

Prepare to receive this year's Transmission...

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As The Clash once sang, this is a public service announcement... with guitars. This week the annual Transmission music conference announced its dates and intentions, as well as plans to expand its activities and influence. This year's industry shindig gets jumping (carefully we hope) in Victoria, BC's Crystal Gardens from Sept. 22 to 26. The conference is broken into two components: an invite-only, industry-oriented series of round tables and discussion panels featuring delegates from around the world (called transmitTALKS), and a live, performance component that this year will see 75 artists perform in eight venues over the conference's four-day run (transmitLIVE).

For its part, transmitTALKS will consist of "several days of inspirational presentations and over 60 roundtable discussions focused on the fast changing music sector. transmitTALKS 2009 focuses on the present and future role of copyright in music, the ascendancy of emerging markets such as Brazil, Russia, India and China, and discusses the required skills and qualifications of next generation leaders."

For the first time, transmitLIVE (presented by Sirius Satellite Radio) will link up with sister music festival Rifflandia for a more comprehensive showcase of artists (for performance information, visit www.transmitnow.com, while festival wristbands may be purchased at www.ticketweb.ca). "While we ensure that our artists are getting in front of the music industry, our partnership with Rifflandia will enhance the festival experience for fans that wish to experience four days of great music in BC's capital," said Transmission executive producer Tyl van Toorn in a prepared statement. Van Toorn summed up the conference's state of readiness by adding that "the dialogue for transmitTALKS is developed, the showcase lineup for transmitLIVE is set and this community is ready to lay out some serious West Coast hospitality. Now it's time to prove to visitors that Victoria is the perfect city for talking about and celebrating music."

(Jamie O'Meara)

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