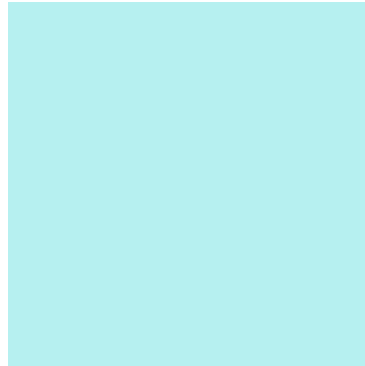


SASKOMUSIC

ANNUAL REPORT

Sept 1 2012 to Aug 31 2013



CONTENTS

SASKMUSIC

210-2300 Dewdney Ave
Regina SK S4R 1H5 Canada

209-220 20th St W
Saskatoon SK S7L 0V6 Canada
(all mail should be directed to the Regina office)

P: 306-347-0676 (main switchboard) or
1-800-347-0676 (toll free within Sask.)
F: 306-347-7735

www.saskmusic.org
info@saskmusic.org

Facebook: www.facebook.com/SaskMusic1
Twitter: @SaskMusic

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
Artist Releases	11
Export Strategy Highlights	12-15
Programs and Activities	16-21
A Year of SaskMusic	22-23
Award Nominees and Winners	24-26
Artist Showcases	27
Audited Financial Statements	28

COVER, L TO R:
BELLE PLAINE, BREAKOUT WEST 2012 (PHOTO: APERTURE PHOTOGRAPHICS);
BLAKE BERGLUND, BREAKOUT WEST 2012 (PHOTO: LEFTBOOT PRODUCTIONS);
JASON PLUMB, BREAKOUT WEST 2012 (PHOTO: APERTURE PHOTOGRAPHICS);
THE NORTHERN PIKES, BREAKOUT WEST 2012 (PHOTO: LEFTBOOT PRODUCTIONS);
JJ VOSS, THE NEXT BIG THING 2013 (PHOTO: BEN CHECKOWY, APERTURE PHOTOGRAPHICS);
THE SHEEPDOGS ON THE 2013 JUNO AWARDS;
FLY POINTS, JUNOFEST 2013 (PHOTO: CALVIN FEHR PHOTOGRAPHY);
ERIN PASSMORE/RAH RAH, BREAKOUT WEST 2012 (PHOTO: APERTURE PHOTOGRAPHICS)
AUDIENCE AT THE GREAT ESCAPE 2013;
CASTLE RIVER, BREAKOUT WEST 2012.



WE THANK OUR SPONSORS:



BellMedia

FACTOR Canada
We acknowledge the financial support of Canada's Private
Radio Broadcasters.

HARVARD
BROADCASTING
— A HILL COMPANY —

FONDATION
SOCAN
FOUNDATION

PHOTO: CARMELLE PRETZLAW PERFORMING WITH JEFFERY STRAKER, BREAKOUTWEST 2012. COURTESY APERTURE PHOTOGRAPHICS.

PRESIDENT'S REPORT



BY DAWN WORONIUK

It is with mixed feelings that I make my first report as President of SaskMusic. After a term of almost seven years, our previous President **Mike MacNaughton** accepted the daunting task to serve as Chair of the Board of Directors of Creative Saskatchewan. As Vice President of SaskMusic, I stepped into the position vacated by Mike, who orchestrated during his tenure a 300% increase in the annual budget of SaskMusic and was the Chair of the very successful 2013 JUNO Awards. Notwithstanding his tremendous success, I believe that change, if properly implemented, is essential to the continued health of an organization and thus I look forward to helping guide SaskMusic forward in the new era brought about by the launch of Creative Saskatchewan.

The period represented by this annual report, being September 1, 2012 to August 31, 2013, was perhaps the most active period in the 26 years that SaskMusic has been in existence. The extremely successful CCMAs in Saskatoon (the host committee of which I had the honour to be an integral part of), BreakOut West and the JUNO Awards in Regina, the delivery of the first funding programs for our members since 2008, and our work on the development of Creative Saskatchewan are but a few examples of the success that we have had over the past year. SaskMusic is viewed as a mature yet dynamic organization that is the envy of most similar organizations across the country.

I must, on behalf of the Board of Directors, express our appreciation to the staff and management of SaskMusic. All of the additional events and obligations that were placed on them during this past year were delivered in a professional, respectful manner that highlight the great staff that we have. Without their dedication, SaskMusic would not have had the great year we did.

I must also thank the Board of Directors of SaskMusic for all of their work over the past year. The eyes, and ears of the music industry were focused on our great province over the past year. Each member of the Board was committed to ensuring that all of the extra activity not only benefited our membership, but also that the core services our members have come to expect were maintained - if not increased.

It was an amazing year and now with the extra support that Creative Saskatchewan should provide, we can look forward to achieving even more success. It is the Saskatchewan way.

CHIEF EXECUTIVE OFFICER'S REPORT



BY J.P. ELLSON

The past fiscal year was highlighted by four major projects of SaskMusic. In partnership with three different host committees in Regina and Saskatoon, we saw the national and international music communities come to Saskatchewan. Not since 2007 have we had such attention focused on the great potential of our music industry. I must give special credit to **Mike MacNaughton, Dawn Woroniuk and Rick Krieger**, all of whom were members of SaskMusic's Board of Directors and simultaneously co-chairs of the JUNO Awards, the Canadian Country Music Awards and BreakOut West respectively. Their work, with the assistance of hundreds of volunteers, ensured that the world knows of the talent and recorded product that our province creates.

The second major project was the launch of our first direct funding programs for our members since 2008. The change in our funding source from the Saskatchewan Arts Board to the Ministry of Parks, Culture and Sport allowed SaskMusic to adjudicate and deliver almost \$170,000 to Saskatchewan artists for the production and marketing of Saskatchewan-made recorded product. Our touring, demo, commercial recording, showcase and marketing programs were administered by staff and juries that had direct knowledge of the special challenges faced by the music industry as compared to the broader mandate of Arts Board juries. The direct involvement of music industry professionals ensured that the commercialization of Saskatchewan recorded product was the major yardstick against which our members' products were judged.

The third project was a significant increase in the exposure of Saskatchewan recording artists to the international music community. Showcases at Folk Alliance International, Canadian Music Week, SXSW, The Great Escape, NXNE, the CCMA's, The JUNOs, BreakOut West, Reeperbahn, Pop Montreal, M for Montreal, and CMJ, combined with research trips to ShowCase Scotland, MIDEM, and Music Matters brought more of our artists to the attention of global tastemakers and markets than perhaps ever before. Globalization of the music industry now mandates that Saskatchewan stands tall on the international stage.

The fourth major project was the development of Creative Saskatchewan. Initiated by a proposal submitted in September 2012 by SaskMusic, this concept has developed to the point that we now have an international marketing office for all of Saskatchewan creative industries that will be the envy of every other jurisdiction. The larger international footprint that Creative Saskatchewan will give us will allow us to compete on a level playing field with any other jurisdiction in the world. It is the start of a new era whereby Saskatchewan will be introduced to every major global market.

I must give a special thank you to the SaskMusic staff for their tremendous work over the past year. Often working at a pace and for a duration that our sister organizations can only dream of, our staff accomplished a wealth of success that most would have thought impossible.

We look forward to an increasing record of success over the upcoming year. We have our foot in the door, so to speak, in so many international markets that we can now concentrate on delivering sales for our members, thereby allowing you to continue to create the recorded product that will be the envy of the world.

Thank you allowing me to be part of this exciting time. Hopefully, this is just the beginning.

TREASURER'S REPORT



BY SUSAN BUSSE

With the Canadian Country Music Awards, BreakOut West and The JUNO Awards all happening in Saskatchewan during this reporting period, there was a large increase in the activities of SaskMusic. Revenues and expenses were almost double what they were during the previous fiscal period, which is an indication of the amount of activity within our organization.

The year-end financials show a surplus of approximately \$86,000. This results from a multitude of factors including increased sponsorship revenues, the deferral of some funded projects across fiscal periods, and conservative budgeting by the Board and management with respect to set expenses. This amount is contrasted to our results from 2011-2012 which showed a deficit of approximately \$33,000 due, in part, to a deferral of FACTOR revenue, which did not repeat in this reporting period.

The Board has decided to place approximately \$18,000 of the 2012-2013 surplus into long-term reserves which has brought the restricted fund to a balance of \$100,000. This amount has been deemed as sufficient to meet any unbudgeted expenses in the event of a complete shutdown of operations.

To accommodate for the remainder of the surplus, the Board has decided to budget for extra spending which will create a deficit budget for the September 1, 2013-March 31, 2014 reporting period (representing a shortened fiscal year as we realign our new fiscal year cycle to be April 1, 2014 to March 31, 2015) of approximately \$50,000. This will ensure that as much support as possible is given to Saskatchewan's commercial music industry while ensuring stability and growth within the organization.

The fiscal year-end has been changed from August 31st, to March 31st effective in 2014 to align with major funders Creative Saskatchewan and FACTOR. This adjustment will greatly simplify the application and final report processes as well as meet best accounting practices.

SaskMusic continues to be fiscally healthy and robust. Through a combination of good management by the Board of Directors and hard work from our staff and management, our organization will continue to be an example of financial prudence.

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.

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 BENEFITS & STRUCTURES

Universal benefits for all membership categories include:

- You'll receive information including our newsletter, The Session; and preferential placement of your news/new releases;
- Ability to participate in Music2Media;
- Enhanced Directory and show listings on our website;
- One-on-one consultations (Career Tracks) with our staff and mentors, including guidance with funding applications;
- Legal services for music-related concerns;
- Faxing and photocopying (up to 100 pages/month per member);
- Discounts on advertising;
- Discounts or free admission to events and SaskMusic workshops;
- Discounts or fee waivers to SaskMusic performance opportunities;
- Ability to apply for SaskMusic-member-only opportunities such as Export Opportunities and compilation projects.

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 each receive all individual and universal benefits;
- Additional band members will receive access to workshops and consultations.

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

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

Memberships are valid for 365 days from date of purchase. For more information, visit www.SaskMusic.org > About Us.



LIBRARY VOICES, BREAKOUT WEST OUTDOOR STAGE, 2012. PHOTO: APERTURE PHOTOGRAPHICS.

BOARD OF DIRECTORS

DIRECTORS WHO HAVE SERVED WITHIN THE PAST YEAR

DAWN WORONIUK / PRESIDENT

Dawn has been with Saskatoon Media Group for over 23 years in roles ranging from Music Director, to her current capacity as leader of the marketing team. Dawn not only works closely with her staff of 11 employees and other senior leaders from Saskatoon Media Group, but she has also worked diligently to develop solid relationships with stakeholders from various community organizations and businesses. In addition to her strong commitment to the local community, Dawn has been active nationally as well. Not only has she served with the Canadian Country Music Association as a board member for six years, she also played an integral role in the successful Country Music Week Saskatoon hosted in 2012. Dawn has also served on a number of boards in Saskatchewan, including the Saskatchewan Country Music Association and, of course, SaskMusic, where she is currently serving as President. Since stepping in, she has enjoyed working with the staff and the entire board and looks forward to what the future holds for SaskMusic and its members. Dawn will tell you she has the best job imaginable; not only is she passionate about music, she gets to work in the industry with individuals and organizations who share her desire to be a part of its continued growth.

RYAN GULLEN / VICE-PRESIDENT

Ryan is the bass player in Saskatoon-based band The Sheepdogs. Since 2004, they have recorded and released four full-length albums and two EPs, which have sold more than 150,000 copies (including a Platinum Record certification for "Learn & Burn" and Gold Record certification for "The Sheep-

dogs"), three #1 songs on Canadian rock radio, 3 JUNO Awards and numerous other awards and nominations. Ryan has toured across Canada countless times and throughout the United States, Australia and Europe. During this time, Ryan has also acted as the band manager and booking agent, which has resulted in him working with professionals throughout the Canadian and international 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 a touring band for nearly 10 years.

SUSAN BUSSE / SECRETARY, TREASURER

With her freelance publicity business, Susan Busse PR, Susan works with music clients such as Alexis Normand, Belle Plaine, Carrie Catherine, Rosie & the Riveters, the Regina Folk Festival, Donny Parenteau and Jaydee Bixby; with television clients such as The Neighbors Dog and Space Stretch, and with corporate clients such as LEAD Pilates, SleepWell Baby, Curtis Olson and The Two Twenty. She is a frequent juror with FACTOR and the CCMA. She is a former producer with Fahrenheit Films, where she helped to create CMT music videos across Canada and in Nashville. With Fahrenheit Films she co-produced a CCMA-nominated TV special about Shane Yellowbird's debut at the Grand Ole Opry titled "Music City USA". She also has experience as a Radio Tracker with OnRamp Records, reporting to Louis O'Reilly. Other past 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 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.

NEIL BERGEN

General Manager of CFR 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. Neil will be completing his sixth year on the SaskMusic Board as of the 2013 AGM, the maximum allowed. We sincerely thank him for his dedication and service to the music industry!

ADELE BOYCHUK

Adele Boychuk has been actively involved in music business since 1995. She attended University of Western Ontario and the U of S, earning an Honours BA in Arts (English), and also graduated from the Film & Music Business program at Pacific Audio Visual Institute in Vancouver. Industry activities have included working for an indie label, being an award-nominated CD album art graphic designer, agent assistant, band manager, assistant at Nettwerk Records (publishing) and stage manager. Adele's experience with non-profit organizations began with Ness Creek Music Festival's entertainment committee, on which she was a highly dedicated volunteer for 12 years. Since October 2005, Adele has worked for the Saskatchewan Indian Gaming Authority as Entertainment Program Coordinator for the six SIGA Casinos. This position



DAWN WORONIUK / RYAN GULLEN / SUSAN BUSSE / NEIL BERGEN / ADELE BOYCHUK

fulfills the centralized buying, contracting and marketing of entertainment suitable for SIGA's markets while working within the parameters of the non-profit organization's operational goals, in conjunction with the highly-regulated gaming industry.

TARON COCHRANE

Member of the CBC Saskatchewan Future 40 (40 leaders, success stories and change makers under the age of 40), music industry guest on national news programs, creator of the Skate to Sask. Soundtrack, public speaker, graphic designer, freelance writer for the Regina Leader-Post, guest music commentator for CTV Morning Live, social media correspondent for BreakOutWest 2012 and the 2013 JUNOs. Driven and passionate, Taron has witnessed firsthand the positive results of simply doing what you love. As the former Creative Marketing & Communications Manager for the Regina Symphony Orchestra, he helped to strengthen their online presence and bring classical music to a much larger demographic, including an appearance as a Top 24 finalist in the socialfresh.com "Top 10 Twitter Brands of 2011" alongside Starbucks, Pepsi, Audi and the Red Cross. A polka advocate, in 2010 Taron 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.

RICK KRIEGER (Resigned)

Rick is 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 serves as a board member of RROC (Regina Regional Opportunities Commission), was Chair of the Host Committee for BreakOut West 2012 Regina and on the Regina 2013 JUNO Bid Committee Board of Directors. He left the SaskMusic board at the end of this fiscal in order to accept a position on the Creative Saskatchewan Board of Directors.

MIKE MACNAUGHTON (Resigned)

Mike is a mainstay in the Western Canadian audio industry. Mike is currently Chair of the Board for Creative Saskatchewan. He has been a member of SaskMusic since its inception and is partner/owner of Twisted Pair Productions Ltd. While serving on our Board, Mike chaired the Lobby and Personnel committees and served as President for two terms. He was also on Enterprise Saskatchewan's Arts & Culture Sector Team and sits on the Regina Exhibition Assoc. Ltd. Board of Directors. Mike was the Host Committee Chair for the 2013 JUNO Awards, 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 Cups.

AMY NELSON

Amy is a professionally trained singer/songwriter (BMusEd degree, Univ of Regina). She has performed across the prairies and internationally in Australia and Mexico and at Canada Day Celebrations in London, England. Her capabilities were recognized with the Emerging Artist Award at the 2012 Mayor's Arts and Business Awards. Amy has significant music industry business experience gained through self-managing her performing career. This including creating a strategic plan, branding, product development, marketing, and building a distribution network. She regularly attends industry events such as the CCMAs, and has a personal network of music industry professionals across Canada. Amy's experience on various music industry-related committees includes: SaskMusic (Board Member 2011-2013), Regina Country Music Association (Secretary), Saskatchewan Country Music Association (Board Member, and Committee Member 2010), JUNOs (2013 Committee Member – Venues and Logistics).

MICHAEL OLSTROM (Resigned)

Michael is past 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 a Director on the Board of the Western Association of Broadcasters and a member



TARON COCHRANE (PHOTO: RYAN PETERMAN, LEFTBOOT PRODUCTIONS) / RICK KRIEGER / MIKE MACNAUGHTON / AMY NELSON / MICHAEL OLSTROM

/BOARD OF DIRECTORS

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.

LOUIS O'REILLY (Appointed)

Louis is one of the most prominent figures in the Canadian country music industry. He presides over two thriving record labels and his artist management company directs the careers of some of Canada's most successful and awarded artists. He is a passionate supporter of independent artists, SaskMusic, and other organizations that help fund and support the artist community.

SEAN PION

Sean is currently the Principal/Manager of the Recording Arts Institute of Saskatoon. He is also co-owner of Theta Lab Post-Production Audio Inc. Sean began his career playing with his own band The Dalai Lamas. In the early 2000s, he began composing music for TV and film. In 2007, he and Doug Luciuk started Theta Lab. They have composed music and sound design for 3 TV series (one a multi-Gemini winning series), an award-winning short film, and numerous commercial

and musical projects. Sean has a true passion for audio and a genuine desire to see the music scene in Saskatchewan flourish.

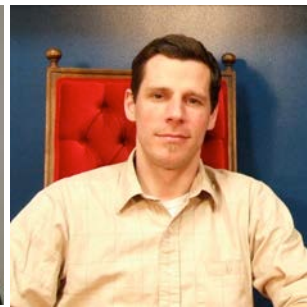
JEANETTE STEWART

Jeanette is a Saskatoon-based musician and freelance writer. In the past year she's spent several months on the road touring Canada and the United States with three different projects: Jeans Boots, Slow Down Molasses and Factor & The Chandeliers. Over the past several years she's had the privilege of performing at a number of major festivals and touring the UK, Europe and Canada (several times over) as part of Slow Down Molasses, as well as collaborating on three full-length records with the collective. She's also self-released three EPs under the Jeans Boots moniker and is working on a full-length debut. As a journalist, she spent several years writing for The Saskatoon StarPhoenix, with an emphasis on provincial arts and culture coverage. She is also a Polaris Prize juror.

JJ VOSS

JJ has worked professionally in the entertainment industry for over 23 years, with extensive experience on stage, augmented by work behind the scenes in stage management, band management, talent buying and event planning (at the regional level), and production management, live/recording/broadcast engineering, album producing

and album promotion on the international scene. Voss has made a full-time living in the industry for 20 years in the industry, while staying in Saskatchewan. In 2007, Voss formed "JJ Entertainment Inc.," owned and operated in Regina. With regular trips to Nashville, volunteering for select charities, solid touring schedule (split between his career as an artist and position with Emerson Drive), JJ continues to thrive in a changing and competitive industry. With two self-produced albums as an artist, several nationally charting singles at radio, a video in rotation in the U.S., a 2009 WCMA nomination for Producer of the Year, Production Manager and Mix Engineer for international recording artist Emerson Drive, and Mix Engineer for local tribute artist Rory Allen, JJ's history on both sides of the curtain continues to serve him well.



TOP LEFT AND DOWN: LORENA KELLY (PHOTO BY BEN CHECKOWY)/ DEREK BACHMAN (PHOTO BY MATT RAMAGE) / LISA LANIGAN / J.P. ELLSON / REBECCA WINDJACK / LOUIS O'REILLY / SEAN PION / JEANETTE STEWART / JJ VOSS / STEVE REED

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 WCMAs, and was a local producer for the JUNO Awards, WCMAs and the CCMAs 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 REGINA

Lorena has been with SaskMusic since '97, and still finds that every week brings a new and challenging experience. Through the years she has served a multitude of roles including having at various times overseen our workshops and master classes, VIP events, press conferences, Flatland Music Festival, juries, music licensing initiatives, compilation CDs, Economic Impact Surveys and more, in addition to participating on numerous boards and committees including the WCMAs, CCMAs and SCMA's. She now oversees communications and membership including research and marketing for our various programs; website and social media development; member consults; songwriters' issues and various other projects. Lorena is a singer/songwriter and hired gun keyboard player and background vocalist with appearances at various major festivals and award shows, overseas and national TV broadcasts. She has performed and charted with her own original projects and looks forward to firing up a new one upon the approval of her music-loving and generally amazing 3-year-old daughter. She is also currently Vice-President of the Regina Musician's Association.

DEREK BACHMAN, PROGRAM MANAGER SASKATOON

Derek has been involved in the Canadian music industry for the past 17 years and has worked on several of the largest festivals, concerts and events in the province for companies like Live Nation Canada and Union Events. Derek has also shown dedication serving as a director on numerous boards, and has been instrumental in the success and development of SaskMusic, the Western Canadian Music Awards, Credit Union Centre in Saskatoon and also the Saskatoon 2007 JUNO Awards and 2012 Canadian Country Music Week Bid and Host Committee. Derek is also a partner in Rawk Entertainment Inc., a respected leader in the Canadian music industry for the last fifteen years, in a number of capacities, and has production credits on local, national and international events and tours. Events include JunoFest 2007/2013, Western Canadian Music Awards Festival 2007/2012, and 2013 Canadian Country Music Week Edmonton event producers (Rawk Entertainment was responsible for all of the CCMA non-broadcast events). Derek is responsible for exporting and professional development for Saskatchewan music industry individuals, nationally and internationally.

LISA PRPICH LANIGAN, PROJECT COORDINATOR REGINA (promoted to Program Coordinator in new fiscal)

At an early age, Lisa wanted to be a rock star. But with very limited musical talent, she soon realized it was artist support that she was better suited for. So, with her passion for recorded and performing arts, she began her career in radio. As an On-Air Announcer and Music Director, she spent 14 years (11 of them at GX94 in Yorkton) developing relationships and learning how to promote to those with talent. From there, Lisa moved over to the Yorkton Film Festival and honed her skills in event management and artist liaising. Before joining SaskMusic, Lisa spent a few years working in the film and television industry and managing the Yorkton Film Festival. She also runs a small publicity business on the side called Moon Shadow Music, where she provides guidance and encouragement for several local independent artists and 13th Ave Records. A fan of everything from indie-Canadian to vintage UK to new wave to honky tonk, Lisa spends her free time collecting vinyl, creating print media and mixing cocktails on her deck.

REBECCA WINDJACK, ADMINISTRATIVE ASSISTANT REGINA OFFICE (promoted to Project Coordinator in new fiscal)

Rebecca's passion for music and entertainment developed at an early age, when she began dabbling with various instruments and exploring her father's extensive record collection. After studying Media Production Communications, she tested the waters of radio, but quickly moved into the film and TV industry where she worked on notable titles such as CBC's InSecurity, The Nature of Things, and TSN's Engraved on a Nation series. Since pursuing her full-time position with SaskMusic she has been able to take advantage of new opportunities and develop new skills including event coordination, member and volunteer management, entertainment journalism, photography, and live production to name a few! She also has a background in volunteering, including volunteer coordination/artist liaising at the Rockin' the Fields of Minnedosa Music Festival, and on the Hot Rows Entertainment team at the 2012 CCMAs. In her spare time she loves experiencing local live, and even picks up her own guitar every now and then!

STEVE REED, PROGRAM COORDINATOR SASKATOON (departed at the end of the fiscal)

Steve assisted with daily operations of the Saskatoon office, taking the lead on Careers in Music and TourHub programs. He helped to build up the Saskatoon music scene for over a decade as a musician, self-taught low-fi recording engineer, and grant writer. He has toured extensively with Maybe Smith, Carbon Dating Service, and 2012 Polaris Prize-nominated Shooting Guns. He is a co-founder of the Teargas Recording Tree collective/label and the owner/operator of a mobile recording business, Robot Homestead. Deeply connected with local DIY/indie/psych/metal/electronic/experimental music, Steve enjoyed broadening his horizons by learning from - and working with - the amazing diversity of SaskMusic members. Steve departed at the very end of this fiscal to accept a position with Music Yukon.

HELEN OUTERBRIDGE, BOOKKEEPER, has been our part-time accountant and financial administrator since 2002.

We also wish to thank **MEGHAN CLOSE**, on staff as Regina Program Coordinator for two months early in the fiscal, and **WILF DIETER**, who served as an intern for a couple of months in the summer.

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. The workshops were offered to current SaskMusic members free, and for most, a fee of \$20 per session for non-members.

Here are descriptions of our main presentations this year.

MUSIC FUNDING IN 2013: A GRANT PROGRAMS AND CROWD-FUNDING WORKSHOP

With Derek Bachman, SaskMusic Investment Program Coordinator and FACTOR Regional Evaluation Coordinator

February 26, 2013/Prince Albert: E.A. Rawlinson Center

February 27, 2013/ Saskatoon: The Two Twenty

March 7, 2013/Regina: Regina Public Library

Outside of the world of grants, some musicians are finding an edge by embracing online crowd-funding to raise funds for tours and albums. We reviewed successful campaigns and recommended a few strategies to consider. This discussion dealt with campaign publicity, fan feedback and engagement, prize incentives, realistic scaling, as well as information about the funding offered by SaskMusic and FACTOR.

HIDDEN ROYALTIES YOU MIGHT BE MISSING! MONEY FOR MUSICIANS AND ARTISTS

With Jodie Ferneyhough, CSS Rights Management

March 25, 2013/Saskatoon: The Two Twenty

March 26, 2013/Regina: The Artesian On 13th

This workshop offered a discussion of the process of registering with one of Re:Sound's member organizations, Musicians' Rights Organization of Canada (MROC). Ferneyhough explained how royalties work for artists, record labels, and the music users who have to pay the tariffs, providing tips to make sure you and/or your record label are not missing out on the royalties owed to you!

MUSIC, MONEY, AND TAXES!

With Lorne Horning, Chartered Accountant

April 2, 2013/Saskatoon: The Two Twenty

With Bill Waynert, Chartered Accountant

April 3, 2013/Regina: The Artful Dodger Café and Music Emporium

They say in life nothing is certain but death and taxes. This session provided the information you need to be prepared for the eventful 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.

SOCIAL MEDIA POWER: EMERGING PRACTICES IN MUSIC MARKETING

With Rob Calder/Boomba Records, Taron Cochrane/Look Matters, Roshan Hoover & Matt Voyno/New Rockstar Philosophy, and Joel Cos-

sette/High Hopes

June 15, 2013/Saskatoon: The Refinery

This panel discussed the importance of social media when it comes to marketing music and the force-multiplying potential of well-managed social media campaigns. Staying ahead of the curve is not just about embracing emerging technologies; it is about learning and applying best practices. For participants feeling stumped about what to do to take social media campaigns to the next level, this savvy panel discussion pointed people in the right direction.

MUSIC MANAGEMENT IN TODAY'S MUSIC INDUSTRY (WITH THE MUSIC MANAGERS FORUM OF CANADA)

With Paul Quigley/Hidden Pony, Graham Stairs/Popguru Sound & Vision, and John Antoniuk/artist

June 22, 2013/Saskatoon: The Bassment

A moderated Q-and-A between the panel and the attendees discussed, inquired and provided insight into the role of the manager. Topics included deciding when to hire management, a manager's job, working with managers, revenue streams, social media, good and bad relationships, and approaches and advice on self-management.

TOOLS, TIPS, AND TRICKS FOR MUSICIANS AND YOUTUBE

With Matt Voyno and Roshan Hoover, The New Rockstar Philosophy

June 30, 2013/Saskatoon: The Bassment

July 3, 2013/Regina: The United Way

Did you know that YouTube is the second biggest search engine on the internet? This workshop encouraged participants to embrace YouTube and online video, millions of potential views, plays, fans and income. Learning simple tricks, tools and tips to engage and create a YouTube audience and ways that one can earn money from YouTube success!

YOUTH HIP HOP WORKSHOP

With Nomadic Massive, Regina Folk Festival performing artists

August 8, 2013/Regina: The Cultural Exchange

A free workshop for local youth, presented by three members of the Montreal Hip-Hop group, Nomadic Massive. Geared towards aspiring young hip hop artists, but was attended and enjoyed by artists of all ages and levels. Including interactive writing and performing, learning the roots of hip-hop, one-on-one time with the presenters, and more!

AN IDEA, A SONG AND A STORY! A SONGWRITING PANEL

With Reuben Bullock from Reuben and the Dark, Marshall Burns of Rah Rah, and Andy Shauf. Hosted by Lorena Kelly of SaskMusic.

August 8, 2013/Regina: The Artful Dodger Café and Music Emporium

We captured some of Canada's best songwriters while in Regina for their performances at the RFF, and picked their brains on how they got into songwriting in the first place; what inspires them; how they go about creating new material; how they make money as songwriters; how they approach marketing and build a sense of intimacy with their fans; and more.

ALBUM RELEASES

- ALEXIS NORMAND:** MIRADOR
ALL MIGHTY VOICE: Self-Titled EP
ANDINO SUNS: Andino Suns
ANDREEA THE NARRATIVE: The Narrative
ANDY SHAU: The Bearer of Bad News
AVEN GRACE: Love Like That
BILLY GRIND BAND: Billy Grind
BINDER TWINE AND THE BALERS: Rain and Snow
BRIAN SKLAR: Brian Sklar
BURNS & MACIAG: Neyaskwaw
CARRIE CATHERINE: Honeycomb
CITIES UNDER FIRE: Bright Lights
CLOSE TALKER: Timbers
CONSTANT REMINDER: Vol IV
CORINNE NEWTON: Party Line
CQUEL MC: Dirty Thirties
THE DEAD SOUTH: The Ocean Went Mad and We Were to Blame
DONJAMES LEBLANC: My Home Is SASKATCHEWAN
DONNY PARENTEAU: Bring It On
DR. BIRD & BLUE BEAT: Movin' ON
THE DUSTIN RITTER BAND: Drunk and Drowning
ELI BARS: Portrait of a Cowgirl
ELI, FOR SHORT: Smile and Pretend
FACTOR: Woke Up Alone
THE FAPS: Ded Lake
FLY POINTS: Mad Man
FOAM LAKE: Force and Matter
FOGGY NOTIONS: Sussed
FOUNTAINS OF YOUTH: Flood Season
FRESH CITY: Bottle's Up
GEORGE LEACH: Surrender
GLEN ROYER: Quiet Tracks
GOVERNMENT TOWN: Government Town
GREAT ROOMS: Great Rooms
GREG MARQUIS: Transience & Permanence
HOLLOW BETWEEN THE HILLS: All of Hope
HUSTLE & THRIVE: The Super Professionals
IN DARKNESS: My Hatred on Display
INTERGALACTIC VIRGIN: New Machine [From the Nectar of the Sun]
JASON CULLIMORE: Cinematic Symphony and Gamescores
JEANS BOOTS: Zorg City EP
JEFFERY MICHAEL STRAKER: Vagabond
JESS MOSKALUKE: Catch Me If You Can EP
JESSE BROWN: December
JOHN ANTONIUK: Always With You
JULIA MCDUGALL: I Don't Really Care EP
KAY THE AQUANAUT & FACTOR: Letters from Laika
KEIFFER MCLEAN: Keiffer Mclean
KYLE JORDAN: Rockstar Lifestyle
LAURA LEE MCFARLANE: Laura Lee McFarlane
LORDS KITCHNER: Lords Kitchner
LUNARTHEORY: An Unforeseen Impossible Outcome
THE MAES: California Calling
MARK PENNER: The Cabin Door
THE MIDNIGHT ROSES: Say Darlin' Say
MINOR MATTER: Concept of a Knife EP
MYKA 9 & FACTOR: Sovereign Soul
NICHOLE MANN: Bitter Truth
NICK FAYE & THE DEPUTIES: Harvest
THE PISTOLWHIPS: The Pistolwhips
POOR NAMELESS BOY: The Activity Book
PROP PLANES: Begging to Believe EP
RAH RAH: The Poet's Dead
ROBERT MARKHAM: A Soft Place to Land
ROSIE & THE RIVETERS: Live
SASKATOON CHAMBER SINGERS: Remember
SCOTT ANTHONY ANDREWS: Faith is a Bicycle
SEPTEMBER LONG: Rediviva
SHAWN JOBIN: Tu M'aura Pas
THE SHOELESS JOES: The Motions EP
SILENT SEA: Sleeping Ghost
SIRVUS: Nocturnal
SKILLABOO: Papa Proud
THE SNAKE OIL SALESMEN: Take Your Time
STEPHANIE THOMSON: Fly Away
THERESA SOKYRKA: Prairie Winds
TYLER GILBERT: OK Murphy
WYATT: Shoulda Been Here Last Night
YOUNG BENJAMINS: Less Argue

EXPORT STRATEGY HIGHLIGHTS

EXPORT DEVELOPMENT PROGRAM (UK/EU)

SaskMusic has hired an in-market consultant, Shain Shapiro, to assist, promote and develop export-ready Saskatchewan recording artists' infrastructural development in the UK and Europe. Services include, but are not limited to, research and introductions to appropriate in-market contacts, writing and formalizing relevant pitches, and assistance with logistics, backline rental and immigration.

To access our consultant, you must be a member of SaskMusic and meet our 'export-ready' criteria. If you are not eligible for the export-ready level of this program yet but have questions about the UK and European markets, give us a shout. As long as you are a current member you can still access Shain in order to prepare for the steps to reach an export ready level. For more information on this program, visit our website (www.saskmusic.org > How To > Export Program).

Shane Shapiro is a freelance music industry consultant based in London UK. Originally from Toronto ON, Shapiro is currently the UK and EU representative for the Canadian Independent Music Association. Through this, he stewards Canadian Blast and Canada House showcases in over thirty festivals including MIDEM, Reeperbahn and The Great Escape. He is the artistic director for Canada Day in London (the largest Canada Day outside of Canada) and Nuit Boréale in Paris and staged a Canada Day event in Berlin in 2011.

Before joining CIMA as freelance Shain was an internationally published music journalist, contributing to Timeout, VICE, JamBase, View Magazine, Tourdates, DrownedinSound and others.

He moved to Europe in 2004 and lives in North London. He has a team of two core freelancers in booking and promotion based in the UK and a bilingual French freelancer, based in Paris. Shain also liaises with all other 'global music export offices' around the world, staging networking and B2B events with them at major conferences and festivals.

EVENTS SASKMUSIC PARTICIPATED IN THIS FISCAL

These represent international events, as well as Canadian events which have a national or international marketing component for our artists.

COUNTRY MUSIC WEEK SEPTEMBER 6-9/12, SASKATOON SK

The 2012 event was held in Saskatoon, to great success. The annual main event for the country music industry in Canada, including seminars, networking events, showcases and multiple awards ceremonies, hosted this year in Saskatoon (last time it was in Sask. was Regina in 2007). All the events were very well supported by the community (including sell-outs for the main awards show and the first-time-ever Rock n' Country Cabaret).

SaskMusic had a number of prominent roles at this year's event. In addition to attending as reps/delegates, we co-sponsored, with **Harvard Broadcasting**, the opening reception held at the Western Development Museum with approximately 400 in attendance. It is a popular event and first chance for attendees to reconnect. We also sponsored

the All-Star Band Awards, the delegate registration area, the Recording Studio of the Year Award as well as Roots Artist of the Year Award.

We presented acoustic showcases in our delegate registration "booth" on September 6-7, as there are very few official showcase opportunities hosted by the CCMA. A call for submissions resulted in interested artists travelling from around the province. Thanks to a partnership with Objectified Software and the CCMA Host Committee we also streamed to live webcast (and archive) the performances. Other media outlets set up near us and took advantage of our artists being readily available for on-air. We had an incredible location immediately inside the main doors of TCU Place.

The All-Star awards are a fun, quirky affair intended to contrast with the very formal awards gala. SaskMusic had the opportunity to select 2 artists to perform on the show and did so strategically by utilizing this year's winner of The Next Big Thing (**The Midnight Roses**), and the first-ever NBT winner (**WYATT**), who present contrasting styles of country. (Incidentally Wyatt was also the regional finalist in the CCMA FanFest performance poll, although they did not win that spot). This year's event was very well attended, by approximately 450.

Jess Moskaluke and **Jay Semko** performed in the prestigious Songwriters' Café. Jess also performed, as last year's New Artist Showcase Award winner, in the New Artist Showcase program. **Codie Prevost**, as Rising Star nominee, performed at the Industry Brunch, and Codie and also WYATT performed in the Rock n' Country Cabaret. Typically there are numerous private, invite-only industry showcases throughout the weekend. Several Sask artists performed in private showcases such as the Original 16 and MDM ones as well.

PRE-REEPERBAHN EVENT SEPTEMBER 19/12, BERLIN GERMANY

As a participant of Canada House, SaskMusic was included in a Pre-Reeperbahn event held in Berlin. The Canadian Independent Music Association hosted 25 music industry professionals from Canada and Germany for a lunch, presentation on the German Festival Circuit, and a networking session with all the attendees. We also had the opportunity to meet with two other Canadian music industry associations (Manitoba Music and Music Nova Scotia) after the event to discuss programming and challenges we face as MIAs.

REEPERBAHN FESTIVAL SEPTEMBER 20-22/12, HAMBURG GERMANY

SaskMusic partnered with CIMA to present a showcase as part of Canada House at Reeperbahn 2012, along with several other Canadian organizations and labels. SaskMusic showcased two artists at Canada House: **Foam Lake** and **Slow Down, Molasses**. The artists were selected by the Reeperbahn festival and provided with support under our Showcase Support program. The event was held on September 22 at the venue Horsaal, located right on the Reeperbahn. The Canada House showcases had great attendance - so filled it was difficult to move in the venue - with both acts that afternoon performing to a capacity crowd of European and international delegates.

This conference is small compared to others, with not as many educational panels/workshops, but those offered were of a very high quality. Their focus was heavy on streaming media, and how this is changing the way people consume music (and how artists get paid).

There is no other music festival in Europe with such a multifaceted density. Germany's biggest club festival, Reeperbahn (with its components of Music, Campus and Arts) presents more than 200 international newcomers performing indie, pop, rock, folk, singer-songwriter, electro, hip hop, and soul. In addition to conferences, showcases and networking events, there are various crossover formats for music industry delegates and consumers. You can meet many people from the national and international music and live entertainment industry in one place. As the "Gateway to the German Music Market", Reeperbahn attracts 2,000 industry professionals and media representatives from thirty countries.

THE PRAIRIE BBQ @ POP MONTREAL SEPTEMBER 21/12, MONTREAL PQ

SaskMusic co-presented, with Manitoba Music, a showcase event during Pop Montreal. **Rah Rah** and **Caves** performed along with Manitoba's Les Jupes and Mahogany Frog. In its 10th year, Pop Montreal is a key event that attracts top music industry names from across the country.

BREAKOUT WEST AND THE WESTERN CANADIAN MUSIC AWARDS SEPTEMBER 27-30/12, REGINA SK

BreakOut West, a celebration of Western Canadian music including a music festival and conference and the Western Canadian Music Awards, proved to be entertaining and informative. Some of the finest talent from all genres of music from BC, AB, SK, MB, NT and YT performed at 13 venues throughout the city over 2 days. On the Saturday, the Mini BreakOut West family event was held at the Royal Saskatchewan Museum, where children were treated to performances and workshops, interactive art, and more.

SaskMusic hosted a delegate reception, **The SaskMusic Shaker**, on the Friday night at Casino Regina. The main entertainment for this was a big-screen playlist of recently released Saskatchewan artist videos and a live performance by **Jack Semple**. The weekend was jam-packed with great workshops on topics such as industry reviews,

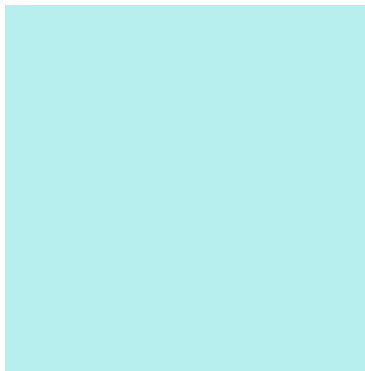
social and traditional marketing, SOCAN fundamentals, music placement, funding & fees, international touring, showcasing, and agent & manager advantages. The workshops were led by various industry representatives (including some SaskMusic staff), including a large contingent of international licensing reps and bookers who also took in showcases. Congratulations again to **The Deep Dark Woods**, who won Roots Duo/Group Recording of the Year for "The Place I Left Behind". (For all this year's Sask. nominees, refer to the Awards page.) Kudos to **Scott Benson**, who performed at the Industry Awards, and **Rah Rah** and **The Northern Pikes**, who performed at the Sunday night gala.

Saskatchewan folks were also honoured with a number of special awards: **Eduard Minevich** received the Heritage Award for his contributions to the music industry, both provincially and around the world. **Louis O'Reilly** received the Industry Builder award. And, **The Northern Pikes** were inducted into the Western Canadian Music Hall of Fame.

CMJ2012 MUSIC MARATHON: "HOW THE WEST WAS WON" SHOWCASE OCTOBER 20/12, NEW YORK NY

SaskMusic and Alberta Music partnered to present a showcase of some of the best artists in Western Canada in New York as part of the CMJ 2012 Music Marathon. "How The West Was Won" featured two artists from each province. Saskatchewan showcased Regina's **Rah Rah** and Saskatoon's **Foam Lake**; Alberta acts were Doug Hoyer and Gold. (Our artists were selected by the CMJ festival and were provided with support under our Showcase Support program.) Publicist Leah Selvidge from Other Worldly Contact was brought on side to help promote the event and expose these acts to the media and tastemakers that attend CMJ. The showcase was very successful with a good turnout of industry and media. It took place at Fat Baby, a club located in the lower east side of Manhattan. Both artists played other shows in New York that week as part of their trip to New York for CMJ.

Artists, music fans, and industry insiders descend on New York City every fall for the annual CMJ Music Marathon. The festival is one of the world's most important outlets for the discovery of new music, with more than 1,300 performers given a chance to shine in over 80 nightclubs and theaters spread across the city.



L TO R: CODIE PREVOST, CANADIAN COUNTRY MUSIC AWARDS 2012 (PHOTO: GRANT W. MARTIN PHOTOGRAPHY); THE LONESOME WEEKENDS, BREAKOUT WEST 2012; FOAM LAKE AT THE GREAT ESCAPE 2013.

/EXPORT STRATEGY HIGHLIGHTS

M FOR MONTREAL NOVEMBER 14-17, 2012

M for Montreal concentrates very heavily on attracting international music buyers. **Rah Rah** was chosen by the festival committee this year. The conference part of this event was quite informative. This event is extremely well run with a major emphasis on ensuring the international delegates (even we Canadians) could see a majority of the shows and network with each other. The level of business experience and contacts of the international delegates was very high and thus several good contacts were initiated and/or strengthened.

MIDEM JANUARY 23-29, 2012

Midem has historically been the largest business-focused music event in the world. The main focus is a large trade show floor where numerous countries set up large booths to host meetings between their respective bands and labels, and European music businesses. We also co-hosted a dinner in conjunction with Manitoba Film and Sound for several Canadian labels and publishers. Another aspect of Midem is the restricted showcases, which only commenced a few years ago and have been dominated by the Canadians.

CELTIC CONNECTIONS/ SHOWCASE SCOTLAND JANUARY 30-FEBRUARY 3, GLASGOW SCOTLAND

Following up on connections we made at a special UK music industry event held at the Canadian Embassy in London prior to The Great Escape, we were invited to attend this annual event. The Province of Nova Scotia was the sponsor of Showcase Scotland a few years ago and provided a very strong recommendation of the event.

Showcase Scotland presents itself as the gateway to the European Folk Festival market that is extremely large, comprised of several hundred festivals in the UK and on the continent. The event consists of only 200 invited festival buyers which must book at least three acts which they saw during Showcase Scotland or they are not invited back. It is that aspect, which we understand is strictly enforced, that was of interest.

INTERNATIONAL FOLK ALLIANCE FEBRUARY 20-24/13, TORONTO ON

"Check out the tote bag, forget sleep for four days, and try to hear a thousand musicians," notes Richard Flohil in his Folk Alliance blog.

FA is an annual event that draws together music industry professionals from throughout the world to share ideas, network, and celebrate traditional music and dance. It is an event of celebration, education, and entertainment. Held over five days, the Conference includes over 1750 registered attendees, 200 official juried performances (Performance Alley) and 300+ unofficial private showcases (not to mention tons of events of all sorts).

Official showcase artists invited by FA this year included **Belle Plaine, Carrie Catherine, The Fretless, Kacy and Clayton, Rosie and the Riveters, Tania Elizabeth** and **Young Benjamins**.

SaskMusic attended and presented "**Redwoods and Wheat Fields,**" a

room on the showcase floor in partnership with MusicBC. Together we showcased some of western Canada's best musicians over the course of four unforgettable evenings. **Jody Johnson** and **Zachary Lucky** participated in the event along with the Saskatchewan artists noted.

CANADIAN MUSIC WEEK MARCH 19-24/13, TORONTO ON

Canadian Music Week is recognized as one of the premier entertainment events in North America focusing on the business of music. Bringing together sound recording, new media and broadcast for one spectacular week of events, CMW combines informative, intensive conferences, a cutting edge trade exhibition, award shows, film festival, and Canada's biggest new music festival. Canadian music fest spans 6 nights of performances, with 1000 showcasing bands at more than 60 live music venues in downtown Toronto.

SaskMusic attended and sponsored a showcase event, "**How the West Was Won,**" in partnership with Alberta Music. An open-to-the-public event was held March 22 at the Gladstone Hotel, with a separate industry-only event on March 23. Artists performing in our event included **Andy Shauf, We Were Lovers, and Foam Lake**. Other artists performing official showcases included **Blake Berglund, Braindead Romeo, Def 3 & Factor, Fur Eel, Indigo Joseph, Jess Moskaluke, Karrnnel, Rah Rah, The Pistolwhips, and Untimely Demise**.

SASK NIGHT IN LOS ANGELES LOS ANGELES CA, MAY 16, 2013

We hosted a small intimate dinner with music supervisors at the official residence of the Consul General of LA. The reception and dinner were very authentic discussions of what the supervisors would need in order to consider our artists for some of their projects. It resulted in at least two music placement calls for which we provided material.

THE GREAT ESCAPE MAY 12-20/2013, BRIGHTON UK

SaskMusic once again presented a showcase event at TGE festival, this time in partnership with Manitoba Music and Alberta Music, titled "The Prairie BBQ". Derek Bachman was in attendance for SaskMusic. Saskatchewan artists presented (and those with official TGE showcases) were **Shuyler Jansen** and **Foam Lake**. We received funding from the SAB Creative Industry Transition Fund for this project.

CIMA hosted a pre-event at the Canadian High Commission. The panel presented was entitled "Focus on UK Booking Agents," combined with a networking lunch where Canadian industry was able to meet and network with agents and other internationals in attendance. This was a great icebreaker and gave us an opportunity to meet several international attendees as well as to promote our showcase by handing out invitations personally. Our showcase was very well attended, with a capacity crowd for most of the day.

While in London we toured several venues that book Canadian artists, and attended a number of networking meetings. We will continue to look for partnership opportunities with our fellow music industry associations in international markets to increase our marketing reach.

**MUSIC MATTERS, SINGAPORE
MAY 19-25/2013**

At the invitation of the Canadian Independent Music Association, JP Ellison attended Music Matters, purported to be the largest music industry conference in Asia. We received funding from the SAB Creative Industry Transition Fund for this project. This was a reconnaissance trip for future showcasing opportunities.

Under the CIMA umbrella, we were allowed to make a brief presentation. We compiled a 3-minute video highlight reel featuring some of the material collected under our JUNO Video call, with a specific focus on genres appropriate to the market. We were then allowed 3 minutes to discuss our organization and fielded many questions. SaskMusic was able to attend several meetings with other countries' international export offices as well as a round table with export office representatives from Singapore, Malaysia, Taiwan, Australia, Brazil, Denmark, France, India, Korea, and New Zealand. This meeting was extremely informative as we were introduced to the reality that Asia is not one homogeneous market. With in excess of 50 languages to contend with plus diverse political and religious systems, Asia is really a vast multitude of different markets that collectively contains in excess of 1/3 of the world's population.



MANITOBA MUSIC
ALBERTA MUSIC
& SASKMUSIC
PRESENT

Lunch Served

The PRAIRIE BBQ

SATURDAY MAY 18
CANADA HOUSE
THE BLIND TIGER
52-54 GRAND PARADE

11:30 AM DEL BARBER
12:15 PM SHUYLER JANSEN
1:00 PM ROYAL CANOE
1:45 PM LAB COAST
2:30 PM BOATS
3:15 PM FIST CITY
4:00 PM FOAM LAKE

QR CODE

TGEPRAIRIEBBQ.COM
#TGEPRAIRIEBBQ

PRESENTED BY: SASKMUSIC, FACTOR, Canada, Manitoba, Saskatchewan, Alberta, etc.

SUPPORTED BY: FACTOR, Canada, Manitoba, Saskatchewan, Alberta, etc.

JOIN US WEDNESDAY TO SATURDAY FOR GREAT CANADIAN FOLK MUSIC!

MUSIC BC PRESENTS: www.musicbc.org

JARON FREEMAN-FOX: THURS 1:30AM, FRI 11:30PM / DAVID NEWBERRY: FRI 10:30PM, SAT 3:00AM
JENNY RITTER: THURS 11:30PM, SAT 10:30PM / PETUNIA & THE WIPERS: FRI 1:30AM, SAT 2:00AM
JORDAN KLASSEN: THURS 2:30AM, FRI 12:30AM / STEVE DAWSON: THURS 10:30PM, SAT 12:30AM
PHARIS & JASON ROMERO: THURS 12:30AM, SAT 11:30PM / THE HARPOONIST & THE AXE MURDERER: FRI 2:30AM, SAT 1:00AM

musicbc + SASKMUSIC
MUSIC INDUSTRY ASSOCIATION

REDWOODS & WHEAT FIELDS

102.7 PEAK, Saskatchewan

SUITE #1081

SASKMUSIC PRESENTS: www.saskmusic.org

ROSIE AND THE RIVETERS: FRI 1:00AM, SAT 12:00AM / KACY & CLAYTON: THURS 3:00AM, SAT 11:00PM
CARRIE CATHERINE: THURS 11:00PM, SAT 2:30AM / YOUNG BENJAMINS: THURS 12:00AM, FRI 2:00AM
BELLE PLAINE: THURS 2:00AM, FRI 11:00PM / ZACHARY LUCKY: FRI 12:00AM, 3:00AM
JODY JOHNSON: WED 11:00PM, THURS 1:00AM / TANIA ELIZABETH: SAT 1:30AM

WWW.REDWOODSANDWHEATFIELDS.COM
JOIN US WED NIGHT FOR A MEET AND GREET AND OPEN MIC

PROGRAMS AND ACTIVITIES

SASKMUSIC INVESTMENT PROGRAMS

In the fall of 2012, SaskMusic announced a series of investment programs designed to help the Saskatchewan music industry build its skills and enhance the level of product produced. As part of a pilot funding arrangement with the Ministry of Parks, Culture and Sport, SaskMusic would support a variety of initiatives for our industry. The funding would also allow SaskMusic to have an increased presence at national and international events, thus bringing the sounds of Saskatchewan to the world.

Investments offered represent a portion of the applied-for project's overall budget. Applications were invited from commercial artists and recording industry professionals, and evaluated by a peer jury of industry professionals.

Overview: "The SaskMusic Investment Program enables artists and music industry professionals to engage in activities that will enhance their music and/or professional careers, and contribute to the overall development of the Saskatchewan music industry. This program is for artists at all stages of development, and it is the responsibility of the applicant to make a strong argument that this project is the critical next step in their career. Applications are adjudicated by an external jury of peers using a scored list of criteria, with the highest-scoring applications being recommended for funding."

Program descriptions and maximum levels of support were as follows, with intake deadlines of November 15, 2012 and March 15, 2013.

SHOWCASE TRAVEL SUPPORT: maximum \$1,500 Canadian Events - \$2,500 International Events (No deadline; applications for this program must be submitted at least 21 days prior to the event.) Supports Sask. artists invited to perform at professionally organized music industry showcases, designed to enhance their presence in the marketplace. The maximum funding available to any one applicant for the Showcase Support Program is \$4000 per fiscal year.

SINGLE/DEMO SOUND RECORDING: maximum \$1000. Assists with the production of a high-fidelity single or demo recording, which may then be released commercially, used for self-promotion, and/or to court the attention of labels/agents/producers. Projects must be completely recorded and mixed in Sask. at Sask. facilities and by Sask. residents.

COMMERCIAL SOUND RECORDING (ALBUM): maximum \$7500. Assists with the production of an EP or album sound recording, intended for commercial release. Only production expenses accrued in Sask. at facilities and payable to companies/residents in the province are eligible.

TOUR SUPPORT: maximum \$2,500 Canadian Tours - \$4,000 International Tours. Assists with tour expenses. The project must include a minimum of 8 confirmed dates that comprise a tour, of which 2 dates can be promotional appearances on radio/TV/etc.

MARKETING INITIATIVES: maximum \$5000. Assists with marketing initiatives which may include (but are not limited to) website development, publicists, radio trackers, promotional videos, courier/postage, press kit development and production, logos/artwork/graphic design, professional photography and telephone services.

APPROVED FUNDING RECIPIENTS

From its launch up to the fiscal year end (August 31, 2013), including the November 15/12 and March 15/13 intakes, a total of **138 completed applications** were received and evaluated under all streams: Showcase Support, Single/Demo Sound Recording, Commercial Recording, and Marketing Initiatives. A total of **\$148,680.27** was allocated to approved applicants as follows:

Single/Demo Sound Recording:

Chris Henderson	Ryan and the Believers
Fern	September Long
Gunner & Smith	

Commercial Sound Recording:

Amy Nelson	Kacy and Clayton
Carrie Catherine	Kirby Criddle
Codie Prevost	Ritual Rabbits
The Deep Dark Woods	Sarah Farthing
Gunner & Smith	Shuyler Jansen
Jeans Boots	Slow Down, Molasses
Jessica Moskaluke	

Tour Support:

Foam Lake	Julia McDougall
Belle Plaine	We Were Lovers
Indigo Joseph	Young Benjamins
Jeffery Straker	

Marketing Initiatives:

Alexis Normand	The Deep Dark Woods
Andino Suns	Factor Chandelier
Blake Berglund	Rah Rah
Close Talker	The Steadies

Showcase Support:

Alexis Normand (La Francofete en Acadie)
Alexis Normand (Roseq)
Belle Plaine (Folk Alliance International)
Carrie Catherine (Folk Alliance International)
Def3 (NXNE)
Factor (SXSW)
Foam Lake (CMJ)
Fur Eel (Canadian Music Week)
Indigo Joseph (NXNE)
Indigo Joseph (Canadian Music Week)
John Antoniuk/Smokeykiller (NXNE)
Megan Lane (NXNE)
Rah Rah (CMJ)
Rosie and the Riveters (OCFF)
Rosie & the Riveters (Folk Alliance International)
Shuyler Jansen (The Great Escape)
The Pistolwhips (Canadian Music Week)
We Were Lovers (Canadian Music Week)
Young Benjamins (Folk Alliance International)

THE SESSION

Our newsletter is a well-received, content-driven quarterly 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 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; new album releases; and more.

After trying a digital-only format in 2010-2012 we returned to a hard copy publication in this fiscal. Approximately 1000 copies of The Session are distributed to our membership, Saskatchewan government representatives, national industry representatives and our partners/sponsors. Select portions of The Session are republished on www.saskmusic.org and through agreement with MySask.com (a major information portal managed by SaskTel).

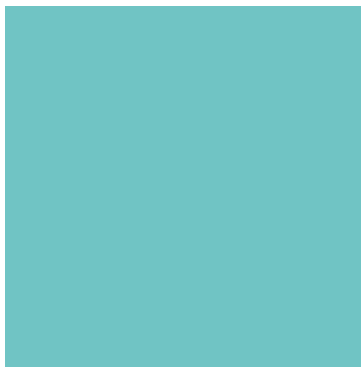
SASKMUSIC ONLINE

ERELEASE: Our e-release is distributed every two weeks to over 2400 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". News from the e-releases is also disseminated through our social media accounts.

Additionally, a "national version" of the e-release tailored to nationwide industry professionals goes to over 400 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.ORG: Our CMS-based website was launched in 2010, and receives on average 28,000-30,000 visitors per month. Due to numerous technical difficulties with the build of that CMS, however, we have begun again on a completely new backend, which will be complete - along with a visual freshening up of the site - early in the new fiscal year.

Members can self-manage their contact information, as well as several different components of the site such as Saskatchewan Music Directory Listings, gigs calendar and press releases. 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.



L TO R: SAMARA YUNG, THE NEXT BIG THING (PHOTO: BEN CHECKOWY, APERTURE PHOTOGRAPHICS); SHUYLER JANSEN, THE GREAT ESCAPE 2013; CODY GAMRACY/JASON PLUMB AND THE WILLING, BREAKOUT WEST 2012 (PHOTO: APERTURE PHOTOGRAPHICS); KENNY SHIELDS AT THE 2013 JUNOS; ROSIE AND THE RIVETERS, BREAKOUT WEST 2012; JEFFERY STRAKER, BREAKOUT WEST 2012.

/PROGRAMS AND ACTIVITIES

Under the newly redeveloped site we will also have a much more user-friendly photo gallery, news section and social media integration.

SOCIAL MEDIA: Social media is heavily utilized by our members, with the most-used platforms being Facebook and Twitter. We keep our feeds very active with timely information and tidbits; if you are on these platforms, please Like or Follow Us so you don't miss any information.

Facebook - www.facebook.com/SaskMusic1

Twitter - www.twitter.com/SaskMusic

Additionally, SaskMusic provides regular content to MySask.com, Verb newspaper, and Flow magazine.



TOURHUB

Want a one-stop tour-planning tool that includes coast-to-coast booking contacts gathered by other musicians? Done.

TourHub is an online map-based tool that can be used to completely book and manage your next tour by making use of venue contacts collected by artists across Canada. Click on a city and see every venue listed by all other TourHub users. Adding "new" unlisted venues is very

simple, and users can make notes to keep track of contact information, required follow-up, technical details, contracts, etc. TourHub can also generate a calendar of who's touring in cities across Canada, create guest lists and merchandise sheets for each venue, export your details to share with band members, and so much more. Access to this powerful tool is open to all artists. Join TourHub to keep your touring options up-to-date with the tool that will revolutionize the way bands in Canada plan their tours.

TourHub is powered by the CCMIA (Canadian Council of Music Industry Associations), and funded by MROC (The Musicians' Rights Organization Canada) and FACTOR (The Foundation Assisting Canadian Talent on Recordings).

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 establishes the economic impact that independent music has in Canada, both from a regional and national perspective.

It includes 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.

Study results can be viewed at: <http://www.cimamusic.com/sound-analysis-canadian-indie-music-sector-hits-the-right-economic-note/>



L TO R: THE LAZY MKS, JUNOFEST 2013 (PHOTO: CALVIN FEHR PHOTOGRAPHY); THE IN TUNE 2013 COMPILATION CD COVER; THE SHEEPDOGS IN LOS ANGELES; THE MIDNIGHT ROSES, THE NEXT BIG THING (PHOTO: BEN CHECKOWY, APERTURE PHOTOGRAPHICS); THE DEAD SOUTH, JUNO WELCOME (PHOTO: CALVIN FEHR PHOTOGRAPHY); WYATT, CCMA ROCKIN' COUNTRY CABARET 2012 (PHOTO: GRANT W MARTIN PHOTOGRAPHY).

TWO OFFICES

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

Our Saskatoon office recently moved and is in temporary space at The Two Twenty while we await the completion of our new office space in that same building.

CAREER CONSULTS (CAREER TRACKS)

One of the most important and most accessed benefits of membership, 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.

Since we first 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, these mentors make themselves available (dependant on their schedules) based on demands of the membership. A list of current mentors available for meetings is posted on SaskMusic.org > Programs > Career Tracks. In the past year, staff and mentors conducted over 110 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. In this fiscal, 24 groups/members accessed the legal program with 43 separate issues. The vast majority of services provided was in the nature of contract interpretation.

IN TUNE COMPILATION

SaskMusic's latest compilation album set was released in September 2012. InTune 2013 is a double album featuring 38 tracks by some of Saskatchewan's finest emerging and established artists. The albums have been created for promotion and distribution to media and industry professionals throughout the world, including international markets such as Canadian Country Music Week, BreakOut West, SXSW, the JUNO Awards, Canadian Music Week, NXNE, Reeperbahn, CMJ Music Marathon and many other events that SaskMusic will have a presence at during the coming year. Manufactured both as a dropcard (for digital downloads) and a physical album set, it includes representation from a broad diversity of genres, and from artists residing across Saskatchewan. Artists were selected for inclusion by a music industry jury, following a general call for submissions that resulted in over 100 entries.

The InTune series began in 2007 and has continued since, with Saskatchewan music of all genres travelling the world with SaskMusic. For more information on this project, please visit www.saskmusic.org > Multimedia > In Tune 2013.

The artists on In Tune 2013 are:

All Mighty Voice (Prince Albert) - Movin' On / **Belle Plaine** (Regina) - Notes From a Waitress / **Blake Berglund** (Kennedy/Regina) - Hangin' By a Thread / **Codie Prevost** (Saskatoon) - Last Night All Day / **Donny Parenteau** (Prince Albert) - Fiddleback / **Erin Passmore** (Regina) - Into the Woods / **Factor** (Saskatoon) - Club Soda / **Foam Lake** (Saskatoon) - True Hearts / **Fountains of Youth** (Saskatoon) - Flood Season / **Fur Eel** (Regina) - Elephant Summer / **Indigo Joseph** (Regina) - Lilith / **Jason Cullimore** (Regina) - New York Nocturne / **Jason Plumb and the Willing** (Regina) - Alone With You / **Jay Semko** (Saskatoon) - Sending Love / **Jeans Boots** (Saskatoon) - Moonbase / **Jeff McLeod** (Regina) - Back Atya / **Jeffery Straker** (Punnichy/Regina) - Birchbark Canoe / **Jen Lane** (Saskatoon) - Earthquake / **Jess Moskaluke** (Langenburg) - Catch Me If You Can / **JJ Voss** (Regina) - It's a Pride Thing / **John Antoniuk** (Saskatoon) - Chicago / **Kacy and Clayton** (Glentworth/Wood Mountain) - Careless Love / **Karnnel** (Saskatoon) - Bork's Forks / **Kyle Jordan & Unltd** (Regina) - Ain't No Stoppin' Us Now / **Library Voices** (Regina) - Generation Handclap / **Lunarttheory** (Moose Jaw) - An Unforeseen Impossible Outcome / **Philly 5** (Moose Jaw) - Swagger 2.0 / **Rah Rah** (Regina) - First Kiss / **Rosie & the Riveters** (Saskatoon) - Poor Man / **Scott Benson Band** (Regina) - The Crow / **Shooting Guns** (Saskatoon) - Sky High & Blind / **Shuyler Jansen** (Saskatoon) - Can't See Through Tomorrow / **Skillaboo** (Regina) - Lights Out / **Slow Down, Molasses** (Saskatoon) - Late Night Radio / **The Foggy Notions** (Saskatoon) - One Comes Out Alive / **The Quitters Club** (Saskatoon) - You Won't See This One Coming / **The Rebellion** (Saskatoon) - Save Me / **Zachary Lucky** (Saskatoon) - Saskatchewan.

/PROGRAMS AND ACTIVITIES

CAREERS IN MUSIC

Careers in Music is an educational outreach program from SaskMusic offering high school students an overview of jobs available in the music industry. It typically involves us travelling to schools and/or career fairs to give a visual presentation and Q & A session hosted by a knowledgeable SaskMusic staffperson.

In some cases, such as the Regina Public School Job Fair, the presentation content is adapted to a panel discussion format, so the presenter will need to emphasize the importance of reaching out to SaskMusic for detailed information on specific career paths in the industry, given the time restrictions. At several schools, SaskMusic has been encouraged to set up an information booth over the noon hour for students to sign up to the presentation. Careers in Music also explains SaskMusic's role in the industry and provides membership and programming information.

The majority of our partner venues are schools, but we are also partnering with some career fairs (such as the Regina Public School Job Fair) and alternative education programs such as the Core Neighbourhood Youth Co-op in Saskatoon and the Avery Outreach School in Lloydminster.

For some highlights of our Careers in Music visits, see the Year in Review pages. For more information on the program, visit www.saskmusic.org > Programs > Careers in Music.



MUSIC2MEDIA

SaskMusic was excited to launch an innovative pilot project that we believe to be a "first" among Canadian music industry associations.

As the music industry becomes increasingly "virtual", fewer and fewer Saskatchewan artists are manufacturing physical recordings when they create an album, which has resulted in a unique situation in recent years: media professionals and other industry VIPs, who formerly received multitudes of promotional copies of albums in the mail, are no longer receiving the latest releases at all. This leaves local and national media scrambling to research what has come out, and be able to provide adequate coverage. This situation has impacted a variety of user groups.

To address this need, SaskMusic has created a unique portal where our artists will be able to upload their releases (both audio singles and full albums, including high quality photographs, information on the album, biographies, and more), and choose which user groups they wish to allow access. Media and industry professionals can login as needed for their work to download or preview new Saskatchewan albums and information from our library. Additionally, SaskMusic sends out a "New Releases Hotsheet" on a bi-weekly basis to inform media of what's been newly added into the library.

We hope this will be of enormous benefit to Saskatchewan artists in several ways. They only have to upload their material once, and it will be distributed to key contacts without having to spend any money manufacturing promotional CDs or on postage. SaskMusic will maintain up-to-date, accredited contact lists and monitor usage statistics to see which artists are being downloaded, how frequently media is using the system, and more. SaskMusic's consolidated approach (marketing multiple artists) and contacts within the industry will hopefully gain better response than the individual artists would be able to achieve on their own.

From the media professional's point of view, they simply login in to grab content for an album review, research an artist for an interview, or take a listen to the latest releases. This will give them a single point-of-entry to one large library where they browse through numerous genres, and even search for a specific town name (i.e. looking for an artist from LaRonge) or song title.

From SaskMusic's point of view, we too want easy access to all our artists' releases in order to watch trends, gather statistics, provide information to those with questions about our industry, for our own projects/juries, and for other functions such as finding eligible releases for award nominations. It will also give us a great reason to send out regular promotions about our artists!

Note: Commercial radio is already serviced with releases by DMDS (the Digital Media Delivery System), a North American company which provides music content for airplay consideration to commercial radio stations across North America. Artists/labels pay to have their music distributed through that system. We don't wish to replace or duplicate DMDS's services; rather, to augment that system.

At fiscal year end we had begun the process of collecting artist material, and had signed up users from Saskatchewan print, radio, and TV media. It subsequently launched in October 2013.

2013 JUNO AWARDS

For the JUNO Awards held in Regina April 2013, SaskMusic obtained a contract to provide administrative support to the 2013 JUNO Host Committee. As part of this agreement, our office acted as the volunteer registration headquarters, as well a place for the host and sub-committees to hold their frequent meetings leading up to the event. Our office was very busy with both of these activities from the fall of 2012 right up to the event week.

Additionally, SaskMusic was a sponsor of the City Plaza Tent in downtown Regina. As part of this we were able to program large video screens both in and outside the tent with Saskatchewan artist music videos. Over 100 professional videos were collected and played throughout JUNO week.

The other major involvement for us was having three staff members each present a full day of workshops on April 17 to various high school students for the host committee's "Sound Advice" day.

SASKMUSIC SUPPORTS

Throughout the year certain news items are designated with a "SaskMusic Supports" header. This indicates that we are providing support to an event either through a financial sponsorship or marketing support, or both. In most cases this is an educational initiative (such as our helping to promote the Stickman Drum Experience, a world-class drum instructional weekend held in Saskatchewan), or a charitable event which many of our members are involved in. We welcome requests for support and encourage initiatives organized by our members that helping to educate and give back to the community.

THE NEXT BIG THING 2013

SaskMusic produced the fifth annual Next Big Thing talent competition for Big Dog 92-7 Regina/Astral Media. The station annually seeks country music artists who believe they could be The Next Big Thing to come from Saskatchewan. The winner of The Next Big Thing 2013 was awarded \$10,000 cash plus over \$5000 in additional prize and mentorship opportunities.

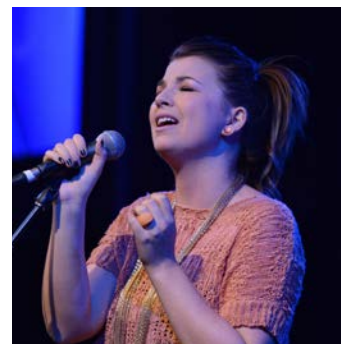
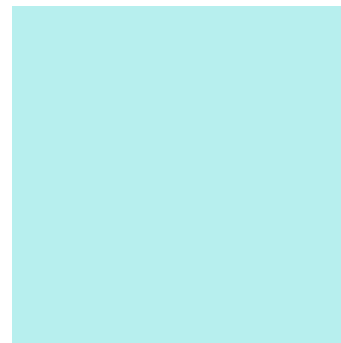
Artists from solo to full bands in country and related genres (such as bluegrass and roots) were invited to submit an entry. A panel of music industry professionals selected the Top 12, unveiled to the public at the end of May. From there, the Top 4 Finalists were selected to perform in a live showdown in June to determine this year's winner.

The Finals show was held June 20 at The Whiskey Saloon in Regina, with **Alex Runions** (Regina), **JJ Voss** (Regina), **Samara Yung** (Yorkton) and **Tenille Arts** (Weyburn) aiming to convince an esteemed panel of judges that they should be selected as this year's winner. The judges were left with a very difficult decision following stellar performances by all four artists, with the Regina-based/Kipling-raised Alex Runions being declared the winner at the end of the night.

Four music industry professionals formed the judging panel: **Chris Foord**, Music Director/Drive Home Announcer, Big Dog 92-7/Astral Media; **Skip Taylor**, Performing Arts Coordinator, Organization of Saskatchewan Arts Councils; **Karen Mondor**, Entertainment Buyer, Casino Regina; and **Erin Aldridge**, Director of Marketing & Artist Relations, Invictus Entertainment Group.

In addition to the prize package, Runions performed as The Next Big Thing at the Craven Country Jamboree (mainstage July 13) and Queen City Ex (opener for Rodney Atkins, August 4).

Big Dog 92-7/Astral Media and SaskMusic note that they were extremely pleased with the quality of artists who submitted this year and are so proud of the talent within the Saskatchewan music community. Congratulations as well to the eight semi-finalists who rounded out this year's Top 12: **Amy Nelson**, **Grain Report**, **Kelsey Fitch**, **Lexie T**, **Shantaia Poulin**, **Steve Gibson**, **Tommy John Ehman**, and **Val Halla**. Thank you to The Whiskey Saloon, our venue sponsor.



TOP TO BOTTOM: NOMADIC MASSIVE WORKSHOP, REGINA; SONGWRITERS WORKSHOP, REGINA; TENILLE ARTS, THE NEXT BIG THING (PHOTO: BEN CHECKOWY, APERTURE PHOTOGRAPHICS); ZACHARY LUCKY, FOLK ALLIANCE SHOWCASE 2013; JESS MOSKALUKE, CANADIAN COUNTRY MUSIC AWARDS (PHOTO: GRANT W. MARTIN PHOTOGRAPHY).

A YEAR OF SASKMUSIC

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

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

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

Our office continues to serve as the head office of the Canadian Council of Music Industry Associations, regional representatives of FACTOR and MROC, and as well was the home base of the 2013 JUNO Host Committee. In J.P. Ellson's capacity as Chair of the CCMA's, he appeared before the Parliamentary Committee on Copyright reform, together with representatives of Music Canada and the Canadian Independent Music Association.

SEPTEMBER

SaskMusic's core funding moves away from The Saskatchewan Arts Board, and under the direct purview of the Ministry of Parks, Culture and Sport. A seven-month pilot project is launched, during which the Ministry and SaskMusic collaborate in growing Saskatchewan's commercial music industry.

We release the SaskMusic 2013 In Tune compilation.

We sponsor the All-Star Band Awards, and attend Country Music Week in Saskatoon, September 6-9.

We support the second annual Regina Drum Festival, held at the Regina Performing Arts Centre September 14-15.

Staff and showcasing artists attend the Reeperbahn Festival in Germany, September 16-25.

Staff and showcasing artists attend and host events at BreakOut West and the Western Canadian Music Awards in Regina, September 27-30.

We welcome new staff members Lisa Lanigan, Meghan Cross, and Steve Reed. Debbie Close continues as temporary receptionist until October.

OCTOBER

Staff and showcasing artists attend CMJ in New York City, October 16-20.

Staff and showcasing artists attend the OSAC "Showcase" event in Prince Albert, October 19-21.

NOVEMBER

We support Saskatchewan nominees in the Aboriginal Peoples Choice Music Awards, hosted in Winnipeg MB, November 1-2.

Meghan Cross departs SaskMusic.

We complete our first intake for the SaskMusic Investment Program funded by the Government of Saskatchewan – Ministry of Parks, Culture and Sport, November 15.

We give a Careers in Music presentation at Nutana Collegiate, Saskatoon, November 28, and at Core Neighbourhood Youth Co-op, Saskatoon, November 29.

The office is in high gear accepting JUNO Volunteer registrations on behalf of the JUNO Host Committee.

We publish the Winter 2012-2013 issue of The Session.

DECEMBER

We host our Annual General Meeting at the Artful Dodger in Regina, December 1; followed by a Holiday Party open to members.

We welcome new staff member Rebecca Windjack.

Juries are held for the November 15 Investment Program intake.

We attend Saskatchewan Universities and Technical Institute Liaison Post-Secondary Education fair at Aden Bowman Collegiate and give a Careers in Music Presentation, Saskatoon, December 3.

We host a Careers in Music presentation at Humboldt Collegiate Institute, Humboldt, December 5.

We participate in the Regina Public Schools Job Fair at Campbell Collegiate High School, and give a Careers in Music presentation, Regina, December 7.

We congratulate our CEO, JP Ellson, on being one of 25 Saskatchewan residents to receive the Queen Elizabeth II Diamond Jubilee Medal at Government house in Regina.

We participate in the Career Day at Estevan Comprehensive School, and give a Careers in Music presentation, Estevan, December 12.

We host a Careers in Music presentation at Weyburn Comprehensive High School, Weyburn, December 18.

JUNO Host Committee meetings are regularly taking place in the Regina office.

JANUARY

Booked solid with career consults this month!

JUNO Host Committee meetings kick into even higher gear.

We host a Careers in Music presentation at City Park Collegiate, Saskatoon, January 9.

We host a Careers in Music presentation at Riverview Collegiate, Moose Jaw, January 15.

We host a Careers in Music presentation at Rosetown Central High School, Rosetown, January 16.

JP Ellson attends the MIDEM Conference and Festival in Cannes France, January 24-31.

We host a Careers in Music presentation at Swift Current Comprehensive High School, Swift Current, January 31.

FEBRUARY

JP Ellson attends Showcase Scotland Celtic Connections in Glasgow Scotland, February 1-6.

We host a Careers in Music presentation at Carpenter High School, Meadow Lake, February 7.

We hold our annual Board Of Directors and Staff strategic planning weekend in Regina, February 8-10.

JUNO Host Committee busyness continues.

We announce that we will become a part of Creative Saskatchewan – a new agency that will assist in bringing Saskatchewan’s creative talent to market.

We attend and host a Private Showcase suite at Folk Alliance Conference in Toronto ON, February 18-22.

We host a Careers in Music presentation at Prince Albert Collegiate Institute, Prince Albert, February 26.

We host a Funding Workshop in Prince Albert, February 26 and Saskatoon, February 27.

MARCH

We host a Funding Workshop in Regina, March 7.

We attend the North Battleford Composite High School Career Fair and give a Careers In Music Presentation, North Battleford, March 13.

We complete our second intake for the SaskMusic Investment Program funded by the Government of Saskatchewan – Ministry of Parks, Culture and Sport, March 15.

We announce the future launch of Music2Media.

We attend and sponsor showcases during Canadian Music Week in Toronto ON, March 21-22.

We host the Royalties Workshop in Saskatoon, March 25 and in Regina, March 26.

The Spring 2013 Session is published.

APRIL

We host a Taxes Workshop in Saskatoon, April 2, and in Regina, April 3.

We support the 2013 JUNO Awards, Regina & Moose Jaw, April 15-21, in particular the Big Gig high school workshop day on April 17.

We attend the Saskatchewan Country Music Awards in Saskatoon, April 26-28.

We announce the 2013 Big Dog 92.7 Next Big Thing Competition.

Redevelopment work begins on www.saskmusic.org.

MAY

We welcome our new website intern Josh Senkow, who joins us for a couple of weeks.

We attend and support showcasing artists at The Great Escape Music Festival and Conference in Brighton UK, May 16-18.

We host a Sask Night at the Los Angeles Consulate, May 16.

We attend Music Matters in Singapore, May 19-25.

We host the Regina Musicians’ Association business workshop at our Regina office, May 14.

JUNE

We move into our temporary office space in Saskatoon at The Two Twenty, 209-220 20th St. W, on June 1.

We attend and support showcasing artists at NXNE Music Festival and Conference in Toronto ON, June 12-16.

We attend MOSO Fest and Conference in Saskatoon, June 13-15.

We present Social Media and Music Management Workshops in cooperation with MOSO and the Music Managers’ Forum, June 22.

We say farewell to SaskMusic President Mike MacNaughton, and welcome former Vice President, Dawn Woroniuk, as newly appointed President, and former Board Member, Ryan Gullen, as newly appointed Vice President, June 17.

We award Big Dog 92.1 - The Next Big Thing 2013 to Alex Runions at the Whiskey Saloon in Regina, June 20.

We support the second annual Stickman Drum Experience at Blackstrap Lake near Saskatoon, June 27-30.

We host YouTube workshop in Saskatoon, June 30.

JULY

We host a YouTube workshop in Regina, July 3.

We say farewell to Board Member Rick Krieger.

We support the Ness Creek Music Festival near Big River, July 18-21.

We support the Gateway Festival, Bengough, July 26-28.

Members vote for the Western Canadian Music Awards.

The Summer 2013 Session is distributed.

AUGUST

We present a youth workshop with Regina Folk Festival performing artists Nomadic Massive at the Cultural Exchange in Regina, August 8.

We present Songwriting Panel in partnership with Regina Folk Festival in Regina, August 8.

Michael Olstrom resigns from the board, and Louis O’Reilly is appointed to fill the vacancy.

AWARD NOMINEES & WINNERS

Winners are indicated by (W)

ABORIGINAL PEOPLE'S CHOICE MUSIC AWARDS: NOVEMBER 1-2/12, WINNIPEG MB

Big River Cree - Best Hand Drum CD for "The Old Way"
Blu - Best Rap/Hip Hop CD for "No Way No How"
Curt Young - Best Instrumental CD for "Northern Equinox"
Dallas Boyer - Aboriginal Male Entertainer of the Year
Dallas Boyer - Best Fiddle CD for "Metis Music"
Dean Powder - Best Gospel CD for "Living Proof"
Donny Parenteau - Aboriginal Songwriter of the Year for "Play On"
Donny Parenteau - Best Music Video for "Fiddleback"
Donny Parenteau - Best Producer/Engineer
Nakoa Heavyrunner & Rocky Morin - Best Hand Drum for "Medicine Line"
Northern Cree - Best Duo or Group (W)
Northern Cree - Best Powwow CD Contemporary for "Drum boy-
Mistikwaskink Napisis" (W)
Yvonne St. Germaine - Best Gospel CD for "Tennessee Sky" (W)

ABORIGINAL PEOPLE'S CHOICE MUSIC AWARDS: (NEW DATES FOR EVENT)

AUGUST 16-21/13, WINNIPEG MB

Donny Parenteau - Aboriginal Male Entertainer of the Year for "Bring It On"
Donny Parenteau - Best Producer/Engineer for "Bring It On"
Donny Parenteau - Best Country CD for "Bring It On"
George Leach - Aboriginal Songwriter of the Year (W)
George Leach - Best Rock CD for "Surrender" (W)
George Leach - Single of the Year for "Carry Me" (W)
George Leach - Aboriginal Male Entertainer of the Year for "Surrender"
Lance Crowe & Jonah Smokeyday - Best Peyote CD for "Spiritual
Happiness"
Marilyn Bouvier and David McIntyre - Best Gospel CD for "Our Lady
of Guadalupe"
Nakoa Heavyrunner & Harvey Dreaver - Best Hand Drum CD for "Love
Letters"
Poundmaker - Best Pow Wow CD Traditional for "Devere"
Rock Hill - Best Pow Wow CD Contemporary for "Live at Hinckley"
Whitehawk & Crowe - Best Peyote CD for "Wikiwam Ahsin VI"
Whitehawk & Crowe - Best Peyote CD for "Spiritual Walk"
Yvonne St. Germaine - Best Gospel CD for "City of Gold" (W)

CANADIAN COUNTRY MUSIC AWARDS: SEPTEMBER 6-9/12, SASKATOON SK

Antonio Hrynchuk - Video Director of the Year for "Carried Away" by
Chad Brownlee; "Down Dusty Roads" by Bryce Pallister
Bart McKay - All-Star Band: Keyboards
Bart McKay - Record Producer(s) of the Year
Bart McKay Productions, Saskatoon - Recording Studio of the Year (W)
Cal Gratton (CIXM-FM/CJVR-FM) Whitecourt AB/Melfort - Music
Director of the Year: Secondary Market
Canadian Coast To Coast (CJVR-FM) Melfort - Country Music Program
or Special of the Year
Codie Prevost - Rising Star
Donny Parenteau - All-Star Band: Fiddle

Jay Richards (CJWW) Saskatoon - Music Director of the Year: Major Market
O'Reilly International Entertainment Management - Management
Company of the Year
On Ramp Records Inc. - Record Company of the Year

CANADIAN FOLK MUSIC AWARDS NOVEMBER 15-17/12, SAINT JOHN NB

The Deep Dark Woods - Contemporary Album of the Year for "The
Place I Left Behind" (W)
The Deep Dark Woods - English Songwriter of the Year for "The Place I
Left Behind"
The Fretless - Ensemble of the Year (W)
The Fretless - Instrumental Group of the Year (W)
The Fretless - Pushing the Boundaries Award"

CANADIAN GOLD AND PLATINUM CERTIFICATIONS:

The Sheepdogs - "Learn & Burn" - Platinum Album (February 2013)
The Sheepdogs - "I Don't Know" - Gold Digital Download (February 2013)
The Sheepdogs - "The Sheepdogs" - Gold Album (March 2013)

CANADIAN MUSIC AND BROADCAST INDUSTRY AWARDS: SEPTEMBER 18/12, TORONTO ON

Amigo's Cantina, Saskatoon - Club Venue of the Year
Brandt Centre, Regina - The "Air Canada Centre" Major Facility of the
Year (Under 8,000 Capacity)
Casino Regina - Casino/Specialty Venue of the Year
Chris Myers (C95) Saskatoon - Program Director of the Year Medium
Market
Credit Union Centre, Saskatoon - "Air Canada Centre" Major Facility of
the Year (Over 8,000 Capacity)
Danny Ismond (GX94) Yorkton - Music Director of the Year Small Market
Evan Baran (104.9 The Wolf) Regina - Music Director of the Year Me-
dium Market
Grant Biebrick (The Wolf/CKRM) Regina - Program Director of the Year
Medium Market
TCU Place, Saskatoon - Performing Arts Centre of the Year (Over 1,500
Capacity)

CBC RADIO 3'S BUCKY AWARDS: DECEMBER 7/12

Rah Rah - The Golden Bucky for "Art & A Wife"

CBC'S "SEARCHLIGHT"

Close Talker: Regional/Saskatchewan finalist

COVENANT AWARDS: NOVEMBER 7/12, BURLINGTON ON

Canada's Double Portion - Country/Bluegrass Album of the Year for
"Classics"
Philly 5 - Rap/Hip Hop Song of the Year for "Swagger 2.0"
The Amundruds - Country/Bluegrass Album of the Year for "At The
Crossroad"
The Amundruds - Country/Bluegrass Song of the Year for "Catch Every Tear"

The Amundruds - Group of the Year
 The Amundruds - Southern Gospel Song of the Year for "I Wanna Go"
 Yvonne St. Germaine - Aboriginal Song of the Year for "My Longest Walk", "Peace Between Us" and "Where Are You Lord"

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

Jared Robinson - Artist Publicity Photo, for the Scott Benson Band
 The Fretless (Karnell) - Instrumental Song for "Box, Man/Iggy and Squiggy"
 The Fretless (Karnell) - Cover Song for "Waterbound (feat. Ruth Moody)" - traditional

**INDSPIRE AWARDS
 (formerly National Aboriginal Achievement Awards)
 FEBRUARY 15/13, SASKATOON SK**

Winston Wuttunee - Culture, Heritage and Spirituality (W)

INTERNATIONAL SONGWRITING COMPETITION

Jason Cullimore: Finalist, Instrumental category for "Old Shanghai"
 Semi-finalists: Alex Pinay (Alpha380) - Dance/Electronica; Joanna Dee Schluff - Pop/Top 40 and also Unsigned Only; Michael Harmel - Americana; and Paul Runalls and Chris Atkinson - Children's Music.

**JUNO AWARDS:
 APRIL 15-21, REGINA SK**

Donny Parenteau - Aboriginal Album of the Year for "Bring It On"
 The Sheepdogs - Group of the Year
 The Sheepdogs - Rock Album of the Year for "The Sheepdogs"
 The Sheepdogs - Single of the Year for "The Way It Is"

**LIEUTENANT GOVERNOR'S ARTS AWARDS
 SEPTEMBER 18/12, SASKATOON SK**

Karnnel Sawitsky - 30 Below
 Regina Musical Club - Leadership

**MAYOR'S ARTS & BUSINESS AWARDS (REGINA):
 APRIL 23/13, REGINA SK**

Belle Plaine - Emerging Artist
 Jacob Pratt - Emerging Artist
 Jeff "Redbeard" Corbett - Sustained Support of the Arts - Volunteerism
 Keiffer McLean - Emerging Artist
 Music in the House - Excellence in Arts Management
 Peter Sametz (Saskatchewan Arts Board) - Excellence in Arts Management
 Regina Drum Festival - Innovation in the Arts
 Regina Symphony Women's Association - Sustained Support of the Arts - Volunteerism
 Tyler Gilbert - Emerging Artist



L TO R: RAH RAH WITH GRANT LAWRENCE, BREAKOUT WEST 2012; ALEX RUNIONS, THE NEXT BIG THING (PHOTO: BEN CHECKOWY, APERTURE PHOTOGRAPHICS); JACK SEMPLE PRESENTS 2012 WESTERN CANADIAN MUSIC AWARD TO EDUARD MINEVICH; LOUIS O'REILLY ACCEPTS AT THE WESTERN CANADIAN MUSIC AWARDS 2012; KARNNELL ACCEPTS FOR THE FRETLESS AT THE WESTERN CANADIAN MUSIC AWARDS 2012; BART MCKAY ACCEPTS AT THE CANADIAN COUNTRY MUSIC AWARDS (PHOTO: GRANT W. MARTIN PHOTOGRAPHY).

/AWARD NOMINEES & WINNERS

NATIVE AMERICAN MUSIC AWARDS

MAY 10/13, NIAGARA FALLS NY

Big River Cree - Best Pow Wow Recording for "The Old Way"
Big River Cree - Debut Group of Year for "The Old Way" (W)
Yvonne St. Germaine - Best Gospel/Inspirational Recording for "Rain Holy Spirit Rain"

THE NEXT BIG THING

Alex Runions

POLARIS PRIZE

Rah Rah - Long List

SASKATCHEWAN COUNTRY MUSIC AWARDS: APRIL 26-28/13, SASKATOON SK

Only winners listed

Al Leblanc - All Star Band (Bass)
Al Leblanc - Manager of the Year
Aven Grace - Country Gospel Album for "Love like That"
Bart McKay - Record Producer
Bart McKay- All Star Band (Keys)
Bart McKay Productions - Recording Studio
Blake Berglund - Roots Artist/Group of the Year
Cal Gratton (CJVR) Melfort - Music Director: Secondary Market
Cal Gratton (CJVR)Melfort - On Air Personality: Secondary Market
CJGX Yorkton - Radio Station of the Year: Secondary Market
CJWW Saskatoon - Radio Station of the Year: Major Market
Coast to Coast (CJVR) Melfort - TV/Radio Show of the Year
Codie Prevost - Fans Choice Entertainer of the Year
Codie Prevost - Male Vocalist of the Year
Cristy Beggs - Country Music Person
Cristy Beggs (92.9 The Bull) Saskatoon - On Air Personality: Major Market
Donny Parenteau - Aboriginal Artist of the Year
Donny Parenteau - Album of the Year for "Bring it On"

Donny Parenteau - All Star Band (Fiddle)
Donny Parenteau- All Star Band (Specialty)
Hal Schrenk - All Star Band (Drums)
Jason Lee (CJWW) Saskatoon - Music Director: Major Market
Jess Moskaluke - Female Vocalist of the Year
Jim Chute - SCMA Humanitarian Award
JJ Voss - Roots Album of the Year for "Show 'em Who's Voss"
Samara Yung & Steve Fox - Song of the Year (Composer) for "Mardi Gras"
Steve Gibson- All Star Band (Guitar)
Will Ardell - Rising Star of the Year
WYATT - Group of the Year
WYATT - Single of the Year for "Jesse James"

WESTERN CANADIAN MUSIC AWARDS: SEPTEMBER 28-30/12, REGINA SK

The Deep Dark Woods - Roots Duo/Group Recording of the Year for "The Place I Left Behind" (W)
The Deep Dark Woods - Independent Album of the Year for "The Place I Left Behind"
Eduard Minevich - Heritage Award (W)
Foam Lake - Independent Album of the Year for "Force and Matter"
Jason Plumb - Songwriter(s) of the Year for Jason Plumb and The Willing's "Sweet Misery"
Jay Semko - Roots Solo Recording of the Year for "Sending Love"
Jeff McLeod - Jazz Recording of the Year for "Double Entendre"
Library Voices - Pop Recording of the Year for "Summer of Lust"
Louis O'Reilly - Industry Builder Award (W)
Michel Lalonde - Francophone Recording of the Year for "L'Amour Fou"
The Northern Pikes - Hall of Fame inductees (W)
Ryan Boldt - Songwriter(s) of the Year for The Deep Dark Woods' "The Place I Left Behind"
Scott Benson Band - Instrumental Recording of the Year for "Scott Benson Band"
Sylvia Chave - Children's Recording of the Year for "The Orange Album"



THE 2013 JUNO AWARDS IN REGINA.

ARTIST SHOWCASES

ABORIGINAL MUSIC WEEK(S)

Conrad Bigknife
Donny Parenteau
George Leach
Joey Stylez
John Arcand
Mitch Daigneault
Spoils
The Local Onlyz

BREAKOUT WEST

Alexis Normand
Belle Plaine
Blake Berglund
Castle River
Dean McNeill
Foam Lake
Fountains of Youth
Fur Eel
Indigo Joseph
Jason Plumb and the Willing
Jeans Boots
Jeff McLeod
Library Voices
The Lonesome Weekends
Michel Lalonde
The Northern Pikes
(Awards Show)
Rah Rah (Awards Show)
Rosie & The Riveters
Scott Benson Band
Shuyler Jansen
Slow Down, Molasses
smokekiller
Sound Society
The Steadies
Sylvia Chave
Uganda Canadian Association
of Saskatchewan Drummers
Val Halla
Zachary Lucky

CANADIAN COUNTRY MUSIC AWARDS

Codie Prevost (Awards performance)
Jay Semko (Songwriters' Cafe)
Jess Moskaluke (Songwriters' Cafe)

CANADIAN MUSIC WEEK

Andy Shauf
Blake Berglund
Braindead Romeo
Def3 & Factor
Foam Lake
Fur Eel
Indigo Joseph
Jess Moskaluke
Karrnel
The Pistolwhips
Rah Rah
Untimely Demise
We Were Lovers

CONTACT MB

Rosie & The Riveters

CMJ

Foam Lake
Rah Rah

LA FRANCOFETE EN ARCADIE

Alexis Normand

FOLK ALLIANCE INTERNATIONAL Official:

Belle Plaine
Carrie Catherine
Kacy and Clayton
Rosie & The Riveters
Tania Elizabeth
Young Benjamins
SaskMusic Showcase:
Jody Johnson
Zachary Lucky

THE GREAT ESCAPE

Foam Lake
Shuyler Jansen

JUNOFEST

Ace Massive
Alex Runions
All Mighty Voice
Amy Nelson
Andino Sons
Andy Shauf
Belle Plaine
Blake Berglund
The Bystanders
Castle River
Def 3
Donny Parenteau
Fly Points
Foam Lake
Fur Eel
George Leach
Indigo Joseph
Jack Semple
Jason Plumb
Jeans Boots
Jeff McLeod
Jeffery Straker
JJ Voss
Julia McDougall
Keiffer McLean
The Lazy MKs
Library Voices
The Lonesome Weekends
Lords Kitchner
The Maes
MakeLiars
Megan Nash
The Minnow
Nick Faye and the Deputies
PandaCorn
The Pistolwhips
Prop Planes
Rah Rah
The Rebellion
Rosie and the Riveters
Scott Benson Band
Shooting Guns
Slow Down, Molasses
Smokekiller
The Waltons
Tim Vaughn
Val Halla
Young Benjamins

M FOR MONTREAL

Rah Rah

NXNE

Nick Faye & The Deputies
Megan Lane
Jeffery Straker
Jason Plumb and The Willing
Def3
John Antoniuk (Smokekiller)
Shooting Guns
Jordan Cook (Reignwolf)
Indigo Joseph

OCFF

Rosie & The Riveters

OSAC

Zachary Lucky
JJ Voss

POP MONTREAL

Caves
Rah Rah

REEPERBAHN

Foam Lake
Slow Down, Molasses

ROSEQ

Alexis Normand

SXSW

Def 3
Factor (with Myka 9)
Jordan Cook (Reignwolf)
Rah Rah
The Sheepdogs

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Financial Statements

Year Ended August 31, 2013

Management's Responsibility for Financial Reporting

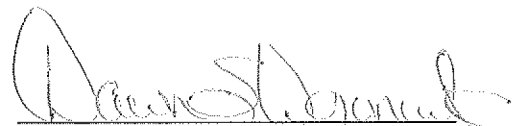
The financial statements of Saskatchewan Recording Industry Association Inc., (Operating as SaskMusic), have been prepared in accordance with Canadian Accounting Standards for Not-for-Profit Organizations. When alternative accounting methods exist, management has chosen those it deems most appropriate 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.


Executive Director


President

Regina, Saskatchewan
November 15, 2013

INDEPENDENT AUDITOR'S REPORT

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 statements of financial position as at August 31, 2013, August 31, 2012 and September 1, 2011, and the statements of operations, changes in net assets and cash flows for the years ended August 31, 2013 and August 31, 2012, 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 Accounting Standards for Not-for-Profit Organizations, 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 in our audits is sufficient and appropriate to provide a basis for our qualified audit opinion.

(continues)

An asset to our clients, not an expense.

Basis for Qualified Opinion

In common with many not-for-profit organizations, the Association derives revenue from self-generated sources, excluding memberships and investments, 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 revenues, excess of revenues over expenditures, current assets and net assets.

Qualified Opinion

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the revenues referred to in the preceding paragraph, 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, 2013, August 31, 2012 and September 1, 2011 and the results of its operations and its cash flows for the year ended August 31, 2013 and August 31, 2012 in accordance with Canadian Accounting Standards for Not-for-Profit Organizations.

Regina, Saskatchewan
November 15, 2013



Mintz & Wallace
Chartered Accountants LLP

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

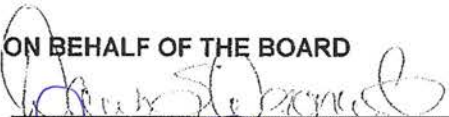
(Operating as SaskMusic)

Statement of Financial Position

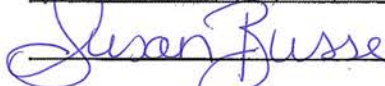
August 31, 2013

	August 31 2013	August 31 2012	September 1 2011
ASSETS			
CURRENT			
Cash	\$ 164,576	\$ 58,306	\$ 40,257
Accounts receivable	30,479	18,688	63,459
Prepaid expenses	30,263	29,592	14,024
	225,318	106,586	117,740
RESTRICTED CASH (Note 5)	100,000	82,619	82,132
CAPITAL ASSETS (Note 6)	11,093	11,206	15,240
	\$ 336,411	\$ 200,411	\$ 215,112
LIABILITIES AND NET ASSETS			
CURRENT			
Accounts payable and accrued liabilities	\$ 18,325	\$ 27,461	\$ 18,847
Vacation payable	6,094	11,916	6,990
Deferred revenue (Note 7)	89,213	25,178	19,784
	113,632	64,555	45,621
NET ASSETS			
Unrestricted fund	122,779	52,865	87,359
Reserve fund	100,000	82,991	82,132
	222,779	135,856	169,491
	\$ 336,411	\$ 200,411	\$ 215,112

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, 2013

	2013	2012
REVENUE		
<u>Grants</u>		
Saskatchewan Arts Board	\$ 37,520	\$ 310,000
Saskatchewan Lotteries Trust Fund for Sport, Culture and Recreation	7,580	9,000
FACTOR	58,699	41,046
SOCAN Foundation	-	2,500
Provincial funding	702,916	47,000
	806,715	409,546
<u>Self-generated</u>		
Advertising sales	1,274	462
Expense recoveries	78,045	30,142
Earnings on investment	205	486
Festival and events	360	530
Membership fees	16,400	14,657
Music/book commissions	-	22
Rental revenue	6,000	7,500
Sponsorships	89,617	131,214
	191,901	185,013
	998,616	594,559
EXPENDITURES		
Administration expenditures <i>(Schedule 1)</i>	\$ 410,791	\$ 363,773
Program expenditures <i>(Schedule 2)</i>	500,902	264,421
	911,693	628,194
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURES	\$ 86,923	\$ (33,635)

See accompanying notes

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Statement of Changes in Net Assets

Year Ended August 31, 2013

	Unrestricted Fund	Reserve Fund	2013	2012
NET ASSETS - BEGINNING OF YEAR	\$ 52,865	\$ 82,991	\$ 135,856	\$ 169,491
Excess of revenue over expenditures	86,717	206	86,923	(33,635)
Interfund transfers	(16,803)	16,803	-	-
NET ASSETS - END OF YEAR	\$ 122,779	\$ 100,000	\$ 222,779	\$ 135,856

See accompanying notes

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Statement of Cash Flows

Year Ended August 31, 2013

	2013	2012
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenditures	\$ 86,923	\$ (33,635)
Amortization of capital assets	3,325	4,035
	90,248	(29,600)
Changes in non-cash working capital:		
Accounts receivable	(11,791)	44,770
Accounts payable and accrued liabilities	(9,137)	8,614
Deferred revenue	64,035	5,394
Prepaid expenses	(671)	(15,568)
Vacation payable	(5,822)	4,926
	36,614	48,136
Cash flow from operating activities	126,862	18,536
INVESTING ACTIVITY		
Purchase of capital assets	(3,211)	-
Cash flow used by investing activity	(3,211)	-
INCREASE IN CASH FLOW	123,651	18,536
CASH - BEGINNING OF YEAR	140,925	122,389
CASH - END OF YEAR	\$ 264,576	\$ 140,925
CASH CONSISTS OF:		
Cash	\$ 164,576	\$ 58,306
Restricted cash	100,000	82,619
	\$ 264,576	\$ 140,925

See accompanying notes

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to Financial Statements

Year Ended August 31, 2013

1. FIRST TIME ADOPTION OF ACCOUNTING STANDARDS FOR NOT-FOR-PROFIT ORGANIZATIONS

During the year the Association adopted Canadian Accounting Standards for Not-for-Profit Organizations (ASNFPO). These financial statements are the first prepared in accordance with these standards. The adoption of ASNFPO had no impact on net assets as at September 1, 2011 or operations or cash flows for the year ended August 31, 2012 as previously reported in accordance with pre-changeover Canadian generally accepted accounting principles.

2. NATURE OF OPERATIONS

The Saskatchewan Recording Industry Association Inc. (the Association), 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. The Association is incorporated under the Non-Profit Corporations Act of Saskatchewan and is exempt from income taxes.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

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.

(continues)

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to Financial Statements

Year Ended August 31, 2013

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

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. All other revenues are recorded when the services are provided.

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.

Financial instruments policy

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial assets with actively traded markets are reported at fair value, with any unrealized gains and losses reported in income. All other financial instruments are reported at amortized cost, and tested for impairment at each reporting date. Transaction costs on the acquisition, sale, or issue of financial instruments are expensed when incurred.

4. ECONOMIC DEPENDENCE

The Association is dependent on continued funding from granting agencies, primarily the Province of Saskatchewan. It is management's opinion that the Association could not continue in its normal operations in the absence of this funding.

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Notes to Financial Statements

Year Ended August 31, 2013

5. RESTRICTED CASH

	2013	2012
GIC at .80% maturing September 5, 2013	\$ 25,145	\$ -
GIC at 1.60% maturing July 9, 2012	-	57,455
GIC at .90% maturing December 9, 2012	-	25,164
Appropriated cash	74,855	-
	\$ 100,000	\$ 82,619

As at yearend, no transfer was made from the Unrestricted Fund's operating bank account to separate investment account. An amount is shown as appropriated from the operating bank account to the Reserve Fund. Subsequent to the yearend the Association transferred funds from the Unrestricted Fund to the Reserve Fund to replace the appropriated cash.

6. CAPITAL ASSETS

	Cost	Accumulated amortization	2013 Net book value	2012 Net book value
Furniture and equipment	\$ 25,809	\$ 21,402	\$ 4,407	\$ 4,203
Computer equipment	55,457	50,987	4,470	6,385
Leasehold improvements	3,286	1,070	2,216	618
	\$ 84,552	\$ 73,459	\$ 11,093	\$ 11,206

7. DEFERRED REVENUE

	2013	2012
Saskatchewan Arts Board	\$ 44,080	\$ -
Government of Saskatchewan	37,084	-
FACTOR	-	17,500
Astral Media Radio Inc. - Big Dog program	5,374	7,678
Harvard Broadcasting	2,675	-
	\$ 89,213	\$ 25,178

8. 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, 2013

9. RELATED PARTY TRANSACTIONS

Included in consulting fees under programs is payments of \$30,750 to Successful Event Productions Inc. per contractual services for the Association's participation in co-coordinating the Juno Awards hosted in the Province this year. The Association is related to Successful Event Productions Inc. through common management and ownership of the company.

10. FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the Association's risk exposure and concentration as of August 31, 2013.

Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association has minimal exposure to credit risk as the majority of its revenues as from funding agreements, grants, and contributions. An allowance for doubtful accounts is used to account for uncollectible amounts on account.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Association is exposed to this risk mainly in respect of its receipt of funds from its funding agencies, members and other related sources, and accounts payable. Liquidity risk is minimized by the Association's budgetary and reporting controls.

Currency risk

Currency risk is the risk to the Association's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Association's exposure to currency risk is minimal as it does not hold any cash, bank accounts, accounts receivable, or investments in a foreign currency.

Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the Association manages exposure through its normal operating and financing activities. The Association does not rely on interest earnings for operations which minimizes their exposure to interest rate risk.

SASKATCHEWAN RECORDING INDUSTRY ASSOCIATION INC.

(Operating as SaskMusic)

Administration Expenditures

(Schedule 1)

Year Ended August 31, 2013

	2013	2012
Amortization	\$ 3,325	\$ 4,035
Audit and accounting	6,863	5,586
Bad debts	-	547
Board expenses	1,685	1,366
Employee benefits	37,277	31,644
Equipment rentals	2,421	1,403
Insurance	3,650	4,345
Interest and bank charges	2,675	2,294
Merchandise	5,645	500
Miscellaneous	1,056	620
Office	6,310	3,067
Rent	51,507	48,388
Repairs and maintenance	2,781	2,451
Salaries	270,120	242,300
Telephone, internet and fax machine	15,476	15,227
	\$ 410,791	\$ 363,773

Program Expenditures

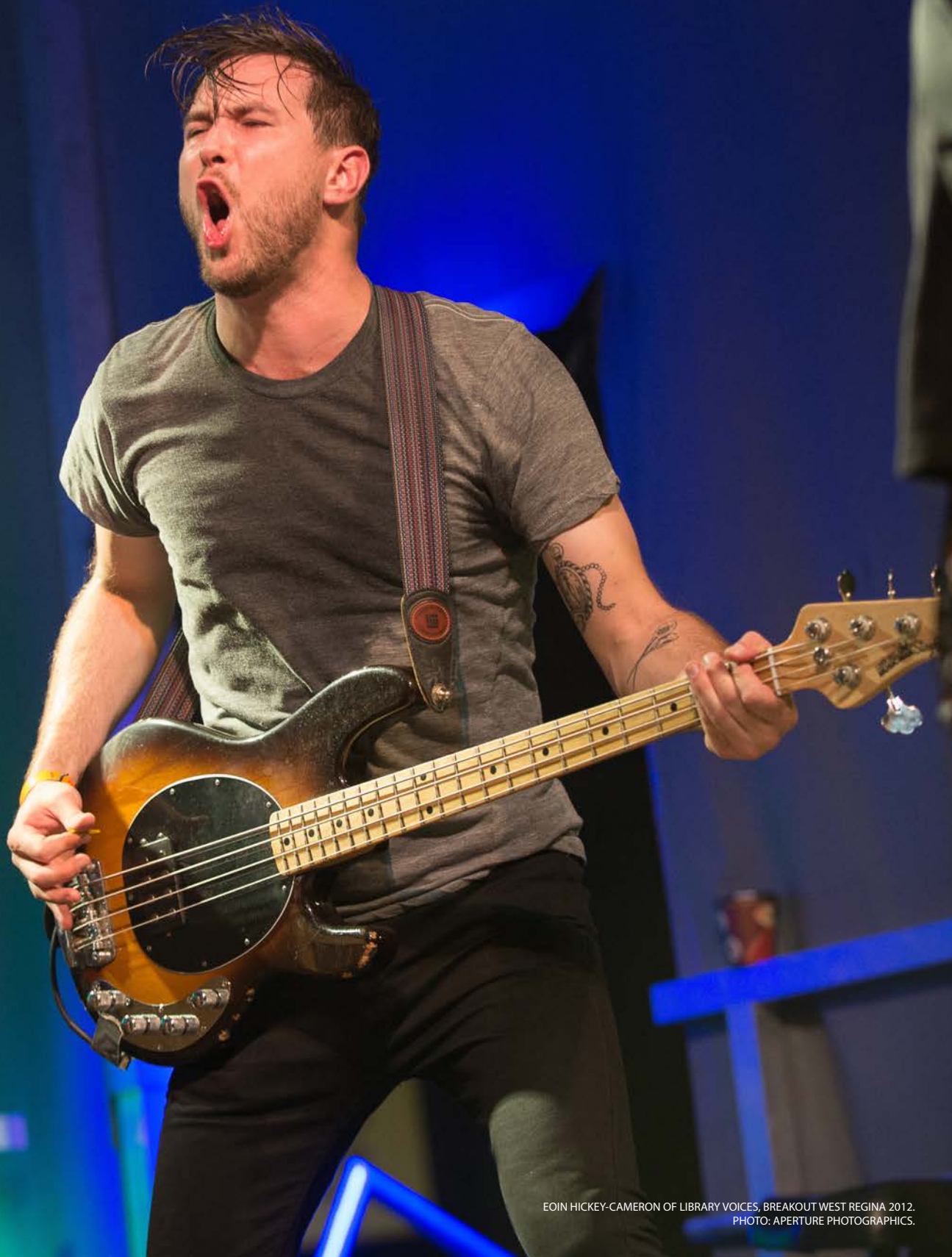
(Schedule 2)

Year Ended August 31, 2013

	2013	2012
Advertising and marketing	\$ 27,814	\$ 28,803
Artist performance fees	10,653	15,625
Awards and participation fees	192,292	36,980
Catering	7,963	23,502
Computer programming	1,126	731
Consulting fees <i>(Note 9)</i>	90,869	12,356
Event registration fees	27,650	11,692
Festival, events, and conferences	31,500	40,385
Panelist fees	6,738	3,256
Photocopying	3,030	4,068
Postage and delivery	6,293	4,687
Printing	11,890	3,301
Resource library	85	-
Travel and accommodation	82,999	79,035
	\$ 500,902	\$ 264,421

See accompanying notes

SASKO MUSIC



EOIN HICKEY-CAMERON OF LIBRARY VOICES, BREAKOUT WEST REGINA 2012.
PHOTO: APERTURE PHOTOGRAPHICS.