



ROCHELLE KOSKIE JAZZ STUDENT SCHOLARSHIP FUND

2020 Award – "Rebooting the Jazz Audience"

Delivering Solutions

Making Jazz More Accessible

*"What is important is that it [jazz] must live, and the only way it can live is with the **existence of an ever larger and more keenly interested audience**, to give it the support that must always be its life blood." (Duke Ellington, Music Journal, March 1962) (Emphasis added)*

APPLICATION

1. Name
2. Mailing Address
3. Phone Number
4. Resume, including live performance experience, if any
5. Email address
6. Jazz College, year and name(s) of instructors
7. Instrument(s)

THE AWARD

This Award of **\$2,500** is for the most viable solution of attracting and sustaining the interests of a broader jazz audience, with a focus on a younger demographic.

There will be four Awards of \$2,500 each, for one student from each of the four Ontario Jazz Colleges.

ELIGIBILITY

The Applicant must be enrolled as a student in one of Ontario's Jazz Colleges.

APPLICATION FACTORS

Suggested factors, among others, to be considered in preparing a proposal should include:

8. Type of Jazz which should be offered:
 - Swing
 - Bebop
 - Big Band
 - Afro-Cuban
 - Dixieland
 - Free Jazz
 - Latin Jazz
 - African-Inspired
 - Jazz Fusion
 - Jazz Funk
 - Ragtime
 - Smooth Jazz
 - Electronic Jazz
 - Hip-Hop
 - Other?
9. **Presentation Venue/Channel.** Keeping in mind COVID-19 protocols, what type of venue or channel is best suited for jazz?
10. **Formality vs Informality – the Vibe.** What is the preferred listening atmosphere to ensure a positive audience experience?
11. **Interactive Component, if any.** How should musicians interact or engage with the audience?
12. **Incentive Ticket Fees.** How to entice attendance for special groups such as students, young adults, disadvantaged persons, among others.
13. **Selection Process.** The application will be judged by a panel of professionals involved in all aspects of the presentation of jazz music.

14. **The Successful Candidates (4).** The winners (one from each of the four Ontario Jazz Colleges) will be honoured at an awards ceremony at the next scheduled JPEC Concert.

15. **Deadline for Submission.** Friday, November 20, 2020

Submission to be delivered via e-mail and regular mail to:

Raymond Koskie, President
Jazz Performance and Education Centre
c/o 20 Queen Street West, Suite 900
Toronto, ON M5H 3R3
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