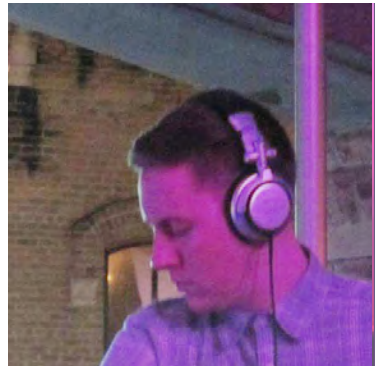


**SASKOMUSIC**  
 ANNUAL REPORT 2011-2012



# CONTENTS

## SASKMUSIC

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President's Report .....	2
Chief Executive Officer's Report .....	3
Treasurer's Report .....	4
Profile .....	5
Board of Directors .....	6-8
Staff .....	9
Workshops .....	10-12
Membership Survey .....	13
Export Strategy .....	14-15
Programs and Activities .....	16-20
Artist Releases .....	21
A Year of SaskMusic .....	22-23
Award Nominees and Winners .....	24-26
Artist Showcases .....	27
Audited Financial Statements .....	28

COVER, CLOCKWISE FROM TOP LEFT:  
MYSHEL PAJUAAR AND THE MIDNIGHT ROSES, THE NEXT BIG THING  
(PHOTO BY BEN CHECKOWY) / JEN LANE, WESTERN CANADIAN MU-  
SIC AWARDS 2011 / JORDAN COOK, THE GREAT ESCAPE / FACTOR,  
SXSW / RIVA, ABORIGINAL MUSIC WEEK / EOIN HICKEY-CAMERON  
OF LIBRARY VOICES, GLASGOW / MITCH DAIGNEAULT, ABORIGINAL  
MUSIC WEEK

### WE THANK OUR SPONSORS:



Ministry of  
Parks, Culture  
and Sport

FACTOR Canada



# PRESIDENT'S REPORT



**BY MIKE MACNAUGHTON**

It's been a very busy year at SaskMusic. Our management and board have been in extensive discussions with government on the future of our industry and our organization.

We have begun a pilot program with the Ministry whereby SaskMusic manages investment programs for our industry. This means our revenue (the portion obtained through government streams) has tripled and we have been very pleased to have been able to reinstate our funding programs for the music industry in Saskatchewan. As we work with the Ministry in their "Moving Saskatchewan's Creative Industries Forward" discussion, we are hopeful this pilot program will continue and we can keep

building our industry. We take our responsibility with public funds very seriously and we anticipate substantial activity in our industry as a result of this initiative. The Creative Industries Review will shape and guide all the creative industries over the next few years. The review will challenge our board and our CEO as we navigate through what could be uncertain waters.

In addition to the Creative Industries Review, SaskMusic is also intimately involved in the 2013 JUNO Awards which will take place April 15-21, 2013, in Regina and Moose Jaw. As we are all aware, the JUNO Awards are the largest cultural event in Canada. SaskMusic was recently awarded the contract to assist the Host Committee with event planning and administration. We look forward to working with the Host Committee to stage the best JUNO Awards ever held!

I would like to take this opportunity on behalf of myself and the board to thank our management and staff for their extremely hard work over the past year. That hard work will not let up in 2013 as we work through our Investment Program and the 2013 JUNO Awards. I am confident, however, that our staff and management will do us all proud and continue to serve the best interests of the Saskatchewan music industry.

I also want to thank our hard-working Board of Directors. This past year has provided some tough and contentious issues for our board. Each member has worked hard to represent the best interests of our members and the organization. I am very proud to work with such a dedicated and professional group. The board has been instrumental as the organization navigates the "Moving Saskatchewan's Creative Industries Forward" discussion and provides strategic guidance to our CEO.

2013 promises to be an exciting year for the music industry. I know SaskMusic will be a key player as we continue to grow the industry.

Thank you.

# CHIEF EXECUTIVE OFFICER'S REPORT



**BY J.P. ELLSON**

There are few words that can describe the extent and intensity of the work accomplished by the Board and staff of SaskMusic in our 2011-2012 fiscal year. With limited resources and increased demands on our time, we have advanced the successes of our recording artists to the forefront of discussions with our funders.

We have highlighted the tremendous talent of Saskatchewan to the country and to the world. We have represented the interests of our members from the offices of the respective Ministers of Culture to the boardrooms of FACTOR and CIMA. We have assisted our export-ready artists in showcasing their talents on a global basis. All of this with a budget that is ¼ of those enjoyed by our sister organizations in Manitoba and Nova Scotia. It was thus only through the dedication of our Board, our small staff and

our talented artists that we were able to attain these accomplishments.

We represented Saskatchewan at national and international events including Saskatchewan-focused showcases in Los Angeles, Whitehorse, Toronto, The Great Escape, and Primavera Pro to name but a few. We have brought focused attention from the national music industry on the cultural product produced by our members to the point that SaskMusic, our members, and Saskatchewan itself are even more in the international spotlight. The challenge, moving forward, is to continue this growth, driven by the purpose of increasing the revenue obtained by our members from their craft and professions.

The upcoming year is one of great potential. We have successfully moved from the Saskatchewan Arts Board funding regime to being funded directly by the Ministry of Parks, Culture and Sport. We have thus been able to reinstitute support for the Saskatchewan music industry in areas that directly relate to the challenges faced by recording artists in the current music industry. We will be hosting the third of three of the largest national music events (the JUNOs) in 2013, with the CCMA's and BreakOut West having taken place at the time of this report.

The world is coming to Saskatchewan (both literally and figuratively) to experience the quality of our cultural products. We truly believe that we have the most creative original product and talented, dedicated artists in this country. We can and we will compete globally with anyone. It is the Saskatchewan way.

# TREASURER'S REPORT



**BY NEIL BERGEN**

It has been an extremely busy year at SaskMusic with our participation in many of the past year's industry events and showcases, as well as exciting opportunities coming up on the horizon.

The year-end financials show a deficit for the year of \$33,365. SaskMusic had budgeted for a deficit of \$22,326. The main reason for the increased deficit was a deferral of \$17,500 in FACTOR revenue to the next fiscal year, as well as amortization of \$4,000, and an adjustment to retained earnings of \$5,000 in regards to prize money that was paid out before year-end of the previous fiscal year. It is interesting to

note that the deficit would have actually been considerably lower without these factors and would have come in around \$6,865.

The budgeted deficit was a board decision to take advantage of the events coming to Saskatchewan in the current fiscal year and next (WCMA's, CCMA's, promotion at the JUNOs etc.) and will come out of an accumulated cash surplus from the last few years, rather than from our reserve fund. Our year-end expenses rose to \$628,194 from a budgeted \$541,971, however, our year-end revenues also rose to \$594,559 from our budgeted \$519,645, leaving us in the deficit position of \$33,635. Revenues were increased in part due to an extra \$20,000 from the CO- GO program (for our European showcases) as well as \$5,000 from Astral and an increase in self-generated revenue.

SaskMusic, as an organization, is fiscally very sound with a reserve fund to cover approximately three months of operations, and a bright future as a catalyst for the music industry of this province.

# 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.



OUR 2011 AGM IN SASKATOON.

# BOARD OF DIRECTORS

## DIRECTORS WHO HAVE SERVED WITHIN 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 Productions Ltd. While serving on the Board, Mike has chaired the Lobby and Personnel committees. He is also on Enterprise Saskatchewan's Arts & Culture Sector Team and sits on the Evraz Place Board of Directors. Mike is the Host Committee Chair for the 2013 JUNO Awards to be held in Regina and Moose Jaw. 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.

### RICK KRIEGER / VICE PRESIDENT

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 Avenue 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 RROC (Regina Regional Opportunities Commission), was Chair of the Host Committee for BreakOut West 2012 Regina and is on the Regina 2013 JUNO Bid Committee Board of Directors.

### NEIL BERGEN / TREASURER

General Manager of CFCR Community Radio since 2006, Neil has over 30 years in the radio business. Neil also sits on our Finance Committee. Neil has sat on various committees, including the NAIT Advisory Board, Ness Creek Entertainment Committee, and Saskatoon Blues Society entertainment committee. He is currently on the Ness Creek Entertainment Committee and Saskatoon Blues Festival Entertainment Committee.

### DAWN WORONIUK / SECRETARY

Dawn has been in radio for 23 years, currently with the Saskatoon Media Group.

After winning 6 Canadian Country Music Association Awards for Music Director she is now into her 6th year on the CCMA Board of Directors. She was also the Marketing Chair for the 2012 PotashCorp Country Music Week held in Saskatoon this past September which was an absolute HUGE success. Dawn is now serving her second term with our board. Her knowledge and passion for the music industry, along with her experience, make her an asset to SaskMusic.

### SUSAN BUSSE

Susan has a variety of experience in the music industry. Under the business moniker 'Susan Busse PR' she currently works to publicize clients such as Belle Plaine, Carrie Catherine, Munirih Sparrow, Alexis Normand, Curtis Olson and The Two Twenty. She is formerly a producer with Fahrenheit Films, where she helped to create CMT music videos across Canada and in Nashville for artists Doc Walker, Chad Brownlee and Shane Yellowbird. With Fahrenheit Films she co-produced a CCMA-nominated TV special about Yellowbird's debut at the Grand Ole Opry. She has experience as a Radio Tracker with OnRamp Records (Shane Yellowbird, Crystal Shawanda) under Louis O'Reilly. Other recent positions include Music Columnist with Saskatoon Express and Secretary of the Board of the Country Music Association of Saskatoon. She earned a Commerce degree from the



MIKE MACNAUGHTON / RICK KRIEGER / NEIL BERGEN / DAWN WORONIUK / SUSAN BUSSE

University of Saskatchewan and has business experience in marketing, sales and finance. Susan was born and raised in Biggar and loves her Saskatchewan roots as much as she loves music.

#### **TARON COCHRANE**

Public speaker, instructor, marketing & communications specialist (most notably for BreakOut West 2012), graphic designer, freelance writer for the Regina Leader-Post, music critic for CTV Morning Live, and social media specialist. Driven and passionate, Taron has witnessed first-hand the positive results of simply doing what you love. As the former Creative Marketing & Communications Manager for the Regina Symphony Orchestra, he helped strengthen their online presence and helped to bring classical music to a much larger demographic. In 2011, the Orchestra was voted "one of the nicest Orchestra Twitter accounts in the world" by California composer, Chip Michael, and was also a Top 24 finalist in the socialfresh.com "Top 10 Twitter Brands of 2011" alongside Starbucks, Pepsi, Audi and the Red Cross. A strong polka advocate, in 2010 Cochrane brought national attention to Canada's polka king, Walter Ostanek. The recipient of a John Lennon Songwriting Award, he has also co-written a single that peaked at #3 on the New Zealand charts. Music is his passion and his involvement with SaskMusic and Saskatchewan musicians is something he is very proud of.

#### **MICHAEL DAWSON**

Michael is the lyricist and multi-instrumentalist for Library Voices. He also has served as their Manager and has booked over 200 concerts across the country. He also owns and runs Young Soul Records, which is a part of EMI Associated Labels. Mike was the Artistic Director of the Cultural Exchange from 2006 until 2011, booking and promoting upwards of 250 events per year. He has also sat on a number of juries, including a FACTOR Super Jury and the Lieutenant Governor Awards.

#### **RYAN GULLEN**

Ryan is the bass player in Saskatoon-based band The Sheepdogs. Since 2004, they have recorded and released three independent full-length albums and two EPs, which have sold more than 50,000 copies (including a Gold Record certification for Learn & Burn). He has toured across Canada countless times and throughout the United States. Throughout this time Ryan has also acted as the band manager and booking agent, which has resulted in him working with professionals throughout the North American music industry. Ryan possesses strong working relationships with these individuals, as well as skills surrounding promotion, publicity, marketing, music business management, grant writing and other various skills that come along with being in an independent touring band for 8 years.

#### **CHAD GUY (Resigned)**

Chad has been a familiar face in the Canadian concert industry for the last 15 years. With numerous production credits on national and international tours, he has expertise in all areas of the special event industry with a proven track record in delivering world-class events. Chad is also a well-established contractor to concert promoters Live Nation Canada and Live Nation Global Touring, and he is currently the International Tour Director for the Nicki Minaj "Pink Friday" tour. He's a proud dad to two beautiful daughters and still finds time to sing with his band Skavenjah.

#### **TERA MAGUIRE**

Tera has spent the last three years on the SaskMusic Board. 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 and music events. 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, which she and her husband received a National Philanthropy award for. Tera is also the Vice President of the Saskatchewan Country Music Association.



TARON COCHRANE (photo: Ryan Peterman, Leftboot Productions) / MICHAEL DAWSON / RYAN GULLEN / CHAD GUY / TERA MAGUIRE

# /BOARD OF DIRECTORS

## AMY NELSON

Amy is a Regina-based, professionally trained singer/songwriter (BMusEd degree, University of Regina), with capabilities in several instruments. She founded "Sing Like A STAR," a music program that teaches group and private singing lessons through the use of popular music. She also works as a high school substitute teacher while continuing to advance her music career. Amy has performed across the prairies and internationally and has been rewarded with various award nominations. She self-manages her performing career and believes in continuous learning, and regularly attends industry events. Amy believes in supporting her industry and community, through volunteer activities and also serves as Secretary - Regina Country Music Association, Board Member - Saskatchewan Country Music Association, Committee Member - 2010 Saskatchewan Country Music Awards and Committee Member, 2013 JUNOs – Venues and Logistics. She regularly donates her performance abilities to local non-profit groups to support their fund-raising efforts.

## MICHAEL OLSTROM (Appointed)

Michael is Vice-President and General Manager for Astral Radio in Regina, Big Dog 92-7. Michael has more than 30 years experience in broadcasting, in British Columbia and Saskatchewan. He has successfully built and grown radio companies with license applications to the Canadian Radio-Television Telecommunications Commission. Michael is currently a Director on the Board of the Western Association of Broadcasters and a member of the Rules Committee for the Bureau of Broadcast Measurement, the broadcast industry's rating's service. Michael has also been a member of the Small Market Broadcasters Committee with the Canadian Association of Broadcasters, worked with the organizing committee for Canadian Music Week and managed the committee for the VIP Sponsorship Lounge for Grey Cup 2003 in Regina.

## SKIP TAYLOR (Resigned)

Skip has been involved in the music industry for over 20 years and is currently the Performing Arts Coordinator at OSAC (Organization for Saskatchewan Arts Councils). Previously, he was the Universal Music Representative for Saskatchewan, holding that position for 14 years, where 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 sat on the Host Committee for WCMA Regina 2012, as well as the Regina 2013 JUNO Bid Committee Board of Directors.



AMY NELSON / MICHAEL OLSTROM / SKIP TAYLOR

# STAFF

## **JOHN-PAUL (J.P.) ELLSON, CHIEF EXECUTIVE 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 has served as the Chair of 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 is currently the Chair of the Canadian Council of Music Industry Associations (CCMIA) and is a Director of BreakOut West. 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; the website and social media; membership services; advertising; The Session; and The Next Big Thing. Lorena is a singer/songwriter and freelance keyboard player predominantly in country and pop, with past appearances at major festivals and award shows, overseas and on national broadcasts. She has been on the board of the Regina Musician's Association for the past several years. Most importantly, she is proud mom to an energetic toddler.

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

Derek has been involved in the Canadian music industry for the past 16 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 SaskMusic prior to his employment, the 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.

## **CARLY GOWAN, PROGRAM COORDINATOR (departed June 2012)**

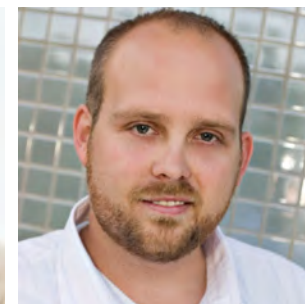
After graduating from Grant MacEwan University in 2007 in Arts and Cultural Management, Carly went to work as the Booking Manager for the EPCOR CENTRE for the Performing Arts in Calgary, Alberta. She is also a dedicated volunteer at the Long Days Night Music Festival and Windscape Kite Festival. She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

## **BRANDY EXNER, ADMINISTRATIVE ASSISTANT (departed July 2012)**

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 (no photo)**

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



J.P. ELLSON / LORENA KELLY (photo by Ben Checkowj)/ DEREK BACHMAN / CARLY GOWAN / BRANDY EXNER

# 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. Our focus for the recent sessions was on topics geared to the business of music and artist revenue.

We had found from the year before that attendance at our satellite video locations was down. These locations were mostly in Regina, so our goal this year was to determine if the lower attendance was due in part to the videoconference or if the members in Regina didn't see value in the workshops the way Saskatoon members did. We determined, based on attendance, that the membership prefers face-to-face delivery for workshops and we did see an increase in attendance in Regina once we resumed "in person" presentations. Our total number of registered delegates for this season was 319, an increase from last year. The workshops were offered to current SaskMusic members free of charge, or a fee of \$20 per session for non-members.

We continued our partnerships with the Saskatchewan Jazz Festival (Saskatoon) and the Regina Folk Festival (Regina), and partnered with these organizations to help 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 expenses for several of the workshops. Other new partners this year were the Canadian Independent Music Association (CIMA), BreakOut West (BOW), the Organization of Saskatchewan Arts Councils (OSAC), the University of Saskatchewan (UofS), Recording Arts Institute of Saskatoon (RAIS), and also Nimbus School of Recording Arts.

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

With Lorne Horning, Chartered Accountant  
April 3, 2012 / Saskatoon: The Two Twenty  
and Bill Waynert, Chartered Accountant  
April 4, 2012 / Regina: The United Way

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

### **BREAKING INTO THE UK AND EUROPE**

With Shain Shapiro, CIMA  
March 26, 2012 / Saskatoon: The Two Twenty  
March 27, 2012 / Regina: The United Way

Breaking out of your hometown and into other parts of the province or country is hard enough. What about an entirely different part of the world? We talked about techniques, strategies, and the nuts and bolts of taking your act overseas to the UK. CIMA's UK/EU manager, Shain Shapiro, was on hand to discuss issues such as immigration, branding, strategies for approaching labels and festivals, and more.

Shapiro is the UK/EU manager for the Canadian Independent Music Association (CIMA). CIMA is Canada's largest independent music trade association, and helps promote the export activities of Canadian companies and bands while assisting European companies and bands importing into Canada. Shain stewards the Canadian Blast brand in Europe, books Canada Day events in London, Paris and Berlin, and has helped source over 300 deals for Canadian acts, including sourcing agents, publicists, festival bookings and sync placements.

This seminar was filmed and is available online for members to view. Please contact our office to obtain the members-only link info.

### **INFO SESSIONS FOR MUSICIANS/ARTISTS**

April 14, 2012 / Prince Albert

SaskMusic's Derek Bachman led an info session for musicians and artists including topics of Funding, Marketing, and more, covered in an open Q&A session.

### **MUSICIAN'S ROADMAP TO FACEBOOK AND TWITTER: Your Complete Guide To Getting Liked, Followed & Heard**

With Ariel Hyatt, Ariel Publicity & Cyber PR (New York)  
April 24, 2012 (Webinar)

Publicist and blogger extraordinaire Ariel Hyatt of Ariel Publicity and Carla Lynne Hall have a brand-new book out called Musician's Roadmap To Facebook And Twitter. Ariel Publicity & Cyber PR (New York) will lead this session right from her office in New York direct to your computer in this Web-based seminar. Discussing Proven techniques that work for growing your fans and engagement on Facebook. How to make Twitter work to engage your fans. Best applications for streaming & sharing music on Facebook and Twitter, and Newsletters: The forgot-

ten asset that all artists should use to drive sales and diversify content on your social media sites. Plus everything you need to know about Blogging!

## HOW TO MAKE THE MOST OF SHOWCASES AND MUSIC CONFERENCES

With Rick Fenton, Executive Director, BreakOut West and Western Canadian Music Awards; Kevin Korchinski Executive Director, Organization of Saskatchewan Arts Councils; and Lynne Bailey Executive Director, Prairie Debut  
May 29, 2012 / Regina: The Creative City Centre  
May 30, 2012 / Saskatoon: The Two Twenty

Whether you are “officially showcasing” or not, music conferences and festivals offer tons of great opportunities for artists, agents, managers, talent buyers, and pretty much anyone working in the industry. Having a plan of attack and scheduling meetings ahead of time can help to ensure you get the biggest return on your investment.

In this workshop, we discussed how to prepare to make the most out of each event you attend, what you should be doing prior to an event, how to get results during the event, what

NOT to do, and how to properly follow-up with the connections you make.

This seminar was filmed and is available online for members to view. Please contact our office to obtain the members-only link info.

## YOUTH SONGWRITING PROGRAM

With Kim Fontaine  
Six Saturdays May 5-June 9, 2012 (39 hours)  
University of Saskatchewan Campus and The Recording Arts Institute of Saskatoon / Saskatoon

Love music and want to write songs? Jump right in with an in-depth, hands-on program for emerging songwriters ages 16-21. Learning important foundational songwriting elements, including structure, form, lyric-writing etc. Tools that help you through the process - from developing your initial ideas to the final tweaks and edits. Receive mentorship throughout the entire program. Constructive feedback will help you develop as a songwriter and improve the overall quality of your work. Get advice on working in the business from SaskMusic’s Derek Bachman and a production/recording discussion with the Re-



L TO R: SHAWN PELTON, REGINA DRUM FESTIVAL 2011 / SHAIN SHAPIRO / LORENA KELLY AND RICK FENTON / DEL BARBER AND OLD MAN LUEDECKE / DALE PETERS AND DEREK BACHMAN

# WORKSHOPS

Recording Arts Institute of Saskatoon (RAIS). Pre-produce one of your songs with RAIS students. Get studio experience, with the last session held at the RAIS studio, where the class will record a fully-produced song. This program is offered through partnership between the University of Saskatchewan CCDE, SaskMusic and the Recording Arts Institute of Saskatoon.

## **A SONGWRITING WORKSHOP WITH OLD MAN LUEDECKE AND DEL BARBER**

May 30, 2012 / Regina: The Artful Dodger

We were pleased to present a workshop featuring two of Canada's finest roots songwriters. Del Barber and Old Man Luedecke are not only masters in the craft of songwriting, but are also veterans of touring who have learned how to engage audiences from coast to coast.

We picked their brains on how they got into songwriting in the first place; what inspires them; how they go about creating new material (and how they come up with those amazing lyrics); how they make money as songwriters; how they approach marketing and build a sense of intimacy with their fans; and much more.

## **PROMOTING YOUR MUSIC TO RADIO and MULTI-MEDIA**

With Dale Peters, Dale Speaking

June 6, 2012 / Regina: The United Way

June 7, 2012 / Saskatoon: The Two Twenty

Have you come to the point where you're ready to get your songs played on the radio, promote yourself through digital marketing, and work with CBC and XM Radio? There are key tips that will help increase your chances of getting you as an artist, and your music recognized. Dale Peters, radio promoter/tracker, discussed aspects of these, as well as how to find the right promoter for your project, what to expect when working with one, and what it takes to get an audience for your music/business.

Radio and video are still very much alive and well and, for many artists, still the best way to build and grow a fan base, earn royalty cheques, and increase performance opportunities.

## **SOCAN INFORMATION SESSION**

With Terry O'Brien, SOCAN

June 16, 2012 / Regina: The United Way

June 17, 2012 / Saskatoon: The Two Twenty

How do songwriters make money? One way is through royalties collected from the venues and radio stations that play live or recorded music. It would be impossible for individual songwriters to go around and collect payments from the thousands of businesses in Canada (and tens of thousands worldwide) who pay license fees to use your music. That's where SOCAN comes in!

A collective for the performing rights of creators and publishers of music, SOCAN makes sure you get paid for the public performance and communication to the public (broadcast) of your music. SOCAN collects license fees, as set by the Copyright Board of Canada, on your behalf and then pays royalties to songwriters and publishers. Working in conjunction with similar organizations in countries around the world, SOCAN also collects and pay royalties to Canadian songwriters and publishers when their music is performed in other countries. Whether you get paid, and how much, depends on several factors... which were explained in detail.

SOCAN's Terry O'Brien provided the rundown on what SOCAN does, and how performing rights organizations operate; an brief explanation of tariffs, licensing and royalties that apply to music use in film/television, radio, live performance, internet, and other revenue streams; and more.

## **READY, AIM, RELEASE: PLANNING A SUCCESSFUL ALBUM LAUNCH**

With Chris Brandt, Nimbus Music Business Program and Skip Taylor, Skip Artist Services

June 23, 2012 / Saskatoon: The Bassment

June 24, 2012 / Regina: The United Way

A little planning can go a long way in helping you succeed. This seminar discussed how to take your finished album to the ears and wallets of consumers, marketing, promotion, and DIY strategies, changes to the industry, common industry myths, and direction on how to be more effective with an artist's limited resources.

# MEMBERSHIP SURVEY 2011

Our last extensive survey was completed in 2005; we had postponed further ones since then due to all the other surveys/studies being undertaken by other parties. Thus we conducted a fairly exhaustive survey this time covering many programs in detail.

Since there is a very large amount of data we will just provide some highlights pertaining to the big picture. The response was sufficient that all results can be considered accurate to within 95% with a 5-10% margin of error.

Survey invitations distributed to current and recently expired members: 480. Total Surveys Completed: 80. Total Surveys Started (both complete and incomplete): 121 (feedback from incomplete surveys is also included in results). Completion rate: 16.60%.

## Thinking about everything SaskMusic does, how satisfied overall are you with your membership?

Very satisfied	39.76%	
Satisfied	32.53%	
Neutral (Not sure/haven't utilized much)		22.89%
Unsatisfied	2.41%	
Other	2.41%	

## How long have you been a member of SaskMusic?

More than 10 years	23.89%
1-3 years	23.01%
5-10 years	20.35%
3-5 years	19.47%
Less than 1 year	10.62%
I have no idea	2.65%

## Average length of time working "professionally" in industry:

16 years

## Where are you located?

Regina	33.33%
Saskatoon	32.14%
Other Sask. city	15.48%
Rural	13.10%
Outside Sask.	5.95%

## Do you currently hold a "day job" outside of the field of music?

Yes 55.56%

## What is the MAIN role you play in the music industry? (these were the top answers)

Solo Artist or DJ (with or without a band backing you)	26.61%
Band or Duo (member of a)	15.60%
Songwriter/composer/arranger	15.60%
Musician (side/session player/perform with multiple artists)	11.93%

## What OTHER roles do you play in the music industry? (these were the top answers – multiple responses possible)

Musician (side/session/perform with multiple artists)	13.12%
Songwriter/composer/arranger	11.88%
Band or Duo (member of a)	6.68%
Manager	5.45%
Booking agent	5.20%
Producer/mastering/mixing/post production	5.20%

## What is the MAIN reason you joined SaskMusic (or continue to remain a member?) (these were the top answers)

General information/to be more involved in industry	58.88%
To support the work that SaskMusic does	16.82%
To attend workshops	8.41%

## And what are additional reasons you joined SaskMusic (or continue to remain a member?) (these were the top answers – multiple responses possible)

To support what SaskMusic does	16.40%
To attend workshops	16.13%
General information/to be more involved in industry	13.17%
For website access (directory, gigs etc)	11.83%
To receive The Session	10.22%
For personal consultations	9.68%
For WCMA nominations/showcasing	9.41%

## Which social media websites do you currently use to promote your music career or music business? (multiple answers possible)

Facebook	27.97%
MySpace	20.76%
Twitter	12.71%
ReverbNation	11.44%
Sonicbids	9.32%

## What is the one PRIMARY source of your music revenue?

Live performances	53.13%
Other (*Includes answer "no revenue")	12.50%
CD and digital download sales	7.81%
Recording services (studio time, mastering, etc)	4.69%
Royalties (SOCAN, ACTRA, etc)	4.69%
Funding agencies (grants)	4.69%

## From what OTHER sources do you typically earn music revenue? (multiple answers possible)

CD and digital download sales	21.92%
Royalties (SOCAN, ACTRA, etc)	19.86%
Live performances	15.07%
Band Merch sales (t-shirts, etc)	11.64%
Funding agencies (grants)	8.90%
Recording services (studio time, mastering, etc)	6.16%
Teaching music lessons	6.16%

# EXPORT STRATEGY HIGHLIGHTS

## **EXPORT MISSION TO LOS ANGELES: LOS ANGELES CA, NOVEMBER 9-10, 2011**

This was SaskMusic's second export mission to Los Angeles. Last year, under a Saskatchewan Arts Board Culture on the Go grant, we were able to take two acts to Los Angeles to showcase for music supervisors at a lunch event in Hollywood. The response was very good with almost 50 professionals in attendance at Hotel Café.

This year, we were once again approved for a COGO grant. Using the same set of export-readiness criteria, a call for submissions went out this summer with 13 qualifying submissions received. These submissions were sent to a panel of music supervisors in the L.A. area to be scored, based on what would be the most marketable for music placements. The two acts they selected for this year's showcase were Jen Lane and Shuyler Jansen, with Shuyler backed up by Foam Lake. They performed in several venues in the LA area on November 9-10, 2011, including an invite-only supper showcase for select film and television music supervisors as well as a private showcase for NBC/Universal.

This year we took a slightly different approach and re-branded the event this year as "Saskatchewan Stories, Songs and Dinner". The goal of the event was to create more of a networking atmosphere, for the artists to develop relationships with the industry. The guest list was limited to 25 music supervisors hand-picked by our on-the-ground producer Upstart Ink and music consultant Bob Hunka, who both are well-respected in this sector of the industry. The dinner was held at a well-known L.A. venue called El Cid. There was a cocktail reception on the patio prior to dinner, where we were also able to showcase other Saskatchewan artists by playing their music videos on a large screen.

By working with Upstart and Bob Hunka, SaskMusic was also invited to showcase these two artists in the NBC Universal Music Department office for about 15 of their staff. The two artists also booked additional shows while in the area. All in all it was another successful export mission, and we anticipate some concrete results for Jen and Shuyler in the coming months.

Licensing music into film and television productions has become a major source of revenue for artists, and much of this activity is centralized in Los Angeles and surrounding areas. By taking our artists directly to the source, SaskMusic is providing assistance with getting into this lucrative market stream, and giving them the undivided attention of music buyers. Additionally, the trip exposed these artists to industry professionals in fields such as management, booking and publicity. SaskMusic

took advantage of this opportunity to market and promote all of our Saskatchewan artists, and encourage placements for not only Jen and Shuyler's music, but much more of the excellent product being created in Saskatchewan.

## **PRAIRIE MUSIC SHOWCASE @ CANADIAN MUSIC WEEK: TORONTO ON MARCH 21-25, 2012**

We partnered with Alberta Music to sponsor two official showcase nights, March 23 & 24, at the Slacker Canadian Music Fest. Saskatchewan artists presented were Zachary Lucky, Jeff Straker, Jordan Cook, Jason Plumb and Jen Lane. Also officially showcasing during the week were Dan Silljer, Def 3, Fur Eel, and The Sheepdogs. (All artists were selected by CMW through their showcase submission process.)

Taking over more than 60 venues in Toronto's entertainment district, Slacker Canadian Music Fest draws more than 4500 musicians – from local to international acts representing more than 40 countries – playing to 100,000 music fans. This year's lineup offered an array of entertainment from some of Canada's hottest acts, emerging artists, and headline talent from all over the world.

## **SASKMUSIC @ SXSW: AUSTIN TX MARCH 13-18, 2011**

We travelled to SXSW to support Saskatchewan artists officially showcasing - Library Voices, Jordan Cook, Foam Lake, The Sheepdogs, Awol One and Factor, and Def 3 with Sweatshop Union. As well, BreakOut West hosted an event at Canada House on March 15 featuring a lineup heavy with Saskatchewan artists: Library Voices, Foam Lake, and Jordan Cook.

## **SASKMUSIC @ THE JUNO AWARDS: OTTAWA ON March 26-April 1, 2012**

On March 31, SaskMusic produced an event titled "It's Gonna Get Loud" for the 2013 JUNO Awards Host Committee and PotashCorp. The party was held after the JUNO Awards Gala in Ottawa ON and featured performances by Jordan Cook, Blake Berglund, The Deep Dark Woods, and Donny Parenteau. Saskatoon-based rockers The Sheepdogs received a record number of JUNOs - bringing home the most trophies that have ever gone to a single Saskatchewan artist in a single year - with Single of the Year, New Group of the Year, and Rock Album of the Year.

SaskMusic also congratulates 2012 JUNO nominees The Deep Dark Woods (Roots & Traditional Album of the Year) and Donny Parenteau (Aboriginal Album of the Year).

## PEACE FROM ONE PROVINCE EAST - SLED ISLAND MUSIC FESTIVAL: CALGARY AB

JUNE 22, 2012

SaskMusic was a sponsor of the event, wherein CFCR and Planet S Magazine presented a showcase of Saskatoon bands at Sled Island. After the success of last year's inaugural CFCR SK showcase, they decided to do it again. Performers included Castle River, Haunted Souls, Jeans Boots, and Foam Lake.

## EUROPEAN EXPORT MISSION 2012

With a large number of Saskatchewan artists being invited to play at major international music festivals in spring 2012, SaskMusic undertook to provide marketing and support services to these artists, as well as to promote the Saskatchewan music industry in general, at these events.

The Great Escape music festival, "Europe's Leading Festival for New Music," took place May 10-12 in Brighton UK, and is firmly established as a leading international event for the showcasing of new music. It kicks off the festival season, introducing 15,000 music lovers to the taste-making artists and sounds of the year. With over 300 bands playing in 30 venues over 3 days, and over 3000 industry delegates from all over the world in attendance, TGE is Europe's largest showcase and music industry convention. In order to maximize the impact of the Saskatchewan artists who were invited to perform by Great Escape organizers this year – Jordan Cook, Slow Down Molasses, and The Sheepdogs - SaskMusic presented the artists in a private industry event and additional public showcase at Canada House, in partnership with the Canadian Independent Music Association and Alberta Music.

Private receptions such as this one, with a focused showcase of Saskatchewan music for members of the international industry (as well as their performances in the festival itself which were attended by the general public), will have a stronger result for the artists than would simply touring for the first time into an

unknown market. SaskMusic staff also attended the Great Escape conference, a CIMA workshop featuring music supervisors from Scotland and Scandinavia, and took part in other scheduled business meetings while in London.

SaskMusic then travelled to Glasgow, Scotland to support a performance by Slow Down, Molasses and meet with representatives of Celtic Connections, Glasgow's annual folk, roots and world music festival. Celtic Connections celebrates Celtic music and its connections to cultures across the globe. 2100 musicians from around the world descend on Glasgow and bring the city to life for 18 days of concerts, ceilidhs, talks, art exhibitions, workshops, and free events.

The next stop was Liverpool Sound City (May 17-19) where SaskMusic attended as delegates, and supported the official festival performances of Library Voices, The Sheepdogs, Jordan Cook, and Slow Down Molasses.

Finally, SaskMusic hosted a showcase event on May 30 in Barcelona, Spain to augment the official performances of Foam Lake and Jordan Cook at PrimaveraPro (May 30-June 3). PrimaveraPro is a meeting aimed at professionals in the music industry that takes place parallel to San Miguel Primavera Sound, an international presentation of independent music. The trendsetting character of the festival has made Barcelona into a strategic point of cultural exchange between Europe, North America and Latin America.

Introduction of the quality talent from our province to those who have the ability to expand the exposure of our artists through additional live performances, festival appearances, or music placement is one of the most efficient and effective methods of raising our artists up to compete on the world stage. SaskMusic recognizes the financial assistance of the Saskatchewan Arts Board's "Culture on the Go" program and SaskCulture for this project.



DEF 3, CMW / SHUYLER JANSEN, LOS ANGELES EXPORT MISSION / ANNETTE CAMPAGNE, BOW

# PROGRAMS AND ACTIVITIES

## **ABORIGINAL MUSIC PROGRAM (FUNDED BY ASTRAL MEDIA INC.)**

For the past several years we have covered the registration fees of any Saskatchewan artists accepted into Manitoba Music's Aboriginal Music Program - Aboriginal Music Performers Camp (AMP Camp). Each day of the five-day artist development project begins with workshops on business topics. In the past, these discussions have included: Tour planning; Marketing campaigns; Business development; Funding and juries; and, Submitting music to radio stations. The afternoons and evenings at AMP Camp are dedicated to artistic development with sessions on songwriting, musicianship, vocal skills, and performance. This year we had one successful applicant; congratulations Christine Ginter.

We also provided travel bursaries to support the attendance of Donny Parenteau and Jason Chamakese at the Canadian Aboriginal Music Awards. Prince Albert's Parenteau was the leading nominee going into the CAMAs and received 5 awards at the event, and Leoville's Chamakese won his category of Best Traditional Flute for his latest album, "Native American Flute Songs Vol. 2".

The 13th annual Canadian Aboriginal Music Awards were held in conjunction with the Canadian Aboriginal Festival, November 17-20, 2011 in Toronto ON. The CAMAs were handed out at a gala event on November 18 at the Queen Elizabeth Theatre, featuring performances by some of the best Aboriginal musicians from across Canada and the USA.

SaskMusic also presented a showcase at Aboriginal Music Week, held on November 3, 2011 in Winnipeg MB. AMW runs concurrently to the Manito Ahbee Festival and the APCMAs but is a separate event.

SaskMusic and Aboriginal Music Week presented an official Saskatchewan showcase featuring three amazing artists: Riva, Mitch Daigneault, and Donny Parenteau.

Aboriginal Music Week is an annual music festival spotlighting Aboriginal music from across North America. Saskatchewan's legendary fiddle master John Arcand, as well as Regina's the Local Onlyz, also appearing during AMW. For more information, visit [www.aboriginalmusicweek.ca](http://www.aboriginalmusicweek.ca).

SaskMusic also sponsored Aboriginal Day Live and Celebration, June 23, 2012 in Regina and Winnipeg MB. Aboriginal Peoples Television Network (APTN) presented an annual celebration of National Aboriginal Day and the summer solstice on June 23,

with events at The Forks in Winnipeg MB and at the First Nations University of Canada in Regina. Both were broadcast live across the country on APTN and APTN HD.

In its sixth year, these free concerts featured some of the biggest names in Aboriginal music. Hosts for the Regina event included Aboriginal DJ and actress Crystle Lightning and First Nations producer and actress Jennifer Podemski. Besides the lineup of music, APTN hosted its celebration, a day-long schedule of family-friendly events. The Regina lineup included The Local Onlyz, Plex, Riva, Stevie Salas and Bernard Fowler, Samian, and Buffy Sainte-Marie. The Winnipeg lineup included Joey Stylez, Lil Pappie, and Kashtin ([www.aboriginaldaylive.com](http://www.aboriginaldaylive.com)).

## **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 have found that uptake on the digital format, even when providing it to our entire email subscriber list free of charge, was not close to what we would have hoped for and will be switching back to a hard copy publication in the next fiscal. The Session goes out to our membership, Saskatchewan government representatives, national industry representatives and our partners/sponsors. 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 posts 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 2200 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".

Additionally, a "national version" of the e-release tailored to nation-wide 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

Our refreshed website [www.saskmusic.org](http://www.saskmusic.org) was launched in 2010, and received nearly 2.2 million pageviews in this fiscal - averaging 28,350 visitors per month!

We have experienced numerous growing pains since that time and will be completing a thorough overhaul/technical upgrade of the backend in the next fiscal (although it may not be visibly apparent to anyone but staff).

Members can self-manage their contact information, as well as several different components of the site. Be sure to check out our extensive archive of articles and how-to's on songwriting, copyright, touring, marketing, showcasing, past feature artists and much more.

Social media is heavily utilized by our members so we maintain our SaskMusic1 Facebook page and post Twitter updates via [www.twitter.com/saskmusic](http://www.twitter.com/saskmusic). These continue plenty of timely information so if you are on these platforms, please add us as a friend/follow us.

Additionally, SaskMusic provides content for MySask.com and pitches stories to story feeds to Verb newspaper, enabling more exposure for your music.



CLOCKWISE FROM TOP LEFT: ANDY SHAUF, ON A COLD ROAD / JEFFERY STRAKER, CMW 2012 / BLAKE BERGLUND, THE NEXT BIG THING / JANNECKE, THE NEXT BIG THING / FOAM LAKE, SXSW

# /PROGRAMS AND ACTIVITIES

## TOURHUB

Planning your next Canadian tour? Tourhub makes it easy with the largest venue database in Canada. Tourhub is an artist-powered tool that can be used to completely book and manage your next tour. It is powered by the Canadian Council of Music Industry Associations, and funded by The Musicians' Rights Organization Canada and The Foundation Assisting Canadian Talent on Recordings.

Bands, artists and managers who are members of SaskMusic or the other Canadian music industry associations have access to a Canada-wide database of venues plus an array of tools to help them plan and manage their tours. The site is designed to allow artists to add new venues to grow the database, and add information to existing venues. Tourhub is designed to go mobile, so once bands are on the road they will have all their tour details in one convenient place.

It allows you to create multiple profiles and book separate tours, add notes about your conversations with bookers, upload contracts, guest lists and create merch sheets, share it with your band, and then make it public.

To obtain your unique login information/access, call the office at 1-800-347-0676.

## NATIONAL ECONOMIC IMPACT STUDY

SaskMusic, along with the other provincial music industry associations, supported the Canadian Independent Music Association (CIMA) and Nordicity in launching an important study about Canada's independent music community. This study will firmly establish the economic impact that independent music has in Canada, both from a regional and national perspective. The survey will help Nordicity to examine and accurately calculate the vital contributions of all parts of Canada's independent music 'supply chain', including labels, managers, publishers, distributors, promoters, artists and the many others who account for the economic activity created by independent music.

Working together, CIMA will be able to paint an accurate picture of Canada's independent music industry - one that will resonate with governments and stakeholders from coast to coast. We are awaiting survey results at this time.

## 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



CLOCKWISE FROM TOP LEFT: SLOW DOWN MOLASSES, THE GREAT ESCAPE 2012 / JORDAN COOK, SXSW 2012 / JASON PLUMB, CMW 2012 / FOXW WORTHIE, THE NEXT BIG THING / THE STICKMAN DRUM EXPERIENCE

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)**

Members can meet with 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 call.

There is an undeniable demand for career consultations from the membership. 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) based on demands of the membership. In the past year staff and mentors conducted over 100 face-to-face consultations.

### **SASKMUSIC LEGAL PROGRAM**

Utilizing the experience and current accreditation of our Chief Executive Officer as a fully licensed member of the Law Society of Saskatchewan, SaskMusic operates 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.

### **SASKMUSIC INTUNE COMPILATION**

The call for submissions for a new edition of our compilation series went out over summer 2012, however the project was not released until the new fiscal year, in time for Country Music Week 2012.

### **CAREERS IN MUSIC:**

We have created a new section on our website to give students more information about music industry careers and education options. We are also working on program-specific branding and updating a brochure to hand out at school visits.

On November 9, 2011, we attended the career day at Estevan Comprehensive School. We presented three sessions throughout the day as well as manned a trade show booth. There were over 1000 students who attended the career day and over 150 students who attended our sessions.

On January 27, 2012, the Swift Current Comprehensive High School hosted a career day for their grade nine students plus students from all the surrounding rural schools. Students were allowed to select from a variety of different presentations topics to attend throughout the day. We presented four separate presentations to just over 70 students.

On March 15, 2012, we attended the Prairie Valley School Division Career Day in Fort Qu'Appelle. Over 500 students attended. Students were allowed to select which presentations they wanted to attend, which helped to ensure the students who attended were interested in the specific topic. We did four presentations throughout the day and talked to over 100 students.

On April 24, 2012, we attended the Roads to Success Career Day in Rosetown. Over 700 students were in attendance; we hosted a trade show booth throughout the day as well as conducting two presentations.

### **ON A COLD ROAD**

SaskMusic and CBC Music, in partnership with the Broadway Theatre, present the fourth edition of On A Cold Road on March 10, 2012 in Saskatoon. The show featured Jeans Boots, Andy Shauf, Father Figures, and Shuyler Jansen with Foam Lake at The Broadway Theatre. The concert was recorded live for broadcast on CBC Music, as well as Radio 1, 2, and 3, making it among the last shows to be recorded in Saskatchewan before the CBC cutbacks.

# /PROGRAMS AND ACTIVITIES



## THE NEXT BIG THING (JUNE 2012, REGINA SK)

SaskMusic produced, for the fourth year, this annual talent competition on behalf of Big Dog 92.7 Regina/Astral Media.

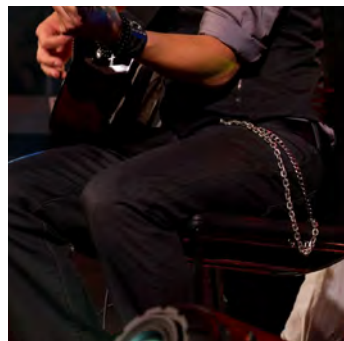
The Finals show was held on June 20 at The Pump Roadhouse in Regina, with Blake Berglund (Kennedy SK), Jannecke (Saskatoon), Myshel Pajuaar & The Midnight Roses (Swift Current) and Foxx Worthee (Regina) aiming to convince an esteemed panel of judges that they should be selected as this year's winner. Following confident performances by all four artists and a nail-biting wait for a decision by the judges, Myshel and her band was declared the winner.

The fourth annual "Next Big Thing" competition started out with a pool of online video submissions from artists all across Saskatchewan, which was narrowed down to ten Semi-Finalists by a music industry jury. Another music industry jury then selected the Top 4 artists who would appear in the live finals, where artists each performed an original set that was evaluated by yet another panel of judges on criteria such as vocal ability, songwriting, overall performance/stage presence, originality, market potential, and audience response.

A large and enthusiastic audience was on hand to enjoy the performances. Four music industry professionals formed the judging panel: Chris Foord, Music Director/Drive Home Announcer, Big Dog 92-7/Astral Media; Skip Taylor, SKIP: Artist Services and Performing Arts Coordinator for the Organization of Saskatchewan Arts Councils; Brianne Deslippe, Director of National Promotion, Open Road Recordings; and Erin Aldridge, Director of Marketing & Artist Relations, Invictus Entertainment Group (formerly known as the Cressman Sakamoto Agency).

This year's winner receives a custom-tailored prize package worth over \$15,000, including \$10,000 cash. The artist has met with SaskMusic to decide upon a plan of action for investing the prize into their career and taking advance of additional opportunities. The Midnight Roses are now well into the process of recording their debut album, and participated in/performed at the 2012 CCMA weekend. As a result of their win, they also opened for Kellie Pickler at the Queen City Exhibition and played a show at the Craven Country Jamboree.

Big Dog 92-7/Astral Media and SaskMusic also congratulate the six semi-finalists who rounded out this year's Top 10: Amy Nelson, JJ Voss, Kerri Senkow, Stephen Maguire, The Bystanders, and Val Halla. Thank you also to The Pump.



FUR EEL, CMW 2012 / LIBRARY VOICES, SXSW 2012 / THE SHEEPDOGS, THE GREAT ESCAPE 2012 / CODIE PREVOST, CANADIAN COUNTRY MUSIC AWARDS 2011

# ARTIST RELEASES

10TH AVENUE: Wieners EP  
ABSOFUNKINLUTELY: Residential Gas Leak  
ALL MIGHTY VOICE: All Mighty Voice EP  
ANDY SCHAUF: Sam Jones Feeds His Demons EP  
AVEN GRACE: The Journey  
BD WILLOUGHBY: Forget About Me  
BELLE PLAINE: Notes From A Waitress  
BETWEEN THE LINES: Between the Lines  
BLAKE BERGLUND: Coyote  
BLUE STACK: Let Your Music Free  
BRAINDEAD ROMEO: Soul'd Out  
THE BYSTANDERS: Old Love  
CAREFUL HANDS: Become Another Person  
CASES' CREED: Not Good At Letting Go  
CASTLE RIVER: Father Figures EP  
CATHLEEN LESPERANCE: Brilliant Bright  
CHRISTINE GINTER: Made For More  
CODY GAMRACY: Where Is The Ground?  
CONSTANT REMINDER: Volume III  
CREOSOTE: Area Man  
DAN SILLJER: Foolish Heart  
THE DAAE FAMILY: Never Too Far  
DAVE CYCA: One of These Days  
DAVID J TAYLOR: Goodbye Hazel  
THE DEEP DARK WOODS: The Place I Left Behind  
DONNA HAY: Here's To Life  
DREAMANIAC: Sprung  
DUMB ANGEL: Eight Moments of Spring  
ECONOMICS - Vol 3  
ERIN PASSMORE: The Downtown EP  
FACTOR AND THE CHANDELIERS: Factor and the Chandeliers  
THE FAITH ALIVE BAND: Open the Floodgates  
FERAL CHILDREN: Feral Children  
FOAM LAKE: Force and Matter  
FOUNTAINS OF YOUTH: Flood Season  
FUR EEL: Perhaps Another Time  
GILD THE LILY: Firefly  
GLENN SUTTER: Sweet Happiness  
GUNNER & SMITH: Compromise is a Loaded Gun EP  
THE HARD RAMBLERS: Way on Down the Road  
HEATHER PRIMERANO: Take This Heart  
HOURS: Premonitions EP  
THE JEFF MERTICK BAND: Steppin' Stone  
JJ VOSS: Show 'em Who's Voss  
JJ GUY: The Old Time Dance Album  
JACK SEMPLE: In the Blue Light  
JACKIE GUY: Right Where I Wanna Be  
JASON PLUMB AND THE WILLING: All Is More Than Both  
JAY SEMKO: Sending Love  
JEFF MCLEOD: Double Entendre  
JESS MOSKALUKE: Cover Up EP  
KELTON DORATY: Novelties & Yellodies EP  
KERRI SENKOW: Breakaway  
LEFT ENGLISH: The Weekend EP  
LIBRARY VOICES: Summer of Lust  
THE LOCAL ONLYZ: Kings Among Clowns  
MAGIC TREES: Another Way to Exist  
MALIKA SELLAMI: Barefoot, Smiling  
MEGAN NASH: Tough Love  
MISTERFIRE: All Lit Up  
MOLTEN LAVA: Heavy Party  
NATALIE STRUCK: Try Being Yourself  
THE PEANUT BUTTER GENOCIDE: Mood Bedroom Meter  
RAH RAH: Breaking Hearts  
RAH RAH: Rahmixes  
THE REBELLION: II  
RIPPERTRAIN: Dashboard Arcadia  
ROYAL RED BRIGADE: Give Into the Violence  
RYAN STINSON: FUTURA  
SALLY MEADOWS: Turn the Page  
SAMARA YUNG: July Rain  
SCOTT BENSON BAND: Scott Benson Band  
THE SEAHAGS: Gospel Album  
SHARON GUDEREIT: Keeping My Head Above Water  
SHOOTING GUNS: Born to Deal in Magic 1952-1976  
SLOW DOWN MOLASSES: Bodies of Water: Remixes EP  
SNAKE RIVER (MOUNTAIN GOSPEL YOUTH BAND): Songs No One'll Hear  
THE SOLITUDE SOUND SESSIONS: Volume One  
THE STEADIES: The Steadies  
STEPHANIE THOMSON: Fly Away  
STEPHEN MAGUIRE: The Nashville Sessions  
UNTIMELY DEMISE: City of Steel  
VARIOUS ARTISTS: NOEL  
VARIOUS ARTISTS (Dreamaniac): Jolly Jamz  
VULTURE KULT: Vulture Kult  
WILL ARDELL: All About the Ride/Leavin'  
YOUNG BENJAMINS: Young Benjamins EP  
YOUNG JAMES: Cruel Times  
ZACHARY LUCKY: Saskatchewan

# 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, with a lengthy break over summer. 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 committees.

Our office continues to serve as the head office of the Canadian Council of Music Industry Associations, and now additionally the 2013 JUNO Host Committee. In J.P. Ellson's capacity as Chair of the CCMAs, he appeared before the Parliamentary Committee on Copyright reform, together with representatives of Music Canada and the Canadian Independent Music Association.

## SEPTEMBER

We attend Country Music Week in Hamilton ON, September 9-12 with the Saskatoon 2012 host committee.

We support the first annual Drum Festival, which took place at the Applause Dinner Theatre in Regina September 16-17.

## OCTOBER

We attend BreakOut West and the Western Canadian Music Awards in Whitehorse, Yukon October 20-23.

We sponsor and attend Showcase, presented by the Organization for Saskatchewan Arts Councils, in Regina October 14-16.

We conduct a new membership survey.

Brandy Exner, our Administrative Assistant, moves from part-time to full-time.

We have a full-day staff planning meeting.

## NOVEMBER

We sponsor a showcase at and attend Aboriginal Music Week, Manitoba and the Aboriginal Peoples' Choice Music Awards in Winnipeg MB.

Our Annual General Meeting is held November 19 at The Bassment in Saskatoon.

We support "Songs For The Cure", a songwriters-in-the-round performance to raise funds for the Broadway Theatre and local families fighting cancer, November 26 in Saskatoon.

We complete our second Export Mission to Los Angeles CA, presenting Jen Lane, and Shuyler Jansen with Foam Lake, to film and TV music supervisors

We support the Jack Millikin Centre Fundraiser Art Auction and Gala November 26 in Saskatoon, to help build a four-season arts and culture facility at Ness Creek.

We participate in the Career Day at Estevan Comprehensive School, presenting three sessions as well as manning a trade show booth, as part of our Careers in Music program.

We attend the Community Radio/SOCAN Awards and FACTOR meetings in Toronto ON.

## DECEMBER

We publish the Winter 2011 issue of The Session.

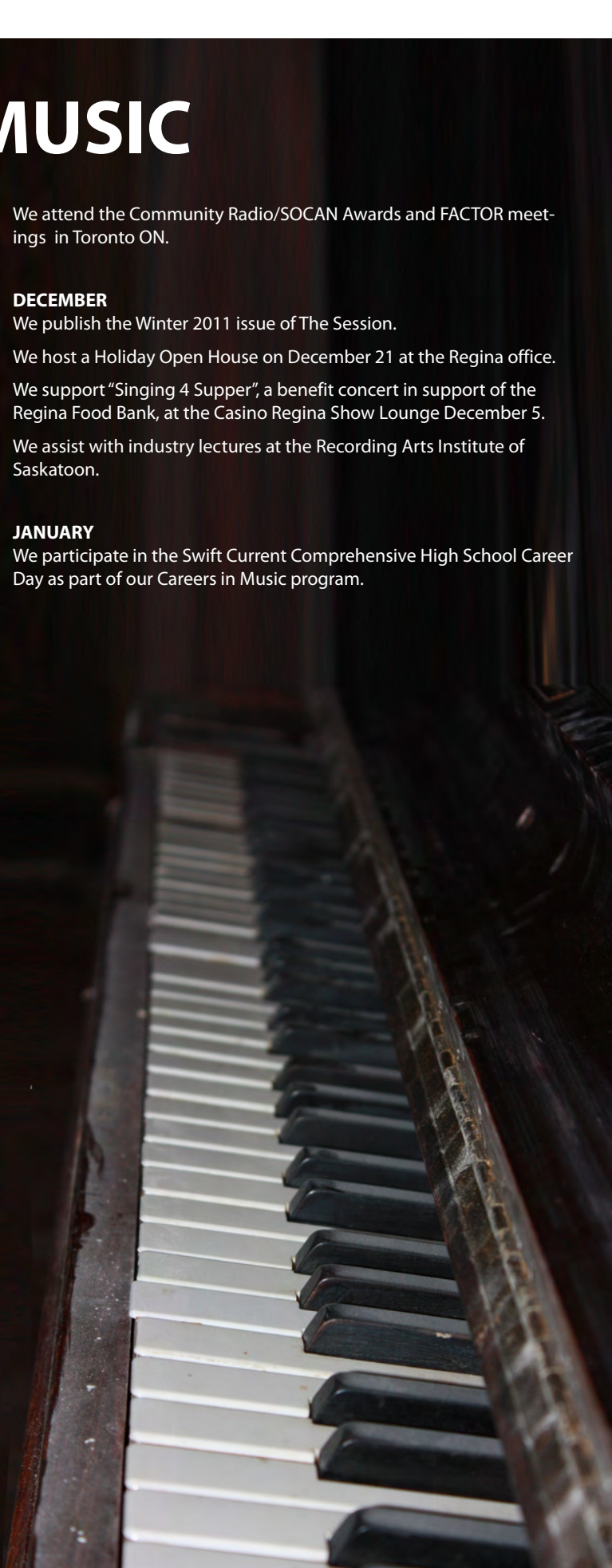
We host a Holiday Open House on December 21 at the Regina office.

We support "Singing 4 Supper", a benefit concert in support of the Regina Food Bank, at the Casino Regina Show Lounge December 5.

We assist with industry lectures at the Recording Arts Institute of Saskatoon.

## JANUARY

We participate in the Swift Current Comprehensive High School Career Day as part of our Careers in Music program.



## **FEBRUARY**

Skip Taylor resigns and is replaced on the board by Michael Olstrom.

## **MARCH**

In partnership with CBC Music and the Broadway Theatre, we present the fourth edition of "On A Cold Road" in Saskatoon, March 10. Artists are Jeans Boots, Andy Shauf, Father Figures, and Shuyler Jansen with Foam Lake. The concert is recorded live for broadcast on CBC Music, as well as Radio 1, 2, and 3.

We present the After Work Music Industry Mixer powered by Tourhub in Regina March 6, and Saskatoon March 9. The mixer included demonstrations of the new Tourhub tour booking tool.

We attend the Prairie Valley School Division Career Day, March 15 in Fort Qu'Appelle as part of the Careers in Music program.

We attend SXSW in Austin TX, March 13-18 and provide on-the-ground support to our showcasing artists.

We attend Canadian Music Week, March 21-25 in Toronto ON, and co-present the Prairie Music Showcase with Alberta Music.

We attend the JUNO Awards, March 26-April 1 in Ottawa ON. On March 31, we produce an event titled "It's Gonna Get Loud" for the 2013 JUNO Awards Host Committee and PotashCorp.

We present the "Breaking into the UK and Europe" workshop with Shain Shapiro of the Canadian Independent Music Association, March 26 in Saskatoon and March 27 in Regina.

The Spring 2012 issue of The Session is published.

We sponsor our Saskatchewan participant accepted into the Aboriginal Music Program – Aboriginal Music Performers Camp in Gimli MB, March 4-9, Christine Ginter.

## **APRIL**

We attend the Saskatchewan Country Music Awards weekend, April 20-21 in Prince Albert.

We participate in the Rosetown "Roads to Success" Career Day, April 24.

We present the "Music, Money & Taxes" workshop with Chartered Accountants Lorne Horning of Saskatoon and Bill Waynert of Regina, April 3 in Saskatoon and April 4 in Regina.

We present the "Musician's Roadmap to Facebook and Twitter: Your Complete Guide To Getting Liked, Followed & Heard" online seminar with Ariel Hyatt of Ariel Publicity & Cyber PR (New York), April 24.

We attend the ASCAP Expo in Los Angeles, CA.

## **MAY**

We support the CKRM Big Country Talent Contest, April 28-May 13 in Regina. This year's winner was Shantaia Poulin.

We support the Youth Songwriting Program presented by the University of Saskatchewan and Recording Arts Institute of Saskatoon.

We present the "How to Make the Most of Showcases and Music Conferences" workshop with Rick Fenton of BreakOut West, Kevin Korchinski of OSAC and Lynne Bailey of Prairie Debut, May 29 in Regina and May 30 in Saskatoon.

With the Regina Folk Festival, we present a songwriting workshop with Del Barber and Old Man Luedecke on May 30 in Regina.

We attend and present a showcase at The Great Escape music festival, May 10-12 in Brighton UK, in partnership with the Canadian Independent Music Association and Alberta Music.

We attend Liverpool Sound City. May 17 to 19 in Liverpool UK.

We attend and present at showcase at PrimaveraPro in Barcelona Spain, May 30-June 3.

## **JUNE**

The In Tune 2013 compilation CD call for submissions goes out.

The Board has strategic planning sessions June 23-24.

We present the "Promoting Your Music to Radio and Multi-Media" workshop with Dale Peters of Dale Speaking, June 6 in Regina and June 7 in Saskatoon.

We present the "Ready, Aim, Release: Planning a Successful Album Launch" workshop with Chris Brandt, Nimbus Music Business Program (Vancouver) and Skip Taylor, Skip Artist Services (Regina), June 23 in Saskatoon and June 24 in Regina.

We sponsor the Aboriginal Day Live and Celebration June 23 in Regina and Winnipeg MB.

We sponsor Peace from One Province East, a showcase of Saskatoon bands, at Sled Island Music June 22 in Calgary AB.

We present SOCAN Information Sessions with Terry O'Brien in Regina on June 16 and Saskatoon on June 17.

We produce, for the fourth year, the annual "Next Big Thing" talent competition on behalf of Big Dog 92.7 Regina/Astral Media. This year's winner is Myshel Pajuaar & The Midnight Roses.

Carly Gowan departs our staff.

We assist with the national economic impact study of the music industry, undertaken by the Canadian Independent Music Association.

## **JULY**

Brandy Exner departs our staff.

Michelle James and Meghan Cross come on board as temporary interns for our Music2Media project.

Debbie Close joins us as part-time, temporary receptionist.

We support the first annual Stickman Drum Experience, which took place at Cedar Lodge near Saskatoon July 4-8.

We announce a shift in our funding from The Saskatchewan Arts Board to the Ministry of Parks, Culture and Sport.

## **AUGUST**

We assist with the Regina Symphony Orchestra's Band Contest for "Symphony Under The Sky" 2012.

We conduct interviews for our 3 job openings.

# AWARD NOMINEES & WINNERS

*Winners are indicated by (W)*

## **ABORIGINAL PEOPLE'S CHOICE MUSIC AWARDS: NOVEMBER 3-4/11, WINNIPEG MB**

Big River Cree - Best Hand Drum CD for "Stand By Me" (W)  
Jacob Pratt - Best Flute CD for "Eagle Call" (W)  
Kelly Daniels - Best Peyote CD for "Blessing From A Hummingbird" (W)  
Yvonne St. Germaine - Aboriginal Female Entertainer of the Year  
Donny Parenteau - Aboriginal Male Entertainer of the Year  
Donny Parenteau - Best Country CD for "To Whom It May Concern"  
Corn & Boots - Best Fiddle CD for "Northern Cree Fiddle"  
Jason Chamakese - Best Flute CD for "Native American Flute Songs Vol. 2"  
Conrad Bigknife - Best Folk/Acoustic CD for "Full Circle"  
Young Confederation - Best Hand Drum CD for "Love Medicine"  
Brian Stoner - Best Peyote CD for "Ponca Hymns"

## **CANADIAN ABORIGINAL MUSIC AWARDS: NOVEMBER 18/11, TORONTO ON**

Donny Parenteau - Best Country Album for "To Whom It May Concern" (W)  
Donny Parenteau (and Harry Stinson) - Best Producer/Engineer for "To Whom It May Concern" (W)  
Donny Parenteau - Best Music Video for "My Girl" (W)  
Donny Parenteau - Best Songwriter for "My Girl" (W)  
Donny Parenteau - Best Male Artist (W)  
Jason Chamakese - Best Traditional Flute for "Native American Flute Songs Volume 2" (W)  
Donny Parenteau - Best Album of the Year for "To Whom It May Concern"  
Donny Parenteau - Best Song Single for "My Girl"

## **CANADIAN COUNTRY MUSIC AWARDS: SEPTEMBER 9-11/11, HAMILTON ON**

Bart McKay Productions - Recording Studio of the Year (W)  
Jess Moskaluke - New Artist Showcase Award (W)  
Jay Richards (CJWW) Saskatoon - Music Director of the Year, Major Market (W)  
Codie Prevost - Rising Star  
Bart McKay Productions - Record Producer(s) of the Year for "The Man I Am Inside" by Chad Klinger  
Bart McKay - All-Star Band: Keyboards  
O'Reilly International Entertainment Management - Management Company of the Year  
On Ramp Records Inc - Record Company of the Year  
Louis O'Reilly, 306 Records/On Ramp Records/O'Reilly International Entertainment - Record Company Person of the Year  
Karen Mondor, Casino Regina - Ron Sakamoto Talent Buyer or Promoter of the Year  
Hal Schrenk/Mario Varia/Macarena Yanez - Album Design of the Year for "Get Loud" by Codie Prevost

Antonio Hrynychuk - Video Director of the Year for "Day After You" by Chad Brownlee, "Standing Strong & True (For Tomorrow)" by various artists and "Watching You Walk Away" by Shane Yellowbird  
Craven Country Jamboree - Country Festival, Fair, or Exhibition of the Year  
Canadian Coast To Coast (CJVR-FM), Melfort - Country Music Program or Special of the Year  
Dave Baker (CJVR-FM), Melfort - Music Director of the Year, Secondary Market  
Cal Gratton (CIXM-FM/CJVR-FM), Whitecourt AB/Melfort - Music Director of the Year, Secondary Market

## **CANADIAN GOLD RECORD CERTIFICATION: NOVEMBER 24, 2011**

The Sheepdogs - "Learn & Burn"

## **CANADIAN MUSIC AND BROADCAST INDUSTRY AWARDS:**

### **MARCH 19-24/12, TORONTO ON**

Wired 96.3 Saskatoon - Station of the Year, Medium Market (W)  
Ryder, Wired 96.3 Saskatoon - The Allan Waters Young Broadcaster Award (W)  
GX94 Yorkton - Station of the Year, Small Market  
Chris Myers, C95 Saskatoon - Program Director of the Year, Medium Market  
Andy Ross, Wired 96.3 Saskatoon - Program Director of the Year, Medium Market  
DJ Anchor, Wired 96.3 Saskatoon - Music Director of the Year, Medium Market  
Danny Ismond, GX94 Yorkton - Music Director of the Year, Small Market  
The Big Show with Ryder & Brandy, Wired 96.3 - On Air Talent "\$100,000 Money Hungry Darryl", Wired 96.3 Saskatoon - Promotion of the Year  
Conexus Arts Centre, Regina - Performing Arts Centre of the Year (Over 1,500 Capacity)  
TCU Place, Saskatoon - Performing Arts Centre of the Year (Over 1,500 Capacity)  
Brandt Centre - "Air Canada Centre" Major Facility of the Year (Under 8,000 Capacity)  
Casino Regina - Casino/Specialty Venue

## **CANADIAN RADIO MUSIC AWARDS: MARCH 23/12, TORONTO ON**

The Sheepdogs - Rock Song for "I Don't Know" (W)

## **CASBY AWARDS: SEPTEMBER 27/11, TORONTO ON**

The Sheepdogs - NXNE Favourite New Indie Release for "Learn & Burn" (W)  
The Sheepdogs - Molson Canadian Favourite New Artist (W)  
The Sheepdogs - Favourite New Album for "Learn & Burn" (W)

**CBC RADIO 3'S BUCKY AWARDS:  
DECEMBER 7/11**

Library Voices - Most Canadian Song for "The Prime Minister's Daughter"  
Library Voices - Best Live Act  
The Sheepdogs - Best Live Act

**COVENANT AWARDS:  
OCTOBER 25-28/11, CALGARY AB**

Cities Under Fire - Modern Rock Album of the Year for "Lukewarm Love" (W)  
Yvonne St. Germaine - Aboriginal Song of the Year for "Tennessee Sky" (W)  
Cities Under Fire - Rock Song of The Year for "Stay"  
Cities Under Fire - Modern Rock/Alternative Song of the Year for "Never Too Late"  
Cities Under Fire - Modern Rock/Alternative Song of the Year for "Wake Up"

**GRAMMY AWARDS:  
FEBRUARY 12, LOS ANGELES CA**

Northern Cree - Best Native American Album for "Temptations"

**INDIAN SUMMER MUSIC AWARDS:  
SEPTEMBER 9-11, MILWAUKEE WI**

Northern Cree - Best Traditional Drum Song for "A Million Miles For You" (W)

**INDEPENDENT MUSIC AWARDS (U.S.A.):**

Jay Semko - Gospel Song for "Drop You In The Water"  
Karrnnel - Instrumental Song for "Coast/Rain"

**THE INDIES (CANADIAN):  
MARCH 24/12, TORONTO ON**

The Sheepdogs - Group or Duo of the Year (W)  
The Sheepdogs - Single of the Year for "I Don't Know" (W)  
The Sheepdogs - Live Artist/Group or Duo of the Year (W)  
The Sheepdogs - Rock Artist/Group or Duo of the Year (W)  
Library Voices - Alternative Artist/Group or Duo of the Year (W)  
The Deep Dark Woods - Folk/Roots Artist/Group or Duo of the Year  
Untimely Demise - Metal Artist/Group or Duo of the Year

**JUNO AWARDS:  
MARCH 31, OTTAWA ON**

The Sheepdogs - Rock Album of the Year for "Learn & Burn" (W)  
The Sheepdogs - Single of the Year for "I Don't Know" (W)  
The Sheepdogs - New Group of the Year (W)  
Donny Parenteau - Aboriginal Album of the Year for "To Whom it May Concern"  
The Deep Dark Woods - Roots & Traditional Album of the Year, Group for "The Place I Left Behind"

**MAPLE BLUES AWARDS:  
JANUARY 16/12, TORONTO ON**

Tim Vaughn - New Artist/Group of the Year

**MAYOR'S ARTS & BUSINESS AWARDS (REGINA):  
APRIL 19/12, REGINA SK**

Amy Nelson - Emerging Artist (W)  
Eduard Minevich/Concertmaster/Educator/Conductor - Living the Arts (W)  
Marian Donnelly - Innovative Support of the Arts (W)  
St. Johns Music - Sustained Support of the Arts (W)  
Blake Berglund - Emerging Artist  
Lowe Family/Musicians - Living the Arts  
BuzzCity.ca - Innovative Support of the Arts  
Ramses Calderon - Innovative Support of the Arts  
Kevin Korchinski/ Organization of Saskatchewan Arts Councils - Excellence in Arts Management  
Mosaic - Sustained Support of the Arts



THE SHEEPDOGS AT THE CANADIAN RADIO MUSIC AWARDS / JESS MOSKALUKE AT CCMA 2011 / ROD KITTER ACCEPTS FOR JAY RICHARDS AT CCMA 2011 / BART MCKAY AT CCMA 2011

# /AWARD NOMINEES & WINNERS

## **NATIVE AMERICAN MUSIC AWARDS**

### **OCTOBER 7, NEW YORK NY**

Becky Thomas - Best Female Artist (W)  
Yvonne St. Germaine - Best Gospel Inspirational Recording for "My Jesus I Love Thee" (W)  
Becky Thomas - Best Gospel Inspirational Recording for "Sacred Ground"  
Yvonne St. Germaine - Artist of the Year  
Jason Chamakese - Flutist of the Year for "Native American Flute Songs Volume 2"  
Northern Cree - Duo or Group of the Year  
Corn & Boots - Best Instrumental Recording for "Northern Cree Fiddle"  
Meewasin Oma - Best Native American Church Recording for "Greatest Hits"  
Northern Cree - Best Pow Wow Recording for "Temptations"  
Corn & Boots - Best Willa Music for "Northern Cree Fiddle"

### **SASKATCHEWAN COUNTRY MUSIC AWARDS: APRIL 20-21/12, PRINCE ALBERT SK**

#### *Only winners listed*

Codie Prevost - Fan's Choice Entertainer of the Year (W)  
Samara Yung - Female Vocalist of the Year (W)  
Codie Prevost - Male Vocalist of the Year (W)  
Larry Krause - Roots Artist/Group of the Year (W)  
Conrad Bigknife - Aboriginal Artist of the Year (W)  
Wyatt - Group of the Year (W)  
Steve Gibson - Rising Star Award (W)  
Kal Hourd & Brent Baxton - Song of the Year for "When Pink is Just a Color" (W)  
Samara Yung - Single of the Year for "Every Day Matters" (W)  
Blake Emmons - Album of the Year for "I Can Be" (W)  
The Amundruds - Country Gospel Album for "At the Crossroads" (W)  
Jay Semko - Roots Album of the Year for "Force of Horses" (W)  
Codie Prevost - Video of the Year for "Honkie Tonk Groupie" (W)  
Dave Sinclair - All Star Band (Bass) (W)  
Hal Schrenk - All Star Band (Drums) (W)  
Eliza Doyle - All Star Band (Specialty) (W)  
Glenna Switzer - All Star Band (Keys) (W)  
Tim Romanson (by acclamation) - All Star Band (Steel) (W)  
Donny Parenteau - All Star Band (Fiddle) (W)  
Rich McFarlane - All Star Band (Guitar) (W)  
Steve Gibson Band - Back Up Band (W)  
Mosaic Music - Recording Studio (W)  
Bart Mckay - Record Producer (W)  
Alain Leblanc - Manager (W)  
Cal Gratton - Country Music Person (W)  
Canada Coast to Coast, CJVR, Melfort - TV or Radio Show of the Year (W)

Ken Landers, CKBI 900, Prince Albert - Music Director of the Year (Major Market) (W)  
Cal Gratton, CJVR, Melfort - Music Director of the Year (Secondary Market) (W)  
Cristy Beggs, The Bull, Saskatoon - On Air Personality (Major Market) (W)  
Cal Gratton, CJVR FM, Melfort - On Air Personality (Secondary Market) (W)  
Country 100 FM, Moose Jaw - Fan's Choice Radio Station (Major Market) (W)  
CJVR FM, Melfort - Fan's Choice Radio Station (Secondary Market) (W)

### **WESTERN CANADIAN MUSIC AWARDS: OCTOBER 23/11, WHITEHORSE YT**

Little Miss Higgins - "Across the Plains" for Blues Recording of the Year (W)  
The Sheepdogs - "Learn & Burn" for Rock Recording of the Year (W)  
Jolene Higgins - Best Album Design for "Across the Plains" by Little Miss Higgins (W)  
Cities Under Fire - "Lukewarm Love" for Contemporary Christian/Gospel Recording of the Year  
David McIntyre and Elizabeth Raum - Sonata for Violin and Piano "Sprints", Classical Composition of the Year  
Erika Raum and David Moroz - "From the Heartland" for Classical Recording of the Year  
Karrnel & Koulack - "Fiddle & Banjo" for Instrumental Recording of the Year  
Absofunkinlutely - "Blues Kid City" for Urban Recording of the Year  
Jordan Cook - "Seven Deadly Sins" for Rock Recording of the Year  
Rah Rah - "Breaking Hearts" for Rock Recording of the Year  
Shuyler Jansen - "Voice from the Lake" for Roots Duo/Group Recording of the Year  
Jen Lane - "For the Night" for Roots Solo Recording of the Year  
Black Rain - "Under The Gun" for Aboriginal Recording of the Year  
Annette Campagne - "J'peux pas demander mieux" for Francophone Recording of the Year  
Jordan Cook - "Seven Deadly Sins" for Independent Album of the Year  
Rah Rah - "Breaking Hearts" for Independent Album of the Year  
Donny Parenteau - Songwriter of the Year for "Play On"  
Jay Semko - Songwriter of the Year for "Before You Leave Canada"  
Louis O'Reilly, O'Reilly International Entertainment Management - Manager of the Year  
Ness Creek Music Festival Entertainment Committee - Talent Buyer of the Year  
The Exchange - Live Music Venue of the Year  
Derek Bachman - Best Album Design for "Blue Sky Girl" by Kim Fontaine

# ARTIST SHOWCASES

## ABORIGINAL MUSIC WEEK

Donny Parenteau  
Mitch Daigneault  
Riva

## BREAKOUT WEST 2011

Annette Campagne  
Foam Lake  
Jeffery Straker  
Jen Lane  
Jordan Cook  
Little Miss Higgins  
Semko Fontaine Taylor  
Shuyler Jansen  
Slow Down, Molasses

## CANADIAN COUNTRY MUSIC AWARDS

Codie Prevost (FanFest)  
Jess Moskaluke

## CANADIAN MUSIC WEEK

Dan Silljer  
Def 3  
Fur Eel  
Jason Plumb  
Jeffery Straker  
Jen Lane  
Jordan Cook  
The Sheepdogs  
Zachary Lucky

## THE GREAT ESCAPE

Jordan Cook  
The Sheepdogs  
Slow Down, Molasses

## INTERNATIONAL FOLK ALLIANCE

Carrie Catherine Trio

## JUNOFEST

The Deep Dark Woods  
Donny Parenteau  
Jordan Cook

## LIVERPOOL SOUND CITY

Jordan Cook  
Library Voices  
The Sheepdogs  
Slow Down Molasses

## NXNE

Erin Passmore  
Foam Lake  
Jeans Boots  
Rah Rah  
We Were Lovers  
Whiteboy Slim

## PRIMAVERAPRO

Foam Lake  
Jordan Cook

## SLED ISLAND

Castle River  
Foam Lake  
Haunted Souls  
Jeans Boots

## SXSW

Awol One and Factor  
Def 3 with Sweatshop Union  
Foam Lake  
Jordan Cook  
Library Voices  
The Sheepdogs



Matt of Castle River, On a Cold Road 2012. Photo: Barb Reimer.

**SASKATCHEWAN RECORDING INDUSTRY  
ASSOCIATION INC.**

*(Operating as SaskMusic)*

**Financial Statements**

**Year Ended August 31, 2012**

# SASKOMUSIC

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[www.twitter.com/saskmusic](https://www.twitter.com/saskmusic)

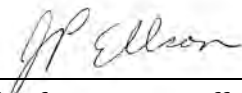
## Management's Responsibility for Financial Reporting

The financial statements of Saskatchewan Recording Industry Association Inc. (Operating as SaskMusic), have been prepared in accordance with Canadian generally accepted accounting principles. When alternative accounting methods exist, management has chosen those it deems most appropriate in the circumstances. These statements include certain amounts based on management's estimates and judgments. Management has determined such amounts based on a reasonable basis in order to ensure that the financial statements are presented fairly in all material respects.

The integrity and reliability of Saskatchewan Recording Industry Association Inc. (Operating as SaskMusic)'s reporting systems are achieved through the use of formal policies and procedures, the careful selection of employees and an appropriate division of responsibilities. These systems are designed to provide reasonable assurance that the financial information is reliable and accurate.

The Board of Directors is responsible for ensuring that management fulfills its responsibility for financial reporting and is ultimately responsible for reviewing and approving the financial statements. The Board meets periodically with management and the members' auditors to review significant accounting, reporting and internal control matters. Following its review of the financial statements and discussions with the auditors, the Board approves the financial statements. The Board also considers, for review and approval by the members, the engagement or re-appointment of the external auditors.

The financial statements have been audited on behalf of the members by Mintz & Wallace Chartered Accountants LLP, in accordance with Canadian generally accepted auditing standards.



Chief Executive Officer



President

Regina, Saskatchewan  
November 28, 2012



Ministry of  
Parks, Culture  
and Sport

FACTOR Canada

astral

HARVARD  
UNIVERSITY

FOUNDATION  
SOCAN  
FOUNDATION

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## INDEPENDENT AUDITOR'S REPORT

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### To the Members of Saskatchewan Recording Industry Association Inc. (Operating as SaskMusic)

We have audited the accompanying financial statements of Saskatchewan Recording Industry Association Inc., (Operating as SaskMusic), which comprise the statement of financial position as at August 31, 2012 and the statements of operations, changes in 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.

#### Auditor's 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 auditor's 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.

#### Basis for Qualified Opinion

In common with many not-for-profit organizations, the Association derives revenue from self-generated sources 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 Association and we were not able to determine whether any adjustments might be necessary to self-generated revenue, excess of revenues over expenses, current assets, deferred revenue and net assets.

(continues)

Independent Auditor's Report to the Members of Saskatchewan Recording Industry Association Inc.  
(continued)

**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, the financial statements present fairly, in all material respects, the financial position of Saskatchewan Recording Industry Association Inc., (Operating as SaskMusic), as at August 31, 2012 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 28, 2012

Mintz & Wallace  
Chartered Accountants LLP

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

## Statement of Financial Position

August 31, 2012

	2012	2011
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 58,306	\$ 40,257
Accounts receivable	18,688	63,458
Prepaid expenses	29,592	14,024
	<u>106,586</u>	<u>117,739</u>
RESTRICTED CASH (Note 3)	82,619	82,132
CAPITAL ASSETS (Note 4)	11,207	15,240
	<u>\$ 200,412</u>	<u>\$ 215,111</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 27,463	\$ 18,847
Vacation payable	11,916	6,990
Deferred revenue (Note 5)	25,178	19,784
	<u>64,557</u>	<u>45,621</u>
<b>NET ASSETS</b>		
Unrestricted fund	53,236	87,358
Reserve fund	82,619	82,132
	<u>135,855</u>	<u>169,490</u>
	<u>\$ 200,412</u>	<u>\$ 215,111</u>

ON BEHALF OF THE BOARD

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Statement of Operations

Year Ended August 31, 2012

	2012	2011
<b>REVENUE</b>		
<u>Grants</u>		
Saskatchewan Arts Board	\$ 310,000	\$ 333,000
Saskatchewan Lotteries	9,000	7,000
FACTOR	41,046	49,315
SOCAN Foundation	2,500	2,500
Provincial funding - other	47,000	17,500
	<b>409,546</b>	409,315
 <u>Self-generated</u>		
Membership fees	14,657	14,569
Advertising	462	908
Sponsorships	131,214	80,782
Festival and events	530	3,233
Music/book commissions	22	120
Earnings on investment	486	791
Expense recoveries	30,142	13,182
Rental revenue	7,500	10,754
	<b>185,013</b>	124,339
	<b>594,559</b>	533,654
 <b>EXPENSES</b>		
Schedule of Administration Expenses <i>(Schedule 1)</i>	\$ 363,773	\$ 327,830
Schedule of Program Expenses <i>(Schedule 2)</i>	264,421	178,236
	<b>628,194</b>	506,066
 <b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>\$ (33,635)</b>	\$ 27,588

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

## Statement of Changes in Net Assets

Year Ended August 31, 2012

	Unrestricted Fund	Reserve Fund	2012	2011
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 87,358	\$ 82,132	\$ 169,490	\$ 141,902
Deficiency of revenue over expenses	(34,122)	487	(33,635)	27,588
<b>NET ASSETS - END OF YEAR</b>	\$ 53,236	\$ 82,619	\$ 135,855	\$ 169,490

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

**Statement of Cash Flows**

**Year Ended August 31, 2012**

	2012	2011
<b>OPERATING ACTIVITIES</b>		
Excess (deficiency) of revenue over expenses	\$ (33,635)	\$ 27,588
Amortization of capital assets	4,035	5,470
	(29,600)	33,058
Changes in non-cash working capital:		
Accounts receivable	44,770	(51,993)
Accounts payable and accrued liabilities	8,614	8,087
Deferred revenue	5,394	(6,559)
Prepaid expenses	(15,568)	(6,592)
Vacation payable	4,926	6,115
	48,136	(50,942)
Cash flow from (used by) operating activities	18,536	(17,884)
<b>INVESTING ACTIVITY</b>		
Purchase of capital assets	-	(5,972)
Cash flow used by investing activity	-	(5,972)
<b>INCREASE (DECREASE) IN CASH FLOW</b>	18,536	(23,856)
Cash - beginning of year	122,389	146,245
<b>CASH - END OF YEAR</b>	\$ 140,925	\$ 122,389
<b>CASH CONSISTS OF:</b>		
Cash	\$ 58,306	\$ 40,257
Restricted Cash	82,619	82,132
	\$ 140,925	\$ 122,389

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Notes to Financial Statements

Year Ended August 31, 2012

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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. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

### Financial instruments

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

As of August 31, 2012 and August 31, 2011, the Association does not have any financial instruments with embedded derivatives.

### Revenue recognition

Saskatchewan Recording Industry Association Inc. 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. Endowment contributions are recognized as direct increases in net assets.

Membership revenue is recorded in the year they are received.

### Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

*(continues)*

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Notes to Financial Statements

Year Ended August 31, 2012

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## 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

### Fund accounting

A portion of the monies received by the Association may only be used for specific purposes and accordingly are accounted for in separate funds. Temporary transfers of monies between these funds are recorded as interfund receivables/payables. Permanent transfers are recorded as transfers in the net asset accounts.

Saskatchewan Recording Industry Association Inc. follows the restricted fund method of accounting for contributions.

### Unrestricted Fund

The Unrestricted Fund reports the day to day operations 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 or deemed cost less accumulated amortization. Capital assets are amortized over their estimated useful lives at the following rates and methods:

Computer equipment	30%	declining balance method
Furniture and fixtures	20%	declining balance method
Leasehold improvements	5 years	straight-line method

The Association regularly reviews its capital assets to eliminate obsolete items. One-half the normal rate is recorded in the year of acquisition.

## 3. RESERVE FUND

The Association has internally restricted investments in the Reserve Fund. These investments are Guaranteed Investment Certificates which bear interest at .90% to 1.6% and mature in December 2012 and July 2013.

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

**Notes to Financial Statements**

**Year Ended August 31, 2012**

## 4. CAPITAL ASSETS

	Cost	Accumulated amortization	2012 Net book value	2011 Net book value
Furniture and equipment	\$ 24,648	\$ 20,445	\$ 4,203	\$ 5,253
Computer equipment	55,457	49,071	6,386	9,122
Leasehold improvements	1,236	618	618	865
	<u>\$ 81,341</u>	<u>\$ 70,134</u>	<u>\$ 11,207</u>	<u>\$ 15,240</u>

## 5. DEFERRED REVENUE

	<u>2012</u>	<u>2011</u>
Astral Media Radio Inc. - Big Dog program	\$ 7,678	\$ 19,784
FACTOR	17,500	-
	<u>\$ 25,178</u>	<u>\$ 19,784</u>

## 6. ECONOMIC DEPENDENCE

Up until the August 31, 2012 year end the Association was dependent on continued funding from the Saskatchewan Arts Board. Effective September 1, 2012 an agreement was made with the provincial government and funding will be received from the Ministry of Parks, Culture and Sport. 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%.

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Notes to Financial Statements

Year Ended August 31, 2012

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## 8. FINANCIAL INSTRUMENTS

### Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from customers. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Association has a significant number of customers which minimizes concentration of credit risk.

### Fair value

The Association's carrying value of cash and cash equivalents, accounts receivable, and accounts payable approximates its fair value due to the immediate or short term maturity of these instruments.

### Currency risk

Currency risk is the risk to the company's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Association is exposed to foreign currency exchange risk on cash, accounts receivable, and accounts payable held in U.S. dollars. The company does not use derivative instruments to reduce its exposure to foreign currency risk.

## 9. FUTURE ACCOUNTING POLICIES

Effective September 1, 2012 the association will adopt Part III of the CICA Handbook - Accounting Standards for Not-for-Profit Organizations. The reported results of the association are not expected to significantly change under the new standards.

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Schedule of Administration Expenses

*(Schedule 1)*

Year Ended August 31, 2012

	2012	2011
<b>EXPENSES</b>		
Amortization	\$ 4,035	\$ 5,470
Audit and accounting	5,586	5,599
Bad debts	547	-
Interest and bank charges	2,292	1,798
Board expenses	1,368	1,442
Employee benefits	31,644	26,125
Equipment rentals	1,403	866
Insurance	4,345	2,835
Merchandise	500	7,935
Miscellaneous	620	880
Office	3,067	3,683
Rent	48,388	43,665
Repairs and maintenance	2,451	2,505
Salaries	242,300	212,389
Telephone, internet and fax machine	15,227	12,638
	<u>\$ 363,773</u>	<u>\$ 327,830</u>

See accompanying notes

# SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

*(Operating as SaskMusic)*

Schedule of Program Expenses

*(Schedule 2)*

Year Ended August 31, 2012

	2012	2011
<b>EXPENSES</b>		
Advertising and marketing	\$ 28,803	\$ 11,141
Artist performance fees	15,625	5,008
Awards and participation fees	36,980	21,906
Catering	23,502	13,201
Computer programming	731	2,276
Consulting fees	12,356	3,617
Event registration fees	11,692	5,566
Festival, events, and conferences	40,385	41,689
Panelist fees	3,256	4,637
Photocopying	4,068	2,555
Postage and delivery	4,687	3,086
Printing	3,301	4,551
Resource library	-	449
Travel and accomodation	79,035	58,554
	<u>\$ 264,421</u>	<u>\$ 178,236</u>

See accompanying notes

# SASKO MUSIC



Jeans Boots, On a Cold Road 2011.  
Photo: Barb Reimer.