

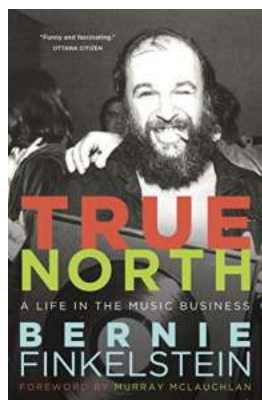
Welcome to the World of True North Records and Bernie Finkelstein

Do you love music? Are you interested in the inner workings of the Canadian music industry? If so, then you must have heard of Bernie Finkelstein and True North Records. In this article, we will dive deep into the legacy of Bernie Finkelstein, who played a pivotal role in shaping the Canadian music scene, and explore the essence of True North Records, the iconic record label he founded.

Meet Bernie Finkelstein

Bernie Finkelstein, born in 1946, is a legendary Canadian music manager, producer, and entrepreneur. With a career spanning over five decades, Finkelstein has left an indelible mark on the Canadian music industry. He is best known for his work as the manager of Bruce Cockburn, one of Canada's most celebrated singer-songwriters.

Finkelstein's passion for music and his commitment to promoting Canadian artists led him to establish True North Records in 1969. This independent record label became a home for many prominent Canadian musicians, defining the country's cultural identity through its diverse music catalog.



True North by Bernie Finkelstein (Kindle Edition)

★★★★☆ 4.8 out of 5

Language	: English
File size	: 5622 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 304 pages



The Rise of True North Records

True North Records emerged during a time when Canada's music industry was dominated by American and British influences. Finkelstein saw the need for a platform that would provide Canadian artists with the opportunity to shine and connect with a broader audience.

True North Records quickly became the vanguard of Canadian music, showcasing the country's unique artistic expressions to the world. It signed groundbreaking acts such as Bruce Cockburn, Murray McLauchlan, and Rough Trade, creating a formidable roster of talent that would shape an entire generation of Canadian musicians.

Under Bernie Finkelstein's guidance, True North Records became known for its commitment to artistic integrity, showcasing music that reflected the Canadian identity and its societal issues. From folk to rock, jazz to blues, True North Records celebrated the diversity of Canadian talent and brought their music to audiences across the globe.

The Impact and Legacy

True North Records and Bernie Finkelstein played a crucial role in the development of Canadian music. Finkelstein's dedication to fostering local talent and nurturing their careers elevated the international recognition of Canadian artists.

Throughout its history, True North Records has released numerous critically acclaimed albums that have contributed to the rich tapestry of Canadian music.

Albums like Bruce Cockburn's "Dancing in the Dragon's Jaws" and Murray McLauchlan's "Hard Rock Town" are just a few examples of the label's artistic and commercial success.

Beyond his contributions to the music industry, Finkelstein also made significant efforts to protect and advocate for artists' rights. He played a pivotal role in the establishment of the Canadian Independent Record Production Association (CIRPA) and the Society of Composers, Authors, and Music Publishers of Canada (SOCAN), securing the rights and royalties for Canadian musicians.

Today, True North Records continues to be a vibrant force promoting Canadian music. Under the leadership of Geoff Kulawick, the label has extended its reach by signing new emerging artists while still nurturing its esteemed veterans.

A Bright Future Ahead

The legacy of Bernie Finkelstein and True North Records lives on, as they remain essential pillars of the Canadian music industry. The label's commitment to artistic integrity and talent development remains unwavering, nurturing new voices and ensuring the longevity of Canadian music.

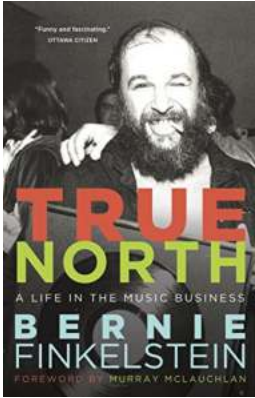
So, whether you're a die-hard fan of Bruce Cockburn, Murray McLauchlan, or any other True North Records artist, or simply an avid supporter of Canadian talent, take a moment to appreciate the incredible contributions of Bernie Finkelstein and True North Records to the ever-evolving Canadian music scene. Their legacy is firmly etched in the history books and continues to inspire generations of musicians to embrace their unique identities and share their art with the world.

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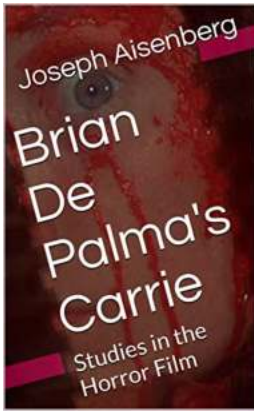


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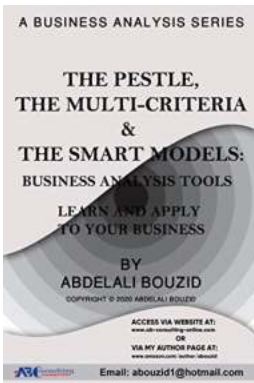
One of the all-time greats in Canadian music recounts his life and times in the business from the 1960s to the present. Whether acting as a producer, record label owner, or manager of great singer/songwriters and bands, Bernie Finkelstein, recipient of the 2006 Juno Special Achievement Award, has played a pivotal role in bringing great Canadian music to the rest of the world.

Bernie Finkelstein has been a prominent figure in the Canadian music industry for nearly five decades. Now, a couple years after selling his beloved True North label and only recently stepping down from his role at MuchFACT, which has given out more than \$63 million in grants to Grammy-winning acts like Sarah McLachlan, Nelly Furtado and Arcade Fire, Bernie is finally ready to talk. In this wildly entertaining and outspoken memoir, the producer, label owner, and artist manager opens up about his childhood, breaking into the Greenwich Village scene with The Paupers at age 19, discovering Bruce Cockburn, producing the "loudest band in the world," Kensington Market, managing and producing Murray McLauchlan, Blackie & The Rodeo Kings, and Rough Trade, winning 40 Junos, and much more.



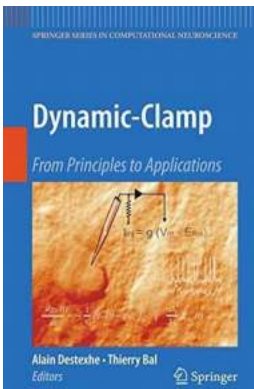
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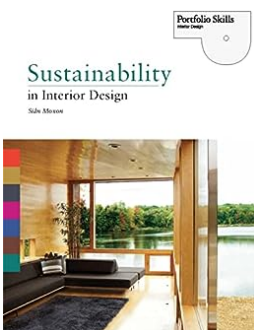
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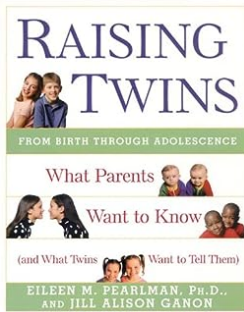
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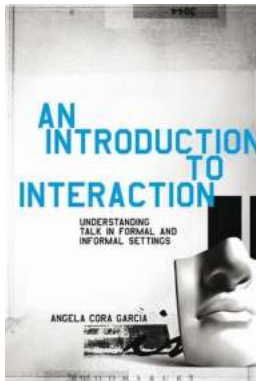
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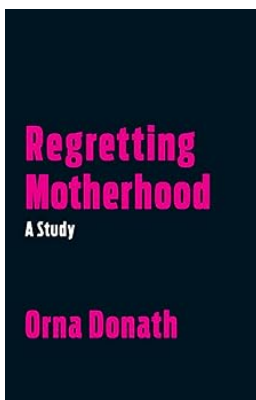
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