

SASKO**MUSIC**

2022/2023

ANNUAL REPORT



CONTENTS

This report includes the main activities of SaskMusic for the fiscal year running April 1, 2022 to March 31, 2023 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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*With fond memories of Jill Mack (1989-2022).
Thank you for your expertise and friendship.*

SASKMUSIC

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
Instagram - www.instagram.com/SaskMusic
Spotify - follow SaskMusic Listen
YouTube - www.youtube.com/saskmusic



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PRESIDENT'S REPORT



In many ways, 2022-2023 feels like the year our industry came back. Live events are starting to be more of the rule and less of the exception and, in a sense, they have crept back into our lives in a way that feels like they never left. In other ways, it feels like the year our industry started from scratch. Sure, live events are happening again but ticket buying patterns are completely different, advance sales are unpredictable (sometimes non-existent), and can we talk about air travel for a second? Back in January, CBC asked me in an interview if an artist had ever declined an offer to perform in Saskatchewan due to flight complications. I literally laughed out loud for 2 minutes before I realized this was a genuine question. It's the Saskatchewan Music Industry version of asking if the sky is blue.

When I think about these challenges, it reminds me of why SaskMusic is important and why I am proud to have been a part of this great organization for the last four years. Being from Saskatchewan poses some unique challenges to pursuing a music career. It also provides unique perspective and, thanks to the work of SaskMusic, some unique opportunities. Our staff and board have worked tirelessly through the pandemic and beyond to protect and grow our provincial music industry. Under their leadership, SaskMusic is able to provide insight, guidance, and opportunities to those looking to pursue a music career here at home – something that remains a viable option even

as we approach some new realities in the post-COVID era.

As we move forward, we are pleased to welcome Lorena Kelly as our new Executive Director. Lorena's dedication to the organization and love for the industry is a boon to us and I am excited to see where she leads us next. As for me, this year's AGM marks the end of my time as President. I have been blessed to welcome two beautiful children since joining the board in 2019 and, while I will miss the people and the work, it is time for me to step back and dedicate some more time to my kiddos. I am beyond grateful for the experience and honoured to have been elected by the membership for two terms.

Your vote of confidence has meant a great deal.

Sincerely,

Shannon Josdal

TREASURER'S REPORT



As we emerged from the pandemic years into some semblance of a new normal, we ramped up our programming to return to international showcases of Saskatchewan artists, a live version of the Saskatchewan Music Awards, and great events like the Very Prairie conference and Break Out West. This also meant a big shift in our financial situation. Our audited statements show a significant deficit for the 2022-2023 fiscal year, but they also show a significant surplus from our previous year. These two combined almost offset each other...the primary reason for this difference is timing: the timing of those events and the timing of funding received from Creative Saskatchewan. We anticipated this year's deficit, and we also anticipate that our numbers will see much less fluctuation in the year ahead. Our audit was undertaken by MWC Chartered Accountants, who gave us a "clean audit" report, which is auditor-speak for "good job, well done"! Special thanks to Lorena Kelly for stepping up as Interim Executive Director midway through the fiscal year and getting us through to the fiscal year end, and we look forward to working with her as our new Executive Director in the years ahead.

Respectfully submitted,

Marian Donnelly, MBA, SVM
Treasurer, Board of Directors

EXECUTIVE DIRECTOR'S REPORT

BY LORENA KELLY

We have come through a year of transformation indeed!

This fiscal year saw the resumption of most in-person activities, both locally with the return of festivals and live music, and with our ability to return to conducting export missions outside of Canada. This return of course has not been without its challenges, with presenters struggling to capture the audiences that they saw pre-pandemic, as well as facing higher production costs, supply chain issues and other inflationary increases. It's been amazing to see our members and industry folks face to face again, with our own in-person presentations of events like the Very Prairie music summit and the Saskatchewan Music Awards. We'll continue to do as much as possible in person, with the bonus of knowing that there's a new comfort level for those who prefer to join some things online – such as our educational workshops via video conference.



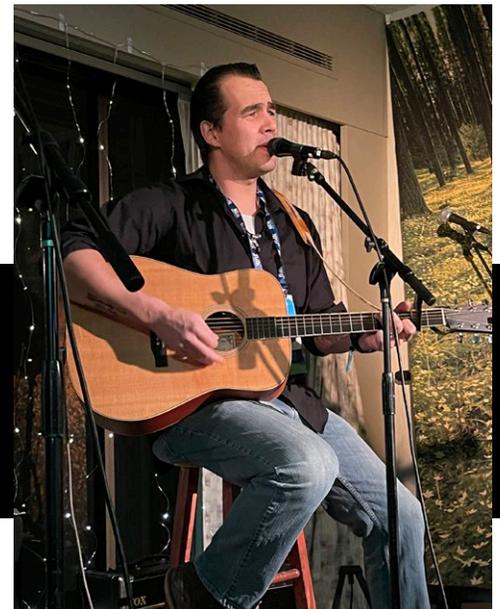
In October we lost our Executive Director, Michael Dawson, to the call of the Western Canadian Music Alliance. On behalf of myself, our staff, and board, we express our gratitude to Mike for his gentle and innovative leadership during his years with SaskMusic, and are happy that we still get to work closely with him in his new role! In May, into our new fiscal, we also saw the departure of Brittney MacFarlane, our Education and Program Manager, who has moved on to work with Creative Saskatchewan. Huge thanks to Brittney for all her hard work and many contributions to our programs here, and we wish her great success in her new role.

Those changes see Ben Valiaho move into the Education and Program Manager role, a well-deserved promotion as Ben has been holding down the front line as our Administrative Assistant for numerous years. Rooky Jegede also moved into a full-time position with us following the completion of his university coursework. We said farewell to our talented intern Casey Ling who accepted a school teaching position, and welcomed Zaïde Masich in a co-op placement that will continue to fall 2023. Kaelen Klypak remains our Export and Program Manager, working hard on the enhanced presence of SaskMusic and opportunities for our members in national and international markets. I have recently accepted the permanent role of Executive Director, and am proud to be granted the opportunity to continue working with staff to evaluate, challenge and re-imagine the services and programs of the organization to reflect the needs of the membership, and the needs of the industry. I thank all our staff and board for the many long hours and challenging discussions this past year and look forward to our continued work together.

At the time I am writing this, we are on the search for our new Administrative Assistant and will be opening applications for our new Communications Manager shortly. We are excited to welcome new staff and ideas into our fold this summer.

Behind the scenes, our board has been hard at work on new policies that will lead us into the future – more on that in the Operations section.

Please join us at an event, ask questions, and engage with our socials this year. Our association is strongest with an active and engaged membership. We have some great things coming up, and we want you to be a part!



PHOTOS: CAMP WINS AT THE SASK MUSIC AWARDS; SHANTAIA AT COUNTRY MUSIC WEEK; BERK JODOIN AT FOLK ALLIANCE

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:

- One-on-one consults (Music Mentors) with our staff and mentors, including guidance with funding applications;
- Information including member-only releases 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;
- 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 OPERATIONS

OUR OFFICES & STAFF

SaskMusic has physical offices in Regina and Saskatoon. We strive to offer access to all our programs and services regardless of where someone is located in the province. The pandemic normalized even further the use of video conferencing for taking member questions and consults. Prior to the pandemic we were already offering many of our educational events online as well as in person, so that transition went relatively smoothly; we continue to offer hybrid events where feasible. Our staff have been working in varying degrees of hybrid (in-office and work-from-home) this fiscal.

Our Saskatoon office is located in The Two Twenty complex, centrally located off Idylwyld (but watch for a move coming in fall 2023). Our Regina office is located in the John Hopkins Regina Soundstage, alongside many of our creative industry colleagues.

At fiscal year-end we had four full time staff based out of the Regina office, two in Saskatoon including a co-op student, as well as some casual contract staff and our bookkeeper.

We said goodbye to Executive Director **Michael Dawson** as he left the organization October 15/2022 and took on the ED role at the Western Canadian Music Alliance. Communications & Operations Manager Lorena Kelly was appointed interim ED through to the end of the fiscal.

In January we welcomed **Zaïde Masich** as Administrative Assistant, based in Saskatoon. Zaïde is on a co-op work term and with us until fall 2023.

Research & Outreach Assistant **Rooky Jegede** completed his university classes and increased to full time hours with us as of January 2023.

Torrey Falconer joined us on a casual basis in September-October to assist with SMA verifications and data entry.

Please see the Staff page for additional details.

BOARD NOTES

SaskMusic Board of Director meetings were held five times in this fiscal year in addition to a board & staff retreat October 14-16/2022 and our Annual General Meeting on June 26/2022.

At the AGM, elections were held for the Board. We welcomed new members **Jamie Anderson, Wanda Gronhovd, Uzochi Ifeanyiukachu** and **Katie Sahl**. Re-elected were **Dale McArthur** and **Orion Paradis**.

Continuing into the second year of their elected terms were **Andrea An, Brad Bellegarde, Marian Donnelly, Shannon Josdal, Megan Nash, Alyson Reigh**, and Past President **Kurt Dahl**.

Amy Banford departed the board after completing her maximum 6 consecutive years. Thanks Amy!! **Kara Golemba, Christian Kongawi**, and **Amanda Scandrett** also left after completing terms.

You can learn more about our Directors in the Board section.

INFORMATION SERVICES

We talk about this in the Education section as well (Music Mentors), but one of our main and most important activities is providing information about the music industry to everyone who calls, emails, or DMs our office. There's a wild range of questions asked in any given week, and rarely two are the same. Often these requires a length response, such as gathering research or information from other sources/colleagues, or for a lengthier meeting to be booked to chat through a strategy. We like to say,

"If we don't know the answer, we'll find it!"

We invest a lot of time in reading up and attending events to keep up with the constant changes in our industry, from federal legislation to IA to submission opportunities. See more information on our Music Mentors under Education.

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, knowledge keeper **Joseph Naylor, Adam Martin, Aaron Tootosis, and Cheryl L'Hirondelle**. We are grateful to these individuals for offering their time and knowledge to our association and our members.

ANTIRACISM TRAINING

Starting in April, SaskMusic arranged for a group of individuals to participate in the **Selam Debs Antiracism Course**, registering 29 individuals including board, staff, and general members who wished to join us in the course. This coursework continued on throughout the year.

We will be offering additional courses and learning opportunities for board and staff in the coming year.

DIVERSITY, EQUITY, INCLUSION

SaskMusic is committed to representing music industry members of our province across race, gender identity, age, religion, disability, and sexual orientation. We believe a broad mix of minds, musical styles, cultural backgrounds and individual experiences makes for a stronger industry. As a membership organization, we strive to encourage, support, and celebrate the many voices of our community, with intentional strategies to welcome engagement from historically marginalized identities and people within our industry.

Our board began work on formulating written Diversity, Equity and Inclusion policies for the organization during this fiscal. We will be continuing this work in the new fiscal, with accessibility and openness kept in the front of our thoughts as we develop new programs and services. We look forward to collecting input in our upcoming member survey.

CODE OF CONDUCT

Alongside our DEI work, we have been continuing to develop a code of conduct that can be used to guide our association and its membership going forward. As part of this work we have been researching and discussing conduct policies with our counterparts across Canada and in other creative organizations. The deep integration of social media into our daily lives has made clear the importance of having a strong code of conduct, which brings complex and new considerations both moral and legal. Our board and staff have had many discussions on this matter and will continue to seek guidance as we work on new policies to represent our association.

As we work to develop this code and associated policies, we will reference

GENERAL OPERATIONS

the following interim guidelines for our programming.

At SaskMusic, we believe that people of all races, genders, ages, religions, physical abilities, and sexualities have the right to be and feel safe, respected, and welcome to participate in our programming. We will not tolerate any form of racism, discrimination, bullying, harassment, or violence.

If we are witness to or are informed of someone engaging in these behaviours, regardless of whether these behaviours take place during/in relation to a SaskMusic program or in reference to their general conduct, the board of SaskMusic may elect to immediately terminate that person's membership, end their involvement in an event or project, and/or remove them from an event, followed by further review of the concerns and allegations. Review of conduct may also take place by a separate committee designated in this role for specific projects/programming offered by SaskMusic.

SaskMusic:

- Has recently offered safer spaces, antiracism, and related training for staff, board, and membership, and will continue to provide opportunities for board and staff to engage in safe spaces, anti-racism, and DEI training and awareness;
- Will prioritize the use of accessible venues that effectively implement safe spaces policies and/or codes of conduct, and which align with SaskMusic COVID-19 policies;
- Will broadly apply a code of conduct to current members;
- Will identify specific programs where those seeking participation are required to agree to adhere to our **code of conduct statement** as follows:

I affirm that I have not and will not engage in conduct prejudicial to SaskMusic and its members, and/or the good health and welfare of our music community, including but not limited to:

Performing acts of sexual, physical or discriminatory* violence, including actions which could be described as sexual misconduct, without thereafter acknowledging and accepting responsibility for these actions, and participating in some form of demonstrable rehabilitative counseling.

*verbal and/or physical harassment of, and sexual and/or physical assault of any person "because of the ancestry, Nationality or national origin, Ethnic background, race, religious beliefs, colour, gender, gender identity, gender expression, sexual orientation, physical disability, mental disability, ancestry, place of origin, marital status, source of income, family status, or age" (as defined by the Canadian Human Rights Code)

SASKMUSIC

MUSIC MATTERS

'MUSIC MATTERS' ECONOMIC IMPACT SURVEY

In 2021 we began work on a new music industry economic impact survey titled **Music Matters**, aiming to capture data about the last 'normal year' of activities (2019) in the province's music industry prior to the COVID-19 pandemic effectively shutting down huge sections of the industry, and the early effects of the pandemic on our industry (2020).

The last intensive economic study of the Saskatchewan music industry was undertaken by SaskMusic more than a decade ago – before streaming services even took 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 early 2020 stats already showing a 92% average revenue loss drop, we set out to quickly capture a benchmark of where we were at pre-pandemic so that we'd have a place to compare back to as the recovery happens.

A key collector was putting out the call for all music industry workers, regardless of their role, genre, or musical income, to participate in the survey to gain the widest breadth of data possible. We thank everyone who responded to that call. The study was conducted for us by data firm Nordicity, which has significant experience conducting creative industry studies, to ensure accuracy of data collection and the privacy of survey respondents.

The survey is now available on our website under About Us > Association Documents: <https://www.saskmusic.org/about-us/association-documents>

The economic impacts include the 'core sector' - music creatives, artists, music businesses and freelancers (under which workers also fit), and separately the music tourism (music events and festivals) impacts. Music retail, instruments and equipment are included only to the extent they have completed the survey. The 'wider music industry', meaning radio and public sector music education (for which data was not accessible), is not included.

EXECUTIVE SUMMARY by Nordicity

Music is vital to the social and economic fabric of Saskatchewan. To better understand its contribution, SaskMusic commissioned Nordicity to develop a sector profile and economic impact assessment of Saskatchewan's music industry.

Prior to this study there was limited data available on the state of the Saskatchewan music industry, with the most recent statistical information published in 2008. In the twelve years since, the music industry had evolved at an accelerated pace. In the 2020s, the world looks very different in terms of social, cultural, economic, and environmental outlook.

The forms of music creation, production and consumption have evolved drastically. Music entrepreneurship and self-led music creators have emerged as a driving force, and convergence across artforms, mediums and sectors have caused disruptions – both good and bad. Live music saw continued growth over the past decade, while the recorded music sector was transformed by world-class home recording technologies never made accessible before.

In this time, there has also been a reconfiguring in the roles of labels, publishers, managers and creators and their relationships across the music ecosystem. Physical recording income streams have been decimated, while sync and streaming have ushered in a new era of income streams and business models. These changes have had a profound effect on music businesses and creators alike. Not least of all, the disruption caused by Covid-19 has turned the music industry on its head worldwide. The first global pandemic in a century obliterated the live sector while new opportunities emerged for the recorded music sector. And new ways of working were explored across the sector.

In this context, this study sought to establish a baseline for Saskatchewan's music industry pre-Covid-19 to monitor and evaluate the effect of the

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pandemic and the sector's recovery over years to come.

This study is a resource for Saskatchewan's music industry practitioners, institutions, and policymakers. It provides an evidence base for decision-making as government and sector stakeholders seek to strategize, invest in, and address industry opportunities and challenges for the next 3-5 years.

The methodology included a combination of primary and secondary research, including desk research and document review, an online survey, an industry roundtable, and economic modelling deploying Nordicity's MyEIA™ Model.

To derive estimates for the total music industry population and extrapolate survey data to the industry population size, the following reference points were examined: Statistics Canada employment data, SaskMusic membership figures, and Nordicity's estimates.

The research categorized the music economy through the lens of a 'core' music industry and a 'wider' music industry, together comprising the 'full' music industry.

Industry Benchmark Profile

Saskatchewan's music industry is characterized by an ecosystem of artists, industry workers, freelancers, music businesses, non-profits and support organizations.

A survey conducted by Nordicity provides an industry profile based on the responses of 317 industry members, and supplemented by partial responses by an additional 350 individuals. While the survey is not representative of the entire music ecosystem in Saskatchewan, it provides a solid benchmark and industry profile to understand the direction of travel for the sector.

Economic Impact Assessment

The core music industry is comprised of artists and music creators, and music businesses, organizations and freelancers. The total economic impact of the core Saskatchewan music industry generates **2,020 full-time equivalent (FTE) jobs, \$70.4 million in labour income and \$76.2 million in GDP per year in 2019.** These economic impacts do not include the wider music industry, comprising radio, public music education, and music tourism – however we do provide estimates for music tourism separately.

Nordicity estimates of Saskatchewan's music tourism impact indicate \$39.9 million in tourism spending in 2019. The estimated total economic impact music tourism in Saskatchewan generated **440 full-time equivalent (FTE) jobs, \$16.9 million in labour income and \$31.6 million in GDP in 2019.**

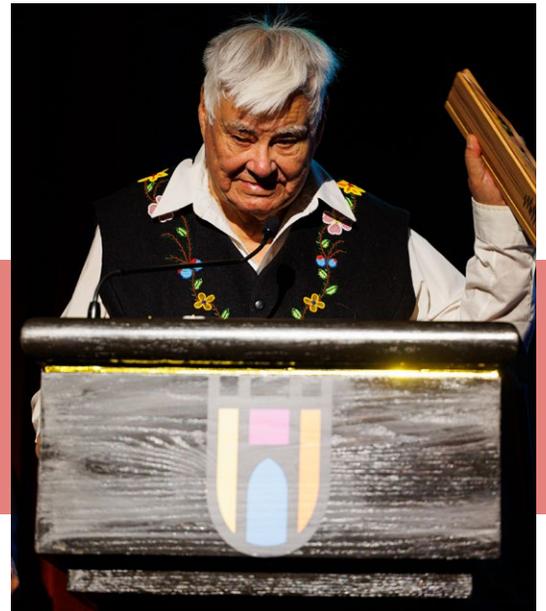
Please see the link above to access the complete Music Matters report. There are some interesting and useful data points and information in the report that will prove useful as we move through the post-pandemic recovery, and advocate on behalf of the Saskatchewan music industry.

WOMEN IN MUSIC SASKATCHEWAN

[Join our Facebook group:](#)

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 have recently affiliated under Women in Music Canada and are going to working on upcoming projects jointly with our counterparts across Canada. We'd like to get the group more active with networking events and educational events this year. If you are interested in participating on a working committee for WIMS, please reach out to Lorena in our office!



PHOTOS: JESS MOSKALUKE - COUNTRY MUSIC WEEK; GUNNER & SMITH - REEPERBAHN; JOHN ARCAND RECEIVES INDIGENOUS MUSIC ACHIEVEMENT AWARD (CHRIS GRAHAM PHOTOGRAPHY)

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AFFILIATIONS

SaskMusic is connected with numerous 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 provincial representative of CARAS. We assist in promotion of the JUNO Awards process to our province, and provide input to CARAS on our members' behalf. For the 2023 submission process, we once again offered a bursary to help offset the costs of our Sask artists/labels/industry submitting for nominations.

CARAS' mandate is to promote and celebrate Canadian music and artists. The JUNO Awards is Canada's premier awards show, which includes 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. MusiCounts' mission is to make music education sustainable, accessible, and inclusive by providing instruments, equipment, and resources.

CANADIAN COUNCIL OF MUSIC INDUSTRY ASSOCIATIONS (CCMIA)

The CCMIA is a national council representing the provincial and territorial music industry associations across 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.

We participate in regular meetings to discuss issues of shared importance to the national music industry, and provide a collective voice on issues such as legislation being considered by the Federal government; pandemic relief funding; federal musci grants; and more.

CREATIVE SASKATCHEWAN

www.creativesask.ca

SaskMusic is one of seven Saskatchewan creative associations that receives funding from Creative Saskatchewan. Creative Saskatchewan is the economic development agency for Saskatchewan's creative industries. They unlock the potential of the creative industries and fuel the economic engine of homegrown talent, converting creativity into cashflow. The agency's investments via programming and community sponsorship propel creative entrepreneurs as they create, perform, innovate, and export in their pursuit of commercial success.

Creative Saskatchewan provides SaskMusic with support for our core operations, as well as programming activities via a Business Capacity Grant (for our Educational initiatives) and a Market & Export Development Grant. Currently, Lorena Kelly also sits on CS's (board of directors) Nominating Committee.

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 com-

panies 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 with SaskMusic being the REC for Saskatchewan. RECs 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, Lorena Kelly), 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, with a music conference, festival, and announcement 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 and contributes on committees. 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

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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.

ADVOCACY

COVID RELIEF FUNDS

- In 2020/2021, we offered the **COVID-19 Emergency Financial Relief Fund** to help ease the immediate impacts of the pandemic on Saskatchewan music workers.
- In 2021/2022, we offered the **Live Crew Support** fund to provide additional assistance to live music workers as federal COVID supports were coming to an end, but live shows had not returned to normal levels.
- And in 2022/2023, we helped to heavily promote the **Unison Live Music Workers Fund** and **Industry Assistance Fund** and conducted outreach throughout its intake period.

Background: In 2022, the Government of Canada put out a call seeking associations to administer a new support fund, the Canada Performing Arts Workers Resilience Fund. SaskMusic and music association colleagues across Canada held a series of meetings where it was determined that we could most efficiently administer this funding stream by partnering and signing in support of the music industry funding stream delivery to be managed through **Unison**, a registered Canadian non-profit that provides counselling, emergency relief, and assistance programs for those in the Canadian music community who face personal or professional challenges due to hardship, illness, or economic difficulties. Unison's application was approved on May 2/22 and applications to the fund opened on July 6/22, with The Government of Canada committing \$16.8M to Unison in support of the live music industry.

Building off the existing Unison Financial Assistance Program, The Live Music Workers Fund would provide financial relief to qualified independent and self-employed workers in the live music sector. Successful applicants received a one-time payment of \$2500. The fund was open to music industry professionals who earned a minimum of 55% of their income from music-related activity for at least two consecutive years (prior to the pandemic), while acknowledging that little to no work in the music community has taken place since the beginning of the COVID-19 pandemic. Artists, musicians agents, live engineers, managers and many more workers were

eligible to apply.

The **Industry Assistance Fund** meanwhile offered assistance to music industry professionals including associations, producers, publicists, music teachers, studios, recording engineers, retailers and more.

Result: In 2022, Unison provided assistance to over 6,000 music workers across the country, and the Live Music Workers Fund permanently closed on January 31/2023. They note, "The outpouring of interest for this fund shows just how much support our music community still needs. With a record-breaking number of music-workers reaching out for financial and mental health services, funding to support Unison's programs is critical to the survival and well-being of many in our industry."

The **Industry Assistance Fund** was paused, with plans to relaunch in the near future.

We are thankful to the Government of Canada and the Honourable Pablo Rodriguez, Minister of Canadian Heritage, for their much welcomed support and recognition of live music workers.

The **Unison Fund** provides counselling and emergency relief services to the Canadian music community in times of hardship or difficulties. For over a decade, Unison has been committed to helping producers, engineers, singers/songwriters, musicians, production crews, and thousands more through our financial assistance and counselling and mental health solutions programs. For more information, please visit: www.unisonfund.ca.

JUNO BURSARIES: ASSISTANCE TO APPLY FOR JUNO AWARDS

SaskMusic once again provided bursary support to Saskatchewan-resident artists and music industry professionals to have the costs of a CARAS voting membership plus up to two category nomination submissions for the 2023 JUNO Awards reimbursed (to a total maximum reimbursement of \$225 plus tax per applicant).

Submissions can be a barrier to those wishing to submit, and as the CARAS representative of Saskatchewan, we want to encourage more submissions to go in from Saskatchewan, and have more artists engaging in the CARAS voting process. Seven artist were supported through the bursary program (this does not represent all the artists who submitted for JUNO nominations this year).



PHOTOS: ADVANCE MUSIC MIXER, AND WOMEIN MUSIC PANEL AT VERY PRAIRIE

MARKETING/PROMOTIONS

There is much crossover between the descriptions in this report of marketing, export and education, and activities that are advocacy-driven (for example, some projects are both export and marketing). We've loosely grouped activities in this report under their primary purpose.



THE SASKATCHEWAN MUSIC AWARDS

The Fifth Annual: December 11/2023, Regina

www.saskatchewanmusicawards.ca

The fifth annual Saskatchewan Music Awards celebrated the Saskatchewan music industry, returning in person after 2 years of virtual presentations for a sold-out show held at the beautiful Darke Hall in Regina on December 11. The awards are intended to honour excellence and celebrate the achievements of our Saskatchewan music industry members over the past year. Throughout the event, twenty-one awards were presented, along with performances from eleven different artists, including a very special performance of the Treaty 4 Flag Song by **Aaron Tootoosis** and tributes to our Indigenous Music Achievement Award honourees, **Brian MacDonald** and **John Arcand**.

Featured was a lineup of amazing live performances – by **Zhe the Free**, **People of the Sun**, **Aaron Tootoosis**, **Kateryna Grace**, **Étienne Fletcher**, **Nikamok**, **Michelle and Lee Arcand**, **TOVA**, **Jesse Brown**, **Dump Babes**, and **ARIEL**. Kateryna Grace was selected following a call for submissions offering youth performers a chance to perform on the SMAs.

Retro folk/roots artist **Jake Vaadeland** secured two awards with Roots/Folk Artist of the Year and the fan-selected Album of the Year. Vaadeland has signed management and booking agency deals, and been garnering rave reviews in both music industry showcases and his live shows across Canada.

SaskMusic was thrilled to recognize two individuals who have been foundational to Indigenous music in the province, Brian MacDonald and John Arcand, with Indigenous Music Achievement Awards.

Brian MacDonald has been an educator with Onion Lake Cree Nation for over 50 years, advocating for Cree language education in the school system, and releasing the Cree Songbook approximately forty years ago. It has since been used in nehiyawewin kiskinohamâkosiwin (Cree education) everywhere from elementary schools to university classes, right across the country. His daughter Lianna MacDonald explained, "Growing up with Nôhtawiy, it was instilled in our heads how important speaking our Cree language was. Brian is a leader in Cree language development to not only our community of Onion Lake but also to many communities in Saskatchewan and Alberta, as he has shown great concern for the fast-growing rate of language loss our younger generations have experienced. Growing up, we were always reminded of how important our language is as it is a catalyst to other aspects of our culture such as the connections to songs, ceremonies and prayers."

John Arcand, "Master of the Métis Fiddle" is renowned across the country. His passions for the preservation of the Métis Traditions, old time fiddling,

and his work with youth are widely lauded, making him the most decorated fiddler in Canada. Among his accolades, John was named to the Order of Canada in 2008, and invested into the Order of Gabriel Dumont "Gold" for a lifetime of outstanding service to the Métis of Canada. He has represented Canada by performing at events around the world, released 17 albums containing both original songs and those preserving the traditional Métis tunes of his Father and Grandfather, and inspired thousands of students through his private lessons and the John Arcand Fiddle Fest, which ran for almost 25 years. Now retired from performing, John enjoys teaching private students, continues to compose and is focusing on his other passion – making fiddles.

SaskMusic is very proud of all the nominees and winners this year, and continues to be inspired by the depth and breadth of our community, its resilience, and its passion for creating new music.

THE 2022 SASKATCHEWAN MUSIC AWARD WINNERS AND NOMINEES

Album of the Year: **Jake Vaadeland**, "Everybody but Me", Cut Knife

Alternative Artist of the Year: **The Garrys**, Saskatoon
GreenWing, Gunner & Smith, Nick Faye, Ponteix, Slow Down Molasses

Country Artist of the Year: **Hunter Brothers**, Shaunavon
Donny Parenteau, Jake Vaadeland, Jordyn Pollard, Shantaia

Electronic Artist of the Year: **Factor Eight**, Saskatoon
Flatland Funk, Nige B, Patrick Moon Bird, Theo Noble

Experimental or Contemporary Artist of the Year: **TOVA**, Regina
Marie-Clo x éemi, mileshigh, Spencer Krips, The Corner Hotel, Zochi

Hip Hop Artist of the Year: **Coleman Williams & Yohan Yemba**, Regina
Factor Chandelier, Lynksfr, Rooky, THINKTANK

Indigenous Artist of the Year: **Berk Jodoin**, Leader
Donny Parenteau, Dump Babes, LJ Tyson, Patrick Moon Bird

Industry Achievement: **CAMP - Community Arts Mentorship Program**,
Asquith

Brent Ghiglione, Grey Records, Nigel Childs, North Sask Music Zine NSMZ

Instrumental Artist of the Year: **Nige B**, Saskatoon
bfa beats, Brian Baggett, Spencer Krips, The Corner Hotel

Metal/Loud Artist of the Year: **Flash Back**, Regina
Alien to the Ignorant, Hollow Oax, Singularity, Tyler Gilbert, ZAYD

Music Company of the Year: **Dingwall Guitars**, Saskatoon
Music In The House, Sawchyn Guitars Ltd, School of Rock Regina, Sharp 5
Records

Music Professional of the Year: **Brent Ghiglione**, Regina
Jared Robinson, Jayson Brinkworth, Matt Stinn, Orion Paradis

Music Video of the Year: **Dylan Hryciuk - Versa Films** for "Repent," Halo-
cene, Saskatoon

Dylan Hryciuk - Versa Films for Les Annees Ft. Témé Tan, Ponteix
Farideh Olsen, Director, for Otherside of Truth, Farideh

Hot Tag Films for Make It Right, Nick Faye

Joshua Stade for Never Ending Nights, The Gladstone

LJ Tyson & Kurt Binar Lindo for Home On A Rainbow, LJ Tyson

Marie-Clo x éemi for À fleur de pot, Marie-Clo x éemi

Prehistoric Productions for Wasteland, Dirty & The Perks

Rob White for Last Night, Surf Dads

MARKETING/PROMOTIONS

Ryley Konechny, RAKK Productions for Layaway Luv, Ariel

Producer of the Year: **Bart McKay**, Saskatoon

Donny Parenteau, Factor Eight, Mario Lepage, Matt Stinn, Walter Jeworski

R&B Artist of the Year: **People of the Sun**, Regina

ADEOLUWA, Ariel, Katie Tupper, TOVA

Rock/Pop Artist of the Year: **Megan Nash**, Moose Jaw

Étienne Fletcher, Katie Tupper, Ponteix, The Garrys, W3APONS

Roots/Folk Artist of the Year: **Jake Vaadeland**, Cut Knife

Graham Tilsley, Jeff D. Michel, Kara Golemba, Last Birds, Megan Nash

Single of the Year: **Jess Moskaluke**, "Knock Off", Langenburg

Broke to Brand New, Shantaia

Ember, Factor Eight

Fluttering, GÅEL, Jesse Brown

Here and There, Jesse Brown, Denis Turbide

How Can I Get Your Love, Katie Tupper

I'm the Horizon, W3APONS

Live Inside, Katie Tupper

Peace, Love & Country Music, Hunter Brothers

Venue or Festival of the Year: **The Exchange**, Regina

Creative City Centre, SaskTel Saskatchewan Jazz Festival, The Bushwakker
Brewpub, The Capitol Music Club, The Happy Nun Café

Indigenous Music Achievement: **John Arcand**, Saskatoon

Indigenous Music Achievement: **Brian MacDonald**, Onion Lake Cree Nation

PROCESS NOTES

Preparations for this year's SMAs started in earnest over the summer with a review of the awards guidelines and categories.

Nomination submissions ran September 13-October 3, starting a busy period of verification of the submissions and preparing packages for category jurors. The nominees were announced on October 27, with voting open to the public on 3 industry categories plus Album of the Year from November 7-16.

It was the first year for the categories Instrumental Artist of the Year, Music Company of the Year, and Music Professional of the Year. Categories reflect the merit of musical activities that took place between April 15/2021-October 3/2022 by individuals/bands and companies based in Saskatchewan.

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 through the intake, with the winner determined by a calculation of industry consumer data (streams, airplay, sales).
- The recipient(s) of the Indigenous Music Achievement Award is selected by our Indigenous Advisory.
- The winners of Industry Achievement, Music Company, and Venue of the Year were determined by a combination of jury marks and public vote.

We give big thanks to Torrey Falconer (nominations processing and production assistance), Karen Gwillam (show producer), Kevin Kyle (admin assistance), Hot Tag Films, Chris Graham Photography, and Encore Graphics,

among others for their assistance with the SMAs this year.

THE BEST SASKATCHEWAN ALBUMS OF 2022

www.bestsaskatchewanalbums.com

The eighth annual Best Saskatchewan Albums of the Year Long List poll returned, leading into Album of the Year at the Saskatchewan Music Awards. The poll recognizes full-length albums in any genre released by Saskatchewan artists over the year (Oct 15/21 to Oct 3/22).

Following an initial intake, jurors selected their favourites for the Long List. That went forward to the public to narrow it down to the "Top Ten." Public voting commenced November 7-16. One vote per valid email address was accepted for the duration of the voting period.

BSA was started to draw awareness to and celebrate our homegrown Saskatchewan music. We encourage everyone to seek out and support local artists in many different genres.

Listen:

[Long List: Spotify playlist](#)

[Long List: YouTube playlist](#)

THE LONG LIST

AK Productions, Scope of Work 2
Alien to the Ignorant, A Dying Art
Andrea An, Bloom
Berk Jodoin, Half Breed
Blu Beach Band, A Dog's Breakfast
Brian Baggett, Let Nothing You Dismay
Carlyne Ray, No Hurry In Growin' Up
Christopher Sleightholm, The River Flew Right Past
Coleman Williams & Yohan Yemba, 3Stock
Cyndi Aarrestad, Offerings
Dan Cugnet, 45
Dara Schindelka, Saturn Returns
Dirty & The Perks, (Naked, on the Shore.)
Dump Babes, niya kîminîcâkan
Factor Chandelier, Time Invested II
FPG, Spirit World
Gunner & Smith, Hear You In My Head
HarveyDent, Highlight Room
Hollow Oax, XRY FACE
Jake Vaadeland, Everybody But Me
Jarrid Lee, It's Time
Marissa Burwell, Bittersweet
Megan Nash & the Best of Intentions, Soft Focus Futures
Mileshigh, i THiNK i FEEL BETTER
Parab Poet, Babelism
Patrick Moon Bird, Going Through the Motions
Rooky, SATORI
Sage Hunter, In the clouds
Spencer Krips, behold, the sonic universe
The Criminal Kid, Dear Disaster
The Gladstone, NightMood
The Local Group, Nero's Waltz
Thomas Oakes, Love Underground In A-Minor
Tyler Gilbert, Kill the Magic

MARKETING/PROMOTIONS



THE TOP TEN

As a result of ties, there were 15 albums in our Top Ten this year.

1. Jake Vaadeland, Everybody but Me
2. Coleman Williams & Yohan Yemba, 3Stock
3. Megan Nash, Soft Focus Futures
4. Blu Beach Band, A Dog's Breakfast
5. Dirty & The Perks, (Naked, on the Shore.)
6. A 3-way tie with
Dara Schindelka, Saturn Returns
AK Productions, Scope of Work 2
Sage Hunter, In the Clouds
7. A tie with
Andrea An, Bloom
Brian Baggett, Let Nothing You Dismay
8. A tie with
The Criminal Kid, Dear Disaster
Carlyne Ray, No Hurry In Growin' Up
9. Marissa Burwell, Bittersweet
10. A tie with
Berk Jodoin, Half Breed
Harvey Dent, Highlight Room



nistam
athisthiniwak
osihchikīwiniwāwa

SASKMUSIC

NATIONAL INDIGENOUS HISTORY MONTH

Programming sponsored by the Foundation Assisting Canadian Talent on Recordings with support from Canada's private radio broadcasters, and the Government of Canada; and Creative Saskatchewan

Our activities for this year's National Indigenous History Month included the following.

nistam athisthiniwak osihchikīwiniwāwa

First Peoples Creating

We are grateful to Knowledge-Keeper and educator Eleanor Hegland from Lac La Ronge for suggesting words from the Cree language with which to describe our artistic focus for National Indigenous History Month. nistam athisthiniwak osihchikīwiniwāwa (First Peoples Creating) will showcase creators from many styles of music.

We recognize there are many distinct and beautiful Indigenous languages spoken in Canada, many of which are endangered. "The Cree language has the largest speaker population of all of Canada's First Nations languages with an estimated 75,000 speakers, including dialect groups ranging from Quebec to northeastern British Columbia and into the Northwest Territories. Approximately 20,000 of these speakers live in Saskatchewan, where Cree ranks second only to English as the most commonly spoken language of the home - Cree bands making up over half of the province's seventy-four First Nations." - Indigenous Saskatchewan Encyclopedia

Our nistam athisthiniwak osihchikīwiniwāwa graphics were created by **Gabrielle Giroux** of **Encore Graphics**.

GUEST PLAYLISTS

We invited four guest curators to create unique and personal playlists celebrating Indigenous music artists from or with ties to Saskatchewan. These were **Aurora Wolfe**, **Berk Jodoin**, **Patrick Moon Bird**, and **T-Rhyme**.

CBC Radio Saskatchewan - Afternoon Edition showcased a curator each Friday in June between 4-6pm, airing province-wide.

Links to the individual playlists and their CBC interviews can be found here:

<https://www.saskmusic.org/news/the-latest/view/article/7230/guest-curators-for-national-indigenous-history-month>

INTERVIEW SERIES

Project coordinator **LJ Tyson** (Prince Albert SK) organized and hosted our interview series, with filming taking place throughout June both in person and via Zoom.

Individual interviews featured Indigenous artists/musicians and industry professionals speaking about their art and creative processes. We completed the series with 17 interviews. These have been posted on our socials (Twitter, Facebook and Instagram) and hosted on our YouTube channel:

Berk Jodoin - Dale Mac - Darryl Anderson - Daussen - Deborah Charles, Missinipi Broadcasting Corp - Donny Parenteau - Jarrid Lee - Jennifer Lenny Brockman - Marentin Fehr / Mistik Collective - Mercy Glover - Nathan Henry - Raven Reid - Samantha Burnouf - Shannon Rae - Teagan Littlechief - Travis Beatty - Val Halla

The entire playlist can be found at <https://t.co/x7pNHr1IIC>

RADIO SHOW

We compiled a radio show for 90.5 CFCR Saskatoon Community Radio and 91.3FM CJTR Regina Community Radio featuring tracks drawn from each of our four guest curators' playlists. These aired as sponsored shows. Air times were June 23 6:30pm on CFCR and July 1 8pm on CJTR.

MARKETING/PROMOTIONS

SUPPORT FOR LOCALLY PROGRAMMED NATIONAL INDIGENOUS PEOPLES DAY EVENTS

We reached out to more than a dozen NIPD event planners around the province to assess potential for our support. With these all having experienced disruptions during COVID, we confirmed support for 4 main events, as follows, with the intent of supporting the inclusion of music/drumming.

- **Wanuskewin Heritage Park**, near Saskatoon, June 21, 9:30am-4:30pm
- **Saskatoon Indian & Métis Friendship Centre**, Victoria Park Saskatoon, June 21, 9am-4pm
- **Qu'Appelle Valley Friendship Centre**, on traditional Treaty Four Grounds in Fort Qu'Appelle, June 21
- **Regina National Indigenous Peoples Day** event, City Square Plaza and Victoria Park, Regina, June 21, 11am-2pm

BLACK HISTORY MONTH PROGRAMMING

Sponsored by the Foundation Assisting Canadian Talent on Recordings with support from Canada's private radio broadcasters, and the Government of Canada; and Creative Saskatchewan

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 2023, we wanted to provide a performance opportunity to showcase artists in our community, particularly as live music is still in recovery. Our staff member Rooky Jegede took the lead on this project, noting, "There are limited stages and audience growth opportunities for emerging artists, especially those performing in genres such as Afrobeats. These concerts provided a small step up and income for the artists, and also will be leaving the artists with good quality live performance footage that they can use to promote themselves, and hopefully showcase their work for future live opportunities."

Black History Month Celebration Concerts (February 25 and 26/2023)

February 25 at The Exchange, Regina with artists **Nini Jegz - TOVA - NIS-SYA - Kaya Freedom - Taliah Lavertu - Adeoluwa - DJ Dumo**

February 26 at Somewhere Else Pub & Grill, Saskatoon with **Rachel Owajori - Pacifique - Dyelle - Melodna - Morit Music - lisaiah Bennett - DJ Daniel Fossils**

A call for artists went out in January, was juried, and we curated lineups that included a variety of musical styles, including hip hop, Afrobeats, praise & worship, and R&B. We reached out to many artists who were and were not selected to offer assistance with crafting biographies and EPK elements for future submissions. The two concerts were presented with free admission, with a DJ opening the evenings and running tracks for artists where needed. (Note, lisaiah Bennett was unable to perform.)

A professional videography team was hired to film both shows. We have posted each artist's footage as a standalone piece on YouTube and provided the content to the artists for their own promotional use. A playlist of the videos can be found on our YouTube channel: <https://youtube.com/playlist?list=PL9dALYjCkGtZGyGTHiQpW06HYCIGVjmoL>

Support Services were provided by Ayomiposi Shonibare, SwagArt™ (graphics design) and Esubiyi Semasa (aka "Ichiban Kurardi") to film and edit the concerts.

Curated Playlists

We invited four members of the community to curate personal Black History Month playlists featuring Saskatchewan artists. These were artists **Pimpton, Emanali, Nini Jegz**, and the community association **Black In Sask**. The playlist are available on Spotify and YouTube.

Social Media Features

A priority was placed on Black artists for our social media features for February. Singles and videos from artists promoted included Germane feat Charline, Adeola, Kaya Freedom, Pimpton, Emanali, Adeoluwa, Suke, Zochi and People of the Sun.

We also promoted other Black History Month events happening in Sask for February, including galas and workshops.

PRIDE 2022

Born out of the fight for equal rights for the 2SLGBTQIA+ community, Pride is a global month of action and celebration, with communities across Canada participating in events taking place annually in June.

SaskMusic produced a PRIDE 2022 radio show, hosted by **Zochi**, to celebrate Sask artists who are part of the LGBTQIA2S+ community, in varying musical styles. Spotify and YouTube playlists were posted, and a radio show compiled that aired on CFR and CJTR.

SUPPORT FOR PRIDE EVENTS

We reached out to several PRIDE event organizers to assess potential for our support and confirmed support for 3 events, with the intent of supporting the presentation of live music.

- **Big River Pride**
- **Prince Albert Pride**
- **Saskatoon Pride**

URSU OPEN MICS

In partnership with the University of Regina Students' Union

With URSU, we launched a new Open Mic series in December 2022. The monthly open mics happen at the Lazy Owl on the U of R campus and are hosted by URSU with support from SaskMusic. The intent is to provide a performance experience opportunity for new artists or those wishing to try out new material in a low pressure environment. The event has been off to a great start and building each time, featuring some fantastic new talents. Everyone is welcome to listen or sign up to perform; all genres; free admission.

A featured artist is selected to perform each month, selected by URSU. These have been **Rooky** (December), **Cami Collantes** (January), **Melodna** (February), and **Brian Mendoza** (March). Stay tuned for the series to continue! As of fiscal year end, we were hoping to start a similar event in Saskatoon, and a successful trial event was held at Amigos in May.

MARKETING/PROMOTIONS

JAM: BREAKOUT ROOM

In partnership with On Cue Performance Hub

January 14/2023, The Exchange Regina

Led by On Cue, we partnered to open a call for artists submissions and present a showcase night of emerging rap and hip-hop music and dance. This was a fundraising event for Regina General Hospital's mental health unit (1D) with donations will accepted online and at the event in lieu of cover. Artists featured were **Yohan Yemba & Coleman Williams, Zochi & DJ Rain, ThatManDan, Nini Jegz, The Journalist,** and **Vibes YQR.**

FILM/TV COMPOSER REGISTRY

We are looking to renew our list of film composers in the province who are available to work to spec, and opened a new Registry to collect information. This will allow us to quickly provide accurate information to productions looking to hire Sask talent for film, TV, or commercial scoring usages.

Please get in touch with us (info@saskmusic.org) with your current resume, types of projects you are currently looking for/availability, weblinks and contact information. You are welcome to post this same information publicly in the Saskatchewan Music Directory by logging in to your profile or creating a free basic profile. This is an ongoing call.

PLAYLISTS

We've always got a new playlist going on Spotify! To find us easily, visit www.saskmusicspotify.ca and give us a follow! Our playlists are usually mirrored on our YouTube account if you prefer to listen there. Here's a few themes we featured this year:

- **Saskatchewan Holiday** (with holiday and winter-themed songs)
- **PRIDE 2022**
- **Summer Jams Saskatchewan** (a vibey selection of tracks),
- **Featured Tracks** - New releases playlist
- **Hookups and Breakups** (Valentines Day from two points of view)

- We also curated additional custom playlists by request for venues and event producers.

PARTNERSHIPS & SUPPORT

SaskMusic recognizes the importance of developing partnerships when mutually beneficially to encourage live performance opportunities and professional development. We have supported festivals, organizations and presenters that feature Saskatchewan talent in their programming, providing various kinds of assistance including calls for artists, promotions, presenting workshops, provided 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.

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. Internationally, we frequently work with the Canadian Independent Music Association (CIMA) on market/export events. Additional details on these events can be found under Export Highlights and other areas of this report.

EARSHOT DIGITAL MUSIC DISTRIBUTION SYSTEM

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

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



PHOTOS: AMY NELSON AT COUNTRY MUSIC WEEK; JESSE BROWN AND COLEMAN WILLIAMS & YOHAN YEMBA AT SASKATCHEWAN MUSIC AWARDS

MARKETING/PROMOTIONS

Along with other national and provincial music associations, we have been partnering with the NCRA since they rolled out their new Iearshot 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 populate the system with both catalogue material and new releases, SaskMusic members receive discounted upload access through promotional periods. Iearshot-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 tons of music uploaded. Watch for the next discount period coming up, but you can join the system at any time. .

PROVINCIAL/LOCAL

SaskMusic often works with other organizations in our province, sharing resources and knowledge, educational programming, and marketing. In a typical year, we may work with festivals and other cultural organizations that feature Saskatchewan talent in their programming, and provide various kinds of support including assistance with promoting their call for submissions, help coordinating lineups, promotion, presenting workshops, or small sponsorships.

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 events with greatly reduced costs, and have received exposure at a wide range of events.

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 due to capacity, however, we have helped with (for example) benefit concerts which contribute to a charity or the greater good.

As things got back to a semblance of normalcy this year, this is a partial list of projects that we helped with or supported.

- **Back to Live** downtown festival, Regina (May 12-14/2022): The Regina downtown business district with Regina downtown venues joined together to present a free mini-festival to celebrate the return to live music and bring live music lovers to the downtown. We assisted with an artist call-for-submissions for the event organizers.
- Judging the **GX94 Star Search** July 9/2022, Yorkton
- **Cathedral Village Arts Festival**, May 23/2022, Regina: On May 23, we sponsored a free stage at the CVAF in Les Sherman Park. Performers included **Wanda Gronhovd, ADEOLUWA, Alex Flett, Marissa Burwell** and more.
- Sponsoring an award category at the **Saskatchewan Independent Film Awards**, November 26/2022 in Regina

- **Pure Country 92.7's 'The Next Big Thing'**: SaskMusic provided a judge for 3 nights of this event in June 2022. **Teagan Littlechief** received first prize, including \$2500 and a performance at Craven Country Thunder.
- **Hard Music Intake**: In November 2022, we ran an intake on behalf of a local corporation looking to source local, original music for on-hold music usage. Genres considered were include Adult Contemporary; Christmas/Holiday; Classical; Country; Dance/Electronic; Jazz; Pop/Rock; and Roots/Folk; primarily instrumental tracks, but also vocal versions with radio-friendly lyrical content. Selections were made by, and licensing agreements made with, the corporation directly. The call had a strong number of responses.

OSAC'S SHOWCASE

October 14-16/22, Saskatoon SK

We supported the Organization of Saskatchewan Arts Councils' annual Showcase event. Each year Showcase brings together a community of arts professionals who create, present, and tour performances to audiences across Saskatchewan. Showcase brings together the OSAC Membership along with performing and visual artists, artist managers and booking agents, representatives from performing arts presenting organizations, and administrators from service or other arts organizations

Two days with three Showcases of curated work provide a forum for presenting performances to arts council bookers and delegates in attendance. This year's performers included SK's **Ellen Froese** and **Jake Vaadeland & the Sturgeon River Boys**.

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

We're proud to support Plain A.I.R., an artist-in-residence program on CJTR and CFCR. Each month (10 months/year) the program features a different local artist, DJ, musician, band or community member as a guest host who programs a month's worth of live, weekly radio shows. Plain A.I.R. contextualizes air time as a creative space similar to a laboratory, studio or venue and encourages creative expression and experimentation. The program dramatically increases community access to the stations' airwaves among local artists, musicians and community members. Plain A.I.R. also provides listeners with an opportunity to hear unique live performances, radio plays, conversations and to garner information about local culture from those who make it.

The program airs every Sunday from 11PM-12AM on CFCR (90.5FM, cfc.ca/onair), and Saturday from 3PM-4PM on 91.3 FM CJTR in Regina (91.3FM, cjtr.ca/live).

SaskMusic also sponsored the **CJTR Live Music calendar** in 2022/2023. (CJTR selects the venues to feature in these spots.)

PLAIN A.I.R. Featured Artists:

- April 2022: **The Radiant**
- June 2022: **Eekwol**
- July 2022: **Kurtis Rothecker**
- Sept 2022: Globe Theatre's Stage Write a podcast by **Sierra Haynes**
- Oct 2022: **Conny Clank** - Underground Sounds of the Prairies
- Nov 2022: **THINKTANK** - ThinkTank Radio
- Dec 2022: **LJ Tyson** - A Real Deadly Christmas
- Jan 2023: **Aren Okemaysim** - Going Back to the Bush
- Feb 2023 **Kevin Wesaquate** - POETIK RADIO
- Mar 2023: **Hoodoo Mafia**

MARKETING/PROMOTIONS

REGIONAL SONGWRITERS GROUPS

The Regina Regional Writers' Group (Regina Songwriters Group), and Saskatoon Regional Writers' Group met mostly monthly online this year, and are affiliates of the Songwriters' Association of Canada (SAC). 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. For more info on the Songwriters Association of Canada, visit www.songwriters.ca.

'ART NOW' FINE ART FAIR

We supported the 7th annual Art Now fine art event fair presented by our creative colleagues **SaskGalleries**, September 22-25/22 in Saskatoon. We also provided playlists for Saskatchewan background music during the event, and ran an information booth.

Art Now, the only show of its kind on the prairies, provides local, national, and international artists and galleries with opportunities to gain exposure at a highly professional venue. The show features an opening night reception, panels, artist talks, family programming, and more. Exhibitor booths are open to all commercial galleries committed to showcasing the work of established and emerging artists and artisans from across Canada.

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 show offers free admission to all attendees and is family-friendly because they believe fine art is not just for the seasoned collector, but for everyone. Thousands of art appreciators visit Art Now each year. More details on the event and full schedule at www.artnow.ca.

SLED ISLAND FESTIVAL, JUNE 25/2022

On June 25 from 2-6pm, CFCR presented the 10th edition of the Saskatoon Showcase at the Sled Island Music & Arts Festival in Calgary AB, with support provided from SaskMusic. Featured artists were **Ellen Froese & The Hot Toddlies**, **Shirley & The Pyramids**, **ILL Human Nation**, and **Dump Babes**. The artists for this event were selected by CFCR.

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 nomina-

tions, or who are suitable for a specific export opportunity.

SASKMUSIC ONLINE/SOCIALS

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 components 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 very active with timely information and tips. The main channels we used this year were Instagram, Facebook, Twitter, Spotify and YouTube. Look for us on TikTok in the new fiscal!

ALBUMS

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 1/22-March 31/23, 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.

ACID VAMPIRE Acid Vampire
AK PRODUCTIONS Scope Of Work 2
ALEX FLETT The Sun Dragon One Man Band
ALIEN TO THE IGNORANT A Dying Art
ANDREA AN Bloom
ANNA-MARIE Keeping It Real
AREN OKEMAYSIM OKIMAW 
ARIANA GIROUX Coping Strategies
ARIANA GIROUX Girl and her Sampler
AXIS DECADE Half Full of Empty
BEATS BY TRAVISRAY The Sequel (feat. 2bad)
BERK JODOIN Half Breed
BLAESER An Audio Guide to Introspection
BLU BEACH BAND A Dog's Breakfast
BLUEBEARD albums, demos, leftovers.
BRAD PROUDLOVE The Sun Can't Shine on the Same Dog's Ass Everyday
BRIAN BAGGETT Let Nothing You Dismay
BTHEGHOST Follow the Light
CARLYNE RAY No Hurry In Growin' Up
CHRISTOPHER SLEIGHTHOLM The River Flew Right Past
COLEMAN WILLIAMS & YOHAN YEMBA 3Stock
CRIMINAL KID, THE Dear Disaster
CYNDI AARRESTAD Offerings
CYNDI AARRESTAD The Name
DAN CUGNET 45
DAN CUGNET Rodeo Cabaret
DARA SCHINDELKA Saturn Returns
DEAD SOUTH, THE Easy Listening for Jerks, Part II
DEAD SOUTH, THE Easy Listening for Jerks, Part I
DEFINITIVE COLLECTIVE First of Many Vol 1
DEFINITIVE COLLECTIVE First of Many Vol 2
DESTROY MY BRAINS Tormented
DIRTY & THE PERKS (Naked, on the Shore.)
DUMP BABES niya kîminicâkan
EMMA AMBER Phantom Limb
EMMA AMBER Amputate
EMMA AMBER Prosthetics
EMRY TUPPER Raygun Gothic
FACTOR CHANDELIER Time Invested II
FACTOR CHANDELIER Time Invested II (Deluxe)
FEMME FRAGILE Things Are Not Okay
FPG Spirit World
G.B. LOON (GAME BOY LOON) The Pixel Ape News ProjectL Vol 1
(Nintendo)
GLADSTONE, THE NightMood

GREENWING Late Bloomer
GREG ORRE I Am In It Vol 1 Live at the Sound Castle
GUNNER & SMITH Hear You In My Head
HARVEYDENT Highlight Room
HOLLOW OAX Xryface
ILLHUMANNATION Newage: Level Two
JAKE VAADELAND Everybody But Me
JARRID LEE It's Time
JAYSON SLACK Extra Critical
JEFFERY STRAKER Just After Sunset
JIM BALFOUR Collage
JONATHON KARABEKIAN Eunice
JULIA DAWN Bloom
KEEGAN ISAAC Wonder of Grace
L.T. LEIF & APB NOOODS (Newfangled Object of Our Desires)
LOCAL GROUP, THE Nero's Waltz
MARISSA BURWELL Bittersweet
MEGAN NASH Soft Focus Features
MICHAEL SCOTT DAWSON Music For Listening
MILESHIGH i THINK i FEEL BETTER
NATURAL SYMPATHIES At the Limits of Earth
OPEN WINDOW Good Evening
OPEN WINDOW Good Morning
ORANGE DOLLAR Lady Luck
PARAB POET Babelism
PATRICK MOON BIRD Going Through the Motions
PATRICK MOON BIRD High School
PRICELYS Zoetry
PXRTALS, THE / LES La poétesse
RICIN HIDER Candy-Balism - EP
RIVERSLEEM A Live Debut by Riversleem
ROOKY SATORI
SAGE HUNTER In the Clouds
SCOTT KLEIN Jesse's Hotel
SEVENONESELF The Treasure of the Crucible
SINGULARITY Obscured Reality
SKIZZA Bridge City Underdog
SMALL KITCHEN RADIO Parts
SPENCER KRIPS behold, the sonic universe
STEPHEN WILLIAMS South West
T DENIRO Goatz & Oz
THINKTANK Dream State
THOMAS OAKES Love Underground In A-Minor
TYLER GILBERT Kill The Magic
TYLER GILBERT The Fallen
WASTED CATHEDRAL I'm Gonna Love You 'Til The End of Time
WASTED CATHEDRAL SUNSETZ/reefer/MICROWAVES2022

EXPORT 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.

IN TUNE COMPILATION ALBUM

Due to unexpected delays with this project, our upcoming limited edition double vinyl compilation album will be released in 2023, available to the public via preorders, as well as for distribution to Canadian and international industry professionals in export markets. Stay tuned.

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 2023 JUNO Awards could apply for a bursary through a simple process of submitting receipts. We supported 7 applicants this fiscal.

EXPORT MISSIONS THIS FISCAL

The following are descriptions of projects undertaken by or supported by SaskMusic in this fiscal. This was a hybrid year, with events gradually returning to in-person or hybrid formats. We participate in strategic domestic and international events where there is potential for our artists to grow their markets.

SaskMusic's export activities are made possible by Creative Saskatchewan. We are grateful for their support!



AMERICANAFEST AND SXSW MARKETING; MEGAN NASH AT AMERICANAFEST

EXPORT HIGHLIGHTS

THE GREAT ESCAPE (TGE)

MAY 11-14/2022, BRIGHTON UK

<https://greatestescapefestival.com/>

CANADIAN MUSIC EXCHANGE (PRE-TGE SHOWCASE)

MAY 10/2022, LONDON UK

Slow Down Molasses and **The Garrys** received official showcase invitations to The Great Escape through the festival's own curation process. 26 Canadians in all were on the schedule to play this year's prestigious event.

Enki Music was engaged to identify and line up a series of high level meetings in London at the Canadian High Commission for the attending Canadian members and associated music professionals ahead of TGE. The ambition of the meetings was to introduce the membership to a cross section of the UK music industry and offer insights and network development.

Enki Music was also engaged by SaskMusic and Canadian partners to enhance the impact for showcasing artists with the Canadian Music Exchange pre-TGE at the Strongroom studio complex on May 10 in London, including a B2B speed networking event, a reception and a 2 room showcase. The showcase was open to the public and included The Garrys.

The showcase formed the anchoring component of the event and enabled artists, some of whom were travelling between FOCUS Wales and The Great Escape Festival, to have a London show in their routing.

Both Saskatchewan artists performed Friday May 13 for the Canada House Canadian artist showcase event presented by Music Export Canada (CIMA - Canadian Independent Music Association) at Green Door Store. This event was sponsored in part by SaskMusic.

Showcasing artists were selected by TGE through their own intake process. SaskMusic did not send staff to attend this year's event, although we sup-

ported Saskatchewan's representation in partnership with CIMA.

For transparency we note that our staff member Kaelen Klypak was, as an individual working musician, asked to play drums with Slow Down Molasses for this event. This invitation came after the band was selected by TGE to perform, and was outside of Kaelen's duties at SaskMusic.

The Great Escape is the festival for new music, showcasing 500 emerging artists from all over the world in 30+ walkable venues across the city and a pop-up festival site on Brighton Beach. It's the first place to discover your new favourite artist and see them in an intimate setting before they go on to headline major festival stages.

TGE is also attended by music industry professionals on the hunt for the next big thing. A conference alongside the gigs features insightful panels, topical debates, keynote speeches and networking opportunities in abundance. The Alternative Escape, Spotlight Shows, secret gigs, club nights and spontaneous collaborations add to the festivities and make this weekend in Brighton one not to miss.

FOLK ALLIANCE INTERNATIONAL

MAY 2022, KANSAS CITY MO AND ONLINE

www.folk.org

The Folk Alliance International Conference, presented by Folk Alliance International, is the world's largest gathering of the folk music industry and community (crossing a diverse array of genres including Appalachian, Americana, Blues, Bluegrass, Celtic, Cajun, Global Roots, Hip-Hop, Old-Time, Singer-Songwriter, Spoken Word, Traditional, Zydeco, and various fusions). The 2022 conference was a hybrid event, with the in-person portion held at the Westin Crown Center Hotel in Kansas City MO, May 18-22. The conference was earlier postponed from its original dates of February 23-27 due

COME TOGETHER
CANADA'S COAST-TO-COAST
ARTIST SHOWCASE + INDUSTRY MINGLER

ANTHONY OKS // IAMTHELIVING
NICKY MACKENZIE // SORAN
KELLIE LODER

GLADSTONE HOUSE & MELODY BAR
NOVEMBER 14 // 3:00PM - 7:00PM

ELLEN FROESE // MIESHA AND THE SPANKS
MOBINA GALORE // SHAELA MILLER
JULIE DOJRON // KEEPER E
CLAY AND FRIENDS

DINE ALONE RECORDS
NOVEMBER 15 // 5:00PM - 10:00PM

463 - 479
164 - 122
THE NEW COLOSSUS FESTIVAL
NEW YORK CITY
8-12 MARCH 2023

367 (CA) • 802 (DK) • ADWAITH (UK) • ANTHONY OKS (CA) • ARVERNE (US) • ASTRONOMIES (NO) • AVA VEGAS (DE) • BIG SEA (IT) • BLOODSDAY (US) • BLUSHING (US) • BONNIE TRASH (CA) • BOY WITH APPLE (SE) • BOY WONDER (CA) • BUFF GINGER (US) • BUMMER CAMP (US) • CHARMAINE (CA) • CLAUDIA BOUVETTE (CA) • CLEA ANAIS (CA) • COLATURA (US) • CHURCH CRUSH (US) • DATA ANIMAL (DE) • DAY & DREAM (US) • DEAD TOOTH (US) • DEEP SEA PEACH TREE (US) • DIARY (US) • DIRTY FREUD (UK) • FATHER KOI (US) • FEARS (UK) • FRENCH CASSETTES (US) • GAY (DK) • GIUNGLA (IT) • HANG HIM TO THE SCALES (US) • HEAVEN FOR REAL (CA) • HELEN GANYA (UK) • HER DARK HEAVEN (US) • HER SKIN (IT) • HIGH (US) • HIS HIS (CA) • HOORSEES (FR) • HOPE (DE) • INCIRCLES (US) • J. PASTEL (US) • JANE INC. (CA) • JEANINES (US) • JOLE (UK) • JULIA LOGAN (SE) • KALI HORSE (CA) • KEEGAN POWELL (CA) • KEEPER E. (CA) • KNITTING (CA) • KOKO (IT) • LAHNAH (US) • LAUREN LAKIS (US) • LAVEDA (US) • LUCY KRUGER & THE LOST BOYS (DE) • LUKKA (US) • LUNACY (US) • MAINE (AU) • MARCI (CA) • MARY SMELLEY (US) • MORNSON (US) • MY SON THE DOCTOR (US) • NAT VAZER (AU) • NAYA ALI (CA) • NEVIA (US) • O. WAKE (US) • OH IMANUELA (UK) • PALE DIAN (UK) • PHILIP DON TAYLOR (UK) • PICTURE SHOW (US) • PLASI (SE) • PLATTENBAU (DE) • PONS (US) • POSTER PAINTS (US) • PUBLIC BODY (UK) • PULSR (US) • PUNCHLOVE (US) • RINGING (US) • ROBBER ROBBER (US) • ROOSTWORLD (US) • SALOON DION (UK) • SECRET AMERICAN (US) • SHALLOW WAVES (CA) • SHANGHAI QUITIAN (CA) • SHRED FLINTSTONE (US) • SID SIMONS (US) • SILVERBACKS (IE) • SLOW FICTION (US) • SLUT MAGIC (US) • SNOTTY NOSE REZ KIDS (CA) • SPIRITS OF LEO (US) • STRANGER WAVES (US) • TEENAGE HALLOWEEN (US) • TEN MINUTE DETOUR (CA) • THE AFTER HOURS (US) • THE GARRYS (CA) • THE PLEASURE MAJENTA (DE) • THE TARRYS (CA) • THE VICES (NL) • THUS LOVE (US) • TWO-MAN GIANT SQUID (US) • WEB REK (US) • WINDIER (US) • WORK WIFE (US) • WYNONA BLEACH (UK) •

MORE TBA!

BADGES ON SALE @ NEWCOLOSSUSFESTIVAL.COM

BERLIN
BANDS IN BK Canada CIMA
GROOVER
FADER
MUSIC EXPORT CANADA
OXFAM
Quebec
WYNONA BLEACH



COME TOGETHER AND NEW COLOSSUS MARKETING; KATELYN LEHNER AT COUNTRY MUSIC WEEK

EXPORT HIGHLIGHTS

to impacts of COVID. SaskMusic attends the annual event to present artists, network, take in educational panels and promote the music of Saskatchewan to the approximately 2000 delegates in attendance. This year, we only attended virtually.

Jeffery Straker and **The North Sound** were selected for prestigious Official Showcases by Folk Alliance International, presented in performance in Kansas City for delegates from around the world. These showcases were also be recorded and made available for viewing the following day on the conference's online platform for virtual attendees. Artists applied for this opportunity directly through FAI's own intake process.

On May 19, a screening of the documentary "Giiwewizh: To Carry Home" was held followed by a roundtable including The North Sound, ShoShona Kish (International Indigenous Music Summit), Amanda Rheume (Ishkode Records), Julian Taylor, and Morgan Toney.

As part of this year's conference's virtual programming, SaskMusic, Manitoba Music and Alberta Music joined together under the BreakOut West banner to present an online showcase of artists on May 11 including **Gunner & Smith** and **Ellen Froese** (SK), Carter Felker and Kyle McKearney (AB), and Ila Barker and Sierra Noble (MB). Folk Alliance's "Spotlight Showcase Week" took place May 10-12 and consisted of pre-recorded showcases, with eight showcase partners (including BreakOut West) presenting 52 artists from a wide range of genres. BreakOut West also participated in a 'virtual booth' during the online programming. Conference delegates were able to tune in to the Spotlight Showcase Week shows live and chat with other attendees.

Gunner & Smith and Ellen Froese were selected via jury process following a call for submissions distributed to SaskMusic's membership in November, with the selections then approved by FAI. SaskMusic coordinated the filming of showcase performances by these two artists in Saskatoon venues without an audience present.

COUNTRY MUSIC WEEK/CANADIAN COUNTRY MUSIC AWARDS

SEPTEMBER 8-11/2022, CALGARY AB

www.ccma.org

SaskMusic staff, and numerous Sask. country music artists and industry professionals headed to the Canadian Country Music Association's Country

Music Week and the Canadian Country Music Awards for the conference and networking opportunities.

(A list of nominees and performing artists are listed on the awards and showcase pages.)

Country Music Week began in 1977 as an annual event created to heighten awareness and increase exposure for Canada's country music artists.

Today, it's made up of three components: a music festival, which includes CCMA Fan Village, a Songwriters' Series, talent showcases, FanFest, and the Legends Show; the CCMA Awards Show, which is a two-hour live, television special highlighting a year in country music; as well as an industry conference which allows the Canadian country music industry to honour those working behind the scenes via educational workshops and seminars, networking receptions, awards ceremonies and much more.

AMERICANAFEST

SEPTEMBER 13-17/2022, NASHVILLE TN

www.americanamusic.org

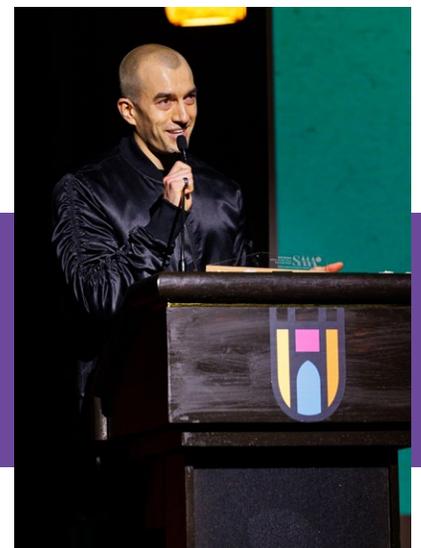
The Canadian Independent Music Association (CIMA), in partnership with BreakOut West, Alberta Music, Manitoba Music & SaskMusic, returned to Nashville in person for a business & showcasing mission at the 2022 edition of AmericanaFest.

We hosted a full afternoon of 9 Canada House artists at InDo (632 Fogg St), Nashville on September 16 from 12-6 PM, including Sask's **Last Birds** and **Megan Nash**. The event was open to AmericanaFest conference attendees as well as the general public. A 'meet the Canadians' reception was held 11AM-12PM.

Representatives of the showcasing artists also had the opportunity to participate in a morning of business events in partnership with Sounds Australia, British Underground and AmericanaFest.

Megan Nash was also selected by AmericanaFest organizers for an official showcase.

How were the Sask artists selected? Following a call for artist submissions (conducted by CIMA), SaskMusic reserved one spot for Megan Nash (announced as an official showcase artist by AmericanaFest) and held an



PHOTOS: ELLEN FROESE AT COME TOGETHER, RAMA A LA RECONTRE MARKETING, FACTOR EIGHT WINS AT SASKATCHEWAN MUSIC AWARDS (PHOTO BY CHRIS GRAHAM)

EXPORT HIGHLIGHTS

industry jury of the Sask submissions received to select the artist for an additional Canada House spot. AmericanaFest approval was required on additional Canada House artist selections as well.

The 22nd annual AmericanFest once again brought together music industry professionals and fans alike for five days of discovery, insight and connections. The event showcases hundreds of artists and bands throughout many notable venues in Nashville. The destination event also features a first-rate industry conference, bringing together the top tier of the music business to discuss current industry topics and issues. Musical festivities are kicked off by the critically acclaimed Americana Honors & Awards, which celebrates luminaries and welcomes the next generation of trailblazers while offering one-of-a-kind performance pairings at Nashville's famed Ryman Auditorium. With more than 150 artists and bands participating, Music City's discovery music festival continues to be, as described by MOJO Magazine, the "roots alternative to the GRAMMYS® and South by South-west."

REEPERBAHN

SEPTEMBER 21-24/2022, HAMBURG GERMANY

<https://www.reeperbahnfestival.com/en/frontpage>

We returned to the Reeperbahn Festival and Conference in person with four Saskatchewan artists performing at Canada House: **Ellen Froese, Gunner & Smith, Nick Faye, and The Garrys.**

Canadian delegation events began in Berlin on September 19 as participating Canadian companies had the opportunity to take part in a pre-Reeperbahn business initiative organized by the Canadian Independent Music Association (CIMA) and the Canadian Embassy in Berlin. A full afternoon of business events took place at the Embassy and included roundtable discussions and networking opportunities for Canadian and German delegates.

In Hamburg, Canadian companies participated in a Meet the Canadians matchmaking session, organized by Reeperbahn, with Germany industry.

The Canada House showcases then take place September 22-23, 11am through to 1am at UWE (Spielbudenplatz 21-22, 20359 Hamburg) with performances by 28 Canadian artists.

Canada House was presented by CIMA, with co-presenters Alberta Music, Manitoba Music, M for Montreal, Music BC, MusicOntario/Ontario Creates, Music New Brunswick, Music Nova Scotia, Music Yukon, SaskMusic and Quebec Creates/SODEC.

Artists for this initiative were selected by CIMA through their own intake process.

Reeperbahn Festival combines a diverse line-up of new, international talents with a programme comprising of a wide range of themes in a progressive music marketplace. Many individual events await fans, journalists and trade visitors in numerous venues, promising both excitement and inspiration. Since its debut in 2006, Reeperbahn Festival has become one of the most important meeting places for the world of music and demonstrates how an exuberant music programme can be combined with music industry interests and social initiatives.

BREAKOUT WEST/ WESTERN CANADIAN MUSIC AWARDS

SEPTEMBER 28-OCTOBER 2/22, CALGARY AB

www.breakoutwest.ca

SaskMusic was in Calgary alongside many SK artists to celebrate the 20th anniversary Western Canadian Music Awards and BreakOut West.

The 2022 Western Canadian Music Awards were announced at the Artistic Awards September 23 (livestreamed) and Industry Awards Brunch October 1. The saved broadcast is available at: www.facebook.com/breakoutwest/videos/621679252800425

BreakOut West features an immersive 4-day industry and artist development conference, and 50+ showcase artists over 3 nights in conjunction with the Western Canadian Music Awards, celebrating the best artistic and music industry talent from western Canada. The festival and conference took place in venues throughout Calgary's downtown core and in the Music Mile welcoming musicians from across western Canada and internationally, with the Marriott Downtown as the host hotel.

Special congrats to Sask WCMA nominees and showcase artists (see awards and showcase pages for details):



PHOTOS: ROUNDTABLES AT COME TOGETHER; FOLK ALLIANCE MARKETING; LAST BIRDS AT AMERICANAFEST

EXPORT HIGHLIGHTS

This event is presented by the Western Canadian Music Alliance, an organization created by the music industry associations (MIAs) of British Columbia, Alberta, Saskatchewan, Manitoba, The Northwest Territories, and the Yukon Territory to promote and celebrate western Canadian music. As such, SaskMusic voting members are also members of the WCMA. Every year the event is held in a different western Canadian city on a rotational basis.

RAME À LA RENCONTRE

NOVEMBER 7-8/2022, MONTREAL QC

Francophone music from Western Canada returned to centre stage in Montreal with Rame à la rencontre de l'industrie de la musique francophone. Running in partnership with the massive music discovery festival Coup de coeur francophone, Rame focuses on building key music business connections for Francophone music entrepreneurs with an industry showcase, one-on-one industry meetings, and networking opportunities for participants.

Rame offers the Francophone music community a rare opportunity to connect with industry tastemakers, showcase their talents, and learn about the business of breaking into Francophone markets. Influential reps from several independent Canadian labels and management companies will be in the audience to hear the three showcase acts, as well as participate in the business development activities. Supported by Musicaction, this was the ninth Montreal edition of the event.

This year's showcase was sponsored in part by SaskMusic, and featured three acclaimed acts at L'Escogriffe bar on November 7: Jocelyne Baribeau (MB), Matt Stern (BC), and **Ponteix** (SK). Artists were selected for this opportunity through an intake conducted by Manitoba Music.

Founded in Montreal in 1987, Coup de coeur francophone is a festival dedicated to the discovery of new artists and promoting songs in a wide range of styles. Presented every November in Montreal as well as in more than 45 other Canadian cities, it brings together national and international performers in a program line-up that features up-and-coming, bold and creative artists.

COME TOGETHER

NOVEMBER 14-15/2022, TORONTO ON

After successfully launching the first Come Together Showcase and Industry Event in 2022, we once again partnered on this initiative for artists ready to break into Canada's largest music market. SaskMusic, Alberta Music, Music BC, CIMA, Manitoba Music, Music New Brunswick, Music NL, Music Nova Scotia, Music Ontario, and SODEC Quebec, and Collective Arts Brewing came together to present two days of industry showcases, meetings, and receptions to more closely connect commercial music communities from across Canada. Invitations to the event were exclusive to music industry professionals.

Saskatchewan were represented in the showcases by **Ellen Froese**. These artists were selected by a jury process following an intake coordinated by CIMA, and included export-ready artists from across Canada: Anthony OKS and Mobina Galore (MB), Clay and Friends and SORAN (PQ), IAMTHELIVING and Nicky MacKenzie (BC), Julie Doiron (NB), Keeper E. (NS), Kellie Loder (NFLD/Labrador), and Miesha and The Spanks and Shaela Miller (AB) in addition to Froese.

Come Together also featured afternoons of business events between the showcasing artists, their representatives, and Toronto-based industry and music companies. The networking showcases were held November 14 at The Gladstone House & Melody Bar, and November 15 at the Dine Alone office.

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 will 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. We have been working with the artists and their teams to identify key goals for this initiative to host authentic and curated meetings that will lead to fruitful relationships for everyone involved.

This project was made possible by the support of FACTOR through the financial support of the Government of Canada and Canada's private radio

MAKE IT ABROAD CIMA

CANADA HOUSE AT SXSW

SWAN DIVE
(616 RED RIVER STREET, AUSTIN TX)
INSIDE & OUTSIDE

WEDNESDAY, MARCH 15

12:00	BBQ	3:45	Haley Blais
12:50	The Garrys *	4:10	Savannah Ré *
1:15	The Hypochondriacs	4:35	Soran
1:40	Skye Wallace *	5:00	Snotty Nose Rez Kids *
2:05	Living Hour		
2:30	JayWood		
2:55	Boy Golden		
3:20	Begonia *		

THURSDAY, MARCH 16

12:00	BBQ	2:55	Kala Kater
12:25	William Prince *	3:20	MAUVEY *
12:50	Julie Doiron *	3:45	Winona Forever *
1:15	Marlee Buckley	4:10	Motherhood *
1:40	Balaklava Blues *	4:35	TALK
2:05	Lex Leosis	5:00	Aysanabee *
2:30	Softcult *		

IN PARTNERSHIP WITH: Alberta Music, Creative, Music Ontario, NBS, FACTOR, SASKMUSIC, SOCAN, STINGRAY, ONTARIO CREATES, FACTOR Canada

NEW CANADIAN MUSIC SHOWCASE

STRONGROOM, LONDON
Tuesday May 10th

FREE ENTRY (via Dico)
18:30 - 23:30

Bobog Tenderloin, Art d'Becco, The Garrys, JayWood, Mawog, Naga Ali, Super Durg, Bobby Wonderloin, Kooper B, Sunjii, Altamdeo, Bobby Wonderloin, Art d'Becco, The Garrys, JayWood, Mawog, Naga Ali

SASKMUSIC, FACTOR, Canada, SODEC, ALBERTA MUSIC, MUSIC BC, MUSIC NL, MUSIC NOVA SCOTIA, MUSIC ONTARIO, CIMA, MANITOBA MUSIC, COLLECTIVE ARTS BREWING

A SLED ISLAND SHOWCASE BY CFCR SASKATOON COMMUNITY RADIO

CREATURES FROM THE SASKATOON

Image of a creature in water.

SXSW, PRE-LONDON SHOWCASE, AND CFCR SLED ISLAND SHOWCASE MARKETING

EXPORT HIGHLIGHTS

broadcasters, Creative Saskatchewan, Government of Manitoba, Manitoba Film & Music, the Province of Alberta, Creative BC, the Province of British Columbia, the Government of Quebec, the Province of Nova Scotia, New Brunswick and Newfoundland, with thanks to Collective Arts Brewing.

M FOR MONTREAL

NOVEMBER 16-19/22, MONTREAL QC

<https://mpourmontreal.com/>

SaskMusic returned to M for Montreal to present Saskatchewan artists **Ponteix** and **Slow Down Molasses** at the prestigious event. Both artists were selected by M for Montreal organizers through their official artist intake. SaskMusic was on the ground to build connections, network, participate in B2B meetings with international delegates, and support our Saskatchewan artists at the event. As well, SaskMusic was an official sponsor of an exclusive networking supper for our artists with industry professionals on November 17.

“MARATHON,” presented by SiriusXM, is the general public show component of M for Montreal and featured artists from across Canada, as well as France, Belgium, Luxembourg, the United Kingdom and the Czech Republic.

With 4 days of shows and more than 100 artists presented in over 20 venues across the city, M for Montreal is an essential catalyst for the Quebec and Canadian music industry, both for emerging artists and artists with a career outside Quebec. The event features a series of conferences that bring together local and international music industry professionals. It offers a rich musical program and is one of the most-attended major professional events for the music industry in Canada, with more than 350 delegates from 20 countries attending each year.

NEW COLOSSUS

MARCH 8-13/2023, NEW YORK NY

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

New Colossus runs in venues all over the East Village and the Lower East Side, including Mercury Lounge, Berlin Under A, Arlene’s Grocery, Bowery Ballroom, Bowery Electric, Heaven Can Wait, Pianos, and more. Happening just before SXSW, the festival catches artists from all over the world on their

way to Austin and was designed to have the same flavour that CMJ had, with venue hopping in mind.

Among the initial artists selected by the festival were **The Garrys**. In addition to their official selection spot on March 11, SaskMusic partnered to present a networking event and full evening of showcases called “UP-STAIRS NEIGHBOURS” with Canadian artists including The Garrys at Pianos (158 Ludlow St.) on March 9. This was a co-presentation by the Canadian Independent Music Association (CIMA), M for Montreal, The Consulate General of Canada in NY, and SaskMusic, intended to provide an additional play for Canadian artists selected by the festival. SaskMusic staff did not attend this event.

JUNO AWARDS WEEK

MARCH 10-14/2023, EDMONTON AB

www.junoawards.ca

SaskMusic was pleased to participate in Juno week with the aim to celebrate Saskatchewan artists, support local artists at JUNOFEST, and attending key networking events to foster our relationships with other music industry organizations. SaskMusic is the Saskatchewan representative for CARAS.

Congrats to **The Sheepdogs**, nominated for Best Rock Album. Two Saskatchewan artists, **Jake Vaadeland** and **Katie Tupper**, performed for JUNOFEST with very successful shows.

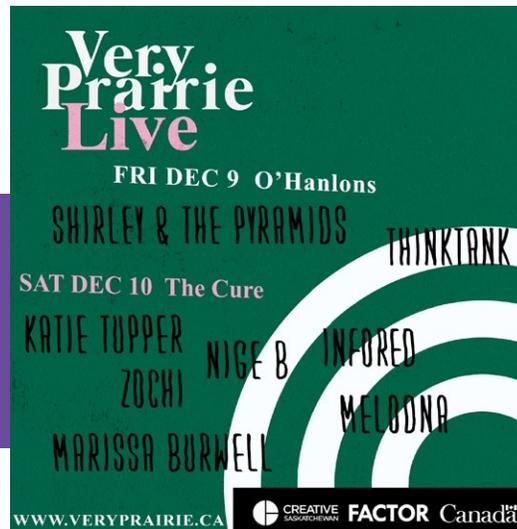
SXSW

MARCH 13-18/2023, AUSTIN TX

www.sxsw.com

SaskMusic attended and co-presented showcases with our partners at this year’s event. The strong, international conference presents forward-thinking panels that cover a vast amount of areas including tech, music, film, video games, and future trends. CIMA coordinates and implements Country to Country connections in a B2B format, enabling meetings with industry from all over the world.

CIMA annually runs Canada House at the event, where participating partners (including SaskMusic) can sponsor spots for their showcasing artists; generally official artists selections get a second play in this way. CIMA also



THE GREAT ESCAPE AND VERY PRAIRIE LIVE MARKETING; FLASH BACK WINS AT SASKATCHEWAN MUSIC AWARDS

EXPORT HIGHLIGHTS

presents a welcome reception and BBQ. Our segment of Canada House was titled under the BreakOut West brand, held on March 15 at Swan Dive, a well-situated venue with an indoor and outdoor stage.

The Garrys received an official showcase invitation from SXSW and were added to the Canada House lineup as well.

The SXSW Music Festival brings together artists, industry professionals, and music lovers from around the world to make connections, elevate their careers, and celebrate the magic of live music – from legendary performers to the most exciting new talent. New, developing, and established Showcasing Artists enhance their careers by reaching new audiences and attendees at the SXSW Music Festival each year. 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.

FOLK ALLIANCE

FEBRUARY 1-5/2023, KANSAS CITY MO

www.folk.org

SaskMusic, along with Sask. showcasing artists **Berk Jodoin** and **Ellen Froese**, attended and presented at the annual Folk Alliance International Conference at the Westin Crown Center Hotel in Kansas City. This was SaskMusic's first year back in person at FAI after participating virtually for the past three years. Due to the postponement of FAI's 2022 event, we had two FAI projects in this fiscal.

The 35th annual conference represents the world's largest gathering point for folk music artists and industry from around the world, with an estimated attendance this year of 2000 delegates. The event encompasses a wide array of genres including Appalachian, Americana, Blues, Bluegrass, Celtic,

Cajun, Global Roots, Hip-Hop, Old-Time, Singer-Songwriter, Spoken Word, Traditional, Zydeco, and various fusions).

During the day, conference panels cover relevant industry topics, along with networking and peer gatherings for agents, labels, festivals, and artists, speed meetings, artist mentorship meetings, and Affinity Group sessions for communities like BIPOC, LGBTQIA+, Women, Folks 55+ Folks with Disabilities, and more. In the evenings, Official showcases present an event-curated selection of artists chosen from thousands of international submissions, while Private showcases turn hotel rooms into tiny music venues, with presenters from around the world offering their curated selection of artists in an intimate, acoustic setting.

This year we partnered with Alberta Music, Manitoba Music and Music BC under the BreakOut West banner to sponsor an official showcase stage. Berk Jodoin was selected by Folk Alliance through their official showcase submission process for this opportunity.

As well, we are partnering with Alberta Music, Manitoba Music and Music BC under the BreakOut West banner to present a private showcase room with artists from the 4 provinces. Berk Jodoin and Ellen Froese performed in the BOW room and additional private showcase rooms.

How were the artists selected? Berk Jodoin was selected for an official showcase by FAI through their own official showcase submission process, from amongst thousands of applicants from around the world. This selection reserved a spot for Berk in our private showcase room. Ellen Froese was then selected for our additional private showcase spot following a SaskMusic open call for submissions. Due to a low number of applications received this year, an internal jury was held with our final artist selection then being approved by Folk Alliance.



CANADA BLOCK PARTY

PRESENTED BY CIMA M STAGE

MFOR MONTREAL Stage
18:30 NAYA ALI
19:15 KNITTING
20:00 MARCI
20:45 ALIAS
21:30 ABSOLUTELY FREE
22:15 SNOTTY NOSE REZ KIDS

CIMA Stage
19:00 THE GARRYS
19:45 MAUVEY
20:30 KEEPER E.
21:15 MIESHA & THE SPANKS
22:00 JANE INC.
22:45 ANTHONY OKS

SPONSORS: FACTOR, Canada, Quebec, STIMULUS, M5000, SOCIAL, MARAUDER



Live Music Workers Fund INFO SESSION

Presented by the Government of Saskatchewan | Canada | UNISON | SASKMUSIC



DUMP BABES AT SASKATCHEWAN MUSIC AWARDS; NIGEB WINS AT SMAS; PONTEIX AT M FOR MONTREAL; NEW COLOSSUS MARKETING ILL HUMAN NATION AT SLED ISLAND; LIVE MUSIC FUND WEBINAR MARKETING; DINGWALL WINS AT SMAS (PHOTO BY CHRIS GRAHAM)

AWARD NOMINEES & WINNERS

This is a general list of awards with Saskatchewan connections (presented during the period April 1/22-March 31/23) that we have identified to celebrate and promote these achievements. With the exception of the Saskatchewan Music Awards, these are not SaskMusic-presented events. If we are missing someone, please let us know!

Nominees listed. Winners are indicated by (W)

SASKATCHEWAN MUSIC AWARDS

December 12/2022

See entry in Marketing

CANADIAN COUNTRY MUSIC AWARDS

September 8-11/2022

Entertainer of the Year: Tenille Arts

Fans' Choice: Tenille Arts

Female Artist of the Year: Tenille Arts

Group or Duo of the Year: Hunter Brothers

Interactive Artist or Group of the Year: Hunter Brothers

Recording Studio of the Year: Bart McKay Productions

CANADIAN FOLK MUSIC AWARDS

April 1-2/2022

Single of the Year: The Deep Dark Woods, "Everything Reminds Me"

CANADIAN INDEPENDENT MUSIC AWARDS "THE INDIES"

June 22/2022

Country Artist/Group or Duo of the Year: Tenille Arts

Group or Duo of the Year: The Dead South

CBC SEARCHLIGHT, TOP 100

June 21/2022

Elenee, "My Stoning"

Emanali, "Friction"

CMT MUSIC AWARDS

April 11/2022

Breakthrough Video of the Year: Tenille Arts, "Back Then, Right Now"

Female Video of the Year: Tenille Arts, "Back Then, Right Now"

COVENANT AWARDS (BY GOSPEL MUSIC ASSOCIATION CANADA)

November 19/22

Pop Song of the Year: Elenee Young, "Good to Me (feat. Ricardo Hatfield)"

INTERNATIONAL SONGWRITING COMPETITION 2022

Children's Music: Chris Atkinson, Paul Runalls, "The Talking Haunted House" (Semi-Finalist)

Children's Music: Chris Atkinson, Paul Runalls (Cam Zoller and Emma Wood), "Dinos Of The World" (Honourable Mention)

Christian: Vanessa Samuel, "Hope Will Reign" (Semi-Finalist)

Country: Jordyn Pollard, "Thank You" (Semi-Finalist)

JOHN LENNON SONGWRITING AWARD 2022

Children's: Chris Atkinson, Paul Runalls, "Dinos Of The World" (Finalist - Session II)

JUNO AWARDS

May 15/2022

Breakthrough Artist of the Year: Teshar

Country Album of the Year: Tenille Arts, "Girl to Girl"

March 13/2023

Rock Album of the Year: The Sheepdogs, "Outta Sight"

LIVE MUSIC INDUSTRY AWARDS

June 10/2022

Overcoming Adversity Award – Small Venue/Festival: Capitol Music Club

Overcoming Adversity Award – Small Venue/Festival: Hank's Tavern

NATIVE AMERICAN MUSIC AWARDS

January 29/2023

Best Christian/Inspirational Performance: Yvonne St Germaine, "Sorrow Road" (W)

Best Female Vocalist: Yvonne St Germaine

POLARIS MUSIC PRIZE - LONG LIST

July 17/2022

The Garrys, "Get Thee To A Nunnery"

SASKATCHEWAN ARTS AWARDS (BY SK ARTS)

October 24/2022

Troy Gronsdahl (W)

SASKATCHEWAN COUNTRY MUSIC AWARDS (WINNERS ONLY)

April 12/2022

Alt Country Album of the Year: Jake Vaadeland, "Retro Man"

Bass Player of the Year: Mick Gratias

Country Album of the Year: Hunter Brothers "Been a Minute"

Country Music Person of the Year: Cal Gratton

Drummer of the Year: Dean Kushneryk

Emerging Artist of the Year: Jake Vaadeland

Fans Choice Entertainer of the Year: Jake Vaadeland

Female Artist of the Year: Tenille Arts

Fiddler Player of the Year: Dean Bernier

Group of the Year: Hunter Brothers

Guitar Player of the Year: Terry Lasko

Humanitarian Award: Sheryl Kimbley

Indigenous Artist or Group of the Year: Teagan Littlechief

AWARD NOMINEES & WINNERS

Interactive Artist or Group of the Year: Tenille Arts
Keyboard Player of the Year: Jeffrey Straker
Legend and Legacy Award: Brad Johner and Ken Johner – The Johner Brothers
Male Artist of the Year: JJ Voss
Music Director of the Year: Cal Gratton
Music Venue of the Year: The Happy Nun Cafe
National/International Artist Award: Tenille Arts
On-Air Personality of the Year: Cal Gratton
Radio Station of the Year - Major Market: Saskatchewan Country CKBI (900 AM)
Radio Station of the Year – Secondary Market: Country CJVR (105.1 FM)
Record Producer of the Year: Donny Parenteau, “These Days”
Recording Studio of the Year: Bart McKay Productions
Single of the Year: Hunter Brothers, “Been a Minute”
Songwriter of the Year: Jake Vaadeland, “Retro Man”
TV, Radio, or Online Show of the Year: JJ Voss – Live and Local Wednesdays
Video of the Year: Hunter Brothers, “Been a Minute”
Youth Development Bursary: J.J. Engstrom

Electronic & Dance Artist of the Year: Rumpus
Excellence in Visual Design: Kenton Doupe/Factor Eight
Francophone Artist of the Year: Ponteix
Francophone Artist of the Year: The Pxrtals
Francophone Artist of the Year: Étienne Fletche (W)
Global Artist of the Year: Andino Suns (W)
Metal & Hard Music Artist of the Year: Before & Apace
Metal & Hard Music Artist of the Year: Flash Back
Pop Artist of the Year: velours
Producer of the Year: Factor Chandelier
Producer of the Year: Megan Nash/Dana Rempel/Darnell Stewart/
Tanner Wilhelm Hale
R&B Artist of the Year: Katie Tupper
R&B Artist of the Year: TOVA
Recording of the Year: Megan Nash
Recording of the Year: The Dead South
Songwriter(s) of the Year: Katie Tupper, “How Can I Get Your Love?”
Spiritual Artist of the Year: Amanda Hagel
Spiritual Artist of the Year: Elenee (W)
Video Director of the Year: Amy Mantyka for Megan Nash, “Chew Quietly/Clean Slate” (W)

SOCAN AWARDS

October 17/2022

Viral Song Awards: Teshar, “Jalebi Baby” (W)

UNSIGNED ONLY COMPETITION 2022

Folk/Singer-songwriter: Duff Kelly, “Holy Lady” (Honorable Mention)

Music Video: Duff Kelly, “Holy Lady” (Honorable Mention)

WESTERN CANADIAN MUSIC AWARDS

September 23/2022

BreakOut Artist of the Year: The Garrys (W)

Community Excellence Award: The Happy Nun Café

Country Artist of the Year: Jess Moskaluke



TOP: PACIFIQUE AND TALIAH LAVERTU, BLACK HISTORY MONTH CONCERTS; NIKAMOK, AND ROOM SCENE, SASKATCHEWAN MUSIC AWARDS (PHOTOS BY CHRIS GRAHAM)

NINI JEGZ, BLACK HISTORY MONTH CONCERTS



EDUCATION HIGHLIGHTS

SaskMusic's educational activities are made possible by Creative Saskatchewan. We are grateful for their support!



VERY PRAIRIE

December 9-11/2022, Regina SK

www.veryprairie.ca

Very Prairie is our music summit, now in its fifth year, focused on career growth, business development and music industry best practices. We secure music industry experts to guide us through an array of industry 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.

We were thrilled to be able to return to an in-person presentation, and to make it accessible offered free registration to all. This event was held in conjunction with the Saskatchewan Music Awards. Over twenty music industry professionals – local, national, and international - were lined up to participate in one-on-one meetings, networking events, and panels ranging from practical, informative sessions for independent artists, to discussions on 'big picture' music industry topics.

A huge thank you to our wonderful panelists and moderators. The following topics and events were presented; panelist bios posted at www.veryprairie.ca.

Friday, December 9, 2022

- One-on-ones for participants in our Next Wave artist development and export programs (by invitation).

Very Prairie Live showcase

with **Shirley & The Pyramids** and **Thinktank** at O'Hanlon's Irish Pub.

Saturday, December 10, 2022

at University of Regina - College Avenue Campus, 2155 College Ave

- One-on-ones with panelists (first come, first serve)

Out Now: How to Release Your Music

With Shawn Petsche, Marc Merilainen, Katie Sahlu, Grant Paley, Kate Stevens

You're putting in the time to create it...but what do you do with it once it's done? It's tempting to focus all your efforts on the artistic side, and leave the logistics of 'how to get people to hear it' until it's absolutely necessary. We'll talk timelines, digital aggregators, and things not to forget in your rush to get your new artistic baby delivered to the world, with a focus on album/EP releases.

Indigenous Identity and Music Paths (all registrants welcome)

With Dale Mac (moderator), Rhonda Head, Marc Meriläinen, Forrest Eaglespeaker, Justin Holness

The panel will discuss a variety of topics, including navigating as an Indigenous artist in today's music industry; advice for emerging artists; creating

music when living in remote communities; industry supports that exist, and those that are needed; and practical tips for self-managed artists, with an opportunity to ask questions and add to the dialogue.

Getting Your Face Into Festivals

With Amanda Scandrett (moderator), Amber Goodwyn, Shawn Petsche, Jörg Tresp, Belle Plaine, Troy Lemberg

Landing a festival spot can not only gain you a sweet gig at a beautiful event, but proving yourself with a killer set can lead to new fans and generate more festival invitations to come. What are artistic directors looking for? How can you make yourself stand out among the thousands of submissions they receive, and meet expectations if you land the offer? Come find out.

The Next Level: Showcase & Export Readiness

With Grant Paley (moderator), Jörg Tresp, Shawn Petsche, Gabrielle Rubaine, Forrest Eaglespeaker, Belle Plaine, Steve Kenny

How do you know when you're export or showcase-ready? Is it worth the time, expense, and risk to take part in showcase festivals - and should they have a place in YOUR big plan? We'll talk opportunities, reasons, when it's time to expand your domestic and international tour markets, and more.

Radio Strategies, College and Community

With Ben Valiaho (moderator), Kate Stevens, Shauna Powers, Troy Lemberg, Belle Plaine

An extensive network of college/campus and community stations exists across Canada, providing grassroots support for artists in an incredible range of genres that often don't get noticed by mainstream radio. How do you get your music to them, and improve your chances of being heard? We'll dive into the subject.

Money Talks

With Lisa Prpich, Philip Adams, Katie Sahlu, Justin Holness

We'll be joined by Creative Saskatchewan and others to discuss grant application strategies, tips, and take questions from attendees to help improve your chances of getting that elusive, much-desired 'yes'.

ADVANCE Music Canada Saskatchewan Industry Mixer

We were proud to partner with **ADVANCE - Canada's Black Music Business Collective** to host a Saskatchewan Music Industry Mixer at Hampton Hub on December 10 for Black artists and music professionals. Artists, musicians, producers, DJs, creatives, and aspiring Black music industry members were invited to connect with others in the music industry, and learn who and what ADVANCE Music Canada, and Music Managers Forum (MMF) Canada is and how they can help support your professional development. It was hosted by Gabi Rubaine of ADVANCE and Rooky Jegede of SaskMusic, with DJ SholaSleek.

Very Prairie Live showcase

with **Katie Tupper, Zochi, Marissa Burwell, Nige B, InfoRed** and **MELODNA** at The Cure Kitchen + Bar

EDUCATION HIGHLIGHTS

Sunday, December 11, 2022

at University of Regina - College Avenue Campus, 2155 College Ave

- One-on-ones with panelists (first come, first serve)

Women in Music Saskatchewan brunch and panel discussion

(all registrants welcome)

With Marian Donnelly (moderator), Gabrielle Rubaine, Rhonda Head, Amber Goodwyn, Kate Stevens, Katie Sahlu

Returning this year, our panel of folks from different roles in the music industry will discuss industry trends, challenges, triumphs and ways we can work together to improve the music scene for the benefit of all. Come for the food, stay for the conversation! Presented under the umbrella of SaskMusic's Women in Music Saskatchewan (WIMS) sub-group, now affiliated with Women in Music Canada.

It Takes a Village: Building Your Team

With Katie Sahlu (moderator), Gabrielle Rubaine, Steve Kenny, Kaelen Klypak, Marc Meriläinen

Being an independent artist or small label is exhausting! Too many things to do, too little time. Juggling creative tasks with dreaded administrative ones. How can you find supporters and industry folks to help take on some of the work of building your career, why do funding agencies want to know who's on your team, and what are some roles you should be looking to fill? We'll talk strategies to get going with building your team - from friends and family, to networking to find industry service providers.

The Future of Music

With Gabrielle Rubaine (moderator), Jörg Tresp, Justin Holness, Troy Lemberg

It feels like the music industry evolves at a breakneck pace. Trends change faster than the weather in Saskatchewan. We'll talk current issues, and things to be in-the-know on.

Protective Spaces

With Stacey Forrester of Good Night Out Vancouver

You may have heard the term "safer spaces" in relation to the music industry, but what are 'Protective' Spaces? Protective Spaces are physical establishments, but also teams within the industry that recognize that safety requires ongoing action. Spaces that work to protect the people inside them - patrons, artists, and others working in music - don't happen by

accident! This session will cover the basics of Protective Spaces for those in the industry, including practices for touring musicians, venues, managers and patrons of shows. Join Stacey Forrester for this interactive session and leave with tools you can use to create safe music experiences right away!

Good Night Out (GNO) is a BC-based non-profit society that works directly with the hospitality and music sectors to prevent and respond to sexual harassment and create safer experiences for those working in those industries as well as patrons. GNO's work in the area of safer music spaces has led to partnerships with venues of all sizes, The Cities of Victoria and Vancouver, the Canadian Academy of Recording Arts and Sciences, artists, and many other stakeholders in the hospitality and entertainment sector.

- **Award nominees and sponsors reception** *by invitation*

Saskatchewan Music Awards at Darke Hall

Featuring the presentations in 20 artistic and industry categories.

- **SMA After Party** at The Fat Badger

ALSO:

RPL Music-Based Films in Conjunction with Very Prairie

In conjunction with Very Prairie and the Saskatchewan Music Awards, the Regina Public Library Film Theatre (located at the Central Branch) and **Regina Folk Festival** presented week of music-based films with free admission. The schedule was posted at <https://www.veryprairie.ca/rpl-music-films>

Our host hotel was the Hotel Saskatchewan.

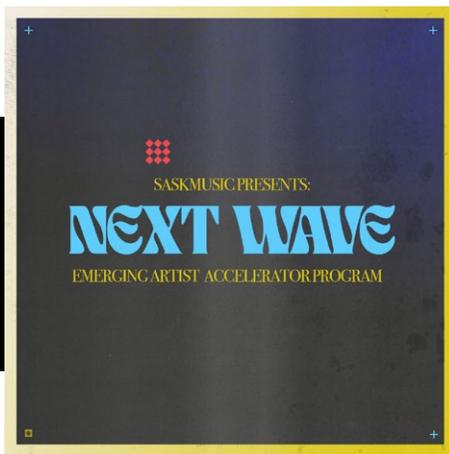
WORKSHOPS

See upcoming events at 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, our key event was the Very Prairie Music Summit, supplement-



PHOTOS: DONNY PARENTEAU AT REGINA SONGWRITERS; NEXT WAVE MARKETING; INCOME TAX WEBINAR MARKETING

EDUCATION HIGHLIGHTS

ed by the following events through the year. We were happy to return to some in-person programming and will continue presenting a combination of in-person, online, and hybrid events in the future.

TACT: TRAUMA-INFORMED AND CULTURALLY-SENSITIVE TRAINING, MAY 2022

SaskMusic did not present but was a proud sponsor of the Community Arts Mentorship Program's offering of TACT: Trauma-Informed and Culturally-Sensitive Training, on the Ness Creek site near Big River SK.

The TACT course is designed to enhance participants' understanding of community engagement through a culturally-sensitive and mental-health perspective. Participants were educated in cultural appropriation, cultural protocol, systemic racism, colonialism, white privilege, Treaties, land acknowledgements, trauma, vicarious trauma, inter-generational trauma, Reconciliation & Art, what to do with suicide and abuse disclosures, and how to make meaningful community connections when working with remote and under-served communities.

MEET THE MENTOR: ASK US ANYTHING

April 11/2022 online

with Vanessa Cito, Donny Parenteau, Kate Matthews and Erik Mehlsen, moderated by SaskMusic's Brittney MacFarlane

We had a great open question Zoom session introducing and then chatting with industry mentors including some newly added folks under our Music Mentors program. We took questions about your own music activities and path, the music industry in general, how-to's, and the mentors themselves and their experiences.

NEXT WAVE EMERGING ARTIST ACCELERATOR PROGRAM

Fall-Winter 2022

Next Wave was a new artist development program intended to provide emerging to intermediate artists with the knowledge, strategies, and resources to develop and accelerate their careers internationally. The program launched in June with an intake to find the artists, followed by meetings in July between SaskMusic and the selected artists to determine their career goals, followed by selection of suitable established artist mentors/industry professionals to coach them through strategies over the following months, with further resources/support provided by our U.K. export

consultant, Enki Music.

The 6 artists who participate in the program were **Dara Schindelka, Grimelda, Last Birds, Melodna, Morgan Moats, and The Hourhand**. They were matched with Steve Kenny, Megan Nash, and DI:ME Arts Management (Christina Cassaro) along with Enki. The artists reported high satisfaction with the program and are currently working on strategies set during their consultations.

CREATIVE SASKATCHEWAN LUNCHROOM SERIES

GRANT WORKSHOP: MUSIC

June 23/2022 online

We co-presented this webinar to discuss Creative Saskatchewan's programs for musicians, including grants for commercial sound recording, tour support, marketing, and more.

CREATIVE SASKATCHEWAN LUNCHROOM SERIES

GRANT WORKSHOP: MUSIC VIDEO MARKETING

August 20/2022 online

We co-presented this webinar to discuss how you can make the most of your music video. Topics: how to personalize your marketing strategy, key marketing tools and avenues for promotion, and different strategies for various genres and career levels.

UNISON LIVE MUSIC WORKERS FUND INFO SESSION

September 1/2022 online

In partnership with The Unison Fund, we hosted an info session about the Live Music Workers Fund to address questions you may have had about applying, joined by Unison's Anna Ruddick.

The Live Music Workers Fund provided financial relief to qualified independent and self-employed workers in the live music sector whose livelihoods were affected by the pandemic, with successful applicants receiving a one-time payment of \$2500.



SASKMUSIC

Vocal Health
with Jenna Nash

Fri Oct 7 2pm
online

CULTURE
DAYS



WIMS MINI-SUMMIT MARKETING; VOCAL WEBINAR MARKETING; VERY PRAIRIE PANEL

EDUCATION HIGHLIGHTS

VOCAL HEALTH: ITS IMPORTANCE

October 7/2022 online

WITH JENNA NASH

In this session, Jenna Nash helped participants learn why vocal health is important for both singers and speakers alike, guiding them through exercises to try, providing vocal activities people can do at home, and information on the type of voice specialists folks can see for further voice work.

Soprano Jenna Nash has been immersed in the arts all her life growing up on a farm near Mortlach, Saskatchewan. A graduate of the B.A. in Music Vocal Performance program from Briercrest College and Seminary (2013), she has sung on many different stages including the Mae Wilson Theatre in Moose Jaw, Carnegie Hall in New York City, and the Regina Folk Festival. Her voice has appeared in several recordings, most recently on the track "My Own Heart" from Soft Focus Futures (2021), and previously on "Salted Salamanders" from Seeker (2017) by JUNO-nominated artist Megan Nash. Jenna is currently the Choir Director at St. Andrews United Church in Moose Jaw and opened her own voice lesson studio in 2021.

Everyone has the ability to learn how to sing, and her goal is to make learning as accessible as possible because singing is for everyone.

This event was part of Culture Days, presented free by SaskMusic.

TALKING INCOME TAX

February 22/2023 online

WITH SONDRAL GOLD, CPA

Do you earn income as a self-employed artist, freelance musician, music teacher, label, studio, or other roles?

From the basics of "Do I even need to claim my music income?" through to "Should I incorporate?", Sondra Gold talked best practices for filing your income tax to make sure you aren't missing important deductions that could net you a better refund; how to keep track of it all; when you might need to start collecting GST, and more. This session cover: The different ways to operate as an artist/music business (sole prop, partnership, corporation); What is a deductible expense; GST; When to incorporate; How to keep receipts; Bookkeeping; What could trigger an audit; and Q&A.

WOMEN IN MUSIC MINI SUMMIT

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 for Women's History Month, under our sub-group **Women in Music Saskatchewan**, we presented:

WOMEN IN MUSIC SASKATCHEWAN MINI SUMMIT AND SONG SHARE

March 12/2023, Saskatoon at The Refinery Arts and Spirit Centre

A free afternoon of learning and connecting in celebration of women in music. We talked grants and funding supports available for artists, the world of exporting your music and showcase opportunities, mental health & wellness for musicians and more.

In the evening we were back at the Refinery for networking, collaboration and song. We were joined by guest artists **éemi, Eileen Laverty, Falynn Baptiste** and **Katelyn Lehner** to kick off a songwriters in-the-round style open mic. We had a great day reconnecting, learning together and sharing original songs.

Demystifying Grants

Lindsay Knight (Eekwol) led us through a deep dive into her career and highlighted the ways she has accessed funding to support her own artistic projects. From her time spent working at SK Arts, to her soon-to-be-released Canada Council-supported album, Lindsay answered many questions.

Mental Health and Wellness for Musicians

Erin Redekop from Oaks Mental Health presented a helpful panel on mental health & wellness, including tips and exercises geared toward those in the music industry. She touched on the basics of mental health, as well as strategies for self-care specific to musicians.

Oaks Mental Health offers training to organizations and individuals across Canada. They are passionate about equipping helping professionals to be skilled and compassionate in supporting peoples' mental health.

Exporting Your Music

Nevada Eaglespeaker (The North Sound) and Emilie Lebel (eemi/Beau



TAMARA BEATTY MASTER CLASS; SMA MARKETING; MICHELLE AND LEE ARCAND AT SMAS (PHOTO BY CHRIS GRAHAM)

EDUCATION HIGHLIGHTS

Nectar) discussed their experiences with export showcase opportunities, and the goals and planning that go into maximizing these experiences. SaskMusic's Lorena Kelly joined to shed light on how SaskMusic can support your goals of exporting.

Who Am I? Perfecting Your Artist Brand

Fiyin Obayan of Okiki Consulting empowered attendees to harness the power of their brand, diving deep into marketing and video content strategies in order to communicate to their target audience and build their fan base. Okiki Consulting empowers entrepreneurs to present their personal brands virtually with video content strategies to communicate to their target audience and increase their inbound leads.

WOMEN IN MUSIC SASKATCHEWAN SONG SHARE

March 21/2023, Regina at The Club (The Exchange)

For this evening song share and gathering we were joined by guest artists **Melodie Gliem, Nyasha Marian, and Rukky Erifeta** who opened our casual open mic with performances.

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. Check out the playlist on

Spotify: <https://open.spotify.com/playlist/3N0kxi8oqLAM9U2n2Bh7SN?si=35b23a6b29ae4314>

MASTERCLASS VOCAL WORKSHOP

"UNLEASH YOUR VOICE" WITH CELEBRITY VOICE

AND PERFORMANCE COACH TAMARA BEATTY

March 26/2023 at the Remai Modern Theatre, Saskatoon

We were very excited to bring Tamara Beatty back to Saskatchewan by popular demand. Pre-pandemic, Tamara delivered one of our most popular workshops (ever) so we were excited to offer an encore.

This one-day workshop was a unique opportunity to get advice, tips, and live coaching from LA/New York Voice and Performance coach Tamara Beatty. Tamara is known for her ability to work fast, dig deep, and get results. Whether she's working with singers on tour like Tate McRae or LeAnn Rimes, or working on television shows like 'The Voice', 'The Masked Singer', or Apple TV's new series 'My Kind Of Country', Tamara focuses on the things that allow each singer to really translate to an audience.

As founder of VoiceFIT, she is also very invested in helping singers build the strength and stamina they need to withstand the demands of touring and

the industry. This melding of vocal fitness, artistry, and performance allows singers to unleash their best voices and performances!

This was a live coaching event with Tamara demonstrating and explaining various vocal techniques and challenges, in addition to working with volunteers from the audience.

Topics:

- Building Strength & Skill In Your Voice
- Optimizing Your Vocal Performance (and performance in general)
- Withstanding the Demands of the Industry

Everyone was welcome regardless of singing ability.

SONGWRITERS GROUP EVENTS

We support the activities of the Regina Songwriters Group by providing a space for their monthly physical meetings and a pro Zoom account. We also supported their bringing to Regina guest speaker **Donny Parenteau** - fiddling virtuoso, singer, songwriter, guitarist, and winner of many country music honours - to their September 22 meeting.

Regina Songwriters is an affiliate group of the Songwriters Association of Canada and is open to songwriters from all genres and skill levels. It's a welcoming place to learn more about songwriting and share ideas. There is no charge to attend their meetings.

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 daily inquiries on a widely varying amount of topics by phone, email, and social media DMs. Questions range from a local group checking if they need an Entandem license, to those looking for artists for an event, to grant reviews and beyond. Often, these answers require more research or preparation than a quick response.

When more comprehensive answers are needed, we offer personalized, confidential meetings through a program we call Music Mentors.

This is key and actively-utilized member benefit. Members can meet with staff and/or mentors to discuss career plans, marketing strategies, touring, release strategies, songwriting and copyright, demo critiques, funding, industry trends, etc. Consultations are free for members and the mentor is



PHOTOS: JAKE VAADELAND AND BAND AT JUNOFEST; THE GARRYS AT REEPERBAHN; NICK FAYE AT REEPERBAHN

EDUCATION HIGHLIGHTS

paid a fee for service by SaskMusic. We enlist music industry professionals/mentors from our community and beyond to expand on our knowledge base and offer more targeted consultations on specific topics. Appointments with mentors are facilitated through our offices. Staff and mentors take over 200 consultations each year. Consults can be conducted by phone, video chat, or in-person, depending on both parties' locations.

Our mentors are versed in a range of expertise and perspectives. The list of who's available shifts throughout the year, with approximately 30 mentors on our list at any given time. Please see bios of currently available mentors on our website, www.saskmusic.org > How To. Here's a few mentors who were available this year. We very much appreciate these professionals for being so generous with their time and knowledge through this program!

- John Antoniuk (artist Smokekiller, Jen + John), SK
- Melanie Berglund (artist Belle Plaine), SK
- Marvin Chan (artist Samurai Champs, Trifecta Sound Co.), SK
- Factor Chandelier (Artist, Producer), SK
- Arun Chaturvedi (Producer, Songwriters Assoc. Canada, The SOCAN Foundation), ON
- Vanessa Cito (Reach), ON
- Michael Dawson (artist, Gateway Festival, BreakOut West), BC
- Robyn Dell'Unto (Songwriter, Producer), ON/TN
- Elsa Gebremichael (artist WILD BLACK), ON
- Dan Hawie (Last Gang Records), ON
- Rhonda Head (Artist, Songwriter), MB
- Nigel Jenkins (Laughing Heart Music/LHM Records), NFL
- Walter Jeworski (Producer), SK
- Adrienne Labelle (Mint Records), BC
- Troy Lemberg (CFUV), BC
- Melissa MacMaster (902Hiphop), NS
- Lenore Maier (artist The Garrys, Grey Records), SK
- Kate Matthews (Stylist), SK
- Matt Maw (Red Music Rising), ON
- Tyson McShane (artist Slow Down Molasses), SK
- Erik Mehlsen (Sharp 5 Records), SK
- Hayley Muir (CJSW), AB
- Alexis Normand (Artist, Songwriter), SK
- Orion Paradis (Producer), SK

- Donny Parenteau (Artist, Songwriter), SK
- Earl Pereira (artist The Steadies), SK
- Jeff Romanyk (artist/musician), SK
- Jay Semko (artist/songwriter The Northern Pikes), SK
- Neena Sharma (URBNET), ON
- Geoff Smith (artist Gunner and Smith), SK
- Skip Taylor (OSAC), SK

LEGAL SERVICES PROGRAM

Free legal services are made available to SaskMusic individual, band, 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 Coal Harbour Law**, who is also a SaskMusic past president. Kurt generously provides an annual allocation of pro bono time for our members, topped up by a purchase of hours by SaskMusic. 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 40 members in the 2022/2023 fiscal in varying degrees, with over 77 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 advice on monetizing TikTok revenue streams;
- Advising on YouTube copyright claims;
- Advising on uploading cover songs to YouTube;
- Assisting with getting an Instagram account reinstated;
- Assisting with a Spotify artist dispute;
- Providing advice regarding a band name dispute;
- Providing legal advice regarding SoundExchange registration and revenues;



ARIEL TIFFY AT THE SMAS; BRIAN MACDONALD WITH FAMILY RECEIVES INDIGENOUS MUSIC ACHIEVEMENT AWARD; ETIENNE FLETCHER AT THE SMAS (ALL BY CHRIS GRAHAM PHOTOGRAPHY)

EDUCATION HIGHLIGHTS

- 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 Master and Sync License Agreements;
- 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.

CAREERS IN MUSIC

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

CIM is SaskMusic's youth information program geared to connecting with young people in Saskatchewan who are thinking about pursuing careers in the music industry, whether as artists/musicians or industry professionals. We visit high school classes (on request) and visit career fairs to answer questions about the music businesses and talk about the many different roles that make up the music industry. We hope to inspire student who are passionate about music, and let them know that SaskMusic is here to help if they have questions down the road. Due to some ongoing pandemic effects on career fairs, this program was slightly less active than pre-COVID years.



PEOPLE OF THE SUN, KATERYNA GRACE, AND A WIN FOR HUNTER BROTHERS AT SMAS (ALL BY CHRIS GRAHAM PHOTOGRAPHY); KATIE TUPPER AT JUNOFEST; JEFFERY STRAKER AT FOLK ALLIANCE; SLOW DOWN MOLASSES AT M FOR MONTREAL



ARTIST SHOWCASES

This is a general list of showcase events and artist development opportunities that included Saskatchewan artists (April 1/22-March 31/23), presented for informational purposes. Events for which SaskMusic was a presenter/attended are detailed under **Export Highlights** in this report.

ARTIST ENTREPRENEUR WEST (AE WEST)

November 2022, National Music Centre, Calgary AB

Brayden King
Jordyn Pollard

ALLAN SLAIGHT JUNO MASTER CLASS OF 2022/2023

October 24-28/2022 Toronto ON

Katie Tupper

AMERICANAFEST

September 13-17/2022, Nashville TN

Official showcase:

Megan Nash

Canada House:

Last Birds

Megan Nash

BREAKOUT WEST FESTIVAL (BOW)

September 29-October 1/2022, Calgary AB

Amy Nelson

Gunner & Smith

Jake Vaadeland and the Sturgeon River Boys

Marissa Burwell

Megan Nash

The North Sound

TOVA

COUNTRY MUSIC WEEK/CCMA

September 8-11/2022, Calgary AB

Official event appearances:

- Jess Moskaluke – Awards Broadcast, Legends Show, Music Industry Gala Dinner & Awards
- Jordyn Pollard – Off Country Music Festival
- Katelyn Lehner – Off Country Music Festival
- Shantaia - SiriusXM Top of the

Country Finale, Songwriters' Unplugged

Unofficial: Diamonds in the Rough Showcase

- Amy Nelson (Diamonds in the Rough)
- Jess Moskaluke (MDM showcase)
- Katelyn Lehner (Diamonds in the Rough)

CANADIAN MUSIC WEEK (CMW)

June 6-11/2022, Toronto ON

Autopilot
velours

COME TOGETHER

November 14-15/2022, Toronto ON

Ellen Froese

CONTACT ONTOUR BY ONTARIO PRESENTS

September 14-17/2022, Orillia ON

Jeffery Straker

Dara Schindelka

C/O POP

April 20-24/2022, Cologne Germany

Slow Down Molasses

FOLK ALLIANCE INTERNATIONAL (FAI)

Kansas City MO, May 18-22/2022

Official showcase:

Jeffery Straker

The North Sound

BreakOut West Showcase (virtual, May 11/2022):

Ellen Froese

Gunner & Smith

Kansas City MO,

February 1-5/2023

Official showcase:

Berk Jodoin

BreakOut West Showcase:

Berk Jodoin

Ellen Froese

FUTURE ECHOS

February 16-18/2023, Norrköping Sweden

The Garrys

Slow Down Molasses

JUNOFEST

March 10-12/2023, Edmonton AB

Jake Vaadeland and the Sturgeon

River Boys

Katie Tupper

2023 KEYCHANGE TALENT DEVELOPMENT PROGRAMME

The Garrys

M FOR MONTREAL

November 16-19/2022, Montreal QC

Ponteix

Slow Down Molasses

NEW COLOSSUS

March 8-13/2023, New York NY

The Garrys

OSAC SHOWCASE

October 14-16/2022, Saskatoon SK

Ellen Froese

Jake Vaadeland & the Sturgeon River Boys

RAME À LA RENCONTRE

November 7-8/2022, Montreal QC

Ponteix

FIRST UP WITH RBCxMUSIC PROGRAM 2022

Shantaia

T-Rhyme

REEPERBAHN

September 21-24/2022, Hamburg Germany

Canada House

Ellen Froese

Gunner & Smith

Nick Faye

The Garrys.

SASKATCHEWAN MUSIC AWARDS

December 2/2022, Regina SK

Show performances

Aaron Tootoosis

Ariel

Dump Babes

Etienne Fletcher

Jesse Brown

Kateryna Grace

Lee and Michelle Arcand

Nikamok

People of the Sun

TOVA

Zhe the Free

SLED ISLAND

June 25/2022, Calgary AB

Dump Babes

Ellen Froese & The Hot Toddlies

ILL Human Nation

Shirley & The Pyramids

SXSW

March 13-18/2023, Austin TX

The Garrys

TALLINN MUSIC WEEK (TMW)

May 4-8/2022, Tallinn Estonia

Arcana Kings

THE GREAT ESCAPE

May 11-14/2022, Brighton UK

The Garrys

Slow Down Molasses

PRE-TGE CANADIAN MUSIC SHOWCASE

May 10/2022, London UK

The Garrys

VERY PRAIRIE LIVE

December 9-10/2022, Regina SK

Katie Tupper

Marissa Burwell

Melodna

Nige B and Inford

Shirley & the Pyramids

ThinkTank

Zochi

WESTERN CANADIAN MUSIC AWARDS

September 23/2022, Calgary AB

Awards show:

The Garrys

YOUR ROOTS ARE SHOWING

January 22-26/2023,

Monaghan Ireland

Jackie Kroczyński

BOARD OF DIRECTORS

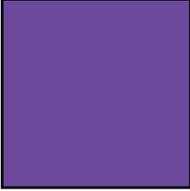


Thank you to the following directors who volunteered their time on our board during this fiscal:

Andrea An (Saskatoon)

First term: June 2021-2023

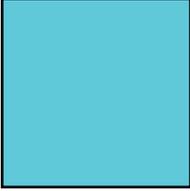
Andrea is a multi-talented pop, R&B, and country artist who is known for her captivating music and creative pursuits. Starting with piano lessons at the age of six, she taught herself to play guitar as a teenager, then later ventured into photography and videography. Beyond her musical talents, Andrea is the co-owner of Nolita Studios, an award-winning recording studio, photography, and videography company. Collaborating with Jesse Weiman, she not only records at their studio but also excels in fine-tuning visuals and marketing content. Andrea has toured extensively, performing at notable festivals and events organized by the Sask. Country Music Assoc. and Vietnamese charities. Her outstanding achievements include nominations for Emerging Artist of the Year and Best Alternative Country Album, with her debut album "Bloom," which also reached #7 on the Best Saskatchewan Albums of 2022 list. Additionally, she was the sole successful candidate from Sask in the 2021 SOCAN/TD Bank Incubator for Entrepreneurship program. Andrea's passion and commitment challenge industry norms, inspiring diverse representation in Canadian music.



Jamie Anderson (Regina)

First term: June 2022-June 2024

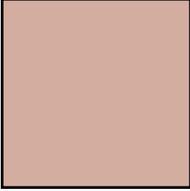
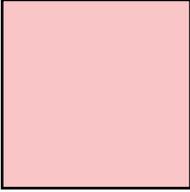
Jamie (she/her) is a classical musician born and raised in Regina. She holds a B. Mus in Clarinet Performance. Jamie started playing the clarinet in 2005, and has played with wind ensembles, concert bands, and orchestras, along with smaller ensemble work. She is regularly invited to work with band students at all levels throughout southern Sask. Outside of performing, Jamie has worked in arts administration for 5+ years at the Regina Symphony Orchestra, the City of Regina, and is heavily involved in the Regina Folk Festival. Jamie has volunteered for the RFF since 2012, and is the Board Secretary. Jamie's experience as a performer has supported her knowledge in concert and festival planning, which spans from front of house, to volunteer coordination, to artistic support and everything in between. In working with mentors such as Gordon Gerrard, Music Director of the RSO, Jamie is passionate about how live music and collaboration, by exploring social relevant issues, can bring community together. Currently working in the animal welfare sector, Jamie continues to teach, support, and attend music-related events in the community. Jamie lives with her wiener dog/best friend/child, Hanna.



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 has worked in the creative industries since 1975. Between 1976 and 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 Cultural Industries Consultant to the Province of Saskatchewan, and was then hired as General Manager of Globe Theatre from 2003-2005. In 2006, Marian returned to school and earned her MBA. As a consultant, she facilitated and developed strategic plans for organizations across Canada, including the Atlantic Presenters Assoc. and the Canadian Gospel Music Assoc. She wrote a municipal cultural plan for the City of Yorkton and was an associate consultant on the development of a cultural plan for Saskatoon. She also renovated a heritage building in Regina's downtown, which opened in 2011 as the Creative City Centre, home to artist studios, a visual art gallery and small performance venue. The CCC presented 150-200 shows per year at this vibrant but intimate venue. With the pandemic lockdown, the CCC transitioned from performance venue to production studio and creating digital content for artists.

Wanda Gronhovd (Regina)

First term: June 2022-June 2024 (Resigned March 2023)

Wanda has been involved in the music industry in Saskatchewan since 2014 when she released her debut CD Awakening. She has released another full-length album and an EP since that time. Gronhovd has organized and completed two 14-day tours in 2018 and 2019. Gronhovd retired from a forty-year nursing career in 2019 and has been working full-time on her creative projects since that time, which include music and writing. She developed an interactive show called Unfolding the Path of our Grief during 2021/2022 which she will be performing across Sask. during the next year to support people as we emerge from the pandemic. She was a co-coordinator of the Regina SAC songwriters group for five years having left the position in 2020. She spent two years on the board of CJTR 91.3 from 2019-2021. She is very interested in supporting women in the music industry and is a member of the queer community.

Uzochi Ifeanyiukachu (Regina)

First term: June 2022-June 2024

Uzochi is an artist, singer, songwriter in Regina performing under the name Zochi. "I take pride currently in expressing myself in/with different sounds of music/genres like hip hop, afro, jazz, new age to name a few, aligning it a new school feel as well in my recording process. I call myself a contemporary gospel artist. Heavy on the contemporary because I am a gay/lesbian woman, identifying as part of the LGBTQ+ community. I wanna be able to express God's love in general in my life through my music while being authentic to my core."

PHOTOS: ANDREA AN, BRAD BELLEGARDE, MARIAN DONNELLY, WANDA GRONHOVD, UZOCHI IFEANYIUKACHU

BOARD OF DIRECTORS

Shannon Josdal (Saskatoon)

Second term: June 2021-2023

Shannon 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 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.

Dale McArthur (Regina)

Third term: June 2022-June 2024

Dale is from White Bear First Nations. He comes with twenty years of local and professional industry experience. Dale's focus is on opening doors for Indigenous Artists and assisting where possible with providing support. Dale also has training in Audio Mastering from Berklee College of Music and offers services to emerging artists. Dale has previously served on the Board and worked to form the first Indigenous Advisory. He hopes to continue his dedication to the arts community and Indigenous focus.

Megan Nash (Moose Jaw)

First term: June 2021-2023

Megan 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 their music and has been nominated for a JUNO, four Western Canadian Music Awards, and has received the Derek Bachman Foundation's Breaking Borders Award, and Alternative Artist of the Year at the Saskatchewan Music Awards. Nash has over a decade of experience as a touring musician. 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.

Orion Paradis (Regina)

Third term: June 2022-June 2024

Orion 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 is an award-winning singer/songwriter. 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 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 with her husband and 2 dogs and teaches singing, songwriting, and stage performance.

Katie Sahl (Regina)

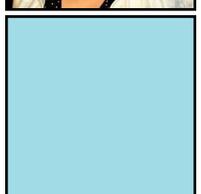
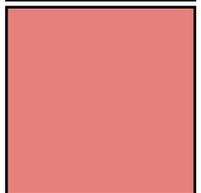
First term: June 2022-June 2024

Katie is a Canadian Hot 100 songwriter with an honours diploma in Entertainment Business Management from Metalworks Institute of Sound and Music Production. She has worked with various recording labels and agencies while based in Toronto. She has served as a JUNO Awards judge and has been a FACTOR Juror for a number of years. With a focus on urban music, she enjoys dedicating time to consult with artists to help with grants, marketing, songwriting/beat selection, etc. and has recently relocated back to her home province of Saskatchewan.

Kurt Dahl (Saskatoon)

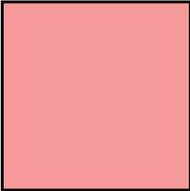
Past President: June 2021-2023

Kurt 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



PHOTOS: SHANNON JOSDAL, DALE MCARTHUR, MEGAN NASH (PHOTO BY GINA BRASS), ORION PARADIS, ALLYSON REIGH, KATIE SAHLU, KURT DAHL

STAFF



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



Lorena Kelly
Communications & Operations Manager (April-October 2022)
Interim Executive Director (from October 2022)

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 a range of experience 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. For the first half of the year she oversaw our association communications, marketing initiatives and office operations, then moved into the Interim Executive Director role to finish off the year while the board conducted their ED search. Prior to SaskMusic, she studied classical piano, then keyboards at Professional Musicians' College, eventually touring in Canada, the U.S. and internationally with pop, roots and country bands and freelancing with dozens of artists as a keyboard player/vocalist. Outside SaskMusic she's worked in advertising, layout and design, and artist services. She's also a single mama to a great kid, and is not bad with a drywall knife.



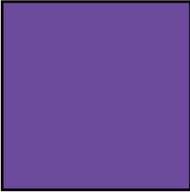
Kaelen Klypak
Export & Program Manager

Kaelen received his Arts and Entertainment Management Diploma from Capilano University in North Vancouver, and now resides in Saskatoon. He has been actively involved in the Canadian music industry for the past 22 years as an artist manager, consultant, touring drummer, musician, production manager, promoter, and publisher. He is currently an active drummer and has performed at notable festivals such as Sled Island, BIG Winter Classic, The Great Escape, C/O POP, SaskTel Jazz Festival, and Taste of Chaos. He has a new solo synth-based project called June Thrasher. Kaelen is also a jury member for various music organizations, and contributes on numerous cultural boards including being 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 in this fiscal

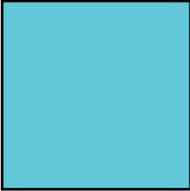
Ben grew up working within the Regina music community and is excited to keep developing his skills and supporting Saskatchewan artists in his position at SaskMusic. Ben first got his start working in the industry as producer and volunteer host at 91.3FM CJTR Regina Community Radio over fifteen years ago, and still hosts two radio shows at Regina Community Radio today. Ben was also 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 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 fifteen 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 in this fiscal

Born Oghenerukevwe Jegede-Ikpen, Rooky is a multi-talented Nigerian-born artiste, songwriter, producer and creative executive based in Saskatchewan. Before moving to Canada in 2019 for studies, as an on air personality he has had over 3 years in radio/TV presenting and content curation. He has also worked with numerous brands such as Guinness, Smirnoff, Globacom and MTN Nigeria as a brand influencer. Aside from creating and performing music, Rooky enjoys curating shows/concerts and aiding in community projects focused on building, promoting, advocating and diversifying the music industry. He is the Saskatchewan provincial representative for ADVANCE (Canada's Black music business collective), and has participated as a juror for numerous organizations. He holds multiple University degrees from Nigeria and Canada respectively. Rooky 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.

Zaide Masich
Administrative Assistant (from January 2023)

Zaide's has been playing cello for nearly two decades, acquiring her RCM ARCT certification in 2017. She has had multitudinous opportunities in Canada's classical environment: playing with the North Battleford Kiwanis Music Festival, opening for various acts at the Dekker Centre in North Battleford, as a guest for



PHOTOS: LORENA KELLY, KAELEN KLYPAK, BRITTNEY MACFARLANE, BEN VALIAHO, OGHENERUKEVWE JEGEDE-IKPEN, ZAÏDE MASICH

STAFF

the Amati String Quartet in Saskatoon, principal cellist for the Thomastik-Infeld Canadian String Orchestra, and more. Most recently, she has been appointed principal cellist in the Saskatoon Youth Orchestra for the fifth year in a row, and the principal cellist in the University of Saskatchewan Symphony Orchestra. She has also recently subbed with the Saskatoon Symphony Orchestra and was part of the orchestra for the Eagles' 2022 Hotel California Tour, Saskatoon show. Zaïde is also the cellist for a student-run piano quintet. Currently she is a student at the University of Saskatchewan, pursuing a B.A. in French language and a B.Comm. in Marketing. She also tutors under her personal label Education Garden, and is an avid collector of art and oddities. Zaïde joined us for a co-op term beginning January 2023.

Michael Dawson (departed October 2022)

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. Michael departed our team to assume the helm of the Western Canadian Music Alliance.

Casey Ling

Research and Outreach Assistant (April-August 2022)

Casey Ling 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. Casey joined us in December 2021 under a student internship grant, and stayed until his departure to begin his career as a teacher.

ADDITIONAL SUPPORT

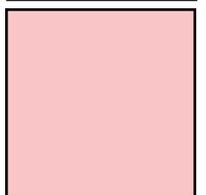
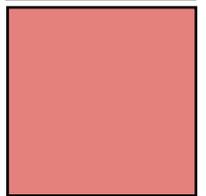
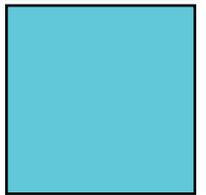
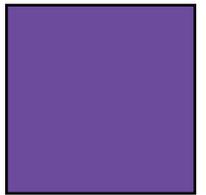
We are also super grateful to have the support of these casual team members for project-related assistance.

Our bookkeeper is **Carlee Whitlock of Prairie Sky Bookkeeping Services.**

Darwin Roy assists with **Indigenous Music Coordination.**

Kevin Kyle helps with **research and video editing.**

Karen Gwillim was our **SMA Show Producer.**



PHOTOS: MICHAEL DAWSON, CASEY LING



A VERY PRAIRIE PANEL; TOVA AT THE SMAS (PHOTO BY CHRIS GRAHAM PHOTOGRAPHY)

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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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