

media marketing report



HALIFAX
JAZZ
FESTIVAL

Photo: Carolina Andrade

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PO Box 33043 Halifax, NS, B3L 4T6
Canada, 902-229-5472

REGISTERED CHARITABLE ORGANIZATION
BN 8888 19190 RR 0001
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2019

overview



THE FESTIVAL - 2019 marked the **33rd edition** of the TD Halifax Jazz Festival, which took place over 6 days along the Halifax Waterfront, and stages throughout greater Halifax. It represents **48,000 attendees, 6 days of concerts, 10 days of educational workshops, and 93 performances, of which 73 were free to attend.** The festival highly regarded in local, national and international music communities and holds Nova Scotia's **signature event** status.

OUR MISSION - At the heart of our **vision** is the belief that **jazz is a perpetually innovative and historically rich art form** that has the power to impact society in meaningful and transformative ways. The festival is guided by the value of **community enrichment and development**, whether that be a community of artists, students and teachers, volunteers, fellow arts presenters or the international music community.

474 ARTISTS - **280 local, 105 national, and 55 international musicians** took part in the 2019 festival. Featured artists and groups included international touring acts **Common, Sheila E., Bahamas, Ms. Lisa Fischer & Grand Baton, Pedrito Martinez Group**; nationally acclaimed acts **Tim Baker, Kathleen Edwards, The Barr Brothers, Shad**; local hero **Myles Goodwyn**; and Canada's top genre-defying jazz musicians and vocalists.

“The leading festival this side of Montreal” - HalifaxBloggers.ca

overview



FREE CONCERTS - This year, the festival was host to **73 free to attend performances** throughout the festival. Free concerts, workshops, and music education events for all ages took place across **16 venues** in a variety of neighbourhoods, community centres, and libraries to make the festival more accessible to people living **outside the city centre**.

Our roving stage set up in parks in the north end of Halifax, Dartmouth and Lower Sackville — bringing the festival excitement across HRM.

FRANCOPHONE & INDIGENOUS ACTS - The festival presented some of the finest indigenous and francophone artists in Canada from **Nova Scotia, New Brunswick, and Quebec**. We proudly highlight these artists on different stages across the festival, as part of the Stingray Rising Stars Series, our Atlantic Jazz Masters Series; and community stages.

Alliance Française, provided French translation and hosting support to assist in the presentation of Francophone artists.

RISING STARS - The **Stingray Music Rising Stars** program features five talented up-and-coming artists from across Canada every day on the Waterfront Stage. Through a two tiered process of peer assessment and online voting, one individual receives a **\$3,000 prize** from **Stingray Music** to jumpstart their career. We were thrilled to announce local up-and-coming vocalist **Zamani** as the 2019 winner on stage at our closing festival concert.

Designated a Hallmark Event by the Halifax Regional Municipality, TD Halifax Jazz Festival is the largest summer music festival in Nova Scotia.

our team



Photos: Chandrae Bailey, Andrew Sherin, Bob Pettipas

The TD Halifax Jazz Festival is proudly presented by Jazz East Rising Association.

The Halifax Jazz Festival is a charitable organization which presents year-round public and educational programming that enriches our community and ensures the continued growth of musicians.

BOARD OF DIRECTORS

- Andrew Killawee - Chair
- Olga Manzoni - Past Chair
- Arthur Irwin - VP Development
- Eleanor Fitzpatrick - VP Programming
- Paul Chui - Secretary
- Lauren Aucoin - Treasurer
- Robert Cowan
- Fred Fiander
- Catherine Stevens Doane
- Leonard Preyra
- Charles Hsuen
- Christine Wilson

FESTIVAL STAFF

- Andrea Dawson Thomas - Executive Director
- Andrew Jackson - Senior Program Manager
- Alyson Sanders - Partnerships Manager
- Kimberly Sinclair, SpinCount - Publicity & Communications
- Lisa Stitt - Finance Manager
- Nicole Langille, Free People Marketing Consultant
- Sara Russell - Marketing Manager

VOLUNTEERS

Over **400 committed volunteers** work together, contributing **6,700 hours** to make this Halifax hallmark event a success year after year. A huge thank you goes out to all of our volunteer coordinators and their teams who work so hard behind the scenes and on the ground. The festival would not happen without their support and enthusiasm!

“
 Last night I felt like a cheesy tourist, walking to the jazz fest show, but also I felt great, seeing all the different kinds of people and restaurants and fun and water. Sometimes (Halifax) punches you in the face with niceness.
 - @lauriecburns
 ”

support



DAVID JONES ASSOCIATES



The TD Halifax Jazz Festival is presented by Jazz East Rising, a charitable organization which presents year-round public and educational programming that enriches our community and ensures the continued growth of musicians. The 2019 Halifax Jazz Festival is made possible by generous contributions from our many sponsors, supporters, and government funders.

GOVERNMENT

We gratefully acknowledge the support we receive from government grants and funding programs from Department of Canadian Heritage, Service Canada, Province of Nova Scotia and the Municipality of Halifax.

PARTNERSHIPS

Outside of our sponsorships, funding, grants and donations, we also took part in key partnerships such as the Tourism Nova Scotia advertising program to help grow brand awareness and festival attendance outside of Nova Scotia. We also partner with other not-for-profit arts organizations including OBEY convention to co-present concerts and educational workshops.

DONORS & FRIENDS

Many individuals donate to the festival and we thank them for their generous support.

Patrons (\$1000+) Artie Irwin, John Riley, Dr. Louis Boileau, and John & Sheila Rowand Foundation.

Elite (\$750-999) Fred Fiander, and Olga Manzoni

Supporters (\$100-499) Andrew Killawee, Aubrey Shores, Beverley Palmer Mason, Beverly Chapman, Deborah Woolway, Gerald Dagley, Jeanne Bank, Joyce Boland, June Martin, Margo Beveridge, Miriam MacDonald, Nancy Middlemiss, Robert Walker, Stephanie Davis, Ume Hermanski, Wilbert Morash, William Boland

Business Supporters Scotia Fuels, the Craig Foundation

The list above acknowledges donations between June 2018 to May 2019.



Halifax makes magic happen at the Jazz Fest. Such amazing energy and fun for all. Thank you to all the sponsors. #tdbank #tdjazzfest #halifaxjazzfest #halifaxwaterfront - @thebagoglooteam



awards



Photo: Mike Martin

Fan Choice Awards

35,817 readers of **The Coast**, Halifax's free weekly print and digital newspaper, nominated and voted for the 'Best Of Halifax' events, businesses, arts and culture. For the **fourth year in a row** Halifax Jazz Festival won **gold place** for **Best Music Festival**, and **bronze** for **Best Festival**.

Industry Awards

The **Music Nova Scotia** membership voted the 2019 TD Halifax Jazz Festival **2019 Event of the Year** at their annual music festival and conference Nova Scotia Music Week, taking place in Truro during the first week of November.

In May 2019, the **East Coast Music Association** awarded the TD Halifax Jazz Festival the **2018 Event of the Year**, as voted by their membership of industry professionals residing in Eastern Canada.



initiatives



Photo: Paige Taylor

A GREENER FESTIVAL

Working with sponsors to reduce carbon footprint and **environmental impact**, TD Halifax Jazz Festival continues to implement key **eco-initiatives**. Highlights include providing bike racks, water-bottle filling station, waste management for garbage, recycling, and compost, signage recycling, compostable beer cups, paperless ticket options including phone scanning at all venues. Metro Transit provided all volunteers complimentary use of all **buses and ferries** during the festival, with all festival venues located along public transportation routes.

ACCESSIBILITY

We are proud that all festival venues are wheelchair accessible, and are constantly working to improve **festival experience** and **inclusivity** for all who would like to attend. Working with a consultant, staff and volunteers worked to improve **accessibility** at our waterfront site including large-print programs for patrons with limited eyesight, gender-neutral washrooms, a raised platform for wheelchair users to view the stage, and early site access along with assigned seating in the bleachers for people with limited mobility.



Well, the Halifax Jazz Festival 2019

@HFXJazzFest is done.

It was a great time. We were fed with the soul food of stellar international acts mixed in with a huge satisfying portion of local greats. Way to go Jazzfest team!

#JazzForever #GoodVibes

- @KarleneMarie33



education



Photo: Paige Taylor



Photos: Nathan Laing

As a not-for-profit organization and registered charity, we provide opportunities for artistic development and music education to inspire and guide the next generation of musicians. Our educational programs are made possible through our title sponsor TD, government funding, and money raised at our annual holiday concerts. Halifax Jazz Festival's music education programming includes: Free and interactive Jazz Labs featuring local and visiting artists. A sound-making sail around the harbour for kids Splash! Bang! Boom! Our education centrepiece the 8-day immersive Creative Music Workshop

CREATIVE MUSIC WORKSHOP

An 8-day **intensive program** where the ensemble is the classroom and improvisation is more than a style, it's a path for learning. Since it was **founded in 1996** by legendary percussionist Jerry Granelli, saxophonist Don Palmer and bassist Skip Beckwith, the CMW has been a central component of the Halifax Jazz Festival. Over the years, it has been instrumental in fostering a **strong artistic community** not just in Halifax, but across North America. Our 2019 edition had 33 participants, with ages ranging from 18 to 65+. Students travelled to Halifax from as far afield as Annapolis Valley, NS; Vancouver, BC; Port Hope, ON; and Saint Martin in the Caribbean.

TD JAZZ LABS

Part of the Music Education Program, TD Jazz Labs are free **interactive performances and workshops** aimed to engage and inspire audiences. Beyond sharing the relevance of jazz in today's world, these TD Jazz Labs provides opportunities for **artistic development and music education** for all ages. TD Jazz Labs are always all-ages, free to attend, and held in accessible community spaces such as **Libraries** across the HRM. Outside of the Halifax Jazz Festival, they are also held during African Heritage Month, Jazz Appreciation Month, and more. The TD Halifax Jazz Festival presented 16 TD Jazz Labs throughout 2019, with 10 in-year and 6 at the Festival.

KIDS PROGRAMMING

We foster music education and appreciation in future generations by programming **family friendly** concerts, workshops and activities. Our most popular kids activity is **Splash! Bang! Boom!** Led by local jazz musicians and educators, this floating music workshop takes place on Theodore Tugboat while it sails around the Halifax harbour. Kids are also heartily encouraged to attend our park concerts, library Jazz Labs, and our free daily concerts at the Waterfront Stage where we have a kids activity zone.

our stages



Photos: Jacob MacDougall, Carolina Andrade

Our 2019 festival edition took place across 16 venues and stages throughout the Halifax Regional Municipality.

Located alongside the beautiful and lively Halifax harbour, our largest venue is the outdoor Waterfront Stage. Host to the world's brightest international touring artists, local favourites, and Canada's next rising stars, this stage offers both ticketed and free daily concerts, along with local food and drink vendors, souvenirs, and kids activities.

Located just a short walk from our Waterfront site, St. Matthew's United Church is a stunning seated venue, perfectly suited for the most engaging and inspiring performances.

Our other venues and partnered stages, provided a home for park concerts in the sun, interactive and educational workshops for all ages, late-night free-improvisation, local showcases, dance parties, and more!

2019 Official Venues :

Waterfront Main Stage
St. Paul's Church
1313 Hollis
The Carleton Music Bar & Grill
Art Bar
The Marquee & Seahorse

Community stages:

Hydrostone Park
Dartmouth World Peace Pavilion
Murray Warrington Park
Acadia Hall Park

TD Jazz Labs:

Halifax Central Public Library
Halifax North Memorial Library
Theodore Tugboat

Partnered Stages:

Bâton Rouge
Le Bistro By Liz
Obladee Wine Bar

“ Thank you Sheila for tossing your drumstick my way! They make my drums and cymbals sound even sweeter! Your show was so incredible and it was a thrill of a lifetime to go on stage & dance with you and your band! Thank you Thank you Thank you for such an AMAZING experience!!!

- @JeffMacPherson5

activations



“ Another incredible @HFXJazzFest for the books! Thanks to @TD_Canada @developns and all the sponsors and supporters for making it happen. And big congrats to Zamani, this year’s @stingraymusic Rising Star recipient! - @MikeSavageHFX ”

We work with local and national brands to help them engage their target audience through interactive displays, product sampling, and promotions.

Some of the on-site activations included TD Bank Group, RedBull, Kent building supplies, Insight Optometry, Murphy’s Hospitality Group, Dr Oetker, and Wilson’s Security.

TD provided the popular TD Zone; a space to relax, connect to complimentary wifi, and recharge devices.

76% of surveyed attendees interacted with Waterfront Main Stage site activations and vendors.

97% of surveyed patrons are aware that TD is the title sponsor of the Halifax Jazz Festival, and 74% agree that they are a good, very good, or excellent fit as a sponsor.

audience



Photos: Carolina Andrade, Bob Pettipas, Paige Taylor



87% travelled from outside of downtown Halifax

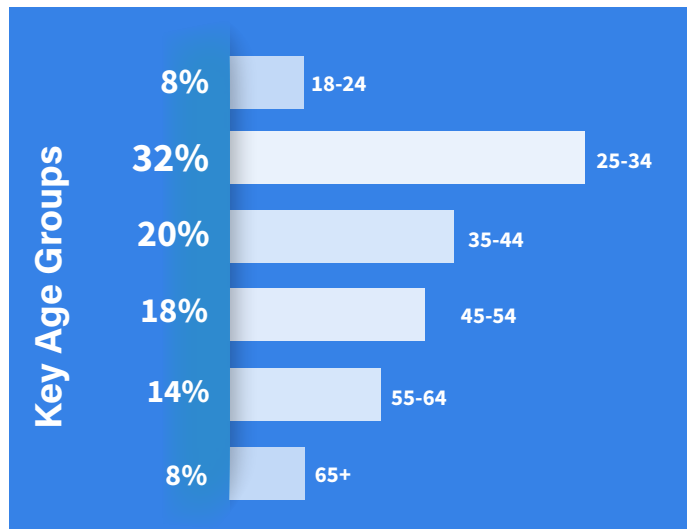
52% are female

44% attended multiple festival events

13% sought accommodations to attend the festival

**based on surveyed attendees*

48,500 attendees



branding



Brittany Pickrem Branding & Design is the proud creator behind the main image for the 2019 TD Halifax Jazz Festival.

The artwork by Brittany was versatile and captured the energy and creativity of the festival. The artwork needs to easily grow for use in billboards, and shrink to fit coupon size, and is used in both colour and black and white. She understands the balance in abstract and representational objects that we are aiming for when visually representing the festival.

“ *What could be sweeter than a warm summer’s eve spent with live music on the waterfront? What could be more sublime than listening to living legends like Shelia E. or Common perform before your very eyes? What could be more delightful than discovering new acts in the festival’s middle card, like the better-than-Clapton guitarist Mdou Moctar? What would be nicer than a free, leisurely open-air afternoon jazz concert? What could possibly be better than the Halifax Jazz Festival?* ”

promotional

TD HALIFAX JAZZ FESTIVAL
COMMON SHAD
JULY 9
\$59



TICKETS ON SALE NOW
LIVE ON THE HALIFAX WATERFRONT!
WWW.HALIFAXJAZZFESTIVAL.CA

Canada novaSCOTIA HALIFAX develop Arts HALIFAX JAZZ FESTIVAL

TD HALIFAX JAZZ FESTIVAL
SHEILA E.
JULY 12
\$45



WITH ASIA & NUGRUV

TICKETS ON SALE NOW
LIVE ON THE HALIFAX WATERFRONT!
WWW.HALIFAXJAZZFESTIVAL.CA

TD HALIFAX JAZZ FESTIVAL
MS. LISA FISCHER & GRAND BATON
JULY 13
\$35



PEDRITO MARTINEZ GROUP
TICKETS ON SALE NOW
LIVE ON THE HALIFAX WATERFRONT!
WWW.HALIFAXJAZZFESTIVAL.CA

Programs

20,000 program guides were distributed at coffee shops, restaurants, community centres, libraries, grocery stores, farmers markets and tourist centres in the weeks leading up to the festival, and on-site at all festival events. We also supplemented the amount of full printed guides with rack card schedules to reduce the quantity of guides taken for that purpose only.

Posters

Over 650 posters were displayed on street poles throughout Halifax, Dartmouth, Bedford, Yarmouth, Charlottetown, Moncton and other key cultural locations throughout the Maritimes. We also worked with HRM Community Centres to circulate posters and information about free programming throughout their locations. TD also displayed our festival lineup posters in all regional branches.

Newsletters

Our newsletter has over 6,850 subscribers, with an **Open Rate of 37%** which is over twice the success of the industry standard of 14%. In 2019 we sent out over 25 newsletters which received an average click rate of 8%.

“

Did @thebarrbrothers give the best performance at this year's Halifax Jazz Fest? Their set definitely made for one of the best nights of live music that Trev's experienced #music #live-music #review #photos #HFXJazz
- @HAFILAXtweets

”

pageantry



Photos: Bob Pettipas, Mark Pineo

Pageantry not only creates the overall look of the TD Halifax Jazz Festival, it's an important marketing tool that takes over the city to let everyone know that the event of the summer is happening.

In the festival lead-up we're seen on pole flags throughout downtown, and during the festival, all venues are given the full branding treatment so all patrons know they are at an official HJF event.

With the newly introduced TD branding, we expanded our signage and pageantry to create a cohesive look across all venues with stage banners, backdrops, fencing scrim, entry gate signage, pop-up banners, venue flags, and more.

“ Last night at #jazzfest #halifax @SheilaEdrummer absolutely blew the crowd away. Energy, passion... absolute talent. #girlscandrum also @asianugruv were freaking amazing... great night! - @DarrenFisherNS

advertising

From billboards to mobile banners, adverts for the Halifax Jazz Festival appeared on print, digital, an interactive platforms across North America.

Using a variety of different graphics and formats we tailored the message and visual design to each audience. Formats included colour print ads, festival experience videos, rotating gifs, and social media posts.

Advertisement types

PRINTED ADS IN NATIONAL & REGIONAL PUBLICATIONS

STATIC & ANIMATED DIGITAL ADS

TELEVISION & RADIO COMMERCIALS ACROSS REGION

BUS ADS ON ROUTES THROUGHOUT HRM

TRADITIONAL & DIGITAL BILLBOARDS

DIGITAL SCREEN NETWORKS

GOOGLE SEARCH ENGINE & SOCIAL MEDIA NETWORKS

BRANDED HOME PAGE TAKE-OVERS

Publications & Outlets

BEDFORD MAGAZINE

THE CHRONICLE HERALD

THE COAST

CTV

EXCLAIM

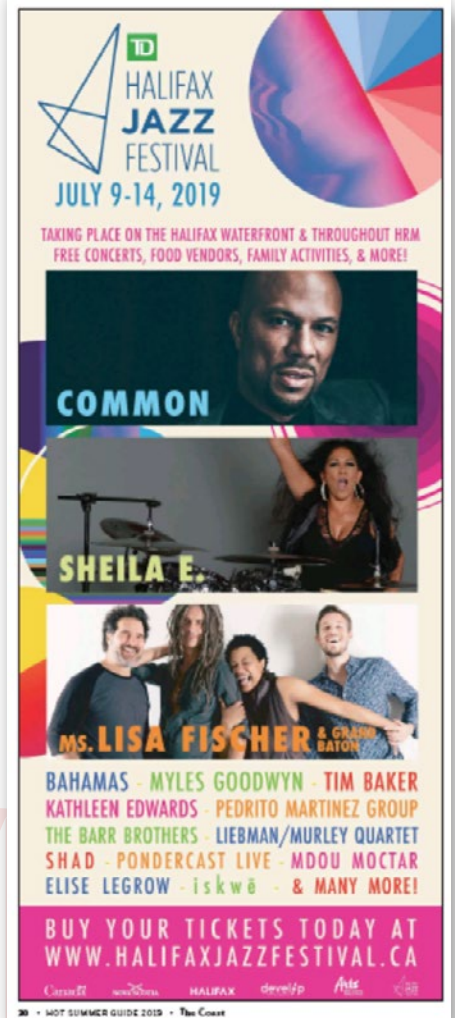
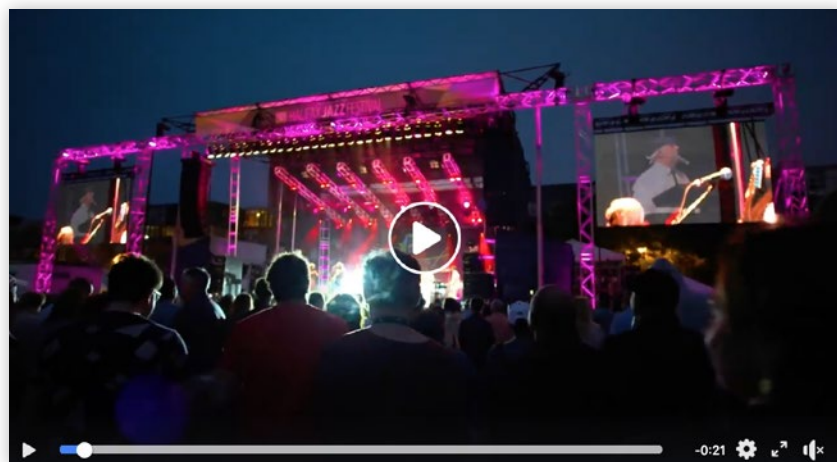
GRAPEVINE

HALIFAX MAGAZINE

THE STAR

VIRGIN RADIO

WHERE MAGAZINE



Website



115k Unique Visitors

32k Button Clicks



80k Website Visits

298k Page Views



Top Geographical Areas

Canada 86%

USA 10%

Top Canadian Regions

Nova Scotia 62%

Quebec 12%

Ontario 10%

Top US Region

New York 65%



Top Referrals

Google 37k (43%)

Direct 35k (42%)

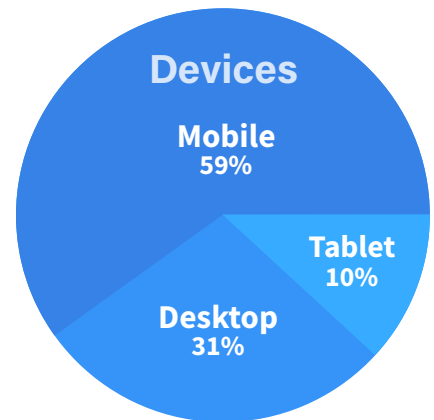
Facebook 8k (9%)

The website was refreshed with this year's branding, with an emphasis on visual cues, ease of navigation and accessibility for all website users.

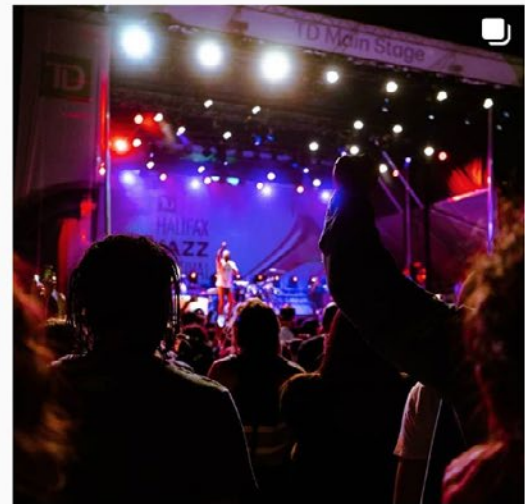
All pages used size responsive text, and our accessibility page included downloadable documents for the visually impaired to download to their assistance devices.

Artist pages included embedded music videos and playlists to assist with artist discovery.

- Downloadable program guide
- Printable schedule
- Mobile intuitive format
- Easy donate button
- Event calendar for Google scraping
- City guide for out-of-town guests
- Custom landing pages for ads



social media



7.5k Page Likes

750k Reach
of posts in 2019

Our Top Newsfeed Post:
54k organic reach
2393 engagements
102 post shares

Our Top Video Post:
22k organic views



6.6k Followers

300k Reach
of tweets in 2019

Our Top Tweet:
11k organic reach
150 engagements
12 retweets

In July we received
4K profile visits
& 575 mentions



4.4k Followers

190k Reach
of posts in 2019

Our Top Newsfeed Post:
2.5k organic reach
288 likes

Our Top Video Post was
viewed 725 times

#HJF2019 was used in
400+ posts

social media



OVER 18.5k SOCIAL MEDIA FOLLOWERS

ORGANIC FACEBOOK REACH OF 54k

6.8k E-NEWSLETTER SUBSCRIBERS



The full festival lineup video was our most engaging content piece.

“

Grateful for the Halifax Waterfront Beautiful day for lunch outside in the boardwalk listening to Jazz Fest and watching the boats sail past #grateful #halifax #halifaxjazzfest - @adventurechik

”

social partners

Contests

We engage with local businesses, community partners, media outlets, and social media accounts by providing tickets for them to conduct their own exciting giveaways which help spread the Halifax Jazz Festival excitement! We match them with a concert that best suits their audience demographic.

#JazzUpYourSummer

Once again, we partnered with our broadcasting partner CTV, for the always-popular Jazz Up Your Summer contest! The grand prize included two festival Fusion passes, a two night stay at The Westin Hotel, a gift certificate to Murphy's Hospitality Group, and a complimentary car rental. CTV runs and promotes the contest to their viewers on air, and on their website throughout June.

#HJFGlamLife

In June we took over Halifax with a city-wide contest to get glammed up, inspired by Sheila E's hit song the Glamorous Life! Local personalities hid glam goodie bags throughout downtown Halifax, leaving video clues and instructions on our social media channels. The public took photos of themselves glammed out and tagged us in their entries. Winners were presented with VIP tickets to the Sheila E. performance for them and a group of friends.



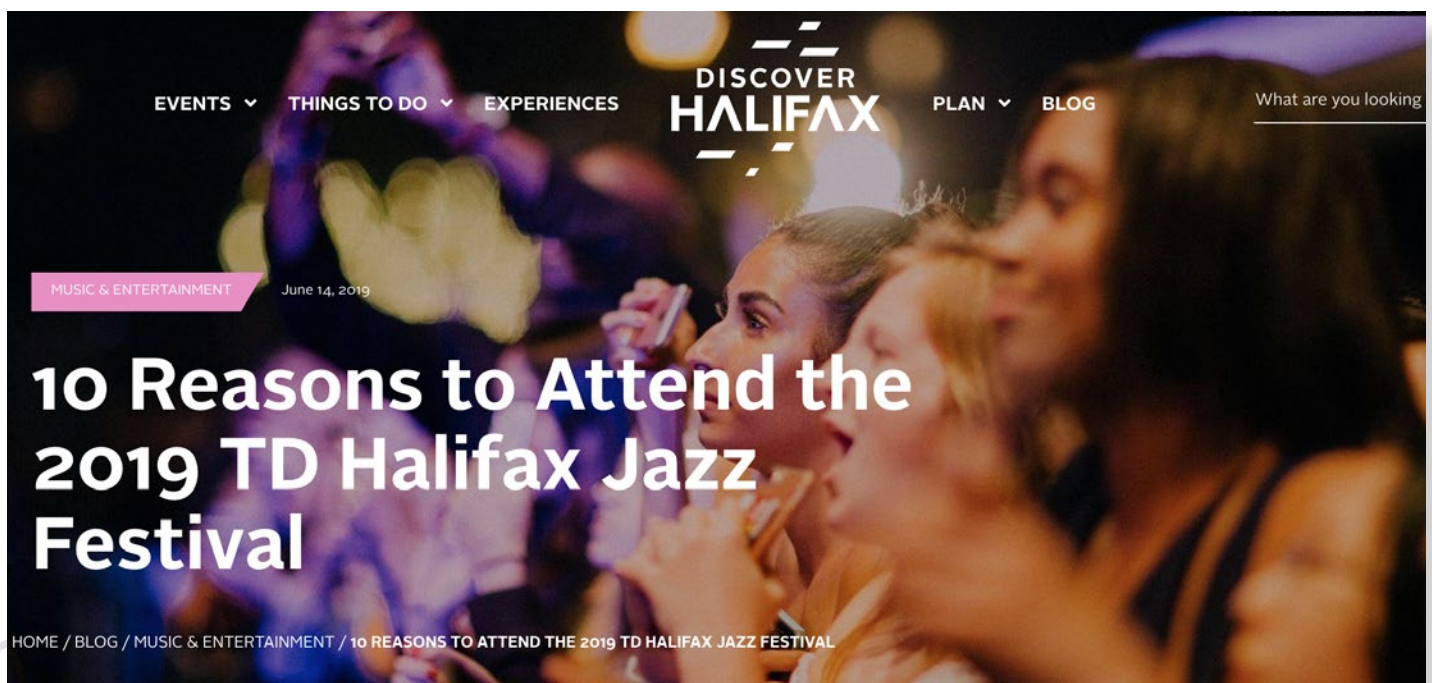
media highlights

Halifax Jazz Festival received support from national, regional and local publications and broadcasters. Established media outlets such as **CBC Music**, **Exclaim!**, and new outlets, such as **The Breeze**, all provided coverage of the lineup launch and festival lead-up. During the week of the festival, media, including **CTV live**, broadcast from the Waterfront Stage and provided daily interviews with headlining and local artists.

Coverage of the 2019 Halifax Jazz Festival was featured in publications and broadcasts from the following outlets:

- ALLABOUTJAZZ.COM
- CANADIAN BEATS
- CBC MAINSTREET
- CBC NEWS
- CHRONICLE HERALD
- CI00
- CKDU
- CNN
- THE COAST
- CTV MORNING LIVE
- CTV NEWS AT 5
- CTV NEWS ATLANTIC
- DISCOVER HALIFAX
- THE EAST MAGAZINE
- EAST COAST LIVING
- EXCLAIM
- EXPLORE NOVA SCOTIA
- FAMILY FUN CANADA
- GLOBAL TV
- HALIFAX BLOGGERS
- HALIFAX MAGAZINE
- JAZZ FESTIVALS CANADA
- MIXTAPE MAGAZINE
- NEWS 95.7
- NOVASCOTIA.COM
- OUI 98.5
- OUR CHILDREN
- RADIO CANADA
- SALTSCAPES
- STAR HALIFAX
- URBAN PARENT
- VIRGIN RADIO
- WHERE HALIFAX

...and more!



media highlights



The Coast

SNARE HALIFAX'S WEEKLY • VOLUME 07 NUMBER 01

F/M/X

Non-binary licenses come to NS
P4

THAT'S SO RAVEN

Inside Spryfield's retro trailer/cafe
P11

HALIFAX

JAZZ

FESTIVAL



SHEILA E.

The living legend does her drum god thing Friday night at Jazz Fest

FREE

Your guide to the hottest nights of summer features African rock star Mdou Moctar, Toronto quintet Bernice & reggae king Exco Levi

media highlights

HALIFAX IS BURNING
PAST EPISODES DOWNLOADS

HALIFAX IS BURNING

HOSTED BY **TREVOR MURPHY**

TUESDAYS - 6:30PM TO 7:30PM
88.1 FM IN HALIFAX
 STREAMING LIVE ONLINE AT CKDU.CA
ON DIGITAL CABLE
 CH. 851 EASTLINK CH. 822 BELL ALIANT

JULY 02, 2019

Posted on July 4, 2019 by admin

This week: a look at the Maritimes' summer festival circuit plus favourite songs from the past and present.

1. HalifaxIsBurning-July02-2019

POP-OUT PLAYER DOWNLOAD MP3

Tracklist

- Wintersleep - The Lighthouse
- Calm Baretta - Silver Screen
- The Drug Rugs - Sandbar
- Yohvn Bivck - Drowning
- Valerie - Smothered
- Allumette - Algue
- Apollo Ghosts - Lightweight

HOT JAZZ SUMMER

The **Halifax Jazz Festival** returns for its 33rd year, featuring a Nigerian guitar whiz, a reggae star, a band of ambient indie kids, a broadcasting favourite and one literal living legend.

SHEILA E.

The 61-year-old drum god is fuelled by family, community and the active choice to pick love over hate. **BY STEPHANIE JOHNS**

On Friday, this city has a rare chance to see a living legend: The great Sheila E.

Sheila Escovedo, queen of all things percussion, has had more extraordinary experiences in her life than seem possible to fit into her 61 years. From first stepping on stage with her father, famed musician Pete Escovedo, at age five; becoming an accomplished percussionist by age 20; working with George Duke, Diana Ross, Lionel Richie and Santana; touring with Marvin Gaye as a percussionist at age 26; hitting number one on the US dance charts in 1984 with her hit "The Glamorous Life" and living the full '80s decadent rock star life, with stories to match (having lunch at the Eiffel Tower on a whim, for example).

And of course there's the whole Prince deal—Sheila E. was a longtime collaborator with the late musician, and they were also briefly engaged.

But Sheila Escovedo, who will headline the main stage at Jazz Fest, never intended on pursuing music as a young girl, despite musical roots running deep in her family—in addition to her father, there's her uncles Alejandro and Coke Escovedo, and her godfather Tito Puente.

"I didn't know I was going to be an artist or a musician," she says from Los Angeles. "I was

an athlete, when I played with my dad at 15 it reminded me of competing at meets. It was a rush. But all I wanted growing up was to be the first girl astronaut and to win a gold medal at the Olympics. That's all I cared about."

That rush of performing live with her father quickly translated into a lifelong passion. "I was a sponge, that one show changed my life. Even my dad knew it, we both cried after the show," she says. "I was shaking, thinking 'This is amazing. I know this is what I'm supposed to do.' You do whatever you have to do through the pain and the process—injuries, heartbreak, whatever it is—I still get to that place, that moment of being able to share this gift."

And Escovedo's had her fair share of pain: After becoming semi-paralyzed from years of physically demanding drumming in high heels, she now drums barefoot. It wasn't an easy shift—"heels are what I'm

known for"—but let's be real: What Sheila E. is truly known for is her incredible percussion skills, and dedication to her art.

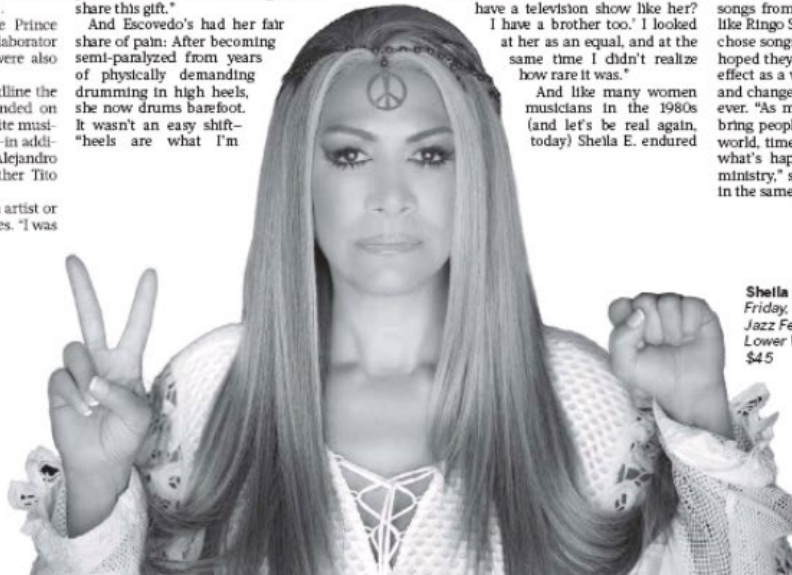
Dedication was certainly required working in a notoriously male-dominated music industry in the 80s and beyond, in which Sheila E. persevered and thrived due to the support and influence of her family. "In the beginning I didn't know how rare it was for women to play, I thought a lot did. I'd see other women and say 'What's your instrument?' and they'd say 'We don't play!'" she says. "I grew up watching my mom play, and the other lady I'd see was Karen Carpenter. She was an amazing drummer. I'd ask 'How come I don't have a television show like her? I have a brother too.' I looked at her as an equal, and at the same time I didn't realize how rare it was."

And like many women musicians in the 1980s (and let's be real again, today) Sheila E. endured

oppression because of her gender.

"I've absolutely experienced sexism, and still do, even at 61, it's crazy. I was often the only woman in these situations, and I was away from home. I had to deal with the advances of men; saying bad, horrible things, giving me their key, advances to the point of 'I'll give you a record deal, I'll produce, I'll give you money,'" she says. "I can't even begin to tell you what men have tried to do, I've had to fight them or slap them. But my parents taught me the value of respect, they are my mentors."

Her latest album, *Iconic: Message 4 America* is similarly spirited, made up of covers of songs from the 1960s and '70s, with guests like Ringo Starr and George Clinton. Escovedo chose songs that were meaningful to her and hoped they'd be inspiring to the listener. The effect as a whole is one of protest, revolution and change, which is more relevant now than ever. "As musicians it's our responsibility to bring people together. There's a divide in the world, times are different, but we can change what's happening, that's our message and ministry," she says. "Love and hate can't exist in the same place, so we need to choose love."



Sheila E. w/Asia & NuGruv
 Friday, July 12, 7:30pm
 Jazz Fest main stage
 Lower Water and Salter Streets
 \$45

media highlights

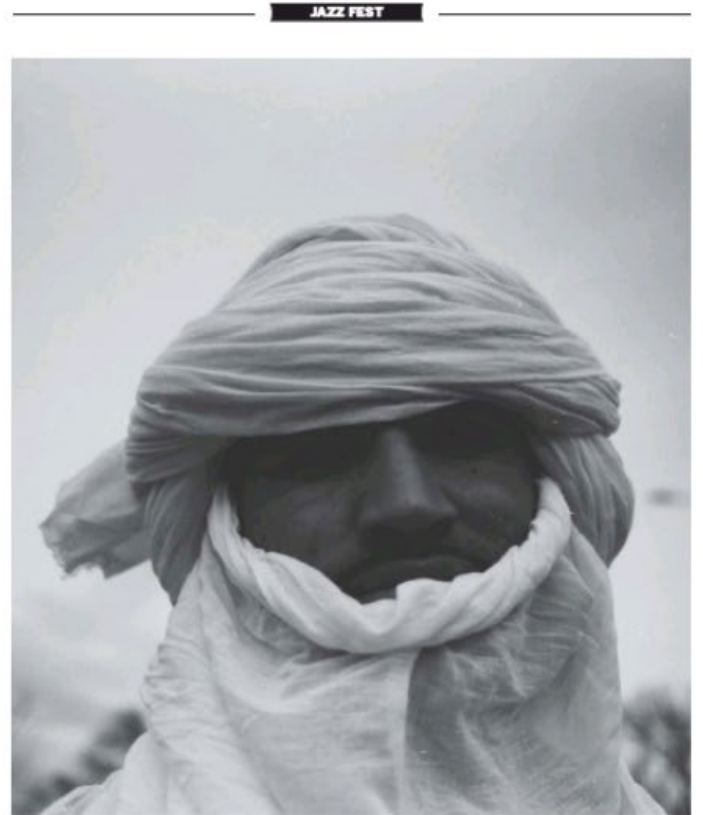
Entertainment Listings Music: You're here! Events P14 On Stage P14 Visual Arts P15

ENTERTAINMENT AND EVENTS PICKS WRITTEN AND COMPILED BY MORGAN MULLIN
Send event listings to jam@entertainment.com. Print deadline: Thursday, 5pm

SURE THINGS **Music**

STARTED

Common **COMMON W/OSHAID** Shadi is both a scholar of hip-hop and an advocate of it, saying "I'll sit and listen at the same time. Here, the Toronto MC gets to open for a master of the genre. Common (pictured), the Chicago legend behind some of rap's best ever albums, is (if you're not familiar, open your Spotify M-D-W). In case you can't tell, we can hardly wait. See Jul 6 Jazz Fest Main Stage, Lower Plate and Cafe Street, 8:30pm



Moctar first became noticed via popular pirated mp3s in Africa. CEM MISIRLIOGLU

MDOU MOCTAR

The Nigerien combines traditional Tuareg guitar with modern electric: "Just the music and the friends, that's my paradise."

BY MORGAN MULLIN

Sheila E.: 5 songs that changed my life



The world-famous drummer and former Prince collaborator talks about the music that shaped her

Holly Gordon · CBC Music · Posted: Jul 12, 2019 10:31 AM ET | Last Updated: July 12



Moctar w/Superfluid
July 11, 10pm
Jazz Fest, 2037 Gottingen Street

Do you know how African music is? You still know the words to that hit and your record collection (Lumford and Son's *Johannesburg*) of the continent's varied music landscapes, but what you don't know, there's an African rock star whose thrumming guitar is about to rip a faucet on your head.

Moctar spent the early 2000s on the staircase of fame through African mp3-sharing network, while we shyly stealing Nickelback or Avril's lush soundscapes are worlds away, earning him fans in the music critics at NPR and bands like The Roots. He arrives at Jazz Fest Thursday with a sound that engulfs, draws in your brain to the most dexterous riffs.

Moctar's influences lie elsewhere, in the Tuareg music of his childhood in the desert of Tchintabaraden, on the edge of Niger.

"I love the music but my mother is very, very religious. She never listened to the music at all, ever," he recalls of his childhood. The familiar part of his origin myth rings true: After seeing famous Nigerien musician Abdullah Oumbadougou playing in Tchintabaraden, "I was very, very happy. I see him and think 'I need to be like him.'"

It was as a teen that Moctar gained an audience, playing soft, acoustic ballads at the elaborate picnics he and his friends would throw in the desert: "That was the place where the young generation love what I play. It was crazy—you can't imagine how good it is to play with your friends and dance together. Just the music and the friends, that's my paradise."

These days, touring behind 2019's *Ihana* (*The Creator*), feel far away from those desert evenings—in part because Moctar's sound has grown into the tangles and snarls of electric guitar pulsing under Tuareg guitar's traditional softness.

As he sees it, the evolution is to be expected. "All the time, I change the sound because I am curious. All the time, I need to try something because I'm curious about what can happen," he says. "The next album? I don't know what it will sound like—because I am curious."

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HALIFAX

From free shows to headliners: the ins and outs of this year's Halifax Jazz Festival

By **Haley Ryan** Star Halifax
Tues., July 9, 2019 • 4 min. read

JAZZ FEST

AND ALL THAT JAZZ

SEE MORE MUSIC LISTINGS ON PAGE 17

Peep these complete listings for this year's festival.
BY MORGAN MULLIN

Thursday July 11

BAHAMAS W/THE BARR BROTHERS Jazz Fest Main Stage, Lower Water and Salter Streets, 8:30pm

CREATIVE MUSIC SERIES: OLD CITY NEW VOICES ALBUM RELEASE CONCERT Jerry Granelli's brainchild and Jazz Fest staple, the Creative Music Series sees musicians of note create live, sonic combustion. 1213 Hollis, 1213 Hollis Street, 8pm

LIEDMAN/MURLEY QUARTET St. Paul's Anglican Church, 1749 Argyle Street, 7pm

MDOU MOCTAR W/SUPERFLUID Read more about the guitarist who's as good as Eric Clapton on page 7. The Seahorse, 2037 Gottingen Street, 10:30pm

NADIA MOORE W/MALLEUS TRIO, LES MOONTONES, SON LATINO Jazz Fest Main Stage, Lower Water and Salter Streets, noon-4pm

OPEN COMPANY Lukas Pearson hosts this series of free improvisational music showcases. Art Bar, 1873 Granville Street, free

SPLASH! BANG! BOOM! Theodore Tugboat, Halifax waterfront, 10 and 11am

THE EASLEY QUARTET The Carleton, 1685 Argyle Street, 9pm

Friday July 12

ART OF THE TRIO: MURLEY, VIVIAN & CLARKE Halifax Central Library, 5440 Spring Garden Road, free, 12pm

BERNICE W/THE DRUG RUGS Read more about the five-piece that's label mates with Feist, Broken Social Scene and Fucked Up on page 9. The Seahorse, 2037 Gottingen Street, 10:30pm

CHRIS MITCHELL & HMMIDINGER The Carleton, 1685 Argyle Street, 9pm



JOE MURPHY'S BROOMDUSTERS W/ZAMANI, TUESDAY NIGHT BAND, HUBTOWN BIG BAND A solid bill of fest favourites, this free waterfront showcase sees verified triple-threat producer, songwriter and singer Zamani (pictured) rain fire on your ears as she hits the stage at 2:30pm. Sun July 14, Jazz Fest Main Stage, Lower Water and Salter Streets, noon

OPEN COMPANY Art Bar, 1873 Granville Street, free

SHEILA E. W/ASIA & NUGRUV There's no bigger name in percussion than Sheila E—see page 6 for proof. Jazz Fest Main Stage, Lower Water and Salter Streets, 8:30pm

SPLASH! BANG! BOOM! Theodore Tugboat, Halifax waterfront, 10 and 11am

YOHVN BLACK W/SHAY PITTS, JODY UPSHAW, EPDMC BFFS Shay Pitts and Jody Upshaw stay golden. Murray Warrington Park, 2346 Brunswick Street, free, 6pm

Saturday July 13

ANN DENNY W/MIKE COWIE, OPEN BORDERS, WILLEM PAYSANTER TRIO Hydrostone Park, 1pm

CREATIVE MUSIC SERIES: THE DANCE OF SOUND, THE SOUND OF DANCE 1213 Hollis, 1213 Hollis Street, 8pm

EXCO LEVI & THE HIGH PRIEST BAND Read more about modern reggae's saviour on page 9. The Margate, 2037 Gottingen Street, 11:15pm

GLOBAL CENTRIC BRASS BAND W/WENTZELL ORGAN TRIO Acadia Hall Park, 650 Sachville Drive, free, 1pm

MARCEL A MORE & PLAN ASHE W/THE TRITONES AND MORE Dartmouth World Peace Pavilion, 88 Alderney Dr, Dartmouth, free, 10am-1:30pm

MS. LISA FISCHER & GRAND BATON W/PEDRITO MARTINEZ GROUP Jazz Fest Main Stage, Lower Water and Salter Street, 8:30pm

OPEN COMPANY Art Bar, 1873 Granville Street, free

PONDERCAST LIVE Read more about the mind-expanding podcast on page 9. The Carleton, 1685 Argyle Street, 9pm

SPLASH! BANG! BOOM! Theodore Tugboat, Halifax waterfront, 10 and 11am

Sunday July 14

ALLY FIOLA & THE NEXT QUEST W/CHRIS CHURCHILL GROUP, TIN PAN DARLINGS, MATTHEW SNOW Hydrostone Park, 1-4:45pm

CAROLYN CURRY GROUP W/SON LATINO DaWolf Park, Bedford Waterfront, noon

CREATIVE MUSIC WORKSHOP CLOSING CONCERT Halifax Central Library, 5440 Spring Garden Road, free, 2pm

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MUSIC » FEATURE July 11, 2019

Jazz Fest: Exco Levi

"You have to displace yourself and follow the drumbeat of your heart," says the Canadian reggae king.

By Jonathan Briggins



SUBMITTED

or one of Canada's most decorated reggae musicians, it's all about singing for the people. "Reggae music—all the music that we do—we sang songs of unification and liberation," says Exco Levi, the stage name of Wayne Ford Levi.

naica, the musician is now based out of Brampton, Ontario and is Halifax Jazz Festival with his High Priest Band. He's won five Junos—our in consecutive years, 2012-15—but that success hasn't changed approaches his craft. "For me, it's no pressure because our message is of liberation, of the freedom and togetherness."

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Halifax Jazz Festival prepares for week of diverse offerings

This year's Halifax Jazz Festival has a myriad of artists on offer, a downtown Halifax and surrounding areas with song starting July 2 days ago by Jordan Parker

The ChronicleHerald

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Everything you need to know for this year's TD Halifax Jazz Festival

Stephen Cooke (scooke@herald.ca)
Published: 2 hours ago
Updated: 2 hours ago



JAZZ FEST

BERNICE

The Toronto indie-rock quintet has deep jazz roots.

Bernice w/ The Drug Rugs
Friday, July 12, 10pm
The Seahorse, 2037 Gottingen Street
\$20

Without jazz, there'd be no Bernice. All five members completed undergrad degrees in jazz performance at different schools, but ended up forming a band that leans more toward minimalist pop.

"After school, I didn't quite feel like [jazz] was my path forward in music and started really focusing on writing my own songs," says Robin Dain, vocalist and songwriter with the Toronto band. "I feel like we're the perfect pop band to play jazz festivals because we love jazz—we're still very much involved in our community in Toronto. A lot of us still play a lot of jazz. But the music that we play is obviously not, the central word would not be jazz, in my opinion."

A little over a year ago, the band released its debut full-length *Full 12:10* (on the *air* imprint label). It's included on the 40-album long list for the Polaris Prize, which annually awards the best Canadian album based on artistic merit rather than commercial success. Part of the album's idea was to mimic the intimacy and playfulness of a live show, but still sound like a recording.

"A big part of how we play together has an open-ended quality to it," says Dain. "We love to improvise together, again that kind of goes back to that we used to play a lot of jazz."

The songs from the album are always evolving and changing, sometimes by design but other times unintentionally. It's all part of a band that has a playful aura, yet is technically sound. "I think we just try to be ourselves and keep the spirit of why we play music," says Dain. "For me, it's connecting with people and having fun, not taking ourselves too seriously and still feeling like the music is sounding good." —Jonathan Briggins

EXCO LEVI

"You have to displace yourself and follow the drumbeat of your heart."

Exco Levi & The High Priest Band
Saturday, July 13, 10:30pm
The Marquee, 2037 Gottingen Street
\$22.50

For one of Canada's most decorated reggae musicians, it's all about singing for the people. "Reggae music—all the music that we do—we sing songs of unification and liberation," says Exco Levi, the stage name of Wayne Ford Levi.

Born in Jamaica, the musician is now based out of Brampton, Ontario and is coming to Halifax Jazz Festival with his High Priest Band. He's won five Junos—including four in consecutive years, 2012-15—but that success hasn't changed the way he approaches his craft. "For me, it's no pressure because our message is the same—of liberation, of the freedom and togetherness."

A constant in his music is an upbeat vibe even while tackling subject matter that could easily steer the sound in a different direction. This includes songs that talk about violence or on "bleaching skin," the controversy of bleaching skin.

"I think it's an in-born concept," says Levi of how he draws positivity. "I think life is on a scale of negative and positive so you have to displace yourself and follow the drumbeat of your heart. For myself, the positive path is always more highlighted when it comes to Exco Levi."

This will be the first Halifax visit for the reggae king, and chances are he'll leave an impression on those who see him perform at the Marquee Ballroom. The audience can expect a show that's educational, from a band that knows a thing or two about the importance of having a good time.

"I hope they come to my show and leave with a blessing, leave learning something, getting to understand what we're all about," says Levi. "We have to incorporate the good times also with the message, the message of liberation, with the struggle, with the message of togetherness and balance. It with good times. That's what we're doing." —JB

LAURIE BROWN

The former CBC host finds new stories via Pondercast.

Laurie Brown & Joshua Van Tassel
Saturday, July 13, 2pm
Halifax Central Library, 5440 Spring Garden Road
Free

Pondercast Live
Saturday, July 13, 5pm
The Carleton, 1605 Argyle Street
\$25

It's about to get meta at Halifax Jazz Festival. That's because Laurie Brown is bringing a live show of her podcast *Pondercast* to an audience at the Carleton, where she'll talk about concert crowds.

"I'm kind of turning the tables and looking at the role that the audience plays in music festivals," says Brown, the former host of CBC's *The Signal*. "The kind of energy and what the audience gets out of a festival situation. It turns out it's everything. It actually makes chemical changes in your body and makes you feel better, makes your immune system better and it gives you a sense of belonging."

Pondercast, as the title suggests, explores questions around mindfulness, existence, life and everything in between—along with the occasional in-depth interview.

Naturally, it makes sense to see the name of the podcast alongside other artists on Jazz Festival posters around town—Brown says she's "humbly honoured" to have her show accompany the music programming. A key element to her podcast both the live and her studio —OK, the literal closet where the records—is the musical accompaniment by Joshua Van Tassel.

"He can be atmospheric and making beautiful instrumental music without it really feeling like ambient music. It's a step above that—it's got a melody and a feel and an emotion to it that for me," says Brown of the musician who puts the music behind her words. (They'll discuss the process at the General Library on Saturday afternoon.)

So a live recording, in front of people, telling stories about live music importance, while music accompanies the words in the background. It's starting to make sense why a podcast is part of a music festival.

"I'm hoping that if people come to see *Pondercast*," says Brown, "they'll pay more attention to the audiences when they're going out to the next show." —JB

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CNN travel

DEST

3. Nova Scotia



The Cabot Trail is a scenic route that loops around Cape Breton in Nova Scotia. Destination Cape Breton

Beginning in June, new direct flights make the Canadian Maritime province of Nova Scotia more accessible than ever.

American Airlines will start seasonal service from Philadelphia and New York's LaGuardia Airport, while United will add direct flights from Chicago. (United already flies direct to Halifax from Newark.)

Nova Scotia often gets overlooked for popular provinces like British Columbia and Quebec, but its quiet charms are worth exploring. Cape Breton Island takes a bit of work to reach, but it's here that you'll find challenging hiking trails, a scenic driving route minus the traffic and real-deal Celtic culture.

The Halifax Jazz Festival, held in the province's capital, is considered Nova Scotia's largest music festival, and goes down from July 9-14 on the waterfront.

Arts

MUSIC AND ARTS NEWS EDITED BY TARA THORNE
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"This is love, and I would die to be one," says Baker of his new music. GRINNY/TOWNSEND

JAZZ FEST

The evolution of Tim Baker

Hey Rosetta! leader returns to help kick off the Halifax Jazz Festival with his solo LP *Forever Overhead*. BY JONATHAN BRIGGINS

Tim Baker w/ Kathleen Edwards

Wednesday, July 10, 7:30pm
Halifax Jazz Festival waterfront stage
Lower Water at Salthair Street
\$45 (\$20 festival pass)

A solo career for Tim Baker wasn't quite starting all over again. It was a new adventure of discovery with his own challenges. When the New Brunswick indie-rock band Hey Rosetta! called it quits in October 2017, it was announced main songwriter Tim Baker would release a solo album. It took a little longer than expected, but *Forever Overhead* came out in May.

"It was a big transition, obviously, for me," Baker says. "It was a long sort of sticky process to figure out what my voice would be without Hey Rosetta! I mean Hey Rosetta! has been my one main thing and creative outlet for everything for 12 years."

The actual conception of songs and the process was similar, but this time he fleshed out ideas to a familiar

looked back, because I've been a whole life," says Baker. "And here this sort of crazy tornado

reflection led to Baker revisiting songwriters that he'd heard of while growing up. The refrain amounts to nostalgia in personal stories in the lyrics, using a different stage name like his WASPY and the

personally stuck with his real name, "me and I wanted to be me," nothing's really of the table personal it is, really I wanted that it was my name and so on."

"This is definitely an example of something I've come back and tried to raise from the ashes," says Baker. "And there'll be more going forward now as we come into the summer."

JULY 10, 2019 • The Coast

When Hey Rosetta! played its final gigs in December of 2017, it came at a time when the band was pushing on burning live shows that were full-scale productions in big venues. It was a completely different setting from the intimate venues and house shows where Baker gave the new songs the road test.

"That was my main thing was I want to go back to the basics and play these songs just with nothing, without any production. And I want[ed] to start again simple and humbly," says Baker. "To reconnect with that act of sharing music, and also it was kind of something I was a bit afraid of."

In the process, Baker made a full record, scrapped half of it, then went back and made the other half as the road-testing shows shaped the final direction.

The evolution of Tim Baker continues with him touring with a full band while still mixing in the occasional solo show. And fans of Hey Rosetta! will be satisfied.

"I like people to have a good time when they come to the show. I don't like people leaving disappointed. It's sort of a dino balance," he says. "And I didn't want to be just a Hey Rosetta! cover band, like a cover band of my own band."

"It was some fun trying to rearrange your old tunes that you know so well. Some of them I play on a different instrument and it was like I kept sticking together the words because it's a whole different thing physically."

For example, "Kinesukurei" was the band's most successful single commercially but never really worked out live. It's now taken on a new life via a banjo makeover.

"That's definitely an example of something I've come back and tried to raise from the ashes," says Baker. "And there'll be more going forward now as we come into the summer."



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Halifax Jazz Festival Gets First Aid Kit, Bahamas for 2019 Edition

Tim Baker, the Barr Brothers, Dave Liebman and Mike Murley will also perform

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Headliners for Halifax Jazz Festival announced

By Norma Young on April 4, 2019




On March 26, 2019, the Halifax Jazz Festival announced its first round of Waterfront Stage and St. Pauls Church Series performers. It took me that long to catch my breath and write about it!

In partner with Sonic Concerts, we have some great acts coming! First Aid Kit with special guest, Tim Baker will be on the Main Stage July 10. On the 11, we have Bahama's with special guests The

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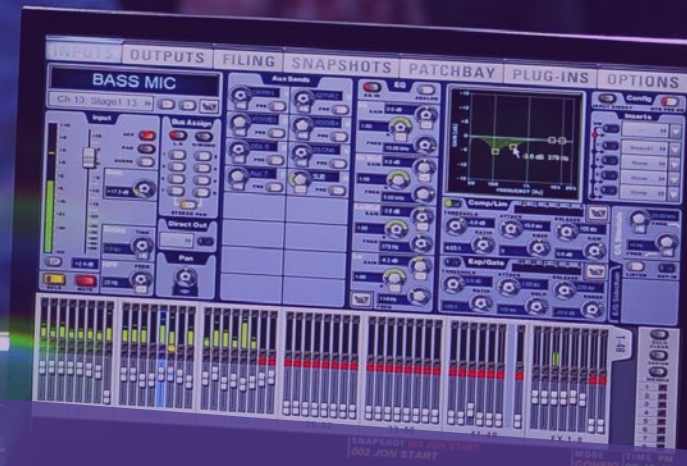


Photo: Mike Martin

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