



SASKOMUSIC

2021/2022

ANNUAL REPORT

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SASKOMUSIC

1831 College Avenue, Regina SK S4P 4V5
202-226 20th St W, Saskatoon SK S7L 0V6
P: 306-347-0676 (main) or 1-800-347-0676 (toll free in Sask.)
www.saskmusic.org
info@saskmusic.org
Facebook - www.facebook.com/SaskMusic1
Twitter - www.twitter.com/SaskMusic
Instagram - www.instagram.com/SaskMusic
Spotify - follow SaskMusic Listen
YouTube - www.youtube.com/saskmusic

This report includes the main activities of SaskMusic for the fiscal year running April 1, 2021 to March 31, 2022 as well as general information celebrating highlights of the local music industry during that period - including showcases, album releases and award recognition.

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PRESIDENT'S REPORT



BY SHANNON JOSDAL

If 2020-2021 was a year of massive change and knee-jerk adaptation, 2021-2022 has been a year of careful navigation. As our industry gradually begins to resume full operation, we find ourselves re-imagining best practices and industry standards. In my own work, I have often felt that there has been a constant stream of new variables to consider since live music re-entered the conversation. Restrictions may have ended but what are the actual comfort levels of patrons in our market? Inflation is at record levels, gas is at \$2 a litre, and patrons have had two years of reliably having the concert they're looking forward to cancelled. Is anyone buying tickets anymore? Are advance sales going to be this sluggish forever? Oh, and let's not forget, now we're charging PST on event tickets. As someone who got their driver's license when gas was \$0.60 a litre (an exorbitant price by the standards of the early aughts), it's overwhelming at times.

What has not changed in the 2-plus years since our industry turned upside down, is the impeccable standard of talent, creativity, and artistry in this province; and, while the means and methods have had many pivots, SaskMusic has continued to cultivate and promote our provincial industry. Supported by the Board of Directors, the work of

our SaskMusic staff ensures that the platform of Saskatchewan artists is supported, diversified, and expanded. Regardless of how many variables continue to pepper the road forward, I am confident in the organization's ability to assist our membership and entire industry on the journey ahead.

On behalf of the Board of Directors, I wish to thank our staff for their hard work, and our membership for their continued engagement and participation. We look forward excitedly to 2022-2023.

TREASURER'S REPORT



As I stepped into this role on our Board of Directors last year, I had to reflect on how much this organization has grown since my tenure as Executive Director 25 years ago. It is so incredible to witness the great strides that SaskMusic has made to support and strengthen the Saskatchewan music industry not just at home, but on an international stage. The impact of the pandemic has been felt around the world, especially in the music and live performance industries. It's also wreaked its share of havoc in our financial budgeting and reporting, as some planned programs had to shift or end, while others took their place.

The financial records presented herein are a testament to the success of the organization in navigating the past few years. Project grants from Western Economic Diversification and FACTOR provided some short-term resources to implement new programs, while the ongoing support of Creative Saskatchewan ensures that we can continue to deliver our educational programming and events, maintain our current staffing contingent and provide the best support to our membership.

Special thanks to Mike and Lorena for their administrative efforts, and to the rest of the SaskMusic team for working so hard to remain positive throughout the challenges of the past few years. As we look ahead to developing a new

strategic plan in the fall, I am excited to see where SaskMusic will grow next!

Respectfully submitted,

MARIAN DONNELLY, TREASURER

EXECUTIVE DIRECTOR'S REPORT



BY MICHAEL DAWSON

I really don't want to have to talk about Covid again. And I'm quite certain you don't want to read about Covid again. It's exciting, hopeful, and inspiring to watch the return of live music but unfortunately I have to acknowledge that it still had a significant impact on virtually everything we did last year. The pages of this annual report will tell the stories of the many programs we held virtually, the success of opportunities moving back to in-person, and the accomplishments of many Saskatchewan artists; but what you won't see is the many cancellations, last minute changes, and resounding adaptability of the artists and crew who helped us navigate it all. I want to thank all of our wonderful staff for their hard work and commitment to the organization as we continued to navigate all aspects of the pandemic, making countless adjustments to plans and programming along the way.

I am extremely happy to report that we have core staff in place with Ben as our Admin and Program Coordinator, Brittney our Program and Education Manager, and Lorena as Communications and Operations Manager, and Kaelen in our Saskatoon office as Program and Export Manager. We also welcomed the addition of Oghenerukevwe "Rooky" Jegede-Ikpen and Casey Ling as Research and Outreach Assistants. Darwin Roy continued as our Indig-

enous Music Coordinator. Kevin Kyle also once again lent his diverse skillset to aid us in many projects from video editing to database entries. Shawn Karpinka, who had previously served as our Program and Administrative Assistant, has moved on to focus on school at the Film Scoring Academy of Europe. There is no easy way to say this, but we also experienced the sad and untimely passing of Jill Mack. Jill was a true inspiration, both in her demeanor and her profound skills as a soundtech and musician. Jill worked with us as our Production and Event Coordinator over the pandemic. I encourage you to take a moment and read this lovely piece about Jill and her impact on the music community on the CKOM website:

<https://www.ckom.com/2022/06/16/850466/>

This year's AGM sees Amy Bamford reach her maximum term as a board member. She has brought a wealth of knowledge and experience to our organization, and we are thankful for her dedication. Current board members Amanda Scandrett, Kara Golemba, and Christian Kongawi will also be departing the board as of the Annual General Meeting. We thank them for their service and the enormous contribution they made to our organization.

Creative Saskatchewan remains the primary funder of SaskMusic, providing both operational and program funding. We also proudly remain Regional Representatives for FACTOR and sit on their National Advisory Board. We are grateful for their support, along with many other partners including Bell Media, CIMA, Manitoba Music, Alberta Music, Music BC and other provincial organizations.

Lastly, I want to thank all of the organizations and individuals who continued to work tirelessly on relief efforts and live music strategies throughout the year. I attended many meetings with the CCMIA, FACTOR NAB, CLMA, etc. There is no doubt that it will be a long recovery for the live music sector, but please be assured that there are many inspiring folks working hard behind the scenes to help rebuild our industry.



PHOTOS: NINI JEGZ, PACIFIQUE, ZOCHI FOR OUR BLACK HISTORY MONTH CONCERT

PROFILE

MANDATE

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.
- **Artist and Industry Professional Focus:** to ensure that the policies, programs and resources of SaskMusic are focused on supporting and assisting artists and industry professionals in achieving their goals and aspirations.

MEMBERSHIP BENEFITS & STRUCTURES

Universal benefits for all membership categories include:

- Information including member-only ereleases and opportunities, newsletters, and preferential placement of your news/new releases/features;
- Ability to apply for SaskMusic-member-only opportunities such as Export Opportunities and compilation projects;
- One-on-one consults (Music Mentors) with our staff and mentors, including guidance with funding applications;
- Enhanced Directory and live show listings on our website;
- Free photocopying/printing (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.

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.

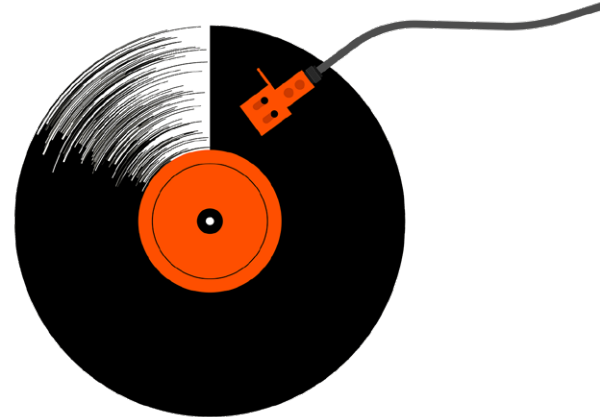
Band: (Equal to two individual memberships)

- 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;
- Company members receive access to workshops and consultations.

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



GENERAL ACTIVITY

A NOTE ON THE PANDEMIC

This report covers the period from April 1, 2021 through March 31, 2022. Although live music and events returned sporadically during this year, activities were nowhere near normal levels. All export missions both domestic and international were cancelled or looked very different than a typical year. Thus, most of the activity in this report, as in our 2020-2021 report, looks very different than that which took place pre-pandemic.

Fortunately, our association funding remained stable, and our funders allowed flexibility to adapt and change our programming so that we could continue to offer our best services and value to the membership, while touring and in-person activities were greatly reduced or cancelled for the majority of the year.

The unprecedented impact of the pandemic on our individual industry members and music businesses won't be reflected in one annual report, even as we (at the time this report is written) have seen Canada re-open for live music and the recovery of the music economy slowly begin.

From 2020-2022 we have taken undertaken projects such as an economic impact survey, distribution of relief funds, and participating in hundreds of advocacy meetings) to try to ensure that the recovery for the music sector will be as complete as possible. Our industry faces new challenges in 2022 with production and gear supply shortages, labour gaps, and skyrocketing fuel prices, but we applaud the resiliency of all those who have continued to create music, book and reschedule and rebook shows once again, release albums, and maintain their passion for music through it all.

Our staff worked in a hybrid format, with some staff working in-office, some at home, and some alternating between the two. Prior to the pandemic we had systems in place for remote working and programming such as online workshops, which helped with the transition in many areas. We definitely missed both live music and seeing our members in person at workshops and other networking events, and as the year drew to a close we saw more and more the effects of online burnout and the continued toll that the lack of live music performances/tours took on our industry, both mentally and financially.

Activities that have been affected due to the pandemic encompass nearly everything described within this report. In this fiscal we continued to present educational sessions virtually, create online content, and participate in export missions (albeit nearly all of these took place online.) As we enter our fiscal 2022-2023 we are very excited to be planning in-person workshops, the Very Prairie Music Summit, support partnered events, plan for export mission travel, and meet with artists to develop new tour and release strategies. We hope to see you soon!

OUR OFFICES

SaskMusic has offices in Regina and Saskatoon. We strive to offer access to all our programs and services regardless of where someone is located in Saskatchewan, and with the pandemic we shifted most member consults to phone and video conference; conducted online workshops; and processed membership renewals largely online. Our staff have been working both in-office and remotely, and we'll continue to exercise flexibility as the world moves to hybrid working formats.

Our Saskatoon office is located in The Two Twenty complex, centrally located off Idylwyld. Our Regina office is in the Production Studios building at 1831 College Ave., alongside with many of our creative industry colleagues.

At year-end we had four full time staff based out of the Regina office, one in Saskatoon, two part-time interns, some casual contract staff and a book-keeper. Shawn Karpinka from our Saskatoon office departed staff in August 2021. A Student Work Placement grant from CHRC enabled us to bring on our two interns in late 2021.

LIVE CREW FUND

Artists, venues, and the music industry at large had to make difficult decisions to postpone and cancel concerts, events, and music industry services over the ongoing duration of the COVID-19 pandemic, and the live music sector is yet to fully resume normal activity levels. The majority of live event support workers – with highly specialized skillsets, and many with decades of experience in their profession – were left underemployed for approximately two years during the pandemic, with these circumstances causing financial and emotional hardship.

With the lifeline of federal government supports ending well before the full return of live music, SaskMusic opened a Live Crew Support fund to provide a one-time allocation to approved applicants who, prior to the pandemic, were employed/self-employed as support crew for live music events, such as sound and lighting technicians and riggers/roadies, among other roles.

SaskMusic is pleased to have been able to provide \$23,500 in this fiscal to 18 workers, through the raising of community donations, t-shirt sales and other self-generated funds. These funds are a small measure intended to alleviate some financial stress for the impacted individuals, with many noting that they have lost up to 100% of their pre-pandemic employment income from music, with income losses in the tens of thousands of dollars each year.

As one applicant noted, "The loss to my industry has been mind-blowing. Usually when there is a slow down you can pivot to something else within the industry...(But) All of it vanished."

Our skilled behind-the-scenes workers, live music support businesses, and venues are vital to our industry and the return of live music. We encourage everyone to support live music safely as events resume normal activity levels.

GENERAL ACTIVITY



SASKATCHEWAN MUSIC AWARDS

2021 SASKATCHEWAN MUSIC AWARDS

Fourth Annual; January 20/22, online

www.saskatchewanmusicawards.ca

The awards are intended to honour excellence and celebrate the achievements of our Saskatchewan music industry members over the past year. Prospective nominees are determined by a call for submissions followed by an industry jury selecting the nominees and winners, with the exception of:

- Best Saskatchewan Albums. A jury determines the Long List, then the Top Ten are determined by public vote.
- Single of the Year accepts submissions, which are then calculated by industry data (streams, airplay, sales).
- The recipient of the new Indigenous Music Achievement award is announced at the awards celebration; nominees are not announced for this category.
- The winners of Industry Achievement and Venue of the Year are now determined by a combination of jury marks and public vote.

Performances for the virtual event - **The Garrys, Katie Tupper with vbnd, Flash Back, and Jake Vaadeland and the Sturgeon River Boys** - were filmed in advance, with acceptance speeches requested from all nominees to preserve the results for air time.

[Watch the show on YouTube: https://youtu.be/qoGP6ikrsdo](https://youtu.be/qoGP6ikrsdo)

The first Indigenous Music Achievement Award was presented to Prince Albert's Sheryl Kimbley. This award is intended to honour a long-term commitment to integrity and involvement in music which has inspired and uplifted others, and considers the individual's work over their career.

It was also the first year for the category R&B Artist of the Year, recognizing strong growth in the genre within Saskatchewan. Award categories reflect musical activities that took place between April 2020-October 2021 by individuals/bands and companies based in Saskatchewan, with Album of the Year criteria including albums released between October 2020-October 2021.

We thank Creative Saskatchewan and FACTOR (The Foundation Assisting Canadian Talent on Recordings) for their support.

NOMINEES AND WINNERS

- Album of the Year: Hunter Brothers, **"Been a Minute" (W)**. (See Top Ten in Best Saskatchewan Albums section below.)
- Alternative Artist of the Year: **Megan Nash (W)**. Nominees: Carson Shmyr, Slow Down Molasses, The Garrys, The Steadies
- Country Artist of the Year: **Jess Moskaluke (W)**. Nominees: Amanda Hagel, Ches Anthony, Hunter Brothers, Munro & Patrick
- Electronic Artist of the Year: **RUMPUS (W)**. Nominees: Ava Wild & Merky Waters, Nige B, Patrick Moon Bird, Theo Noble
- Experimental/Contemporary Artist of the Year: **Factor Eight (W)**. Nominees: ADEOLUWA, Jesse Brown, Marie-Véronique Bourque, The Faps
- Hip Hop Artist of the Year: **soso (W)**. Nominees: Alex Bent + the Emptiness, Ev Thompson, Pimpton, RaytheNihilist, Rooky
- Metal/Loud Artist of the Year: **Flash Back (W)**. Nominees: Alien to the Ignorant, Before & Apace, Swayze, Tyler Gilbert
- R&B Artist of the Year: **vbnd (W)**. Nominees: Ariel, Emanali, MELODNA, Namoo Nara, People of the Sun, TOVA
- Rock/Pop Artist of the Year: **The Garrys (W)**. Nominees: Étienne Fletcher, Megan Nash, Scott Klein, velours, W3APONS
- Roots/Folk Artist of the Year: **Jeffery Straker (W)**. Nominees: Andino Suns, Jay & Jo, Last Birds, The North Sound, Wolf Willow
- Indigenous Artist of the Year: **The North Sound (W)**. Nominees: Jarri Lee, The Northwest Kid, vbnd, Yvonne St.Germaine
- Music Video of the Year: **Dylan Hryciuk - Versa Films for Spiritbox - Hurt You (W)**. Nominees:
Dylan Hryciuk - Versa Films for Jeffery Straker - Ready to Be Brave
Dylan Hryciuk - Versa Films for velours - Whatever That Means
Gavin Baird for Alex Bent + the Emptiness - 2sides
Play Creative for Megan Nash & the Best of Intentions - Chew Quietly / Clean Slate
RAKK Productions, cinematographer Ryley Konechney for Minda Donaldo - Remember December
Tanner Goetz for Jess Moskaluke - Mapdot
- Single of the Year: **Tesher x Jason Derulo, "Jalebi Baby" (W)**. Nominees:
Hunter Brothers, "Been A Minute"; Hunter Brothers, "Diamonds"
Jess Moskaluke, "Nothin' I Don't Love About You"
Jesse Brown & Rich Batsford, "Whispered Winds"
Nowujalo, "Wake Up"
Shantaia, "Had A Good Weekend"
The Sunset Kids, "I Wanna Be"
vbnd feat. Katie Tupper and The Soulmate Collective, "Slowly Starting to Take Form"
W3APONS, "Bye Baby Gone"
- Industry Achievement: **Eliza Doyle, CAMP SASK ARTS (W)**. Nominees: Broadway Theatre, Dale McArthur, Grey Records, Songs for Nature Team
- Producer of the Year: **Bart McKay (W)**. Nominees: Chris Dimas, Factor Eight, Hal Schrenk, Josh Palmer
- Venue of the Year: **Broadway Theatre (W)**. Nominees: Conexus Arts Centre, Hanks Tavern, The Happy Nun

GENERAL ACTIVITY



THE BEST SASKATCHEWAN ALBUMS OF 2021

www.bestsaskatchewanalbums.com

Marking its seventh year, The Best Saskatchewan Albums of 2021 is our annual year-end list drawing attention to great Saskatchewan music released in an album format in any musical style over the past year (eligibility period October 15, 2020-October 30, 2021). This project is to promote and celebrate Saskatchewan music. We seek to raise more awareness of our province's music and celebrate our artists' many successes over the eligibility period.

Despite the massive challenges of the pandemic, it was a very strong year for Saskatchewan albums! This year, a long list of 37 albums was selected by a music industry jury to be presented to the public, who were able to vote online. Those votes determine the Top Ten Best Saskatchewan Albums of 2021, with the top spot receiving the 2021 Saskatchewan Music Award for Album of the Year. Voting ran December 2-16/21 with thousands of votes logged. Voting was open to anyone in the world, with a voting limit of one vote per unique email address for the duration of the voting period.

THE LONG LIST

- A R I E, Misconceptions
- Alien to the Ignorant, A Dying Art
- Amanda Hagel, Be The Light
- Andino Suns, 9/11
- Ariel, Libra
- Ava Wild and Merky Waters, Existing
- Beach Body, Walking Holiday
- Blume Hinges, Build Your Castle Inside of a Mountain
- Ches Anthony, Stories From Yesterday and Today
- Étienne Fletcher, Entre-deux
- Ev Thompson, Roller Coaster
- Flash Back, Wide Awake
- The Garrys, Get Thee to a Nunnery
- The Helpless, The Helpless
- Hunter Brothers, Been A Minute
- Jake Vaadeland, Retro Man
- Jeff D. Michel, Back to the Moon
- Jeffery Straker, Just Before Sunrise
- Jess Moskaluke, The Demos
- Karissa Hoffart, Life of Mine
- Last Birds, Last Birds

- Marie-Claire, From the Red Room
- Marie-Véronique Bourque, Entre Québec & Saskatchewan
- Munro & Patrick, Give Me Your Rain
- Peace Flag Ensemble, Noteland
- People of the Sun, Last Day of Summer
- Ritual Rabbits, The Middle of Somewhere
- The Saskatchewan All Stars Big Band, The Saskatchewan Suite
- Seven Mile Sun, Light In The Dark
- Skip Jr. Campbell & Dream Creeps, Skip Jr. Campbell & Dream Creeps
- Slow Down Molasses, Minor Deaths
- Trash Hawks, Being III
- Tucker Lane, Random Fireworks on a Beach Obscured By Trees
- Tyler Gilbert, The Fallen
- vbnd, Scum Funk
- W3APONS, Adios Radio
- Wolf Willow, Old Guitars & Shooting Stars

Long List Sampler on Spotify: <https://open.spotify.com/playlist/553WbnXs7kWxzZqtGEaEYi?si=ad314bfff847d4c7e>

Long List Sampler on YouTube: <https://youtube.com/playlist?list=PL9dALYjCkGtmTIUw1roZ5S2jf576Uzfx>



THE TOP TEN

Due to multiple ties, there are 18 albums named.

- #1. Hunter Brothers, Been a Minute
- #2 (tie) Jake Vaadeland, Retro Man and Jeffery Straker, Just Before Sunrise
- #3 (tie) Jess Moskaluke, The Demos and vbnd, Scum Funk
- #4 (tie) The Garrys, Get Thee to a Nunnery; Seven Mile Sun, Light In The Dark; and Flashback, Wide Awake
- #5 (tie) Amanda Hagel, Be the Light; Marie-Véronique Bourque, Entre Québec & Saskatchewan; and Wolf Willow, Old Guitars & Shooting Stars
- #6 Munro & Patrick, Give Me Your Rain
- #7 The Saskatchewan All Stars Big Band, The Saskatchewan Suite
- #8 Ava Wild and Merky Waters, Existing
- #9 Andino Suns - 9/11
- #10 (tie) Jeff D Michel, Back to the Moon; Tucker Lane, Random Fireworks on a Beach Obscured by Trees; and Karissa Hoffart, Life of Mine

Top Ten Sampler on Spotify: <https://open.spotify.com/playlist/3Ag1IKGbqJqFhl2ds7Fmau?si=7ff80649d253464e>

Top Ten Sampler on YouTube: <https://youtube.com/playlist?list=PL9dALYjCkGtYfE6NH2FvRD1khM-pGJlN>

GENERAL ACTIVITY



NATIONAL INDIGENOUS HISTORY MONTH CONCERT

JUNE 24/21 ONLINE

Sponsored by the Foundation Assisting Canadian Talent on Recordings with support from Canada's private radio broadcasters, and the Government of Canada; with additional support from SaskTel MaxTV Local on Demand, Missinipi Broadcasting Corporation and Creative Saskatchewan

This year, with the oversight of our Indigenous Music Coordinator **Darwin Roy**, we put out a call for artists who would be interested in being paired with a video mentor to work, remotely, on creating a new live music video, for use in a special concert to be aired online. Through the project we hoped to build mentorship and practical skills, and ended up matching 16 Saskatchewan artists from different musical styles with 4 video director mentors. The mentors would guide the artists in capturing the best possible performance video footage on their own, including virtual coaching sessions on shots, lighting, audio, and more, with some collaborating in person and others online.

The project culminated in a virtual concert premiering June 24/21 on our Facebook and YouTube pages. The concert was also available to watch on SaskTel maxTV Local on Demand (cable).

This opportunity was directed to Saskatchewan-based, self-identifying Indigenous artists of all genders and from any genre. Each artist/band received mentor services plus gear and/or honorariums totaling over \$750. Mentors also received compensation for their services. A debrief meeting was held post-event, and feedback from participants involved was very positive.

Watch the show: <https://youtu.be/plOebM6mrJM>

We also hosted a keynote chat with artist Crystal Shawanda and interviewer Darwin Roy, online on July 13.

Information on the concert: <https://www.saskmusic.org/news/the-latest/view/article/7108/national-indigenous-history-month-concert-june-24>

Our video mentors were: **Gavin Baird, James Kinistino, Chris Ross, and Eric Anaquod (Anaquod Videography)**

Our Artists were:

- Allison Rae Strong, Prince Albert
- Angus Vincent, Waterhen Lake First Nation
- Berk Jodoin, Pierceland Métis local #71
- Biz Nico, Red Pheasant
- Donny Parenteau, Prince Albert
- Gypsy Moonbird, Sweetgrass First Nation
- Jarrod Lee, Saddle Lake Alberta no125
- Lyrico Keller, Regina
- Nige B, La Ronge
- Nowujalo (featuring T-NYCE), Keeseekoose First Nation
- Patrick Moon Bird, Peter Ballantyne Cree Nation, Prince Albert
- Raven Reid, Treaty 6 Territory
- Riva Farrell-Racette, Keeseekoose First Nation
- Ryan Peekeekoot, Ahtahkakoop First Nation
- Terri Bear, Muskoday First Nation
- Yvonne St. Germaine, Saskatoon

This programming was supported by a grant from the Foundation Assisting Canadian Talent on Recordings with support from Canada's private radio broadcasters, and the Government of Canada.



BLACK HISTORY MONTH PROGRAMMING

Black History Month is recognized in Canada as a time to learn more about the important contributions that Black Canadians and their communities have made to the history and continued growth of this country. For February 2022, we planned ways to celebrate some of the current achievements of Black artists and industry members within our province.

Throughout this month, we heard the perspectives of artists on and off the stage about their experiences living and making music in the province through the "Making Art in Saskatchewan" and "Behind the Scenes" interview series, filmed over Zoom and in person in our Regina office. Our staffers Rooky Jegede and Casey Ling took the lead on this project with consulting provided by **Adeoluwa Atayero**.

16 interviews were filmed and can be viewed on our YouTube channel here: <https://youtube.com/playlist?list=PL9dALYjCkGtbL0rh0JVCr-3ZrwWGLNSks>

These included **ADEOLUWA, Cynthia Peyson Wahl, Cyprian Henry, Germane, Ichiban Kukardi, JaidaRae, MELODNA, Nini Jegz, PCB (Prince Caleb Banks), Pimpton, Rachael Owojori, Rooky, Sonia Reid Noble, TOVA, Zochi, and Zweii**.

We also compiled a Black History Month playlist which can be heard here: <https://youtube.com/playlist?list=PL9dALYjCkGtaGd2zQq3zoNf4fnisKuMJI>

GENERAL ACTIVITY

Written features were additionally created for **Fiyin Obayan**, **Lynksfr**, **Pacifique**, and **People of the Sun** and can be accessed at <https://www.saskmusic.org/news/artist-and-industry-spotlights>

We had hoped to present an in-person concert to close out the month, but with COVID still being felt in the province, opted to safely film performances by a number of artists to be presented in an online concert, premiering March 19 online with musical guests **Nini Jegz**, **Zochi**, and **Pacifique** with spoken word pieces by **Nyasha Marian**. Additional performers had been planned for the show but were unavailable due to illness.

Watch the concert on YouTube: <https://youtu.be/v6IL8fYZFN8>

This programming was supported by a grant from the Foundation Assisting Canadian Talent on Recordings with support from Canada's private radio broadcasters, and the Government of Canada; with additional support from Creative Saskatchewan.

MUSIC MATTERS

In spring 2021 we launched a new music industry economic impact survey titled Music Matters, aiming to capture data about the last 'normal year' of activities in the province's music industry prior to the COVID-19 pandemic effectively shutting down a huge segment of the industry.

The last intensive economic study of the Saskatchewan music industry was undertaken by SaskMusic more than a decade ago – before streaming services had even taken hold in Canada. With a constantly changing technological landscape for the music industry, new figures were very much needed. Combined with the repercussions of the pandemic on the music industry, and stats coming in very early in 2020 already showing a 92% average revenue loss drop, we set out to capture a benchmark of where we were at pre-pandemic so that we'll have a place to compare back to as the recovery begins.

Thus SaskMusic put out the call for all music industry workers, regardless of their role, genre, or musical income, to participate in the survey. The study is being conducted for SaskMusic by data firm Nordicity, which has significant experience conducting creative industry studies, to ensure accuracy of data collection and the privacy of survey respondents. At the close of the fiscal we are reviewing the results of the study.

INDIGENOUS ADVISORY

SaskMusic's Indigenous Advisory is a permanent, advisory standing council. Advisory members contribute based on their professional and personal experiences. The purpose of the Advisory is to provide advice and make recommendations to our board regarding the activities and direction of SaskMusic. We seek to nurture long-term trust in the music community by offering guidance based on the experience, expertise, values, and worldviews of its individual members. Members of the Advisory currently are board reps **Brad Bellegarde**, **Dale McArthur**, **Marian Donnelly**, and **Orion Paradis**, and from the community, **Adam Martin**, **Aaron Tootoosis**, and **Lana Littlechief**. We are grateful for these individuals offering their time and knowledge to our association and our members.

SaskMusic and the Indigenous Advisory wish to recognize and thank **Joseph Naytowhow** for the extraordinary support and direction he has brought to the Advisory.



HOME FOR THE HOLIDAYS STREAMS

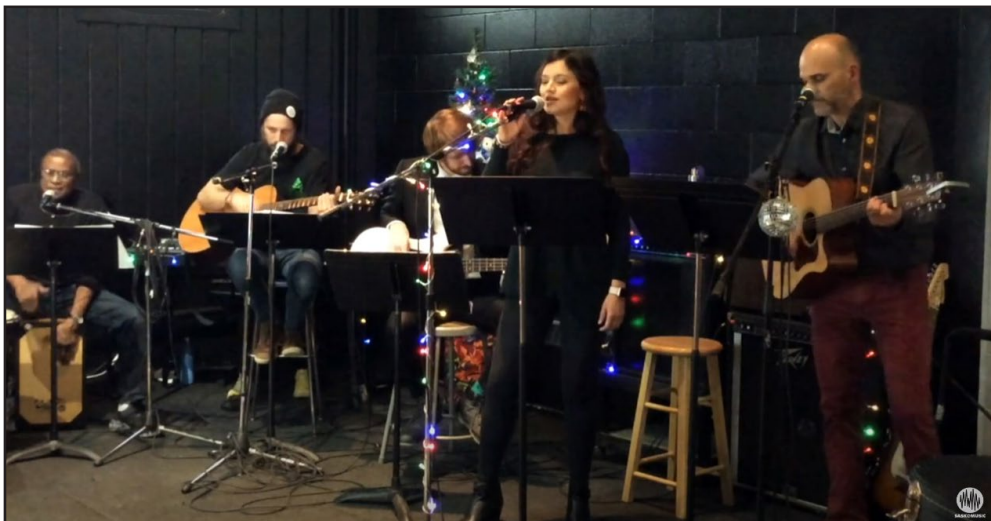
We presented a series of 10 artist concert streams via our social media pages through the month of December 2021, in celebration of the holiday season. Each artist performed about a 30-minute set of music from their home or similar location. Artists were paid for their performance.

Artist lineup: **Marie-Véronique**

Bourque, **LJ Tyson**, **Hummingbird Crossing**, **Let There Be Theremin**, **Falynn Baptiste**, **TOVA**, **Andrea An**, **Graham Tilsley**, **Shayla Souliere**, and **Factor Eight**.

You can rewatch their performances here: https://youtube.com/playlist?list=PL9dALYjCkGtaaBMMtuMDsnNWdoYy1KA_y

We also curated a Saskatchewan Holiday Playlist on our Spotify and YouTube pages.



ABOVE: MELODNA - SHOWCASE FILMING (PHOTO BY MOE MUGZ); FALYNN BAPTISTE FOR HOME FOR THE HOLIDAYS STREAM

GENERAL ACTIVITY

STRATEGIC PARTNERSHIPS AND DEVELOPMENT

SaskMusic recognizes the importance of developing partnerships when mutually beneficially to develop live performance opportunities (in a normal year) and professional development. We support festivals, organizations and presenters that feature Saskatchewan talent in their programming, providing various kinds of assistance including calls for artists, promotions, presenting workshops, having a SaskMusic presence at the event, and/or financial contributions. We are interested in partnerships that help to market SaskMusic to a wider audience, or will help another association grow in their capabilities.

PROVINCIAL

SaskMusic often works with other cultural organizations in our province, sharing resources and knowledge, educational programming, and marketing. In a typical year, we work with festivals and other cultural organizations that feature Saskatchewan talent in their programming, and providing various kinds of support including assistance with coordinating lineups, promotion, presenting workshops, small sponsorships, volunteering, and/or having a SaskMusic presence at the event.

We have found partnerships to be an excellent way to reach new audiences, whether musicians or music lovers. Through various partnerships we have been able to present or co-present workshops with greatly reduced costs, and have received significant exposure at a wide range of events. We are far more visible and participatory in our community as a result.

This being an unusual year, partnerships were more limited. Examples of typical partnership situations include:

- co-presenting workshops that would be of interest to SaskMusic members, through assistance with promotion and sourcing speakers
- assisting with programming of Saskatchewan artists into live performance lineups at festivals
- creating an opportunity to enable a SaskMusic presence at an event, i.e. using a SaskMusic staff or board member as a moderator or panelist
- providing playlist or artist booking suggestions

Stand-alone concerts and artist tours are not generally supported under this program, however, SaskMusic has (for example) supported benefit concert events which utilize our artists or contribute to the greater good.

NATIONAL AND INTERNATIONAL

SaskMusic often partners with other music industry associations in Canada, especially western Canadian music industry associations (sometimes under the BreakOut West umbrella), for Canada House events with the Canadian Independent Music Association, and with other MIAs and partners. This includes joint export missions with shared resources and marketing initiatives, nationally and internationally.

On a national level we also partner with the Canadian Council of Music Industry Associations (CCMIA) on lobby issues such as copyright reform and immigration work permit issues in Canada, and education initiatives. Our Executive Director, Mike Dawson, is currently Vice-President of the CCMIA. Internationally, we work with the Canadian Independent Music Association (CIMA) on Market Access events, and sit on their Canadian Export Development Committee. Additional details can be found under Export Highlights and other areas of this report.

CANADIAN SONG CONFERENCE (MUSIC PEI)

May 25-31/21, online

In partnership with Music PEI

SaskMusic partnered for a 7th year with Music PEI to present an opportunity for a SaskMusic songwriter member to participate in their annual Bell Canadian Songwriter Challenge, this year happening online. Following an open call for submissions, **Kasia Leigh Leonard** was selected to represent Saskatchewan. Nine provincial music industry associations partnered with Music PEI in 2021. Through the event, 18 Canadian songwriters were paired together to write and record songs with the help of a producer. The participants had the opportunity to share their new demos with industry professionals through online Listening Sessions. Resulting songs can be heard at: <https://soundcloud.com/music-pe/sets/2021-canadian-songwriter-challenge-playlist>

Funded in part by Bell Media, the goal of Music PEI's version of the Canadian Songwriting Challenge is to bring artists together from across Canada to co-write with PEI artists.

EARSHOT DIGITAL MUSIC DISTRIBUTION SYSTEM

In partnership with the National Campus and Community Radio Association (NCRA/ANREC)

<https://earshot-distro.ca/>

Along with other national and provincial music associations, we partnered with the NCRA as they rolled out their new Earshot Distro system in spring 2021. Musicians, artists and labels across Canada have a new, environmentally friendly way to distribute their music to stations. To help launch the system and populate it with music, SaskMusic members received free upload access to the new system. Earshot-Distro has the benefits of carbon reduction with no packaging or transport waste, as well as expanded access to content online without taking up increasingly expensive storage space at stations.

We were pleased to see Sask artists embrace the system, with the highest engagement (with nearly 150 artists signing up) of regions across Canada in the spring rollout alone. The second round of artist engagement, with discounted signups, ran through to January 2022.

LOCAL

As with many other pieces this pandemic year, many local events were cancelled. This is a partial list of projects that we partnered on or supported; additional info can be found in other areas of this report.

PLAIN A.I.R. (ARTIST-IN-RESIDENCE) RADIO ON CFCR AND CJTR

Tune in every Saturday from 10-11am on CFCR Saskatoon (90.5FM, cfc.ca/onair), and 3-4pm on CJTR Regina (91.3FM, cjtr.ca/live) for Plain A.I.R., Artist-In-Residence Radio.

Each month a different artist takes over to curate the A.I.R. shows.

- January 2022: **"COSMOS" (Micah Jane and Peace Akintade)**
- February 2022: **Nic Nibbs**
- March 2022: **Greg Orré**

Plain A.I.R. is supported by SaskMusic, and produced by 91.3FM CJTR, and CFCR 90.5FM. Listen over the airwaves, after the broadcast on the Plain A.I.R. page <https://cjtr.ca/plain-air/>, and many other options.

SaskMusic also sponsors the **CJTR Live Music calendar**, as of winter 2021. CJTR selects the shows to feature in these spots.

GENERAL ACTIVITY

CITY OF REGINA NEIL BALKWILL CIVIC ARTS CENTRE MUSICAL ARTIST IN RESIDENCE 2021

In June/21, we assisted the City in developing a call, outreach, and jury for their fall AIR program: "A strong theme in Regina's cultural planning process is the belief that the greatest opportunities for progress involves supporting cultural resources and activities that promote intercultural conversations and exchange. To actively facilitate this conversation, The City of Regina, in partnership with SaskMusic, will contract a Regina-area artist to create music, songs, sound art or musical material that speaks to their lived experience as an ethnocultural minority in Canada. The residency will provide the opportunity for a sound artist or musician to explore themes such as cultural heritage, cultural identity, traditions, customs, storytelling, racism, equality and diversity. The residency is supportive of Regina's Cultural Plan goals of ensuring resources are supportive of Regina's Immigrant history, and further addressing the cultural needs of newcomers while promoting intercultural relations."

Selected artist **Joseph Weripitiy (Prasunah)** completed a residency at the Neil Balkwill Centre in Regina from September-November 2021. He's a self-taught hip-hop artist, songwriter and producer uses music as his medium to connect to the world around him, and to share with others his stories and his search for his identity, meaning, and purpose. As part of the residency, a livestreamed interactive workshop took place on November to allow people to learn about the artist's work, learn about self-discovery and identity in music, and how those directly correlate to the creation of this project and how it has influenced Prasunah's previous work. As well, a live performance was streamed on November 6 featuring songs created during this residency.

REGIONAL SONGWRITERS GROUPS

The Regina Regional Writers' Group (Regina Songwriters Group), and Saskatoon Regional Writers' Group met mostly monthly online, and are affiliates of the Songwriters' Association of Canada (SAC). Previous to the pandemic, the Regina group met at our Regina office and this year, we provided a pro Zoom account to the group. These groups are a great way for members to connect with other songwriters in the community. The time is usually spent working on songwriting skills together and sometimes sharing a song or two. All genres and skill levels are welcome to attend.

In this fiscal we supported the groups to present speakers:

- November 2021 - **Keesy Timmer** (Saskatoon)
- December 2021 - **Earl Pereira** (Regina)
- February 2022 - **Bill Whyte** (Saskatoon)
- March 2022 - **Eli Barsi** (Saskatoon)
- March 2022 - **Bev Zizzy** (Regina)

For more info on the Songwriters Association of Canada, visit www.songwriters.ca.

'ART NOW' FINE ART FAIR

Presented by SaskGalleries, Art Now's mandate is to provide an accessible and comfortable fine art experience showcasing Saskatchewan's commercial galleries and the quality of Saskatchewan art, and to provide education and promote Saskatchewan's vibrant fine art industry. The objectives of Art Now are to showcase the quality and diversity of fine art in Saskatchewan and Canada, engage the community by providing exceptional art experiences and cultural opportunities, provide exposure and sales opportunities for participating galleries, and to establish and maintain partnerships with supporters, organizations, and corporations.

In a typical year, we sponsor a music performance during Art Now's opening reception. This year, for their second hybrid event (and sixth edition), we provided sponsorship support and two playlists of Saskatchewan artists for the ArtNow virtual and in-person galleries, September 22-25/2021.

Seventeen local galleries from across Saskatchewan participated in the fair online, with five panel sessions, and twelve artist talks throughout the show.

You can view their online programming at:

<https://www.youtube.com/playlist?list=PLNz36gpGf9BwA3d4CrB8j5yBXULdixKN2>

The online portion was well received, with over 18,000 visits to www.artnow.ca, viewing 85,000+ pages. About 1,000 people attended the galleries in person over two days in the galleries portion of the show.

SONGS FOR NATURE, 2021 AND 2022

September 16-19/22, the Royal Saskatchewan Museum (Regina) brought 14 songwriters together in Prince Albert National Park for the first Songs

for Nature camp to be held in a boreal setting. Led by RSM staff, the organizing team included 4 songwriting mentors, a writing coach, researchers from the University of Regina, and an Indigenous advisor. Six other artists had signed up for the camp but did not attend due to concerns about the fourth wave of the pandemic. \ There were many inspiring experiences and memorable campfire sessions, with artists creating individual songs and everyone collaborating to write a haunting group song called "Truth Be Told."

SaskMusic sponsored the attendance of one Indigenous songwriter, **Raven Reid**, at the retreat.

Then March 3-6/22, the RSM and Songs for Nature team ran its first winter camp at Arlington Beach Camp and Conference Centre on the shores of Last Mountain Lake. "Our theme is Coming Alive since the camp will be happening in the last part of winter, a time full of possibility, potential, and anticipation. The light is changing then, the days are



VOICES OF THE NORTH CAST 2022

GENERAL ACTIVITY

noticeably longer, the sap is starting to rise, and the Sun is warm enough to produce little streams in the snow. The perfect time and place to get your creative juices flowing! The weekend program will give you a chance to dive into songwriting and draw inspiration from nature, supported by a team of established local artists. All levels of skill and experience are welcome!”

The 3-day camp included 10 songwriters from Regina, Saskatoon, Regina Beach, and Harris, SK. The program included insights about Indigenous connections to the land by Elder Harry Francis, morning yoga sessions, and plenty of time to write and reflect. Supported by 3 mentors (Kara Golemba, Glenn Sutter, and Dale McArthur) and True Nature Writing sessions, participants created wonderful individual tunes inspired by their surroundings and a collaborative group song called Spring is Life.

SaskMusic sponsored the attendance of one Indigenous songwriter, **Shannon Rae**, at the retreat. (www.songs4nature.ca).

CAMP (COMMUNITY ARTS MENTORSHIP PROGRAM)

We provided sponsorship to CAMP in support of their educational programming, TACT: Trauma and Cultural Sensitivity Training, July 9-11/21 at Big River SK. The course was designed by Holly Yuzicapi and Eliza Doyle to empower participants with knowledge to more confidently work closely with remote, vulnerable and under-served communities in our province. Participants would increase their understanding of arts delivery through a culturally-sensitive and mental-health perspective, while building well-being and resilience for themselves. Event leaders: Holly Yuzicapi (Knowledge Keeper, Workshop Coordinator, Cultural Sensitivity, Protocol, Appropriation, and Reconciliation and Art) and Eliza Doyle (Settler, Workshop Coordinator, Administration, Grants and Residencies). Facilitators: Elder Joseph Naytowhow, Rand Teed (Neurobiology of Adverse Childhood Events, Addictions/Mental Health Disorders), Clorice Delorme (Treaty Education), Rebecca Donnelly (Mental Health, Vicarious Trauma, Responsibilities Surrounding Disclosures, Self-Care) and Russell McAuley (Anti-Racism, White Privilege, Systematic Racism, Oppression, Colonialism).

VOICES OF THE NORTH 2022

SaskMusic supported and had a staffperson attend Voices of the North, February 19/22 in Prince Albert SK. The annual Indigenous talent showcase takes place as part of the Prince Albert Winter Festival, attracting a wide array of emerging talent from all over Northern Saskatchewan. Over the years, the cast has included well over 1000 people, including traditional drummers, musicians, bands, and more. The event also usually includes educational components for the artists, which were not held this year due to the pandemic.

This year's show theme was “Resilience”, and artists performing included **Cole Walker, Rebecca Strong, Aaron Arcand, Ariana Michel, Keldon Sanderson, Kaeli Fineday, Nick Gardiner, Kelly Clark, Kiefer Paul, Summer Michel, Dillon Gazandlare, Braelyn McKenzie** and **Lindy Desjarlais**.

Learn more: <https://www.facebook.com/VoicesOfTheNorth>

INDUSTRY PROMOTIONS

MEDIA AND GENERAL PUBLIC OUTREACH

Under our Communications Strategy, we seek to promote Saskatchewan artists and our industry widely to provincial, national and international audiences. This is an ongoing focus for SaskMusic.

Besides some of the projects mentioned elsewhere, these activities include tracking celebratory news (ie award nominations for Saskatchewan artists), which often result in media interviews. It may also take the form of promoting official showcases of Saskatchewan artists at international events to our contact list and/or targeted social media buys.

We also ramp up promotions when there is a public voting component happening for our artists such as the CBC Searchlight annual contest, and other projects where Saskatchewan artists are engaged.

A significant portion of staff resources are also put towards promoting opportunities that are available to our members in the line of showcase submissions, contests, and more. In certain cases we do concentrated outreach, for example to artists with eligibility for WCMA or JUNO nominations, or who are suitable for a specific export opportunity.

SASK STUDIOS PODCAST

A new project we worked on this year was a (thus far) 7-episode Sask Studios podcast. Through this series, our staff member Ben Valiaho interviewed member studio owner/operators throughout the province to learn more about their processes and individual approaches. We hope to add new episodes to this series in 22-23.

[Listen to the podcasts here on Anchor.fm.](#)



BEHIND THE BOARD

We ran a social media series called “Behind the Board,” featuring individuals working in the live sound industry to highlight their importance during the pandemic. We plan to continue this series in the new fiscal.

See them at
<https://www.saskmusic.org/news/artist-and-industry-spotlights>

SASKMUSIC ONLINE/MARKETING

E-release: The goal of the e-release is to provide timely news and announcements that we feel are important to our subscribers, to highlight information posted on our socials, and reference back to the Events Calendar and other areas of our website. Research is continually undertaken to locate opportunities for our members and make sure our subscribers receive this information. We also provide information on crucial “big picture” news that we feel is important to our industry, and promote the efforts of our members through items such as Featured Videos and Singles. Advertising space is available in the e-release, on our website, and elsewhere.

www.SaskMusic.org: Our comprehensive website also contains the databases housing our membership information. Members can self-manage their contact information, as well as submit to several different compo-

GENERAL ACTIVITY

nents of the site such as **Saskatchewan Music Directory** listings, **Live Music Listings**, and press releases.

A few highlights of the site:

- Our **Live Music Listings** calendar is the most complete list of a) live dates by Saskatchewan artists and b) live shows in Saskatchewan, covering events throughout the province. We dedicate staff time to research and post every live show we can locate, with an aim to being the most comprehensive resource available. This resource generates a significant amount of traffic to our site. <https://www.saskmusic.org/events/live-music-listings>
- Extensive archive of **articles and how-to's** on songwriting, copyright, touring, marketing, showcasing, past feature artists and more.
- Members can submit their own **videos and press releases** to accompany their music directory listing, some of which we will choose to feature on our homepage.
- We have a great list of **funding options**, plus **submission deadlines** for various opportunities <https://www.saskmusic.org/news/sound-opportunities>
- We also have a streaming player, and host specific playlists of Saskatchewan music such as Summer Jams, Holiday Music, and genre-split categories.
- Everyone working in the Saskatchewan industry is invited to submit, or update, their listings for the **Saskatchewan Music Directory**. Members receive more enhanced listings, but even non-members receive free listing space. This is also a big traffic area of our website.

SOCIAL MEDIA: Social media is heavily utilized by our members, so we keep our feeds pretty active with timely information and tips. The main channels we used this year were Instagram, Facebook, Twitter, Spotify and YouTube.

PLAYLISTS: We're always building playlists! Some are on our website <https://www.saskmusic.org/multimedia/saskmusic-radio/player>; some are on Spotify (visit <https://www.saskmusicspotify.ca> to find easily); and some, which have videos, are on our YouTube page (<https://www.youtube.com/saskmusic>). In addition to themed playlists, you can find our regular Featured Tracks (new releases) with a mix of genres.

WOMEN IN MUSIC SASKATCHEWAN

www.facebook.com/groups/WomeninMusicSask

WIMS is a group intended to be a gathering point to encourage dialogue around our challenges and triumphs, support each other, and build a sense of community while working to foster gender equality in the music industry. We hope to continue to grow this group to provide professional and creative development, and peer support through networking events, mentorships, and industry awareness.

AFFILIATIONS

SaskMusic is connected with many provincial and national organizations both formally and informally. Here are a few of our formal connections:

THE CANADIAN ACADEMY OF RECORDING ARTS AND SCIENCES (CARAS) / THE JUNO AWARDS

www.carasonline.ca

SaskMusic is the regional representative of CARAS with Mike Dawson as our CARAS designate. We assist in promotion of the JUNO Awards process to our province, and provide input to CARAS on our members' behalf. For the 2022 submission process, we once again offered a bursary to help offset the costs of our Sask artists/labels/industry who were submitting for nominations.

CARAS' mandate is to promote and celebrate Canadian music and artists. The JUNO Awards is Canada's premier awards show, which (usually) include a week-long celebration of Canadian music, culminating in The JUNO Awards Broadcast where Canadian artists are recognized for excellence of achievement in recorded music.

MusiCounts is a music education charity associated with CARAS. usiCounts' mission is to make music education sustainable, accessible, and inclusive by providing instruments, equipment, and resources.

CANADIAN COUNCIL OF MUSIC INDUSTRY ASSOCIATIONS (CCMIA)

www.ccmia.ca

The CCMIA is a national council representing the provincial and territorial music industry associations in Canada, including SaskMusic. The mandate of the CCMIA is to act as the national voice of the provincial and territorial music industry associations in all matters concerning the music industry and to provide national programs and services for MIA members across Canada.

Mike Dawson is currently Vice-President of the CCMIA board. We attend meetings to discuss issues of shared importance to the national music industry, provide a united voice on issues such as Tariff 8 (streaming royalties) and more.

CREATIVE SASKATCHEWAN

www.creativesask.ca

SaskMusic is one of seven Saskatchewan creative associations that receives funding from Creative Saskatchewan. Their mission: "Creative Saskatchewan is a leader supporting collaboration, entrepreneurial capacity, innovation and convergence that maximizes leveraged resources, commercial success and market access for Saskatchewan's creative industries and producers."

Creative Saskatchewan's funding programs are designed to introduce Saskatchewan's creative products to the global marketplace. The agency facilitates the expansion of a business environment advantageous to the growth of the creative industry and to the growth of new employment, investment and production opportunities in Saskatchewan, and encourages and supports innovation, invention and excellence in the creative industry by stimulating creative production and new models of collaboration.

Creative Saskatchewan provides SaskMusic with support for our core operations, as well as programming activities including our Education and Export streams. Currently Lorena Kelly also sits on CS's (board of directors) Nominating Committee.

GENERAL ACTIVITY

THE FOUNDATION ASSISTING CANADIAN TALENT ON RECORDINGS (FACTOR)

www.factor.ca

FACTOR is a public/private partnership that supports the production of sound recordings by Canadian musicians and helps Canadian music companies make recordings available to a wider public.

FACTOR is dedicated to providing assistance toward the growth and development of the Canadian music industry, administering funds from the Department of Canadian Heritage through the Canada Music Fund, and from Canada's private radio broadcasters. FACTOR has been managing federal funds since the inception of the Sound Recording Development Program in 1986 (now known as the Canada Music Fund).

Support is provided to Canadian recording artists, songwriters, artist managers, record labels, music publishers, distributors, and event producers through numerous programs. FACTOR supports the infrastructure that must be in place in order for artists and music entrepreneurs to progress into the international arena.

FACTOR is based in Toronto, along with Regional Education Coordinators (RECs) located across Canada. RECs (for SaskMusic, Lorena Kelly) are engaged in providing one-on-one consultation about FACTOR and its programs to local artists and music entrepreneurs, running local workshops and seminars, and in recruiting and training FACTOR jurors.

FACTOR is governed by a Board of Directors with representatives from the radio broadcast and independent music sectors, with consultation from its National Advisory Board (NAB), comprised of representatives from the provincial and territorial music industry associations (for SaskMusic, Mike Dawson), the Canadian Independent Music Association, the Canadian Music Publishers Association, and the Music Managers Forum.

The NAB's purpose is to assist FACTOR in developing policies and procedures that remain responsive to the Canadian independent music industry on a national level, and to act as a regional resource for FACTOR's programs to applicants across the country.

In consideration of our role as REC and NAB participants, SaskMusic now receives \$40K annually from FACTOR.

WESTERN CANADIAN MUSIC ALLIANCE

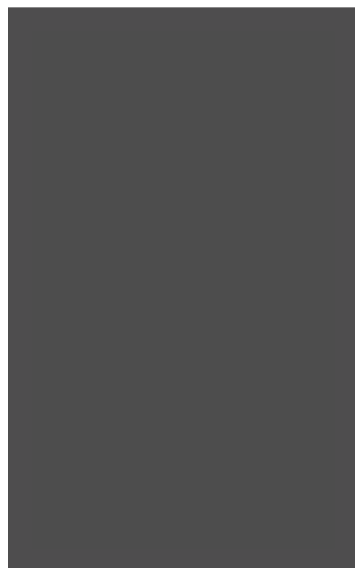
www.breakoutwest.ca

The Western Canadian Music Alliance is a pan-western organization created by the Alliance member music industry associations (MIAs) of British Columbia, Alberta, Saskatchewan, Manitoba, The Northwest Territories, the Yukon Territory, and in partnership with Nunavut, to promote and celebrate western Canadian music. WCMA annually hosts their core artist and industry development event, BreakOut West.

Every year BreakOut West (BOW) is held in a different western Canadian city on a rotational basis, with a music conference, festival, and presentation of the Western Canadian Music Awards. BreakOut West is where industry gathers to celebrate, develop and support best western Canadian artists, which are developing sustainable careers of national and international scope. The precursor to BOW, presented by Manitoba, Alberta, and Saskatchewan, was All Indie Weekend, which led to the formation of Prairie Music Alliance Inc. and Prairie Music Week.

The BreakOut West brand has expanded in recent years to serve as an umbrella for numerous joint export missions by Western Canadian MIAs.

SaskMusic is a founding member of the original Prairie Music Alliance and WCMA. SaskMusic has a permanent seat designated on the WCMA board; which is currently filled by Mike Dawson. Mike is their Vice-President and also sits on the Marketing Committee. Kurt Dahl also sits on the Board of Directors as a representative from Saskatchewan. All voting members of SaskMusic are automatically voting members of the Western Canadian Music Alliance. We participate in board and planning meetings year-round and, from an administrative standpoint, work with WCMA staff to promote the nominations and submissions processes, encourage conference attendance, assemble voters' lists, and educate our members about the processes.



CJTR/CFCR'S PLAIN A.I.R. PROGRAM; KASIA LEIGH LEONARD IN THE CANADIAN SONG CHALLENGE (MUSIC PEI)

YEAR-AT-A-GLANCE

YEAR-ROUND

- Board Meetings, BreakOut West Board representation, FACTOR regional representation
- Participation in various committees and consultations, #FortheLoveofLive advocacy campaign, FACTOR's Support for Live Music Program
- Member consults; replying to inquiries for artists, music usages, media requests and more
- Marketing and advocacy for the music industry, including tracking and promoting the many online intakes and workshops presented by our partners and colleagues across Canada
- Social media features/promotions for artists and managing our Live Music Calendar

APRIL 2021

- Music Matters economic impact survey underway
- Studio Spotlights podcasts rolling
- Behind the Board interview series with techs
- We present a virtual showcase at SoundCity Digital

MAY 2021

- Health of our Community Series: Bystander Leadership Training
- We present a virtual showcase at Canadian Music Week

JUNE 2021

- Health of our Community Series: Safe Spaces workshop
- We support the Indigenous Music Summit
- Artist-video mentor programs runs and results in our National Indigenous History Month concert online June 24
- Our AGM is held online June 28
- We partner/assist City of Regina with their Artist in Residence intake
- Creative Sask Lunchroom Series workshop on the Market & Export – Micro Stream Grant
- Round 2 opens for the SMMART program at Creative City Centre

JULY 2021

- Summer Jams playlist promotion
- Artist interview/chat with Crystal Shawanda as part of our National Indigenous History Month programming
- Support for CAMP's Trauma and Cultural Sensitivity Training

AUGUST 2021

- Canadian Songwriting Challenge Sask online, supported by Bell Media
- Health of Our Community Series: Creating Safer Music Spaces workshop
- In partnership with SMPA - Music Videos: From Concept to Creation workshop
- Our offices re-open for in-person consults

SEPTEMBER 2021

- Health of Our Community Series: Supporting Survivors of Sexualized Violence Training workshop

- Intake for our new compilation album of Sask artists, In Tune
- We support ArtNow event presented by Sask Galleries
- Support for Songs for Nature Adult Camp, Prince Albert
- Shawn Karpinka departs staff

OCTOBER 2021

- Saskatchewan Music Award nominations open
- Western Canadian Music Award winners announced

NOVEMBER 2021

- We present the Come Together showcase in Toronto with partners
- M for Montreal conference and showcase
- BreakOut West "Back to Live" events in Regina and Saskatoon
- We provide JUNO submission bursaries for Sask applicants
- See Your Future career fairs, Regina and Saskatoon
- Rooky Jegede joins staff as a Research & Outreach Assistant intern
- Saskatoon Songwriters present guest speaker Keesy Timmer

DECEMBER 2021

- Saskatchewan Music Award nominations announced
- Best Saskatchewan Albums of 2021 poll and announcement
- Home for the Holidays virtual concerts series
- Showcase Project - intake 2 filming begins
- Holiday Co-writes opportunity
- Creative Sask Lunchroom Series workshop on the Sound Recording Grant
- Casey Ling joins staff as a Research & Outreach Assistant intern
- Regina Songwriters present guest presenter Earl Pereira

JANUARY 2022

- Very Prairie Music Summit online
- Saskatchewan Music Awards show
- Showcase Project filming continues

FEBRUARY 2022

- Interview series and virtual concert for Black History Month
- Showcase Project continues
- BreakOut West: Home Edition conference
- Support for Voices of the North, Prince Albert

MARCH 2022

- Live Crew Fund intake and funds distribution
- Like a Boss: Women in the Industry, and The Work/Life/Art Balance International Women's Day panels
- Saskatoon Songwriters present guest speaker Eli Barsi
- Regina Songwriters present guest speaker Bev Zizzy
- Virtual Spotlight on the Arts career fair panel
- Support for Songs for Nature, Arlington Beach

EXPORT STRATEGY HIGHLIGHTS

In SaskMusic's current Strategic Plan, the first key action is 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.

MARKET PREPARATION AND ANALYSIS

One of our core beliefs is that Saskatchewan's music industry has the capability (talent level) to succeed on a global scale if supported with sufficient marketing resources. Thus, a key objective is "To assist in the development and promotion of Saskatchewan commercial musical artists and the commercial music industry on a provincial, national and international level."

Our goals, beliefs, and objectives have led to the development of an extensive market access and development plan to position Saskatchewan music industry professionals in the national and international marketplace. For more than a decade, SaskMusic representatives have attended and participated in events to research and determine what events and markets are best suited for development of Sask. artists and our industry. SaskMusic uses the following criteria in selecting market development events:

1. **Market Access:** Are these markets open to doing business with Saskatchewan artists; are there opportunities for artists to build teams and tour in these regions?
2. **Organizational capacity of the event:** How administratively effective and legitimate is the event; does the event create an atmosphere to help artists enhance their business by networking to create new opportunities?
3. **Partnerships and Key Contacts:** What events and organizations are the most productive to work with? Will the potential partnerships work to create opportunities that will assist SaskMusic to develop the Saskatchewan commercial music industry?
4. **Promotional Strategy:** Does the event provide an opportunity to enhance SaskMusic's brand, and is there visibility at the event to effectively promote Saskatchewan artists?

Utilizing the above-noted variables and accessing its corporate experience derived over the past several years, SaskMusic chooses which events to focus on as part of our market development strategy. The purpose of this program is to expand the reach and export markets of Saskatchewan music-based cultural products.

GOALS AND OBJECTIVES OF THE PROGRAM

1. To expand the reach and commercialization in export markets of Saskatchewan music-based creative products.
2. To develop partnerships and relationships with industry in export markets.
3. Professional development and increased export readiness.

SHOWCASE FILMING PROJECT (INTAKE 2)

The pandemic devastated the entertainment industry, including music industry conferences, in 2020-2021. With ever-changing pandemic restrictions varying from country to country, festivals and showcase events adapted to varying degrees of in-person and hybrid events this fiscal. Many international events that went ahead utilized pre-recorded artist performances presented online, often for a limited time period or with exclusivity to industry members.

Having found success in creating a catalogue of high-quality, filmed showcases of export-ready artists for these presentations in 2020-2021, we opted to run a second intake and record further showcases for 2021-2022. The purpose of these videos was to take advantage of export opportunities while it is impossible or risky to conduct international travel. For example, lengthy testing/isolation requirements in different international markets, and the risk of contracting COVID while travelling were concerns that became reality in some cases, as well as navigating the rescheduled dates of many events. The videos were intended to be utilized with our existing industry relationships and networks, and to create new partnerships to help move artists' careers forward. At the same time, this opportunity would create performance work for participating artists, and employ technicians.

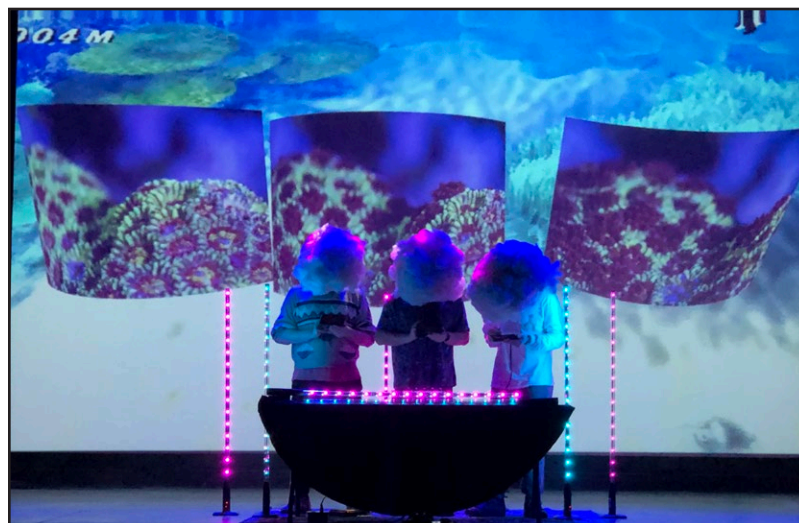
Production & Event Coordinator **Jill Mack** was enlisted again to handle project management and event production for the series.

An open call showcase intake was distributed in late 2021, with applicants juried by music industry professionals. 36 artists from various genres applied, with 12 artists selected for filming: **6M, Gunner & Smith, Arcana Kings, Katelyn Lehner, Karley Parovsky, Dara Schindelka, Rooky, Amy Nelson, Okimaw, Criminal Kid, Wolf Willow, and Ellen Froese.**

Each artist recorded 3 songs or 15 minutes worth of music, in setups ranging from solo acoustic to full band. Filming began in December and ran through February.

Although filming took place well into the pandemic, we still ran into challenges with varying COVID rates in Sask impacting on artists and crew who fell ill or had to self-isolate.

Participating artists are able to use the footage as they wish, such as for promotional use.



3MOONJASK - SHOWCASE FILMING

EXPORT STRATEGY HIGHLIGHTS

These showcase videos have been and are being pitched to various festivals and buyers, including Liverpool SoundCity, Canadian Music Week, M for Montreal, Focus Wales, and Folk Alliance International.

EXPORT CONSULTATIONS WITH ENKI MUSIC

We enlisted Enki Music (with leads Sam Taylor and Danny Keir), an export consultancy whom SaskMusic has worked with in the past with successful results, to provide in-market professional services (U.K.) to prepare artists for export activities both current and that could be launched post-pandemic.

Enki Music committed to delivering a music business development export mentorship programme to help musicians cultivate business connections and develop strategy for future development in the UK market. The key outcomes of the programme were to consult with artists who are at a pivotal point in their career to better understand their options, workshop a campaign strategy and develop in-market infrastructure, including individual mentorship sessions with industry professionals.

21 artists applied for the consultation opportunity and 8 artists were selected after review by Enki. Enki spent several hours working with each artist to discuss career goals, and selecting two U.K. industry mentors to pair each artist with.

Artists received personal advice based on their specific stage of development and career. Some artists brought pre-identified targets and ambitions whereas others required assistance building a full export plan from the ground up.

Enki also provided each artist with planners and toolkits, asset and touch point health checks, and follow up actions to grow their business in new markets, including advice and information on: export readiness, livestream-

ing, performance, media & marketing, and music distribution.

The artists selected for this opportunity were **Autopilot, Eileen Laverty, Factor Eight, Marissa Burwell, Shayla Souliere, The Local Group, The North Sound,** and **TOVA.**

IN TUNE COMPILATION ALBUM

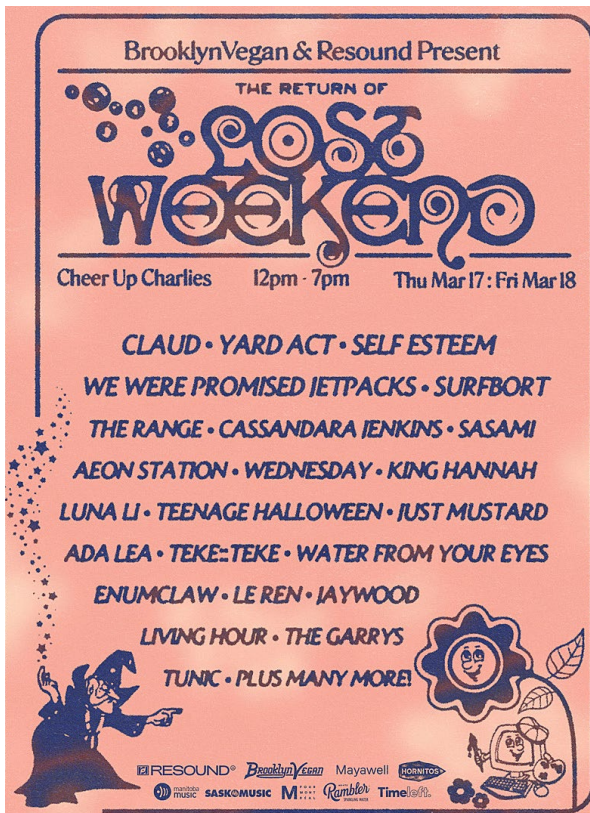
SaskMusic is preparing a new volume of our In Tune compilation album series. The new edition of In Tune will be released on a special limited edition double vinyl format, to be made available to the public via preorders, as well as for distribution to Canadian and international industry professionals in export markets. We expect to promote this project at international music industry events, as in-person events return, through 2022-2023. Profits after expenses will be directed to a music charity (TBD).

This compilation will serve as a calling card of Saskatchewan music around the world throughout the year. Representing our province's diverse array of export-ready artists, it will enable SaskMusic to highlight a selection of songs that will help to open doors to showcase opportunities, airplay, publicity, and licensing opportunities for our artists.

Approximately 135 submissions were received through an open call for the opportunity. Following a jury process, and accounting for the time limits of vinyl, 24 tracks and artists will be included.

JUNO BURSARIES

To encourage JUNO award submissions and voting engagement by Saskatchewan artists/managers/labels, and to reduce the cost barrier, we once again offered a JUNO Bursary program. Artists applying to the 2022 JUNO Awards could apply for a bursary through a simple process of submitting receipts. We supported 10 applicants this fiscal.



COME TOGETHER SHOWCASE POSTER; SXSW DAY PARTY POSTER

EXPORT STRATEGY HIGHLIGHTS

EXPORT MISSIONS THIS FISCAL

The following are descriptions of projects undertaken by or supported by SaskMusic in this fiscal. In a typical year, we participate in strategic domestic and international events where there is potential for our artists to grow their markets.

EVENTS WE TYPICALLY PARTICIPATE IN

The following are additional events that we'd typically attend or present at, but due to their reduction in scope or other input risks associated with COVID, we opted out of for this fiscal.

- Americana Music Festival & Conference 2021 (Nashville TN)
- Canadian Country Music Week 2021 (London ON)
- Focus Wales (Wrexham Wales)
- JUNO Awards 2021
- Folk Alliance International - Feb 2022 event postponed until May (next fiscal)
- NXNE (virtual)
- Liverpool Sound City in-person event Oct 2021 (their 2nd event in 2021)

(Liverpool UK)

- Reeperbahn (Hamburg DE)
- The Great Escape (Brighton UK)
- Tallinn Music Week (Estonia)

As COVID continued to impact our industry internationally, restrictions varied country by country and impacted events in ways ranging from small postponements, to cancellations, to moving to online or hybrid formats, to reduced scope in the activities of the event. Over the year, we've monitored the status of events we'd typically take part in, evaluating their viability, conferring with our industry colleagues/partners and funders, and choosing prudence over risk to the best of our knowledge.

COME TOGETHER

NOVEMBER 15-16/21, TORONTO ON

In partnership with Music BC, Alberta Music, Manitoba Music, Music Nova Scotia, Music Ontario, and CIMA

With our partners, we presented two days of industry showcases and meetings in Toronto November 15-16, timed to lead into M for Montreal.



CMW 2021 PROMO GRAPHIC; M FOR MONTREAL GRAPHIC; NEW COLOSSUS UPSTAIRS NEIGHBOURS PARTY POSTER; SOUND CITY DIGITAL PROMO

EXPORT STRATEGY HIGHLIGHTS

This was the first of what is hoped to be an annual event. Come Together is an opportunity for export-ready artists from across Canada to meet with, build business relationships, and showcase for key music industry professionals from Toronto and surrounding areas including labels, agents, managers, publishers, music supervisors, publicists, and more. Participants work directly with their music industry association to identify key music business contacts to invite and meet with. This event has goals beyond showcasing with a push towards industry connections, team building and business strategies for both artists and businesses.

The Come Together day showcase took place November 15 at the newly renovated El Mocambo (464 Spadina Ave) in Toronto. We also hosted an afternoon of business events on November 16 between the showcasing artists, their representatives, and industry delegates. Performing artists included: **Marissa Burwell** and **Last Birds** (SK), along with Century Egg, Super Duty Tough Work, Teon Gibbs, Ghost Woman, Witch Prophet, Braden Lam, Mise en Scene, and Mauvey. SaskMusic's artist were selected by a jury of industry professionals following an open call for submissions from export-ready artists.

M FOR MONTREAL

NOVEMBER 15-19/21, ONLINE AND MONTREAL QC

www.mpourmontreal.com

M for Montreal returned for its 16th year in a virtual edition for industry professionals, November 15-26 and in-person showcases November 17-19. M for Montreal is internationally renowned for its showcase festival and conference held annually, as well as for its recurring satellite events in the main music markets around the world. M for Montreal orchestrates pivotal windows of opportunity for artists as well as essential business development rendez-vous for the local and international music industry. "M" is an independent organization whose ambitious mission is to help up-and-coming artists both to become better known locally, and to launch their careers outside Canada.

SaskMusic staff attended online and one staff attended in person to build connections with industry colleagues, attend conference activities and garner support our Saskatchewan showcasing artist, **Beach Body**, who was selected by M for Montreal organizers after applying directly through the festival's own submission process. Beach Body performed on November 17 at Café Cléopâtre and November 19 (in collaboration with CISM 89.3 FM) at Turbo Haüs.

BREAKOUT WEST HOME EDITION 2

February 2-6/22, online

WESTERN CANADIAN MUSIC AWARDS

October 15/21, online

www.breakoutwest.ca

BreakOut West is an annual music event that includes an immersive, music development conference, and music festival hosted by the Western Canadian Music Alliance. Due to rising COVID19 cases, the decision was made in January to shift from an in-person event for Winnipeg to an online format. This meant that the live showcasing portion was modified to virtual showcases as we4ll (please see Showcase section for details.) There were a lot of information-packed, great seminars offered over the course of the event. We encourage everyone to plan to attend the fall 2022 in-person event as they plan to return to their normal schedule.

The Western Canadian Music Alliance is an organization created by the music industry associations (MIAs) of BC, Alberta, Saskatchewan, Manitoba, The Northwest Territories, and the Yukon Territory to promote and celebrate western Canadian music. Voting members of these MIAs are also members of the WCMA.

The Western Canadian Music Awards were held in an online format once again this year, with winners being announced on October 15. A special pre-awards show program aired earlier in the afternoon, ahead of the full winner reveal, on CBC Radio One. Following the broadcast, all of the award winners were revealed on BreakOut West's Facebook Live. Please see Awards section for this event's nominees from SK.

BREAKOUT WEST BACK TO LIVE

BreakOut West presented a series of showcases and panels in late fall across its partner regions. Each week was dedicated to an individual region, highlighting their diverse local artists, industry insiders, and unique music industry landscape, through in person performances and live panels, as well as digital content, including artist and industry features, and curated playlists. The performances and speakers were also livestreamed via BreakOut West's Facebook

The series stopped in Saskatchewan the week of November 15, with a panel and showcase November 17 in Regina at The Exchange with speakers **Amy Nelson**, **Dana Rempel**, **Prasuneh**, **Brad Bellegard (InfoRed)** and **Amber Goodwyn**; and a showcase by **RUMPUS**, **Marissa Burwell**, and **MELODNA**. It then stopped in Saskatoon on November 19 at Amigos with speakers **Tyson McShane**, **Lindsay Knight (Eekwol)**, **Gabrielle Giroux**, **Tefrondon** and **Lenore Maier**, and a showcase by **The Garrys**, **W3APONS**, and **Slow Down Molasses**.

LIVERPOOL SOUND CITY DIGITAL

April 26-May 1/21, online

<https://www.soundcity.uk.com/>

We presented three Saskatchewan artists on April 28 in a virtual showcase. **Marissa Burwell**, **Lancelot Knight**, and **velours** were filmed by SaskMusic in the last fiscal as part of our Winter Showcase initiative. For this event, SaskMusic provided our Winter Showcase filming participants to Liverpool Sound City festival organizers, who then adjudicated and selected these three artists for inclusion. Attendance at our event (industry and paid tickets online) was over 450.

"Sound City Digital makes its comeback. Following the success of last year's virtual event, they just had to get back online - even as they are planning their rescheduled, annual in-person event for October 2021. Each day at SoundCity you can explore a new corner of the world's music, with emerging artist showcases co-curated with Horizons, Horus Music, SaskMusic, Korean Centre and their own Launch powered by CAPLL. You can fill your evenings with discovery from the comfort of your own home. Catch cutting-edge music industry panels where no topic is off the table, including In Conversations with fashion stylist, writer and cultural commentator Ayishat Akanbi, and Gorillaz bass extraordinaire Seye Adelekan.

Digital will take place with 6 consecutive days of headline artists, global emerging talent showcases and cutting-edge industry panels and in-conversations co-curated with Association of Independent Music. Sit back, discover and immerse yourself in sounds and insights from across the world of music.

EXPORT STRATEGY HIGHLIGHTS

Sound City captures the vibrancy of Liverpool UK with an unforgettable 3 day festival that sees established names perform alongside a constant stream of local, national and international emerging talent. After hosting numerous iterations of Sound City across 3 different continents over the last 14 years, 2021 events include the Digital stream in April, and the (rescheduled) in-person event in October. It is a place to discover the giants of tomorrow and has consistently delivered in terms of being amongst the first to present the best new talent to a music loving audience and world class business audience."

CANADIAN MUSIC WEEK

May 18-21/21, online

<https://cmw.net/festival>

We presented a virtual Saskatchewan showcase at Canadian Music Week, May 18-21. Our presentation was streamed through the CMW website for free to the public on May 19 and following the stream was available on demand for a further 6 months.

Our event featured five Saskatchewan artists: **3 Moonjask**, **Ellen Froese**, **LJ Tyson**, **Melodna**, and **Origin of Spin**, each of whom were filmed by SaskMusic as part of our earlier Winter Showcase initiative. A panel of industry professionals was enlisted to make suitable selections for this specific event from amongst our Winter Showcase participants/available showcase footage.

Additionally, Saskatchewan's **Aurora Bella**, **Kaye & Co**, **Phoenix and the SilverVoodoos**, **Tumbleweeds**, and **velours** were selected for virtual showcase inclusion directly by CMW festival organizers.

"In its 38th year, the Canadian Music Week Conference is a premier annual music business and networking event in Canada, and this time around it's being produced livestreamed. This year includes a 4-day music summit covering all sectors of the industry delivered in a totally interactive streamed format, and a platform for domestic and international delegates to exchange ideas, explore trends & make meetings connections online. An amazing array of live streaming sessions from industry pro's about breakthroughs and insights into global challenges facing an ever-changing music landscape."

NEW COLOSSUS

New York City NY, March 9-13/22

<https://www.newcolossusfestival.com/>

Saskatchewan artists **Beach Body**, **Ellen Froese**, **Marissa Burwell**, and **The Garrys** were booked by New Colossus to perform at the event.

A showcase titled "UPSTAIRS NEIGHBOURS" was presented by the Canadian Independent Music Association and the Consulate General of Canada in NY. For this event, the artist lineup was curated by CIMA. SaskMusic then sponsored the spots of the Saskatchewan artists selected, which included all four of the above.

Artists were selected by New Colossus through the event's own intake processes, including those for the Upstairs Neighbours showcase. Artists for this event were not juried by, selected by, nor provided with grants by SaskMusic. Staff did not attend this year's event.

SXSW

Austin TX, March 14-20/22

<https://www.sxsw.com/>

About SXSW: "New, developing, and established showcasing artists enhance their careers by reaching new audiences and attendees. Showcases are curated by South By Southwest® in collaboration with record labels, booking agencies, management and PR firms, export offices, publishers, media outlets, lifestyle brands, festivals, and more."

The Garrys were selected for an official showcase at SXSW 2022, and were scheduled to perform at a several events, including a showcase that SaskMusic sponsored in part, presented by M for Montreal and Brooklyn Vegan and in partnership with Resound, March 18, and a BreakOut West-presented showcase. Unfortunately, the band was unable to perform due to illness.

Official SXSW showcase selections are made through the SXSW Festival's own processes, while day party/private showcase selections are programmed by each event's presenters.

SaskMusic did not select artists for nor attend this year's event.



BEACH BODY AT M FOR MONTREAL; TOVA - SHOWCASE FILMING

EDUCATION HIGHLIGHTS



VERY PRAIRIE

January 21-23/22, online

www.veryprairie.ca

Very Prairie is a virtual music summit, now in its fourth year, focused on career growth, business development and music industry best practices. We'll play host to national and international representatives as we dive into an array of topics that we hope will provide practical and straightforward information. We encourage musicians and industry at any stage of their career to attend, learn and share.

This was the second year Very Prairie moved online, and so we offered free registration to all. A huge thank you to our wonderful panelists and moderators. The following topics were presented; panelist bios are available at www.veryprairie.ca. You can get access to rewatch recordings of most of the panels by registering at <https://www.veryprairie.ca/veryprairie2022>.

127 people registered for the event.

Feedback:

"It was very informative! I learned that, as a recording artist, I may have royalties just sitting around waiting to be claimed. Free money is great! Also I learned a lot about how to navigate the business world of music, such as working to get yourself heard on Spotify and radio." – Anonymous

"I LOVED the session Masinaha: A Discussion with Indigenous Songwriters. Everyone was so generous and I left the session so inspired to write. I think having sessions that are focussed on creativity are important to have at industry events." – Anonymous

88% of those who filled out the feedback survey rated the event 8/10 or higher.

January 21/22:

Getting Started with FACTOR: The Artist Development Grant

Panelist: Anthony Johnson (FACTOR)

Anthony Johnson will join us and tell us more about the Artist Development funding stream, which has an upcoming deadline. If you're working on an application or curious to know more, this session is for you!

Spotify Masterclass

Panelist: Adrian Burke (Spotify Canada)

Take a personal guide through Spotify's artist tools & features. Meet the team and discover your biggest platform.

January 22/22:

Masinaha: A Discussion with Indigenous Songwriters

Panelists: Donny Parenteau, Forrest Eaglespeaker, Dale McArthur, and Lindsay Knight (Moderator)

Four Indigenous songwriters share their thoughts and experiences on inspiration, collaboration, the process of writing, and more!

Artist & Songwriter Royalties Primer

Panelist: Lorena Kelly (SaskMusic)

Confused by where you need to register, and how to collect your artist or songwriter royalties? You're not alone! Join us for a walk-through of the different performing rights organizations (PROs), and what royalties you might be eligible for.

Social Media + Music

Panelist: Vanessa Cito (Reach)

Social media is one of the most integral marketing and branding tools available to the music industry. The unprecedented ability to connect and communicate with your audience has transcended novelty and is now a critical and essential part of any artist's career. We will take a deeper dive into marketing using social media. Take your knowledge to the next level in this customized workshop as we look at building impactful and deliberate campaigns that focus on community development and new tools to help reach your audience.

Ask Us Anything: Mentor Edition

Panelists: Arun Chaturvedi, Melissa MacMaster, Marvin Chan, Earl Pereira and Brittney MacFarlane (Moderator)

Join industry mentors from SaskMusic's Career Tracks Program and ask them any questions you'd like to about your music activities and path, the music industry, or their own paths!

January 23/22

Getting Outside Canada: Planning an Export Campaign

Panelists: Joy Warman (Secretly Canadian), Jess Kangolee (Good Energy), Ali Raymond (Beatnik, Manager of Arlo Parks), Bree Wilkinson (Yes Please), and Danny Keir (Enki Music, Moderator)

Campaign planning and management: figuring out your release campaign timelines, and discussion of marketing and management tools.

The Future of Live Music: UK Edition

Panelists: Keith Wyatt (UV Clean Light, Enki Future Venues), Phyllis Belezos (Heliocentric Entertainment, Music Venues Trust), Richie Clark (Tour Manager of The Kooks, Razorlight), G-Lo (Artist Manager), and Danny Keir (Enki Music, Moderator)

Look ahead to touring and audience development post-Covid, what is being done to rebuild fan engagement and trust, and the forward motion of the live industry.

The Ins and Outs of Creative Saskatchewan Grants

Panelist: Lisa Prpich (Creative Saskatchewan)

Learn how musicians of various career levels can access funding for music projects. Whether recording, marketing, touring or showcasing, Creative Saskatchewan has you covered. Program Officer Lisa Prpich will talk about the basics of each program, how applications are assessed, and what you need to keep in mind when preparing your application.

Releasing to Radio

Panelist: Dale Peters (Dale Speaking)

Dale Peters will walk us through how to release your music to radio and touch on college, commercial, Indigenous, internet, and commercial chart reporting. Additionally, he will discuss Tiktok, Reels, social platforms, and digital service providers (DSPs) and their role with and without radio.

EDUCATION HIGHLIGHTS

Post-event:

Dale Speaking Review 5

After his panel at Very Prairie, Dale Peters along with **Laurie Brown (Porch Swing Entertainment)** met with five artist applicants to help them with their radio release strategy. The selected artists were Dara Schindelka, The Local Group, Eileen Laverty, Dan Cugnet and Katelyn Lehner.

Dale and Laurie reviewed the artist materials provided ahead of time and crafted individual feedback for each artist. They reviewed and provided advice in areas such as bios, newsletter and mailing lists, social media and YouTube activity, live performance and showcase opportunities, radio plotting etc.

"(The consult) was fantastic. They both have lots of knowledge in all aspects of this industry and had lots of great feedback and advice. Only suggestion would be to make them longer! The hour went by so quickly. Thank you for offering this opportunity to Sask artists, and for choosing me as one of the five artists to partake in the meetings. I think this is something that should stick around!" - participant

WORKSHOPS

www.saskmusic.org/workshops

SaskMusic has offered professional industry workshops since its inception. Our goal is to offer an educational program to address the current trends and knowledge requirements of the Saskatchewan music community. We want to help artists and industry professionals develop the marketing, business and creative skills needed for long-term sustainability in the music industry.

We want to build our industry infrastructure by helping artists to become well-versed in a variety of topics, including self-management and marketing, in order to have the most lucrative careers possible. We focus on strengthening basic abilities that are crucial in a well-organized business.

In this fiscal, many panels were bundled under the banner of the Very Prairie Music Summit in January. We look forward to resuming hybrid online and in-person events in the new fiscal.

Due to the pandemic, all presentations this year were presented online.

HEALTH OF OUR COMMUNITY SERIES

The following numbered workshops were presented as part of the "Health of our Community" series. These were made free to the public with encouragement for all to attend, presented in response to the current state of the Saskatchewan music community amid several incidents, as was widely requested by our member base.

1 - BYSTANDER INTERVENTION TRAINING

**Presented in partnership with Enough Already SK
May 27/21**

The Enough Already SK Bystander Leadership Training recognizes that we all have a role in ending sexual harassment in the workplace. We can all be leaders in this issue. This training provided tangible tools for participants to know how to respond when an issue arises. Presented by speaker **Nicole White** of Enough Already SK and facilitated by **Brittney MacFarlane**, SaskMusic. 93 people registered for this event.

Overview of the topics:

- An understanding of what sexual harassment is in Saskatchewan
- Understand the barriers to coming forward
- Understand the impact on Indigenous women, members of the gender and sexually diverse community, people living with disabilities, immigrant and refugee women, and others.
- Support the development of empathy
- Understand how to respond to disclosures and empower them with the knowledge on how to respond
- Interactive discussions on how to approach a situation
- Assistance with reporting, and understanding options available.
- Referrals and support systems available.

Feedback:

"A great starting point in a journey to make the Sask music scene safer and more inclusive. This is just the tip of the iceberg." - Jerms Olson

"Continue this - I hope it is not a one and done. Especially when tackling oppression within the music and arts community. This is taking flight and the work needs to continue." - Anonymous

79% of those who filled out a feedback survey rated it an 8/10 or higher.

2 - SAFE SPACES TRAINING

**Presented in partnership with Red Tent Winnipeg
June 22/21**

In this session, we examined the ways gender-based and sexualized violence arises in the music industry. We explored how artists, venues, festivals, labels, etc. can address violence when it occurs. Further, we defined consent and how to pro-actively build an anti-oppressive culture of consent within the industry. We acknowledge that all forms of oppression are linked and therefore this work was also grounded in anti-colonial and anti-racist values. Participants walked away with a deeper understanding of promising practices in addressing sexualized violence and creating anti-oppressive safer spaces. Presented by speakers **Aine Dolin** and **Hema Vyas**, Red Tent Winnipeg, and facilitated by **Brittney MacFarlane**. 45 people registered for this event.

Feedback:

"This workshop was great. I feel all members who attended had good buy in and wanted to know more about what they could do to make spaces safer. I do feel this is a huge problem in our industry and I was disappointed more established bands did not attend. I feel there are many organizations/venues/bands who need to hear the information presented here. That said, it is promising to see so many venues and industry people start to make spaces safer/inclusive and hopefully in time these changes will be industry norms. I thought this was an excellent presentation and I am glad I attended." - Anonymous

100% of those who filled out the feedback survey rated it an 9/10 or higher.

3 - CREATING SAFER MUSIC SPACES

**Presented in partnership with Good Night Out Vancouver
August 18/21**

This two-hour interactive presentation went into more depth on how artists, venue owners and others in the industry can make venues safe, being aware of situations developing around you, and supporting those impacted when incidents occur. Presented by speakers **Stacey Forrester**

EDUCATION HIGHLIGHTS

and **Dhruhi Shah**, Good Night Out Vancouver, and facilitated by **Brittney MacFarlane**. 59 people registered for this event.

Feedback:

"This workshop was excellent!" – Anonymous

"This workshop was one of the best I've ever been to! I learned so much and enjoyed the interactive nature of it, especially the jeopardy. Thanks you for sharing the slides, I will definitely be reviewing them and appreciate having them as a reference. 11/10!" – Anonymous

100% of those who filled out the feedback survey rated it a 10/10.

4 - SUPPORTING SURVIVORS OF SEXUALIZED VIOLENCE

Presented in partnership with the Saskatoon Sexual Assault and Information Centre (SSAIC)

September 7/21

Supporting Survivors of Sexualized Violence Training (SST) is a program created by SSAIC, designed to train professionals and community members alike to receive disclosures and support survivors in a compassionate and trauma-informed way.

Survivors of sexualized violence have experienced a trauma, and deserve to be treated with care and compassion. Survivors report that the way they are supported when they first disclose has a significant impact on their self-worth, resilience, and healing. With this training, attendees were equipped with the tools to best communicate, understand, and guide survivors to their next steps to begin their healing. Presented by speakers **Morgan Price** and **Stephanie**, Saskatoon Sexual Assault and Information Centre (SSAIC) and facilitated by **Brittney MacFarlane**. 34 people registered for this event.

BELL MEDIA CANADIAN SONGWRITING CHALLENGE: SASKATCHEWAN EDITION

In partnership with the Canadian Council of Music Industry Associations (CCMIA) and Bell Media

On August 28-29, and into September 2021, SaskMusic produced its seventh and final CCMIA Bell Media Canadian Songwriter Challenge after postponing the 2020 event due to the pandemic. This year we offered a hybrid version of an event our members have come to know and love, with events offered online and in-person. Ten participants were selected by an industry jury following an intake and participated in a weekend of mentorship, learning, co-writing and later recording with various Saskatchewan producers.

With co-writing events taking place primarily through Zoom, we decided to switch up our mentorship format from previous years. Where we typically had one mentor work with all the groups, this year we assigned each group their own unique mentor.

Mentors **Zaki Ibrahim**, **Nuela Charles**, **Zachary Lucky**, **Dana Beeler** and **Sam Lynch** led the challenge and worked with each of their groups by offering advice and feedback to help with the creative process. They also took one-on-one mentor sessions with each participant, which was less about the weekend's songwriting and more about career goals and advice.

Additional workshops throughout the weekend included a session with world renowned songwriter, **Jason Blume** who covered songwriting best practices and co-writing tips and tricks, and sessions with SaskMusic's **Brittney MacFarlane** on songwriting split sheets and Zoom setups for songwriters.

Participants continued to work on their songs and arranged to have them recorded with whoever they felt complemented their sound as long as they were a Saskatchewan-based producer. New this year, participants were also approved to hire session players to round out their sound. All together the 2021 challenge provided work for nearly 30 artists, studios, session players and mentors.

Songwriting and recording participants:

- Group 1: Victor Oriola (TOVA) and Dillon Currie (League of Wolves). Recorded the song 'Island' in Saskatoon with Ten Toes Down Music Group.
- Group 2: Meghan Bowman and Patricia Cameron (Trish Cameron, Cameron & Crawford). Recorded the song 'Seeds of Fire' in Saskatoon with Simon Jasieniuk at Beez Neez Recording.
- Group 3: Adrienne Bilodeau and Helen Chang. Recorded the song 'Scorched Garden' in Regina with Les Schaeffer.
- Group 4: Graham Tilsley and Pei Ying Kiew-Gaco (Jackie Kiew). Recorded the song 'Pocket Dialed' in Saskatoon with Facca Audio.
- Group 5: Eliza Doyle and Berkley Jodoin (Berk Jodoin). Recorded the song 'Free Man' in Saskatoon at Rec Hall Studios.

Feedback:

"I was paired with a great songwriter, we clicked and we had so much fun writing and recording our song. So appreciated that we could do a full demo with drums and guitars using session musicians. This was a great online version of the event. I really enjoyed the speed-mentoring - having a



A SCREENSHOT FROM THE CANADIAN SONGWRITING CHALLENGE - SASK

EDUCATION HIGHLIGHTS

chance to chat quickly with and get feedback from each of the mentors.”
– Adrienne Bilodeau

“This event was an excellent learning opportunity and exceed expectations.” – Victor Oriola

“My mentor and cowriter partner turned out to be a great fit musically. My mentor gave real advice about the industry. Guest speaker taught be a valuable lesson how to make a song stand out. There’s nothing but the possibility for growth by being involved in a workshop filled with musicians and recording artists. Whether things work out easily or not during the process, at the very least, it’s an opportunity to learn new skills and open new doors.” – Jackie Kiew

CANADIAN SONGWRITER CHALLENGE HOLIDAY CO-WRITE

On December 11/21 we arranged a holiday co-write under the CCMIA Bell Media CSC branding. 5 artists participated in the creation of two songs. .

“It was great, I hope more people decide to take advantage of these excellent opportunities to get to know others and make music!” – Alli Daine

“SaskMusic continues to offer a great return on your investment with opportunities to become a better artist, songwriter, and music industry person. Support of songwriting groups in Saskatoon and Regina helps folks from across our province. Is great to get to know likeminded individuals from everywhere in Saskatchewan. Our monthly meetings are fun learning opportunities, too. Thank you, SaskMusic, for everything you do.” – Brian Smyth

IN CONVERSATION WITH CRYSTAL SHAWANDA

Presented with with financial support of The Foundation Assisting Canadian Talent on Recordings with support from Canada’s private radio broadcasters, and the Government of Canada

July 13/21

In conjunction with our National Indigenous History Month programming, we were joined by JUNO Award-winning artist **Crystal Shawanda** for a special conversation with SaskMusic members and our National Indigenous Peoples Day concert performers, moderated by **Darwin Roy**. Participants had the opportunity to submit questions ahead of time or ask live during this interactive and informative session.

Crystal Shawanda is an Ojibway/Odawa/Potawatomi artist with True North Records, from the Wiikwemkoong First Nation, on Manitoulin Island, Ontario. She began singing when she 3, and recorded her first album in Nashville when she was 13. A multiple JUNO Nominee and winner, CCMA winner, Canadian Radio Music Awards winner, and multiple winner of the APCMAS.



CRYSTAL SHAWANDA INTERVIEW; ONE OF OUR HOOC WORKSHOP PROMOS

Making the switch several years ago from country to blues, she has had multiple Maple Blues awards nominations, and her album “Churchhouse Blues” stayed on the Roots Music Report charts for 36 weeks. Crystal Shawanda is the highest charting Indigenous artist in the Billboard BDS Era, and is the highest charting Canadian female artist for a solo performance on American country radio to date. Crystal is also a producer and the CEO of New Sun Music, the only Indigenous-owned record label to chart a song on mainstream radio. She has also been a board member of Nike N7 since 2008, which has granted millions of dollars to Indigenous youth across Canada and America.

MUSIC VIDEOS: FROM CONCEPT TO CREATION

Presented as part of Eye on Saskatchewan Screen Week & Expo, in partnership with SMPA

August 26/21

We were happy to team up once again with SMPA to present this workshop as part of their Eye on Saskatchewan Screen Week & Expo. In this session we were joined by **Dylan Hryciuk** and **Brianne Janex** of **Versa Films** to take an in-depth look at music video creation. Following the presentation, facilitated by **Brittney MacFarlane**, we had an engaging and interactive Q&A with attendees.

Versa Films is an award winning video production company changing the way video can be done in Saskatchewan. Finding influences from talented filmmakers across the world inspires them to always be on the cutting edge of visual storytelling for projects of all kinds. They are a strong team of educated and conscious filmmakers that put detail and organization at the forefront of what they do, which allows them to reach high-end results every time. They tackle every project from square one because every client is unique, so their story should be too. Their focus is on building the right concept & messaging that helps define our clients branding. 49 people registered for this event.

Feedback:

“Super detailed and is currently helping me in my next project to make something even better than before.” – Deej Martinez

“Such an amazing experience! Learnt so much and thank you for putting it together!” – Timmy Sheehy

“I love the fact that this workshop covered both the logistical and creative aspects of creating a music video. The presenters were knowledgeable and generous in sharing their experience. They provided some very practical tips. I also enjoyed the Q&A session where there were exchange of ideas

‘HEALTH OF OUR COMMUNITY’ SERIES



SAFE SPACES
TUESDAY, JUNE 22, 6PM
(ONLINE)

SASKMUSIC RED TENT

EDUCATION HIGHLIGHTS

between the presenters and participants. It also provide some networking opportunities, as we now know who to hire for creating a music video." - Anonymous

100% of those who filled out the feedback survey rated it 8/10 or higher.

WOMEN IN MUSIC PANELS

Presented with the financial support of The Foundation Assisting Canadian Talent on Recordings with the support of Canada's private radio broadcasters, and the Government of Canada

This year we, with our **Women in Music Saskatchewan** sub-group, proposed events in March rather than just on International Women's Day.

Women in Music playlist: We curated a playlist of Saskatchewan artists on Spotify, as well as focusing our social media single/video features on women in March.

Link to Spotify playlist: <https://open.spotify.com/playlist/688VzQdLyyCJaiXlhuAMU?si=814e4013e77d44f6>

We hosted a couple of great panels for women working in the music industry on-line. These were made free for anyone to attend.

THE WORK/LIFE/ART BALANCE

March 13/22 online

A panel discussion with working artists/industry professionals and their approaches to balancing the demands of working in the music industry, finding creative fulfilment, maintaining family/personal passions, and coming out the other side of the pandemic. The idea of 'having it all,' while appealing, can create excessive pressure – especially on creatives. Is there a way to hit upon all of our most important needs, without burning out?

A nationally respected panel of guests was moderated by Regina's **Amanda Scandrett**. **Denise Williams** is a singer, voice teacher, artistic director, and producer with a 30+ year international solo performance career. **Katie Sahl** is a Canadian Hot 100 songwriter with an honours diploma in Entertainment Business Management from Metalworks, working with various labels and agencies while based in Toronto; she is now back in Regina. Weaving in influences from her African heritage, la chanson française, and American gospel, **Kelly Bado's** music crosses cultural barriers to bring people together in joy and hope. **Peggy Hogan** is a music educator and researcher, content producer and recording artist Hua Li, and Marketing and Label Manager at Outside Music/ Next Door Records.

LIKE A BOSS

March 15/22 online

This discussion explored our panelists' roles in the music industry, how they got started, and some of their challenges and successes along the way. An interactive, ask-me-anything-style panel.

A nationally respected panel of guests was moderated by SaskMusic's **Lorena Kelly**. **Alexandra Kane** is a performing artist, music director, producer, equity transformation coach and activist. **Alex Patton** recently joined the TD Toronto Jazz Festival team as the Director of Operations, Marketing & Strategy, previously held the role of Director, Music & Booking for IMG's Global Music & Festivals Division, and prior to that was a Talent Buyer for both Live Nation Canada and Fource Entertainment. **Caity Babs** is an on-air talent for SiriusXM, hosting shows across the Octane and Turbo channels, and curating playlists for Tidal, Pandora & the XM App. **Kaia Kater's** old-time banjo-picking skills, deft arrangements, and songwriting abilities have landed her in the spotlight in North America and the UK. **Jackie Sonogra's** roles include A&R, Marketer, Artist Manager, Tour Manager, Graphic Designer, Photographer, Stylist, and Promoter.

PHOTOS: SOME OF OUR WORKSHOP PROMOS FROM THIS YEAR



Performance coaching event with Earl Pereira



EDUCATION HIGHLIGHTS

SONGWRITERS GROUP EVENTS

In this fiscal we supported a number of educational events presented by the Regina Songwriters Group and Saskatoon Songwriters Group.

- November 7/21, Saskatoon Songwriters presented a songwriting chat with **Keesy Timmer**, online. Nashville-based Timmer is a co-writer on over 3000 songs with some of Nashville's finest up-and-comers as well as major established writers.
- November 15/21, Regina Songwriters presented a Performance Coaching workshop with triple JUNO Award nominee **Earl Pereira** of **Wide Mouth Mason** and **The Steadies** fame. This was a hybrid session in Regina and over Zoom.
- February 6/22, Saskatoon Songwriters presented a Zoom songwriting workshop with **Bill Whyte**. Whyte is an award-winning songwriter, comedian, CMA-winning radio announcer, performer and Country Radio Broadcasters Hall of Fame inductee.
- March 16/22, Regina Songwriters presented a songwriting workshop with Regina's **Bev Zizzy**. Singer/songwriter, guitarist, recording artist, educator, and yogi, Zizzy shared songwriting tips and experiences, then led a creative writing activity. This was a hybrid session in Regina and over Zoom.
- March 27/22, Saskatoon Songwriters presented a "Realistic & Impactful Songwriting" workshop with **Eli Barsi**. Barsi is an award-winning songwriter, musician & recording artist from southeastern Sask. specializing in rhythmic western roots music. This session was held in Saskatoon and over Zoom.

MEMBER & PUBLIC INFORMATION; MUSIC MENTORS

www.saskmusic.org/how-to/book-a-consult

SaskMusic is a source of information for and about the music industry of Saskatchewan and beyond. Our staff field regular inquiries on an extremely varied number of subjects. We are available to members and the general public not only during regular office hours, but field thousands of inquiries annually via email and social media. Questions can range from someone trying to track down an artist they like, to detailed meetings about the music business, career strategies and beyond. Often, these answers require more research or preparation than a quick response.

For detailed questions where the query is coming from someone in the music industry, we offer personalized, confidential meetings through a program we call Music Mentors (formerly Career Tracks).

This is an extremely important and highly-utilized benefit of membership, and that was the case throughout the pandemic as well - albeit with meetings shifting nearly 100% to happening over phone and video conference.

Members meet with staff and/or team mentors to discuss career plans, marketing strategies, touring, release strategies, songwriting and copy-right, demo critiques, funding, industry trends, etc. Consultations are free for members and the mentor is paid a fee for service by SaskMusic. We enlist music industry professionals/mentors from our community and beyond to expand on our experience base and offer more targeted consultations on specific topics. Appointments with mentors are facilitated through our offices. Staff and mentors conduct on average over 200 consultations annually.

Our mentors are versed in a range of expertise and perspectives (please see the bios of currently available mentors on our website, www.saskmusic.org > How To.) Consultations can be conducted by phone, video chat, or in-person depending on both parties' locations.

Like a Boss: Women in the Industry



The Work/Life/Art Balance



PHOTOS: SCREEN SHARE COMPOSITES FROM OUR WOMEN IN MUSIC PANELS

EDUCATION HIGHLIGHTS

Mentors who were available for consultations over the past year, along with our staff members, included:

- **Adrienne Labelle** (Mint Records), BC
- **Alexis Normand** (Artist), SK
- **Arun Chaturvedi** (Producer, Songwriters Assoc. Canada, The SOCAN Foundation), ON
- **Dan Hawie** (Last Gang Records), ON
- **Diedra Wandel** (Arts & Crafts), ON
- **Donny Parenteau** (Artist), SK
- **Earl Pereira** (The Steadies), SK
- **Elsa Gebremichael** (WILD BLACK), ON
- **Erik Mehlsen** (Sharp 5 Records), SK
- **Geoff Smith** (Gunner and Smith), SK
- **Graham Murawsky** (Factor Chandelier), SK
- **Hayley Muir** (CJSW), AB
- **Jay Semko** (The Northern Pikes), SK
- **Jeff Romanyk** (Artist), SK
- **Jesse Northey** (Dandelion Music Group), AB/ON
- **Jessica Marsh** (JAM Music Mgmt), BC
- **John Antoniuk** (Smokekiller, Jen + John), SK
- **Kate Matthews** (Stylist), SK
- **Lenore Maier** (The Garrys, Grey Records), SK
- **Marvin Chan** (Samurai Champs, Trifecta Sound Co.), SK
- **Matt Maw** (Red Music Rising), ON
- **Melanie Berglund** (Belle Plaine), SK
- **Melissa MacMaster** (902Hiphop), NS
- **Neena Sharma** (URBNET), ON
- **Nigel Jenkins** (Laughing Heart Music/LHM Records), NFL
- **Orion Paradis** (SoulSound), SK
- **Robyn Dell'Unto** (Songwriter, Producer), ON/TN
- **Sarah Jamer** (The Syrup Factory), NS
- **Skip Taylor** (OSAC), SK
- **Susan Busse** (Susan Busse PR), SK
- **Tyson McShane** (Slow Down Molasses), SK
- **Vanessa Cito** (Reach), ON

LEGAL SERVICES PROGRAM

Free legal services are made available to SaskMusic individuals and corporate members up to a maximum of 2 hours per member per fiscal year. This is a first-come, first-served program, with **Kurt Dahl of Murphy & Company LLP** (who is also a SaskMusic Past President) generously providing an allocation of pro bono time for our members, topped up by a purchase of hours by SaskMusic depending on budget availability. Legal assistance is limited to matters related to the music industry - general advice, contract interpretation, and intellectual property advice. All advice must be related to career advancement within the music industry.

This program is an important offering as it encourages professionalism and business skill development in our members. Music/entertainment law is a highly specialized field and there was a potential for members to not give due diligence to legal documents, and potentially enter into harmful contracts, because of the lack of legal resources in the province. Thanks to the Program, members have an easy entry point into the legal world and are more likely to have contracts reviewed before signing.

The Program was accessed by more members throughout the pandemic than any other time since its inception - 42 members in this fiscal in varying degrees, with over 80 pro bono hours of legal advice given. The advice provided was far-reaching and diverse, ranging from straightforward phone call discussions regarding various legal matters, to in-depth contract drafting and negotiating. Some of the specific matters that were covered include:

- Providing legal advice regarding SoundExchange registration and revenues;
- Assisting in drafting SoundExchange letters of direction;
- Advising on producer royalty entitlements;
- Advising on songwriting splits between artist/artist and between artist/producer;
- Drafting and advising on various Producer Agreements;
- Drafting Band Agreements;
- Drafting various Co-Writer Agreements;
- Providing legal opinion on various online music distribution agreements;
- Reviewing Management Agreements;
- Negotiating Recording Agreements of varying sizes;
- Reviewing, advising and negotiating film placements, both big and small;
- Drafting a Mechanical License Agreement;
- Advising on a Co-Publishing Agreement;
- Drafting a Master and Sync License Agreement;
- Drafting several Session Player Agreements;
- Reviewing and advising on Publishing Admin Agreement;
- Review and advise on Booking Agent Agreement;
- And much more.

Kurt's bio can be found under the Board section.

PARTNERSHIPS:

SMMART PROGRAM: CREATIVE CITY CENTRE

This Creative City Centre pilot program was produced in partnership with SaskMusic and Sâkêwêwak First Nations Artist Collective, and primarily funded by the Canada Council Digital Strategic Fund, with additional support from Creative Saskatchewan, SaskMusic and Sâkêwêwak Artist Collective.

This two-year pilot project saw about 100 artists (including 32 sound recording artists) receive an intensive 8-week online training program in social media marketing. The final pilot cohort wrapped up in March 2022, the sixth of 8-week sessions delivered to three sub-groups (musicians/recording artists, visual artists (all mediums) and performance artists (spoken word, theatre, and dance artists).

Delivered by Jeph Maystruck, co-founder of Strategy Labs and a sessional instructor in social media marketing at the University of Regina's Faculty of Business Administration, the participants learned the strategy behind social media marketing, especially in the context of promoting a creative enterprise. One of the unexpected key results was the development of many new connections for Saskatchewan artists, building their networks of colleagues and potential collaborators, especially important during the pandemic while live shows were not an option. CCC reports, "We are now seeing significant improvements in the social reach of these artists, and are recognizing some of the skills that were learned in class."

EDUCATION HIGHLIGHTS

In addition to the training component, each artist was filmed at the CCC with performance and interview footage captured. The artists have been provided with this raw content for their own use, while the CCC edited each into an artist spotlight called the Flatland Music Feature. The first 14 episodes aired in 2021, while the remaining 18 are being released through August 2022.

Episodes: <https://www.youtube.com/c/CreativeCityCentreSK/>.

<https://smmart.ca>

WATCH THE WORKSHOPS YOU MISSED

Many of our **workshops are available for viewing** on our [YouTube channel](#). If one you're looking for isn't there, just give us a shout.



CAREERS IN MUSIC

CAREERS IN MUSIC

www.saskmusic.org/how-to/careers-in-music

CIM is SaskMusic's youth information program dedicated to encouraging passionate young people in Saskatchewan who are thinking about pursuing careers in the commercial music industry as artists and/or industry professionals. We are committed to educating the Saskatchewan youth on potential post-secondary education options, internships, self-instruction, and volunteer opportunities that they can seek out to investigate a career in the Saskatchewan music industry.

This program typically sees us visiting schools, arts classes and career fairs to talk to students about the many different careers that make up "the music industry," as it is our intention to inspire every student we speak to, and to assure them that if a career in music is what they are passionate about, we will assist them within our capacity to make that desire a reality. However, due to the ongoing pandemic and the everchanging regulations impacting career fairs and school visits, this program was less active than in previous years.

See Your Future Career Fair – November 1/21 in Saskatoon (TCU Place), November 2/21 in Regina (Evrz Place)

Brittney MacFarlane and Ben Valiaho were on site for these two career fairs. Thousands of students from all over Saskatchewan made the trip to this annual event to discover career opportunities available to them. The event is presented in a high-quality trade show approach with interactive display booths. Students were provided in-depth music career information in the form of literature, slide show presentations and one-on-one interaction with staff to answer any and all questions.

We had 50+ students sign up for our SaskMusic e-release with many continuing to engage with the organization following the event.

Saskatoon Industry Education Council (SIEC) "Spotlight on the Arts Career Panel" – March 23/22 (online)

Brittney MacFarlane sat as a panelist on this panel, along with local artist Geoff Smith (Gunner & Smith), The Recording Art Institute of Saskatoon's (RAIS) Ryan Andersen and SK Arts' Belinda Harlow. This panel served to highlight the career paths of folks working in the arts and shed some light on available opportunities for youth in our province, including a live Q&A for students, teachers, classes and parents.

The SIEC is a bridge between Saskatchewan's career opportunities and Saskatoon area youth. Through a partnership among business, K-12, and post-secondary schools, unique hands-on career exploration events, and programs designed and delivered to students, helping them find a career that connects their passions and natural talents with current and future workforce needs.

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ALBUMS AND EPS

SaskMusic attempts to track all albums and EPs being publicly released by Saskatchewan artists, for promotional, statistical, and historical reference. This list of albums released between **April 1/21-March 31/22**, as researched by SaskMusic, includes projects that are at least 30 minutes in length, OR at least 5 tracks + longer than 18 minutes in length.

If we are missing someone, please let us know!

No affiliation or endorsement between the artists and SaskMusic is implied.

6M	Zero	Coherency	Zero Sum	Munro & Patrick	Give Me Your Rain
A R I E	Misconceptions	Coleman Williams & Yohan Yemba	3Stock	Nathan John	The Ensuing Madness
Acid Vampire	Acid Vampire	Conrad Bigknife	Conrad Bigknife	Natural Sympathies	At the Limits of Earth
Adam Swalm	self-titled	Criminal Kid, The	Dear Disaster	New Kids On Your Mom	Optimistic
Alex Flett	The Sun Dragon one man band	Cyndi D. Aarrestad	Offerings	Open Window	An Afternoon (or Two)
Alien To The Ignorant	A Dying Art	Cyndi D. Aarrestad	The Name	Open Window	Good Evening
Allan Clark	Sangria Days	Dan Cugnet	45	Open Window	Good Morning
Amanda Hagel	Be The Light	Dan Cugnet	Rodeo Cabaret	Orange Dollar	Orange Dollar
Andino Suns	(9/11)	Darry Kissick	My Sunshine	Parab Poet	Babelism
Aren Okemaysim	OKIMAW ▷PL°	Dead South, The	Easy Listening for Jerks, Part I & II	Patrick Moon Bird	Going Through the Motions
Ariana Giroux	Let Me Be Perfectly Queer	Definitive Collective	First of Many Vol 1	Peace Flag Ensemble	Noteland
Ariana Giroux	Coping Strategies	Dylan Jules Cooper	I Wish Your Mind Was Mine	Richard O Burdick	CD55: Burdick's Duets
Ariel	Libra	Emma Amber	When My Mind Moves	Richin Hider	Candy-Balism
Ashes of Yggdrasil	Bearing the Pelt of the Wolf King	Emma Amber	Too Fast	Ritual Rabbits	The Middle of Somewhere
Ava Wild & Merky Waters	Existing	Etienne Fletcher	Prosthetics	Rohs	You Were Right
Beach Body	Walking Holiday	Factor Chandelier	Phantom Limb	Rooky	SATORI
Before & Apace	The Denisovan	Fixed Frequency	Entre-deux	Sage Hunter	In the cloud
Bennett Q	The Butterfly Effect	Flash Back	Time Invested II	Saskatchewan All Stars Big Band	The Saskatchewan Suite
Bewildernest	Octogenarian Demos and Mishaps EP	G.B. Loon (Game Boy Loon)	Holiday Wrecker VOL. II	Scott Klein	Jesse's Hotel
Bluebeard	albums, demos, leftovers.	Go Bwah and Mechadroid	Wide Awake	Set To Flames	Set To Flames
blume hinges	Build Your Castle Inside of a Mountain	GRANDO	The Pixel Ape News Project Vol 1 (Nintendo)	Seven Mile Sun	Light in The Dark
Brian Baggett	Let Nothing You Dismay	Grey Records	Get Thee To A Nunnery	Shawn Jobin	Distance
Brian Paul D.G.	Deeper Far Out Love	Hollow Oax	Future Crimes	Skip Jr. Campbell & Dream	Creeps Skip Jr. Campbell & Dream Creeps
Campagne Family	Noël en famille	Hunter Brothers	By Your Side	Skizza	Bridge City Underdog
Chad Munson	Lost Language	IllhumanNation	Grey Matter 2 (Comp)	Skizza X AK Productions	Beautiful
Charly Hustle	Tomorrow I Will Do My Best Again	Jake and the Kid	XRYFACE	Slow Down Molasses	Minor Deaths
Chasing Illusions	Numb	Jake Vaadeland	Been A Minute	Small Kitchen Radio	Parts
Ches Anthony	Stories from Yesterday and Today	Jeff D. Michel	Ill-Human Collective	soso & Maki	Yet Again (Remixes)
Christofur Real	Little Addictions	Jeffery Straker	Boy's Lullaby	Stephen Williams	South West
Christopher Sleightholm	Clouds Melt Away	Jess Moskaluke	Retro Man	T Deniro	Willing To Win
Cobra & Vultures	Vesuvius at Home	Jimmy Wright Jr.	Back To The Moon	Thomas Chevalier	Un Bon Dimanche
		Joshua's Habit	Just Before Sunrise	TravisRay	2-Bad & Ceeb Dread
		Julia Dawn	Demos	Tucker Lane	Random Fireworks On A Beach Obscured By Trees
		June Thrasher	This Dream		
		L.T. Leif & APB	The Hard Road	Tyler Gilbert	The Fallen
		Last Birds	Bloom	Val Halla	Gravel Roads
		Maki	Viper Creek	vbnd	Scum Funk
		Marie-Claire	NOOODS (Newfangled Object of Our Desires)	W3APONS	Adios Radio
		Marie-Véronique Bourque	self-titled	Waitress	Precipice (Remixed)
		Marissa Burwell	If and Only If (Instrumentals)	Wasted Cathedral	I'm Gonna Love You 'Til The End of Time
		Meaples, The	From the Red Room	Wasted Cathedral	This is Not Earth Music
			Entre Québec & Saskatchewan	Wasted Heretics	Age of Obliteration
			Bittersweet	Wolf Willow	Old Guitars & Shooting Stars
			Cardboard Boxes		

AWARD NOMINEES & WINNERS

This is a general list of awards with Saskatchewan connections (presented during the period April 1/21-March 31/22) that we have researched to celebrate and promote these achievements. With the exception of the Saskatchewan Music Awards, these are not SaskMusic-presented events. If we are missing something, please let us know. Some events were not held this period due to the pandemic.

List of nominees. Winners are indicated by (W)

#1 BILLBOARD - CANADIAN COUNTRY RADIO, 2021

- **Jess Moskaluke, "Country Girls" (W)**

#1 BILLBOARD - U.S. COUNTRY RADIO, 2021

- **Tenille Arts, "Somebody Like That" (W)**

ACADEMY OF COUNTRY MUSIC AWARDS

April 18/21, Nashville TN

- New Female Artist of the Year: Tenille Arts

AIMP NASHVILLE AWARDS (ASSOCIATION OF INDEPENDENT MUSIC PUBLISHERS NASHVILLE) 2022

- **Rising Artist-Writer of the Year: Tenille Arts (W)**

BMI COUNTRY AWARDS 2021

- **50 Most Performed Country Songs of the Year: Tenille Arts, "Somebody Like That" (recipient)**

CANADIAN RADIO AWARDS 2021

Runners-Up

- Best Anchor/Reporter, Small Market: Craig Wallebeck, GX94 CJGX-AM, Yorkton
- Best On-Air Host Solo (Music), Medium Market: Deevo, Play 92 CHMX-FM, Regina
- Best On-Air Host Solo (Music), Small Market: Rob Carnie, 800 CHAB, Moose Jaw
- Best On-Air Promotion, Small Market: GX94 CJGX-AM, Yorkton, "Santa Calls"
- Best On-Air Promotion, Medium Market: 96.3 CRUZ FM CFWD-FM, Saskatoon, "No Sports Sports Report"
- Music Director Of The Year, Small Market: Eddie Qaqish, FOX FM CFGW-FM, Yorkton
- Station Of The Year, Medium Market: 104.9 The Wolf CFWF-FM, Regina

Winners

- Best Imaging Voice, Medium Market: 104.9 The Wolf CFWF-FM, Regina, David Kaye (W)
- Best On-Air Promotion, Small Market: 106.1 The Goat CKLM-FM, Lloydminster, "The Goat's Poo Bingo" (W)
- Best Sales Promotion, Small Market: "Supper in the Field" GX94 CJGX-AM Yorkton (W)
- Best Sales Promotion, Medium Market: "Kick-ass Small Town PROVE IT Tour", 96.3 CRUZ FM CFWD-FM, Saskatoon (W)
- Music Director Of The Year, Small Market: Danny Ismond, GX94 CJGX-AM, Yorkton (W)

CANADIAN COUNTRY MUSIC AWARDS

November 29/21, London ON

- Album of the Year: Jess Moskaluke, "The Demos"
- Fans' Choice: Tenille Arts
- Female Artist of the Year: Tenille Arts
- Female Artist of the Year: Jess Moskaluke
- Group or Duo of the Year: Hunter Brothers
- Radio Station of the Year (Medium/Small Market): CILG-FM (Moose Jaw)
- Record Producer(s) of the Year: Jesse Frasure, Brett Kissel, Bart McKay for "What Is Life?" by Brett Kissel
- Songwriter(s) of the Year: Zach Abend, Jess Moskaluke, Liz Rose for "Mapdot", performed by Jess Moskaluke
- Video of the Year: Hunter Brothers, "Hard Dirt"
- Video of the Year: Jess Moskaluke, "Mapdot"

CANADIAN FOLK MUSIC AWARDS

April 10-11/21, online

- Contemporary Album of the Year: The Dead South, "Sugar & Joy"
- Ensemble of the Year: The Dead South, "Sugar & Joy"

CANADIAN INDEPENDENT MUSIC AWARDS "THE INDIES"

May 30/21, online

- Country Artist/Group or Duo of the Year: Hunter Brothers, "Silver Lining"
- Country Artist/Group or Duo of the Year: The Dead South, "Sugar & Joy"
- Video of the Year: The Dead South, "Diamond Ring"

CANADIAN INDEPENDENT MUSIC VIDEO AWARDS 2022

- Finalist, Best Country Video: Amanda Hagel, "Be the Light"

CBC SEARCHLIGHT 2021

- Top 100: Brian Mendoza

GOLD AND PLATINUM CERTIFICATIONS

- **Canadian Certification - Gold Single: Jess Moskaluke, "Country Girls" (October 2021)**
- **Canadian Certification - Gold Single: Tesh X Jason Derulo, "Jalebi Baby" (September 2021)**
- **U.S. Certification - Platinum Single: Tenille Arts, "Love Somebody Like That" (November 2021)**

GALA TRILLE OR, 11TH EDITION

May 29/21, Ottawa ON

- Album: Anique Granger, "Le ruban de la cassette"
- Album: Ponteix, "Bastion"
- Artwork: Sckuse for éemi, "Honey"
- Artwork: Sckuse for Ponteix, "Bastion"
- Engineer/Mixing: Fred Levac, Ponteix "Bastion"
- EP: éemi, "Honey"
- Export West: Ponteix
- Export West: Shawn Jobin
- Media Favourite: Ponteix
- Media Favourite: Anique Granger
- Music Video: Versa Films & Ponteix, "Faux Pas"
- Production/Arrangement: Mario Lepage, Fred Levac for Ponteix "Bastion"
- Production/Arrangement: Mario Lepage, Rayannah for Rayannah "Nos Repaires"

AWARD NOMINEES & WINNERS

- **Solo Artist or Group, Folk/Roots/Trad:** Anique Granger (W)
- Solo Artist or Group, Jazz: Marie-Véronique (MV) Bourque
- Solo Artist: Anique Granger
- Solo Artist: Ponteix
- Solo or Group, Rock/Alternative: Ponteix
- Songwriter: Anique Granger
- Songwriter: Ponteix
- **Spectacle (Music TV, Radio, or Internet Show):** Anique Granger
"Le ruban de la cassette" (W)

GREAT AMERICAN SONG CONTEST 2021

- Finalist, Folk/Americana: LJ Kimbley, "Home On A Rainbow"

IHEARTRADIO MUSIC AWARDS

March 22/22, Los Angeles CA

- Best New Country Artist: Tenille Arts

INTERNATIONAL INDIGENOUS HIP HOP AWARDS

May 24/21, online

- Best Male Hip Hop Artist: Yellowsky, "Dreaded & Alive"
- Collaboration of the Year: Hellinback Ft: The Northwest Kid & Wake Self, "Forked Tongue"
- Collaboration of the Year: T-Rhyme and Eekwol, "FWBW - Pressure"

INTERNATIONAL SONGWRITING COMPETITION 2021

Semi-Finalists

- AAA (Adult Album Alternative): Michael Harmel of Government Town, "Home"
- Americana: Michael Harmel of Government Town, "Paper Heart"
- EDM (Electronic Dance Music): Joseph Shane, "Your Game"
- Folk/Singer-songwriter: Jeff D. Michel, "Never Had A Chance To Miss You"
- Folk/Singer-songwriter: Michael Harmel of Government Town, "Nightingale"
- Lyrics Only: Micheal Harmel, "This Life"
- Music Video: Duff Kelly "Holy Lady"
- Music Video: Joseph Shane "Your Game"
- Pop/Top 40: Brayden Paul, "Lost"
- Rock: Matt Dorgan (GRANDO), "Kalifornia"
- Unpublished: Michael Harmel of Government Town, "Nightingale"
- Unsigned: Duff Kelly, "Holy Lady"
- Unsigned: Duff Kelly, "Holy Lady"

Finalists

- Folk/Singer-Songwriter: Duff Kelly "Holy Lady"
- Music Video: Duff Kelly "Holy Lady"

THE JOSIE AWARDS 2021

Nashville TN

- Tyler Gilbert: nominated for EP of the Year, Rock Artist of the Year, Songwriter of the Year, and Entertainer of the Year

MUSICROW AWARDS 2021

August 19/21, online

- Breakthrough Artist-Writer of the Year: Tenille Arts



SHOTS FROM THE SASKATCHEWAN MUSIC AWARDS: KATIE TUPPER, JAKE VAADELAND THE STURGEON RIVER BOYS, FLASH BACK, THE GARRYS

AWARD NOMINEES & WINNERS

NORTH AMERICAN FIDDLER'S HALL OF FAME AND MUSEUM

July 28/2021

- **Hall of Fame inductee: JJ Guy (W)**

SASKATCHEWAN ARTS AWARDS

May 10/21, online

- **RBC Emerging Artist Award: respectfulchild (W)**

SASKATCHEWAN INDEPENDENT FILM AWARDS

November 27/21

- **Best Music Video: Jeffrey Straker, "Ready to Be Brave", directed by Dylan Hryciuk (W).** Nominees: Spiritbox, "Crack in the Mirror", directed by Dylan Hryciuk; Megan Nash, "Chew Quietly/Clean Slate", directed by Amy Mantyka; Dara Schindelka, "She's like the Swallow", directed by Colin Hubick; Spiritbox, "Constance", directed by Dylan Hryciuk.

SASKATCHEWAN COUNTRY MUSIC AWARDS

May 16/20, virtual

The following is the list of winners only.

- **Album or EP of the Year:** Tenille Arts, "Love, Heartbreak & Everything in Between"
- **Bass Player of the Year:** Luke Hunter
- **Country Music Person of the Year:** Candace Finch
- **Drummer of the Year (tie):** Dean Kushneryk and Darcy Deschambault
- **Emerging Artist of the Year:** Katelyn Lehner
- **Fans Choice Entertainer of the Year:** Hunter Brothers
- **Female Artist of the Year:** Tenille Arts
- **Fiddle Player of the Year:** Sam Derbawka
- **Group of the Year:** Hunter Brothers
- **Guitar Player of the Year:** Shawn Blackman
- **Indigenous Artist Development Bursary:** Berk Jodoin
- **Interactive Artist or Group of the Year:** Hunter Brothers
- **Keyboard Player of the Year:** Jeffrey Straker
- **Male Artist of the Year:** JJ Voss
- **Music Director of the Year:** Cal Gratton
- **Music Venue of the Year:** The Happy Nun Café
- **On Air Personality of the Year:** Matt Ryan
- **Radio Station of the Year - Major Market Saskatoon (Tie):** 92.9 The Bull (92.9FM) and CJWW 600 (600AM)
- **Radio Station of the Year - Secondary Market:** CJVR (105.1FM)
- **Record Producer of the Year:** Bart McKay for "Now or Never" by Brett Kissel
- **Recording Studio of the Year:** Bart McKay Productions
- **Roots Album or EP of the Year:** JJ Voss, "Come Along With Me"
- **SCMA Youth Development Bursary:** Morgan Robertson
- **Single of the Year:** Tenille Arts, "Somebody Like That"
- **Songwriter of the Year:** Tenille Arts, Allison Veltz Cruz, Alex Kline for "Everybody Knows Everybody"
- **Video of the Year:** Sean Smith, Stingray Pictures for "Hard Dirt" by Hunter Brothers

SASKATCHEWAN MUSIC AWARDS 2021

- See General Activity update

SASKATCHEWAN MUSIC FESTIVAL

Provincial Finals Competition, June 3-6/21, online

- **Beckett/Gustin House Senior Piano Scholarship for the most promising performer in Senior Piano, 20 years of age or younger:** Alice Li (W)

SOCAN AWARDS

- **Country Music Award: writers** Tenille Arts, Allison Veltz Cruz, Alex Kline for "Somebody Like That" performed by Tenille Arts (May/21, W)
- **SOCAN Number One Award:** Jess Moskaluke, "Country Girls" (Nov/21, W)

100 MILLION SPOTIFY STREAMS

- **Stream achievement for Teshar x Jason Derulo, "Jalebi Baby" (milestone)**

STAR CATCHER MUSIC VIDEO COMPETITION 2021

- Jarrid Lee
- Raven Reid

SUMMER SOLSTICE INDIGENOUS MUSIC AWARDS

June 12/21

- **Roots Album of the Year:** The North Sound, "As the Stars Explode"

UNSIGNED ONLY MUSIC COMPETITION 2021

Semi-Finalists

- **Pop/Top 40:** Brayden Paul, "Getting Kind of Tired"
- **Rock:** GRANDO, "Kalifornia"
- **Teen:** Micah Jane, "Manic"
- **AAA (Adult Album Alternative):** Michael Harmel, "Through the Trees"
- **Americana:** The Brothers G, "Postcard"
- **AAA (Adult Album Alternative):** The Qarah, "I'm Coming Home"
- **Pop/Top 40:** velours, "Your Sweater"

26TH USA SONGWRITING COMPETITION (2021)

- **Finalist, Lyrics Only:** Michael Harmel, "Through the Trees"

WESTERN CANADIAN MUSIC AWARDS

October 15/21, online

- **Classical Artist or Ensemble of the Year:** Véronique Mathieu
- **Community Excellence Award:** The Exchange
- **Country Artist of the Year:** Hunter Brothers
- **Country Artist of the Year:** Jess Moskaluke
- **Francophone Artist of the Year:** éemi
- **Francophone Artist of the Year:** Ponteix
- **Instrumental Artist of the Year:** Factor Eight
- **Metal & Hard Music Artist of the Year:** Black Thunder
- **Metal & Hard Music Artist of the Year:** The Basement Paintings
- **Metal & Hard Music Artist of the Year:** The Moon Runners
- **Spiritual Artist of the Year: Yvonne St Germaine (W)**
- **Video Director of the Year:** Dylan Hryciuk for Ponteix, "Petite Fleur"
- **Video Director of the Year:** Kyriel Roberts aka Pimpton for Pimpton, "Exit the Vessel"
- **Visual Media Composer of the Year: Factor Eight, "Life Is But A Dream" (W)**
- **Visual Media Composer of the Year:** Jeffery Straker, "Gravity"

ARTIST SHOWCASES

This is a general list of showcase events that included Saskatchewan artists (April 1/21-March 31/22), presented for informational purposes. The only events for which SaskMusic was a presenter are detailed under Export Highlights in this report. A large number of national and international music industry events were cancelled or rescheduled due to the pandemic during this fiscal.

AMERICANAFEST

Nashville TN, September 22-25/21

Official showcases:

Poor Nameless Boy
The Dead South

AMERICANAFEST UK

Hackney London UK, January 25-26/22
(Event cancelled in January)

Amy Nelson

BREAKOUT WEST FESTIVAL

Winnipeg MB, postponed to February 2-6/22, then changed to online-only

The following were selected for the originally scheduled in-person event. Those who were able to provide content for a virtual showcase are noted.

Arcana Kings (virtual)
Black Thunder
Marie-Clo x émi (virtual)
Megan Nash & the Best of Intentions (virtual)
The Basement Paintings
The Garrys (virtual)
velours (virtual)
Wolf Willow

CANADIAN COUNTRY MUSIC AWARDS/ COUNTRY MUSIC WEEK

London ON, November 26-29/21

Official event appearances:

Jess Moskaluke - CCMA Music Industry Gala Dinner & Awards, co-host. CCMA "House Party" event performer. CCMA Awards show broadcast performance and presenter.

Hunter Brothers - CCMA Awards show broadcast performance and presenter.

Tenille Arts - CCMA FanFest performer. CCMA House "Unplugged" (songwriters in the round performance). CCMA Awards show broadcast performance and presenter.

CANADIAN MUSIC WEEK (CMW)

Toronto ON, May 18-21/21 (online)

SaskMusic-presented showcases:

3Moonjask
Ellen Froese
LJ Tyson
Melodna
Origin of Spin

CMW-direct showcases:

Aurora Bella
Kaye & Co
Phoenix and the SilverVoodoos
Tumbleweeds
velours

CANADIAN SONGWRITER CHALLENGE – MUSIC PEI

May 25-31/21 (online)

Kasia Leigh Leonard

COME TOGETHER

Toronto ON, November 15-16/21

Marissa Burwell
Last Birds

CONTACT OUEST

October 15-17/21 (online)

Michel Lalonde

COUP DE COEUR

Montreal PQ, November 4-14/21

Etienne Fletcher
Ponteix
Shawn Jobin

INTERNATIONAL INDIGENOUS HIP HOP AWARDS

May 24/21 (online)

Yellowsky

LIVERPOOL SOUND CITY

Liverpool UK, April 26-May 1/21 (online)

Lancelot Knight
Marissa Burwell
velours

M FOR MONTREAL

Montreal QC, November 15-26/21 (hybrid)

Beach Body

NEW COLOSSUS

New York NY, March 9-13/22

Beach Body
Ellen Froese
The Garrys
Marissa Burwell

NEW SKOOL RULES

Rotterdam NL, May 28-30/21 (online)

Ev Thompson

SXSW

Austin TX, March 11-20/22

The Garrys (performances cancelled due to illness)

TALLINN MUSIC WEEK

Tallinn Estonia, Sept 29-Oct 1/21

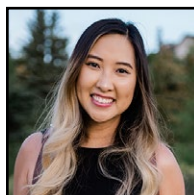
Slow Down Molasses
Pxrtals

REEPERBAHN

Hamburg De, September 22-25/21

Slow Down Molasses

BOARD OF DIRECTORS

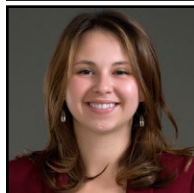


Thank you to the following directors who volunteered on our board during this fiscal:

Andrea An (Saskatoon)

First term: June 2021-2023

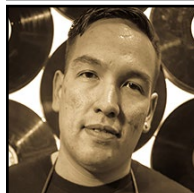
Andrea An is a multi-talented Vietnamese-Canadian pop, R&B, and country artist. She started taking piano lessons at age six and by the time she was a teenager, she had also taught herself to play guitar. This wasn't the last time she'd showcase her DIY ambitions or creative prowess. In fact, Andrea An is an artist, studio, and marketing department all rolled into one. She co-owns recording studio, photography and videography company, Nolita Studios. She records her own music (alongside her producer/husband, Jesse Weiman), and also directs, edits, and produces her own videos. She even does all of her own creative work, everything from her artist photography to her album covers and promotional materials. Andrea has generated over 500,000 views on YouTube and Facebook and played festivals like the Trifecta Music Festival and the Country Thunder VIP area. She was nominated for Emerging Artist of the Year at the 2021 Saskatchewan Country Music Association Awards. Andrea is on a mission to share her music with the world - and to show that it's possible for women of colour/Asian-Canadians to be visible in the Canadian music industry.



Amy Banford (Regina)

Third term: June 2020-2022

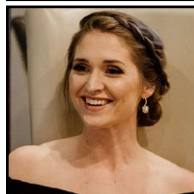
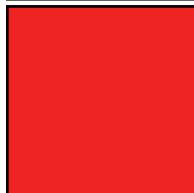
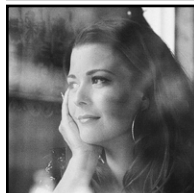
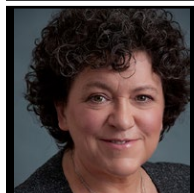
Amy Banford is a lawyer at McKercher LLP practicing in Entertainment Law, and General and Estate Litigation. A music lover, Amy received her Bachelor of Business Administration from the University of Regina in 2008 and her Juris Doctor from the University of Saskatchewan in 2013. Amy also studied English and Linguistics at the University of Regina and became an associate at McKercher LLP in 2014. While attending the University of Saskatchewan College of Law, Amy was awarded the Douglas A. Schmeiser Prize in Criminal Procedure. Amy has been a member of Mensa Canada since 2009. As one who loves to learn, Amy has a broad interest in all areas of law, but also has a particular interest in Intellectual Property and Entertainment Law. Growing up in a music-loving household, Amy spent her childhood years playing her parents' records and cleaning the display cases at her parents' CD shop. Amy is thrilled to be able to incorporate her love of the arts into her legal practice, and has been fortunate enough to work on a number of film productions in the province over the past few years.



Brad Bellegarde (Regina)

First term: June 2021-2023

CBC Future 40 Award Winner and Neechie Gear Role Model, Brad Bellegarde aka InfoRed has been a featured artist at events such as Aboriginal Music Week in Winnipeg MB, APTN's Aboriginal Day Live, and Vancouver's Olympic Games celebrations. Brad is a proud Nakota/Cree member of the Little Black Bear First Nation who calls Regina home. A true believer that education is the new Buffalo, his work in schools gave him a unique opportunity to present his methods of education at the VIII International Conference of Intercultural Education in Indigenous Contexts in Temuco, Chile. In 2012, InfoRed performed for His Royal



Highness the Prince of Wales and the Duchess of Cornwall during their Royal visit.

Marian Donnelly (Regina)

First term: June 2021-2023

Marian Donnelly, MBA Regional Director for Western Canada, Duke of Edinburgh's International Award. CEO/Founder, Creative City Centre Inc. Marian has been working in the creative industries since 1975. Between 1976-1996, Marian worked as an artist manager, concert and festival producer, music publisher and tour manager in Winnipeg, Toronto and Vancouver. In 1996, she returned to Regina to work as Executive Director of SaskMusic. In 2002, she worked as a Cultural Industries Consultant to the Province of Saskatchewan, and was then hired as the General Manager of the Globe Theatre from 2003-2005. In 2006, Marian returned to school and earned her MBA. She also renovated a heritage building in Regina's downtown, which opened in 2011 as the Creative City Centre. The CCC is home to artist studios, and a visual art gallery and small performance venue called the Hague Gallery. Since May 2011, the CCC has presented 150-200 shows per year at this vibrant but intimate little venue. With the pandemic lockdown, the CCC transitioned from performance venue to production studio. Marian has mentored hundreds of young artists and entrepreneurs over the years, and is passionate about the arts as a vehicle for reconciliation and learning between cultures.

Kara Golemba (Regina)

Second term: June 2020-2022

Kara Golemba is a roots-styled singer/songwriter that has been actively involved in the Saskatchewan music landscape over the last 5 years. She has been a vocal advocate of the support and programming that local musicians receive through SaskMusic, and the community they have helped to foster. Golemba recently completed a full-length album, "Keep These Stories Safe," and previously released an EP "Every Little Light" in 2016, neither of which would have been possible without the guidance and assistance of SaskMusic. Kara has been an active mentor in Songs 4 Nature creative camps, a songwriting program through the Royal Saskatchewan Museum. Golemba's song "Box Labelled You" was a finalist in the Folk category of the Canadian Songwriting Competition 2018, she was the winner of the 620 CKRM Proudly Saskatchewan Showcase (2016), has played Gateway Festival, SaskTel Jazzfest, Craven Country Jamboree, All Folk'd Up, Telemiracle, and was part of The Empty Room Series. She is passionate about contributing to the culture of promoting and assisting the growth of community and career expansion for all Saskatchewan musicians.

Shannon Josdal (Saskatoon)

Second term: June 2021-2023

Shannon Josdal is an entertainment buyer, venue manager, and music educator with over ten years' experience in the creative industries. Originally from Regina, she is a graduate of the Don Wright Faculty of Music at the University of Western Ontario and the Integrated Musical Theatre program at the American Musical and Dramatic Academy in NYC. Shannon has worked with venues of all sizes throughout the province, as well as artists ranging from up-and-comers to international headliners. As

BOARD OF DIRECTORS

a music educator, she has taught students ranging in age from 4 - adult in both private and classroom settings. She brings to the Board a wealth of experience in entertainment contracts, negotiation, event planning, budget management, and audience engagement.

Christian Kongawi (Saskatoon)

First term: June 2020-2022

Originally from The Congo DRC, Christian immigrated to Saskatchewan in 1996, where he first picked up his first pair of sticks. Gaining early and regular performance and recording experience through Radio-Canada & CBC workshops lead to 15 years of touring and recording with acts like: The Rebellion, Sly Business, The Pistolwhips, The Sheepdogs, Makeshift Innocence, and Alexis Normand (to name a few). Christian returned to the Congo with a series of fundraisers that rebuilt three schools in his native country. His next chapter brought him to Hollywood CA, where he developed skills in performance, social media, music, entertainment, and music publishing. Currently, Christian serves as a Music Director for Carnival Cruise Line.

Dale McArthur (Regina)

Second term: June 2020-2022

Dale is a songwriter/producer from the White Bear First Nations. He has first hand and life experience as an Artist of nearly 20 years. Dale has spent time as a liaison and Indigenous voice on different Arts boards and festival committees such as RSO Indigenous Advisory, Forward Currents Festival, BuffaloFest, Sask Culture Days, City of Regina's National Peoples Day, and Sakewewak Storytellers Festival. Dale is a strong supporter of local music and local arts agencies such as art galleries, live venues, local festivals, and local radio stations. Dale has networked with artists and committees across Sask and other regions to promote positive relations between artist, support agencies, and to work towards ease of access for the next generation of Indigenous artists looking to self-export. Dale's own music career has produced a handful of EPs, music education through Berklee College of Music, live performances at venues in places in and around Nashville, Banff Arts Centre, as well as many successful festivals.

Megan Nash (Moose Jaw)

First term: June 2021-2023

Megan Nash (she/they) is a rural-based songwriter from Treaty 4 Territory. Nash graduated from Nova Scotia Community College in 2009 with a Music Business Certificate with Honours and went on to work at SaskMusic, later moving to commercial radio. Since then Nash has gained attention for her music and has been nominated for a JUNO, two Western Canadian Music Awards, and received the Derek Bachman Foundation's Breaking Borders Award in 2018. Nash has over a decade of experience as a touring musician including performances at the Reeperbahn Festival, MerleFest, Tallinn Music Week, Regina Folk Festival, and Folk on the Rocks. A passionate songwriter, Nash has shared her love of the craft through songwriting facilitation work with the Royal Saskatchewan Museum's program Songs 4 Nature, Girls Rock Regina, and classrooms across the province. Wearing many hats in the music industry, Nash is most notably a record producer, show promoter, and a self-managed musician who

believes in creating a more positive music scene for everyone. (Photo: Gina Brass)

Orion Paradis (Regina)

Second term: June 2020-2022

Orion Paradis is a Saskatchewan music producer who works out of his own recording studio. As a producer & engineer, Orion is very active in Sask's local community of bands, recording with artists such as Ava Wild, Beach Body, Zochi, Natural Sympathies, The Wonts, Wolf Willow, Megan Nash, Library Voices, The Dead South, Kacy & Clayton, Etienne Fletcher & The Extroverts. Orion has a lot of knowledge of the music business in Saskatchewan - from creating albums, to performing heavily remixed DJ sets, to production work for dance and theatre companies, he has navigated a wide swath of musical exploration and events - experience which is shared with the SaskMusic board since Orion was elected in 2018. Some career highlights include: 2020 - Gold Certification Canada & USA (The Dead South "In Hell I'll Be In Good Company"); 2019 Juno Nomination - Contemporary Roots Album of the Year (Megan Nash - Seeker); 2018 - #1 Stingray Satellite Radio (Etienne Fletcher - Cherie Cheri); 2017 SaskMusic #1 Album (Megan Nash - Seeker); 2016 Nominated Recording of the Year WCMA (Library Voices - Lovish); 2013 CBC #1 National Song of the Summer (Indigo Joseph - Others).

Allyson Reigh (Saskatoon)

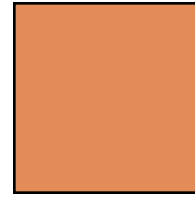
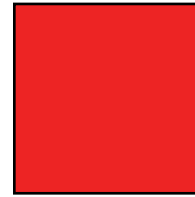
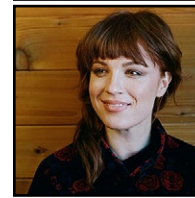
First term: June 2021-2023

Allyson Reigh is an award-winning singer/songwriter based in Saskatoon. She has released 4 albums and her original music has been featured in film, documentaries, television programs and commercials (most notably for Co-op in Western Canada, Full Frontal with Samantha Bee, CBC's Workin' Moms), played on national radio, international satellite radio, and sung by choirs in 6 countries. For the last 7 years, Allyson was a full-time member of Saskatoon's Rosie & the Riveters until they disbanded in September 2020. While together, the trio earned a Western Canadian Music Award, a Saskatchewan Arts Board Award and an International Songwriting Award in the social justice category. Part of their mission as a band was to bring awareness to issues that impact women, children, and minority groups (in particular, sexual assault and violence). In 7 years, the Riveters donated over \$19k to community organizations and small businesses through KIVA.org, YWCA Canada, and the Crisis Nursery in Saskatoon via merchandise and online sales of their song, "I Believe You". Allyson remains passionate about social justice issues and is actively engaged with many community groups. She lives in Saskatoon with her husband and 2 dogs and teaches singing, songwriting, and stage performance.

Amanda Scandrett (Regina)

Second term: June 2020-2022

Amanda Scandrett is a Regina-based artist, arts educator, and therapist. She holds a BEd in Arts Education and MEd in Educational Psychology. Amanda is a Sessional Lecturer with the University of Regina in Arts Education and runs a private practice specialising in trauma therapy through the arts and meditation. With 20 years non-profit experience, Amanda is passionate about engaging in the arts through community, social justice, and personal empowerment. She is a co-founder



PHOTOS: DALE MCARTHUR, MEGAN NASH, ORION PARADIS, ALLYSON REIGH, AMANDA SCANDRETT, KURT DAHL

STAFF

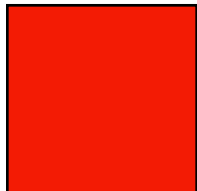


of Girls Rock Regina and has more than a decade of experience as a touring and recording musician. She has performed around the world, including performances at the Vancouver Olympics, SXSW, Liverpool Sound City & Edgefest and has released multiple recordings with Library Voices and ROM DOS.

Kurt Dahl (Saskatoon)

Past President: June 2021-2023

Kurt Dahl is an entertainment lawyer by day and a musician by night. A founding member of One Bad Son, Kurt has toured the world with the band over the past 18 years, sharing the stage with The Rolling Stones, Def Leppard, Judas Priest and more. The band landed their first #1 single in Canada with the song Raging Bull in 2018. By day, Kurt is one of the preeminent entertainment lawyers in Canada, working with the biggest names in the music industry from coast to coast. Kurt served as President of SaskMusic for six years and is passionate about utilizing his knowledge as artist and lawyer to help others in the entertainment industry make the most of their careers. He shares his knowledge in the articles he writes on cutting edge issues in the music industry which have been published around the world by Canadian Musician, Canadian Lawyer, SOCAN, Drum Magazine and more, and can be found on his website www.lawyerdrummer.com.



STAFF

Michael Dawson

Executive Director

Michael brings to SaskMusic a diverse range of experience in the music industry, including tour booking, artist management, marketing and promotion, and sponsorship management. Dawson spent five years serving as the Artistic Director of the Culture Exchange, where he booked and/or promoted over 400 concerts a year, before moving on to become the talent buyer for a number of venues in Western Canada. He is also the Artistic Director of the Gateway Music Festival. Dawson brings to this position a wealth of hands-on industry experience. As the current lyricist and multi-instrumentalist with Library Voices, Michael has performed at countless national and international events including Liverpool Sound City, SXSW, NXNE, Pop Montreal, CMW, Ottawa Blues Fest, Virgin Music Fest, Edgefest, and the 2010 Vancouver Olympics. Library Voices was named the 2012 Sirius XM "Alternative Artists of the Year" and has been nominated for four Western Canadian Music Awards and six CBC Radio 3 Bucky Awards. Dawson also previously owned and operated Young Soul Records, part of the EMI Associated Labels Division, releasing more than a dozen albums by Saskatchewan-based artists, and has participated in numerous juries including FACTOR (The Foundation Assisting Canadian Talent on Recordings) and the Lieutenant-Governor Awards.

Lorena Kelly

Communications & Operations Manager

Lorena has worked in various roles at SaskMusic, and loves helping to promote the awesome music of our province and helping members navigate this often-confusing industry. She's had experience in a variety of things, from programming lineups and coordinating large-scale conferences and events,

to running juries, licensing initiatives, advertising campaigns, economic studies and more, in addition to participating on numerous boards and committees. She currently oversees association communications, marketing, and office operations. Prior to SaskMusic, she studied classical piano, then keyboards at Professional Musicians' College, toured across Canada, the U.S. and internationally, backing up numerous artists as a free-lance keyboard player/vocalist in addition to releasing her own albums; and has also worked in advertising, layout and web design. She's proud mama to a creative kid.

Kaelen Klypak

Program & Export Manager

Kaelen Klypak received his Arts and Entertainment Management Diploma from Capilano University in North Vancouver and now resides in Saskatoon as the Program and Export Manager. Kaelen has been actively involved in the Canadian music industry for the past 20 years as an artist manager, consultant, touring drummer, musician, production manager, promoter, and publisher. He presents his own music under the moniker June Thrasher, and has performed in Germany, Scotland and the UK recently as a freelance drummer. A fan of wildly varying styles of music, he is also a jury member for various music organizations and sits on numerous cultural boards including co-director of the Derek Bachman Foundation.

Brittney MacFarlane

Program & Education Manager

Brittney joined the team at SaskMusic in 2014 out of the Regina office. As Program & Education Manager she manages all educational and professional development offerings including the workshop series, Career Tracks mentorship program, Careers in Music youth information program, and Very Prairie, an annual three-day music conference now in its fifth year. Brittney holds a Business Human Resources Certificate and Diploma, which have provided many skills she's able to put to use in her diverse roles within the music industry. She sits as a board member and organizer of Girls Rock Camp Regina (GRR!) and was awarded a YWCA Women of Distinction award for her volunteer work with the group. She's an active industry juror for many organizations including FACTOR (The Foundation Assisting Canadian Talent on Recordings), The Western Canadian Music Awards (WCMA), the JUNO Awards and Music PEI Awards, to name a few.

Ben Valiaho

Admin & Program Coordinator

Ben grew up working within the Regina music community and is excited to keep developing his skills and supporting Saskatchewan artists in his position at SaskMusic. Ben first got his start working in the industry as producer and volunteer host at 91.3FM CJTR Regina Community Radio over fifteen years ago, and still hosts at CJTR today. Ben was involved on the Community Radio Board of Directors for eight years (2013 to 2020) in various capacities including President and was honoured to receive the "Lifetime Achievement Award" in 2020 from the station. His commitment to music continued within the halls of the University of Regina where he enrolled in the Interdisciplinary Studies Masters Program with a focus on live performance. While attending the university, Ben was also Research Assistant

STAFF

at the Interactive Media & Performances Labs, teaching workshops and hosting community hours for those who wanted to learn how to make electronic music, scratch records, or record. Ben has been a turntablist for over 15 years and hosts DJ nights in Regina, some video game Twitch streaming, old skool Games Workshop fan, as well as DJing a number of events in and around Regina as part of the duo 2Beats.

Oghenerukevwe “Rooky” Jegede-Ikpen **Research and Outreach Assistant**

Born Oghenerukevwe Jegede-Ikpen, Rooky is a multi-talented, Nigerian-born artiste, songwriter and photographer based in Regina. Aside from creating and performing music with his Regina-based band The Bad Hvbits, Rooky is the graphic editor/photographer for the University of Regina’s campus newspaper The Carillon. He holds a degree in Adult Education in English and Literature and is currently pursuing a second degree in Human Justice at the University of Regina. He is very passionate about discovering, making and listening to music and creating visual imagery; he sees them as a medium of expression and a way for people to connect with one another regardless of background or race.

Rooky joined us in November 2021 under a student internship grant, and is staying on with us, working around his classload.

Casey Ling **Research and Outreach Assistant**

Casey has worked in many genres of music from classical to jazz to hip hop. After finishing his Bachelors of Music on double bass performance at the University of Lethbridge, Casey began a drop-in hip-hop program in Lethbridge, Alberta for at-risk youth. At the same time, Casey also acted in the role of assistant principal double bassist in the Lethbridge Symphony Orchestra. Casey has just graduated from the University of Regina with a Bachelors in Education and is excited to be on the team at SaskMusic to expand his knowledge of the music industry beyond stage performance.

Casey joined us in December 2021 under a student internship grant and is staying on with us through summer ‘22.

Shawn Karpinka **Program & Administrative Assistant (left staff August/21)**

Shawn is an active member of the Saskatchewan music scene with his group The Karpinka Brothers, who have toured from coast to coast in North America, including showcasing at Folk Alliance International, and multiple performances at the SaskTel Saskatchewan Jazz Festival. They’ve achieved acclaimed press and chart success on campus and community radio across Canada and the U.S., releasing four studio albums over 10+ years, the most recent produced by Howard Bilerman (Leonard Cohen, Arcade Fire) at his legendary Hotel2Tango studio in Montréal. Shawn is often found at local shows, cheering on friends at the top of his lungs. He is passionate about helping musicians, and his advice has been featured in Canadian Musician magazine. He has also been an MC many times at the Gateway and Ness Creek music festivals. He has worked closely with some of the top publicists in the music industry, and he has always been thankful for the lessons that he learned from his first mentor, Derek Bachman at SaskMusic.

CASUAL SUPPORT

We are also grateful to have the support of these team members for project-related assistance.

As well, we are pleased to have support from our bookkeeper **Carlee Whitlock of Prairie Sky Bookkeeping Services.**

Darwin Roy **Indigenous Music Coordinator**

Darwin completed a project-specific contract with us in March 2021 and has stayed on a casual basis, assisting with various programs as needed.

Darwin Roy was raised by his grandparents in Northern Saskatchewan where they lived a hunting, fishing, trapping, and gathering lifestyle. Darwin is a proud speaker of the Cree language who has made a career working in public relations for the resource industry, the education sector, and for First Nations. He has a Graduate degree in Educational Administration from the University of Saskatchewan. Darwin has been very active in the Indigenous music scene throughout his career. He has a passion for music and feeds that passion with his involvement with his personal singing ventures or with the group he has played with for most of his life, Just The Boyz (JTB), a Canadian Aboriginal Music Award nominee for Best Country Album. He has been a part of the Voices of the North Show, a showcase of Indigenous talent during the Prince Albert Winter Festival, since 1998. Darwin continues to play music for the people locally in Saskatoon or somewhere down that long highway.

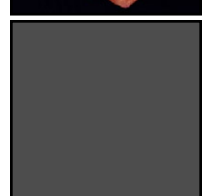
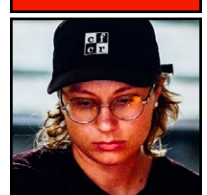
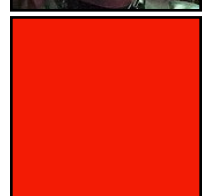
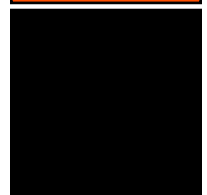
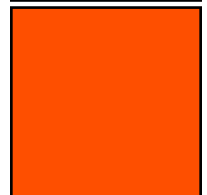
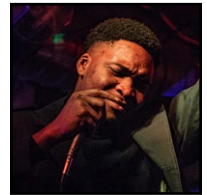
Kevin Kyle **Research Assistant**

Kevin is a busy Saskatchewan musician with his band Arcana Kings, who have toured Japan, Scandinavia, USA and Canada. He’s also the Digital Media Specialist for the Regina Public Library where he educates, mentors and collaborates with customers on audio, video, and graphic design based projects. Kevin spends as much time on the road as possible performing, but in his down time can be found at home in Regina working with artists on music videos, producing YouTube content, and developing his new podcast ‘Corner of the Bar’. Kevin has assisted SaskMusic for the last 5 years on projects in promotions, office admin, and audio/video production.

Jill Mack **Production & Event Coordinator**

Jill came on board to assist with our Winter Showcase project last year and carried on into our second round this fiscal. We were deeply saddened by her passing on March 13/22. Jill was well-loved and respected in the industry, a friend and colleague to many, and will be truly missed.

Jill Mack was a live sound engineer, recording engineer and multi-instrumentalist. She worked as a freelance engineer in the live sound industry, most notably touring with The Pack A.D. as their FOH engineer. Jill was passionate about inclusivity in the male-dominated audio industry and taught workshops alongside Girls Rock Saskatoon and SaskMusic to garner interest and create safer spaces for people to learn about audio. When not running sound at a show, Jill enjoyed playing bass in the trash-pop/folk-rock outfit Dump Babes and drums with disco-punks Go Bwah.



PHOTOS: OGHENERUKEVWE “ROOKY” JEGEDE-IKPEN, CASEY LING, DARWIN ROY, KEVIN KYLE, JILL MACK

advice.
education.
export.
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advocacy.

SASKATOON OFFICE

Suite 202 - 226 20th Street West
Saskatoon, SK S7M 0W9

REGINA OFFICE

1831 College Avenue
Regina, SK S4P 4V5

Phone: 1-800-347-0676
toll-free in Sask
or 306-347-0676
email: info@saskmusic.org

www.saskmusic.org

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