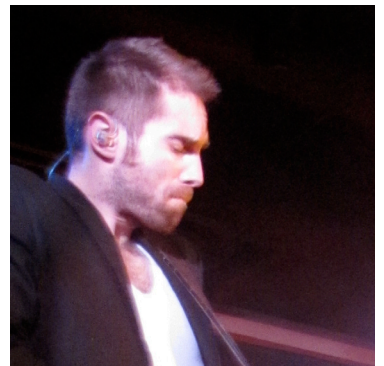


# SASKOMUSIC

ANNUAL REPORT 10/11



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## SASKOMUSIC

### The Saskatchewan Recording Industry Association Inc.

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WE THANK OUR SPONSORS:



# PRESIDENT'S REPORT



## **PRESIDENT'S REPORT BY MIKE MACNAUGHTON**

It's hard to believe that another year has passed at SaskMusic. It's been a busy year and it's seen the culmination of some hard work. We were pleased to announce that once again the eyes and ears of the country will be focused on Saskatchewan in 2012 and 2013 with the Canadian Country Music Awards, Breakout West and the Western Canadian Music Awards, as well as Canada's jewel event, the JUNO Awards.

These events will bring the Canadian music industry to Saskatchewan and allow our artists the opportunity to meet and mingle with the best in the business. It's also SaskMusic's job to leverage these events and bring attention to our artists. This organization is up to the task and will work hard to shine the spotlight on our artists.

The year saw a number of highlights, from The Sheepdogs landing on the cover of Rolling Stone magazine, to our trip to Ottawa for "Prairie Scene", and our recent music placement trip to Los Angeles, bringing Saskatchewan to the heart of the film and television industry.

Behind-the-scenes work continues to better place our industry with government and with our funders. There were a number of studies conducted throughout the year which to varying degrees involved the music industry. We are hopeful that these studies, now completed, will assist our funding partners to make the case that the music industry is a significant and positive contributor to the Saskatchewan economy and, with some help, can achieve substantial growth.

I would like to thank our Board of Directors and our staff for their continued hard work and dedication to our industry. You simply will not find a more dedicated group of people who work every day to continue to build this industry.

I invite members of the organization to get involved and run for positions on the Board. There are still many challenges in our industry. Sask Music needs your input and your guidance.

# CHIEF OPERATING OFFICER'S REPORT



**BY JP ELLSON**  
**CHIEF OPERATING OFFICER**

The past year has been a blur of advocacy, challenges, victories, and temporary setbacks. We have seen Saskatchewan artists celebrated and featured in the national and international arenas, but we have also seen cutbacks and realignments in the funding sources available to our artists. It is truly unfortunate that at the very time that the eyes of the international music industry are turning to Saskatchewan (which will only increase in the next year with the Canadian Country Music Awards, Breakout West and the JUNO Awards), support for the recording of Saskatchewan product has been eliminated. We are working diligently, canvassing options, and we hope to be in a position to offer some new support over the next year. All that said, the past year has been an amazing year for Saskatchewan music.

Our first international trade mission in November 2010 introduced Saskatchewan music to the film and television industries in their own backyards. The attention generated by that project has already resulted in additional opportunities for many of our artists even those who were not part of the specific project. Music supervisors now know where Saskatchewan is.

In May, we participated in "Prairie Scene" with the gracious assistance of the Ministry of Tourism, Parks, Culture and Sport. We produced two events in Ottawa featuring Saskatchewan artists. The showcases brought those artists to the attention of not just music supervisors, but also international festival buyers. The industry recognition generated by the trade mission and Prairie Scene has already resulted in invitations for Saskatchewan music to personnel participate in international events over the next 12 months.

We also participated in CMW, the CCMA's, SXSW, NXNE, Breakout West, and the JUNO Awards. From what I have seen at those events, Saskatchewan is on the verge of becoming one of the best sources of recorded product in the country, if not the world. After years of work by many many people, I do believe that the demand for Saskatchewan cultural products is about to skyrocket, as Saskatchewan becomes the place to watch. We always knew what we had, but now the world is starting to notice.

# PROFILE

The Bylaws of SaskMusic express its mandate as follows:

1. To assist in the development and promotion of Saskatchewan musical artists and the industry on a provincial, national and international level.
2. To increase recognition of the Industry as a vital element of the economy and cultural identity of the Province of Saskatchewan.

Based on this mandate, the Board of SaskMusic determined that the vision, mission, core beliefs and key strategic actions of the organization for the period 2010-2013 will be as follows:

## VISION

- We envision a future where Saskatchewan's music industry is vigorously healthy; progressive; and musically and culturally diverse;
- Where its value and quality is acknowledged with pride at home, and with acclaim beyond our borders;
- And where all benefit from Saskatchewan music.

## MISSION

SaskMusic stimulates growth and development in the Saskatchewan music industry through leadership, promotion, training, advocacy and partnership.

## CORE BELIEFS

- Saskatchewan's music industry has enormous creative talent;
- Music industry professionals are entitled to fair and equitable compensation;
- Music is an integral part of Saskatchewan's cultural identity;
- Saskatchewan's music industry has the capability to succeed on a global scale;
- The music industry is a major contributor to Saskatchewan's economic development.

## KEY STRATEGIC ACTIONS

- Communications, Public Relations and Marketing: to ensure that the promotion of the Saskatchewan music industry is effective in raising awareness of the talent and capacity of the industry locally, nationally and internationally.
- Partnership Development and Management: to ensure that current partnerships and key relationships remain strong and that SaskMusic actively strives to forge new and meaningful partnerships within the cultural sector, the private sector, and tourism sector.
- Education, Professional Development and Training: to ensure that Saskatchewan artists and music industry

professionals have access to the tools and knowledge needed to assist them in succeeding in their career or business development.

- Organizational Development and Management: to ensure that the infrastructure and mechanisms for strong and focused organizational growth are in place.
- Funding Development and Management: to ensure that SaskMusic actively seeks to establish and secure the funding needed to realize the goals of the organization in sector development.

## MEMBERSHIP STRUCTURES

Universal benefits for all membership categories include:

- Information including our newsletter, The Session, and Saskatchewan Music Directory;
- Enhanced access and listings on our website;
- One-on-one consultations;
- Discounts or free admission on events and SaskMusic workshops;
- Discounts or fee waivers for SaskMusic performance opportunities;
- Ability to apply for SaskMusic-member-only opportunities.

### Membership Categories:

**Youth:** (For those 19 years of age or younger)

- All Universal Benefits.

### Individual:

- All universal benefits;
- Nomination and voting eligibility for BreakOut West;
- Nomination and voting eligibility for the SaskMusic Board of Directors.

**Band:** (Equal to two individual memberships)

- Two people receive all individual benefits including universal benefits;
- Dedicated band members will receive access to workshops and consultations.

**Corporate:** (For companies who have an office in Saskatchewan)

- Two individuals of the corporation receive all universal and individual benefits;
- Special recognition on our website.

Memberships are valid for 365 days from date of purchase and are accepted in person at our office, over the phone, by mail, or through secure transaction on our website.

# SASKMUSIC STAFF



## **JOHN-PAUL (J.P.) ELLSON, CHIEF OPERATING OFFICER & GENERAL LEGAL COUNSEL**

J.P. brings a great deal of history and experience to this position. He was a member of the SaskMusic Board of Directors for many years, and was President 1995-2001. He is on the FACTOR National Advisory Board, is a past chair of the WCMA's, and was a local producer for the JUNO Awards, WCMA's and the CCMA's in 2007. He has been an integral part of the music industry in Saskatchewan for many years and is a lawyer with extensive experience in entertainment law.



## **LORENA KELLY, PROGRAM MANAGER**

Lorena has been with SaskMusic since '97, most of that time serving as a Program Manager, and has overseen our workshop series, Songwriting Master Classes, VIP events and press conferences, artistic-directed the Flatland Music Festival, and has participated on numerous boards and host committees including the WCMA's, CCMA's and SCMA's. She currently oversees communications, research and marketing for our various programs; oversees the website; membership services; advertising; The Session; and The Next Big Thing. Lorena is a singer/songwriter and professional keyboard player predominantly in country and pop, with appearances at major festivals and award shows. These days she backs up a couple of artists regularly, in addition to pickup work as her schedule allows; does website development for a number of clients; and has been on the board of the Regina Musician's Association for the past several years. She is proud mom to an awesome little toddler.



## **DEREK BACHMAN, PROGRAM MANAGER SASKATOON OFFICE**

Derek has been involved in the Canadian music industry for the past 15 years as a musician, artist manager, promoter, events manager and board member. As co-owner of Rawk Entertainment Group, Derek has been involved in the marketing, promotion, and management of numerous concerts & events which include: 2005 Centennial Crop Checkin' Tour, 2007 JunoFest (Saskatoon Juno Awards), 2007 Western Canadian Music Awards Festival (Moose Jaw) plus numerous other concerts and events for corporations and promoters such as Live Nation and Union Events. Derek has also shown dedication serving as a director on several boards, including previously on the Sask. Recording Industry Assoc. (SaskMusic), Western Canadian Music Alliance, and Saskatoon Credit Union Centre (CUC). Committee work includes the Saskatoon Juno Bid Committee and Host Committee for the 2007 JUNO Awards, and host committee for the 2012 Canadian Country Music Awards (CCMA). Derek is also the Regional Evaluation Coordinator for FACTOR and facilitates their Saskatchewan juries.



## **CARLY GOWAN, PROGRAM COORDINATOR**

After graduating from Grant MacEwan University in 2007 in Arts and Cultural Management, Carly went to work as the Booking Manager for the EPCOR CENTRE for the Performing Arts in Calgary, Alberta. She is also a dedicated volunteer at the Long Days Night Music Festival and Windscape Kite Festival. She is an avid music fan.



## **BRANDY EXNER, ADMINISTRATIVE ASSISTANT**

Brandy interned at SaskMusic in March 2009 and has since returned to the University of Regina studying Business Administration. She really enjoyed her internship and is glad to be back. Brandy is also very active in the local music scene as a concert promoter.

## **HELEN OUTERBRIDGE / BOOKKEEPER**

Helen has been our part-time accountant and financial administrator since 2002.

# BOARD OF DIRECTORS

## WHO HAVE SERVED OVER THE PAST YEAR

### MIKE MACNAUGHTON / PRESIDENT

Mike is a mainstay in the Western Canadian audio industry. He has been a member of SaskMusic since its inception and is partner/owner of Twisted Pair Sound. While serving on the SaskMusic Board, Mike has chaired the lobby and personnel committees. He is also on Enterprise Saskatchewan's Arts & Culture Sector Team. He spent two terms on the Board of Directors of the Saskatchewan Motion Picture Industry Association, has spent many years with the Regina Exhibition Association on many entertainment committees, and was the Summer Fair Chairman for Buffalo Days 2005 and 2006. Mike also spent many years on the Game Entertainment committee for the Saskatchewan Roughriders, was involved with the staging of the 1987 Western Canada Summer Games, and was very involved with the entertainment components of the 1995 and 2003 Grey Cup events.

### SKIP TAYLOR / VICE PRESIDENT

Skip has been involved in the music industry for over 20 years. Until recently, he was the Universal Music Promotion Representative for Saskatchewan, holding that position for 14 years. In that po-

sition he was responsible for promoting, marketing and securing publicity for the entire Universal Music roster in Saskatchewan, including The Tragically Hip, Sam Roberts, Hedley, Buckcherry and many more. Recently he launched SKIP: Artist Services, a Music Business and Career Planning company. Skip also sits on the Host Committee for WCMA Regina 2012 as well as the Regina 2013 Juno Bid Committee Board of Directors.

### RICK KRIEGER / TREASURER

Rick is currently managing partner of McNally's Tavern, a popular live music venue in Regina, as well as partner in Broken Rack Billiards, Midnight Media, and two commercial properties on the Dewdney Ave. entertainment strip. Rick attended Medicine Hat College, and received a diploma in Business Administration. With over twenty years in the hospitality industry, Rick began his career with the Regina Inn, holding management positions in the nightclub, restaurant, lounge, banquets, front desk, and sales associate over an eight year period. Rick has served as Chair of the Tourism Regina board and served on the Mayor's Taskforce for Regina's Future. Rick currently serves as a board member of R.R.O.C. (Regina Regional Opportunities Commission), Treasurer of SaskMusic, and Chair of the

Host Committee for BreakOut West 2012 Regina.

### DAWN WORONIUK / SECRETARY

Dawn has been in radio for over 21 years. She is currently the Promotions/Client Services Manager for Saskatoon Media Group which consists of CJWW, Magic 98.3, 92-9 The Bull and Saskatoon-homepage.ca. Dawn has won 6 Canadian Country Music Association Awards and is currently serving her 5th year as a Board Director for the CCMA. She is also the Marketing Chair for the 2012 PotashCorp Country Music Week, September 6th-9th in Saskatoon. Along with sitting on several boards and countless music juries throughout the years, she continues to strive to give back to the community and the industry. Dawn has served the past 2 years on the Board of SaskMusic and currently holds the position of Secretary. Her knowledge and passion of the music industry, along with her experience, make her an asset to our Board of Directors.

### NEIL BERGEN

General Manager of CFCR Community Radio since 2006, Neil has 30 years in the radio business. Neil a past Treasurer, and is currently on the Finance Committee. Neil has sat on various committees, including the NAIT Advisory Board, Ness



FROM L TO R: MIKE MACNAUGHTON / SKIP TAYLOR / DAWN WORONIUK / NEIL BERGEN

Creek Entertainment Committee, and Saskatoon Blues Society entertainment committee.

### **SUSAN BUSSE**

Susan has a love of music and business which she has eagerly put to work with artists in the Canadian music industry through music videos, publicity, music journalism and radio tracking. She is a Producer with Fahrenheit Films and has worked on several music videos for CMT (Doc Walker, Chad Brownlee, Jason Blaine, et al.). Susan co-produced 'Shane Yellowbird: Music City, U.S.A.', a 30-minute TV special filmed at the Grand Ole Opry that was nominated for the 2011 CCMA Country Music Program of the Year award. Susan is a freelance publicist and has nationally promoted Carrie Catherine, who was voted as 'Best Singer' and 'Best Solo Artist' in Planet S Magazine 2011. Susan volunteers as Secretary of the Board of the Country Music Association of Saskatoon. She has also been a Radio Tracker with OnRamp Records and Music Columnist for Saskatoon Express (Charley Pride, George Jones). She earned a Commerce degree from the University of Saskatchewan and has experience in marketing, sales, finance, publicity and non-profit fundraising.

### **MARK CEASER**

Mark is a touring singer/songwriter performing regularly throughout Western Canada and Ontario. His strengths are in communications, marketing and promotions. Mark is originally from Yorkton and has lived in Saskatoon for ten years, during which time he convocated from the University of Saskatchewan with three degrees (B.Sc., B.A., M.A.), majoring in Computer Science and Economics. In 2004, Mark co-founded the folk rock group Sexually Attracted to Fire (SATF). SATF performed at the Regina Folk Festival, Ness Creek, JunoFest, and was a finalist in the Canadian Radio Star National Songwriting Competition. He has been the organizer/host of Lydia's Open Stage, and booker/promoter for Lydia's Pub and Flint Saloon. Mark released his second solo album titled, "The Strange Case of...", in October 2011 and has been developing a more theatrical approach to his performances. When not involved with music, Mark is employed by Health Canada as an Epidemiologist.

### **TARON COCHRANE**

Taron is a Regina-based (Strasbourg-born) freelance writer, music columnist and graphic designer. Dividing his time between being the Creative Marketing & Promotions Manager for the Regina Symphony Orchestra, and writing for

publications such as the Regina Leader Post and Horizons Magazine, he is also a strong advocate for Bright Eyes Dog Rescue, polka music and best friends forever with the world's greatest dog: Sir Winston Brown.

### **RICHARD GROULX**

Nearly 30 years old, Richard has pursued music with a fiercely independent streak for more than a decade. He promoted his first show at The Exchange in Regina when he was 17 years old. He has earned a Bachelor of Music with Honours from St. Francis Xavier University, and has taught music at the Regina Conservatory, as well as privately in Regina and rural Sask. Richard has played in cover bands and original acts, spanning genres that include Americana, country, rock, ska and more. Most notably, he fronted his own original band The Co-Accused and produced their 2008 release "One Man Solidarity". He manages his career, planning tours, keeping books etc. In 2009, Richard embarked on two solo tours of small-town Sask. As a result of this tour, he has relocated from Regina to Lemberg, Sask., where he currently works as a sort of 'self-supported artist-in-residence'. He has built a career without a single dollar of grant money. Some of the projects that Richard is currently working on from Lemberg include opening a live concert



FROM L TO R: MARK CEASER / EFRENE PEREIRA JR. / RICHARD GROULX / TERA MAGUIRE

# BOARD OF DIRECTORS

venue called The Jam Space, and perfecting his one-man-band edition of The Co-Accused.

## TERA MAGUIRE

Tera has been a member of the Board for the last two years, most recently serving as Chair of the Policy Committee. She is the Associate Producer for Hulo Films and Hulomedia, working with the Gemini award-winning TV shows Wapos Bay and Hell on Hooves, the National Film Board of Canada, and numerous independent film companies. She has done publicity for actor/singer/entertainer Andrea Menard, Belfast-born Stephen Maguire, and special events including the Flood Relief Concerts that raised over \$60,000, one of which was voted the #2 Concert of the Year in Saskatoon. Joining the film/music industries from the sporting world, Tera was Director of Communications and Public Relations for the University of Saskatchewan Huskies, and spent time overseas working for a professional hockey team, the Belfast Giants. Tera is also on the Board of Directors for the Saskatchewan Arts Alliance. A U of S grad, she has a B.Comm in Marketing and is originally from Yorkton.

## FARIDEH OLSEN

Farideh is a singer/songwriter based out of Saskatoon. She performs under her own name Farideh, and as the artist Munirih Sparrow. She is also a member of the female vocal quartet Rosie & the Riveters. Farideh has released three records, toured regionally, nationally and internationally, and received national radio attention. She brings to the Board the working musician's experience, as well as her passion for marketing and promotion.

## EFREN JR. PEREIRA

Manager/owner/operator, Stablab Recording Studio Ltd. (2008-present). Diploma in Audio Engineering from Trebas Institute, Montreal (2000). Finalist at the Venture Forward 100K Business Plan Competition. His project: a solar-powered recording studio, Starlab (2008). Produced Jen Lane's self-titled album, which was nominated in the category of Outstanding Independent Album, Western Canadian Music Awards (2004). Certificate of Completion, Praxis International Inc. in Entrepreneur Training (2008). Co-founder of the Solstice Festival, Yellowknife NWT (1999). Grand Prize Winner of the National Airwaves Competition for The Band Ef's album "Bob and the Starship Salvation Pt. II

(2002, self-produced album). Performed at the inaugural Prairie Music Awards in Winnipeg (now the Western Canadian Music Awards); broadcast nationally on CBC television (1999).



FROM L TO R: FARIDEH OLSEN / TARON COCHRANE / SUSAN BUSSE

# PARTNERSHIPS

SaskMusic has actively been seeking out partnerships with other cultural organizations in our province, working to share resources and knowledge, educational programming, and to provide SaskMusic with advertising for low cost.

We have been working with festivals and other cultural organizations that feature Saskatchewan talent in their programming, and providing various kinds of support including assistance with coordinating lineups, promotion, presenting workshops, small sponsorships, volunteering, and/or having a SaskMusic presence at the event.

As a cultural leader in our province we seek ways to maximize our impact for little expense. We have found partnerships to be an excellent way to reach new audiences, whether musicians or music lovers. Through partnerships we have been able to present or co-present workshops with greatly reduced costs, and have received significant signage/logo exposure at a wide range of events. We are far more visible and participatory in our community as a result.

We are approached by a number of community organizations throughout the year and strategically choose partnerships to increase knowledge of SaskMusic with a certain demographic, in an under-served genre, or to allow us to work with a worthy event that is in the developmental stages. A trade of manpower, resources and knowledge is preferred, whenever possible, over financial sponsorships.

We feel this program achieves great results for very little cash outlay. It does however require a small budget for such expenses as staff travel to attend the workshops/events and run information booths; to create signage; to pay our shares of co-presented workshop costs; etc.

## IN 2010 - 2011 SOME EXAMPLES OF THESE INCLUDED:

- Presentation of a workshop during the Saskatchewan Country Music Awards;
- Presence at the Aboriginal Music Festival (information booth);
- Presentation of a workshop part of the Aboriginal Music Festival;
- Presentation of 3 workshops during the SaskTel Saskatchewan Jazz Festival;
- Presentation of a 3 workshops during the Regina Folk Festival;
- Presentation of "On A Cold Road", a live concert at Louis' Pub in conjunction with CBC Radio, featuring three Saskatoon artists;
- Support for Flood Relief Concert in Saskatoon (offered promotion through our various outlets);
- Support for Food Stock 2 Concert in Regina (offered promotion through our various outlets);
- Support for Songwriter's Association of Canada's Songposium (offered promotion through our various outlets);
- Consulted with Regina Symphony Orchestra to present the artist competition for the Symphony Under the Sky;
- Partnered with Travel Manitoba to present a Prairie Social in Ottawa for Prairie Scene;
- Partnered with the Ministry of Tourism Parks , Culture and Sport for a Saskatchewan showcase during Prairie Scene

In the above cases, we are generally trading in-kind promotional services and/or a small cash commitment in exchange for recognition as a co-presenter or sponsor. In cases of cash commitments in presentation of workshops (speaker fees), the funds came from our workshop budget.



PHOTOS COURTESY OF ROSANNA PARRY PHOTOGRAPHY  
FROM L TO R: JORDAN COOK, ON A COLD ROAD, LOUIS PUB / SHUYLER JANSEN AT PRAIRIE SCENE

# WORKSHOPS

## SASKMUSIC WORKSHOP SERIES

SaskMusic's goal is to offer a workshop program to address the current trends and knowledge requirements of the Saskatchewan music community. SaskMusic's focus was to present topics geared to the business of music and artist revenue.

with the University of Saskatchewan Centre for Continuing & Distance Education (CCDE) allows us to offer many of our sessions as interactive video-conferences. This delivery method allows us to offer the same workshop simultaneously in both Saskatoon and Regina and is completely interactive for all participants. It also allows us to reach two-thirds of our membership base, and gives us a considerable cost savings in travel and accommodations for speakers and staff. This has enabled us to offer more programming throughout the year, compared with the traditional model of offering sessions in each city at different times.

SaskMusic's ongoing partnership

Partnerships were also developed with other Saskatchewan-based events to present programming during existing festivals. Partners included the Saskatchewan Jazz Festival (Saskatoon), the Regina Folk Festival (Regina) and the Saskatchewan Country Music Awards Weekend (Swift Current). These partnerships helped to increase awareness of SaskMusic and our programming, as we were included in the printed festival/event guides for each event. There was also a cost savings with the festivals covering some of the venue expenses for several of the workshops.

### **BRAZILIAN PERCUSSION MASTER CLASS**

March 9, 2011, with Celso Machado

2431 8th Ave, The Club, Regina

**Delivery: Face to Face**

#### **Workshop Description:**

Virtuoso Brazilian guitarist, percussionist, multi-instrumentalist and composer, Celso Machado, transports his audiences through the richness and diversity of Brazilian music and beyond. For forty years, Celso Machado has been performing on concert stages throughout Brazil, Western Europe, Scandinavia, Canada, and the United States. Considered one of the most versatile and exciting musician/composers of Brazilian music today. His guitar technique is but one of his passions. His gift for making music out of anything and everything around us is his mission in life

Celso will teach the workshop participants the sophisticated techniques for Samba and Baião rhythms using found objects, body percussion, and a variety of instruments. Participants should provide their own instruments, keeping in mind that to learn all the parts, the basic samba requires instruments similar to the surdo bass drum, small tambourine with no jingles, shaker and agogo bells.

Presented in partnership with the Regina Folk Festival

### **MUSIC, MONEY AND TAXES!**

March 27, 2011, with Lorne Horning, Chartered Accountant,

**Delivery: Saskatoon and Regina - Interactive Video Conference**

Saskatoon: Sending Site - University of Saskatchewan  
Room 225, Williams Building 221 Cumberland Ave. N.

**Regina: Receiving Site - University of Regina, Education Building,**

Education Room 137, 3737 Wascana Parkway

#### **Workshop Description:**

They say in life nothing is certain but death and taxes. This session will give you the information you need to be prepared for the eventual calling of the TAX MAN. This will be an interactive and practical discussion of tax preparation for artists. This panel will look at business structures, proper bookkeeping and record keeping, and income and tax deductions specific to performing artists.

## PUBLISHIN' FOR A LIVIN'

May 25, 2011, with Bob Hunka, HunkArts Productions and SOCAN Rep Los Angeles

**Delivery: Saskatoon and Regina - Interactive Video Conference**

(locations as above)

### Workshop Description:

Music publishing is an essential revenue stream for artists today. Your music can make you money if you license it to others for a fee (think TV commercials, film placements, games, commercials and other artists recording songs you've written) and generate additional royalties. This session will explore the different publishing revenues your music can generate and cover everything from synchronization licenses, mechanical and performance royalties, print and other income, and will give you tips on getting your music into the hands of publishers and music supervisors.

## THE FUNDING PANEL

With Derek Bachman, SaskMusic, FACTOR Regional Evaluation Coordinator and Kathy Allen, The Saskatchewan Arts Board

**Delivery: Face to Face**

**April 2, 2011, Swift Current**

Palliser Pavillion, Swift Current Exhibition Grounds

**June 1, 2011, Saskatoon**

The Bassment, B3 202 4th Avenue North

**June 2, 2011, Regina**

The United Way, 1440 Scarth Street

### Workshop Description:

This session will review the funding programs available to Canadian Artists. This will be a hands-on workshop where attendees will be navigated through the programs and submission processes for funding programs including: FACTOR, Saskatchewan Arts Board, SOCAN Foundation, Canada Council, SaskCulture, PromoFact, CMT Video Advantage and Radio Starmaker. We will dive into each program and give artists the info they need to apply for funding.



WORKSHOP SPEAKERS L TO R: DEREK BACHMAN / MARTIN ATKINS / BOB HUNKA / CHRIS FRAYER, KERRY CLARKE, SANDRA BUTEL / JODIE FERNEYHOUGH / CELSO MACHADO / BILL BAKER

# WORKSHOPS

## **SO YOU RECORDED A RECORD – NOW WHAT?**

An Insider's Look at the Canadian Independent Recording Industry

June 12, 2011, with Bill Baker - Mint Records, Vancouver

**Delivery: Saskatoon and Regina - Interactive Video Conference**

(locations as above)

### **Workshop Description:**

Writing and recording your album is only one step on the arduous, exhausting, occasionally frustrating, and hopefully extremely rewarding journey towards a career in music. Clarifying your goals and anticipating the challenges that come next can be invaluable in helping you craft a plan of attack. Whether you have your sights set on a private jet, a grueling cross-Canada van odyssey or the occasional open mic night at the local coffee shop, being familiar with the basics of how the independent record business works is integral to realizing your dreams ...or at least breaking even on your recording project. In this insightful and enlightening seminar, Mint Records co-founder and owner Bill Baker takes us inside the Canadian indie recording industry to show us what to do – physical CDs or digital only? - and what to avoid.

## **TOUR:SMART AND BREAK THE BAND**

June 25, 2011 with Martin Atkins, CEO/Author, Invisible Records/Tour:Smart, Chicago, USA

**Delivery: Saskatoon and Regina - Interactive Video Conference**

(locations as above)

### **Workshop Description:**

The world of touring musicians is filled with dangers, obstacles, and roadblocks, both literal and metaphorical. Join TOUR: Smart and Break the Band author Martin Atkins for a candid and hilarious discussion of what bands can do to beat the odds and survive on the road intact. For over three decades, Atkins has been at the cutting edge of where the entertainment industry is and where it's headed, whether through his work with Johnny Rotten's band, Public Image Limited, playing with Nine Inch Nails, touring the world with his own band, Pigface, or working with Beijing's emerging indie rock scene. Atkins was a member of Public Image Ltd and Killing Joke, has contributed to Nine Inch Nails and Ministry, and founded industrial supergroup Pigface, The Damage Manual, and Murder Inc. He is a producer, drummer, documentary film maker, DJ, professor (Madison Media Institute, Columbia College), and most recently started his own entrepreneurial school, revolution number three. He has been organizing, booking, and managing multi-band package tours for over a decade. In discussing his definitive book on touring, Atkins will not only share valuable insight into his methods on booking and touring, but also a discussion of mistakes and failures.

Presented in partnership with the Sasktel Saskatchewan Jazz Festival

## **TOURING CANADA: THE VIEW FROM THE DESK AND THE ROAD.**

June 30, 2011, with Grant Paley, Paquin Entertainment Group Inc.

Saskatoon, Amigos (Back Room) 632 10th Street E

**Delivery: Face to Face**

### **Workshop Description:**

Touring is one of the most important things an artist can do to build a career, a fanbase, make money and sell product. But booking your own tours can also be one of the most time consuming and difficult things you do as an artist. This workshop will provide helpful information on the work it takes to book, organize, budget and finally hit the road for your first tour to growing and breaking into the next level. Grant Paley from Paquin Entertainment will help you gain some knowledge from the bottom to the top of a touring band. Grant will also discuss the challenges of touring in Canada, and provide tools to help you be successful in booking your own tours.

Presented in partnership with the Sasktel Saskatchewan Jazz Festival

## **CROOKED LINES: THE BAD PLUS COMPOSITION WORKSHOP**

July 2, 2011, with The Bad Plus

**Delivery: Face to Face**

Saskatoon, The Bassment, 4 202-4th Avenue North

### **Workshop Description:**

For the past ten years The Bad Plus have broken down the walls of jazz convention and created an uncompromising body of work. Few jazz groups in recent memory have amassed such acclaim, and few have inspired such controversy. While the bulk of their output has been original music, they have deconstructed songs in the pop, rock as well as the country and classical music idioms. In this workshop the audience will have the opportunity to interact with members of The Bad Plus – Reid Anderson, Ethan Iverson and David King – as they demonstrate their technical abilities and discuss their compositional process and their unique, avant-garde approach to music.

Presented in partnership with the Sasktel Saskatchewan Jazz Festival

## **SO YOU THINK YOU CAN FEST?**

August 4, 2011, with Chris Frayer, Winnipeg Folk Festival; Kerry Clarke, Calgary Folk Festival; and Sandra Butel, Regina Folk Festival  
Creative City Centre, 1843 Hamilton Street, Regina

**Delivery: Face to Face**

### **Workshop Description:**

It seems that more and more music festivals are popping up all over the world, but for emerging artists, landing a slot at a festival (even as an opening band) may seem out of reach – a goal for “later” in your career. Festivals can be an invaluable way of exposing your band to new fans and industry insiders searching for fresh talent. But before bands and managers see a festival slot as their ticket to fame and fortune, they need to know how to get noticed and how not to blow it once they’re booked.

This Festival Buyers panel will feature three of western Canada’s leading festival buyers discussing the tips and tricks of getting your submissions noticed, and what to do once you have been selected.

Presented in partnership with the Regina Folk Festival

## **SONGWRITING SEMINAR**

August 7, 2011, with Fred Penner, Mike Dawson and Carl Johnson (Library Voices), Jeffery Straker, and Marta Jacivbek-McKeever (e.s.)  
Victoria Park, Regina – Stage 1

**Delivery: Face to Face**

### **Workshop Description:**

Well-written songs are the foundation of a successful career in music - no matter what style you’re talking about. Whether formulaic, complex, epic or a simple pop ditty, the song is what it’s all about. In this lighthearted seminar, a diverse panel of skilled songwriters will discuss what inspires them, tools and tricks they use in crafting their songs, and share insight into what “the craft of songwriting” means to them.

Presented in partnership with the Regina Folk Festival

# EXPORT STRATEGY

## CANADIAN COUNTRY MUSIC AWARDS: EDMONTON AB, SEPTEMBER 8-12, 2010

At the 2010 CCMAs, SaskMusic (represented by Derek Bachman and J.P. Ellson), with the assistance of Astral Media and the 2012 Saskatoon CCMA Host Committee, produced a special showcase reception highlighting the talents of the 2010 winner of The Next Big Thing, Chris Henderson. The event was successful in introducing Chris to numerous radio programmers (and also his backup band for the occasion, which happened to be the previous year's winner Wyatt).

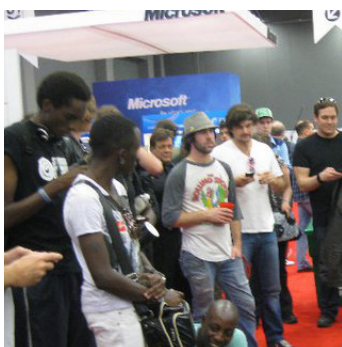
## BREAKOUT WEST: KELOWNA BC, OCTOBER 21-24, 2010

Mike MacNaughton and J.P. Ellson represented SaskMusic at the event. The weekend was most memorable for the depth of the international contingent that was brought in. SaskMusic and many of our artists were able to commence or solidify relationships with many European festivals including Celtic Connection, The Great Escape and Glastonbury. Saskatchewan had a very large festival performer contingent including Def 3 and Factor, Library Voices, Farideh, Jeffery Straker, Jen Lane, MOBADASS, and Volcanoless In Canada. The festival was very well-received, attended by the people of Kelowna, with the only concern being that a few of the venues were 'created' specifically for the weekend and may not have had the reputation or capability that a solid venue should have. We registered our concern over that aspect and were assured that it would not be repeated in future events.

## LA EXPORT MISSION: LOS ANGELES CA, NOVEMBER 8-12, 2010

SaskMusic engaged the services of the Canadian Independent Music Association (CIMA) Los Angeles representative, a company called Creative Control, to operate as our event planner on the ground in Los Angeles. Creative Control assigned two of their personnel, Joel High and a Rebecca Rienks as our contacts. A venue, The Hotel Café, located in Hollywood California, was rented for a reception held on November 9. The artists, The Sheepdogs and The Deep Dark Woods, were selected by a panel of music supervisors for this showcase.

The reception was set up as a luncheon, and the venue was chosen due to its proximity to the workplaces of many of the music supervisors currently working in Hollywood. Invites compiled by Creative Control were extended to more than 150 music industry professionals, of which 89 provided RSVPs. Of that number, 50 actually attended the luncheon, which filled the room to near-capacity. 50 music supervisors from all of the major studios in the same room to see Saskatchewan acts for the first time ever is, in our opinion, a tremendous achievement that has resulted in new business opportunities for the two acts and for SaskMusic itself.



SXSW TRADE BOOTH 2011 - JORDAN COOK / NXNE - LIBRARY VOICES / BREAK OUT WEST - DAVID J TAYLOR / SASKMUSIC CCMA RECEPTION - CHRIS HENDERSON / PRAIRIE SCENE - JP ELLSON & BOB HUNKA / EXPORT MISSION LA - THE SHEEPDOGS

### **CANADIAN MUSIC WEEK: TORONTO ON, MARCH 9-13, 2011**

Derek Bachman attended this year's CMW, which included nine Saskatchewan artists (Smokekiller, Jen Lane, Zachary Lucky, The Sheepdogs, Rah Rah, Val Halla, Molten Lava, and Violent Kin). Several of our artists 'graduated' to better venues and time slots this year when compared to previous festivals. The Sheepdogs showcased at the Horseshoe to a sold-out crowd. This was due in part to all the buzz surrounding the band's selection in Rolling Stone's "Pick the Cover" contest. Jen Lane showcased at the Dakota Tavern with a band comprised of some heavy hitters in the Canadian music scene, Johnny Fay (Tragically Hip) and Kevin Kane (Grapes of Wrath), playing to a full house. Rah Rah performed at the Horseshoe and also played to a sold-out crowd. The conference portion of Canada Music Week was very well programmed once again, with topics and seminars at every level in the music industry. The conference was a great resource for sourcing speakers and topics for our own workshop series.

### **SOUTH BY SOUTHWEST: AUSTIN TX, MARCH 13-19, 2011**

J.P. Ellson and Carly Gowan represented SaskMusic at this event. To reduce costs, SaskMusic shared a trade show booth with Alberta Music. This year the trade show was extended, to allow delegates from the film and interactive portions of the SXSW festivals to attend also. The support we received from those delegates was tremendous. Our booth featured performances by The Sheepdogs; Semko, Fontaine and Taylor; Jordan Cook; and Jen Lane. Unfortunately, during the gap between the end of the film festival and the start of the music festival, attendance diminished. From observations of the crowds at the music festival, it is clear that SXSW has become a spring break destination for American college students (probably as a result of the recent economic depression). Although this development is probably beneficial for the economic impact on the city of Austin, it is not conducive to conducting business. We are currently examining what future role, if any, we will have with SXSW.

### **THE JUNO AWARDS: TORONTO ON, MARCH 24-27, 2011**

SaskMusic's contingent at the 2011 JUNO Awards was J.P. Ellson and our President, Mike MacNaughton, who is also (now) the Chair of the 2013 JUNO Awards Host Committee. Although the event marked the 40th Anniversary of the JUNO Awards, many people believed the show itself could have had a bit more of the 'history' of Canadian music in it. That said, the weekend was very successful, as we were able to solidify support for Saskatchewan's 2013 bid with many of the Directors of CARAS.

### **MUSEXPO: LOS ANGELES CA, MAY 1-4, 2011**

At the invitation of our Los Angeles contacts, J.P. Ellson attended the MusExpo 2011 conference as a delegate. This event is very different from other events, in that it featured international buyers from many genres, including those that focus on world, folk and singer/songwriters. The conference was of benefit especially respecting updates on coming technologies and changing business models. The only significant concern is with the significant pay-to-play fee charged to showcasing acts. SaskMusic is reviewing involvement given this challenge, but also in light of maintaining and increasing the Saskatchewan exposure within the Los Angeles market.

### **PRAIRIE SCENE: OTTAWA ON, MAY 5-8, 2011**

This event was actually held over a two-week period and featured Saskatchewan artists of many different disciplines. SaskMusic's specific role was during the second weekend of the event with representatives Derek Bachman, Mike MacNaughton and J.P. Ellson attending. The event was produced by the National Arts Centre (NAC) which, at our suggestion, invited several music buyers, including some of the music supervisors we were introduced to in Los Angeles during our trade mission.

We decided to use two of the acts that had already been invited by the NAC, which also provided travel support for the weekend. Little Miss Higgins and Shuyler Jansen were featured at a special music industry showcase at Maxwell's Bar and Grill, where they were exposed to buyers from as far away as China and Australia.

In conjunction with the province of Manitoba, we also hosted a "Prairie Social" at Barrymore's Music Hall, featuring The Sheepdogs and Cease and Desist from Manitoba. In subsequent discussions with the National Arts Centre, we understand that "Prairie Scene" was the most successful of the events the Art Centre has produced over the years focusing on different parts of our country.

### **NORTH BY NORTHEAST (NXNE): TORONTO ON, JUNE 16-19, 2011**

Attended by Brandy Exner, NXNE showcased twelve Saskatchewan artists: Foam Lake, Smokekiller, Library Voices, Zachary Lucky, Slow Down Molasses, We Were Lovers, Def 3, Shuyler Jansen, the Megan Lane Band, Whiteboy Slim, Jordan Cook, and Jen Lane. The interactive portion of the conference offered a lot of informative speakers and a wealth of knowledge to provide the many eager listeners. The panels attended were very resourceful, as they were able to keep attendees informed on the continuous changes within the music industry.

# PROGRAMS AND ACTIVITIES

## ABORIGINAL MUSIC PROGRAM (ASTRAL RADIO)

We are very pleased to be partnering with Astral Media in the development of an Aboriginal Music Program. Astral has committed to providing \$10,000.00 per year for up to seven years to assist Aboriginal sound recording artists within Saskatchewan.



## ABORIGINAL MUSIC FESTIVAL CAREER FAIR, WORKSHOP

SEPTEMBER 10, 2011 TCU PLACE, SASKATOON SK

SaskMusic again hosted a trade show booth at the career fair with handouts on post-secondary education and SaskMusic. Derek Bachman and Carly Gowan were in attendance meeting students at the booth and answering questions about the music industry. Derek also presented a workshop as part of the event titled, "An Introduction to the Music Industry".

## THE SESSION

Our newsletter is a well-received, content-driven publication distributed to our membership and industry professionals throughout Canada. It features information on SaskMusic programming, industry news, artist profiles, funding and promotional opportunities, career development, and much more. It is considered one of the most respected provincial newsletters and is widely read across Canada.

In addition to the direct news submissions we receive from members, we research Saskatchewan music activities and achievements. Every issue dedicates a large amount of space to celebrating our members' news and album releases, as well as in-depth artist profiles. Regular columns include do-it-yourself educational articles; SaskMusic news and workshop announcements, industry event overviews (upcoming as well as "reviews" of recent conferences, etc); artist news and featured artist/studio(s); updates on major shifts in the industry; a conference & award show events calendar; listings of funding information and deadlines; new album releases; and more.

Since switching to a digital format in early 2010 we have been tracking response to this delivery method and testing out various options. We are currently distributing The Session to our membership, Saskatchewan government representatives, national industry representatives and our partners/sponsors. We are also testing the results of distributing The Session to our entire email subscriber list free of charge. Our current distribution is approximately 2600 copies;

and members can access archive copies through the SaskMusic website. Additionally, select portions of The Session are republished on [www.saskmusic.org](http://www.saskmusic.org) and through agreement with MySask.com (a major information portal managed by SaskTel).

In addition to The Session, we distribute a bi-weekly e-release with postings on current opportunities, events and news, which complements the information provided in the newsletter; and as well, on a timely basis news is disseminated through our social media accounts.

## SASKMUSIC E-RELEASE

Our e-release is distributed every two weeks to over 2000 musicians, music fans and industry supporters. Its goal is to provide timely news and announcements between issues of The Session, and it also ties into the Events Calendar and other areas of our website. On occasions when something urgent comes up between e-releases and/or needs special promotion, we'll send what we call an "e-bullet". It's surprising how many people comment upon meeting someone from our office, "Hey! I get your e-release."

Additionally, a "national version" of the e-release tailored to nationwide industry professionals goes to over 500 VIPs, and includes major news from the Saskatchewan scene and Canadian gig listings for our artists. Advertising space is available in the e-release, on our website, and in The Session.

## SASKMUSIC ONLINE

### SASKMUSIC.ORG:

Our refreshed website was launched in 2010, and achieved over 1.86 million pageviews this past year alone! That's about 857 visitors per day! The most-visited sections are still the Saskatchewan Music Directory; our homepage; and the Events Calendar.

SaskMusic was one of the first associations (indeed, one of the first companies) in Canada to have a fully functioning website, back in 1996. We followed that up with our "e-release", one of earliest versions of what is now commonly known as an email newsletter. Since that time we have continued to maintain our extensive online information centre, for the benefit of not only Saskatchewan artists, but anyone with access to the internet. Regular news updates, live performance information, artist pages, industry information, video and audio feeds are augmented by rotating press release feeds, Facebook and Twitter posts, and more.

Members can self-manage their contact information, including email subscriptions and renewals; build a great profile page, complete with audio, video, bio, photos, etc. that becomes your listing in the Saskatchewan Music Directory; add content to our SaskMusic audio and video players; submit gig listings with photos, links, etc; send us press releases and news items; search an extensive archive of articles and how-to's on songwriting, copyright, touring, marketing, showcasing, past feature artists and much more; download sample contracts, budget templates, issues of The Session and other handy materials; register for workshops; check what kind of funding is available; access expanded Opportunities listings; read the latest headline news from SaskMusic, our artists, and the national scene;

check out the latest singles, new album releases and music videos from Saskatchewan artists; and more!

A special note on the Saskatchewan Music Directory part of our website: It's the definitive listing of everyone in the Saskatchewan music industry - think of it as our "yellow pages". It is where we send folks who contact SaskMusic looking to hire entertainment. Bands use it to find new players or source studios, suppliers and Saskatchewan media. The media uses it to look up contacts for artists and parents use it to locate a music teacher for their child.

## SOCIAL MEDIA

We still have a Facebook group called SaskMusic and post Twitter updates via [www.twitter.com/saskmusic](http://www.twitter.com/saskmusic). These are all regularly updated so if you are on these platforms, please add us as a friend/follow us.

Additionally, SaskMusic provides content for MySask.com, enabling more exposure for your music. MySask has also launched a special Max Local on Demand series called "In Tune", which features local artists and local-artist music videos to their offerings. If you have Max service at home, you can watch the shows through your On Demand portal.

## AFFILIATIONS

During the past year SaskMusic has participated directly with numerous provincial, regional and national organizations including:

- Saskatchewan representative for the Foundation Assisting Canadian Talent on Recordings (FACTOR), with Derek Bachman acting as Regional Evaluation Coordinator, and J.P. Ellson serving as Chair of the National Advisory Board;
- Saskatchewan representative for the Canadian Academy of Recording Arts & Sciences (JUNO Awards);
- Provide jurists for numerous regional, provincial and national organizations/events;
- Participation in Canadian Country Music Awards 2012 Bid Committee and Host Committee;
- Participation in the 2013 Regina Juno Bid Committee and Host Committee;
- Participation in the 2012 Regina Break Out West Host Committee;
- Member of the Saskatchewan Cultural Industries Development Council;
- Participating member/founder of the Western Canadian Music Alliance, which presents the Western Canadian Music Awards now known as Break Out West;
- Represent Western Canadian music industry associations on the National Training Advisory Council - Cultural Human Resources Council;
- Member of the Canadian Council of Music Industry Associations (CCMIA) with J.P. Ellson serving as the current national chair of that organization. SaskMusic also currently hosts the head office of the this organization;
- Members/affiliates of many other associations, including the Canadian Independent Record Production Association, Music Manager's Forum Canada, Canadian Music Publisher's Association, Canada's National Arts Centre (Prairie Scene), Society

of Composers, Authors and Music Publishers of Canada, Canadian Recording Industry Association, Urban Music Association of Canada, Songwriters' Association of Canada, Canadian Country Music Association, Saskatchewan Arts Alliance, Saskatchewan Cultural Exchange Society, Saskatchewan Orchestral Association, Saskatchewan Country Music Association, SaskTel Saskatchewan Jazz Festival, Saskatchewan Ministry of Education, Regina Jazz Society, Ness Creek Festival, SaskCulture and more.

## TWO OFFICES

SaskMusic's "head office" is located in Regina, with a branch office located in Saskatoon. We strive to offer access to all our programs and services regardless of where you may be located in Saskatchewan. So, for example, members can arrange for career consultations with either Regina or Saskatoon mentors in person, over the phone or through video chat; workshops are presented either in both cities or can be viewed through a live video feed connection; dropoffs, membership renewals etc can be made at both locations; and so on. We are always seeking new ways to communicate with our members.

## CAREER CONSULTATION PROGRAM (CAREER TRACKS)

SaskMusic Members can meet with SaskMusic staff and team members to discuss career plans, marketing strategies, touring plans, songwriting and copyright, demo critiques, funding, SaskMusic, industry trends, etc. We offer this opportunity to provide you with the tools and information you need to succeed in this ever-changing music business. Consultations are free with membership and take place in Regina or Saskatoon, or via phone call or Video Conference.

There is an undeniable demand for career consultations from the membership of SaskMusic. Since we opened our doors, the professional staff of SaskMusic has met personally with members to provide support and guidance. In 2008, we began to work further developing this offering by recruiting music industry professionals from our community who would be able to offer even more targeted consultations on specific topics.

Aside from SaskMusic staff, mentors make themselves available (dependant on their schedules) for up to eight hours (eight consults) per month, based on demands of the membership.

In the Past year both staff and mentors conducted over 100 face-to-face consultations as part of the Career Tracks program. Consultations are up from previous years due in part to the new office now located in Saskatoon and the wide range of expertise from both staff and mentors.

## SASKMUSIC LEGAL PROGRAM

Utilizing the experience and current accreditation of our Chief Operating Officer as a fully licensed member of the Law Society of Saskatchewan, SaskMusic operated a pro-bono (no fee for service) legal services program for musicians. Legal assistance is restricted to general advice, contractual interpretation, corporate commercial services and intellectual property advice. All advice must be related to career advancement within the music industry. The services are provided free to members of SaskMusic with the exception that any actual disbursements required as a result of advice received were the responsibility of the respective member. We have noted an increase in membership from artists who live outside the province of Saskatchewan in order to access this program.

# PROGRAMS AND ACTIVITIES

In 2010-11 the program provided services to 27 separate artists on 60 different issues/files.

## CAREERS IN MUSIC:

In the past year, SaskMusic has worked with schools to deliver our Careers in Music presentation. These partnerships have given us an opportunity to promote careers in the music industry to a wide array of youth from all over the province. We presented at Career Fairs at Campbell Collegiate in Regina, Kawacatoose school and Punnichy School. We also gave two presentations in schools in Prince Albert, Rivier Academy and Prince Albert Collegiate Institute. Donny Parenteau attended both Prince Albert sessions and he was a great asset to the presentations. He also performed a few songs at the end of each session. Overall, we reached over 550 high school students.

## SASKMUSIC INTUNE SASKATCHEWAN 2011 COMPILATION

Due to overwhelming response from Saskatchewan artists, we expanded this year's compilation to a two CD set. The jury had a difficult task in selecting the artists from the 100-plus submissions.

Congratulations to the following artists who were chosen for this year's InTune: **Alex Runions, All of the Above, Amanda Jane Duncan, Annette Campagne, Belle Plaine, Blake Berglund, BULLRUSH, Carrie Catherine, Cities Under Fire, Codie Prevost, Crestwood, Eldebrock, Foam Lake, Jason Plumb, Jay Semko, Jeans Boots, Jeffery Straker, Jen Lane, Jordan Cook, Karrnnel and Koulack, Kim Fontaine, Little Miss Higgins, Lounge Pistol, Mark Ceaser, Mobadass, ParabPOET, Penny Reign, Rah Rah, Scott Benson, Slow Down, Molasses, Smokekiller, Stephen Maguire, The Deep Dark Woods, The Rebellion, Val Halla, Violent Kin, Volcanoless In**

## Canada, We Were Lovers, and Zachary Lucky.

Manufacturing was completed by March, just in time for distribution at SXSW. Once again, we would like to thank everyone who submitted to this project.



JP AT CAMPBELL COLLEGIATE CAREER DAY / CCMA ANNOUNCEMENT SASKATOON / DON GREEN CCMA / RICK FENTON, WCMA / BREAK OUT WEST ANNOUNCEMENT REGINA, NEXT BIG THING FINALISTS.- JESS MOSKALUKE, BLAKE BERGLUND, AND DARLENE TULETA

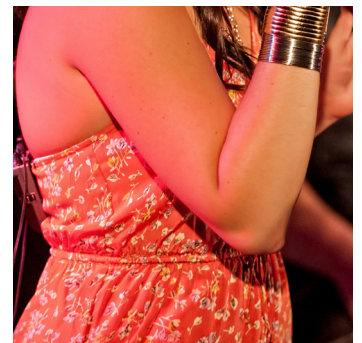
## THE NEXT BIG THING

### JUNE/11, REGINA SK

For the third year, SaskMusic was enlisted by Astral Media/Big Dog 02-7 FM in Regina to produce their country talent competition entitled “The Next Big Thing”. The project’s goal is to prospect a serious new country artist, and provide them with key career-development resources and a solid introduction to the greater Canadian music industry. Applications were solicited from Saskatchewan performers in country/country-related genres. Jurists selected nine emerging country acts to perform for a panel of local music industry professionals, with the winner of each date moving on to the finals.

Performing in the semi-finals were artists from around the province: Jess Moskaluke, FOXX Worthee, Amy Nelson, Ray Whitton, Amanda Jane Duncan, Blake Berglund, Catherine Lewans, Steve Gibson and Darlene Tuleta. A panel of industry judges moved Jess, Blake and Darlene forward to the finals. Following strong performances from all three artists and a very close finish, Jess was declared the winner. Jess joins previous winners Wyatt (2009), and Chris Henderson (2010) in taking the honours. She receives a custom prize package valued at approximately \$15,000, including \$5,000 cash, to be used to further her music career. SaskMusic met with Jess to discuss her needs and plan a prize package tailored to her next career steps. One of her first uses for the prize money was to secure a P2 visa to take advantage of performance opportunities in the U.S.

Three music industry professionals formed the judging panel for the finals: Heather Prosak, Assistant Brand Director/Morning Show Host/News, Big Dog 92-7/Astral Media; Dayna Shiskos, Community Manager, MapleMusic Toronto; and Alain Leblanc, artist manager (Codie Prevost) from Zenon Park SK. Thanks to our semi-final and finals judges for your assistance!



NEXT BIG THING CONTESTANTS L TO R: AMANDA JANE DUNCAN / AMY NELSON / STEVE GIBSON / JESS MOSKALUKE / FOXX WORTHEE / BLAKE BERGLUND.



# A YEAR OF SASKMUSIC

Our Career Track and Legal Services programs run throughout the year.

E-releases go out every two weeks, supplemented by e-bullets and national e-releases. We maintain daily updates to Facebook and Twitter feeds.

We attend/participate in numerous committee meetings and government consultations throughout the year, including the JUNO, CCMA and BreakOut West bid committees.

Our office continues to serve as the base for the Canadian Council of Music Industry Associations.

## **September:**

Jennifer Eisler leaves us for Toronto...and we gain a new Program Coordinator in Carly Gowan.

We also lost our Admin Assistant Megan Nash, and gained a new part-timer, Brandy Exner.

JP attends FACTOR National Advisory Board meetings in Toronto.

We attend the Canadian Country Music Awards in Edmonton AB and present a special showcase featuring The Next Big Winner, Chris Henderson.

## **October:**

We support Foodstock2, a fundraiser for the Regina Food Bank.

JP, Derek, and President, Mike MacNaughton, attend BreakOut West in Kelowna BC.

The Canadian Country Music Association announces that the 2012 Country Music Week and CCMA Awards will be held in Saskatoon.

Derek attends the Touring Advisory Panel meeting hosted by the Sask. Arts Board.

Derek and Carly attend the Aboriginal Music Festival and Conference in Saskatoon, where we give a presentation.

## **November:**

We publish an issue of The Session.

JP attends FACTOR meetings in Toronto and Community Radio meetings in Ottawa ON.

Carly and Derek present at the Punnichy School Career Fair.

We complete our first successful Export Mission to Los Angeles CA, presenting The Sheepdogs and The Deep Dark Woods to film and TV music supervisors

We support "Songposium," presented by the Songwriters As-

sociation of Canada, and featuring Dean McTaggart, Janice Nixon, Jay Semko and Grant Lawrence.

We attend the launch event for "Prairie Scene" Ottawa 2011.

### **December:**

Our Annual General Meeting is held in Regina on December 5 at The Exchange.

We participate in the Regina-wide career fair held at Campbell Collegiate.

JP attends FACTOR meetings in Toronto.

The office closes for holidays between Christmas and New Years'.

### **January:**

Juries for our 2011 InTune compilation are held.

The Board holds strategic planning meetings in Regina.

We conduct FACTOR juries.

### **February:**

We publish an issue of The Session.

The 2011 InTune compilation is produced. This year, it's a two-CD set plus downloadable version.

JP attends FACTOR meetings in Toronto.

We host the Saskatchewan Professional Music Symposium for Saskatchewan music organizations.

Derek attends a "Due South" seminar hosted by Trade Routes.

### **March:**

Lorena returns from maternity leave.

We participate in the Kawakatoose School Career Day.

We present a Brazilian Percussion Master Class with Celso Machado, at The Exchange in Regina, and a "Music, Money and Taxes" workshop with Lorne Hornung.

Derek attends Canadian Music Week in Toronto ON.

J.P. and Carly attend SXSW in Austin TX, where we present a number of artists showcasing at our joint trade show booth with Alberta Music.

J.P. and Mike M. attend the JUNO Awards in Toronto.

We partner with CBC Radio Saskatchewan to once again present "On a Cold Road" at Louis Pub in Saskatoon.

We participate in a Pan-Canadian Initiative meeting with other associations re. Folk Alliance.

### **April:**

JP and Derek attend Prairie Scene in Ottawa ON, and present "A Prairie Social" in partnership with Manitoba Tourism and the Government of Saskatchewan, and present a Saskatchewan Showcase.

We present two "Careers in Music" presentations in Prince Albert.

We present a funding seminar as part of the Saskatchewan Country Music Awards in Swift Current; Carly and Derek attend the event.

As event producers, we open the call for submissions for Big Dog

92-7's "The Next Big Thing" country talent contest on behalf of Astral Media.

We support the CKRM Big Country Talent Contest.

### **May:**

We publish an issue of the Session.

We present Bob Hunka's "Publishin' For A Livin'" workshop and partner with the Cultural Human Resources Council to present the Rights Management Workshop (with Jodie Ferneyhough), in Saskatoon, with live video feeds to Regina.

JP attends MusExpo in Los Angeles CA.

JP attends Digital Economy meetings in Ottawa ON.

We submit our annual funding application to the Sask. Arts Board.

We add Michael Dawson and Johnny Sinclair to our list of Career Tracks mentors.

### **June:**

The Next Big Thing semi-finals take place at The Pump Roadhouse in Regina; Jess Moskaluke is proclaimed The Next Big Thing 2011 winner.

Brandy Exner attends NXNE in Toronto.

We present "The Funding Panel" workshop in Regina and Saskatoon, with Derek Bachman and Kathy Allen.

We present "So You Recorded a Record – Now What?" in Saskatoon (Bill Baker/Mint Records), with a live video feed to Regina.

We presented Martin Atkins' "Tour:Smart and Break The Band" in Saskatoon, with a live video feed to Regina.

We launch a new Membership Survey.

### **July:**

We publish an issue of the Session.

We partner with the SaskTel Saskatchewan Jazz Festival to present two workshops: "Crooked Lines: The Bad Plus" and "Touring Canada" (with Paquin Entertainment's Grant Paley) during the festival.

We support the Flood Relief Concert in Saskatoon.

We, as Sask. rep of the Canadian Council of Music Industry Associations, become a partner of the Musicians' Rights Organization Canada (MROC).

Much of the staff take some holidays this month.

Derek judges the GX94 Star Search in Yorkton.

Derek is a guest speaker at the Recording Arts Institute of Saskatoon.

### **August:**

We host the "So You Think You Can Fest" workshop in Regina (with Chris Frayer, Kerry Clarke, and Sandra Butel) and a Songwriting Workshop (with Fred Penner, Mike Dawson, Carl Johnson, Jeffery Straker, and Marta Jacivbek-McKeever) in partnership with the Regina Folk Festival.

We assist with the Regina Symphony Orchestra's Band Contest for "Symphony Under The Sky" 2011.

# ARTIST SHOWCASES

## CANADIAN COUNTRY MUSIC

### AWARDS:

Jay Semko  
WYATT

### BREAKOUT WEST:

Def 3 and Factor  
Library Voices  
Farideh  
Jeffery Straker

Jen Lane

### MOBADASS

Volcanoless In Canada

### CANADIAN MUSIC WEEK:

Jen Lane  
Zachary Lucky  
Rah Rah  
The Sheepdogs  
Smokekiller  
Val Halla  
Violent Kin

### INTERNATIONAL FOLK ALLIANCE:

The Deep Dark Woods

### JUNOFEST:

The Sheepdogs

### SXSW:

Jordan Cook  
Jen Lane  
Rah Rah  
Semko Fontaine Taylor  
The Sheepdogs

### NXNE:

Smokekiller  
Library Voices  
Zachary Lucky  
Foam Lake  
Slow Down, Molasses  
We Were Lovers  
Def 3  
Shuyler Jansen  
Megan Lane  
Whiteboy Slim  
Jordan Cook  
Jen Lane

### PRAIRIE SCENE:

Alexis Normand  
Bob Evans  
Buffy Sainte-Marie  
Carrie Catherine  
Codie Prevost  
Colin James  
Def 3  
Eekwol  
Erika Raum  
Jack Semple  
Jeffery Straker  
Jen Lane  
Joel Fafard  
John Arcand  
Karrnnel  
Library Voices  
Little Miss Higgins  
Maybe Smith  
Megan Lane  
Northcote  
Shuyler Jansen

### The Deep Dark Woods

The Sheepdogs  
Volcanoless In Canada  
Wide Mouth Mason

### SASKATCHEWAN COUNTRY MUSIC

#### AWARDS:

Gina Stewart  
Sisters  
Tim Romanson  
Steve Gibson  
Deanna Ouellette  
Kal Hourd  
Jess Moskaluke  
Kelsey Fitch  
Ben Beveridge  
Maria Danvers  
Yvonne St. Germaine  
WYATT  
Blake Berglund  
The Amundruds  
Eli Barsi  
Lorraine Hartsook  
Aven Grace  
Kennedy Thompson  
Austin Castle  
Paige McInnis  
Jordan Vos Jans  
Brady Frank  
Samara Yung  
Codie Prevost



# AWARD NOMINEES & WINNERS

## **ABORIGINAL PEOPLES' CHOICE MUSIC AWARDS: NOVEMBER 4, WINNIPEG MB**

Andrea Menard - Aboriginal Female Entertainer of the Year  
**Joey Stylez - Aboriginal Male Entertainer of the Year**  
Joey Stylez - Aboriginal Songwriter of the Year  
Black Rain - Best Duo or Group  
**Yvonne St. Germaine - "My Jesus I Love Thee" for Best Gospel CD**  
**Big River Cree - "Songs From The Healing Lodge"**  
for Best Hand Drum CD  
Quinton Tootoosis - "Round Dance Love" for Best Hand Drum CD  
Red Bull - "Fans Favorite Round Dance" for Best Hand Drum CD  
Andrea Menard - "Evergreen" for Best Music Video  
Buffy Sainte Marie - "No No Keshegesh" for Best Music Video  
Joey Stylez - Best New Artist  
Wanita Bird - "For Our Children Volume 2" for Best Peyote CD  
Joey Stylez - "The Black Star" for Best Pop CD  
Red Bull - "Live in Minnesota" for Best Pow Wow CD - Contemporary  
Black Rain - "Under The Gun" for Best Rock CD  
Joey Stylez - "Kool Runnin'" for Single of the Year

## **CANADIAN ABORIGINAL MUSIC AWARDS: NOVEMBER 28-29, HAMILTON ON**

**Northern Cree - "Temptations" for Best Hand Drum Album**  
Joey Stylez - "The Black Star" for Best Male Artist  
Red Bull - "Live in Minnesota" for Pow Wow Contemporary Album  
Black Rain - "Black Rain Under The Gun" for Best Rock Album  
Conrad Bigknife - "Full Circle" for Best Song Single  
Blackstone - "Live in Alexis" For Best Pow Wow Album Traditional

## **CANADIAN COUNTRY MUSIC AWARDS: SEPTEMBER 8-12, EDMONTON AB**

O'Reilly International Entertainment Management - Management  
Company of the Year  
The Pump Roadhouse - Country Club of the Year  
Antonion Hrynychuck - Video Director of the Year  
Bart McKay Productions - Recording Studio of the Year  
On Ramp Records - Record Company of the Year  
Jay Richards (CJWW) - Major Market Music Director of the Year  
David Baker (CJVR - FM) - Secondary Market Music Director of the Year

## **CANADIAN MUSIC AND BROADCAST INDUSTRY AWARDS: MARCH 8, TORONTO ON**

Wired 96.3 - Program Director of the Year Medium Market, Andy Ross  
Wired 96.3 - On Air Talent, The Big Show with Ryder and Brandy  
**Wired 96.3 - Station of the Year Medium Market**  
Wired 96.3 - Music Director of the Year Medium Market, DJ Anchor  
Wired 96.3 - Promotion of the Year, \$100,000 Money Hungry Darryl  
Danny Ismond GX94 - Music Director of the Year, Small Market  
GX94 - Station of the Year, Small Market

Chris Myers, C95 - Program Director of the Year, Medium Market  
Conexus Arts Centre - Performing Arts Centre of the Year  
TCU Place - Performing Arts Centre of the Year  
Brant Centre - Major Facility of the Year  
Casino Regina - Casino/Specialty Venue of the Year

## **CANADIAN FOLK MUSIC AWARDS: NOVEMBER 20, WINNIPEG MB**

Karrnel and Koulack - "Fiddle and Banjo"  
Instrumental Group Of The Year

## **COVENANT AWARDS: OCTOBER 29, CALGARY AB**

The Amundruds - "The Amundruds Live" Music DVD of the Year and  
Southern Gospel Album of the Year  
Philly 5 (Featuring Fest I.E. & Sadie) - "Swagger"  
for Rap/Hip Hop Song of the Year  
Philly 5 - "Hard Pressed" for Hip Hop Album of the Year  
**Denise Gerein - "Holding On" for Country - Bluegrass Song of the  
Year**  
Denise Gerein - "Little One (Alexander's Lullaby)"  
for Children's Song of the Year  
**Yvonne St. Germaine - "Hand In Hand" for Aboriginal Song of the  
Year**  
Yvonne St. Germaine - "Turning My Day Around" for  
Aboriginal Album of the Year

## **INDIAN SUMMER MUSIC AWARDS: SEPTEMBER 12, MILWAUKEE WI**

Big River Cree - "Song From The Healing Lodge" for  
Traditional Native Drum  
Warscout - "Many Tribe One Nation" for Traditional Native Drum  
**Northern Cree - "NC Vintage" for Traditional Native Drum**

## **INDEPENDENT MUSIC AWARDS: TORONTO ON Little Miss Higgins - "Across The Plains" for Best Blues Album**

Codie Prevost - "Get Loud" For Best Country Album

## **JUNO AWARDS: MARCH 27, TORONTO, ON**

Joey Stylez - "The Black Star" for Aboriginal Album of the Year  
Kevin Churko - "Let It Die", "Life Won't Wait" SCREAM, Ozzy Osbourne  
for Recording Engineer of the Year

## **LIEUTENANT GOVERNOR'S ARTS AWARDS: SEPTEMBER 21, REGINA SK**

Chris Hamilton - Arts and Learning  
Carrie Catherine and Curtis Olson - Leadership  
Codie Prevost - Saskatchewan Artist  
Jeffery Straker - Saskatchewan Artist

# AWARD NOMINEES & WINNERS

## MAPLE BLUES AWARD: JANUARY 21, TORONTO

Little Miss Higgins - Acoustic Act of the Year

## WESTERN CANADIAN MUSIC AWARDS: OCTOBER 24, KELOWNA, BC

Sandon - "Sonic Synthesis" For Contemporary

Christian/Gospel Recording of the Year

Shawn Jobin - "Le Premier Pas (the first step)" for Francophone  
Recording of the Year

Library Voices - "Denim on Denim" for Independent Album of the Year

Def 3 and Factor - "Drumbo" for Rap/HipHop Recording of the Year

On Ramp Records - Independent Record Label of the Year

Skylard Challand - "Denim on Denim" for

Best Album Design of the Year

Louis O'Reilly - Manager of the Year

## SASKATCHEWAN COUNTRY MUSIC AWARDS: APRIL 16 TO 18, REGINA

### WINNERS

Codie Prevost - Fans Choice Entertainer

Catherine Lewans - Female Vocalist

Codie Prevost - Male Vocalist

Wyatt - Group Of The Year

Blake Berglund - Rising Star Award

Donny Parenteau - Aboriginal Artist

Codie Prevost & Adam Wheeler (performer: Codie Prevost) - "I'm Ok" for  
Song Of The Year (Award Goes To The Composer)

Codie Prevost - "Rolling Back To You" for Single Of The Year

Codie Prevost - "Get Loud" for Album Of The Year

Codie Prevost - "Standing Still" for Video Of The Year

Aven Grace - "Planted" for Country Gospel Album

Brian Kelly - All Star Band -Bass

Clayton Linthicum - All Star Band -Steel

Hal Schrenk - All Star Band -Drums

Allison Tymiak - All Star Band -Fiddle

Bart McKay - All Star Band -Keys

Terry Lasko - All Star Band -Guitar

Donny Parenteau - All Star Band -Specialty

Codie Prevost Band - Back Up Band

Cristy Beggs - 92.9 The Bull Saskatoon -

On Air Personality (Major Market)

Dave Baker - CJVR FM Melfort - On Air Personality (Secondary Market)

Big Dog 92.7 - Regina - Fan's Choice Radio Station (Major Market)

CJVR FM - Melfort - Fan's Choice Radio Station (Secondary Market)

Jay Richards - CJWW Saskatoon - Music Director (Major Market)

Dave Baker - CJVR-FM Melfort - Music Director (Secondary Market)

Al Leblanc - Manager

Bart McKay - Record Producer(s)

Bart McKay Productions - Recording Studio

Glenna Switzer - Country Music Person

Canadian Coast to Coast - CJVR-FM Melfort -

TV or Radio Show Of The Year

Art Wallman - Legend And Legacy Award

Big George Moody (posthumously) - Achievement Award



WYATT AT CCMA / CODIE PREVOST AT SCMA / JP ELLSON AT CCMA / CHRIS HENDERSON AT CCMA

# ARTIST RELEASES 09.01.09/08.31.10

All of the Above: Home  
All of the Above: Self-Titled  
Amanda Jane Duncan: Self-Titled  
Angela Hutchinson: Unconquered  
Annette Campagne: J'peux Pas Demander Mieux  
Arms Up: The Cartographer's Oar  
Ash Jones: Better Part of You  
BC Read: 1000 Miles  
Becky Thomas: Miracles of the North  
Belle Plaine: Hello From Belle Plaine  
Blake Berglund: Ends of the Earth  
Brandy Moore: Real Good Love  
Brian Warner: In the Dead of Winter  
Carrie Catherine: Wilderness  
Chad Kichula: Killer  
Cities Under Fire: Lukewarm Love  
Codie Prevost: Get Loud  
Coherency: Shades of Aura  
Daniel Koulack & Karrnnel: Fiddle and Banjo  
Down Home Boys: It's All Down Home from Here  
Eldebrock: Self-Titled  
Glen Adair: Trying to Have a Life  
Hot Blood Bombers: Broke, Travelling, Hungry, Love  
Jay Semko: Self-Titled  
Jeans Boots: Jeanette Stewart is Jeans Boots  
Jeffery Straker: Under the Soles of My Shoes  
Jen Lane: For the Night  
Jessica Moskaluke: Amen Hallelujah  
JJ Atrio: One More Stone  
Johnny Hatch: Happiness Instead  
Kamila Martel & The Ne'erDoWell: The Limit  
Kim Fontaine: Blue Sky Girl  
Kinley: Fair Hero  
Magic Trees: Everything is a Song  
Nick Faye and the Deputies: The Last Best West  
Rah Rah: Sailors  
Rational: The BirthWrite  
Reed Miller: Only You  
Ryan Kelly: In Time  
Sarah Farthing: Love Songs for Several Random Boys  
Semko, Fontaine, Taylor: Heartaches & Numbers  
Shuyler Jansen: Voice From the Lake  
Silhouette City: Sterile  
Slow Down, Molasses: Walk Into the Sea  
Sylvia Chave: The Orange Album  
The Daae Family: Never to Far  
The Deep Dark Woods: The Place I Left Behind  
The Depth: Asymptotic  
The Dustin Ritter Band: Dead Airwaves  
The Lonesome Weekends: Songs for the Lonesome Weekends  
The New Jacobin Club: This Treason  
The Sheepdogs: Learn & Burn  
The Terri Bear Band: Someday  
Tim Vaughn: Read Between the Lines  
Violent Kin: Velvet Hideout  
We Were Lovers: Self-Titled

# VOLUNTEERS

SaskMusic acknowledges the following volunteers who shared their time and expertise to serve on our Board, be FACTOR or SaskMusic jurists, The Next Big Thing helpers/jurists, and/or to help out in our offices. We appreciate the hard work and time you have given to our association!

Alain Leblanc  
Alison Whelan  
Ash Lamothe  
B.C. Read  
Bob Reid  
Chad Guy  
Dawn Woroniuk  
Dayna Lozowchuk  
Deborah Aitken  
Don Griffith  
Don Warkentin  
Efren Jr. Pereira  
Elsa Gebremichael  
Enver Hampton  
Fabian Minnema

Farideh Olsen  
Gary Ostafichuk  
Gerd Krause  
Harrison James  
Jen Lane  
John Antoniuk  
Karen Mondor  
Kevin Tobin  
Kim Fontaine  
Mark Ceaser  
Marty Ballentyne  
Mike MacNaughton  
Neil Bergen  
Neil Bergen  
Patricia Pavey

Paul Kuzbik  
Paul Ross  
Rich Taylor  
Richard Groulx  
Richard Haubrich  
Rick Krieger  
Sayde Black  
Scott Pilling  
Skip Taylor  
Susan Busse  
Taron Cochrane  
Tera Maguire  
Thomas Kennedy  
Tristan Meyers

We apologize if we have inadvertently missed anyone from this list.



# TREASURER'S REPORT



## TREASURER'S REPORT

**By Rick Kieger**

The year for SaskMusic was a busy one, and saw us secure many of the country's future music events for Saskatchewan. We are excited to be hosting these events - and a lot of work and resources went into attracting them to the province.

We did see a modest increase in revenue from the previous year's funding levels. We also were able to increase programming offered to our membership and still finish the year with a surplus of funds. As a non-profit organization there is always the balancing act of maximizing the return on the dollars invested into the organization, and getting the most bang for your buck, so to speak.

I believe that we have gotten a great return on investment as our Saskatchewan artists are starting to enjoy some great dividends and exposure on the national and international stage.

I am happy to report that SaskMusic has had a productive and successful year, finishing off in a stronger financial position than our previous year, and we are able to add funds to our reserve.

I look forward to a great exciting year for SaskMusic and Saskatchewan artists.

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**

**(Operating as SaskMusic)**

**Financial Statements**

**Year Ended August 31, 2011**

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## INDEPENDENT AUDITORS' REPORT

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### To the Members of the Saskatchewan Recording Industry Association Inc.

We have audited the accompanying financial statements of Saskatchewan Recording Industry Association Inc., which comprise the statement of financial position as at August 31, 2011, and the statements of operations, net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

(continues)

**Basis for Qualified Opinion**

In common with many charitable organizations, the company derives revenue from self-generated sources other than earnings on investment and rental revenue the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the company and we were not able to determine whether any adjustments might be necessary to self-generated revenues, excess of revenues over expenses, current assets, deferred revenue and net assets.

**Qualified Opinion**

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the revenues referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of Saskatchewan Recording Industry Association Inc. as at August 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

REGINA, Saskatchewan  
November 15, 2011



Mintz & Wallace  
Chartered Accountants LLP

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**  
(Operating as SaskMusic)

Statement of Financial Position  
As at August 31, 2011

	<u>2011</u>	<u>2010</u>
<b><u>ASSETS</u></b>		
<b>CURRENT</b>		
Cash	\$ 40,257	\$ 86,614
Accounts receivable	63,458	13,965
Prepaid expenses	<u>14,024</u>	<u>7,432</u>
	117,739	108,011
 <b>RESTRICTED CASH</b>		
Reserve fund (Note 4)	82,132	57,132
 <b>CAPITAL ASSETS (Note 3)</b>		
	<u>15,241</u>	<u>14,739</u>
	<b>\$ <u>215,112</u></b>	<b>\$ <u>179,882</u></b>
 <b><u>LIABILITIES AND NET ASSETS</u></b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 25,837	\$ 11,637
Deferred revenue (Note 5)	<u>19,784</u>	<u>26,343</u>
	45,621	37,980
 <b>NET ASSETS</b>		
Restricted - Reserve fund	82,132	57,132
Unrestricted	<u>87,359</u>	<u>84,770</u>
	<u>169,491</u>	<u>141,902</u>
	<b>\$ <u>215,112</u></b>	<b>\$ <u>179,882</u></b>

See accompanying notes

Approved on behalf of the board

\_\_\_\_\_ Director

\_\_\_\_\_ Director

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**  
(Operating as SaskMusic)

Statement of Operations  
Year Ended August 31, 2011

	<u>2011</u>	<u>2010</u>
<b><u>REVENUE</u></b>		
Grants		
- Saskatchewan Arts Board	\$ 333,000	\$ 321,622
- Saskatchewan Lotteries	7,000	-
- FACTOR	49,315	37,500
- SOCAN Foundation	2,500	1,500
- Provincial - other	17,500	-
	<u>409,315</u>	<u>360,622</u>
Self-generated		
Membership fees	14,569	13,761
Advertising	908	350
Sponsorships	80,782	99,482
Festival and events	3,233	4,604
Music/book commissions	120	237
Earnings on investments	791	1,731
Expenses recoveries	13,182	-
Rental revenue	10,754	-
	<u>124,339</u>	<u>120,165</u>
	<u>533,654</u>	<u>480,787</u>
<b><u>EXPENSES</u></b>		
Administration (Schedule 1)	335,377	318,425
Program expenses (Schedule 2)	170,688	149,443
	<u>506,065</u>	<u>467,868</u>
<b>EXCESS REVENUE OVER EXPENSES</b>	<b>\$ <u>27,589</u></b>	<b>\$ <u>12,919</u></b>

See accompanying notes

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**  
(Operating as SaskMusic)

Statement of Net Assets  
Year Ended August 31, 2011

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	<u>Reserve Fund</u>	<u>Unrestricted</u>	<u>Total 2011</u>	<u>Total 2010</u>
<b>Balance - beginning of year</b>	\$ 57,132	\$ 84,770	<b>\$ 141,902</b>	\$ 128,983
<b>Excess revenue over expenses</b>	-	27,589	<b>27,589</b>	12,919
<b>Transfer (Note 4)</b>	<u>25,000</u>	<u>(25,000)</u>	<u>-</u>	<u>-</u>
<b>Balance - end of year</b>	<b>\$ <u>82,132</u></b>	<b>\$ <u>87,359</u></b>	<b>\$ <u>169,491</u></b>	<b>\$ <u>141,902</u></b>

See accompanying notes

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**  
(Operating as SaskMusic)

**Statement of Cash Flow  
Year Ended August 31, 2011**

	<u>2011</u>	<u>2010</u>
<b>OPERATING ACTIVITIES</b>		
Excess of expenses over revenue	\$ 27,589	\$ 12,919
Item not requiring cash outlay:		
- Amortization	<u>5,470</u>	<u>3,825</u>
	33,059	16,744
Net change in non-cash current assets and liabilities		
- Accounts receivable	(49,493)	5,945
- Prepaids	(6,592)	(2,564)
- Accounts payable and accrued liabilities	14,200	4,956
- Deferred income	<u>(6,559)</u>	<u>(25,918)</u>
Net cash from operating activities	<u>(15,385)</u>	<u>(837)</u>
<b>INVESTING ACTIVITIES</b>		
Purchase of capital assets	<u>(5,972)</u>	<u>(8,318)</u>
Net cash from investing activities	<u>(5,972)</u>	<u>(8,318)</u>
<b>DECREASE IN CASH RESOURCES</b>	<b>(21,357)</b>	<b>(9,155)</b>
<b>CASH - beginning of year</b>	<b><u>143,746</u></b>	<b><u>152,901</u></b>
<b>CASH - end of year</b>	<b>\$ <u>122,389</u></b>	<b>\$ <u>143,746</u></b>
Cash consists of the following:		
Unrestricted	\$ 40,257	\$ 86,614
Restricted - Reserve Fund	<u>82,132</u>	<u>57,132</u>
	<b>\$ <u>122,389</u></b>	<b>\$ <u>143,746</u></b>

See accompanying notes

# **SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.**

**(Operating as SaskMusic)**

**Notes to the Financial Statements  
August 31, 2011**

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## **1. NATURE OF OPERATIONS**

The Saskatchewan Recording Industry Association Inc. (SRIA) operating as SaskMusic develops and promotes the music and sound recording industries of Saskatchewan through partnering, education, effective communication, community involvement and encouraging fair and equitable compensation. SRIA is incorporated under the Non-Profit Corporations Act of Saskatchewan and is exempt from income taxes.

## **2. SIGNIFICANT ACCOUNTING POLICIES**

These financial statements are prepared in accordance with Canadian generally accepted accounting principles and include the following policies:

### **Financial instruments**

Cash and investments are classified as held-for-trade and are measured at fair market value. Receivables are classified as loans and receivables and are measured at amortized cost. Accounts payable and accrued liabilities are classified as other financial liabilities and are measured at amortized cost.

As at August 31, 2011 and August 31, 2010, SRIA does not have any outstanding contracts or financial instruments with embedded derivatives.

### **Revenue recognition**

SRIA follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Membership revenue is recorded in the year they are received.

### **Measurement uncertainty**

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenues and expenses during the reported period. These estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to the Financial Statements  
August 31, 2011

## 2. SIGNIFICANT ACCOUNTING POLICIES - cont'd

### Fund accounting

#### Unrestricted Fund

The Unrestricted Fund reports the day-to-day activities of the Association.

#### Reserve Fund

The Board of Directors has internally restricted funds to sustain the Association in the event of unplanned decreases in funding. Use of the Reserve Fund requires board approval.

### Capital assets

Capital assets are stated at cost. Amortization is recorded in the accounts using the declining balance method at the following rates:

Furniture & equipment	20%
Leasehold improvements	5 yr straight line
Computer equipment & software	30%

One-half of the normal rate is recorded in the year of acquisition.

## 3. CAPITAL ASSETS

	2011		2010	
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u>	<u>Net Book Value</u>
Furniture & equipment	\$ 24,648	\$ 19,394	\$ 5,254	\$ 5,315
Leasehold improvements	1,236	371	865	1,112
Computer equipment & software	<u>55,457</u>	<u>46,335</u>	<u>9,122</u>	<u>8,312</u>
	<u>\$ 81,341</u>	<u>\$ 66,100</u>	<u>\$ 15,241</u>	<u>\$ 14,739</u>

## 4. RESERVE FUND

The Association has internally restricted investments in the Reserve Fund. These investments are Guaranteed Investment Certificates which bear interest at 1.60% and matures on July 9, 2012 and an appropriation of cash. During the year the board approved a transfer of \$25,000 to the reserve fund.

## 5. DEFERRED REVENUE

	<u>2011</u>	<u>2010</u>
Astral Media Radio Inc.	\$ 19,784	\$ 18,843
FACTOR	<u>-</u>	<u>7,500</u>
	<u>\$ 19,784</u>	<u>\$ 26,343</u>

# **SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.**

**(Operating as SaskMusic)**

**Notes to the Financial Statements  
August 31, 2011**

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**6. ECONOMIC DEPENDENCE**

The Association receives significant funding from the Saskatchewan Arts Board. It is management's opinion that the Association could not continue in its normal operations in the absence of this funding.

**7. LINE OF CREDIT**

The Association has a \$20,000 operating line of credit of which no amount has been drawn upon at year end. The line of credit is secured by a general security agreement and bears interest at prime plus 3%.

**8. FINANCIAL INSTRUMENTS**

The Association's financial instruments consist of cash, investments, accounts receivable, accounts payable and accrued liabilities. Unless otherwise noted, it is management's opinion that the Association is not exposed to significant interest, currency or credit risk arising from these financial instruments. The fair value of these financial instruments approximates their carrying values, unless otherwise noted.

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**  
(Operating as SaskMusic)

Schedule of Administration Expenses  
Year Ended August 31, 2011

Schedule 1

	<u>2011</u>	<u>2010</u>
Amortization	\$ 5,470	\$ 3,825
Audit and accounting	5,597	4,556
Bank charges and interest	1,799	2,506
Board expenses	1,442	29
Employee benefits	26,125	30,773
Equipment rental	866	709
Insurance	2,835	3,348
Merchandise	7,935	9,759
Miscellaneous	8,428	4,332
Office supplies	3,683	3,122
Rent	43,665	41,124
Repairs and maintenance	2,505	2,460
Salaries	212,389	199,514
Telephone, internet and fax machine	<u>12,638</u>	<u>12,368</u>
	<u>\$ 335,377</u>	<u>\$ 318,425</u>

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Schedule of Program Expenses  
Year Ended August 31, 2011

Schedule 2

	<u>2011</u>	<u>2010</u>
Advertising and marketing	\$ 3,593	\$ 2,267
Artist performance fees	5,008	1,000
Catering	13,201	5,859
Computer programming	2,276	4,046
Consulting fees	3,617	33,680
Event registration fees	5,566	2,525
Festival, events and conferences	41,689	21,834
Grants - CIDF Grants	21,906	23,821
Meeting room charges	-	344
Resource library	449	1,482
Panellist fees	4,637	6,879
Photocopying	2,555	2,316
Postage and delivery	3,086	2,709
Printing	4,551	5,707
Travel and accommodation	<u>58,554</u>	<u>34,974</u>
	<u>\$ 170,688</u>	<u>\$ 149,443</u>

