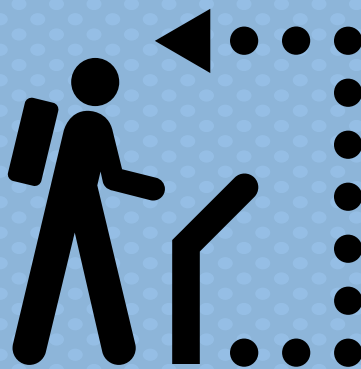


BAM! Complete Guide to the Schools Market - Canada

by Robert Baird



#17

A guide for children's
entertainers

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BAM! Complete Guide to the Schools Market - Canada

A Guide for Children's Entertainers

You delight in performing for children and you want to gain some insight on how children's entertainers can perform school shows in Canada. Canada has two levels of education which book school shows: elementary (Kindergarten to Grade-8) and secondary (Grades 9 to 12). School shows can take place at a performing arts centre where students are usually bussed in to see a performance or can take place in individual schools. There are existing networks which promote school shows across Canada and/or you can market yourself to schools across the country. This guide will give you some guidance in gaining access to the schools market in Canada.

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Canada's Educational System

Education is a provincial or territorial responsibility in Canada (Canada is divided into 10 provinces and 3 territories) and the educational system includes publicly-funded and private schools at all levels. While there may be significant differences in education in different provinces, educational standards are quite high.

Children normally start schooling at age 4 or 5 by attending Kindergarten voluntarily and then mandatory Grade One at about six years of age. Children continue in elementary school until Grade 8 and then graduate to secondary school for 3-4 more years (Grades 9 to 11 or 12) of education. The school year usually runs from September to June, Monday to Friday.

Within each province or territory there is a Ministry of Education and district school boards which administer an approved educational curriculum. Canada is officially a bilingual country and both English-language and French-language schools are available across the country.

School Life in Canada

- Teachers usually have university education;
- In most schools, boys and girls learn together in the same classroom.
- Textbooks are provided to students.
- In Canada, children must go to school every day.
- Schools sometimes close for one or more days in the winter because of snowstorms or severe cold.
- In general, children must follow a school dress code. Some schools require children to wear a uniform.

Curriculum and Curriculum Documents

In order to be booked into school entertainers should list the subject areas, key concepts and skills covered by your presentation. In addition, you should list the grades most suited to the presentation as well as the curriculum expectation(s) covered.

Here are some examples of how this is covered:

Earth Rangers shows and curriculum links:

<http://www.earthrangers.org/teachers/curriculum-resources/>

http://www.earthrangers.org/wp-content/uploads/2016/08/all_species_projects.pdf

School Shows:

<http://schoolshows.ca/listing/folklore-music-arts/>

You can access the curriculum documents for each province and territory via the following links. School shows need to be curriculum-based/curriculum-related for the school system.

Ontario:

<http://www.edu.gov.on.ca/eng/curriculum/elementary/>

<http://www.edu.gov.on.ca/eng/curriculum/secondary/index.html>

Newfoundland:

<http://www.ed.gov.nl.ca/edu/k12/curriculum/>

Atlantic Canada (New Brunswick; Nova Scotia; Prince Edward Island):

http://www2.gnb.ca/content/gnb/en/departments/education/k12/content/anglophone_sector/curriculum_anglophone.html

Quebec:

http://www1.education.gouv.qc.ca/sections/programmeformation/primaire/index_en.asp

Manitoba:

<http://www.edu.gov.mb.ca/k12/cur/>

Saskatchewan:

<https://www.curriculum.gov.sk.ca/webapps/moe-curriculum-BBLEARN/index.jsp>

Alberta:

<https://education.alberta.ca/programs-of-study/programs-of-study/>

British Columbia:

<http://www2.gov.bc.ca/gov/content/education-training/k-12/teach/curriculum>

Yukon: See British Columbia

Nunavut:

<http://www.gov.nu.ca/education/information/curriculum-learning-resources-0>

Northwest Territories:

<https://www.ece.gov.nt.ca/en/services/k-12-education-and-curriculum>

Basic Requirements for Children’s Entertainers

Type of Show and Show Title

Your show has to be attractive and the title of your show should capture the interest or imagination of the teacher and the children. Here are some sample shows from Dan the Music Man, an exemplary Canadian children’s entertainer:

http://www.danthemusicman.com/news_open_school.html

Target Audience – Elementary/Secondary

Be sure that your show is aimed at the proper grade level. Schools get upset, and rightly so, when a show is advertised for one grade level and is obviously too advanced or too simple for the grade level suggested.

Teaching Kit

Every show should have a Teaching Kit which can be provided to the classroom teachers to assist them in preparing for the show and in following up after the show. A typical Teaching Kit might contain the following:

1. Background information on the artist(s) including personal anecdotes, how they became performers, etc. Include pictures of the artists, interviews (if available), etc.
2. Background information on the show to be presented – how long is the running time, is there an intermission, theme(s), interesting connections to common experiences, the point of the show (if there is one), etc.
3. Samples of some of the contents of the show, either in CD or DVD form – songs, scenes,
4. A summary of the curriculum connections of the show
5. Lesson plans which will prepare the students for the show and also lesson plans which can be used to follow up on what the show presented. Include reproducible pages for the teachers to use with students.

6. Tips for teachers on how to make the experience more enjoyable and/or beneficial for students.

Here is the Contents Page from a Teaching Kit provided to teachers by Lorne Lampert of Mystic Drumz (one of the most successful children's entertainment franchises active in Canada, the United States and Mexico)
www.mysticdrumz.com (Check out his website for more):

<http://www.mysticdrumz.com/store/pdfs/BookIndex.pdf>

Tech Requirements

It's best to travel with your own tech set-up if at all possible, since the equipment available at some venues, schools, or other venues may not be usable. However, do let the venue know what your minimum tech requirements are and ask if they can supply them. Let them know how many people are doing the show, any tech or other people coming with you. Tell them how long it will take you to set up for your performance and how long it will take you to tear down. Ask if they can supply any assistance (if you need it).

Media Kit

Provide a complete media kit with

1. A complete biography of the group and the artists in the group
2. A performance history listing where you have performed
3. Photos in various formats and sizes, both hi-res and lo-res shots
4. Poster templates
5. Promotional Brochure
6. Testimonials
7. Quotes
8. Reviews

Networks

There are networks active across Canada which book children's entertainers or assist with the booking of children's entertainers. These networks may be booking artists for performance-only, or for performance/workshop activities. You can access these networks in a variety of ways. Purchasing a listing in a directory is a good start. You can apply to showcase at a conference and this can lead to bookings

BRITISH COLUMBIA: ArtStarts: www.artstarts.com

ArtStarts in Schools is a charitable organization that promotes art and creativity among British Columbia's young people. Since 1996, ArtStarts has supported educators, artists, parents and students by offering a broad range of programs, services and resources. Each year, ArtStarts provides over 640,000 unique arts experiences for young people in urban, rural and remote communities across BC. ArtStarts' key areas of activity include booking school performances, an annual showcase conference for young audience presenters, artist residencies, grants to schools and districts, professional learning opportunities for artists and teachers, gallery exhibitions of young people's art and free family programming. From Kindergarten to Grade 12, in public and private schools throughout the province, ArtStarts supports a wide range of arts based experiences that activate learning for young people.

Artist Directories

ArtStarts maintains two directories of talented artists who have experience performing for, or working with, students in Kindergarten to Grade 12: **Artists on Tour Directory** and **Artists in the Classroom Directory**.

ArtStarts Showcase

The ArtStarts Showcase is Western Canada's most important performing arts showcase and conference for school and community arts programmers interested in booking performances for young audiences. From dancers and storytellers to musicians and theatre groups, the range of performing artists presented at the ArtStarts Showcase always proves to be diverse, engaging and of the highest calibre. Delegates include school district arts contacts and community arts programmers, all of whom book performances for young

audiences in schools and theatres in their communities across BC. Artists listed in ArtStarts' Directories and new showcasing artists are eligible to rent a table in the Contact Room.

Grants to Support Artists:

Artists in the Classroom grants bring professional artists into schools for rich, hands-on learning experiences.

[Learn more.](#)

Creative Spark Vancouver grants support emerging artists in of Vancouver working with young people.

[Learn more.](#)

Creative Spark Columbia Basin grants support artists in BC's Columbia Basin region working with young people.

[Learn more.](#)

Resources

ArtStarts provides practical resources for teachers and artists.

Online Resources for Touring Artists

- [Tour Reports](#): Login to access and download the latest information for your group.
- [Guide to BC Schools and Districts](#): Information on school districts around the province to help plan your tour.
- [Study Guides and Know-Wonder-Learn Charts](#): Templates and guiding points to help you develop effective tools for teachers to use with students before, during and after your school performance.
- [Arts in Education](#): How is art taught in schools? What is arts integration? Where can I learn more about the curriculum? Discover the answers to these questions and more.
- [Communications Kit](#): A guide to easily introducing ArtStarts and the Artists on Tour Directory when you're visiting schools.
- [Key Definitions](#): Terms frequently used by ArtStarts include *Professional Artist*, *Emerging Artist*, *Arts Integration* and *Modes of Arts in Education*.
- [Key Dates for Artists 2016-17](#): A handy reference as you plan the school year. (Please note this document may be updated throughout the year.)

Online Resources for Artists in the Classroom

- [Tips for Planning Your Artist Residency in a School](#): So, you'd like to begin an artist residency. What now?
- [Tips for Teaching Artists](#): Quick tips for artists and other classroom visitors.
- [Curriculum and You](#): What do you need to know about the upcoming changes to BC's curriculum?
- [Arts in Education](#): How is art taught in schools? What is arts integration? Where can I learn more about the curriculum? Discover the answers to these questions and more.
- [How to Write an Artist CV](#): Visit the Canadian Artists Representation Copyright Collective (CARCC) website for tips on what to include in an artist's CV or resume.
- [How to Calculate Artist Fees](#): Visit the Canadian Artists Representation Copyright Collective (CARCC) website to see their recommendations for professional artist fees or use the Canadian Artists Representation (CARFAC) [online fee calculator](#).
- [Image Release Form](#): A sample form that artists can adapt to obtain permission from guardians of students/minors regarding the use of artwork, photos, etc.
- [Communications Kit for AIC Grant Projects](#): A guide to explaining or acknowledging projects supported by Artists in the Classroom grants.
- [Communications Kit for AICD](#): A guide to easily introducing ArtStarts and the Artists in the Classroom Directory when you're visiting schools.
- [Key Definitions](#): Terms frequently used by ArtStarts include *Professional Artist*, *Emerging Artist*, *Arts Integration* and *Modes of Arts in Education*.
- [Key Dates for Artists 2016-17](#): A handy reference as you plan the school year. (Please note this document may be updated throughout the year.)

Professional Development

ArtStarts offers professional development in arts integration for both teachers and artists. [Learn more.](#)

ONTARIO: Prologue to the Performing Arts:

<http://prologue.org/>

Prologue to the Performing Arts is a not-for-profit charitable organization that facilitates opportunities for young people to experience the performing arts within Ontario. For 50 years, Prologue to the Performing Arts has been broadening the horizons of students in Ontario by introducing them to the world of the performing arts. It all started in 1966 around a lunch table, when five young mothers shared their dream about giving access to the best in the performing arts to ALL students in Ontario. As volunteers with different arts organizations, including Young Peoples' Theatre, the Canadian Opera Company and The National Ballet of Canada, these dedicated women founded one of Ontario's most important resources in arts and education. In that first year, Prologue placed 81 performances in Ontario schools, reaching over 24,000 students; in the second year, those numbers doubled. 50 YEARS LATER, PROLOGUE DELIVERS OVER 2,000 PERFORMANCES EACH SEASON REACHING ALMOST 1 MILLION YOUNG PEOPLE EVERY YEAR!

Join the Roster

Are you a professional performing artist with a passion for introducing young people to the live performing arts?

The Prologue to the Performing Arts' Program Committee is comprised of staff and board members as well as artists and educators from the broader community. The Committee reviews performances year-round and meets from October to January each year to select the roster for the following season.

There are no deadlines, but decisions are finalized by late January. Only those submissions that are of interest to the Committee will be contacted for further information and discussion.

Please review our roster of artists and companies to see what we are currently offering schools and communities across Ontario.

The following criteria are applied in selecting the roster:

- artistic excellence of artist/company and performance
- appropriate performance for intended audience

- enhancements to performance (i.e. teacher resource materials, Q&A)
- affordable and competitive fees charged to schools
- a unique performance to what is currently offered
- demonstrated commitment of artist/company to arts education
- technically accessible to schools
- promotion materials are available for artist/company and program
- performance is appropriate for both school and family audiences
- artist/company is available to tour outside of GTA

In addition, the Committee considers the following:

- The performance must be seen in a school setting for appropriate grade level.
- The artist/company must offer Prologue exclusive representation in Ontario schools.
- If the performance is offered in French, it must also be available in English.
- The performance offered represents the diversity of the student population in Ontario.

If you meet the criteria, please send us the following information:

- A promotional kit and examples of your professional work
- A description of the performance and a CD, DVD or script
- The length (45-60 min.) and grade levels targeted (must include elementary)
- Current fees being charged per performance
- Teacher Resource Materials or, if not available, curriculum connections
- Assurance of a police check through the Ontario Education Services Corporation
- A list of upcoming performances in Toronto area schools with date, time and school contact information

For more information or if you have any questions, please contact us.

SASKATCHEWAN: OSAC: <http://osac.ca/>

The Organization of Saskatchewan Arts Councils (OSAC), acts as an umbrella for community arts councils and schools across the province. OSAC is a non-profit charitable organization. Across Saskatchewan, we bring people and the arts together. In more than 80 towns and cities, local arts councils and schools are keeping the arts alive. Thanks to their efforts, those communities enjoy live musical and theatre performances, visual art exhibitions, workshops and special events.

In the 2015/2016 season, OSAC presented 156 performances by 31 different artists in 29 communities. The Junior Concerts Program travelled to 60 communities throughout the province with 101 performances taking place. Sixteen (16) visual and media arts exhibitions toured 81 venues throughout Saskatchewan and were viewed by over 24,000 people including over 150 gallery tours through OSAC's touring visual arts program Arts on the Move.

OSAC is a member based provincial cultural organization, funded by Saskatchewan Lotteries, that offers programs and services in the visual arts and performing arts.

Proceeds from Saskatchewan Lotteries benefit more than 12,000 non-profit sport, culture and recreation groups around the province. For every \$1 of lottery funding provided as seed funding, these non-profit organizations are able to leverage another \$4, multiplying this investment each year.

More than 500,000 individual and family registrants participate in sport, culture and recreation programming each year, from more than 800 communities, including cities, towns, villages, hamlets and First Nations bands across the province.

SHOWCASE

What is Showcase?

Each October, the Organization of Saskatchewan Arts Councils presents its annual Showcase Conference. Showcase is an arts event for visual and performing arts, professional development, networking and so much more. Now in its 48th year, OSAC is pleased to offer the very best of performing and visual talent from Saskatchewan, across Canada and internationally. Along with all this OSAC also hosts its Annual General Meeting, provides a silent auction and raffle and hospitality throughout the weekend for socializing. Delegates that come to Showcase come from across Saskatchewan, Canada and the United States. The weekend includes performing arts and school presenters, visual artists, managers, agents, OSAC Members and industry representatives and government funding partners.

Performing Arts Showcases

Juried showcases are twenty minutes long at Showcase.

Visual Arts Exhibitions

Juried artists provide their works throughout the weekend at Showcase.

OSAC School Tours

Complete information on touring Saskatchewan can be found here and there is more information on the website.

<http://osac.ca/images/PA/docs/touring%20the%20performing%20arts%20in%20Saskatchewan.pdf>

MANITOBA: Manitoba Arts Network:

<http://www.manitobaartsnetwork.ca/>

What is the Manitoba Arts Network?

The Manitoba Arts Network is a charitable, not for profit organization dedicated to showcasing and advancing arts and culture in all regions of Manitoba. The members of the Network are community arts organizations and arts councils that coordinate arts programming and arts education in their communities. The Office is in Winnipeg's historic exchange district.

What is Manitoba Showcase and why would I want to perform there?

Manitoba Showcase is our annual flagship conference, held in a different Manitoba community each year, where a selection of artists perform for an audience of Manitoba presenters seeking to book acts to tour to their communities. This event brings together industry professionals, artists, presenters, programmers, educators, arts enthusiasts, and community for a weekend of great performances, invaluable networking, cultural programming, and professional development opportunities.

Performer showcases are open to the public as space allows. Following the performance, artists (or their representation) have the opportunity to meet presenters and distribute their promotional material in the Contact Room. It is not uncommon for an artist who is well received at the Manitoba Showcase to book a sizable performance tour throughout the province. Additionally, many Showcase artists have found that they receive up to four years of on-going booking enquiries based on a single slot at our Showcase.

How and when will tours resulting from Showcase be booked?

Manitoba Arts Network's Performing Arts Coordinator works with artists, agents and presenters to book shows and block booked tours in Manitoba for the 2017-2018 touring season based on interest generated at this event.

What kind of performers should apply to Manitoba Showcase?

Any artists who are tour ready and wish to tour Manitoba will be considered for Manitoba Showcase. All performance-based artists, in all disciplines and genres, from all parts of Canada are encouraged to apply (music, dance, theatre, musical theatre, magic, comedy, etc.)

How are artists selected to perform in Showcase?

Artists submit their applications to Manitoba Arts Network between February and early May. A jury comprised of Manitoba presenters and industry representatives review all applications, assess them based upon established criteria, and select 15 acts to perform at Manitoba Showcase the following October.

The jury's' selection is based upon a rating of each application in four categories:

- Artistic Merit
- Marketability and Booking Potential
- Engagement with Audience
- Fee Structure

We recommend that there is a minimum of four years between showcasing for a performer. All applicants are notified of the jury results in June.

What is the next step if I am selected to perform in Showcase?

If your application to showcase is successful, you will be scheduled to present a 15-minute show that is representative of your touring show during one of three Showcases held at the event (Friday evening, Saturday afternoon, or Saturday evening). A five minute Q & A onstage with the show's MC immediately follows your performance, providing a unique opportunity for you to share news, awards, or inspirations with the audience while the next act sets up behind the curtain.

Artists will be required to register for the full conference and attend a table in the Contact Room. This is a prime networking opportunity for artists to display or distribute promotional materials and to meet and mingle with presenters and fellow performers. Artists will be responsible for their own travel and accommodation. Artists may be eligible to apply for travel assistance funding to Showcase or for their tour as a result of showcasing through granting bodies such as the Manitoba Arts Council (for Manitoban artists only) their provincial arts council or Canada Council for the Arts.

How will my show be promoted at Manitoba Showcase?

Showcase artists receive a full page listing in Manitoba Arts Network's online Artist Directory (Manitoba Arts Directory.) In addition, each Showcasing artist will have a page on our website with photo, video, bio, show dates and other info. All artist profiles are also included in the Showcase conference program. Manitoba Showcase will be promoted to our provincial and national networks, within the host community through posters and media outlets, and on the venue website.

Tickets for the showcases will be made available to the public. Artist videos submitted with your application, and/or filmed at Showcase will be shared through social media and posted on our YouTube Channel. This will give our presenter organizations a sampling of all performers featured at Showcase, and will help them promote their selection of artists to their community organizations when they return home. It also enables any presenter organizations that may not attend the Showcase to preview performers upon booking shows through Manitoba Arts Network block booking program.

What is the Manitoba Arts Directory?

Hosted by the Manitoba Arts Network, the [Manitoba Arts Directory](#) is a new online artist directory, event listing and news-publishing platform dedicated to serving the Manitoba arts and cultural community. The site was created to serve as a hub drawing together artists, arts presenters, and arts lovers in a one-stop-shop for everything arts & culture related in Manitoba. The Manitoba Arts Directory includes artist and arts industry listings, arts and cultural events listings, and arts news from all of Manitoba's arts communities.

The Manitoba Arts Directory replaces our former printed artist directory as a go-to resource used by the Network's membership base of close to 40 arts organizations and is also accessed by the wider Manitoba arts community.

All artists selected to showcase receive a featured listing on the Manitoba Arts Directory, while all those who apply receive a free basic listing and discounts for any upgraded listings.

What is the typical Manitoba venue type, size and audience?

Venues range from churches to community halls to concert halls, with audience seating capacities that range from 80 to 800. Some presenters plan a 5 – 6 show subscription series for an established audience while others present one or two concerts per year subject to the availability of their financial and human resources.

Relatively few venues have technical production staff and equipment. While technical support is provided at Showcase, performers should be prepared to provide their own sound and lights on tour as needed.

What is the typical price range that community presenters in Manitoba pay performers? Performance fees in Manitoba tend to range from \$1,000 to \$3,500 per show. (While some shows book for higher fees, there are relatively few communities in rural and northern Manitoba able to afford those bookings on a regular basis). It is understood that fees per show will be reduced for multiple shows/block-booked tours. It may be to a performer's advantage to offer a variety of show options (solo, duo, band, school shows, workshops). This provides flexibility in terms of booking options for presenters to meet audience needs.

How do I apply to Manitoba Showcase?

Applications for Manitoba Showcase are submitted through the website <http://www.iwanttoshowcase.ca>, which allows performers to apply for multiple showcases across Canada and North America. Supporting materials – including links to online audio or video, must be included with your application, as well as a bio, photo, press kit, show fees, and technical requirements.

The application fee is \$50.00, payable by credit card, via PayPal, at <http://www.iwanttoshowcase.ca> or by cheque to Manitoba Arts Network.

When do I apply for Manitoba Showcase?

Applications are accepted each year: February to May.

What if I am not selected to perform in Showcase?

All applicants will be notified in June. Manitoba Showcase can only feature 15 performances each year. All artists who apply to showcase receive a basic listing on our online Manitoba Arts Directory, whether or not they are selected to perform, and are encouraged to re-apply for Showcase the following year. All applicants also have the option to upgrade their directory listing at a discounted rate, with several listing options to choose from.

What if I have more questions?

If you have questions about Manitoba Showcase, or touring with the Manitoba Arts Network, please contact The Manitoba Arts Network:

Office Phone: 204-943-
0036 Toll Free: 866-
919-2787 Fax: 204-
943-1126

Email: admin@mbartsnet.ca

Web: <http://www.manitobaartsnetwork.ca>

QUEBEC: MASC: <http://www.masconline.ca/en/events.aspx>

MASC began in 1989 as The Chance to Give/ Une chance à donner, as a one-time, month-long series of workshops and performances for students from the National Capital region schools, to complement an exhibition at the National Library of Canada, under the sponsorship of Secretary of State. The program was repeated as a joint venture of local school boards out of a conviction that it had an important contribution to make. Response to this series indicated that a registered non-profit organization should be created to function on a year-round basis. A board of directors was established and the coordinators who had been with the organization in a job sharing capacity since its inception were officially hired. Full-scale operation began with the opening of the 1989/90 academic year. A roster of six local artists was available on a continuing basis and tours of five out-of-town artists arranged. Funding to provide administrative stability and assistance with programming was received from the Ontario Ministry of Citizenship, the Ontario Arts Council and Secretary of State.

MASC's work in schools has continued to grow, and while the focus has always been on schools, work has also been found for artists in other community settings. 1990/91 brought further outreach into those areas along with a major initiative, funded by Secretary of State, into educational systems in outlying areas of Eastern Ontario.

After two successful years, the name of the organization was changed to: Multicultural Arts for Schools and Communities: MASC. A number of important events were added to the calendar. 1994 marked the first highly successful Young Authors and Illustrators Conference, which brings keen young authors and illustrators together with well established Canadian Children's writers for hands-on writing workshops. The first Visual Arts Symposium for young Francophone students took place in 1997, and the MASC Arts Awards were launched in 1999. In 2003 MASC became the region's ArtsSmarts partner joining the McConnell Family Foundation's national arts integration initiative.

Student contacts have gone from 14,000 in the first year, to over 100,000 in 2010-2011. The number of artists on the roster has increased from 11, to 64 currently. Both government and private sector support have been critical to the

organization's success, with public support growing dramatically over the last five years.

After 18 years of operation, the founding Executive/Artistic Director retired, and a new Executive/Artistic Director was installed in 2005. Significant increases to operations were also undertaken, with 2 additional staff, and a new creative workshop space.

During 2008, MASC expanded again, successfully launching a new Seniors Program. In 2009, a new partnership was created with the Youth Services Bureau serving street-involved youth, and new events, such as MASCparade and MASC Mondays pepper the schedule.

MASC is the only organization in Eastern Ontario with a primary mandate to connect artists and learning, offering fully bilingual services and working through all disciplines. With the exception of the major festivals and the National Arts Centre, MASC has one of the largest audiences of any arts organization in the city.

How to become a MASC Artist

Are you a professional artist with experience bringing the arts to young audiences and interested in becoming a MASC Artist?

We welcome applications from Professional Artists from all cultural backgrounds, which meet all the following criteria:

- Having specialized training in the field (not necessarily in academic institutions)
- Being recognized as such by peers (professional artists working in the same artistic tradition)
- Having a history of public presentation or publication

In addition, the following points are considered:

- Level of excellence in the artist's creative discipline and a commitment to arts education.
- Genuine interest in sharing knowledge and experience with young people. Organization and communication skills are necessary to pass along creative energies and passions.

- Artists working out of diverse ethno-cultural heritages are particularly important to the program.
- The perceived needs of schools must be taken into consideration but it is important to the creative growth of students, teachers and artists to offer new challenges and unexpected artistic experiences as well.
- MASC strives to attain variety and balance within the disciplines.

If you meet the above criteria, please send MASC the following information:

- Your artistic resume and examples of your professional work
- An outline of the program(s) you would like to offer to intended audiences
- Two letters of reference attesting to your work with intended audiences

Only artists that may fit within the MASC programs will be contacted for further information and discussion about their submission.

The process:

- Submit your application to Program Directors, [Wendy Hartley](mailto:wendyhartley@masconline.ca) wendyhartley@masconline.ca (*remove spaces in this address when emailing*) or [Catherine Sirois](mailto:catherinesirois@masconline.ca) catherinesirois@masconline.ca (*remove spaces in this address when emailing*).
- Applications are accepted on an on-going basis. Program decisions are finalized by February, for the following school year. Applications submitted after February 28th will be considered for the next school year.
- If MASC is interested in the program that you offer, we will contact you to set up a meeting to discuss it further.
- Following the meeting, if MASC and the artist wish to pursue the contact, an audition workshop or performance will be organized in a school setting. MASC will arrange the presentation and it will be offered free of charge to a school serving high need communities. The artists will receive no fee for this audition.
- The teachers, students and MASC staff will evaluate the presentation. Teachers are asked to give written feedback.
- MASC will decide, based on quality and salability, whether the artist will be invited to join the MASC program and be featured in the MASC catalogue of artists for the next year.
- To join the MASC program, artists will require proof of vulnerable sector screening

NOVA SCOTIA: Perform! www.Performns.ca

Since 1999, PERFORM! has transformed learning in schools across Nova Scotia by connecting students and teachers with professional artists, broadening the educational process through the power of the performing arts. More than thirty years of arts education research has proven that theatre, dance and music greatly contribute to the development of reading, writing, and numeracy skills in students. At PERFORM! we are dedicated to integrating performance skills into education to increase academic success. Since 1999, PERFORM! has been a joint initiative of Dance Nova Scotia, Nova Scotia Choral Federation, and Theatre Nova Scotia, bringing professional artists to schools to work with students and teachers in developing their own skills and creativity. From African dance, to public speaking, to hip hop, to playwriting, we've taught it all. You can find our performers working in performing arts classes and through other subject areas such as English, French, History, Math, and Social Sciences. PERFORM! is committed to providing accessible programming in English and French for all grade levels in public and private schools. We also provide travel remuneration to performers so that rural schools can have equal access to our program.

Welcome Artists! PERFORM! is an amazing program that connects schools with professional artists in a number of ways. If you are a professional singer, dancer, or theatre practitioner we would love to have you get involved.

As a PERFORM! Artist you can:

- Work as an individual artist for in-class and after-school projects and workshops
- Be an Performer in Residence at a school
- Present your performance

Applications from interested professional artists are accepted at any time. Must be approved by appropriate corresponding professional organization (TNS, DNS, NSCF).

Once school applications are received they are paired with a suitable artist. Projects start annually as early as October 1 and continue through to June.

Performing Artist Policies and Guidelines

Artist Eligibility

PERFORM! artists will have documented professional experience in their field. Artists must be Nova Scotian residents.

Artists may apply to be on the PERFORM! roster at any time during the year. Each application will be vetted by the PERFORM! Coordinator and the Executive Director of the expert steering organization, including reference checks. In issues where there are questions or concerns, the application will be brought to the Steering Committee for final approval.

After Approval for the PERFORM! Program

After Approval by PERFORM! the Artist must show proof of a Vulnerable Sector Check (cost \$50) from the police and arrange for clearance from the Child Abuse Registry (free). These forms must be on file with PERFORM! before the artist can go into a school to work and will be shared with the schools as requested. These approvals must be renewed every three years.

Vulnerable Sector Check: Either go online to this

link <http://www.backcheck.net/halifax/> (make sure you do the Vulnerable Sector not the Criminal check), or you can go to the police station and ask for a Vulnerable Sector Check for teaching in the schools and show your ID and they will process you and send you a copy. Either way it costs \$50.

The child abuse registry form is

at [http://novascotia.ca/coms/families/abuse/documents/CAR-](http://novascotia.ca/coms/families/abuse/documents/CAR-4001_Request_for_Search_Form_A.pdf)

[4001 Request for Search Form A.pdf](http://novascotia.ca/coms/families/abuse/documents/CAR-4001_Request_for_Search_Form_A.pdf) You fill it out , scan or photocopy an official piece of ID (driver's license, health card or passport) and mail it in or drop it at 5675 Spring Garden Rd, Halifax at the Dept of Community Services. Then they send you a letter. If you drop it at Spring Garden and tell them there is a rush on it you usually can pick it up within a few days. It is free.

Once these are complete you need to scan them and send them to by email or drop them at the office. They are valid for our purposes for three years from the time they were issued.

Removal of Artists from PERFORM! Program

An Artist may be removed from the PERFORM! Program at any time:

- a. at the Artist's request,
- b. if they do anything deemed by the Steering Committee to jeopardize or compromise the PERFORM! Program or its participants,
- c. if they cease to be eligible.

Artist payment:

In order to receive payment the Artist must complete the payment claim form. Artists must bring the evaluation and payment claim form to their final hour of teaching and submit it to the teacher to sign. The artist returns the signed form to the PERFORM! Coordinator so payment can be issued. From the submission of the pay claim form please allow two weeks for the payment to be issued. **Please do not call the office asking about status of payment until two weeks has gone by.**

In projects of 10 hours or fewer, an artist must complete the total project hours and fill out the evaluation and payment claim before payment can be issued.

For projects of more than 10 hours, payment can be issued when half of the total hours are complete. If the artist wishes to be paid midway through the project, he/she must fill out two payment claims for the total payment of the project.

In the case of residencies of 30 – 60 hours the artist can request multiple payments as long as each claim is for the completion of at least 10 hours.

Artist Travel Costs

PERFORM! appreciates our artists efforts to bring the performing arts to students throughout the province. Therefore, PERFORM! assists with the cost of artist travel to and from a project site.

Artists will be reimbursed for travel at a rate of 35 cents per kilometre when traveling distances greater than 70 kms round trip from their point of origin as determined by Google Maps.

In the event that an artist has to make repeated visits to the same school to fulfill their long term residency obligations and the visits are scheduled for less than the

3 hour minimum recommended per session, the total mileage will be paid superseding the minimum 70 km round trip policy.

In the event that multiple artist are being sent to the same school for the same sessions, when possible in terms of geographic location, one artist will be deemed the driver for the others and only that artist will be paid the mileage for travel. Exceptions to this rule would be if an artist requires their own vehicle to transport gear as requested for the activity.

When an artist is required to travel more than 70 km round trip, PERFORM! will pay travel hours at a rate of \$12 per hour based on Google maps travel times. *Note: This will be paid only on workshops and residencies that are being done independent of a performance.*

Should the workshop or residency require the artist to travel to a school located more than 300 km from their home base PERFORM! will provide suitable overnight accommodation and a food per diem of \$50 per day. *Note: This will be paid only on workshops and residencies that are being done independent of a performance.*

Artists Materials

The Artist should request any materials necessary directly from the school where they are working. This can be added into the school billing as required. PERFORM! is not responsible for the cost of materials incurred personally by artists for PERFORM! projects.

Artist Replacement

Artists are requested to make every effort to fulfill their commitment to a project. However, when a replacement is required whether for a segment or the full project, it is the artist's responsibility to notify the PERFORM! Coordinator immediately. A suitable replacement will be assigned by the PERFORM! Coordinator. The artist is not to find a substitute on their own. All artists must be approved by PERFORM!

Presenting a Performance – Policies and Guidelines

Application Process for the PERFORM! Presents Performance Program

Performance Program

The Performance Program is a program whereby PERFORM! offers its administrative services to help dance, theatre and choral groups promote their productions to schools across Nova Scotia. It is the intention of PERFORM! to help artists and schools make connections to bring dynamic cultural experiences to the students of Nova Scotia.

Herein the word company refers to: a choir, theatre, dance troupe, and/or individual performer. Dance, theatre, and or choir groups can apply to be a part of PERFORM!'s Performance program if they:

1. are touring ready- have the ability to transport all necessary equipment, design elements, and persons involved in the show.
2. are a member in good standing with one of the three Steering Organizations: Dance Nova Scotia, Theatre Nova Scotia, The Nova Scotia Choral Federation
3. have a completed, rehearsed, and designed age and developmentally appropriate show which engages and excites young audiences about theatre, dance and choral performance
4. are based in Nova Scotia
5. have artistic standing in the community.
6. have an easily reproduced support material package that helps prepare students and teachers for the show they are going to see.
7. have a press kit that includes background on the individuals involved in the show and the company
8. are prepared to hold an informative question and answer period at the end of the show.
9. are prepared to offer a one hour workshop related to the presentation. Fees for workshops are \$40/ an hour and are charged directly to the school.

Groups wishing to apply for the program must send:

1. A short description of the performance (150 words maximum)

2. List all personnel that will be traveling to schools (i.e. performers and any technical staff)
3. State the shows target audience (ie P-6, 7-9, 10-12)
4. State the region(s) the show is willing to travel to (i.e. HRM Only, Annapolis Valley mainly, all of Nova Scotia)
5. List all necessary or preferred technical requirements of the school (i.e. prefer the stage to the gym floor, need an electrical outlet near performance area, etc.)

Applications from performance companies will be reviewed and approval will be decided by the PERFORM! Coordinator in conjunction with the Executive Director of the applicable organization. Any questionable performances will be vetted by the Steering Committee. No performances will be accepted into the program which contain profanity, nudity or are deemed offensive in any way by the Steering Committee.

Acknowledgement:

Artists accepted into the performance program must acknowledge PERFORM! and PERFORM!'s sponsors verbally at the end of the performance.

Artists must acknowledge PERFORM! by displaying the PERFORM! logo in company programs and brochures as well as on company websites.

Performance Payment

The PERFORM! Program will :

- assist with promotion of the show to the schools through the PERFORM! website
- collect contracts and the booking fee from schools wishing to have a performance travel to their school
- cover the cost of the performance company's travel to and from the school if it is more than 70 km round trip from the performance company's point of origin
- pay the Performance Company upon completion of the performance

Payment will be collected by PERFORM! at the time of then school's booking. The cost of the shows vary and are determined by the Performance Company with the

assistance of the PERFORM! Coordinator. Discounts are given for multiple performances in the same day, at the same school.

A administrative fee of \$50 per booking will be charged to the presenting company and deducted from the payment issued.

The full booking fee will be paid to the Performance Company upon completion of the performance less the administrative fee noted above. PERFORM! is not responsible for any expenses incurred by the Performance Company in the delivery of the performance. PERFORM! is not responsible for any damage of property or injury of person to the Performance Company's persons or properties.

Responsibilities

The Performance Company agrees to comply with all school rules, local, provincial, and federal laws in respect to the time they are booked into a school for a performance.

All performers or crew involved in the production require a Vulnerable Sector Check and approval from the Child Abuse Registry. You will not be allowed to enter the schools without these approvals. they must be renewed every three years.

The Performance Company agrees to confirm bookings with the PERFORM! Coordinator prior to traveling to any school for a performance. In the event that the Performance Company goes to a school that has cancelled or does not have a booking through the PERFORM! Program, PERFORM! will not be held financially responsible and will not be owing to the Performance Company for any costs incurred.

In the event that a last minute booking occurs (usually arranged by the Performance Company directly) and payment has not yet been received, PERFORM! considers the booking incomplete. If the Performance Company performs without receipt of payment, PERFORM! will not guarantee that the Performance Company will receive payment. Payment will be issued when the fee has been received from the school.

The Performance Company takes full responsibility for the set up, performance, and packing up of all of the equipment that is used for the show.

The Performance Company agrees to use their best efforts to promote the PERFORM! program and its interests.

PERFORM! is not responsible for any expenses incurred by the Performance Company.

The Performance Company is required to carry all necessary liability insurance in relation to the production. Proof of insurance must be provided to PERFORM! Individual artists who are presenting who are PERFORM! artists and not part of established touring company do not require this insurance. Check with the PERFORM! Coordinator for details.

PERFORM! is not responsible for any damage of property or injury of person to the Performance Company's persons or properties.

The Performance Company agrees to conduct themselves with the highest professional standards.

How It Works

1. Policies

- Please refer to the Performing Artists or Presenting Policies and Guidelines for detailed descriptions of how PERFORM! works and what is expected from its artists and presenting companies.

2. Eligibility

- PERFORM! artists must be residents of Nova Scotia and have documented professional experience in their field.
- Artists are welcome to apply to be on the PERFORM! roster at any time during the year. Each application will be vetted by the PERFORM! Coordinator and the Executive Director of the expert steering organisation for approval. In

issues where there are questions or concerns, the application will be brought to the Steering Committee for final approval.

- Applicants must have a current membership with their applicable steering organisation (Dance Nova Scotia, Nova Scotia Choral Federation, or Theatre Nova Scotia).
- Companies wishing to be part of the Presentation Program must meet with the PERFORM! Coordinator to discuss details and appropriateness of their Presentation

3. Application

- Interested artists or presenting companies must complete the application form on the website for their desired specialty. If the artist is registering for more than one specialty (i.e. theatre and dance) they must fill out separate forms though they are required to have paid membership to only one steering organization.
- Interested artists must submit an updated resume and headshot as part of the application. If approved by PERFORM!, these documents will also be used on the website (personal contact information and addresses will be removed).
- Two professional references are required for all applications.
- If approved by PERFORM!, a Vulnerable Sector Check and approval from the Child Abuse Registry is required before starting any contract. You will not be allowed to enter the schools without these approvals. They must be renewed every three years.

4. Bookings

- When a school's request for a project or presentation gets approved, the Coordinator will check with the artist for interest and availability.
- Once a suitable artist is lined up the Coordinator will connect via email the artist and the school contact.
- It is the responsibility of the school contact and the artist or performer to arrange suitable times and dates and work out the specifics of the project.
- When the schedule is agreed upon the PERFORM! Coordinator will be notified by the artist.

5. Payment

- Artist wages for PERFORM! are \$40/hour.
- If the artist is required to drive a distance of more than 70 km return you will also be reimbursed for your driving time at a rate of \$12/hour.
- Should the artist be required to use their own vehicle to drive to the workshops and the distance covered is more than 70 km return, they will be reimbursed for mileage at a rate of \$0.35 per km. The number of trips eligible for reimbursement per workshop or residency must be approved by the PERFORM! Coordinator.
- In the event that an artist has to make repeated visits to the same school to fulfill their long term residency obligations and the visits are scheduled for less than the 3 hour minimum recommended per session, the total mileage will be paid superseding the minimum 70 km round trip policy.
- In the event that multiple artist are being sent to the same school for the same sessions, when possible in terms of geographic location, one artist will be deemed the driver for the others and only that artist will be paid the mileage for travel. Exceptions to this rule would be if an artist requires their own vehicle to transport gear as requested for the activity.
- Performance rates vary and are set by the performance companies in conjunction with the PERFORM! Coordinator.
- In order to receive payment, an artist must complete the payment claim form. The artist must bring the payment claim form to the final hour of teaching and have the teacher sign the form. The artist must then submit the signed form directly to PERFORM! before payment can be processed.
- For projects of 10 hours or fewer, the artist must complete the total project hours and fill out the evaluation and payment claim form before payment can be issued.
- For projects of more than 10 hours, payment can be issued when half the total hours are complete. In this case, the artist must fill out two payment claims for the total payment of the project.
- In the case of residencies of 30 – 60 hours, the artist can submit the payment claim forms in increments of 10 or higher as desired.
- Please allow **two weeks** after the submission of payment claim form for the payment cheque to be issued. **Please do not** call the office looking for payment unless two weeks has transpired and your payment has not been received.

Application Form: <http://performns.ca/performers/application-form/>

Other In-School Programs in Nova Scotia

[ArtSmarts](#)

[Debut Goes to School!](#)

[Maritime Centre for African Dance](#)

[Professional Artists IN The Schools \(PAINTS\)](#)

[Writers In The Schools \(WITS\)](#)

Self-Promotion

You may find it advantageous to promote yourself to schools with a well-designed flyer or brochure. Here are some links to school mailing lists.

Scott's Directories:

<https://secure.scottsdirectories.com/Search/SearchDetail/1530>

Database Directories:

http://www.databasedirectory.com/can_schools.html

Newfoundland and Labrador:

<https://www.nlesd.ca/schools/schooldirectory.jsp>

New Brunswick:

[http://www2.gnb.ca/content/gnb/en/services/services_renderer.7835.School Directory.html](http://www2.gnb.ca/content/gnb/en/services/services_renderer.7835.School_Directory.html)

Nova Scotia:

<http://ns-schools.ednet.ns.ca/>

Ontario:

<https://www.ontario.ca/data/ontario-public-school-contact-information>

<http://www.edu.gov.on.ca/eng/sbinfo/>

http://www.ocsta.on.ca/school_directory/

Quebec:

<http://www.qais.qc.ca/page.cfm?p=365>

<https://www.essb.qc.ca/>

http://cswq.wqsb.qc.ca/AboutUs_Contact.html

PEI:

<http://www.gov.pe.ca/eecd/index.php3?number=1028097&lang=E/schoolfinderindex.asp>

MB:

<http://www.edu.gov.mb.ca/k12/schools/>

SK:

<http://publications.gov.sk.ca/documents/11/86420-Active%20List%20of%20School%20Division%20Schools%202015-2016.pdf>

<https://www.saskatchewan.ca/residents/education-and-learning/prek-12-education-early-learning-and-schools/k-12-school-divisions-in-saskatchewan>

AB:

<https://education.alberta.ca/alberta-education/school-authority-index/>

BC:

<http://www.bced.gov.bc.ca/schools/>

Yukon:

<http://www.education.gov.yk.ca/school-directory.html>

NWT:

<https://www.ece.gov.nt.ca/en/services/k-12-education-and-curriculum>

Nunavut:

<http://www.gov.nu.ca/school-information>

Check out the other titles in the

BAM! COMPLETE GUIDES SERIES

BAM! Complete Guide to Acronyms
BAM! Complete Guide to Arts Education – Canada
BAM! Complete Guide to Arts Education – U.S.A.
BAM! Complete Guide to Audience Development
BAM! Complete Guide to Being an Agent
BAM! Complete Guide to Being a Manager
BAM! Complete Guide to Booking Artists
BAM! Complete Guide to Building a Career
BAM! Complete Guide to the College Market – Canada
BAM! Complete Guide to the College Market – U.S.A.
BAM! Complete Guide to Conferences – Canada
BAM! Complete Guide to Conferences - International
BAM! Complete Guide to Conferences – U.S.A.
BAM! Complete Guide to Contracts
BAM! Complete Guide to Crossing Borders
BAM! Complete Guide to the Cruises Market
BAM! Complete Guide to Dance Performance – Canada
BAM! Complete Guide to Dance Performance – U.S.A.
BAM! Complete Guide to Dealing with Artists
BAM! Complete Guide to Entering Canada to Perform
BAM! Complete Guide to Entering the U.S.A. to Perform
BAM! Complete Guide to Exhibiting
BAM! Complete Guide to the Festivals Market – Canada
BAM! Complete Guide to the Festivals Market – U.S.A.
BAM! Complete Guide to Finances
BAM! Complete Guide to Funding – Canada
BAM! Complete Guide to Funding – U.S.A.
BAM! Complete Guide to Gear
BAM! Complete Guide to Hospitality Riders
BAM! Complete Guide to Instruments Across Borders
BAM! Complete Guide to the Libraries Market – Canada
BAM! Complete Guide to the Libraries Market – U.S.A.
BAM! Complete Guide to Logistics
BAM! Complete Guide to Marketing
BAM! Complete Guide to Mentoring
BAM! Complete Guide to Merchandising
BAM! Complete Guide to Music Performance – Canada
BAM! Complete Guide to Music Performance – U.S.A.
BAM! Complete Guide to Negotiating

BAM! Complete Guide to the PAC Market
BAM! Complete Guide to Presenter Networks – Canada
BAM! Complete Guide to Presenter Networks – U.S.A.
BAM! Complete Guide to Professional Associations
BAM! Complete Guide to Promotional Materials
BAM! Complete Guide to the Schools Market – Canada
BAM! Complete Guide to the Schools Market – U.S.A.
BAM! Complete Guide to Self-Management
BAM! Complete Guide to Self-Presenting
BAM! Complete Guide to Showcasing
BAM! Complete Guide to Spoken Word Performing
BAM! Complete Guide to Taxation – Canada
BAM! Complete Guide to Taxation – U.S.A.
BAM! Complete Guide to Technical Riders
BAM! Complete Guide to Theatre Performance – Canada
BAM! Complete Guide to Theater Performance – U.S.A.
BAM! Complete Guide to Touring
BAM! Complete Guide to Touring Australia
BAM! Complete Guide to Touring Canada
BAM! Complete Guide to Touring China
BAM! Complete Guide to Touring Eastern Europe
BAM! Complete Guide to Touring France
BAM! Complete Guide to Touring Germany
BAM! Complete Guide to Touring Japan
BAM! Complete Guide to Touring Latin America
BAM! Complete Guide to Touring the United Kingdom
BAM! Complete Guide to Touring the United States
BAM! Complete Guide to Touring Western Europe
BAM! Complete Guide to Unions
BAM! Complete Guide to Venues – Canada
BAM! Complete Guide to Venues – U.S.A.
BAM! Complete Guide to Visas – Canada
BAM! Complete Guide to Visas – U.S.A.
BAM! Complete Guide to Waivers
BAM! Complete Guide to Withholding – Canada
BAM! Complete Guide to Withholding – U.S.A.
BAM! Complete Guide to Young Audience Performance – Canada
BAM! Complete Guide to Young Audience Performance – U.S.A.

All Guides are or will be available for download
from the BAM! Baird Artists Management
Consulting website: www.bairdartists.com



Robert Baird, President of Baird Artists Management, is now available for consultation and advice regarding Canadian and U.S. regulations and information for performers, agents/managers and performing arts venues. Mr. Baird has been in the performing arts for over fifty years and has had distinguished careers in education, publishing and musical theatre. He served on the Board of Directors (2008-2010) and was President (2011-2013) of the North American Performing Arts Managers and Agents (NAPAMA). He was Treasurer and Vice-President of Festivals and Events Ontario (FEO) and served on that Board on various committees (2010-2013). Mr. Baird received the Arts Northwest Coyote Award and the Performing Arts Exchange Mary Beth Treen Award in 2012. He is Chair of Team Agent Network (TAN) and APAP Showcase Coordinator.

Robert is a regular columnist in *International Musician: The Official Journal of the American Federation of Musicians of the United States and Canada* (Circulation 100,000+ Monthly) where he writes a monthly column entitled "Crossing Borders". The column focuses on what artists need to know to get into Canada or the United States. He also writes a monthly column entitled "Artist Manager's Toolkit" for *International Arts Manager*, based in London, England.

Take advantage of Robert's expertise, knowledge and guidance with:

- Visa Requirements for Canada**
- Work Permits for Canada**
- Crossing the Canadian Border**
- Bringing Merchandise into Canada or the United States**
- R-105 Withholding Waiver for Canada**
- Canadian Taxation Requirements**
- Canadian Incorporation**
- O-1 and P-1 Visa Applications for U.S. Entry**
- P-2 Visa AFM Applications for U.S. Entry**
- Canadian and American Venue Contacts**
- Canadian and American Conferences**
- Contracts and Riders**

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