

# RADIO STARMAKER FUND

ANNUAL REPORT 2007–2008



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## MESSAGE FROM THE CHAIR


 RADIO  
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This past year for the Starmaker Fund was exciting as we welcomed a new group of directors and I had the privilege of taking the reins from Chuck McCoy as Chair of the fund. The first thing that I must say is that Chuck has made this an easy job for me by handing over such a well run and effective operation. I would also

like to recognize the outstanding contribution made by the departing Board members, Rob Farina, Sander Shalinsky, Brian Chater and Bob Harris.

It is a double pleasure for me having been integrally involved in the radio review process on behalf of broadcasters that secured the future of the Radio Starmaker Fund and now being part of the Astral family that is a major financial contributor to it. With the transactions approved involving both Astral and CTV/CHUM we have ensured that the Starmaker Fund will be a significant component in ensuring artist centered funding and support over the next 7 years.

Although I became quite familiar with the Starmaker Fund and its operation during the radio review process I am impressed that it continues to maintain the highest levels of consistency, objectivity and accountability. This is truly a support mechanism upon which artists can rely.

This year 95.48% of all qualifying applications submitted were approved for funding. Also, we continue to see an increase in funding to the independent labels where 76.74% of the funding approved went to independent labels. I am pleased that Starmaker continues to play a part in developing the independent labels to the point where they can make a substantial investment in their artists with our assistance.

The CRTC, in its review of radio, specifically commended Starmaker on its ability to fund diverse genres of music. Once again, in 2007-2008 we are able to report that we are continuing to support diverse genres of music with 40% of our funding being approved for music outside of the pop/rock realm.

I am very excited to see these excellent results in my first year as Chair and I look forward to working further with the new Board and the very capable staff here at Starmaker to continue to set and meet these very high standards for supporting artists in Canada.

**Rob Braide**  
Executive Chair  
Radio Starmaker Fund

# BOARD OF DIRECTORS AND STAFF | MANDATE

## RADIO STARMAKER FUND

FOR THE PERIOD FROM SEPTEMBER 1, 2007 TO AUGUST 31, 2008, THE RADIO STARMAKER FUND BOARD OF DIRECTORS WAS COMPRISED OF:

### CHAIR

Rob Braide  
Vice President Branding/  
Communications and Industry Relations  
Astral Media Radio  
Montreal, Quebec

### VICE-CHAIR

RJ Guha  
President/Vice-President  
Kindling Music/The Management Trust  
Toronto, Ontario

### TREASURER

Andy McLean  
Managing Director  
NXNE  
Toronto, Ontario

### SECRETARY

Steve Kane  
President  
Warner Music Canada  
Toronto, Ontario

### DIRECTORS

Julie Adam  
Vice-President/General Manager/  
Program Director  
98.1 CHFI FM Toronto and  
National Assistant Program Director  
Rogers Broadcasting Limited  
Toronto, Ontario

Blair Bartrem  
Program Director  
Q107, Corus Entertainment Inc.  
Toronto, Ontario

Shauna de Cartier  
President  
Six Shooter Records/Management  
Toronto, Ontario

David Corey  
Program Director  
CHUM FM - CTV Inc.  
Toronto, Ontario

### DIRECTORS CON'T.

Bernie Finkelstein  
President  
The Finkelstein Management Company  
Toronto, Ontario

Jian Ghomeshi  
President  
Wonderboy Entertainment Inc.  
Toronto, Ontario

### STAFF:

**EXECUTIVE DIRECTOR**  
Chip Sutherland

**MANAGER,  
FINANCE AND ADMINISTRATION**  
Rachel Oldfield

**MANAGER,  
PROGRAMS AND APPLICATIONS**  
Jerry Leibowitz

## MANDATE

The mandate of the Radio Starmaker Fund is to make a substantial and discernable difference to the careers of Canadian musical recording artists through artist driven marketing assistance, and to support the Canadian independent music infrastructure.

Created by the Canadian Radio-television and Telecommunications Commission's Radio Policy Review of 1998, the Radio Starmaker Fund has completed its seventh full year of operation.

French language artists are supported by Fonds RadioStar, although Radio Starmaker Fund supports non-French language and instrumental projects originating from Quebec.

RADIO STARMAKER FUND

# APPLICATION EVALUATION | APPLICATIONS SUBMITTED VS. APPLICATIONS APPROVED

Applications to the Radio Starmaker Fund are evaluated on four major criteria:

- The track record of the artist
- The amount of money invested by the applicant and his/her label
- The quality of the marketing plan, both the proposed RSF portion and the portion to which the applicant has committed through their significant investment
- The amount of money the Radio Starmaker Fund has available for the round

In order to qualify for the Radio Starmaker Fund, artists are required to reach prescribed sales levels by genre and demonstrate a financial commitment to the marketing of their recorded project. For a detailed description of our criteria please visit our website at [www.radiostarmakerfund.com](http://www.radiostarmakerfund.com). Furthermore, the artist must be a Canadian citizen or landed immigrant, a resident of Canada and the ownership of the master recording must reside with a Canadian company.

We continue to fund artists from a wide variety of musical genres and from every region of the country.

## APPLICATIONS SUBMITTED VS. APPLICATIONS APPROVED

	# OF QUALIFYING APPLICATIONS SUBMITTED	# OF APPLICATIONS APPROVED	%
TOTAL FISCAL YEAR 2007-2008	221	211	95.48%

### SUCCESS FACT: MATTHEW GOOD

Assistance from the Radio Starmaker Fund on Matthew Good's third solo album "Hospital Music" helped take the project to gold plus status in Canada, a huge accomplishment for any Canadian artist. The funds provided



allowed us to undertake extensive radio, street and on-line marketing campaigns. Starmaker's touring programs also played an important role in Matthew Good's live performances in 2008. Through domestic and American touring, we have been able to continue to grow his fan base reaching out into the global marketplace. The Radio Starmaker Fund has helped to make "Hospital Music" a great success, allowing us to engage a new generation of fans.

Ivar Hamilton  
VP Artist Marketing, Universal Music Canada

## TRACKING SUCCESS | GRANT ALLOCATION BY TYPE OF RECORD LABEL

### TRACKING SUCCESS

We have established throughout the operation of the Fund a system of following up with our applicants to seek feedback on the impact of the funding. Statistics can only tell part of the story and we prefer to have specific and direct feedback from our applicants as to how they felt Starmaker assisted their goals. Throughout this report there are several success stories provided by our applicants that illustrates the very positive impact we are having on Canadian artists both here and abroad.

### GRANT ALLOCATION BY TYPE OF RECORD LABEL

	MAJOR LABELS	INDIE LABELS	QUASI-INDIE	MISC. FUNDING	TOTAL
TOTAL APPROVED FUNDING FOR FISCAL YEAR	\$692,821.05	\$4,217,879.67	\$410,820.32	\$175,000.00	\$5,496,521.04
% OF TOTAL APPROVED FUNDING	12.60%	76.74%	7.48%	3.18%	100%

## RADIO STARMAKER FUND

### SUCCESS FACT: MICHAEL KAESHAMMER

Michael Kaeshammer received Radio Starmaker funding to help with the marketing and promotional expenses around his support slot on a national Anne Murray concert tour of Canada. The funding allowed us to hire an independent



marketing company to do postering and hand out postcards in advance of the dates. It also paid for key print and radio advertising directed at Ms. Murray's audience, as well as to extend our press and publicity campaigns. With the added assistance of Starmaker, Michael made great inroads with the tour promoter who will be there for him with new offers in the future, with the press who saw and strongly reviewed his performances and with the thousands of people who saw and enjoyed him each night.

Tom Berry  
President, Alert Music

## ARTIST PROFILE: SARAH SLEAN

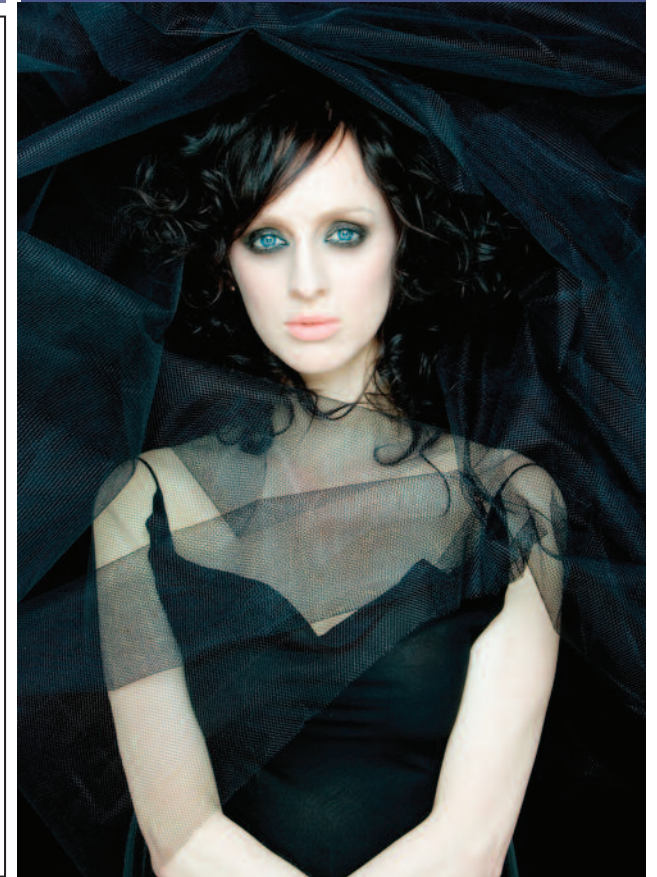
RADIO  
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The set-up for Sarah Slean's "The Baroness" was done in a variety of areas and included a viral video director contest as well as securing iTunes single of the week for the album's focus track, 'Get Home'. Through these initiatives, a significant number of viral impressions were made prior to taking the single to commercial radio and video outlets. As a result, "The Baroness" debuted at #1 on the SoundScan Digital albums chart and Top 10 on the SoundScan Album chart - the highest chart peaks of her career.

At the time Sarah's Starmaker application was approved, the single was making its way up the AC Radio charts. It went on to become a Top 10 hit at AC, marking her highest ever chart peak at radio. Starmaker funds allowed us to undertake extensive campaigns at supporting stations, helping the consumer to make a crucial connection between "the song", "the artist" and "the album". The balance of our funding was used for a targeted street postering campaign, enabling us to secure a second wave of retail campaigns at the same time the single was hitting critical mass.

Sarah completed her largest ever Canadian tour in support of "The Baroness", graduating to theatres in markets where she previously played smaller clubs. Her success here in Canada also paved the way for a number of Warner affiliates to release "The Baroness" in markets throughout the world. The Radio Starmaker Fund was invaluable in helping to make this project into the success it has become.

KEN BOYER  
MARKETING MANAGER, INTERNATIONAL & THIRD PARTIES  
WARNER MUSIC CANADA CO.



## RADIO STARMAKER FUNDED ARTISTS


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#	ARTIST	APPROVED	#	ARTIST	APPROVED	#	ARTIST	APPROVED	#	ARTIST	APPROVED
24	AARON LINES	\$26,250.00	25	ALEXISONFIRE	\$30,000.00	26	AARON LINES	\$7,500.00	27	BEDOQUIN SOUNDCLASH	\$32,000.00
24	ANGÈLE DUBEAU ET LA PIETÀ	\$22,550.00	25	ANGÈLE DUBEAU ET LA PIETÀ	\$18,417.00	26	ALAIN LEFÈVRE	\$15,952.00	27	BUCK 65	\$30,000.00
24	BEDOQUIN SOUNDCLASH	\$10,000.00	25	BEDOQUIN SOUNDCLASH	\$73,699.00	26	ALEXISONFIRE	\$12,500.00	27	CITY AND COLOUR	\$6,000.00
24	BELLY	\$16,000.00	25	BRIAN MELO	\$69,500.00	26	BEDOQUIN SOUNDCLASH	\$63,060.10	27	CRYSTAL CASTLES	\$53,322.06
24	CHAMPION	\$22,500.00	25	BUCK 65	\$30,500.00	26	BRIAN MELO	\$33,000.00	27	DAVID GOGO	\$35,500.00
24	CORB LUND	\$81,538.00	25	CHAMPION	\$21,917.06	26	BROKEN SOCIAL SCENE	\$20,000.00	27	DJ CHAMPION	\$1,500.00
24	DEE	\$4,500.00	25	CITY AND COLOUR	\$118,430.00	26	BUCK 65	\$24,000.00	27	DK IBOMEKA	\$30,889.75
24	DOC WALKER	\$1,500.00	25	CLASSIFIED	\$30,000.00	26	CHROMEO	\$41,863.50	27	DOC WALKER	\$35,416.60
24	FABER DRIVE	\$61,500.00	25	CORB LUND	\$7,500.00	26	CITY AND COLOUR	\$54,086.10	27	FABER DRIVE	\$22,500.00
24	FEIST	\$109,550.00	25	CORNIELLE	\$43,255.79	26	CORB LUND	\$14,000.00	27	GOD MADE ME FUNKY	\$43,757.50
24	FINAL FANTASY	\$55,500.00	25	CUFF THE DUKE	\$30,000.00	26	ELLIOTT BROOD	\$20,000.00	27	GREAT LAKE SWIMMERS	\$25,500.00
24	GEORGE CANYON	\$30,000.00	25	DAVID GOGO	\$50,000.00	26	FEIST	\$7,450.00	27	HAYLEY SALES	\$12,000.00
24	GOB	\$69,950.00	25	FABER DRIVE	\$21,000.00	26	HAWKSLEY WORKMAN	\$32,000.00	27	ILLSCARLETT	\$30,500.00
24	ILLSCARLETT	\$82,830.00	25	GEORGE CANYON	\$22,091.00	26	HAYDEN	\$22,500.00	27	JESSE COOK	\$21,500.00
24	JOEL PLASKETT EMERGENCY	\$24,000.00	25	HAWKSLEY WORKMAN	\$30,500.00	26	HAYLEY SALES	\$34,900.00	27	JULY BLACK	\$16,500.00
24	JOHNNY REID	\$1,500.00	25	HEDLEY	\$147,716.00	26	JESSE COOK	\$13,500.00	27	KATHLEEN EDWARDS	\$42,000.00
24	JUSTIN RUTLEDGE	\$18,000.00	25	JESSIE FARRELL	\$750.00	26	JESSIE FARRELL	\$24,756.00	27	LES VOIX HUMAINES	\$15,000.00
24	LES VOIX HUMAINES	\$4,500.00	25	JIMMY RANKIN	\$22,500.00	26	JULY BLACK	\$12,679.15	27	LUKE DOUCET	\$29,000.00
24	LUKE DOUCET	\$27,750.00	25	JOHNNY REID	\$43,734.20	26	JUSTIN RUTLEDGE	\$24,750.00	27	MARTHA WAINWRIGHT	\$48,683.67
24	MOLLY JOHNSON	\$20,000.00	25	JULY BLACK	\$102,586.67	26	KATHLEEN EDWARDS	\$93,477.20	27	MATT MAYS & EL TORPEDO	\$104,390.00
24	NEVERENDING WHITE LIGHTS	\$37,651.00	25	KEVIN DREW	\$66,288.00	26	LUKE DOUCET	\$41,484.00	27	MATTHEW GOOD	\$71,704.50
24	PATRICK WATSON	\$58,750.00	25	LES VIOLONS DU ROY	\$11,396.00	26	MATTHEW GOOD	\$23,250.00	27	PATRICK WATSON	\$8,500.00
24	SHOUT OUT OUT OUT OUT	\$19,500.00	25	LUKE DOUCET	\$32,250.00	26	MICHAEL KAESHAMMER	\$30,000.00	27	PRIESTESS	\$3,000.00
24	SOCIAL CODE	\$73,950.00	25	PATRICK WATSON	\$13,500.00	26	PASCALE PICARD	\$18,895.00	27	SARAH SLEAN	\$78,289.55
24	STARS	\$132,039.00	25	QUARTETTO GELATO	\$15,000.00	26	PATRICK WATSON	\$14,000.00	27	SERENA RYDER	\$1,500.00
24	TEGAN AND SARA	\$30,649.48	25	ROBERT MICHAELS	\$8,500.00	26	PROTEST THE HERO	\$89,607.50	27	SOPHIE MILMAN	\$79,345.00
24	THE NEW PORNOGRAPHERS	\$75,522.00	25	RON SEXSMITH	\$10,500.00	26	RAINE MAIDA	\$58,900.00	27	STARS	\$20,000.00
24	THE SADIES	\$750.00	25	SERENA RYDER	\$53,281.00	26	SHOUT OUT OUT OUT OUT	\$2,250.00	27	SUZIE MCNEIL	\$7,500.00
24	THE SALADS	\$7,500.00	25	SOPHIE MILMAN	\$27,000.00	26	SOCIAL CODE	\$9,000.00	27	SWEATSHOP UNION	\$60,000.00
24	THE TREWS	\$59,500.00	25	STATE OF SHOCK	\$24,750.00	26	STARS	\$40,737.50	27	THE LOST FINGERS	\$32,321.00
24	WINTERSLEEP	\$31,923.60	25	SYLVAIN COSSETTE	\$73,832.62	26	STATE OF SHOCK	\$117,678.94	27	THE NEW PORNOGRAPHERS	\$27,500.00
24	YANNICK NÉZET-SÉGUIN	\$20,494.00	25	THE NEW PORNOGRAPHERS	\$31,000.00	26	SUZIE MCNEIL	\$55,200.00	27	THE SADIES	\$6,000.00
			25	THE SADIES	\$45,462.00	26	SYLVAIN COSSETTE	\$7,500.00	27	THE STILLS	\$27,500.00
			25	THE SALADS	\$1,376.26	26	TEGAN AND SARA	\$42,000.00	27	THE TREWS	\$80,288.00
			25	WINTERSLEEP	\$33,000.00	26	THE SADIES	\$26,250.00	27	TOKYO POLICE CLUB	\$112,200.00
						26	THE STILLS	\$36,058.33	27	WINTERSLEEP	\$42,377.17
						26	THE TREWS	\$112,296.24			
						26	THE WAILIN' JENNYS	\$22,000.00			
						26	THEORY OF A DEADMAN	\$104,575.00			
						26	WINTERSLEEP	\$4,500.00			



## ARTIST PROFILE: PROTEST THE HERO

Protest The Hero began their career with the aspiration of being the biggest metal band this country has ever produced. Their second full-length, "Fortress" illustrated the potential for the band to all concerned from the very start. The first single, 'Bloodmeat' was embraced not only by MuchMusic, Musique-Plus and the media but also by modern rock radio. Upon release, "Fortress" debuted at #1 in Canada on SoundScan and the band was on their way to meeting their initial aspiration.

For our first Radio Starmaker Fund Domestic Marketing application, the main concern was to use the monies to reach out to the parties that had supported the band. The goal was to nurture relationships and continue to advertise with those outlets through the 2nd phase of marketing the project. Our target was to have the title set up strongly at retail to benefit from the group's 1st headlining tour of Canada. Marketing initiatives were begun in order to drive consumers to retail and an HMV campaign set a special low price for the release for a short period of time. The result of the advertising and retail initiatives was a 100+% increase in sales on SoundScan which was sustained for most of 3 weeks surrounding the tour. With Starmaker's help and our recently approved application, we are now making a concentrated effort to break the band to Quebec's large metal audience.

Starmaker funding has been extremely valuable for Protest The Hero's "Fortress". We have already matched the sales of the band's previous release in Canada and the record is still selling. The exposure which has resulted from this funding has also boiled over into the States, with the album selling over 40,000 copies there so far. The band has also secured spots on some of the best hard rock tours of the year including the Warped Tour. Our goal for the next 6 months is to successfully push "Fortress" to gold status in Canada. With a ship currently over 33,000 units and a brand new video for 3rd single 'Palms Read', we see the potential to push the album to this goal by the end of the album cycle.

The band and management are incredibly grateful for the Starmaker grants, as the help with marketing the release and touring has built a very solid career not only in Canada but throughout the world. The band is currently touring the U.S. and then they are off to Europe and Australia, before heading back home for a cross-country headlining tour. Starmaker's support for Protest The Hero will help the band reach gold certification in Canada, which is not an easy thing for a metal band! This would not have been a reality if the Radio Starmaker Fund did not exist to assist us in achieving this goal.

STEVE NIGHTINGALE  
NATIONAL MARKETING MANAGER, UNIVERSAL MUSIC CANADA

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## SALES CERTIFICATIONS

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DATE	ARTIST	ALBUM/SINGLE	CERTIFICATION	UNITS
SEPTEMBER 2007	PASCALE PICARD	"ME, MYSELF & US"	GOLD	50,000
OCTOBER 2007	BEDOUIIN SOUNDCLASH	"SOUNDING A MOSAIC"	PLATINUM	100,000
OCTOBER 2007	SYLVAIN COSSETTE	"70'S"	GOLD	50,000
NOVEMBER 2007	PASCALE PICARD	"ME, MYSELF & US"	PLATINUM	100,000
NOVEMBER 2007	PATRICK WATSON	"CLOSE TO PARADISE"	GOLD	50,000
NOVEMBER 2007	JOHNNY REID	"KICKING STONES"	GOLD	50,000
NOVEMBER 2007	BELLY	"THE REVOLUTION"	GOLD	50,000
NOVEMBER 2007	SERENA RYDER	"IF YOUR MEMORY SERVES YOU WELL"	GOLD	50,000
JANUARY 2008	MATTHEW GOOD BAND	"HOSPITAL MUSIC"	GOLD	50,000
JANUARY 2008	STATE OF SHOCK	"MONEY HONEY"	PLATINUM DIGITAL DOWNLOAD	40,000
FEBRUARY 2008	FEIST	"THE REMINDER"	DOUBLE PLATINUM	200,000
MARCH 2008	HEDLEY	"FAMOUS LAST WORDS"	PLATINUM	100,000
MARCH 2008	SYLVAIN COSSETTE	"70'S"	PLATINUM	100,000
MAY 2008	JULY BLACK	"REVIVAL"	GOLD	50,000
MAY 2008	CITY AND COLOUR	"BRING ME YOUR LOVE"	GOLD	50,000
JUNE 2008	THE LOST FINGERS	"LOST IN THE 80'S"	GOLD	40,000
JULY 2008	HEDLEY	"HEDLEY"	DOUBLE PLATINUM	200,000
JULY 2008	THE LOST FINGERS	"LOST IN THE 80'S"	PLATINUM	80,000

SUCCESS FACT:  
JESSIE FARRELL

Developing an artist career is not easy but with the Radio Starmaker Fund's support, Jessie Farrell released her debut album to great success. Starmaker funding allowed our marketing team to support radio and video play with advertising



dollars, as well as to participate in retail programs that are often too cost prohibitive for developing artists. Jessie is on the road all the time and the Fund's tour support has allowed her to travel with the people and equipment needed to put on the best show possible. The icing on the cake came when Jessie celebrated 3 Canadian Country Music Award wins including Female Artist of the Year, Top Female Talent of the Year and the Rising Star Award this past September. We share this amazing achievement with The Radio Starmaker Fund.

Nicole Van Severen  
Sr. Marketing Manager, Universal Music Canada

## ARTIST PROFILE: DAVID GOGO

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Nanaimo, B.C. native David Gogo was a recipient of the CBC Radio Saturday Night Blues "Great Canadian Blues Award" for his lifetime contribution to blues music in Canada. He is a two time Maple Blues "Guitarist of The Year" and WCMA "Musician of The Year". He was nominated for a Juno with his 2007 release "Acoustic" and his latest electric release "Vibe" features the Top 35 rock radio hit "Love In The City".

In the fall of 2007, thanks to the Radio Starmaker Fund's International Tour program, David embarked on a successful European tour in The Netherlands and Belgium that coincided with the Benelux release of his album "Vibe". The funding allowed David the opportunity to bring his Canadian band to Europe and make a lasting impression with his stellar live performances. Through Starmaker's assistance, an independent publicist was hired in Holland to work the press around each date, providing David with the desired positive media impact. A showcase in Germany, led to a prominent agent representing him in Germany, Austria and Switzerland and more high profile dates in those territories.

With a successful introductory tour and the cooperation of an agency partner in Germany, "Vibe" was released throughout

the rest of Europe in January 2008. Together with an extensive tour, David performed to sold out audiences in Germany, Holland, Switzerland and Denmark and commercial radio in Germany quickly embraced his first single. Two subsequent European tours quickly followed, taking David into new markets such as France and the UK, where a live performance on BBC Radio was influential in securing agency representation in Great Britain.

With Starmaker's ongoing and critical support, David Gogo and his music are making a definite impact on European audiences in a very short period of time. This is bringing him international exposure in print, radio, television and of course, on stage. David will headline his first tour of Germany, where a second single has just been released and is off to a good start. The tour also includes key dates in the UK and France. A new album is set for release in April 2009 that will take David Gogo to the next level not only at home but around the world. With the support of the Radio Starmaker Fund, David Gogo is now a star in the making with global aspirations.

TODD J. LITTLEFIELD,  
DIESEL ENTERTAINMENT



# GRANT ALLOCATION BY PROVINCE | GRANT ALLOCATION BY GENRE



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## GRANT ALLOCATION BY PROVINCE

PROVINCE	ON	NL	NS	PE	NB	QC	MB	SK	AB	BC	NU	NT	YT	TOTAL
TOTAL APPROVED FUNDING	\$2,982,970.28	\$0.00	\$292,690.77	\$0.00	\$0.00	\$779,162.47	\$58,916.60	\$0.00	\$293,579.00	\$1,089,201.92	\$0.00	\$0.00	\$0.00	\$5,496,521.04
% OF APPROVED FUNDING	54.27%	0.00%	5.33%	0.00%	0.00%	14.18%	1.07%	0.00%	5.34%	19.82%	0.00%	0.00%	0.00%	100.00%
NUMBER OF APPROVED APPLICATIONS	115	0	11	0	0	37	3	0	14	31	0	0	0	211*
NUMBER OF ARTISTS	41	0	5	0	0	17	2	0	5	12	0	0	0	82

\*NUMBER OF APPROVED APPLICATIONS FOR FISCAL YEAR INCLUDES 2 MISCELLANEOUS FUNDING APPLICATIONS

## GRANT ALLOCATION BY GENRE

	POP	ROCK	URBAN	AC	COUNTRY	FOLK	WORLD	BLUES	CLASSICAL	JAZZ	ELECTRONIC	ABORIGINAL	MISC.	TOTAL
TOTAL APPROVED FUNDING	\$550,405.84	\$2,762,128.72	\$366,023.32	\$98,755.79	\$397,497.80	\$507,492.20	\$43,500.00	\$85,500.00	\$123,309.00	\$219,555.75	\$167,352.62	\$0.00	\$175,000.00	\$5,496,521.04
% OF APPROVED FUNDING	10.01%	50.25%	6.66%	1.80%	7.23%	9.23%	0.79%	1.56%	2.24%	3.99%	3.04%	0.00%	3.18%	100.00%
NUMBER OF APPROVED APPLICATIONS	20	89	14	3	24	25	3	2	8	9	12	0	2	211*
NUMBER OF ARTISTS	8	29	6	2	8	10	2	1	6	5	5	0	0	82

\*NUMBER OF APPROVED APPLICATIONS FOR FISCAL YEAR INCLUDES 2 MISCELLANEOUS FUNDING APPLICATIONS

## ARTIST PROFILE: TEGAN AND SARA

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When Tegan and Sara joined the MapleMusic Recordings family they were adamant about their desire to be as independent as possible. The upside of that indie spirit was balanced by the downside of having an indie budget. After an amazing Top 5 debut, the pressure was on to maintain the momentum successfully created around the release of "The Con".

With the support of the Radio Starmaker Fund's domestic marketing program, we were able to position "The Con" in key retail programs in the highly competitive 4th quarter, including HMV's holiday campaign. This placement was essential in propelling the album through 32 consecutive weeks on SoundScan's Top 200 chart. As a basis of comparison, their previous release was on that same chart for just 9 weeks.

Beyond Canada's borders, Tegan and Sara were hard at work delivering "The Con" to an international audience. The band launched major touring initiatives to coincide with releases in the U.S., Australia, the UK and continental Europe. In particular, Starmaker's International Touring program was crucial in helping support the band on their 4 week tour of Europe in 2008, which included an array of sold-out shows in the UK, Ireland, Sweden, Germany, Belgium, Holland and France. Tegan and Sara have been able to achieve some of their highest profile successes domestically and internationally with the release of "The Con" and we thank the Radio Starmaker Fund for contributing to these achievements.

TARA LUFT  
MAPLEMUSIC RECORDINGS  
DIRECTOR, MARKETING AND NEW MEDIA





# GRANT ALLOCATION BY MUSIC INDUSTRY ASSOCIATION

## RADIO STARMAKER FUND

### GRANT ALLOCATION BY MUSIC INDUSTRY ASSOCIATION

RECIPIENT	EVENT	TERRITORY	AMOUNT
CANADIAN ACADEMY OF RECORDING ARTS AND SCIENCES	2008 JUNO AWARDS	CALGARY, ALBERTA	\$100,000.00
CANADIAN INDEPENDENT RECORD PRODUCTION ASSOCIATION	2008 LONDON CALLING CONFERENCE	LONDON, UK	\$75,000.00
<b>TOTAL</b>			<b>\$175,000.00</b>

NUMBER OF APPROVED APPLICATIONS FOR FISCAL YEAR INCLUDES 2 MISCELLANEOUS FUNDING APPLICATIONS AS INDICATED ABOVE

### SUCCESS FACT: WINTERSLEEP



The Radio Starmaker Fund played an integral role in the release and promotion of Wintersleep's Juno nominated album, "Welcome To The Night Sky". Domestic Touring funds allowed the band to visit radio stations and to make numerous promotional appearances including many major music television stations. This paired with the Domestic Marketing

program which provided support for radio and print advertising, publicity as well as retail campaigns led to strong results straight out of the gate. The record debuted in the top 100, while the lead track 'Weighty Ghost' climbed the charts at national rock radio and reached #1 on the MuchMoreMusic Top 20 countdown. With the ongoing support of Starmaker, Wintersleep was able to enjoy a new level of success in Canada, marking many career firsts here at home and setting things up nicely for expansion into new territories for 2009.

Janesta Boudreau  
Assistant Manager / Funding Coordinator  
Sonic Entertainment Group

## ARTIST PROFILE: LUKE DOUCET

RADIO  
STARMAKER  
FUND

Luke Doucet's strength lies in his ability to tell a story with both his silken voice and skilled hand. As a roots artist, he doesn't have a great deal of access to the commercial airwaves, so growth is more organic and almost entirely dependent on touring. That's actually good news for Luke, who is a consummate performer. The Radio Starmaker Fund has played and continues to play an integral role in the development of Luke Doucet's career. This is most evident in the continued support for Luke to tour at home and abroad.

In January, 2008, we released "Blood's Too Rich", the follow-up to his Juno nominated album, "Broken (and other rogue states)". On the strength of this album, Luke Doucet was invited to open 22 dates for national icons, Blue Rodeo. This put him and his band in front of several thousand people per night in key markets, gathering fans, media support and sales along the way. The album hit #1 on both the Earshot and Chartattack college radio charts, as well as the CBC Radio 3 chart and XM Radio's The Verge chart. This tour wouldn't have been possible without the support of Starmaker through its Domestic Touring program.

That support has continued with international touring grants from Starmaker this year, assisting Luke through both American and European tours. With this assistance, we have been able to establish an international touring base in some of the world's most important territories. The tour funding has been combined with Starmaker's marketing support both domestically and internationally, allowing us to exploit touring opportunities by raising his profile in the media. Internationally, the album has been reviewed in a large number of key publications, as well as receiving a rave on the highly influential U.S. based National Public Radio program "All Things Considered".

This whirlwind year closes out with the support slot on James Blunt's national arena tour of Canada, which will put Luke on the national stage in front of thousands of fans across Canada, from Vancouver to Halifax. In the last year, Luke has moved from playing small clubs to mid-sized theatres and halls across the country and by the end of the year, we expect sales to be double or triple that of his previous album. He is on his way to becoming one of Canada's premier artists and we are grateful for the support along the way from the Radio Starmaker Fund.

SHAUNA DE CARTIER  
PRESIDENT, SIX SHOOTER RECORDS



## AWARDS WON BY RADIO STARMAKER FUNDED ARTISTS

## RADIO STARMAKER FUND

### SUCCESS FACT: PASCALE PICARD

Developing a new artist, especially a young French girl who wants to sing in English, is a hard job. The development of new talent requires a great deal of money and the spending necessary to help grow Pascale Picard's career



would not have been possible without funding from the Radio Starmaker Fund. We were able to undertake campaigns at press, retail and television as well as at radio in conjunction with the release of the single 'Smilin' from her debut, "me myself & us". With the combination of the marketing initiatives and the success of the single and accompanying video, sales exploded. The release has now been certified platinum.

Genevieve Henri  
Line Producer, Tandem.mu

EVENT	ARTIST	AWARD
2008 JUNO AWARDS	FEIST FEIST SERENA RYDER WINTERSLEEP FEIST ARCADE FIRE FEIST SOPHIE MILMAN BELLY JULY BLACK	ARTIST OF THE YEAR ALBUM OF THE YEAR - "THE REMINDER" NEW ARTIST OF THE YEAR NEW GROUP OF THE YEAR SONGWRITER OF THE YEAR ALTERNATIVE ALBUM OF THE YEAR - "NEON BIBLE" POP ALBUM OF THE YEAR - "THE REMINDER" VOCAL JAZZ ALBUM OF THE YEAR - "MAKE SOMEONE HAPPY" RAP RECORDING OF THE YEAR - "THE REVOLUTION" R & B/SOUL RECORDING OF THE YEAR - "REVIVAL"
2008 CANADIAN COUNTRY MUSIC AWARDS	DOC WALKER DOC WALKER DOC WALKER JESSIE FARRELL JOHNNY REID DOC WALKER JESSIE FARRELL CORB LUND JOHNNY REID JESSIE FARRELL	FANS' CHOICE SINGLE OF THE YEAR - "BEAUTIFUL LIFE" ALBUM OF THE YEAR - "BEAUTIFUL LIFE" FEMALE ARTIST OF THE YEAR MALE ARTIST OF THE YEAR GROUP OR DUO OF THE YEAR TOP FEMALE TALENT OF THE YEAR ROOTS ARTIST OR GROUP OF THE YEAR TOP SELLING CANADIAN ALBUM RISING STAR
2008 EAST COAST MUSIC AWARDS	GEORGE CANYON JOEL PLASKETT EMERGENCY JOEL PLASKETT EMERGENCY JOEL PLASKETT EMERGENCY JOEL PLASKETT CLASSIFIED JOEL PLASKETT EMERGENCY	ENTERTAINER OF THE YEAR RECORDING OF THE YEAR - "ASHTRAY ROCK" GROUP RECORDING OF THE YEAR - "ASHTRAY ROCK" GROUP SINGLE OF THE YEAR - "FASHIONABLE PEOPLE" SONGWRITER OF THE YEAR - "FASHIONABLE PEOPLE" RAP/HIP-HOP SINGLE TRACK RECORDING OF THE YEAR - "HARD TO BE HIP HOP" RADIO ROCK RECORDING OF THE YEAR - "ASHTRAY ROCK"



## AWARDS WON BY RADIO STARMAKER FUNDED ARTISTS CONTINUED

## RADIO STARMAKER FUND

### SUCCESS FACT: AARON PRITCHETT

Since the release of the Radio Starmaker funded album "Big Wheel", Aaron Pritchett's draw across Canada has increased exponentially.



He has shared arena tours with Brooks and Dunn, Alan Jackson and Toby Keith, as well as doing his own headlining shows from coast to coast. Each of the 5 singles from that Starmaker supported album went top 10 on the Canadian country charts and the title track was awarded the Top

Canadian Country Song at the 2007 SOCAN Awards. These successes couldn't have been achieved without the financial support of the Radio Starmaker Fund.

Mitch Merrett  
President, OPM Records Inc.

EVENT	ARTIST	AWARD
2007 WESTERN CANADIAN MUSIC AWARDS	DOC WALKER DOC WALKER	OUTSTANDING COUNTRY RECORDING - "DOC WALKER" OUTSTANDING ALBUM/INDEPENDENT ARTIST - "DOC WALKER"
2008 CANADIAN RADIO MUSIC AWARDS	STATE OF SHOCK STATE OF SHOCK FABER DRIVE HAYLEY SALES  JESSIE FARRELL	BEST NEW GROUP OR SOLO ARTIST (ROCK) OF THE YEAR - "MONEY HONEY" BEST NEW GROUP OR SOLO ARTIST (CHR) OF THE YEAR - "MONEY HONEY" BEST NEW GROUP (HOT AC) OF THE YEAR - "SECOND CHANCE" BEST NEW GROUP OR SOLO ARTIST (MAINSTREAM AC) OF THE YEAR - "WHAT YOU WANT" BEST NEW GROUP OR SOLO ARTIST (COUNTRY) OF THE YEAR - "LET'S TALK ABOUT LOVE"
2008 THE INDIES	NEVERENDING WHITE LIGHTS SOPHIE MILMAN CLASSIFIED STATE OF SHOCK SUZIE MCNEIL CORB LUND AARON LINES THE NEW PORNOGRAPHERS FEIST FEIST	FAVOURITE ROCK ARTIST OR GROUP OF THE YEAR FAVOURITE JAZZ ARTIST OR GROUP OF THE YEAR FAVOURITE URBAN ARTIST OR GROUP OF THE YEAR FAVOURITE SINGLE OF THE YEAR FAVOURITE POP ARTIST OR GROUP OF THE YEAR FAVOURITE FOLK/ROOTS ARTIST OR GROUP OF THE YEAR FAVOURITE COUNTRY ARTIST OR GROUP OF THE YEAR FAVOURITE GROUP OF THE YEAR FAVOURITE ALBUM OF THE YEAR FAVOURITE SOLO ARTIST OF THE YEAR
2007 CASBY AWARDS	ALEXISONFIRE	FAVOURITE NEW SINGLE - "BOILED FROGS"

## ARTIST PROFILE: ILLSCARLETT

RADIO  
STARMAKER  
FUND

In October 2006, illScarlett quietly released an EP called "EPdemic". Looking back, the EP's title has proven to be almost prophetic in the way the band has spread into the mainstream consciousness of Canada. Between then and now, illScarlett released their full-length debut album "All Day With It", had five singles chart across Rock and CHR formats at radio and received a Juno nomination for Best New Group in 2008. They also sold out headlining concerts across the country, had a #1 video on MuchMusic and were the 2nd most nominated artist at this year's MuchMusic Video Awards where they performed on the roof of Much HQ as part of the show.

The Radio Starmaker Fund played a great role in helping illScarlett ramp up its awareness through a hectic and busy time: from the 4th quarter of 2007 into the 1st quarter of 2008. Thanks to the support given from Starmaker, illScarlett was able to launch a major media campaign going into the busiest time of year. This included television and radio advertising, lifestyle initiatives, on-line campaigns and retail co-op programs that provided the band with a heightened profile and the kind of awareness and visibility that would have been very hard to achieve otherwise.

The support could not have come at a better time for illScarlett, as it is becoming increasingly difficult for developing Canadian artists to compete with the visibility (and shelf-space) of superstar international artists that typically launch their new releases at that time of the year. The support from Starmaker allowed us to continue to grow our momentum into early 2008 and beyond. Since that time, the band has gone on to release their album in Germany and Japan, tour in Europe, open arena shows for Avril Lavigne and headline across Canada as part of Cineplex Odeon's 1st foray into tour sponsorship.

The ability to cultivate such massive awareness across a pivotal timeframe for the band, coupled with the mainstream profile we achieved (and subsequently maintained thanks in no small part to Starmaker), has afforded illScarlett many residual opportunities. We continue to feel the benefits of the program even now. The funding also allowed us to protract the lifespan of the project to well over a year, which given current market conditions, has been a key ingredient in getting the record to gold status.

IAN HEATH  
MANAGER, MARKETING SONY BMG/RED INK



# RADIO STARMAKER FUND

## ALLOCATION OF FUNDING BY CATEGORY

CATEGORY	TOTAL APPROVED FUNDING	% OF APPROVED FUNDING
PRINT ADVERTISING	\$204,384.54	3.72%
RADIO ADVERTISING	\$667,133.30	12.14%
TV ADVERTISING	\$529,667.99	9.64%
WEB ADVERTISING	\$110,190.09	2.00%
INDEPENDENT RADIO PROMOTER	\$102,921.50	1.87%
INDEPENDENT PUBLICIST'S FEE	\$107,265.40	1.95%
CONTESTS	\$121,727.39	2.21%
POSTERING	\$263,146.02	4.79%
RETAIL PROMOTIONS	\$450,363.14	8.19%
WEB DESIGN	\$123,376.67	2.24%
DOMESTIC TOURING	\$864,000.00	15.72%
DOMESTIC SHOWCASING/PROMO DATES	\$54,750.00	1.00%
MISCELLANEOUS MUSIC ASSOCIATION, ETC.	\$175,000.00	3.18%
INTERNATIONAL MARKETING	\$206,095.00	3.75%
INTERNATIONAL TOURING	\$1,391,250.00	25.31%
INTERNATIONAL SHOWCASING/PROMO DATES	\$125,250.00	2.28%
	<b>\$5,496,521.04</b>	<b>100.00%</b>

### SUCCESS FACT: CHROME0

Strategic marketing and heavy touring have clearly elevated the profile of Chromeo. Their most recent record, "Fancy Footwork", continues to consistently sell well over a year after its Canadian release. This was done by targeting fans through the media and tastemaker outlets, while focus-



ing on supporting the title at retail. It is in these areas of our marketing plan that Starmaker's assistance can be most profoundly felt by enabling us to reach our strategic goals.

Lenny Levine  
Executive Vice-President, Last Gang Records

## ARTIST PROFILE: ANGÈLE DUBEAU & LA PIETÀ

### RADIO STARMAKER FUND

In 1997, filled by a desire to innovate, Angèle Dubeau founded La Pietà, an all-female string ensemble made up of some of Canada's best musicians. With a career that has spanned more than ten years, Angèle Dubeau & La Pietà is now one of Canada's most prominent and best-loved string ensembles. The Radio Starmaker Fund has been an integral part of the success of Angèle Dubeau & La Pietà's recordings.

Since 2003, Starmaker has given precious support for the funding of Angèle Dubeau & La Pietà's releases. Without this assistance, we would not have been able to mount the substantial and effective marketing campaigns that we have. Their last release, "Fairy Tale", was even funded twice - allowing us to capitalize on its initial success by promoting it further. Thanks to the Fund's support, we were able to create an integrated promotional campaign including radio, television, internet, magazines and posters specifically targeted to increase sales in stores. The extra support helped the title exceed sales of 22,000 copies. This is quite an achievement for a classical

ensemble in Canada (or anywhere in the world) and even more so with the troubling current environment for music sales. The Radio Starmaker Fund's support for Angèle Dubeau & La Pietà's upcoming disc, "Portrait", will allow us to maximize the impact and awareness of this important new release. Without this support, the challenge of achieving substantive results would be far more difficult.

By supporting touring initiatives, the Radio Starmaker Fund has also made another significant contribution to Angèle Dubeau & La Pietà's future success in both the USA and Canada. International touring is an extremely important way to solidify the reputation of an artist. Their forthcoming U.S. tour, featuring the work of composer Philip Glass, is expected to consolidate the group's artistic profile there and boost CD sales in Canada and elsewhere.

MATTHIEU CSERNEL  
COMMUNICATION & MARKETING COORDINATOR, ANALEKTA



## FINANCIAL HIGHLIGHTS FISCAL YEAR 2007–2008



RADIO  
STARMAKER  
FUND

The accompanying condensed financial statements provide an overview of the Fund's operations and are derived from the complete financial statements of Radio Starmaker Fund as at August 31, 2008 and for the year then ended on which our auditors, PricewaterhouseCoopers LLP, have expressed an opinion without reservation in their report dated December 4, 2008.

These condensed financial statements are offered for ease of reference only and do not contain all the disclosures required by Canadian generally accepted accounting principles. Complete financial statements are available on request from Radio Starmaker Fund.

RADIO STARMAKER FUND CONDENSED  
STATEMENT OF FINANCIAL POSITION  
AS AT AUGUST 31, 2008

2008

	ADMINISTRATION FUND	CAPITAL ASSET FUND	GRANT FUND	TOTAL
ASSETS	\$	\$	\$	\$
<b>CURRENT ASSETS</b>				
CASH	38,309	-	468,569	506,878
SHORT-TERM INVESTMENTS	-	-	6,294,849	6,294,849
PREPAID EXPENSES	7,691	-	-	7,691
	46,000	-	6,763,418	6,809,418
<b>INTERNALLY RESTRICTED INVESTMENTS</b>	300,000	-	-	300,000
<b>CAPITAL ASSETS - NET</b>	-	16,023	-	16,023
	346,000	16,023	6,763,418	7,125,441
<b>LIABILITIES</b>				
<b>CURRENT LIABILITIES</b>				
GRANT LIABILITY	-	-	2,312,687	2,312,687
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	8	-	-	8
	8	-	2,312,687	2,312,695
<b>FUND BALANCES</b>				
INVESTED IN CAPITAL ASSETS	-	16,023	-	16,023
RESTRICTED	300,000	-	4,450,731	4,750,731
UNRESTRICTED	45,992	-	-	45,992
	345,992	16,023	4,450,731	4,812,746
	346,000	16,023	6,763,418	7,125,441

RADIO STARMAKER FUND CONDENSED  
STATEMENT OF FINANCIAL POSITION  
AS AT AUGUST 31, 2007

2007



RADIO  
STARMAKER  
FUND

	ADMINISTRATION FUND	CAPITAL ASSET FUND	GRANT FUND	TOTAL
ASSETS	\$	\$	\$	\$
<b>CURRENT ASSETS</b>				
CASH	61,747	-	460,899	522,646
SHORT-TERM INVESTMENTS	-	-	6,798,890	6,798,890
PREPAID EXPENSES	7,690	-	-	7,690
	69,437	-	7,259,789	7,329,226
<b>INTERNALLY RESTRICTED INVESTMENTS</b>	300,000	-	-	300,000
<b>CAPITAL ASSETS - NET</b>	-	15,495	-	15,495
	369,437	15,495	7,259,789	7,644,721
<b>LIABILITIES</b>				
<b>CURRENT LIABILITIES</b>				
GRANT LIABILITY	-	-	2,746,229	2,746,229
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	14,499	-	-	14,499
	14,499	-	2,746,229	2,760,728
<b>FUND BALANCES</b>				
INVESTED IN CAPITAL ASSETS	-	15,495	-	15,495
RESTRICTED	300,000	-	4,513,560	4,813,560
UNRESTRICTED	54,938	-	-	54,938
	354,938	15,495	4,513,560	4,883,993
	369,437	15,495	7,259,789	7,644,721

RADIO STARMAKER FUND CONDENSED STATEMENT  
OF OPERATIONS AND CHANGES IN FUND BALANCES  
FOR THE YEAR ENDED AUGUST 31, 2008

## RESTRICTED FUNDS 2008

	CAPITAL ASSET FUND	GRANT FUND	TOTAL
REVENUES	\$	\$	\$
CONTRIBUTIONS FROM CAB	-	4,266,676	4,266,676
DISCRETIONARY FUNDS FOR CANADIAN TALENT DEV.	-	32,000	32,000
INTEREST	-	307,038	307,038
	-	4,605,714	4,605,714
EXPENSES AND LOSSES			
GRANTS, NET OF REALLOCATED UNUSED FUNDING	-	4,068,342	4,068,342
AMORTIZATION	2,524	-	2,524
BANK SERVICE CHARGES	-	201	201
	2,524	4,068,543	4,071,067
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	(2,524)	537,171	534,647
<b>FUND BALANCES - BEGINNING OF YEAR</b>	15,495	4,513,560	4,529,055
<b>INTERFUND TRANSFERS - ADMIN. COST ALLOCATION</b>	3,052	(600,000)	(596,948)
<b>FUND BALANCES - END OF YEAR</b>	16,023	4,450,731	4,466,754



RADIO STARMAKER FUND CONDENSED STATEMENT  
OF OPERATIONS AND CHANGES IN FUND BALANCES  
FOR THE YEAR ENDED AUGUST 31, 2007

## RESTRICTED FUNDS 2007

	CAPITAL ASSET FUND	GRANT FUND	TOTAL
REVENUES	\$	\$	\$
CONTRIBUTIONS FROM CAB	-	3,933,757	3,933,757
DISCRETIONARY FUNDS FOR CANADIAN TALENT DEV.	-	2,142	2,142
INTEREST	-	310,608	310,608
	-	4,246,507	4,246,507
EXPENSES AND LOSSES			
GRANTS, NET OF REALLOCATED UNUSED FUNDING	-	3,200,589	3,200,589
AMORTIZATION	2,783	-	2,783
	2,783	3,200,589	3,203,372
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES</b>	(2,783)	1,045,918	1,043,135
<b>FUND BALANCES - BEGINNING OF YEAR</b>	4,462	4,067,642	4,072,104
<b>INTERFUND TRANSFERS - ADMIN. COST ALLOCATION</b>	13,816	(600,000)	(586,184)
<b>FUND BALANCES - END OF YEAR</b>	15,495	4,513,560	4,529,055