



SASKO MUSIC

ANNUAL REPORT

2020-2021



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PRESIDENT'S REPORT

BY KURT DAHL

It's hard to believe that six years have passed as your President, and it's incredibly bittersweet to be writing my final President's message to you all!

Over the past six years we have seen incredible growth in the music industry in our province and seen an unprecedented number of artists find success on a national and international level. The sheer amount of Sask musicians - big or small and from all backgrounds - who have broken through in one way or another is astonishing and inspiring, and it's been a real honour to be a part of it.

My term hasn't come without its share of challenges. The last year and a half of the pandemic has tested the limits of our resilience as a music community and forced every musician and music industry professional to pivot and reassess how they make a living in the music industry. It has not been easy, but it feels like brighter days lie just ahead.

These past few years have also brought to light the change that needs to happen in our music industry. It has become clear that our music community has not been a safe space for women and this needs to change. We as a board and as an organization condemn misogyny in all forms. We have been working hard as a board and as an organization on actionable items and have launched

our Health of Our Community series which offers programming directed at a safer and more inclusive music industry. The change that is needed in our industry will not come easily, but we have started the work and are committed to doing what it takes to make our community a safe space for all. While I won't get to see this through during my remaining time as President, I know that this important work is well underway and the music community that will emerge on the other side will be so much better for it, and I will continue to do my own work to create safe spaces within the music industry.

While it is hard to say goodbye, I won't be far from the organization. I'll be moving to the role of past President for the next two years and assisting the board and incoming President in any way I can.

Thank you to my fellow board members and to the amazing SaskMusic staff who I have worked with so closely these past six years. Thank you to each and every SaskMusic member who make our organization what it is. It has been an absolute honour and privilege to serve as President and I will take these experiences with me wherever I go in my life.

I will continue to promote and elevate the amazing talent in this province every single day, and my Sask heart will remain unabashedly on my sleeve. As always, my door is open to you – please don't hesitate to reach out via email if you have any questions. I am here to help and always will be.



LIGHTING OUR REGINA OFFICE IN RED FOR #LIGHTUPLIVE

EXECUTIVE DIRECTOR'S REPORT



BY MICHAEL DAWSON

It takes me so long to write these reports each year. An unreasonably long time. Not because it's a difficult task, but because sitting down to write them comes with reflecting on everything that has happened in the previous 12 months. The process leaves me inspired and motivated for the coming year.

One of the sources of that inspiration is the incredible staff at SaskMusic that I'm so grateful to work with every day. Although the concept of an "office" may have changed through 2020 I am happy to report that there have been no staffing changes in our Regina and Saskatoon offices. Ben remains as our Administrative Assistant, Brittney is our Program and Education Manager, and Lorena as the Communications and Operations Manager. Kaelen continues to head up our Saskatoon office in the position of Program Manager and is joined by Shawn Karpinka as a Program and Administrative Assistant. With the support of Western Economic Diversification, we were able to bring on Jill Mack as a Project Manager and Darwin Roy as an Indigenous Music Coordinator in 2020. I also have to thank Kevin Kyle, whose diverse skillset continues to aid us in many projects from database entries to video editing.

Over the last several years, SaskMusic has developed and refined a series of annual programs that we have found success with. As you read through the pages of this year's report you will see that many of those endeavours are absent and were replaced with alternative programs. In the face of Covid we had significant pivots at every turn, and developed new programs such as the Saskatchewan Venues Project and an economic impact survey in efforts to meet the needs of our industry through this impossibly challenging time and to help capture the impacts Covid has had on our industry. All of these pivots would not have been possible without the hard work and dedication of the above mentioned team.

This year's AGM sees Kurt Dahl reach his maximum term as a board member and our President. We are thankful for the dedication and knowledge he has brought to our organization, and look forward to working with him in the future in other capacities. Current board members Jared Robinson and Derek Watson will also be departing the board in the coming term. We thank them for their service to our organization.

Creative Saskatchewan continues to be the primary funder of SaskMusic, providing both operational and program funding. We also remain proudly remain Regional Representatives for FACTOR, and are grateful for their support, along with many other partners we work with including Bell Media, Manitoba Music, Alberta Music, Music BC and other provincial organizations.

We are nearing the reopening of Saskatchewan and a return to live music. There are still unknowns as to what travel, concerts, festivals, and more will look like in the coming months, but we look forward to a return for much of our longstanding programming in 2021-2022. We are working hard to keep up to date on details surrounding industry events and opportunities, as well as reopening plans in other jurisdictions. If you have inquiries please reach out: mike@saskmusic.org.

Please stay safe and stay healthy.

COMMITTEES AND CALLS AND SURVEYS, OH MY

Throughout 2020 and the pandemic, SaskMusic shared a limited amount of information about the work we were involved in behind the scenes with regard to the impacts our industry was facing. This was a difficult but considered decision. I am grateful we've had a seat at the table for many important conversations, but also recognize that guidelines and timelines were shifting constantly and the last thing we'd ever want to do as an organization is inadvertently disseminate information that had changed and as a result lead to negative repercussions for one of our members. Instead we continued to use our platforms to promote musicians, industry, and opportunities alongside key updates, resources and surveys. We also created new programs to help tell the stories of our industry, including a podcast dedicated to recording studios in the province, a social media feature sharing advice from and information about sound techs, and the Saskatchewan Venues Project which celebrated our venues.

With all that said, I made an effort to be present at every meeting possible that involved the impacts of Covid on the Saskatchewan music industry. This meant being a part of several committees and joining 100s of Zoom calls. We have been part of a number of national conversations and helped track data for the federal government. Some of this included successfully advocating for venues who were initially ineligible for a Covid relief fund. The Canadian Coalition of Music Industry Associations met frequently, along with countless emails, calls, and text messages amongst our provincial partners to share information. The FACTOR National Advisory Board has moved from an annual to quarterly meetings. Closer to home, there have been many meetings with venues, festivals, and artists. I've sat on a reopening committee with colleagues from the creative industries, sharing challenges and feedback with the Business Response Team. Most recently we have been present for Culture and Events Stakeholders meetings. I'd also like to thank the Government of Saskatchewan, the Ministry of Parks, Culture and Sports, and the BRT for their willingness to engage in continued conversations and remain open to industry concerns.

There have been many individuals and organizations working incredibly hard around the clock toward the reopening of live music in our province. This includes many of your favourite venues, festivals, and artists. We are grateful and indebted to them, and it has been an honour to work along with them through this unimaginable challenge.

-Mike

TREASURER'S REPORT

BY SHANNON JOSDAL

When I wrote my report this time last year, I said that it was not possible to determine the full impact of CO-VID-19 on the organization at the time of audit. Not to get stuck on loop but, that same statement appeared in our audit again this year. To be frank, by the time we're able to assess the full and complete impact of CO-VID-19 on the organization (or any organization for that matter), I'll be busy trying to explain to my grandkids why I still carry a full-sized container of Lysol wipes with me everywhere I go.

What I can say for sure is that, due to the diligence of our remarkable staff and the support of our funders (particularly Creative Saskatchewan), SaskMusic has been able to throw its financial weight into the fray and support our industry in a myriad of ways. Some of these initiatives include:

- The Sask Venues Project, in which approximately \$29,000.00 from the Market & Export Travel Program was repurposed to absorb project costs and ultimately distribute \$46,230.00 to participating venues directly. In addition, the venues were able to raise a projected \$14,000 in additional funds through direct sales of limited-edition T-shirts.
- Approximately \$4,000.00 raised for the Live Crew Fund that is currently awaiting distribution.
- The Open House streaming concert series which provided a paid performance opportunity for Artists.
- Filming costs for export showcase purposes covered through a portion of the Market & Export Travel Program.
- Over \$55,000 in self-generated funds distributed as part of the Emergency Financial Relief Fund to musicians, technicians, music educators, and others.

Under the guidance of the Board of Directors, the Executive Director and staff continue to manage the financial health of the organization in a way that ensures we will be there for our membership and our industry in the years to come.

Summary:

Statement of Financial Position:

Assets = \$773,830.00

Liabilities = \$54,514.00

Net Assets = \$719,316.00

Statement of Revenue & Expenditures:

Revenues = \$790,274.00

Expenses = \$799,189.00

Net Revenue = \$(8,915.00)



T-SHIRTS OF THE SASK VENUES PROJECT

PROFILE

THE BYLAWS OF SASKMUSIC EXPRESS ITS MANDATE AS FOLLOWS:

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

VISION

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

MISSION

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

CORE BELIEFS

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

KEY STRATEGIC ACTIONS

- Communications, Public Relations and Marketing: to ensure that the promotion of the Saskatchewan music industry is effective in raising awareness of the talent and capacity of the industry locally, nationally and internationally.
- Partnership Development and Management: to ensure that current partnerships and key relationships remain strong and that SaskMusic actively strives to forge new and meaningful partnerships within the cultural sector, the private sector, and tourism sector.
- Education, Professional Development and Training: to ensure that Saskatchewan artists and music industry professionals have access to the tools and knowledge needed to assist them in succeeding in their career or business development.

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

MEMBERSHIP BENEFITS & STRUCTURES

Universal benefits for all membership categories include:

- You'll receive information directly including member-only ereleases and opportunities, newsletters, and preferential placement of your news/new releases/features;
- Ability to apply for SaskMusic-member-only opportunities such as Export Opportunities and compilation projects;
- One-on-one consults (Career Tracks) with our staff and mentors, including guidance with funding applications;
- Enhanced Directory and 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;
- Special recognition on our website.

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

GENERAL ACTIVITY

A NOTE ON THE PANDEMIC

This report covers the period from April 1, 2020 through March 31, 2021. The COVID-19 pandemic was in full force including heavy restrictions on the types of activity that could be undertaken for the entire period, meaning most of the activity in this report looks quite radically different than that which took place the year prior.

Fortunately, our association funding remained stable, and our funders were open to accommodating our adapted and alternate programs, as we flexed as much as possible to stay productive ourselves and offer value to the membership, and importantly, provide direct help to our industry as much as we possibly could.

The enormous impact of the pandemic on our individual members can't be encompassed within this association report and will not be fully realized for some time to come as we enter re-opening and recovery stages. We have taken steps (such as undertaking an economic impact survey, and participating in hundreds of advocacy meetings) to try to ensure that the recovery for the music sector is as complete and relevant as possible. We also extended complimentary membership renewals to everyone who needed them, keeping our membership numbers steady.

Our staff shifted to working from home in late March 2020 and with the exception of brief periods, remains closed to physical appointments as of fiscal year end. We are fortunate to have had systems in place already for easy collaboration and remote working between our two offices, and that was required for frequent program-related travel. We had already begun offering programs such as online workshops, which made the shift in some areas relatively painless. Others, not so much. More than anything we miss attending live shows with you all, and meeting with our members in person. Activities that have been affected due to the pandemic encompass nearly everything described within this report.

OUR OFFICES

SaskMusic has offices in Regina and Saskatoon. We strive to offer access to all our programs and services regardless of where someone is located in Saskatchewan. With everything moving online due to the pandemic, this rally came into effect. Members booked career consultations to be held by phone or video conference; workshops were presented online; and membership renewals and inquiries were largely handled electronically.

Our Saskatoon office is located in The Two Twenty complex, a large creative complex centrally located with many useful services and colleagues.

Our Regina office is in the Productions Studios building at 1831 College Ave., situated with many of our creative industry colleagues, including Creative Sask.

Our offices use a secure cloud server to help with secure collaboration between offices as well as while travelling. It's also great for juries, collaborating with outside clients, our Board, and more.

Our two offices are in frequent contact to discuss projects and programming.

At year-end we had four full time staff based out of the Regina office and two in Saskatoon, with an additional two casual contract staff plus our bookkeeper.

ANNUAL GENERAL MEETING

June 28/20, online

Our first online-only Annual General Meeting was held June 28.

Advance voting was utilized by many members.

We welcomed new board member Christian Kongawi. Re-elected were Amy Banford, Kara Golemba, Dale McArthur, Orion Paradis, and Amanda Scandrett. Entering the second year of their terms were Kurt Dahl, Shannon Josdal, Jared Robinson, Derek Watson, and Malcolm Whyte.

Departing the board was Zandra Kas.

The Annual Report for last fiscal, and previous years, are on our website www.saskmusic.org under About Us > Association Documents.

INDIGENOUS ADVISORY

SaskMusic's Indigenous Advisory is a new, 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 Dale McArthur and Amanda Scandrett (for the SaskMusic Board) and from the community, Brad Bellegarde, Adam Martin, Aaron Tootoosis, and Lana Littlechief. The Advisory is relatively new and will be further defining its terms of reference and goals over the coming months. We are grateful for these individuals offering their time and knowledge to our association and our members.

EMERGENCY FINANCIAL RELIEF FUND

Following the cancellation of the JUNO Awards, the declaration of a state of emergency in Saskatchewan, and the many restrictions and cancellations that followed, we quickly mobilized our resources to launch an EFRF intake in mid-March with a deadline of March 31. We received approximately 140 applications with requests of approximately \$111,000 for a period intended to cover losses from mid-March through the end of April. We were pleased to provide over \$55,000 in support to musicians, music teachers, sound and lighting technicians and others. This relief fund was an unprecedented initiative for SaskMusic, with the unfortunately reality that need in our community exceeded our available resources.

Individuals could apply for up to 50% of their loss to a total of \$1000 each, plus an additional \$1000 for un-recoupable expenses. We also disseminated news and updates on federal funding and COVID resources during the initial months of the pandemic.

[Read more on this](#)

GENERAL ACTIVITY



'OPEN HOUSE' STREAMING CONCERTS

In March 2020 we also quickly launched a call for submissions for members who wished to host live streamed concerts on our Facebook page, and provided performance fees for the artists participating. We initially planned to do 13 streams for April, but carried the series through May. The se-

ries became a partnership with CBC Saskatchewan. Early in the pandemic, live streaming was a new concept for most artists and we learned along with the artists as they adapted their shows and learned this new delivery format.

Artists presented included: Aaron Karpinka, Anna Haverstock, Annora, Aurora Bella, Carson Shmyr, Chris Carlier, Earl Pereira, Eli Barsi, Eliza Doyle, Ellen Froese, Jay Semko, JJ Voss, Last Birds, Marissa Burwell, Munro & Patrick, The North Sound, The Northwest Kid, Oral Fuentes, Patient Hands, The Sex Geckos, Shantaia, Sylvia Chave, Too Soon Monsoon, velours, Yellowsky, and Zann Foth.

[Read more on this](#)

LEGAL SERVICES PROGRAM

Free legal services are made available to SaskMusic individual and corporate members to a maximum of 2 hours per member per fiscal year. This is a first-come, first-served program, with **Kurt Dahl of Murphy & Co.** (who is also a SaskMusic board member) generously providing an allocation of pro bono time for our members, topped up by a purchase of hours by SaskMusic depending on budget availability. Legal assistance is restricted to matters related to the music industry - general advice, contract interpretation, corporate commercial services 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 Sask. 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 approximately 40 members in varying degrees, with over 70 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:

- Drafting and advising on various Band Agreements;
- Drafting various Co-Writer Agreements;
- Providing legal opinion on various online music distribution agreements;
- Reviewing Management Agreements;
- Negotiating Recording Agreements of varying sizes;
- Reviewing, advising and negotiating film placements, both big and small;

- Drafting a Mechanical License Agreement;
- Advising on a Co-Publishing Agreement;
- Drafting a Master and Sync License Agreement;
- Drafting several Session Player Agreements;
- Reviewing and advising on Publishing Admin Agreement;
- Reviewing and advising on Producer Agreement;
- Review and advise on Booking Agent Agreement;
- And much more."

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

[Read more on this](#)



SASKATCHEWAN MUSIC AWARDS 2020 SASKATCHEWAN MUSIC AWARDS JANUARY 24/21, ONLINE

www.saskatchewanmusicawards.ca

This year's awards show - referencing activities mostly taking place in 2020 - was themed around 'retro communication formats,' with references to Windows 98, AOL chats, MySpace, and more, acknowledging with a wink the virtual communication that has become a part of our daily life during the pandemic, and especially for artists and industry who have turned to livestreamed concerts, online conferences, and video co-writing as ways to stay creative and connected.

The awards are intended to honour excellence and celebrate the achievements of our Saskatchewan music industry members over the past year. Prospective nominees are determined by a call for submissions followed by an industry jury selecting the nominees and winners, with the exception of Best Saskatchewan Albums (the top ten are determined by public vote) and Single (determined by industry data).

Performers for the virtual event - ADEOLUWA, Last Birds, Belle Plaine, and The North Sound - were filmed for the SMA show in special closed-door performances leading up the event, with acceptance speeches from the winners collected as close to 'show time' as possible to preserve the suspense.

Weyburn-born Tenille Arts secured three awards, for Single, Album, and Country Artist of the Year. Arts recently was named one of CMT's "Next Women of Country 2021," with "Somebody Like That" currently sitting at #15 on the Billboard U.S. Country Airplay charts. The song also reached #9 in Canada on the Billboard Hot Country charts, with Tenille having performed the song live on NBC's Today Show and The Bachelor. The singer/songwriter also picked up the Canadian Country Music Association's 'Rising Star' award in September.

Saskatoon's Broadway Theatre was a double winner this year, for Industry Achievement and Venue of the Year, having taken these same two awards in 2019. The theatre was noted for strong show offerings pre-pandemic, as

GENERAL ACTIVITY

well as their continued advocacy and fundraising activities in the community through 2020.

The Derek Bachman Foundation's "Breaking Borders" award was on hiatus this year. This year's SMA trophy featured a minimalist walnut base with an acrylic ID flag, and was designed by staff member Lorena Kelly.

SaskMusic is very proud of all the nominees and winners. We thank Creative Saskatchewan, the Government of Saskatchewan, and FACTOR (The Foundation Assisting Canadian Talent on Recordings) for their support.

See the Awards pages for nominees and winners.

[Watch the show here on YouTube.](#)

SaskMusic Executive Director Mike Dawson noted, "While we can't gather for a physical event this year, we still have much to celebrate – the resilience of our music industry workers, the continued creativity of our artists, producers and many others, and the hope that we'll be able to return to live music sometime in 2021."



THE BEST SASKATCHEWAN ALBUMS OF 2020

www.bestsaskatchewanalbums.com

From 130+ full-length* albums released in the eligibility period (October 15/2019-October 30/2020), our industry juries assembled our Long List of 42. The public then voted on the long list to determine the Top Ten of 2020, and ultimately the top Album of the Year as part of the Saskatchewan Music Awards. The Top Ten were announced on our social media over the week of December 16. *albums of at least 20 minutes in length, in any genre, by a Saskatchewan artist

Our sixth annual BSA project started off with SaskMusic collecting every qualifying album we could identify (further criteria on website) and sending these to an industry and peer jury, who had the difficult task of picking their favourites. The resulting Long List runs the gamut from traditional country, to current hip hop, and from debut EPs to releases from artists with deep discographies.

The BSA project is to promote and celebrate Saskatchewan music. We seek to raise more awareness of our province's music and celebrate our artists' many successes over the past year.

Long List

- 3 Moonjask, Lunar Elixir
- Aaron Karpinka, Tender Heart
- ADEOLUWA, After Bells and Whistles
- Arcana Kings, Lions As Ravens
- The Basement Paintings, Antipodes

- Bex, You'll Be Here Someday
- Black Thunder, La Fine Crea
- Dex Riley, Body
- Doubt It, Dang It
- Dumb Angel, Dumb Angel
- Dylan Jules Cooper, Summer
- Ellen Froese & Campbell Woods, Farm Boy Sings The Blues
- Fabric YXE & Dayda Banks, Leaving Neverland
- Factor Chandelier, First Storm
- The Garrys, Haxan: Witchcraft Through the Ages (Original Score)
- Hoodoo, The LizardMang EP
- Jay & Jo, Victory
- Jesse Brown, Where To?
- JJ Voss, Come Along With Me
- jj white, Rewind
- Jon Carteri, Road Trip to Mars
- Kay the Aquanaut & Maki, The Nautical Blue
- Keiran Semple, Chester
- Legends, Legends
- LTP, Singularity
- Marshall Burns, Dogs and Booze
- Midnight Gallows, Attack Warning Red
- Natural Sympathies, Porous
- The North Sound, As The Stars Explode
- Origin of Spin, Abstract Perception
- Patient Hands, Stasis
- Patrick Moon Bird, USEFUL
- Pimpton, TUNNELZ
- The Radiation Flowers, Stuck in a Maze
- Saintvicious, Saintvicious
- Shirley & The Pyramids, A New American Classic
- Skizza, Things I Found
- The Steadies, Tiro de Leone
- Tenille Arts, Love, Heartbreak, & Everything in Between
- Theo Maczek, Harvest The Sunrise
- Toria Summerfield, From Her Rib
- Yvonne St. Germaine, Sorrow Road

The Top Ten

- #1. Tenille Arts, "Love, Heartbreak, & Everything in Between"
- #2. JJ Voss, "Come Along With Me"
- #3. Jesse Brown, "Where To?"
- #4. The Garrys, "Haxan: Witchcraft Through the Ages (Original Score)"
- #5. The North Sound, "As The Stars Explode"
- #6 (tie). Jay & Jo, "Victory"; Ellen Froese & Campbell Woods, "Farm Boy Sings The Blues"
- #7. Aaron Karpinka, "Tender Heart"
- #8 (tie). Skizza, "Things I Found"; Yvonne St. Germaine, "Sorrow Road"; Saintvicious, "Saintvicious"
- #9. Marshall Burns, "Dogs and Booze"
- #10 (tie). Midnight Gallows, "Attack Warning Red"; 3 Moonjask, "Lunar Elixir"; Factor Chandelier, "First Storm"

[Listen to the playlist online.](#)

GENERAL ACTIVITY

NATIONAL INDIGENOUS PEOPLES DAY CONCERT

JUNE 20/20 ONLINE

With support from FACTOR Canada and Canada's private radio broadcasters

For 2020, we presented an online virtual concert featuring 23 Indigenous artists from across Saskatchewan. As our first full-length home-recorded concert presentation of the pandemic, we felt it went extremely well and enabled us to have engagement from artists and fans located in many areas of the province.

The show was co-hosted by LJ Tyson (artist, radio personality) and Dakota Ray Hebert (actress). The graphic design was created by Gabrielle Giroux (Encore Graphics, Prince Albert).

We were happy to have music from the genres of traditional and contemporary country, gospel, ambient electronic, hip hop, pop, roots, and rock, and ranging from emerging to well-established artists. The artists were responsible for recording their videos at home, and were encouraged to create 'new videos' for this project, which most did. The pre-assembled concert premiered simultaneously on YouTube and Facebook. While real-time viewership was modest, we had extremely strong engagement with pre-concert promotions. At the time of this report the concert has now been watched almost 7,000 times.

Artists included:

Donny Parenteau, Prince Albert	Angus Vincent, Waterhen Lake FN
Aurora Wolfe, Saskatoon	Marentin Fehr, Saskatoon
Gypsy Moonbird, Sweetgrass FN	Roland Corrigan, Beauval/Air Ronge
Valerie Raye, Regina	Patrick Moon Bird, Prince Albert
Lancelot Knight, Saskatoon	Tom Gerard, Prince Albert
The North Sound, Turtle Island	Danny Knight, Muskoday FN
Randy Woods Band, Saskatoon	Kalem Moses, Moose Jaw
Berk Jodoin, Leader	Yvonne St. Germaine, Saskatoon
Serena's Secret, Saskatoon	
Lionel Ireland and Ruth Desjarlais, Welwyn	
Krystle Pederson, Buffalo Narrows/Saskatoon	
Ron Desjardin, Birch Narrows Dene Nation	
Jarrid Lee, Treat 6 Territory and Homeland of the Metis	
Melodie Gliem, Regina/George Gordon FN	
Mr. Awesome, The Okanagan Valley/Saskatoon	

[You can watch the concert here on YouTube.](#)

Background: June 21 is National Indigenous Peoples Day. "This is a day for all Canadians to recognize and celebrate the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis peoples. The Canadian Constitution recognizes these three groups as Aboriginal peoples, also known as Indigenous peoples. Although these groups share many similarities, they each have their own distinct heritage, language, cultural practices and spiritual beliefs. In cooperation with Indigenous organizations, the Government of Canada chose June 21, the summer solstice, for National Aboriginal Day, now known as National Indigenous Peoples Day. For generations, many Indigenous peoples and communities have celebrated their culture and heritage on or near this day due to the significance of the summer solstice as the longest day of the year."



INTERNATIONAL WOMEN'S DAY CONCERT

MARCH 7/21 ONLINE

With support from FACTOR Canada and Canada's private radio broadcasters

Following a call for artists that was promoted to our membership, we created a virtual concert in celebration of International Women's Day 2021.

23 artists from around Saskatchewan were showcased, representing a variety of musical styles and artists both emerging and established. The show premiered simultaneously on our YouTube and Facebook pages.

In addition to its goals of introducing music lovers to more artists from the local music scene, and supporting female artists in particular, SaskMusic's annual concert serves as a charity fundraiser; this year, with the concerts virtual and free, fans were encouraged to donate when possible to the Provincial Association of Transition Houses and Services of Sask (PATHS), the member association for 23 agencies that provide intimate partner violence services, and/or to Unison Benevolent Fund, providing counselling & emergency relief services to the music community, including the Emergency Mental Health Relief Fund established during the pandemic.

International Women's Day (held annually on March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality. The first IWD gathering was held in 1911, supported by over a million people. Today, IWD belongs to all groups collectively everywhere. IWD is not country, group or organization specific. SaskMusic has also created the group **Women in Music Saskatchewan**, which aims to connect and support women working in music in our province.

Featured artists were:

Allison Rae Strong, Prince Albert	Andrea An, Saskatoon
Cassandra Stinn, Saskatoon	Cassidy Lambert, Warman
Dara Schindelka, La Ronge	Gypsy Moonbird, Battleford
Munro & Patrick, Saskatoon	Jordyn Pollard, Lloydminster
Justine Sletten, Hazlet	Kateryna Grace, Saskatoon
Kylee Carver, Fillmore	Liza Jayne Brown, Prince Albert
Meghan Bowman, Guernsey	MELODNA, Regina
Micah Walbaum, Stoughton	Nini Jegz, Regina
Raven Reid, Saskatoon	Sage Hunter, Clavet
Rhonda Gallant-Morari, Saskatoon	Theresa Sokyrka, Saskatoon
Val Halla, Regina	velours, Saskatoon
Yvonne St. Germaine, Saskatoon	

With cameo appearances from Andrea Menard, artist, writer, actor; Belle Plaine, artist; Megan Nash, artist; and Maria Fuller, conductor/pianist/trumpeter/vocal coach/composer/arranger, with voiceover by Larissa Burnouf.

[You can watch the IWD concert here on YouTube.](#)

GENERAL ACTIVITY



SASK VENUES PROJECT

www.saskvenuesproject.com

"First to close. Last to open. Saskatchewan's live music venues need and deserve immediate support."

In July 2020 we launched the Sask Venues Project. Partnering with an array of artists, designers and music venues across the province, we offered a series of special limited edition T-shirts with 100% of the proceeds going directly to the venues.

Our venues come in all shapes and sizes, and it is our hope that the enormous value they bring our province can be recognized and celebrated. Venues are cultural spaces. Venues build community and drive tourism. They contribute significantly to our economy. They are also the fundamental bedrock of the music industry. Offering this project was a way we felt we could help the public to financially support their favourite music venues during pandemic closures, and bring awareness to the difficult situation that our live venues were placed in.

The effect of COVID-19 in the province was felt from day one with the cancellation of the JUNO Awards, and the subsequent closure of all venues. With venues being among the last businesses permitted to re-open, we were acutely aware that in many instances it wasn't financially feasible for them to resume presenting live music with reduced capacities. This not only deeply impacts the livelihood of musicians and venues, but support personnel including sound techs, light-ing techs, stage and production crews, festivals, tour managers and crews, record labels, record-ing studios, etc. The entire music ecosystem has been gravely disrupted through the pandemic.

We were blown away with the response to the project and particularly Motif Marketing, who manufactured the shirts, and Mortise & Tenon, who helped us with processing the first-run sales.

In the second run in October, we added two special Support Live Music options, with proceeds going into a fund to support live crew workers, including sound and lighting techs, tour managers, and riggers. We were hoping to add to that fund and will distribute the funds raised in our 2021/2022 fiscal.

Round 1 participating venues and their graphic artists:

- Amigos Cantina (Saskatoon) – Chris Morin
- The Artesian (Regina) – Stephanie Kuse
- The Bassment (Saskatoon) – Craig Wilson
- Black Cat Tavern (Saskatoon) – Encore Graphics
- Broadway Theatre (Saskatoon) – Jaymie Raefte
- Capitol Music Club (Saskatoon) – Avow Creative
- Creative City Centre (Regina) – Articulate Ink
- The Cure (Regina) – Graeme Zirk
- Danceland (Watrous) – Alt Haus, Prairie Paint
- The Exchange (Regina) – Meghan Fenske
- Hank's Tavern (Bradwell) – Hotel Design
- The Happy Nun (Forget) – Glad Line
- The Lyric (Swift Current) – Kelsey Chabot

Round 2:

- Coors Event Centre (Saskatoon) – Emily Only Design
- Harvest Eatery (Shaunavon) – Work in Limbo
- Mae Wilson Theatre (Moose Jaw) – Nebulus Entertainment
- O'Hanlons (Regina) – Raquel Viguera
- Range Line Tavern (Cadillac) – Mitchie Dagger
- T + A Vintage (Regina) – Jaye Kovach
- TCU Place (Saskatoon) – Myron Campbell
- The Fat Badger (Regina) – Bryan Neufeld
- The Grand Theatre (Indian Head) – Black Atlas Creative
- Support Live Music – Chad Geran
- Support Live Music – designed by SaskMusic

MUSIC MATTERS

On March 11/21 we launched a new music industry economic impact survey titled Music Matters, aiming to capture data about the last 'normal year' of activities in the province's music industry prior to the COVID-19 pandemic effectively shutting down a huge segment of the industry.

"The longer the shutdown of the live music and events industry continues, the more important it becomes to measure and plan for the rebuilding of our industry," noted SaskMusic Executive Director Mike Dawson. The last intensive economic study of the Saskatchewan music industry was undertaken by SaskMusic more than a decade ago(footnote 1) – before streaming services had even taken hold in Canada. "The landscape of the music industry changes rapidly, and we've seen especially large technological changes this past decade," he continued. "We urgently need to capture a snapshot of 2019 economic activity to have up-to-date figures, and to be able to monitor the status of the industry's rebound post-COVID."

SaskMusic notes that live performance has made up the majority of revenue for the music industry for the past number of years, as physical albums sales have declined and been replaced by streaming consumption. Without live performances being able to happen on any significant scale since March 2020, artists, songwriters, venues and festivals, audio and lighting technicians, tour managers, live event planners, and many other workers associated with live event production have seen their income plummet.

Before March 2020, the Canadian live music industry provided 72,000 jobs and contributed approximately \$3 billion to the national GDP. Since March 2020, the industry has reported a 92% average revenue loss drop.(2)

GENERAL ACTIVITY

Through the survey we aim to collect information on the financial and general activity of everyone working in the provincial music industry. "It's a big ask of our industry folks to participate in yet another survey, but a very, very important one. Without this key information, it will be impossible to measure where we're at in a year's time, or two year's time, compared to the past. We won't know how much we've lost, nor be able to effectively advocate for support of the renewed live events industry and those rebuilding efforts," notes SaskMusic Operations Manager, Lorena Kelly.

64% of the industry is at risk of permanent closure as a result of the pandemic(3). The many highly skilled workers and artists who have made their careers in the music industry have been supplementing where they can by teaching online music lessons, adapting into other areas of music, or entering other professions entirely as they've seen their income disappear. "We're at risk of losing entire sections of the music scene, with potentially devastating consequences for music lovers," notes Kelly.

SaskMusic put out the call for all music industry workers, regardless of their role, genre, or musical income, to participate in the survey which closed April 12/21. The survey is being conducted for SaskMusic by leading data firm Nordicity, which has significant experience conducting creative industry studies, to ensure accuracy of data collection and the privacy of survey respondents. At the time of the report, the data is being analyzed for presentation.

"The live music industry has been dramatically impacted by the pandemic – extending to musicians, live music venues, staff, crews, music festivals, and others. Canadians believe that these sectors/professions need support from governments to help recover from the pandemic."(4) - Live Music 2021: Where We Are and Where We're Going

"Beyond the impact of the pandemic on the live music sector and those who depend on it for their livelihood, Canadians also believe Canadian arts and culture more generally is at risk. 84% think the pandemic will negatively impact Canadian arts and culture. Displaced musicians will need to find new ways to make a living, impacting the production of music. 65% agree that many musicians in Canada who have been unable to make a living from their music or art will have to find new ways to make a living, risking Canada's culture, arts, and music industry long-term."(5)

#LIGHTUPLIVE PROMOTIONS

<https://lightuplive.ca> [LiveEventCommunity.org](https://liveeventcommunity.org)

We helped promote a Canada live events industry day of awareness, September 22/20. Following a U.S. red alert campaign on September 1, and earlier initiatives in the U.K. and Europe during the summer, the Day of Visibility, backed by the Canadian Institute for Theatre Technology (CITT/ICTS), would bring attention to the industry's plight. While "not a protest," the event signalled gratitude for programs like CERB, CEWS, arts and heritage grants, and reminded Canadians of the need for continued support "until the lights are back on for good."

Technicians, suppliers and venues across the country lit up their venues and social media profiles in red – raising awareness for an industry that is still dark and bringing to light the many performers, creators, technical, logistical, and management support personnel who drive a \$100 billion Canadian economic engine.



ARTIST PROMOTIONS FOR THE INTERNATIONAL WOMEN'S DAY CONCERT 2021, AND NATIONAL INDIGENOUS PEOPLES DAY CONCERT 2020



GENERAL ACTIVITY

HOME FOR THE HOLIDAYS CONCERTS

We presented two online homegrown concerts aimed at spreading holiday cheer across the province, with songs both original and traditional performed by local artists. These also allowed us to provide some performance honorariums to artists. The concerts premiered December 20 and 21/2020 on our Facebook page and YouTube channels. Featured performers were:

December 20: Alyssa Taryn, Andrea An, Anna Haverstock, Connor Hewson, Dale Avison, Dallas & Phil Boy-er, Dara Schindelka, Dominique Fr  chette, Eli Barsi, Melodie Gliem, Michael Hughes, Patti Layne with Wendy Thomson, Resonance, Ryan Hicks, Sammy Lee Folkersen

December 21: Aaron Arcand, Brian Paul D.G. and Friends, Cameron & Crawford, Carmelle Pretzlaw, Dillon Currie, Falynn Baptiste, Glenn Sutter, Greg Orr  , Jivin' Jackie & Big Baby T, Katelyn Lehner, Shayla Souliere, Tyler Gilbert, Winsome Kind

We also programmed Home for the Holidays playlists on our Spotify, YouTube and website pages.

Watch Home for the Holidays concerts on our YouTube.

[Concert 1](#)

[Concert 2](#)

STRATEGIC PARTNERSHIPS AND DEVELOPMENT

SaskMusic recognizes the importance of developing partnerships when mutually beneficially to develop live performance opportunities (in a normal year) and professional development. Since our inception, we have welcomed and sought opportunities to work with festivals, organizations and presenters that feature Saskatchewan talent in their programming, providing various kinds of support including assistance with programming artistic lineups, promotion, presenting workshops, having a SaskMusic presence at the event, and/or financial contributions. We are interested in partnerships that help to market SaskMusic to a wider audience, or will help another association grow in their capabilities.

PROVINCIAL

SaskMusic actively seeks out partnerships with other cultural organizations in our province, working to share resources and knowledge, educational

programming, and to provide SaskMusic with advertising for low cost.

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

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

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

One of our goals is to identify potential partnerships with other creative and cultural industries to present joint marketing and export projects. We feel this creates new areas of exposure for our sector as well as keeping costs down by sharing resources.

Examples of 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 considered under this program, however, SaskMusic has (for example) supported benefit concert events which utilize our artists or contribute to the greater good.



A UNISON PROMOTION FROM THE PAST YEAR; THE HOME FOR THE HOLIDAYS LINEUP POSTER

GENERAL ACTIVITY

NATIONAL AND INTERNATIONAL

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

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

CANADIAN SONG CONFERENCE (MUSIC PEI)

May 20-22 and 25-26/20, online

In partnership with Music PEI

SaskMusic partnered once again with Music PEI to present an opportunity for a SaskMusic songwriter member to participate in their Canadian Songwriter Challenge. Following an open call for submissions, **Valerie Raye MacLeod** was selected to represent Saskatchewan.

Due to the pandemic, this year's CSC was held online, offering panels, workshops, and listening sessions. Among this year's delegates were renowned producers and music supervisors, such as the legendary Bob Ezrin (Pink Floyd, Peter Dinklage, Lou Reed) and Canadian Music Supervisor Michael Perlmutter (Instinct Entertainment). The two-part initiative aims to support musicians in developing diverse and multiple revenue streams while fostering collaboration between PEI and Canadian songwriters.

The Songwriter Challenge which gives songwriters from partnering provincial music industry associations the opportunity to collaborate with PEI artists by co-writing

and recording brand new music. Each pair of artists was paired with a producer. After co-writing and recording, artists present their songs to CSC delegates (music supervisors, publishers, labels, broadcasters and more) in online listening sessions. This year, 14 songwriters from across Canada participated.

IEARSHOT DIGITAL MUSIC DISTRIBUTION SYSTEM

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

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

Along with other national and provincial music associations, we partnered with the NCRA as they rolled out their new Iearshot Distro system. Musicians, artists and labels across Canada have a new, environmentally friendly way to distribute their music to stations. To help launch the system and populate it with music, SaskMusic members received free upload access to the new system. 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.

LOCAL

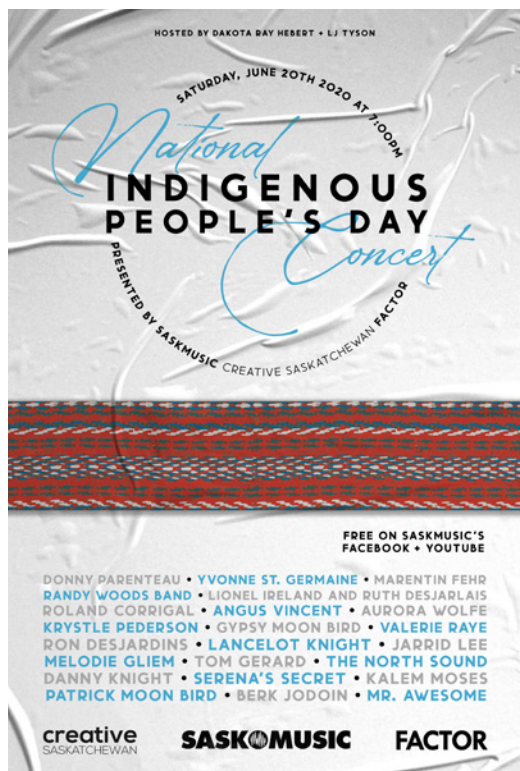
As with many other pieces this pandemic year, many local events were cancelled. This is a partial list of partnerships we were still involved with in our 2020-2021 year.

REGIONAL WRITERS' GROUPS

The Regina Regional Writers' Group (Regina Songwriters Group), and Saskatoon Regional Writers' Group met monthly online, affiliates of the Songwriters' Association of Canada (SAC). Previous to the pandemic, the Regina group met at our Regina office. 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

We once again supported the SaskGalleries' 5th edition of the Art Now Fine Art Fair held online and on location. In the event, 17 Saskatchewan galleries had an online booth, along with panel sessions and artist talks online. During the event, attendees could also enjoy an all-Saskatchewan playlist curated by SaskMusic.



THE NIPD 2020 POSTER; ARTIST PROMOS FOR FOLK ALLIANCE 2021

GENERAL ACTIVITY

The online portion was well received, with over 30,000 unique visitors coming and 150,000+ pageviews. About 1,000 people attended the galleries in person over the weekend at the on location portion.

C.A.M.P. (Community Arts Mentorship Programming)

SaskMusic is a proud supporter of CAMP. Founded by Eliza Doyle, CAMP placed a Musician in Residency Program in Stanley Mission September 2019-September 2020, working with a TD MusiCounts grant assisting in the purchase of instruments for the program. It focused on providing free music lessons for the community and mentoring members to job-shadow the program operations. Currently in Stanley Mission there are community fiddle lessons, jams, various instrument lessons at the high school and elementary school, and community members running open stages and jams. Pinehouse and Canoe Lake are the next Sask communities receiving music mentorship programming in late Oct 2020 and Jan 2021. C.A.M.P. is continually seeking funding & donations from individuals & organizations to sustain programming in Saskatchewan communities, and train local artists and community members to deliver high-quality educated and informed programming.

NORTHERN SPIRITS/VOICES OF THE NORTH

In February 2020 we participated as a sponsor, and attended Northern Spirits, an excellent community-centred program that empowers youth in performance and arts production skills, based in Prince Albert. In early 2021 we also contributed to Voices of the North for their planning cycle for 2022 and hope to be involved in that event when it returns in person. VOTN presents northern-based artists in an annual concert, providing mentorship and music industry skills development.

[Watch the February 2021 Voices of the North virtual show on YouTube.](#)

CJTR AND CFCR

We supported the "Got It Covered: Saskatchewan Artists Cover Saskatchewan Songs, Vol. 3" fundraiser project by CFCR Saskatoon and CJTR Regina.

[Stream or download the compilation from BandCamp](#)

For the project, Saskatchewan artists cover other Saskatchewan artists. Tracks include songs recorded by Megan Nash and the Best of Intentions; The Whiskey Jerks; The Moon Runners; MechaDroid; The Sex Geckos; Ariel & Sean; Bears In Hazenmore; The North Sound; Corey Dahlen (ft Clayton Linthicum & Greg Reese); and Dale Mac.

After CJTR launched the first volume of the Saskatchewan cover songs compilation in 2016 to great success, CFCR joined in to further broaden the scope of the audience and bands involved. Because of various constraints due to the COVID pandemic, the 2020 compilation features 10 bands who frequently collaborate with the two stations. In more stable times, the two stations plan to return to a submissions-based intake process.

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 already mentioned, these activities include collecting 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 involved.

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

STUDIOS PODCAST

One new project we worked on this year was a new 7-episode Sask Studios podcast. Through this series, our staff member Ben Valiaho interviewed member studio owner/operators throughout the province to learn more about their processes and individual approaches.

[You can listen to the podcasts here.](#)

SASKMUSIC ONLINE/MARKETING

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

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, gigs calendar, and press releases.

A few highlights of the site:

- The **Events 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 have dedicated staff invested into researching and posting of 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.
- 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 (How To > **Sound Opportunities**)
- We also have our own streaming player, and host specific playlists of Saskatchewan music such as Summer Jams, Holiday Music, and genre-split categories.

GENERAL ACTIVITY

- Everyone working in the Saskatchewan industry is invited to submit, or update, their listings for the **Saskatchewan Music Directory**. Members receive more enhanced listings, but even non-members receive free listing space. This is also a big traffic area of our website.

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

PLAYLISTS: We're always building playlists! Some are on our website under www.saskmusic.org > Listen/Watch; some are on Spotify (visit www.saskmusicspotify.ca to find easily); and some, which have videos, are on our YouTube page (www.youtube.com/saskmusic). Some favourites are:

- **Love Sucks** and **Love Rules**, opposing playlists for Valentine's Day
- **Heavy**, a sample of some great heavier tracks from Sask
- **Best Sask Albums** lists
- **Saskatchewan Music Awards** nominees
- **Featured Tracks**, new tracks featured recently on our socials
- **Summer Jams**

THE SESSION

The Session, our magazine format publication, was on hiatus this year. We were re-evaluating its format and content when the pandemic hit, and plan to relaunch a hybrid model to share artist news and features, articles, opportunities and more in our new fiscal.

WOMEN IN MUSIC SASKATCHEWAN

www.facebook.com/groups/WomeninMusicSask

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

AFFILIATIONS

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

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

www.carasonline.ca

SaskMusic is the regional representative of CARAS with Mike Dawson as our CARAS designate. We assist in promotion of the JUNO Awards process to our province, and provide input to CARAS on our members' behalf. For the 2021 submission process, we once again offered a bursary to help offset the costs of our Sask artists and labels who were submitting for nominations.

CARAS' mandate is to promote and celebrate Canadian music and artists. The JUNO Awards is Canada's premier awards show, which encompass 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, Canada's music education charity associated with CARAS, is

dedicated to ensuring that young Canadians regardless of socio-economic circumstances and cultural background have the opportunity to experience the joy of music, explore their talent, build self-esteem, and above all, dream big.

CANADIAN COUNCIL OF MUSIC INDUSTRY ASSOCIATIONS (CCMIA)

www.ccmia.ca

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

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

CREATIVE SASKATCHEWAN

www.creativesask.ca

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

Creative Saskatchewan is dedicated to the growth and commercial viability of Saskatchewan's creative industries; visual arts and craft, publishing, music and sound recording, live performing arts, and screen-based media. Creative Saskatchewan's funding programs are designed to introduce Saskatchewan's creative products to the global marketplace. The agency facilitates the expansion of a business environment advantageous to the growth of the creative industry and to the growth of new employment, investment and production opportunities in Saskatchewan, and encourages and supports innovation, invention and excellence in the creative industry by stimulating creative production and new models of collaboration.

Creative Saskatchewan provides SaskMusic with support for our core operations, as well as programming activities including our Education and Export streams. Currently Lorena Kelly also sits on CS's 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 companies make recordings available to a wider public.

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

Support is provided to Canadian recording artists, songwriters, artist

GENERAL ACTIVITY

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

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

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

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

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

SASKATCHEWAN COUNTRY MUSIC AWARDS (SCMA)

www.scma.sk.ca

As the association representing country music in our province, the SCMA hosts an annual conference and awards show. SaskMusic was an initial founder in the organization and maintains a longstanding connection, providing advice and marketing support in the past, and had staff member Brittney MacFarlane in an advisory role on the SCMA board this year.

WESTERN CANADIAN MUSIC ALLIANCE

www.breakoutwest.ca

The Western Canadian Music Alliance is an organization created by the music industry associations of British Columbia, Alberta, Saskatchewan, Manitoba, The Northwest Territories, the Yukon Territory, and Nunavut, to promote and celebrate western Canadian music.

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

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

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



THE GARRYS WITH THEIR SASK MUSIC AWARDS, COURTESY THE ARTIST. MELODNA PERFORMING IN OUR WINTER SHOWCASE, PHOTO BY MOE MUGZ.

YEAR-AT-A-GLANCE

YEAR-ROUND

- Board Meetings
- BreakOut West Board representation
- FACTOR regional representation
- SCMA Board attendance
- Participation in various committees, consultation and so, so, so, many meetings
- Member consults
- Marketing and advocacy for the music industry
- Replying to inquiries for artists, music usages, media requests and more.

APRIL 2020

- “Open House” live streaming series is produced on our socials
- Emergency Financial Relief Fund review panel and funds distribution

MAY 2020

- Music PEI - Canadian Songwriting Challenge online, with Saskatchewan rep Valerie Raye McLeod
- Present webinar: FACTOR Funding – The Basics
- Present webinar: Creating in Crisis
- “Open House” live streaming series continues

JUNE 2020

- We present our National Indigenous Peoples Day virtual concert
- Our AGM is held over Zoom
- We present a PRIDE 2020 Radio Show Special on CJTR and CFCR

JULY 2020

- Summer Jams playlist curation
- The Sask Venues Project, Round 1 is launched

AUGUST 2020

- Partner on TCU Concerts: Social Distancing Concert Series
- Present webinar: Sync Placements and Music Licensing seminar

SEPTEMBER 2020

- Present webinar: BreakOut West 2020 Home Edition: What to Expect
- We support ArtNow
- The BreakOut West Home Edition conference begins
- The SMMART (Social Media Marketing for Artists) program begins
- Support #LightUpLive day of visibility for the live music industry

OCTOBER 2020

- Culture Days: 4 seminar presentations
- Present seminar: Working with Ongoing Change
- Second round of Sask Venues Project shirts goes on sale
- Deadline for Saskatchewan Music Award nomination submissions; juries begin

NOVEMBER 2020

- Saskatchewan Music Award nominations announced
- Present seminar: Initiating Personal Change & Growth
- M for Montreal conference and showcase presentation
- Our Winter Showcase project begins
- We support the release of Got It Covered: Saskatchewan Artists Cover Saskatchewan Songs, Vol. 3

DECEMBER 2020

- Present seminar: Self Care in Surreal Times
- Opening of the Best Saskatchewan Albums of 2020 poll
- Produce two “Home for the Holidays” virtual concerts and create a Home for the Holidays playlist
- Winter Showcase Project - Enki export consultations commence

JANUARY 2021

- Presentation of the Saskatchewan Music Awards
- Winter Showcase Project continues

FEBRUARY 2021

- Presentation of the Very Prairie: Saskatchewan Music Summit
- Folk Unlocked conference and showcase presentation
- Curation of Love Sucks/Love Rules playlists
- Winter Showcase Project continues
- Structural work and animation creation for Music Matters

MARCH 2021

- Produce International Women’s Day Concert
- Music Matters economic impact survey launched
- New Colossus Festival showcase presentation
- Winter Showcase Project continues
- We provide support to Voices of the North and C.A.M.P.

EXPORT STRATEGY HIGHLIGHTS

In SaskMusic's current Strategic Plan, the first key action is to ensure that the promotion of the Saskatchewan music industry is effective in raising awareness of the talent and capacity of the industry locally, nationally and internationally.

MARKET PREPARATION AND ANALYSIS

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

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

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

fectively 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.

EXPORT INITIATIVES

TCU CONCERTS: SOCIAL DISTANCING CONCERT SERIES

Along with partners TCU Financial Group and SaskTel Max, we co-presented concerts of three Saskatchewan artists, representing the initial re-opening of live music at the Sid Buckwold Theatre, TCU Place, Saskatoon, August 6-8. The concerts featured Donny Parenteau, Megan Nash & the Best of Intentions, and Ponteix and were filmed by SaskTel Max TV, with a socially distanced audience also present for the Donny Parenteau and Ponteix shows. The concerts were made available on SaskTel MaxTV's Local on Demand.

As live music - including international touring, industry events and conferences - had been put on pause since March 2020, we were open to ways to build the momentum of our export-level artists. The footage from these concerts will be another tool they can use for buyers and other industry representatives, with many trade shows and events having moved to digital formats this year.



ADAPTING TO RESTRICTIONS WHILE FILMING OUR WINTER SHOWCASES (PHOTOS COURTESY JILL MACK)

EXPORT STRATEGY HIGHLIGHTS

WINTER SHOWCASE PROJECT

Supported by/Avec l'appui de:



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada

The pandemic devastated the entire entertainment industry in 2020. With no sign of live events returning at full capacity within the year, festivals and showcase events have adapted to a digital showcasing format. These existing festivals and events utilized pre-recorded artist performances that are made available online, often for a limited time period or with exclusivity to industry members.

We quickly recognized that it would be important to have a catalogue of high-quality, filmed showcases available of export-ready artists to present in online format. The purpose of these videos is to take advantage of export opportunities while it is impossible to conduct international travel. The videos were intended to be utilized with our existing industry relationships and networks, and to create new partnerships to help move artists' careers forward. At the same time, this opportunity would create performance work for participating artists, utilize local venues that were sitting vacant, and employ technicians and film production companies.

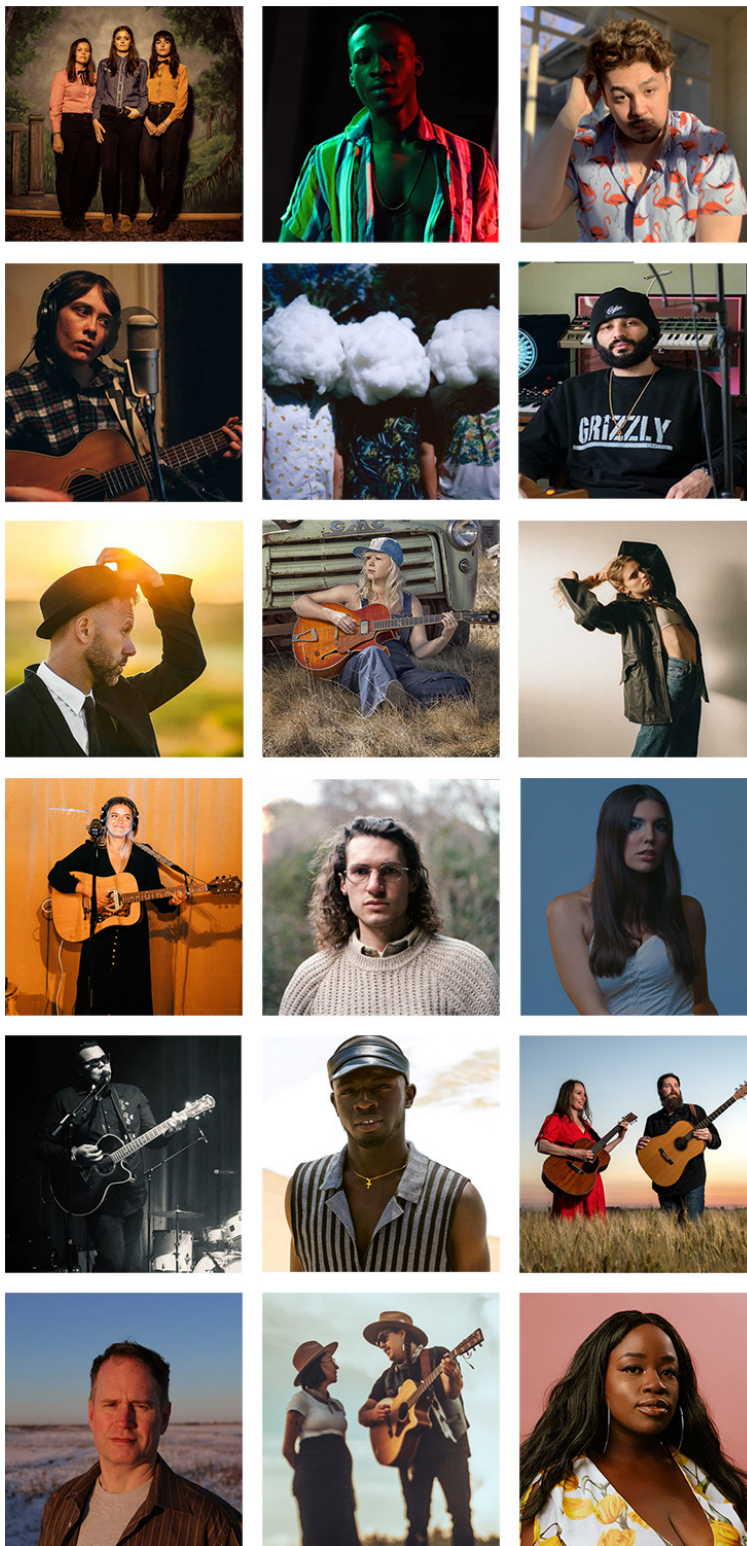
A complementary component of this project was to enlist Enki Music, an export consultancy whom SaskMusic has worked with in the past with successful results, to provide in-market professional services (U.K.) to prepare artists for export activities both current and that could be launched post-pandemic.

Under this project we contracted two new staff positions:

- Indigenous Music Coordinator, Darwin Roy – to handle Indigenous music market development initiatives, with a specific focus on upcoming video showcase opportunities, Very Prairie summit, and other resources.
- Production & Event Coordinator, Jill Mack – to handle project management and event production for the video showcase series, including scheduling and advancing performances, liaising with venues and crews, and on-site supervision and safety protocols.

Additionally, the project helped us to present our third annual Very Prairie Music Summit, a professional development event for artists and industry with a focus on career growth, business development and best practices, and export training. We took advantage of the online format to invite a host to national and international panelists. (See Education section for more details on Very Prairie.)

- We filmed 18 showcase videos, consisting of 3 songs per artist, over the project period, utilizing 3 film crews, 4 sound techs, and a production manager, in 5 closed-to-the-public music venues.
- Export and Indigenous music consultations were completed with a wide range of artists.
- A call for artists was distributed, with applicants juried in consideration of 3 categories: Youth, Export-Ready, and/or Indigenous.
- 15 industry professionals adjudicated the submissions and made recommendations.



- 14 digital performances were pitched and landed invitations at: M for Montreal 2020, Folk Alliance International (Folk Unlocked) 2021, New Colossus Festival 2021 (Upstairs Neighbours), Liverpool Sound City Digital 2021, and Canadian Music Week 2021. We also utilized a couple of the pieces for the Saskatchewan Music Awards. As one example, our Folk Alliance showcases were viewed by approximately 600 registered

PHOTOS: ARTISTS PARTICIPATING IN THE WINTER SHOWCASE PROJECT

EXPORT STRATEGY HIGHLIGHTS

delegates from around the world.

- Footage not yet utilized will be pitched for upcoming festivals in the coming months.
- 14 export artists applied for and received consultations/export services through Enki.

The main challenge for this project was the constantly changing public health guidelines and restrictions for Saskatchewan, specifically those impacting the delivery of live music performance and filming. As the second wave of COVID hit the province, we had to temporarily shut down filming altogether for a period as singing without a mask was prohibited. The gathering-size restrictions also prevented many bands from being able to rehearse or perform together. This meant we had to downsize from our plan of filming full bands of 4+ members, to solos, duos, or trios. Adaptations were made to our filming process to bring in custom-made plexiglass and drum walls, having crew located farther back during shooting, and other protocols.

An additional challenge was that some of the venues that we had hoped to use for filming closed down, or used their closures to complete renovations/upgrades. In one case, we worked with the artist to facilitate their filming in their own home studio.

Overall we were very pleased with the quality of the videos produced, and have received very positive feedback from our industry partners on the level of content as well.

EXPORT MISSIONS THIS FISCAL

The following are descriptions of projects undertaken by or supported by SaskMusic in this fiscal. We participate in both domestic and international events where there is potential for our artists to grow their markets.

EVENTS WE TYPICALLY PARTICIPATE IN

The following are events that we'd typically be at, but were cancelled/greatly reduced in scope, or we opted out of, for this fiscal.

- Americana Music Festival & Conference (Nashville TN), www.americanamusic.org
- Canadian Country Music Week (various), www.ccma.org
- Canadian Music Week (Toronto ON), www.cmw.net
- Focus Wales (Wrexham Wales), www.focuswales.com
- JUNO Week (various), www.junoawards.ca
- NXNE (Toronto ON), www.nxne.com
- Reeperbahn (Hamburg DE), www.reeperbahnfestival.com
- SXSW (Austin TX), www.sxsw.com
- The Great Escape (Brighton UK), <http://greatescapefestival.com>

During COVID times, the music industry internationally cancelled festivals and music conferences and moving events to online formats became the new normal. As everyone adjusted to these new challenges, we moved to filming showcases for use in digital export events under our Winter Showcase initiative. These showcases were pitched to virtual festivals around the world.

Over the past year, SaskMusic has responded to the changing landscape for export marketing of our artists, and is continuing to work not only on export initiatives and assistance to our artists, but has been engaged ex-

tensively in advocacy for and awareness of the extreme challenges facing the local and national music industry due to the pandemic.

M FOR MONTREAL

NOVEMBER 18-20, 2021

www.mpourmontreal.com

M for Montreal returned for its 15th year, being offered as a unique virtual edition for industry professionals. SaskMusic attended online to build connections with industry colleagues, attend the conference for professional development, take one-on-one meetings, and support our Saskatchewan artists. **Patient Hands** and **The Garrys** were part of the Official Canadian Club showcase series available to badge holders. Both artists were selected directly by the festival to perform.

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

FOLK ALLIANCE INTERNATIONAL: "FOLK UNLOCKED"

FEBRUARY 22-26, 2021

With Partners: Alberta Music, Manitoba Music, Music BC, and BreakOut West

www.folk.org

In a partnership under the banner of BreakOut West, artists from Manitoba Music, Alberta Music, Music BC and SaskMusic were presented in a filmed concert compilation showcasing some of Western Canada's top emerging folk/roots artists. For the past decade+, SaskMusic has attended Folk Alliance's annual conference along with presenting our showcasing artists in person for the thousands of event buyers and industry personnel in attendance. Folk Alliance moved to a virtual format titled "Folk Unlocked" and will be moving back to a physical event in 2022.

Saskatchewan's **Jeffery Straker** and **Last Birds** were filmed by SaskMusic for this showcase. SaskMusic, in addition to having these performances presented to Folk Alliance delegates, attended the Folk Unlocked conference and keynote sessions, took one-on-one meetings, and attended virtual networking opportunities throughout the event. Folk Unlocked provides the opportunity to share ideas, network, and celebrate traditional music and dance. Attendees are booking agents, radio programmers, artists, festival bookers, labels, and many others from around the world engaged in the folk, roots, and international music industries. The two artists were selected by an industry jury following a general call for submissions distributed to SaskMusic members.

In addition to the BreakOut West showcase, **Ellen Froese** and **JJ Voss** performed throughout the week in multiple private showcase rooms.

Folk Unlocked: Connection, Discovery, Inspiration, was a 4-day event for the entire international folk community to come together for panels, workshops, showcases, affinity and peer group meetings, exhibit spaces, networking, and mentorship. This is a year for innovation and creativity,

EXPORT STRATEGY HIGHLIGHTS

and their goal was to create a space for community building and career development for everyone from the comfort and safety of their own home.

Since 1989, Folk Alliance® has served as the headquarters for Folk Music and Dance. With over 2800 members worldwide and an annual conference that is one of the five largest music conferences in North America, Folk Alliance continues to grow and mature while providing a unique range of member services to their community. Over the years, their community has grown to include record companies, publishers, presenters, agents, managers, music support services, manufacturers and artists that work in the folk world. Folk Alliance has five regional affiliates that provide the grass roots efforts in their respective markets. Folk Alliance International exists to foster and promote traditional, contemporary, and multicultural folk music and dance and related performing arts.

NEW COLOSSUS FESTIVAL

MARCH 23-26, 2021, ONLINE

With partners: Alberta Music, CIMA, Manitoba Music, Music Nova Scotia, MusicOntario, and SaskMusic

SaskMusic participated in this newer export festival titled in “upstairs neighbours week”, held digitally.

Toria Summerfield was selected earlier this year as part of our Winter Showcase initiative and pitched to The New Colossus Festival. Toria’s performance and an exclusive interview was streamed on Facebook, Twitter, Twitch, and YouTube. The New Colossus Festival also included various virtual roundtables for professional development and networking.

Background: After wrapping the 2020 edition of The New Colossus Festival, organizers Lio Kanine, Mike Bell, and Steven Matrick launched The New Colossus Sessions, a weekly live series featuring interviews and performances by artists from around the world. Hosted by Brad Wagner (PASTE/Daytrotter), the sessions offered an opportunity to keep the music going while building a community of fans during a time when public gatherings

were not possible and most importantly, provided a necessary outlet for participating artists to discuss their music and upcoming plans.

In October of 2020, The New Colossus Sessions launched a special program in partnership with Exclaim! called “upstairs neighbours” in order to create a new home for all the amazing music coming out of Canada. The festival itself featured a wonderful selection of bands and artists from across the country, so it made sense to put together sessions focusing on their latest finds.

BREAKOUT WEST HOME EDITION AND THE WESTERN CANADIAN MUSIC AWARDS

SEPTEMBER 25-OCTOBER 9, 2020, ONLINE

www.breakoutwest.ca

BreakOut West is an annual music event that includes an immersive, music development conference, and music festival hosted by the Western Canadian Music Alliance. Due to COVID19, the 2020 Home Edition was hosted online over a number of weeks.

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

BOW did not run typical showcases this year, instead noting ‘highlight artists’, which included Saskatchewan artists **Ellen Froese, Marie-Veronique Bouque, Marissa Burwell, Megan Nash, RUMPUS, Slow Down Molasses, The Faps, The Garrys, and W3APONS.**

The Western Canadian Music Awards were held in an online format this year, taking place on September 25 (see Awards section for nominees.)



PROMOTIONS FOR NEW COLOSSUS, AND FOLK UNLOCKED

EDUCATION HIGHLIGHTS



MEMBER & PUBLIC INFORMATION / CAREER CONSULTS

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

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

For detailed questions where the query is coming from someone in the music industry, we offer personalized, confidential meetings through a program we refer to as "Career Tracks."

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

Members meet with staff and team members to discuss career plans, marketing strategies, touring, release strategies, songwriting and copyright, demo critiques, funding, industry trends, etc. Consultations are free for members. We also enlist music industry professionals (mentors) from our community to expand our skillset and offer even more targeted consultations on specific topics and allow us to accommodate more time slots.

Mentors make themselves available to consult with members, with appointments facilitated through our offices. Staff and mentors conduct on average about 200 consultations annually. Our mentor list is updated from time to time; here is the current list as of report time. You can find the mentor bios at www.saskmusic.org > [How To](#) > [Book a Consult.](#)

Adrienne LaBelle (Vancouver BC): DIY touring, showcasing, grant writing, and A&R.

Alexis Normand (Saskatoon SK): grant applications, project management, touring, self-booking, self-management/career planning, marketing plans, recording and Francophone music industry knowledge.

Arun Chaturvedi (Toronto ON): songwriting, co-writing, composing for film & TV, and producing.

Dan Hawie: indie labels, building your team, marketing, album release strategies, navigating streaming and best practices, social media, publicity, press releases, bios, EPKs, public and community radio, commercial radio, brand strategy.

Diedra Wandel (Toronto ON): grant funding, applications and reconciliation, event coordination, and production.

Earl Pereira (Saskatoon SK): performance coaching and live producing.

Elsa Gebremichael (Toronto ON): grant-writing, tour booking, producing, self-management, poster and web design, and music videos.

Factor Chandelier: recording, touring, self management, indie labels, and

music production.

Geoff Smith: self-booking, international showcasing, and songwriting.

Hayley Muir (Calgary AB): public & community radio including distribution, promotion, and interview skills; print media, marketing, publicity, press releases, bios, and EPKs.

Jay Semko: songwriting, co-writing, composing for film/television, and live performance.

Jeff Romanyk: touring, showcasing, recording, negotiation, labels, management, booking agents, performing, auditioning and recording.

Jesse Northey (Edmonton AB/Toronto ON): grant writing, radio, performance royalties, marketing plans, recording, management, and more.

Jessica Marsh (Blind Bay BC): album release strategies, team building, brand development, diversifying revenue streams, tour planning, and streaming as a social platform.

John Antoniuk (Saskatoon SK): touring, administration, grant writing, artist self-management, songwriting, business strategies within an artistic career.

Kate Matthews (Saskatoon SK): wardrobe styling for tours/media/photo shoots/video shoots, and establishing wardrobe guidelines for solo artists and bands.

Lenore Maier (Saskatoon SK): grant applications, national and international showcasing, recording, touring, running a small record label, self-booking and self-management.

Marvin Chan (Regina SK): international showcasing, self-management, self-booking, live events, live performance.

Matt Maw (Toronto ON): grant writing, artist management, self-management, and team building.

Melanie Berglund: grant applications, recording, project management, touring, self-booking and self-management.

Melissa MacMaster (Halifax NS): Canadian hip-hop industry, artist management, music licensing and sync placements, and building international partnerships in the U.S. and Europe.

Nigel Jenkins (Corner Brook NL): booking and touring, national and international showcasing, grant writing, self-management, album release planning, marketing, business plan development, campus radio, and publicity.

Neena Sharma (Toronto ON): grant applications and label administration.

Orion Paradis: all stages of studio music production, delivery of recorded material to various formats, utilizing a studio; small business skills, and live sound tips for artists.

Robyn Dell'Unto (Mississauga ON/Nashville TN): artist development, branding, licensing, co-writing, production, networking, fundraising, radio promotions, and mental health.

Sarah Jamer (Halifax NS): project management, business strategy, release strategy, marketing, conferences, and touring logistics.

Skip Taylor: network showcasing, artist marketing, touring, and self-management.

Susan Busse: all things publicity.

Tyson McShane: recording, touring, songwriting, and international showcasing.

EDUCATION HIGHLIGHTS



VERY PRAIRIE

www.veryprairie.ca

This year's Very Prairie Music Summit moved online, taking place February 24, 27-28, March 8/2021.

Very Prairie is a multi-day virtual music summit focused on career growth, business development, and best practices featuring national and international representatives on panel discussions covering an array of topics. It's intended for musicians and industry at any stage of their career to attend, learn and share. We saw several hundred delegates attending and had some great discussions and learning moments.

A huge thank you to our wonderful panelists and moderators. The following topics were presented:

February 24: Earshot! Distro: Getting Your Music to College/Community Stations

Join us for this session on the new Earshot Digital Distribution System! You'll learn about best practices to get your music into the hands of campus/community stations and see an actual demonstration on how to use the distro system as an artist/label/distributor. Bring your questions, we'll end the session with Q&A. Tens of thousands of musicians, artists and labels across Canada will have a new, environmentally friendly way to distribute their music to stations.

February 27:

Fostering Community in Music

Panelists: Marvin Chan, Trifecta Sound Co (moderator); Eliza Doyle, CAMP; Sheryl Kimbley, Voices of the North; Lenore Maier, Grey Records/Manitou Bougaloo

Join innovative thinkers and community builders from across the province as they discuss the importance of fostering community within their networks, while discussing how their actions help fill the needs of a growing music scene.

Artist Teams: How to Build Yours

Panelists: Susan Busse, Susan Busse PR (moderator); Matt Maw, Red Music Rising; Dan Hand, Inside Pocket; Neena Sharma, URBNET

Building a team can provide much-needed support and guidance in an artist's career. Take a closer look at the distinct roles of an artist's team and what each member is looking for when they take on new acts.

The Hunt For Radio Play

Panelists: Hayley Muir, CJSW 90.9 (moderator); Paul Tuch, Nielsen Music (now known as MRC Data); Amanda Kingsland, Country 101.1FM Ottawa/Girl Power Hour; Kimberly Sinclair, Spincount

Even with streaming on the rise, radio continues to be one of the biggest drivers of music discovery. We'll hear from reps of both commercial and

community radio and find out more about radio tracking and how charting numbers work.

February 28:

How to Not Screw Up Your Album Release

Panelists: Niko Stratis, Switchblade Music Group (moderator); David 'Click' Cox, CLK Creative Works; Colleen Krueger, Flemish Eye Records; Crystal Shawanda, New Sun Music

There are a lot of things to think about before you release music into the world, from the leadup to roll out. In this session we'll dissect best practices to ensure your music gets heard.

Creating Social Content Without Losing Your Mind

Panelists: Elsa Gebremichael, Wild Black (moderator); Melissa Vincent, Pigeon Row; Vanessa Cito, Reach; Adam Kreeft, School Night/Merch Tent

There's a lot of pressure on artists to be actively producing engaging content. We'll discuss best practices for making, posting, and sharing content in an impactful way that also promotes audience growth.

TikTok and the Musician

Join entertainment lawyer and SaskMusic President, Kurt Dahl for this deep dive into TikTok, as he breaks down what musicians need to know, how royalties work and how the platform is impacting the industry as a whole.

Export: UK Markets

Panelists: Danny Keir, Enki Music (moderator); Pip Newby, Friends Vs Records; Feedy Frizzi, MBF Music; Sinead Mills, Practice Music; Brad Kulsic, Singing Light Music

Join an assortment of international delegates as they take a deep dive into the specifics of UK markets in a post-COVID and BREXIT landscape.

Export: International Showcasing

Panelists: Danny Keir, Enki Music (moderator); Stevie Smith, Americana UK; Adele Slater, Paradigm Agency; Charles Watson, Musician; Ben Coleman, Greenman/Glasto

Join an assortment of international delegates as they dissect the world of international showcasing opportunities.

March 8: Women in Music Sask panel & group discussion

Panelists: Marian Donnelly, Creative City Centre (moderator); Jill Mack, Jill Mack Recordings; Rebecca Windjack, Birthday Cake Media; Trisha Carter, CIMA; Andrea An, artist/photographer; Denise Valle, artist.

Join us on International Women's Day, March 8/2021, as we host an interactive meeting that will begin with a panel of creative professionals discussing topics of interest to women working in music. This will be an informal, interactive conversation with some starting discussion points (pandemic-related, recording/releasing music, creativity, parenthood, etc) with space to respond to attendee thoughts and questions. Following the panel, we'll have an open chat opportunity intended to help women from around the province learn more about each other and share information. Through this event we hope to celebrate and amplify Saskatchewan female artists.

EDUCATION HIGHLIGHTS

WORKSHOP SERIES

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, we compressed much of our usual busy fall workshop cycle into panels taking place during the Very Prairie Music Summit at the end of November. For more regular workshops/panels we now present whenever feasible in both Regina and Saskatoon, and also live stream them. Little did we know that by the end of this fiscal, the pandemic would push *everything* workshop-related into the digital realm.

We are planning to keep busy for the foreseeable future by fully shifting our workshops to webinars and encouraging our members to access staff and mentors by phone, emails, and video chat; and encouraging them to keep working on their future plans and grant applications. We're also looking at developing more online services beyond our own streaming and webinars.

WORKSHOP HIGHLIGHTS THIS FISCAL

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

FACTOR FUNDING – THE BASICS

MAY 21/20

WITH KATRINA MOLDOVAN, FACTOR

Katrina Moldovan from FACTOR joined us to guide us through the FACTOR portal and application processes. This seminar was presented to coincide with upcoming deadlines for their Artist Development and Juried Sound Recording programs, so applicants would be able to ask specific questions and tweak their applications if needed following the presentation. In 90 minutes, Katrina walked us through a general overview of FACTOR operations, showed us how to navigate their online portal and shared a sample Artist Development application. Attendees were encouraged to create their artist and applicant profiles before the event so they could pull up their own profiles and follow along. We ended the session with participant questions. This event was hosted through FACTOR's own webinar platform.

CREATING IN CRISIS: TAPPING INTO THE CREATIVE PROCESS TO ACCESS COPING SKILLS AND VITALITY

MAY 25/20

WITH AMANDA SCANDRETT, SACRED CIRCLE HEALING ARTS

This was the first in a series developed for us by Amanda as a response to the pandemic, and was geared towards helping folks find inspiration while prioritizing their mental health. As artists began struggling with the pressure to continue to produce and be prolific while being unable to present live shows (and conduct other typical work), we wanted to offer something

to help support their mind, body and emotions. We focused on how external stressors (loss of income, cancelling shows, etc) can impact the nervous system and learned coping skills to help attendees feel more grounded and in flow. This workshop was part education, part meditation and part creation, with attendees being given the opportunity to create intuitively with a different medium than they might have been used to (drawing, painting, sculpting). The hope was that attendees would leave feeling a little lighter and a lot more inspired by their own inner potential.

SYNC PLACEMENTS AND MUSIC LICENSING

AUGUST 27/20

WITH ELSA GEBREMICHAEL, AMY ELIGH, DAN KOPLOWITZ AND DONDREA ERAUW

In partnership with the Saskatchewan Media Production Industry Association (SMPIA)

This informative conversation explored the world of licensing and music placements in film, television and advertising, presented in partnership with SMPIA for their 'Eye on Saskatchewan Screen Week & Expo 2020' in a panel format. Moderated by Elsa Gebremichael (aka artist Wild Black), panelists Amy Eligh (Arts & Crafts), Dan Koplowitz (Friendly Fire Licensing) and Dondrea Erauw (Instinct Entertainment) broke down what exactly music synchronization is, how placement deals work, pitching your material and much more. Thanks to the partnership and extended marketing reach, we saw great attendance.

"The sync workshop was very helpful. It allowed me to better understand the needs from music supervisors and the steps I need to follow and the information I need to provide in order to be successful in having my music (synced). Getting to know which platforms to use to communicate and getting contact info from the panel was also helpful."

– Marie Veronique-Bourque

"Thank you for providing this very informative panel of professionals in sync licensing. Would highly recommend any artists or individuals wanting to get involved in this industry, attend these types of webinars to learn as much as they can."

– Lisa Dunn

BREAKOUT WEST 2020 HOME EDITION: WHAT TO EXPECT

SEPTEMBER 18/20

WITH LIAM PROST, BREAKOUT WEST

Ahead of an export opportunity or conference event that SaskMusic is engaging with, we typically work closely with showcasing artists to prepare; helping them book meetings, setting expectations for the event, helping to maximize their showcase slot, and so on. With BreakOut West being held online for 2020, conventional expectations went out the window, so we tapped Liam Prost, BreakOut West's Creative Content Manager to prepare attendees and shed light on what to expect. The online format just meant that setting goals, researching panelists, and presenting your best self has never been more important. Liam walked us through the new BOW online portal and showed attendees how to navigate the conference sessions and schedule, sign up for one on ones, where to watch the showcases and answered a ton of questions.

EDUCATION HIGHLIGHTS

CULTURE DAYS 2021

Culture Days is a nationally-coordinated celebration of arts, culture and heritage, facilitating free public events in communities across the country. Typically held over a weekend each September, millions of people attend thousands of free participatory arts and culture events across the country. Culture Days programs invite the public to get hands-on and behind-the-scenes to highlight the importance of arts and culture in our communities. With COVID-19, this year's celebrations were extended to a 4-week run held indoors, outdoors and online.

This October for our contribution to Culture Days, we presented four very well-attended online workshops.

THE VOCAL ROUTINE: HOW TO ACHIEVE YOUR BEST VOCAL PERFORMANCES

OCTOBER 6/20

WITH LAURA RODDICK, MUSIC IN THE HOUSE

Led by vocal teacher/musician Laura Roddick, attendees learned the most effective strategies and exercises for warming up the voice, how to increase stamina and strength, and explored the true potential of their own voices. Roddick is currently in her 11th year acting as head of the vocal and piano program at Music in the House, a Regina-based school home to almost 400 students. Roddick takes great pride in educating and giving incredible experiences and opportunities to those who exert a passion for music. Teaching is one of her biggest passions.

"Thank you SaskMusic for putting together these amazing webinars! Even though I've been singing all my life, being self-taught, it's so nice to learn the professional techniques to further my talent. I sure hope you keep the webinars comin'! I can never learn enough!"

- Raven Reid

"The Vocal Routine I attended with SaskMusic was amazing and much more than I expected. The instructor was knowledgeable, professional, and brought technical and practical elements to her workshop. I am so glad that I attended this workshop."

- Neil Harris

INTRODUCTION TO SONGWRITING

OCTOBER 8/20

WITH LORENA KELLY

This workshop was geared towards anyone interested in songwriting fundamentals, and/or those in the early stages of their songwriting habit. Using real world examples, attendees dissected different parts of songs while learning which their purpose is, looked at different song forms, discussed what makes a strong lyric, covered common chord progressions and got tips on where to begin with song ideas. Led by SaskMusic staffer, songwriter/musician Lorena Kelly.

"What a wonderful, useful way to get all those interested involved with what is locally being offered to anyone at any stage of their life."

- Dawn Bird

ARTIST BIOS 101: HOW TO WRITE A BIO THAT GETS YOU NOTICED

OCTOBER 13/20

WITH SUSAN BUSSE, SUSAN BUSSE PR

Every artist wants a great bio because it can be a powerful part of your marketing toolkit. In this session, Susan Busse broke down the basics for at-

tendees. We looked at what should and shouldn't be included, what parts of a backstory pique interest and how to highlight your best achievements. Geared towards creative artists from a wide range of disciplines and levels, the goal was to get participants started on a bio they feel proud to 'post and send'! She was joined by guests, artist James Gates and communications consultant Laura Monchuk.

Susan Busse is an independent publicist from Saskatoon who specializes in working with artists. She was awarded the 2017 Western Canadian Music Award for 'Impact in Music Marketing', and was nominated in 2016 and 2018 for the same. She was also nominated for the Saskatchewan Music Award for 'Industry Achievement' in both 2018 and 2019.

"Excellent idea for the collaboration of two other panelists; as very good examples were given as to how to get assistance from others."

- Ellen Sagh

RHYTHMS AT HOME

OCTOBER 15/20

WITH JAYSON BRINKWORTH, MUSIC IN THE HOUSE

In this session, attendees joined Jayson Brinkworth on a fun journey in percussion. He inspired major creativity by taking everyday items and showing how they make great percussion instruments. He created a tape drum and shared the common household materials participants could use to make one of their own, and taught drumming techniques to make your home drum sound incredible.

Jayson Brinkworth is the head of the Music in the House drum department and is part of international teaching networks with Sabian Cymbals, Yamaha Drums, Vic Firth Sticks, Evans Drumheads, and is one of only two Canadian drummers on the prestigious Modern Drummer magazine's education team.

"I attended two of the SaskMusic webinars and would recommend these to all musicians, no matter what music level, instrument or genre. Great presenters and awesome material. I found all the information applicable."

- Gaye Ritchie

WORKING WITH ONGOING CHANGE: EMBRACING CREATIVE FLOW TO COPE AND THRIVE

OCTOBER 7/20

WITH AMANDA SCANDRETT, SACRED CIRCLE HEALING ARTS

Part two in our pandemic wellness series was focused on tapping into our creative sides while facing ever-changing pandemic conditions. We learned how to support the nervous system through ongoing change and took in some helpful coping skills to help folks feel more grounded and in flow. Creativity and inner wisdom were accessed using sound meditation, drawing and intuitive journaling. Part education, part meditation and part creation.

INITIATING PERSONAL CHANGE & GROWTH: CREATING IN UNIDEAL TIMES

NOVEMBER 4/20

WITH AMANDA SCANDRETT, SACRED CIRCLE HEALING ARTS

Part three in our pandemic wellness series was focused on how to approach goal setting and working with the different reactions and pressures

EDUCATION HIGHLIGHTS

that tend to arise. Creativity and inner wisdom were accessed using sound meditation, drawing and intuitive journaling. Part education, part meditation and part creation.

"Amanda did an amazing job leading us through an important and much needed workshop!"

– Kasey Atcheynum

SELF CARE IN SURREAL TIMES

DECEMBER 2/20

WITH AMANDA SCANDRETT, SACRED CIRCLE HEALING ARTS

Part four and the last in our pandemic wellness series was focused on self-care amid the pandemic holiday season. We broke down what exactly self-care is, addressed pandemic needs, and received helpful tips and resources to create our own self care plans as participants moved through the holidays and into the 2021 season. Part education, part meditation and part creation.

"Really appreciated these workshops led by Amanda. A positive calming thing to take part in. Also good to feel some connection to others in the community. And I liked the use of menti.com (will see how I can incorporate that into my own work)."

– Kathy Allen

BELL MEDIA CANADIAN SONGWRITING CHALLENGE SASKATCHEWAN EDITION

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

Our sixth annual CSC was due to take place in summer 2020. We opted to postpone the event, hoping it could still happen later in the year 2020 as restrictions lifted. That wasn't to be. Watch for a super-sized event coming in 2021. An intake will seek songwriters who are interested in a weekend of co-writing and mentorship, resulting in studio-recorded song demos. Additional songwriting panels will be available also for anyone to attend.

PARTNERSHIPS:

SMMART PROGRAM: CREATIVE CITY CENTRE

Regina's Creative City Centre launched of a new training program for Saskatchewan artists working in the music, spoken word or visual art sectors, sponsored by a Canada Council for the Arts' Digital Strategy Fund grant.

SMMART is social media marketing for artists. Working in an online course, successful applicants to the program create new digital content in the form of a performance video, interview footage, and in the case of visual artists, photographs and video footage in their studio environments. Once they have their digital content, they begin an eight-week training program delivered online. The course content has been developed and delivered in partnership with Strategy Lab, a Regina-based social media marketing firm, and partners SaskMusic and Sâkêwêwak Artists Collective. At the end of the training program, the artists will have developed their own social media campaigns and gained the skills to continue to promote their work online.

The first program deadline was in August 2020, and a second one is in June 2021. Learn more at <https://creativecitycentre.ca/programs/smmart/>.

WATCH THE WORKSHOPS YOU MISSED

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



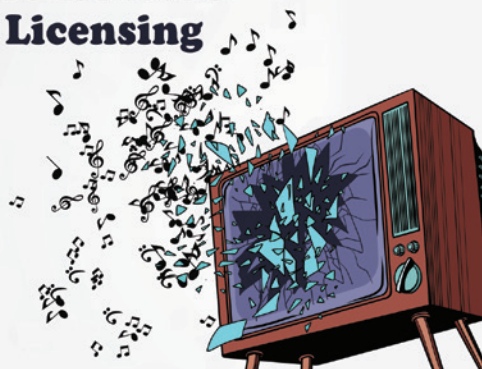
CAREERS IN MUSIC

CAREERS IN MUSIC

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

Careers in Music is SaskMusic's educational outreach program, dedicated to offering youth and young adults in Saskatchewan guidance and encouragement in pursuing careers in different areas of the music industry. Given that this program is largely presented face-to-face and at large career fairs congruent with the school year, activities were cancelled this year. We will hope to resume activities in fall 2021.

SYNC PLACEMENTS and Music Licensing



PROMOS FOR OUR SYNC SEMINAR, AND CULTURE DAYS SERIES



SASKOMUSIC CULTURE DAYS

- the vocal routine **oct 6**
- introduction to songwriting **oct 8**
- artist bios **oct 13**
- rhythms at home **oct 15**

free **webinars**

ALBUM RELEASES

This is a general list of albums/EPs (minimum 5 tracks or 30 minutes in length) publicly released and distributed by Saskatchewan-based artists between April 1/20-March 31/21, as researched by SaskMusic. If we are missing someone, please let us know. No affiliation between the artist and SaskMusic is implied.

91.3FM CJTR/CFMR 90.5FM

Got It Covered: Vol 3 (Compilation)

A VILLAINS NEVERLAND	Above All Else
ACID VAMPIRE	Érotèque
ACID VAMPIRE	Antithesis
ANGUS VINCENT	Pasiko
ANNORA	The Ocean
ARIANA GIROUX	Isolation Sessions
ARIANA GIROUX	Hyper Boreal
ARIANA GIROUX	Recovery
ARTAN MCMANUS	Artan McManus
ARTAN MCMANUS	Befriending Death EP
ARTAN MCMANUS	Revival (2020 Special Edition)
BENNETT Q	Summer 2020
BEWILDERNEST	Before The Flood - The pREMIX EP
BEX	You'll Be Here Someday
BEX	Live
BITBITBIT	Intentions & Consequences
BLUME HINGES	Build Your Castle Inside of a Mountain
BRAINDEAD ROMEO	Nuclear Campfire
BX9090	No Contact!
CADILLAC	El Dorado EP
CAMILLE PARKMAN	At Your Feet
CHALUPIAK	Me
CHES ANTHONY	Stories from Yesterday and Today
CHRIS CARLIER	Short Songs For Patrons II
CLOSE TALKER	How Do We Stay Here? (Deluxe Version)
COHERENCY	Unplugged EP
COLE BACKLUND	Just Listen
COLTER WALL	Western Swing & Waltzes and Other Punchy Songs
CORINNE NEWTON	Real Life Reality EP
THE CORNER HOTEL	Buzzing Amber Skies
CORPSE FIGHTER	Corpse Fighter
DARKSOL	In the Land of the Wind Demons
DARKSOL	Subnivean Gobelin

DARKSOL	Darksol III
DAVID E WHITE	Open Water
THE DEAD SOUTH	Served Live
DEBRASKA	Apathy
DEFINITIVE COLLECTIVE	1st of Many Vol 1 & 2
DEX RILEY	Groves
DJ R DUB L (AK PRODUCTIONS)	Dub Radio 222 (Compilation)
DOUBT IT	Dang It
DUCHESS OF DUB & RAINBOW GLORY	Dub-Hop
DUMB ANGEL	Dumb Angel
DYLAN JULES COOPER	Yeah, No, For Sure
DYLAN JULES COOPER	MAC QUANTUM: Free Apps and Long Baths
DYLAN JULES COOPER	Summer
DYLAN JULES COOPER	Veni, Vidi, No Vici
DYLAN JULES COOPER	I Wish Your Mind Was Mine
ELI BEBOP	Eli Beboop Sings a Contract with Space Chimp
ELLEN FROESE & CAMPBELL WOODS	Farm Boy Sings The Blues
EV THOMPSON	Roller Coaster
FABRIC YXE & DAYDA BANKS	Leaving Neverland
FACTOR CHANDELIER	First Storm
FACTOR CHANDELIER	Eastlake
FACTOR CHANDELIER & DOPE KNIFE	Kill Factory EP
FACTOR EIGHT	A DØ
FALYNN BAPTISTE	A Cree Christmas
FLAVORTOUN	Tales from the Flavorful Realm
FLAVORTOUN	Guy Fieri's 3001: A Spice Odyssey
FUNKJOINT	Many Worlds
THE GARRYS	Häxan: Witchcraft Through the Ages (Original Score)
GRAND LODGE	First Rites
GREG ORRE	I Am In It, Vol.1
GREY RECORDS	Grey Matter 2 (Compilation)
GUIDEWIRE	Boreal Tenebrae
GUS DAVIDSON	Gus Davidson
HIEROCLIFFS	Always Forever
HIT THE STREETS	We're Cursed
HOHRD	Cold Void
HOHRD & PSYBORUM	Eviscerated

HOLLOW OAX	Hollow Oax
IDA BENNA	Ida Benna
INFORED & AK PRODUCTIONS	Authentication
JAY & JO	Victory
JESS MOSKALUKE	The Demos
JIMMY WRIGHT JR.	This Dream
JJ VOSS	Come Along with Me
THE JOHNER BOYS	II
JOLIE BLUE	Canadian Drifter
JONATHON KARABEKIAN	Participation Awards
JUNE THRASHER	Viper Creek
JUS RITE	Time Is Precious
JUSTIN LABRASH	Home Sessions, Vol.1
KACY & CLAYTON + MARLON WILLIAMS	Plastic Bouquet
KARISSA HOFFART	Life of Mine
KAY THE AQUANAUT & KITZ WILLMAN	Ancient Fish from the Northwest
KEIRAN SEMPLE	Chester
KRISTJAN EASTMAN	Sigurlin
LITHIUM	Growing Pains
LEGENDS	Legends EP
LJ TYSON	Skeleton
THE LOCAL GROUP	Sings and Plays Songs and also Tunes
LORD BYRUN	Spirit Animals
LORD BYRUN	Je suis un animal magique
LTP	Singularity
LUX LULABIES	UltraLux EP
MATT HUTCHINGS	Am I Home?
MEDISTATE	Goods of the Soul
MEHTA	Gel raft - five on the chopping block
MEHTA	thrown together for mayday
MEHTA	must work life
MEHTA	done kidding
MERKY WATERS	Tales Retold
MICHAEL SCOTT DAWSON	Nowhere, Middle of
MIDNIGHT GALLOWS	Attack Warning Red
MORI ARTI, WITCHFINDER GENERAL	The Jesus Lizard From Eggregores Ave. Archetypal Crusades Project Book Six
MY FRIEND TERRYS DREAM MACHINE	Mechanisms

ALBUM RELEASES

MY FRIEND TERRY'S DREAM MACHINE

Love, Drugs, Dreams, Machines, Nightmares

NIGE B Circa 1990

NOLTO & DREN Sit-Down Comedy

THE NORTH SOUND As The Stars Explode

OBOISE Feels Like A Sunday

OISEAUX A Comedy

ONES Son

ONEYUN DA PROPHET Volume 1

ORAL FUENTES Rise Up

ORIGIN OF SPIN Abstract Perception

PATIENT HANDS There Are No Graves Here

PATRICK MOON BIRD 2021

PAUL KUZBIK Still Love

PEOPLE OF THE SUN Last Day of Summer

PIMPTON TUNNELZ

POP POP VERNAC Rapid Fire

THE RESIDUALS Looking Out for Better Weather

RHONDA GALLANT-MORARI Star Drift

RICHARD O BURDICK CD48: Giovanni Giacomo
Gastoldi's music arranged for horn choir

RICHARD O BURDICK
CD49: Brass Music of Richard O. Burdick

RICHARD O BURDICK
CD50: The Art of Richard O. Burdick

RICK HERRIOT Ricki's Favourites 9

RILEY BURNS Stirling Ave.

ROOKY Worlds Apart EP

RUGGED LITTLE THING Live

RYAN SHOTTON & MIKE KLEIN Jamdemic (EP)

SAMARA YOUNG Things I Can't Turn Off

SASKATOON FOLK RAP RECORDS
Pandemic Crew Track

SHIRLEY & THE PYRAMIDS Teleroboxer

SHOOTING GUNS Club Mosaic: Remixed/Refitted

SKIP JR. CAMPBELL Skip Jr. Campbell

SKIP JR. CAMPBELL A Few Unnatural Occurrences

SKIZZA Things I Found

SMOKEKILLER Chiba

SUNNY DAY ENCORE Serotonin

SWAYZE St. Angry

THE SWITCHING YARD Brent

TAURUS AT WAR Taurus at War

THEO MACZEK Harvest The Sunrise

THOMAS CHEVALIER En Temps De Guerre

TIMOTHY KIRCHOFER Kirchofer In The Church Yard
Casting Seeds, The Gardener's Songs

TONY MAIGUA Yana Yural Live feat. Tony Maigua

TONY MAIGUA Yana Yurak EP feat. Tony Maigua

TONY MAIGUA Pachakamak EP

TONY MAIGUA Wiracocha

TOVA Pedestal

THE T-SHIRT AND TIES COMBINATION
Everything Is About To Change

TUCKER LANE
Random Fireworks On A Beach Obscured By Trees

TWOANDTWOISFIVE II&II

TYLER GILBERT The Fallen EP

VAUDEVILLE REMEDY Demos & Alternates 2020

WASTED CATHEDRAL Northwoods///CD-R Trax

WASTED CATHEDRAL Edits/Warps

WILFORD Without Form, Frame, And Focus

WORKPRINT Snake of June

YARBO Talk Less (EP)

YELLOWISKY The Seed Collection Vol 1

YGRETZ Jelly22 EP

ZANN FOTH Hindsight Cinema



SASK MUSIC AWARD WINNERS, W3APONS AND DYLAN HRYCIUK/VERSA FILMS. COURTESY THE ARTISTS.

AWARD NOMINEES & WINNERS

This is a general list of awards with Saskatchewan connections (period April 1/20-March 31/21) that we have researched to celebrate achievements. With the exception of the Saskatchewan Music Awards, these are not SaskMusic-presented events. If we are missing something, please let us know. Many events were not held this period due to the pandemic.

Winners are indicated by (W)

BROADCAST DIALOGUE CANADIAN RADIO AWARDS 2020, "THE HOWARDS"

Runners-Up

- Station of the Year – Medium Market: 96.3 Cruz FM, Saskatoon
- Station of the Year – Small Market: Cat Country 98, Assiniboia
- Music Director of the year – Medium Market: Kendra Helm, 96.3 Cruz FM, Saskatoon
- Best On-Air Promotion – Medium Market: Country Cookouts, 620 CKRM, Regina

Winners

- **Program Director of the Year – Medium Market: Andy Ross, 104.9 The Wolf & Play 92 Regina, 96.3 Cruz FM Saskatoon (W)**
- **Music Director of the Year – Small Market: Tim Black, Cat Country 98, Assiniboia (W)**
- **Best Sales Promotion – Medium Market: Hallo-Wheels Drive-Thru Trick-or-Treating, 96.3 Cruz FM, Saskatoon (W)**
- **Best Commercial Production – Small Market: Frank Dunn Trailer Sales, 900 CKBI/Beach Radio 101.5/Power 99, Prince Albert (W)**

CANADIAN COUNTRY MUSIC AWARDS

SEPTEMBER 27/20, ONLINE

- Album of the Year: Tenille Arts, "Love, Heartbreak, & Everything In Between"
- Fans' Choice: Hunter Brothers
- Female Artist of the Year: Jess Moskaluke
- Group of the Year: Hunter Brothers
- **Rising Star: Tenille Arts (W)**
- Video of the Year: Hunter Brothers, "Silver Lining"
- Music Director of the Year (Medium/Small Market): Cal Gratton, CJVR-FM Melfort
- Recording Studio of the Year: Bart McKay Productions, Saskatoon
- Record Producers of the Year: Jacob Durrett, Brett Kissel, Bart McKay for "Now Or Never" (Artist: Brett Kissel)
- Roots Album of the Year: Kalsey Kulyk

CANADIAN FOLK MUSIC AWARDS

APRIL 4/20, ONLINE

- New/Emerging Artist(s) of the Year: Hook & Nail, "Ghost of Taylorton"

CBC MUSIC CLASS CHALLENGE

- Finalist, Category 8: Senior Vocal (Grades 11-12): Marion Graham Collegiate Music Department, Saskatoon

GOLD CERTIFICATIONS

- Gold Single: Hunter Brothers, "Born and Raised" (October 22, 2020)
- Gold Single: Hunter Brothers, "Those Were The Nights" (May 22, 2020)

GREAT AMERICAN SONG CONTEST 2020

- Finalist, Special Category Music: Scott Anthony Andrews, "Santa Plays His Saxophone"

INTERNATIONAL SONGWRITING COMPETITION 2020

Semi-Finalists

- Teen: Eden Paige, "Save Me"
- Folk Singer-Songwriter: James Gates, "Keep It In the Sky"
- AAA (Adult Album Alternative): Jason Gall, Jordan Gall (The Brothers G), "Virginia"
- Rock: John Antoniuk (smokekiller), "You'll Find Out"
- Lyrics Only: Lyn Besse McGinnis, "Dear Christmas"
- Children's Music: Paul Runalls, Chris Atkinson (Ty the T-Rex), "Bow Tie Guy"
- Rock: Zayd, "Father"

JUNO AWARDS 2020 (RESCHEDULED)

JUNE 29/20, ONLINE

- Album Artwork of the Year: Terri Fidelak (art director, designer and illustrator) and Carey Shaw (photographer) for Belle Plaine, "Malice, Mercy, Grief and Wrath"
- Alternative Album of the Year: Foxwarren, "Foxwarren"
- Breakthrough Group of the Year: Hunter Brothers
- Country Album of the Year: Hunter Brothers, "State of Mind"
- **Traditional Roots Album of the Year: The Dead South, "Sugar & Joy" (W)**

POLARIS PRIZE

- Long List: Andy Shauf, "The Neon Skyline"

SASKATCHEWAN COUNTRY MUSIC AWARDS

MAY 16/20, VIRTUAL

The following is the list of winners only.

- Album or EP of the Year: Hunter Brothers, "State of Mind"
- Bass Player of the Year: Luke Hunter
- Country Music Person of the Year: Lisa Moen
- Drummer of the Year: Darcy Deschambault
- Emerging Artist of the Year: Jordyn Pollard
- Fans Choice Entertainer of the Year: Hunter Brothers
- Female Artist of the Year: Tenille Arts
- Fiddle Player of the Year: Janaya Trudel
- Group/Duo of the Year: Hunter Brothers
- Guitar Player of the Year: Scott Patrick
- Interactive Artist or Group of the Year: Lisa Moen
- Keyboard Player of the Year: Jordan Toppings
- Legends and Legacy Award: Donny Parenteau
- Male Artist of the Year: Chris Henderson
- Music Director of the Year - Major Market: Jason Lee
- Music Director of the Year - Secondary Market: Cat Gratton, CJVR-FM Melfort
- Music Festival of the Year: Country at the Creek (Big River)
- Music Venue of the Year: The Happy Nun Café, Forget SK
- On Air Personality of the Year - Major Market: Reg Wilke, CJTR Regina
- On Air Personality of the Year - Secondary Market: Matt Ryan, CJNS Meadow Lake

AWARD NOMINEES & WINNERS

- Radio Station of the Year - Major Market: 92.9 The Bull, Saskatoon
- Radio Station of the Year - Secondary Market: CJVR (105.1FM), Melfort
- Record Producer of the Year: Bart McKay
- Recording Studio of the Year: Bart McKay Productions
- Roots Artist of the Year: J.J. Voss
- SCMA Youth Bursary: Micah Walbaum
- SIGA Indigenous Artist Development Bursary: Yvonne St. Germaine
- Single of the Year: Hunter Brothers, "Lost"
- Songwriter(s) of the Year: Tenille Arts, Alex Kline, Allison Veltz for "Somebody Like That" (performed by Tenille Arts)
- Specialty Instrument Player of the Year: Sam Derbawka
- TV, Radio or Online Show of the Year: Pickin' It Country (CJTR Regina)
- Video of the Year: "Some People," J.J. Voss - directed by Joel Stewart and Pre-Historic Productions

SASKATCHEWAN MUSIC AWARDS 2020

JANUARY 24/2021, ONLINE

- Album of the Year: **Tenille Arts, "Love, Heartbreak, & Everything in Between" (W)**. (See Top Ten - Best Saskatchewan Albums section.)
- Alternative Artist of the Year: **Close Talker (W)**. Nominees: Ava Wild, Natural Sympathies, The Garrys, W3APONS
- Country Artist of the Year: **Tenille Arts (W)**. Nominees: Hunter Brothers, Jordyn Pollard, Justin LaBrash, Samara Yung, Shantaia,
- Electronic Artist of the Year: **RUMPUS (W)**. Nominees: Natural Sympathies, Origin of Spin, Parab Poet, Patient Hands, Patrick Moon Bird,
- Experimental / Contemporary Artist of the Year: **The Garrys (W)**. Nominees: ADEOLUWA, éemi, Jesse Brown, Patient Hands, Toria Summerfield
- Hip Hop Artist of the Year: **Factor Chandelier (W)**. Nominees: Alex Bent + the Emptiness, Dayda Banks, InfoRed, Origin of Spin
- Indigenous Artist of the Year: **The North Sound (W)**. Nominees: InfoRed, Patrick Moon Bird, , Too Soon Monsoon, Yvonne St.Germaine
- Metal/Loud Artist of the Year: **The Basement Paintings (W)**. Nominees: Black Thunder, Dream Creeps, Midnight Gallows, Mike Froh, The Moon Runners
- Rock/Pop Artist of the Year: **W3APONS (W)**. Nominees: Davy Sage, Shirley & The Pyramids, Too Soon Monsoon, velours,
- Roots/Folk Artist of the Year: **Jeffery Straker (W)**. Nominees: Ellen Froese, Gunner & Smith, JJ Voss, The North Sound
- Producer of the Year: **Bart McKay (W)**. Nominees: Barrett Ross, Chris Dimas, Factor Chandelier, Ryan Andersen
- Music Video of the Year: **Dylan Hryciuk - Versa Films for "Blessed Be," Spiritbox (W)**. Nominees: Andrew Parry for "Scaredy Cat," Marissa Burwell; Dylan Hryciuk - Versa Films for "Summer Haze," velours; Mitch Goetz for "Getta Say," Laska; Sean Xiao He for "Nevertheless," Zayd; Thoen Brothers for "Drum Machine," RUMPUS
- Single of the Year: **Somebody Like That, Tenille Arts (W)**. Nominees: "Country Girls," Jess Moskaluke, "Halfway Home," Jess Moskaluke, "Hard Dirt," Hunter Brothers, "Notes from Tom," Jesse Brown and Tom Merrill, "
- Industry Achievement: **Broadway Theatre (W)**. Nominees: Eliza Doyle, Trifecta Sound Co, 91.3FM CJTR, Saskatchewan Jazz Festival
- Venue of the Year: **Broadway Theatre (W)**. Nominees: Coors Event Centre, TCU Place Sid Buckwold Theatre, The Exchange, The Happy Nun

SOCAN AWARDS

SEPTEMBER 21-25/20, ONLINE

- (Awarded to the songwriters; performing artist is from Sask)
Country Music Award: Brad Rempel/Spruce Road Publishing; Carly Barlow (SESAC); Jesse Frasure (BMI); Jon Nite (ASCAP); SONY/ATV Music Publishing Canada for "Lost" performed by the Hunter Brothers

UNSIGNED ONLY MUSIC COMPETITION 2020

- Semi Finalist, Country: Cooper Tropeau, "Leave It With Me"

USA SONGWRITING COMPETITION 2020

- Finalist, Lyrics Only: Michael Harmel, "Room of Dust"

WESTERN CANADIAN MUSIC AWARDS

SEPTEMBER 25/20, ONLINE

- Country Artist of the Year: Hunter Brothers
- **Country Artist of the Year: Jess Moskaluke (W)**
- Electronic & Dance Artist of the Year: Rumpus
- Francophone Artist of the Year: Ponteix
- Rock Artist of the Year: The Radiant
- Roots Artist of the Year: Kacy & Clayton
- Songwriter(s) of the Year: Kacy Anderson & Clayton Linthicum
- Spiritual Artist of the Year: Jay Semko
- Video Director of the Year: Dustin Wilson, Zach Wilson for The Dead South, "Diamond Ring"
- Visual Media Composer of the Year: Wolf Willow, Etthén Heldeli: "Caribou Eaters"
- Excellence in Visual Design: Logan Tanner & Ron Baldoza, Trifecta Sound Co.
- Impact in Artist Development: Regina Jazz Society
- Impact in Music Marketing: Susan Busse

WOMEN'S FREEDOM SONG CONTEST 2021

- Honourable Mention, Video: Dara Schindelka and director Colin Hubick, "She's Like the Swallow"

ARTIST SHOWCASES

This is a general list of showcase events with Saskatchewan artist participation (April 1/20-March 31/21), for interest purposes. Events that SaskMusic had a presence/involvement with are detailed elsewhere in this report. A majority of national and international music industry events were cancelled or postponed during this time.

BANGKOK MUSIC CITIES

November 28-29/20, online

Arcana Kings

CANADIAN COUNTRY MUSIC AWARDS

**Performance on awards show
broadcast September 27/20**

Hunter Brothers ([watch their performance](#))

Jess Moskaluke ([watch her performance](#))

CANADIAN SONGWRITER CHALLENGE PEI

May 20-26/20, online

Valerie Ray McLeod

CONTACT QUEST 20.2.0

November 18, 2020

Marie-Véronique (MV) Bourque

GWYL 2021 ONLINE FEST

March 8/2021, online

The Faps

FOLK ALLIANCE INTERNATIONAL "FOLK UNLOCKED"

February 22-26/20, online

SaskMusic/BreakOut West Showcase:

Jeffery Straker

The Last Birds

Other/private:

Ellen Froese

JJ Voss

JUND AWARDS

**Performance on awards show
broadcast June 29/20**

The Dead South

M FOR MONTREAL

November 18-20/20, online

Patient Hands

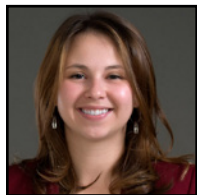
The Garrys

NEW COLOSSUS FESTIVAL (ONLINE EDITION)

March 23-26/21, online

Toria Summerfield

BOARD OF DIRECTORS



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

Amy Banford (Regina)

Third term: June 2020-2022

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

Kurt Dahl (Saskatoon)

Third term: June 2019-2021

Kurt is an entertainment lawyer by day and a rock star by night. A founding member of One Bad Son, Kurt has toured the world with the band over the past 16 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 has served as President of SaskMusic for the past five years and is passionate about utilizing his knowledge as artist and lawyer to help others in the entertainment industry make the most of their career. He shares his knowledge in the articles he writes on cutting edge issues in the music industry which have been published around the world by Canadian Musician, Canadian Lawyer, SOCAN, Drum Magazine and more, and can be found on his website www.lawyerdrummer.com.

Kara Golembe (Indian Head)

Second term: June 2020-2022

Kara is a roots-styled singer/songwriter that has been actively involved in the Saskatchewan music landscape over the last 5 years. She has been a vocal advocate of the support and programming that local musicians receive through SaskMusic, and the community they have helped to foster. Golembe recently completed a full-length album, "Keep These Stories Safe," and previously released an EP "Every Little Light" in 2016, neither of which would have been possible without the guidance and assistance of SaskMusic. Kara has been an active mentor in Songs 4 Nature creative camps, a songwriting program through the Royal Saskatchewan Museum. Golembe's song "Box Labelled You" was a finalist in the Folk category of the Canadian Song-

writing Competition 2018, she was the winner of the 620 CKRM Proudly Saskatchewan Showcase (2016), has played Gateway Festival, SaskTel Jazzfest, Craven Country Jamboree, All Folk'd Up, Telemiracle, and was part of The Empty Room Series. She is passionate about contributing to the culture of promoting and assisting the growth of community and career expansion for all Saskatchewan musicians.

Shannon Josdal (Saskatoon)

First term: June 2019-2021

Originally from Regina, Shannon 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. In 2012, Shannon was unexpectedly handed the keys to Regina's Creative City Centre when the Centre's founder needed someone to take care of things while she ran for political office. A career in venue management and entertainment buying ensued. Shannon is currently on maternity leave from her regular gig as an Entertainment Buyer, but typically programs in excess of 115 concerts a year with artists ranging from up-and-comers to international headliners. In her spare time, Shannon teaches piano, voice, and flute from her home studio. She lives in Saskatoon with her husband Matt, daughter Harpa, and their dog Sonny.

Christian Kongawi (Saskatoon)

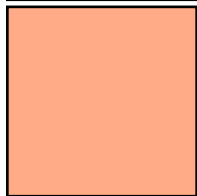
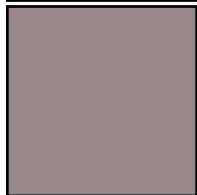
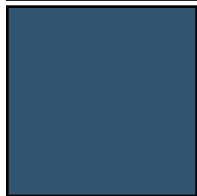
First term: June 2020-2022

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

Mitchell Lupichuk (Saskatoon)

First term: June 2019-2021 (resigned)

Mitchell is a music venue owner from Saskatoon. A lifelong fan of music, he ventured into the industry just out of high school when he began his first event production company. Since that time, music has been a huge part of his life. Despite his familiarity and experience with music on a national and international level, Mitch has always had a passion for local music and always dreamed of owning his own venue. This dream became a reality in 2014 when he and a handful of his friends opened the Capitol Music Club. Since that time the Capitol has become a staple venue in the city, booking thousands of events. Mitch has worked tirelessly to promote up and coming local bands and to bring world class acts to our city and province. Not only is Mitch a successful business man, he understands the importance of investing in the community. He has over 5 years experience working on not-for-profit boards including Kickstart SBLA (Vice



PHOTOS: AMY BANFORD, KURT DAHL, KARA GOLEMBA, SHANNON JOSDAL, CHRISTIAN KONGAWI, MITCHELL LUPICHUK.

BOARD OF DIRECTORS

President) & Ness Creek Music Festival (Board member/external committee member). He is current member of the Revenue Generation Committee for Ness Creek, helping to keep the festival viable through sponsorship. Mitch is passionate about using his experience and connections to enhance the provincial music scene.

Dale McArthur (Regina)

Second term: June 2020-2022

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

Orion Paradis (Regina)

Second term: June 2020-2022

Orion is a Saskatchewan music producer who works out of his own recording studio, SoulSound (which shares a building & inspiration with its sister studio, FadaDance). As a producer & engineer, Orion is very active in Sask's local community of bands, recording with artists such as Beach Body, Ava Wild, Natural Sympathies, The WON'Ts, Wolf Willow, Megan Nash, Library Voices, The Dead South, Kacy & Clayton, Etienne Fletcher, and 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. 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), 2017 YouTube Viral - 250 million views (The Dead South - In Hell I'll Be In Good Company), 2018 - #1 Stingray Satellite Radio (Etienne Fletcher - Cherie Cheri), 2017 SaskMusic #1 Album (Megan Nash - Seeker).

Jared Robinson (Moose Jaw)

Second term: June 2019 -2021

Over the course of his career as an artist/designer/producer, Jared has been nominated for 22 music and design awards in various categories at the Prairie Music Awards, Western Canadian Music Awards, The Indies (Toronto), Independent Music Awards, and the JUNOs. This includes a nomination for "Best Music Producer" as well as being honoured with an award for photography. Jared's recording studio, Nebulus Entertainment,

prides itself on working with Saskatchewan's industry and artists, regardless of genre or whether you're a beginner or expert. Genres worked with have included: rock, hip hop, singer/songwriter, pop, electronic, country, orchestral and more.

Amanda Scandrett (Regina)

Second term: June 2020-2022

Amanda is a Regina-based artist, arts educator, and therapist. She holds a BEd in Arts Education and MEd in Educational Psychology. Amanda is a Sessional Lecturer with the University of Regina in Arts Education and runs a private practice specialising in trauma therapy through the arts and meditation. With 20 years non-profit experience, Amanda is passionate about engaging in the arts through community, social justice, and personal empowerment. She is a co-founder of Girls Rock Regina and has more than a decade of experience as a touring and recording musician. She has performed around the world, including performances at the Vancouver Olympics, SXSW, Liverpool Sound City & Edgefest and has released multiple recordings with Library Voices and ROM DOS.

Derek Watson (Saskatoon)

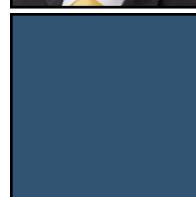
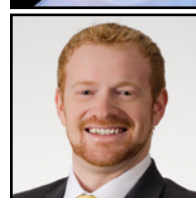
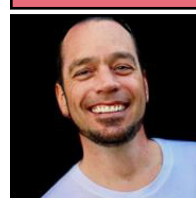
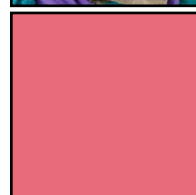
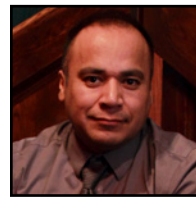
First term: June 2019-June 2021

Derek's career history includes a 23 year run in the radio industry as an on-air personality on stations with formats ranging from rock, country, pop and classic hits. Throughout those years, he's also taken on the roles of Music Director and Program Director. His commercial radio experience has brought his passion for bringing local musicians to the masses, after highlighting many non-mainstream artists on his stations and seeing them rise to success. He believes that Saskatchewan has the opportunity to lead Canada as we continue to grow our local talent into globally recognized performers, songwriters and producers.

Malcolm Whyte (Saskatoon)

Second term: June 2019-2021

From indie rock to healthcare, and education to electronics, Malcolm Whyte is no stranger to the stage or the laboratory. A professional working at the U of S in the Clinical Learning Resource Centre as a Simulation Technology Specialist, it's been a lifelong interest in both the artistic and the technical sides of music that has taken Malcolm across the world as a multi-talented touring artist. In addition to his on-stage skills on the bass, Malcolm has developed lifelong relationships with a reputation for his work in the industry with writing, recording, mixing, and producing bands. Attending the Vancouver College/UBC World Music B.Mus program, Whyte studied theory and music instrumentation fundamentals while honing his stage presence as a bassist with Flexure, Frequency Fall and Sara Ciantar. Moving to Saskatoon and finding his niche in Saskatchewan's vibrant arts scene, Malcolm has since taken on more prominent gigs, playing with The Karpinka Brothers, while showcasing his adeptness while picking up bass duties with country-rock band Aces Wyld and indie-folk/pop band Fisticuffs/Dream Country.



PHOTOS: DALE MCARTHUR, ORION PARADIS, JARED ROBINSON, AMANDA SCANDRETT, DEREK WATSON, MALCOLM WHYTE.

STAFF



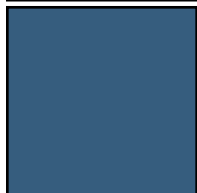
Michael Dawson
Executive Director (Regina)

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



Lorena Kelly
Communications & Operations Manager (Regina)

Lorena has worked in various roles at SaskMusic, and loves helping to promote the awesome music of our province and helping members navigate this often-confusing industry. She's had experience in a variety of things, from programming lineups and coordinating large-scale conferences and events, to running juries, licensing initiatives, advertising campaigns, economic studies and more, in addition to participating on numerous boards, juries and committees. She currently oversees our association communications, marketing initiatives and office operations. Prior to SaskMusic, she studied classical piano, then keyboards at Professional Musicians' College, toured across Canada, the U.S. and internationally, backing up numerous artists as a free-lance keyboard player/vocalist in addition to releasing her own albums; and also worked in advertising, layout and web design. She's proud mama to a creative little girl.



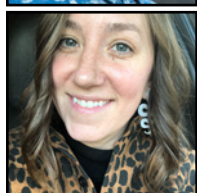
Kaelen Klypak
Program Manager (Saskatoon)

Kaelen received his Arts and Entertainment Management Diploma from Capilano University in North Vancouver and now resides in Saskatoon. He manages the export and professional development programs for SaskMusic. Kaelen has been actively involved in the Canadian music industry for the past 18 years as a musician, manager, production manager, promoter, and running his own music publishing company. He is now back as an artist with his latest synth based project, June Thrasher. He is also a jury member for various music organizations and sits on numerous cultural boards including co-director of the Derek Bachman Foundation and the 2020 JUNOs Host Committee.



Brittney MacFarlane
Program & Education Coordinator (Regina)

Brittney got her start in the non-profit arts industry when she was working as the Front of House Manager for The Globe Theatre. Here she got experience in stage management, volunteer coordination and staff management. Although she loved working in the theatre world, the music industry was where she knew she belonged. When the opportunity to join SaskMusic came up she jumped at it. She started out as the Administrative Assistant in the Regina office and was then promoted to Program & Education Coordinator. 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 currently sits on the Board of Directors for Girls Rock Camp Regina (GRR), where she's also a member of the organizational committee and acting volunteer chair. She recently stepped back from the Board of Directors of the Saskatchewan Country Music Association (SCMA) after serving for 6 years. She's an active juror for many organizations including FACTOR (The Foundation Assisting Canadian Talent on Recordings), The Western Canadian Music Awards (WCMA's), the JUNO Awards and Music PEI Awards, to name a few.



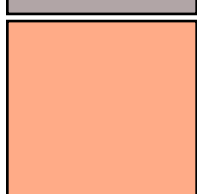
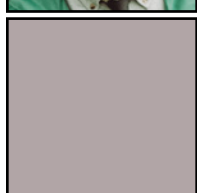
Ben Valiaho
Administrative Assistant (Regina)

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.



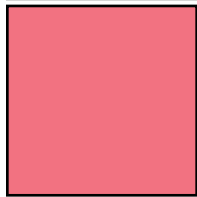
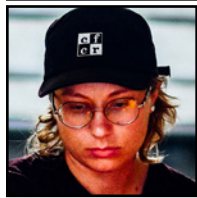
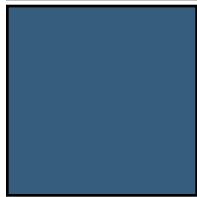
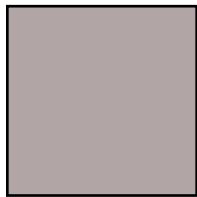
Shawn Karpinka
Program and Administrative Assistant (Saskatoon)

Shawn is an active member of the Saskatchewan music scene with his group The Karpinka Brothers, who have toured from coast to coast in North America, including showcasing at Folk Alliance International in Kansas City, and multiple performances at the SaskTel Saskatchewan Jazz Festival. They've achieved acclaimed press and chart success on campus and community radio across Canada and the U.S., releasing four studio albums



PHOTOS: MICHAEL DAWSON, LORENA KELLY, KAELEN KLYPAK, BRITTNEY MACFARLANE, BEN VALIAHO, SHAWN KARPINKA.

STAFF



over 10+ years, the most recent produced by Howard Bilterman (Leonard Cohen, Arcade Fire) at his legendary Hotel2Tango studio in Montréal. Shawn is often found at local shows, cheering on friends at the top of his lungs. He is passionate about helping musicians, and his advice has been featured in Canadian Musician magazine. He has also been an MC many times at the Gateway and Ness Creek music festivals. He has worked closely with some of the top publicists in the music industry, and he has always been thankful for the lessons that he learned from his first mentor, Derek Bachman at SaskMusic. Photo: Matt Smith

CASUAL CONTRACT SUPPORT

In addition to the above we are grateful to have the support of these team members for project-related assistance.

Darwin Roy Indigenous Music Coordinator (Prince Albert)

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

Darwin Roy was raised by his grandparents in Northern Saskatchewan where they lived a hunting, fishing, trapping, and gathering lifestyle. Darwin is a proud speaker of the Cree language who has made a career working in public relations for the resource industry, the education sector, and for First Nations. He has a Graduate degree in Educational Administration from the University of Saskatchewan. Darwin has been very active in the Indigenous music scene throughout his career. Darwin has a passion for music and feeds that passion with his involvement with his personal singing ventures or with the group he has played with for most of his life - "Just The Boyz" or "JTB". In 2005 JTB was nominated for Canadian Aboriginal Music Award for Best Country Album. He has been a part of the Voices of the North Show, a showcase of Indigenous talent during the Prince Albert Winter Festival, since 1998. Darwin continues to play music for the people locally in Saskatoon or somewhere down that long highway.

Kevin Kyle Research Assistant (Regina)

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

Jill Mack Production & Event Coordinator (Saskatoon), temporary contract

Jill had come on board to assist with our Winter Showcase project this fiscal.

Jill Mack is a live sound engineer, recording engineer and multi-instrumentalist. She has been working as a freelance engineer in the live sound industry for the past 5 years and most notably has been touring with The Pack A.D. as their FOH engineer for the last 4. Jill is passionate about inclusivity in the male-dominated audio industry and has taught workshops alongside Girls Rock Saskatoon and SaskMusic to garner interest and create safer spaces for people to learn about audio. When she isn't running sound at a show, Jill enjoys playing bass in the trash-pop/folk-rock outfit Dump Babes and most recently has joined local disco-punks Go Bwah on the drums.

As well, we are pleased to have support from **Carlee Whitlock of Prairie Sky Bookkeeping Services** as our contracted bookkeeper, keeping our financial records in order.

PHOTOS: DARWIN ROY, KEVIN KYLE, JILL MACK.

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