

**Application ID:** ADM\_2022\_00001584

**Deadline:** 09/06/2022 04:30 PM

## Contact Information

### Type of Applicant

Individual artist

### Artist Resume / CV

[Shawn\\_Petsche\\_-\\_Music\\_CV.pdf](#)

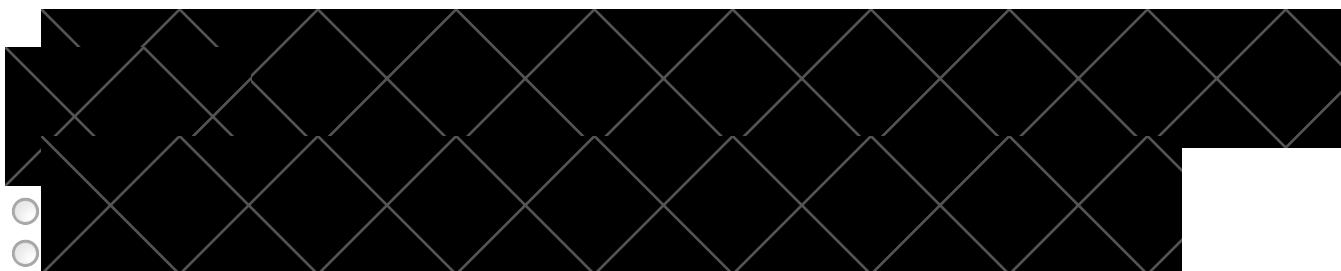
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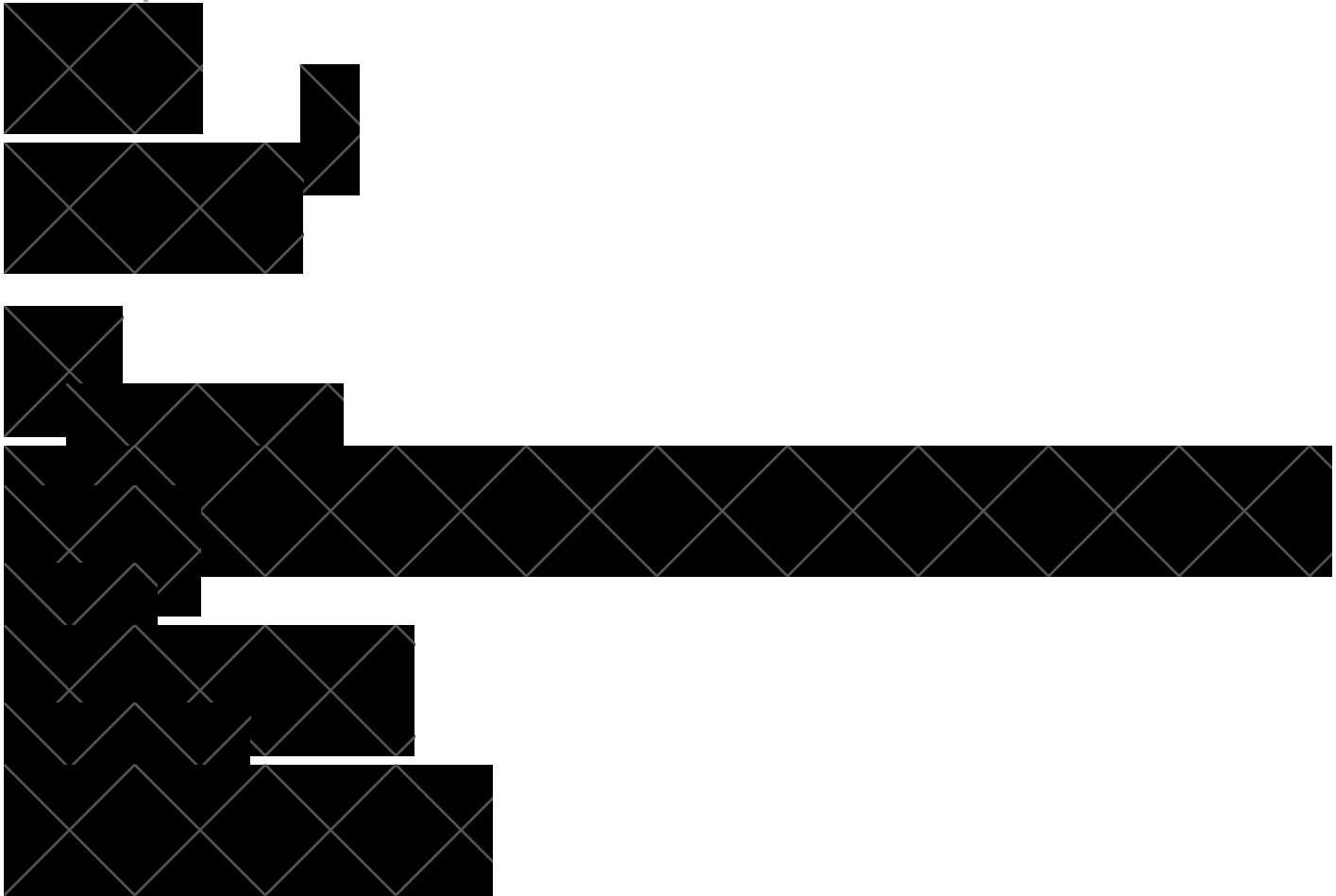
Total Files: 1

### Years of Practice

10 - 20 years

## Voluntary Self-Identification





## Project Overview

### Brief Description

Applying for career development (own releases + as manager), dedicating time to a proper release campaign with radio tracking, PR campaign + template creation for future releases.

### Funding Request

\$5,000.00

### Project Start Date

10/19/2022

## Project End Date

01/19/2022

## Written Description

I am applying to the Calgary Arts Development micro grant to support my time and energy in professionally releasing a new album by Self-Cut Bangs this fall. I will be creating and executing a full release strategy for three singles and videos, as well as dedicating time on a full PR campaign, with sustained radio tracking at campus and community stations. I will use this release as a means to grow my artist management skills and share the results with other Alberta-based musicians.

As an independent artist with plenty of experience in the Canadian music industry (20+ years in bands, as a promoter and festival organizer), but, until recently, holding a time-consuming day job in the arts as manager of the Sled Island Music & Arts Festival, my albums have always been released independently, with work relating to PR campaigns, radio tracking and release strategy largely being done by myself on lunch breaks and on weekends. I've also often found myself frustrated at how actual, usable tools and information for releasing an album remains unavailable to emerging and independent musicians. Combined, this severely limited my ability to grow my musical career, and prevented me from developing my release strategies to a point I would be content with. However, I always found that my albums, from Napalmpom and Self-Cut Bangs, over-performed compared to the time and effort put into their releases. As a result, I have been approached by bands in Alberta a few dozen times asking for help with strategies around their releases, and how they can achieve success with them.

As I have recently moved on from my job at Sled Island, I see an opportunity to kill many birds with one stone through this micro grant:

- to finally dedicate the appropriate amount of time and energy to a release strategy, PR campaign and radio tracking for Self-Cut Bangs' "Circle Around The Free" album;
- to do so with it in mind that I will be learning the skills needed to transition into a part-time gig as a manager of a handful of Alberta bands;
- to track the time spent on each task relating to the release (pre-release October, release November, post-release support until January), so as to be able to properly offer these services as a manager role;
- to create schedules and templates for press campaigns, community & campus radio tracking, and press and accolade tracking, and source affordable and free tools to release albums professionally that can be used by myself, but also any Alberta artists as a starting off point for their own releases.

Templates will include spreadsheets with contact lists, spreadsheets for tracking, e-mail introductions to outlets and station managers, ideal schedule timelines, and best practices for each.

- and perhaps most importantly, to create a simple website on which to transparently share the templates used for, and the results of, the release, alongside my own feedback and commentary, so as

to create a platform for Alberta artists to more professionally release their own albums.

I feel this project will do wonders for my own knowledge-building and career development as I transition more into an artist manager role, but importantly, do the same for others as well.

For reference, I have attached an example of the results from my last album release. My ultimate goal is to build off of that album's success, increasing the scale of radio play, of press coverage, and of sales, and to be able to use it as a sort of benchmark for other Alberta musicians.

## Planning

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### Expenses

Projected Expense	Budgeted Amount	Note
Subsistence expenses (e.g., rent, food, child care)	\$3,600.00	Rent: \$1200/month x 3 months
Subsistence expenses (e.g., rent, food, child care)	\$3,590.31	Food: \$1,196.77 x 3 months (the current average monthly cost of living without rent in Canada, as best I could find)
Professional fees	\$5,000.00	Fees relating to mixing, mastering and overdubs from other musicians. While not eligible to use the proceeds from this grant, I thought I should show this line item matched with the AFA grant already received.

Other expenses  
(Please specify in notes)

\$240.00

Two years of website hosting through Wordpress.com (Premium hosting) \$150 honorariums each to three professionals. One who works in PR, one who works in radio tracking, and one who works on social media, to offer suggestions on my own templates/strategies.

Honorariums

\$450.00

**\$12,880.31**

## Revenue

Revenue Type	Budgeted Amount	Status	Note
CADA Grant Request	\$5,000.00	Pending	The bulk of this request is to cover rent/subsistence to dedicate the time and energy on the release plan and transparent sharing of templates. None of this will go towards the production of the album itself, which is completed and was supported by the AFA.

Other grant	\$5,000.00 Confirmed	Alberta Foundation For The Arts grant - for final mixing/mastering of album, including output of stems for music licensing opportunities.  My plan is to release this album, one way or another, just as I have with my previous albums. So I can confirm I will cover the missing costs. If I do not receive the CADA grant, the album will still be released, I just won't be able to justify working full time on the release, template create and sharing for other artists.
Artist's contribution	\$2,880.31 Confirmed	
<b>\$12,880.31</b>		
<b>Net Total</b>	<b>Total</b>	
	\$0.00	

### Support Material (pdf files)

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[\*\*Dan\\_Northfield\\_Support.pdf\*\*](#)

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[\*\*Lorrie\\_Matheson\\_Support.pdf\*\*](#)

136.8 KB - 09/05/2022 3:31PM

[\*\*Self-Cut\\_Bangs\\_Press\\_-\\_Press\\_Highlights-4.pdf\*\*](#)

55.4 KB - 09/05/2022 3:33PM

Total Files: 3

### Support Material (media files)

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### Photo Library

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Self-CutBangsAlbumCover.jpg

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## Audio Library

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02\_Ludo\_(mastered).mp3



05\_Shapeshifter.mp3

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# CURRICULUM VITAE

**Shawn Petsche**  
(403) 613-0069  
E-Mail: shawn@sledisland.com

## Educational Experience

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2005.                   Concordia University  
                          M.A. in Art History
- 2001-2004              Concordia University  
                          John Molson School of Business – Undergraduate Degree in Marketing  
                          Graduated with Great Distinction (4.02 G.P.A.)
- 2001                    John Abbott College  
                          D.E.C. obtained in Commerce  
                          Member of the Dean's List every semester

## Professional and Academic Achievements

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- 2020                   Polaris Music Prize Longer List - Self-Cut Bangs - s/t
- 2017                   Polaris Music Prize Longer List - Napalmpom - The Core Competencies Of Napalmpom
- 2016                   Alberta Venture - 50 Most Influential People of 2016
- 2015                   CBC Music Awards Nominee - Best Independent Artist - Napalmpom
- 2014                   Western Canadian Music Awards Nominee - Best Rock Recording - Napalmpom - The Unconditional Love Of Napalmpom
- 2014                   Polaris Music Prize Longer List - Napalmpom - The Unconditional Love Of Napalmpom
- 2007                   1<sup>st</sup> Annual Banff Centre Indie Band Residency Participant
- 2007                   Conseil des Arts et des Lettres du Quebec (CALQ) Independent Curator Grant (value: \$7500)
- 2006                   Co-winner, Montréal Independent Music Initiative's Alex Soria Fountains Award for Most Promising Local Songwriter

## Relevant Professional Experience

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- 2012-2022             Festival Manager, Sled Island Music Festival  
Sled Island is a four-day music festival celebrating the best independent music in Alberta, nationally and internationally. Tasks include: co-programming the festival for 10+ years, leading the coordination of

logistics for a 250+ band, 30+ venue festival, liaising with artists, technicians, government officials, venues and providers, strategy & vision setting for the festival, grant writing, fundraising, budget management, video series conception and production, album coordination and distribution, online conference programming and logistics, creating schedules for artists and staff, website content management, marketing, press release creation, volunteer management, liaising, etc. One of three core staff responsible for producing the festival.

- |           |   |
|-----------|---|
| 2020-2022 | Songwriter/Guitarist/Manager/Recording Engineer, Self-Cut Bangs<br>Co-wrote two albums, recorded them at home, coordinated the mixing, mastering, distribution of them, handled successful national press and campus and community radio campaigns, resulting in appearances on Earshot! Charts for over 27 weeks, directed and edited music videos.                    |
| 2014-2022 | Songwriter/Guitarist/Manager/Booking Agent/Socials, Napalmpom<br>Co-wrote two albums and an EP, coordinated the mixing, mastering, distribution of them, booked over 200 shows across Canada, handled successful national press and campus and community radio campaigns, directed and edited music videos.   |
| 2020-2022 | Recording Engineer, Casa Del Petsche<br>Have recorded albums for Self-Cut Bangs, songs for Dark Time, Chad Saunders' Senate Campaign, collaborations with Dirty Donny and Blag Dahlia (The Dwarves) and more.   |
| 2010-2011 | Consultant, Calgary Arts Development<br>Aided in sourcing funds for the Cultural District Renaissance Society as well as in developing the festival network in Calgary. Aided in coordinating a Festival Master class held by Paul Gudgin for Calgary-based festivals.  |
| 2007-2010 | Festival Operations, Sled Island Music Festival<br>Sled Island is a four-day music festival celebrating the best independent music in Alberta, nationally and internationally. Tasks included: grant writing, securing sponsorship deals, coordinating the logistics of a 250+ band, 30+ venue festival, website content management, liaising with city officials, etc. |
| 2005-2007 | Art POP Director and Art Curation Coordinator, POP Montreal Festival<br>Aided the music festival in expanding their celebration of independent cultural production by curating art exhibitions – <i>Post Pop!</i> and <i>Step from</i>  |

*my Mouth: The Woodcuts and Paintings of Billy Childish* – and coordinating numerous others (relating to photography, performances (Rodney Graham Band), and illustration).

2005-2007

Marketing Coordinator, POP Montreal Music Festival

I was in charge of creating and implementing a massive print, online, radio and television marketing program for the festival's fourth and fifth years. Tasks included setting a creative direction, writing ad copy, securing festival sponsorship, negotiating ad trades, doing publicity work, and coordinating online and off-festival marketing activities.

2006-2009

Polaris Music Prize Poster Coordinator

The Polaris Music Prize is a \$20,000 cash prize awarded for the best Canadian album of the year, based on artistic merit. I was responsible for commissioning limited silk-screened prints for each of the nominees in an attempt to celebrate the best in Canadian poster design.

Fall 2005

Puces Pop Production Assistant

Puces Pop was a two-day fair in which seventy independent cultural entrepreneurs (artists, craftspeople, fashion designers, zine makers, etc.) exhibited their work to the public and to each other. Tasks included securing and managing a location, finding interested exhibitors, designing advertisements, coordinating workshops, demonstrations and round-table discussions, and designing and maintaining a website.

## Recordings

2022	Self-Cut Bangs - <i>Circle Around The Free</i> (upcoming)
2022	<i>Palomino Smokeout 8</i> (Compilation - Self-Cut Bangs)
2020	Self-Cut Bangs - s/t
2020	<i>Dirty Donny - Pizza Box Set!</i> (Compilation - Napalmpom)
2020	Napalmpom - <i>The Climb To Heaven Has Too Many Stairs</i>
2018	The Adam Brown - <i>Sometimes I Try (Time Battles)</i>
2018	<i>Cups N Cakes Compilation Vol.1</i> (Compilation - Napalmpom)
2017	<i>Pentagon Black Compilation No. 2</i> (Compilation - Napalmpom)
2017	Napalmpom - <i>The Core Competencies Of Napalmpom</i>
2015	Napalmpom / Public Animal - <i>Split</i> (EP)
2016	<i>Some Weird Sins Vol.1</i> (Compilation - Napalmpom)
2014	Napalmpom - <i>The Unconditional Love of Napalmpom</i>
2008	<i>Dan La Marge - Depuis 15 Ans</i> (Compilation - The Adam Brown)
2006	<i>Pop Montreal - Get Back My Heart</i> (Compilation - The Adam Brown)
2006	The Adam Brown - s/t (EP)

## Selected Curatorial Experience For Music & Visual Art

- 2007                   *Jad Fair*, Portuguese Association of Canada, Montreal, Quebec, Canada, October, 2007.
- 2006                   Co-curator, *Rodney Graham Band*, Musee d'art contemporain de Montréal/Fractal, Montréal, Quebec, October, 2006.
- 2006                   Co-curator, *Jack Dylan's Antidepressants for the Coming Apocalypse*, Yves Laroche L'Autre Galerie, Montréal, Quebec, October, 2006.
- 2006                   Curator, *Polaris Music Prize Poster Exhibition*, The Drake Hotel, Toronto, Ontario, September, 2006.
- 2005                   Curator, *POST-POP!: Concert Poster Exhibition*, Madame Edgar Galerie, Montréal, Quebec, September 22-October 16, 2005.
- 2005                   Curator, *Step From My Mouth: The Woodcuts & Paintings of Billy Childish*, Pharmacie Esperanza, Montréal, Quebec, September 28-October 9, 2005.

## Extra-Curricular Activities

- 2012-2022           Jury member for FACTOR, the Foundation Assisting Canadian Talent on Record
- 2010-2011           Jury member for Calgary Arts Development granting sessions, making funding decisions for the arts sector in Calgary.
- 2004-2007           Administrator for montrealshows.com / stillepost.ca – a local music community and resource website providing detailed and up-to-date information and contacts for local bands, venues, promoters, designers, etc., as well as an outlet for discussion among said participants in the Montreal independent music scene. It has helped foster the local music community.
2005.                Member of the American Poster Institute

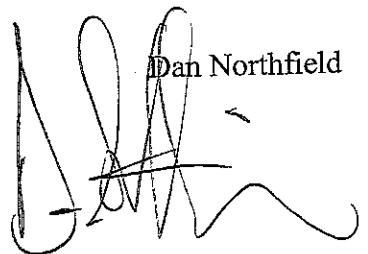
## Language Abilities

French & English - written and spoken



To whom it may concern;

I have had the pleasure of not only working with but watching the musicians from Self-Cut Bangs develop and evolve over many years. As artists, musicians and professionals I have witnessed personal and artistic growth with its members through multiple projects such as Napalmpom, Dark Time, Hot Little Rocket, Night Committee, Reuben & The Dark to name a few. Always pushing boundaries with their craft, challenging themselves, yet never sacrificing integrity. The members of Self-Cut Bands have always been a positive, strong leaders and advocates in Calgary's arts and music community, driven by belief and passion. Working as a solo artist or collaborating with others the members have always been an exciting talent to watch in any project. It has always been a pleasure working and partnering with any member of Self-Cut Bangs in all personifications over the years. Nothing but positive experiences. I very much look forward to this new endeavor, the direction this exciting project takes and working with them as they gain traction in our community and nationally. The Palomino Smokehouse has even included one of their songs on our annual limited edition 2022 vinyl only compilation. If you wish to discuss any of the members in Self-Cut Bangs, their roll within Calgary's music & arts community or my experiences working with them please feel free to contact me.



Dan Northfield

Operating Partner / Management / Bookings  
[dan@concordegroup.ca](mailto:dan@concordegroup.ca)  
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[www.concordegroup.ca](http://www.concordegroup.ca)

# Lorrie Matheson

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Calgary AB  
T2G 3N2  
(403) 852 7309  
[shout@lorriematheson.com](mailto:shout@lorriematheson.com)

To whom it may concern,

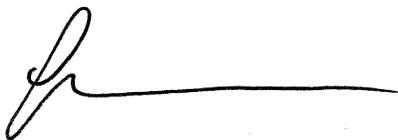
I am writing this letter in support of Self-Cut Bangs for the Spring 2022 Music Individual Project Funding grant. Over twenty years' experience as a songwriter, musician, producer, and bandleader in Calgary allow me an informed perspective on their place within the province's music community.

I worked with the band on their debut record, a batch of songs so well-formed and realized, one would have been forgiven for thinking it was the work of a years-long songwriting partnership and not the first attempts at collaboration, forced on them by pandemic lockdowns. With the new songs, it is obvious the band have honed their power pop craft, and the demos for the new album show a massive leap forward from what was an already formidable starting point.

I have a long history with the principles in Self-Cut Bangs, having worked on many previous projects with their other bands Napalmpom and Dark Time and shared the stage with both of them on numerous occasions, and it has always been a rewarding, fruitful and uplifting experience. I am proud of the association I have with Self-Cut Bangs, and feel fortunate they have allowed me to grow as an artist in my own right while working to actualize their endeavors.

In my estimation, Self-Cut Bangs are a singular talent and are poised to become a major force in the Canadian independent rock scene. I am pleased and very excited to be a part of the team for this new chapter in the Self-Cut Bangs saga, and I ask you to consider supporting this very worthwhile project.

Sincerely,



**Lorrie Matheson**

## SELF-CUT BANGS - CHART & PRESS HISTORY

### CHART HISTORY & PLAYLISTS

Five weeks on National Earshot Charts (debuted at #36, #27, #72, #35, #43, #72 for the month of September)

27 weeks on Earshot Campus & Community charts (played on 10 stations, 46 appearances)

Named Top Five Album of 2020 by Eric Volmers, The Calgary Herald

Named Top Five Calgary Album of 2020 by Mike Bell, The YYScene

CJSW Named Album #36 Top 100 Albums of 2020

"Pillow Talk" - Named one of the best music videos of 2020 by Cups N Cakes

Debut at #2 on CJAM (Windsor, ON), charted for 11 weeks (#2/#5/#26/#4/#3/#2/#11/#3/#3/#28/#25)

Debut at #3 on CJSW (Calgary, AB), charted for 6 weeks (#3/#8/#17/#2/#29/#14)

Debut at #7 on CFCR (Saskatoon, SK), charted for 1 week

Debut at #17 on CJLO (Montreal, QC), charted for 4 weeks (#17/#15/#24/#19)

Debut at #19 on CJSF (Burnaby, ON), charted for 5 weeks (#19/#20/#13/#12/#20)

Debut at #21 on CFOU (Trois Rivieres, QC), charted for 12 weeks (#21/#21/#25/#19/#19/#9/#5/#5/#16/#23/#23)

Debut at #23 on CFBX (Kamloops, BC), charted for 2 weeks (#23/#29)

Debut at #24 on CFUV (Victoria, BC), charted for 1 week

Debut at #25 on CHRW (London, ON)

Played on WZBT 91.1 (Gettysburg, PA) for 29 weeks

Played on WKNC 88.1 (Raleigh, NC) for 29 weeks

Debut at #1 on Alberta New & Notable Bandcamp

"Perfect Posture" - Debut in the SubmitHub top 25 (Classic Chart)

Multiple weeks on CupsNCakes Top 40 Playlist

Played on The Strombo Show, X92.9, The Key Of A, The Homestretch

Played on CHRI (Chicago), WZBT (Pennsylvania), WKNC (North Carolina), KTRM (Missouri), WLAS (Massachusetts), Wassuprockerradio (Cleveland), JFJ Conspiracy (California), Evolrock Radio (Colombia)

Interview on The Homestretch, The Calgary Herald, The YYScene

Added to The Best In New Punk, Surviving The Golden Age, From The Straight Spotify playlists

Every song on the album played on community & campus radio across Canada, US

Added to WassupRockerRadio Sick Sounds Volume 3 compilation with 19 other bands from around the world

### PRESS QUOTES

"They've given us one of the year's best albums." - Faster And Louder

"...a sweet mix between Neko Case and Debbie Harry — leading the riffs into a pop pool that recalls everyone from Sonic Youth and The Vaselines to The Waitresses or anything off the Valley Girl soundtrack..." - TheScene, Mike Bell

"...a cotton candy swirl of three-minute sugar rushes." - TheYYScene, Mike Bell

"...the link between the pretty of Teenage Fanclub and the fuzz-laden grumble of a 100 Futureman Records / Big Stir acts. Power-pop at its dynamic best." - Janglepophub

"It's a perfect mix of garage-rock abandon and hard-rock craft: think Alvvays or early New Pornographers guided by the inventive guitar riffing of Cheap Trick's Rick Nielsen." - Eric Volmers, The Calgary Herald

"Self-Cut Bangs is a sweet candy rush of a self titled album full of Pop Rocks and Big League Chew bubble gum...It's fuelled with snarly-gnarly guitars, candy-coated vocals, and the harmonies are the special sprinkles on top. This album is truly delicious!" CupsNCakes

"The album sounds so energetic and boisterous that it's easy to imagine the tunes being captured during ear-bleeding, live-off-the-floor, late-night sessions with a full band blasting through red-lined amplifiers." - Eric Volmers,

"The debut LP...overflows with fun rock tunes, delicious guitar riffs, and a sweaty energy that will make you crave seeing these songs performed at a basement show with a bunch of your pals." - Laura Stanley, New Feeling