

Caribou Records Inc.

Whitehorse

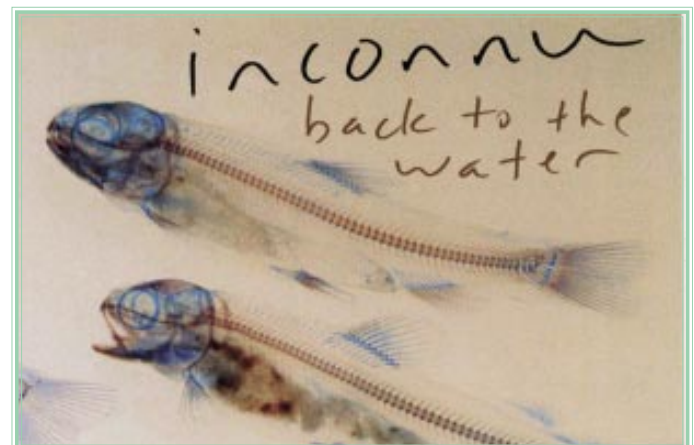
Started: 1994

Contact: David Petkovich

Caribou Records is a record label company that promotes, develops and distributes recordings by Northern musicians.



Getting started: In 1994, after working on a recording for the local band Inconnu, manager David Petkovich and Bob Hamilton of Old Crow Recording saw the opportunity for starting a local record label. Their new partnership received seed funding and a loan from the Yukon Arts Branch and the Department of Economic Development for Caribou's first recording.



Key to success: As one partner owns a recording studio, up front costs for new recordings can be underwritten internally. The other owner has continued to manage two other production companies (Etsi Shon and Inconnu) and Caribou Records is the distributor for these labels. Developing slow to ensure a quality product could be delivered, building trust with its musicians and other clients, and having confidence in the product have all contributed to Caribou Record's success

Lessons learned: Lack of knowledge of the business was an immediate hurdle to overcome. While Bob knew the ins and outs of sound recording, David learned about the complexities of the business by reading trade magazines and books on the music business, going to conferences and workshops on the recording industry, and building a network of contacts.

Future of business: As the credibility of Caribou Records is picking up steam outside of the Yukon so are its sales in North America and beyond. In addition to working on recordings for two individual artists, Caribou is looking at a producing a circumpolar and a northern women's compilation. It is also looking at the potential of music videos and wants to increase the profile of its artists through more tours.