yourself in three years?
 - Describe your level of interest and demonstrated commitment to audience development. Write in detail about the specific ways you've reached out (beyond the formal concert setting) to try to engage audiences with your music, especially those audiences who are less familiar with classical music.
3. Professional Resume. If an ensemble, please list information for each member and for the ensemble when appropriate. The resume should include:
 - A performance history covering the past two (2) years or since the professional debut of the artist or ensemble. All performances listed must be paid engagements. Include residencies and other education activities.
 - A list of awards and other recognitions.
 - A list of major teachers and conservatory(ies) or school(s) attended.



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4. Recording. Six copies of a recording of repertoire representative of the individual artist's or the ensemble's current performance level. Please choose representative "recital" repertoire. Please do not submit concertos, operas or aria performances with orchestra. **The recording MUST be live and unedited and in compact disc format.** (Performances do not need to be public but must be recorded during live performance.) Performers on the recording must match those applying to this project. Recordings will not be returned without a self-addressed stamped envelope. Both the CD and its accompanying case must be labeled identically, with the following information:
 - The name of the artist or ensemble.
 - The date of the recording or live performance (please specify).
 - The venue of the performance.
 - The composer and title of the piece on the recording.
5. Bio of soloist or of ensemble (maximum length 100 words). Ensemble bios should be of the group as a unit, not a series of separate bios of the individuals.
6. High resolution photo (.jpeg) emailed as an attachment to lbenson@artspresenters.org. Note: label the photo with the name of soloist or ensemble and ask for a confirmation email so you know it was received.

PLEASE NOTE: As stated in the eligibility requirements APAP requires that a manager an equivalent support infrastructure that is a member in good standing of APAP and is an attendee at APAP|NYC 2011 in New York City to represent the artist or ensemble. Management members can attend the conference as either delegates or as delegates and exhibitors.

About the Association of Performing Arts Presenters (APAP), based in Washington, D.C., is the national service and advocacy organization with nearly 2,000 members worldwide dedicated to bringing artists and audiences together. Our members represent the nation's leading performing arts centers, municipal and university performance facilities, nonprofit performing arts centers, culturally specific organizations, as well as artist agencies, managers, touring companies, and national consulting practices that serve the field, and a growing roster of self-presenting artists. As a leader in the field, APAP works to effect change through advocacy, professional development, resource sharing, and civic engagement.

About *Classical Connections*

Formed in 1996, Arts Presenters' *Classical Connections* program seeks to provide artists, presenters, managers, and agents with forums for professional development and networking as well as stimulate opportunities and development for classical music within the touring and presenting field.

Arts Presenters *Classical Connections* program goals are the outcome of Arts Presenters' strategic planning process with an emphasis on providing professional development



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opportunities for members across sectors and genres of the presenting field. These goals guide the program's content for the next few years:

- Cultivate understanding between artists, managers, presenters, agents, composers and educators about each parties' role within a larger ecology – drawing a full picture of needs, potentials and circumstances;
- Aid APAP members in the creation of innovative marketing and cultural participation strategies for the effective engagement of audiences in classical music;
- Identify and build opportunities for composers, recitalists and small ensembles within the APAP membership, with a particular focus on the contributions of people of color to the artistry and audiences of classical music;
- Provide artists with the training to enter, build and sustain a career in a complex market that neither resembles nor is reflected within the conservatory, college, or university experience.

About Sphinx Organization

This year marks the sixth year of Arts Presenters' partnership with the Sphinx Organization. The Sphinx Organization is a national nonprofit organization founded in 1996 to help overcome the cultural stereotypes surrounding classical music and to address the isolation and limited access that young African-Americans and Latinos face in the classical music world in music schools, as professional musicians, and as classical music audiences. The Sphinx Organization provides extensive K-12 education programs throughout the country, hosts a competition and professional development program for Black and Latino musicians, and has The Sphinx Symphony Orchestra comprised of top African American and Latino professionals from around the country including past and current members of the New York Philharmonic, Los Angeles Philharmonic, Met Opera Orchestra, St. Louis Symphony and other orchestras.

About the APAP and Sphinx Organization Partnership

APAP and Sphinx collaborate in order to fulfill their mutual goals and visions of a performing arts field where there is equal opportunity and access for artists and audiences of all ethnicities including the Black and Latino communities. This collaboration includes the participation of Sphinx Organization Founding President Aaron Dworkin as a Co-Chair of Arts Presenters' *Classical Connections* Advisory Committee and the development of an Arts Presenters' career development seminar for artists participating in the annual Sphinx Competition. The seminar is offered in conjunction with the Michigan-based competition every February. In addition, one soloist or ensemble who has participated in one of the past seven Sphinx Competitions will be selected to participate in the 2011 YPCA programs following a rigorous screening and selection process undertaken by Sphinx Competition jurors that parallels the above-described selection criteria. Sphinx winners and alumni who are not selected through this process are encouraged to apply to YPCA using this application process.



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Young Performers Career Advancement 2011 Nomination Form

This form is to be completed by the individual that is recommending an artist and/or ensemble to participate in the YPCA program. The nominator can be either the artist or his/her agent or manager.

Artist and/or Ensemble Information

Soloist or Ensemble Name: _____

Instruments (if applicable): _____

Primary Artist Contact Person: _____

Address: _____

City/State/Zip Code: _____

Day/Cell Phone: _____ Fax: _____

E-mail: _____

Website: _____

Does your website have downloadable music files? Yes _____ No _____

If so, please list the URL specific to these files: _____

Names of all Ensemble Members:

Cell Phone Numbers for all Ensemble Members:



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Email addresses for all Ensemble Members:

Artist Management Information

Company Name: _____

Contact Person: _____

Address: _____

City/State/Zip Code: _____

Day Phone: _____ Fax: _____

E-mail: _____

Website: _____

Nominator Information

Name of Nominator: _____

Nominator Contact Information (If Not the Artist, Agent or Manager Listed Above):

If the Nominator *IS NOT* the artist and/or ensemble, please briefly describe (in 3-4 sentences) why you are nominating this artist and/or ensemble.



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3. Professional Resume. If an ensemble, please list information for each member and for the ensemble when appropriate. The resume should include:
 - A performance history covering the past two (2) years or since the professional debut of the artist or ensemble. All performances listed must be paid engagements. Include residency and other education activities.
 - A list of awards and other recognition.
 - A list of major teachers and conservatory (ies) or school(s) attended.
4. Recording. Six copies of a recording of repertoire representative of the individual artist's or the ensemble's current performance level. Please choose representative "recital" repertoire. Please do not submit concertos, operas or aria performances with orchestra. **The recording MUST be live and unedited and in compact disc format.** (Performances do not need to be public but must be recorded during live performance.) Performers on the recording must match those applying to this project. Recordings will not be returned without a self-addressed stamped envelope. Both the CD and its accompanying case must be labeled identically, with the following information:
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Support materials can be sent to:

APAP
ATTN: Programs Associate
1211 Connecticut Avenue, NW; Suite 200
Washington DC 20036

Please test all of your support materials to make sure each CD has been properly burned.