

OMDC plays an important role in Ontario's book publishing, music, interactive digital media, film, magazine publishing and television industries

Gold Label Program to Bolster Indie Music Labels

Up to five of Ontario's independent music labels will have the means to launch the big-league marketing and promotional tactics they'd only dreamed of, thanks to a new program from OMDC. The newly launched New Voices, New Visions Gold Label program will provide funding of up to \$40,000 to as many as five Canadian-owned and controlled, Ontario-based recording labels that support new and emerging Canadian artists.

"The greater goal here is building stronger labels that will be able to support the rise of Canadian talent, both at home and internationally," says Marcelle Lean, Chair of OMDC. "Not to mention the employees they'll need to hire for their growing operations."

The Gold Label program will help Ontario independent labels grow by funding the new strategic business and marketing initiatives that they've identified as key to their success. Something they know will make a huge difference on some level. The ideal application will outline an initiative that will move the business forward substantially.

"Developing a new, focused strategy is the key," says Michel Frappier, CEO of OMDC. "In the guidelines we indicate that the initiative could relate to marketing, product development or business development. If some of these companies don't have the personnel or financial resources, it can be difficult for them to implement additional strategies aside from the bare minimum. This program will give five companies the opportunity to implement similar

tactics as multinationals."

Companies must submit marketing ideas that are new to their business plan. A jury will judge the viability of the ideas.

Another of the major benefits of Gold Label is access to industry advisors, which can help the labels develop and execute their strategies. The advisors will include A & R marketing, sales, promotion, publicity, business development and international marketing, distribution and retail.

Earl Rosen, an owner and founder of Marquis Classics, a Toronto-based independent music label, says, "OMDC has responded to the music industry's need to help growing young labels capitalize on their opportunities. The flexibility in the program definition, which allows the applicants to tailor a plan specifically to their needs, is very welcome."

If this program sounds right for your company, go to www.omdc.on.ca to check out a complete list of the program's eligibility requirements. Next, come to the information session on the program's guidelines and application requirements on Friday, Feb. 6 from 9:30 to 11 a.m. at OMDC's Conference Centre, 175 Bloor Street East, North Tower, 3rd Floor, Toronto). Please register online at www.omdc.on.ca to attend. The session will be followed by a workshop at 11:15 a.m., which will focus on application preparation, budgeting and creating strategic planning documents. Applications are due Feb. 27 at 5 p.m.

E-mail your news and events by the third Thursday of each month to newsletter@omdc.on.ca

To add or remove yourself from this newsletter list, e-mail Hodan Waberi at hwaberi@omdc.on.ca

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The contents of this newsletter do not necessarily reflect the views of OMDC

OMDC Updates and News

Six new projects have been awarded strategic and financial support in the second cycle of the OMDC's Pioneering Content program, which encourages innovation and cross-sector collaboration. Pioneering Content provides cash grants of up to \$70,000 per project team as well as workshops and consultations with industry professionals. The goal of the program is the creation of prototypes for innovative cultural media products that will go to market within a two-year time frame.

The Pioneering Content jury, composed of Darin Graham (President and CEO, Communications and Information Technology Ontario), Ron Killeen (Vice President, Business Development and Research, Communications and Information Technology Ontario), Roma Khanna (VP Interactive, CHUM Television) and Toronto arts journalist, film programmer, editor and book-seller Marc Glassman selected six projects for this cycle out of a possible 36 submissions.

The projects were reviewed for commercial potential, feasibility, innovation, cross-sector content, track records of the participating companies, and viability of the collaborations.

Projects:

- *The Intrepid Project* (Snap Media Corporation in collaboration with CCI Entertainment Ltd.)
- *RITA Screener—TV Game Show* (e-tv interactive in collaboration with Pebblehut Too Inc., Visualization Design Institute at Sheridan College, Xemxija Productions Inc., Cole McArthur Radio and Television)
- *Burnt Toast: An Emotive Captioning Prototype* (marble-media in collaboration with Rhombus Media with assistance from Communications and Information Technology Ontario (CITO) researchers at the Centre for Learning Technologies, Ryerson University)

- *Geographica* (Canadian Geographic Enterprises in collaboration with WorldSat International)
- *somnambulism* (Tightrope Entertainment in collaboration with Rubber Chicken Inc., Canadian Film Centre and Microsoft Xbox Entertainment Network)
- *Odd Job Jack Described* (Smiley Guy Studios in collaboration with Krystal Music, with assistance from Communications and Information Technology Ontario (CITO) researchers at the Centre for Learning Technologies, Ryerson University)

"It will be exciting to see what new kinds of innovative products are generated in this next cycle of the program," notes Marcelle Lean, OMDC Chair. "Two projects from the initial cycle of Pioneering Content have already been successfully released to the market and are proving to be valuable prototypes for future projects and business opportunities. The current teams are working with OMDC to plot the commercialization of these projects."

"Pioneering Content is living up to its goal of creating the cultural media products of the future and establishing Ontario at the forefront of media innovation," adds Michel Frappier, CEO of OMDC. "It is encouraging to note that all six cultural media sectors served by OMDC had strong submissions. I'm also pleased to see that two of the six successful projects include contributions from communications technology researchers affiliated with our program partner CITO. The support of CITO and our other valuable sponsors, CHUM Television and Goodmans LLP, continues to be a critical factor in the program's success."

The second cycle of Pioneering Content will run from January to September 2004. All of the program guidelines and application forms are online at www.omdc.on.ca under Business Development / Pioneering Content.

OMDC Program Deadlines and Events

Feb 6 | **New Voices, New Visions Gold Label Program Info Session and Workshop.** For further information and registration please see www.omdc.on.ca.

Feb. 11 | Deadline for OMDC Market Access Program (MAP) submissions for **SXSW** @ www.omdc.on.ca.

Feb. 12 | Deadline for OMDC Market Access Program (MAP) submissions for the **Game Developers' Conference** @ www.omdc.on.ca

Feb. 27 | Deadline for applications for the OMDC's **New Voices, New Visions Gold Label Program**. Guidelines and applications @ www.omdc.on.ca

Note: The Feb. 12 information session on the **Ontario Book Publishing Tax Credit (OBPTC)** has been **postponed** until April. The OMDC / Ministry of Finance session will review eligibility issues for OBPTC and discuss the application process, highlighting common problems that delay claims. A new date and location will be announced shortly.

Congratulations!

Canadian filmmakers made a splash at **Sundance Film Festival**. *The Corporation* by Mark Achbar, Jennifer Abbott and Joel Bakan won the Documentary Award; *Seducing Dr. Lewis* by Jean-François Pouliot won the Dramatic Award. Many Canadian films were screened at Sundance this year; six were made by Ontario filmmakers including: *Miss 501* (A Portrait of Luck), Jules Karatechamp; *Retrace*, Darlene Naponse; *Fubar*, Michael Dowse; *Ski Bums*, John Zaritsky; *Touch*, Jeremy Podeswa; and *I Shout Love*, Sarah Polley.

Ontario filmmaker **Jennifer Podemski** from Big Soul Productions, Toronto was chosen as a National Screen Institute 2004 NSI Global Marketing Participant, selected to join other Canadian filmmakers for KickStart@MIPTV in Cannes, France, a networking session and workshop that will focus on documentaries by bringing together experts in the genre to discuss their experience with co-production and international partnerships. For more information visit www.nsi-canada.ca/kickstart.

Upcoming Markets and Festivals

Feb. 5-15	Berlin International Film Festival, Germany. www.berlinale.de
Feb. 20	ACTRA Toronto Awards at the Carlu, Toronto. www.actratoronto.com
Feb. 25-March 3	American Film Market, L.A. www.afma.com/afm/home.asp
March 2-6	National Screen Institute Canadian Film Festival, Winnipeg. www.nsi-canada.ca/filmexchange/
March 3-6	Canadian Music Week 2004, Toronto. www.cmw.net
March 12-21	SXSW Conferences and Festivals, Austin, Texas. www.sxsw.com
March 14-16	London Book Fair. www.lbf-virtual.com
March 31-Apr. 4	ReelWorld Film Festival, Toronto. www.reelworld.ca
April 2-4	Juno Awards, Edmonton, Alberta. www.juno-awards.ca
April 16-18	AFCI Locations Trade Show 2004, Santa Monica, CA. www.afci.org/locations/index.asp
April 23-May 2	hot docs Canadian International Documentary Film Festival, Toronto. www.hotdocs.ca
May 1	Genie Awards, Toronto. www.academy.ca
May 11-18	CFC's Worldwide Short Film Festival, Toronto. www.worldwideshortfilmfest.com
May 12-23	Cannes International Film Festival, Cannes, France. www.festival-cannes.fr
May 13-16	Digifest 2004 On The Move, Toronto. www.dx.org/whats_on/digifest.html

OMDC Supported Events and Program Deadlines

Feb. 9 | Rescheduled date for **WIFT-T Nuts & Bolts** session on **Financing the Project: How to Survive the Money Game**. Series cost (five sessions) is \$100 + GST for members, \$140 + GST for non-members. Single sessions are \$25 + GST for members, \$35 + GST for non-members. Registration 6:00-6:30 p.m.; session 6:30-8:30 p.m. at the NFB Cinema, 150 John St. Toronto. Pre-registration required: Contact Karen at 416-322-3430 x21.

Feb. 15 | Submission deadline for **Moc Docs**, the nationwide documentary contest, supported by OMDC. www.mocdocs.com

Mar. 6 | **Canadian Music Week** (CMW) second annual OMDC Music in Film and TV day. www.omdc.on.ca or www.cmw.net.

March 5-14 | **CMPA Professional Publishing Program** will examine the big picture of magazine publishing within the context of the Canadian marketplace. It is the perfect course for those new to the business of publishing, looking for a leg up in their publishing career, those looking for that extra edge or small magazine personnel trying to do it all. Topics include: Audience, Editorial Mix, Design Architecture, Circulation, Advertising, Production Costing, and Budgeting. Takes place at the White Oaks Conference Centre in Niagara-on-the-Lake, Ontario. Visit www.cmpa.ca for registration and course information.

Ongoing through March 2004 | **WIFT-T Funding Clinic**. The Funding Clinic is a series of professional development sessions presented by WIFT-T to film and television producers who are looking for direct and specific information regarding the guidelines and application processes for the national and provincial funding agencies including: Telefilm Canada, OMDC, Harold Greenberg Fund, CTF, CAVCO, Rogers,

SHAW, etc. The first session, featuring information on Tax Credits, is now available online at events.jetstreammedia.com/main.cfm?castis=537. For more information visit www.wift.ca.

Ongoing to May 2004 | **New Media Business Alliance iLunch Series 3.0: Six Steps Toward the Future**, held at the Indian Motorcycle Club in Toronto. These six lunch-hour presentations and panel discusses will explore the interactive digital platforms, development environments and business models that hold promise for the future of the interactive digital media sector. www.nmba.ca.

The Documentary Organization of Canada, Toronto Chapter presents **Doc Saturdays 2004** at the CBC Broadcast Centre on Front Street, Toronto. Sessions are from 10 a.m. to 5 p.m., fees are \$99 for DOC members, \$149 for non-members. E-mail info@cifc.ca for registration.

- Feb. 21 | **Proposal Writing and Financing**. Learn how to translate your idea to the page and handle the toughest part of a producer's job: finding money. Participants will also learn how to develop marketable ideas and turn them into winning television programs, translate an idea into a credible written proposal and the steps involved in raising funds such as approaching television stations and funding bodies.

- Mar. 27 | **Writing For Documentaries**. Participants in this workshop discuss and experiment with the ways that words become an integral part of a film. Writing for documentaries isn't just what we hear the narrator say—it's also the ebb and flow of the program. Participants will work with text to find the heart of a story, before and during filming, and after, in the edit suite. The workshop will also cover adding final narration to the picture, and will feature guest speakers and case studies.

Upcoming Events and Industry Deadlines

Feb. 6 | **Asian-Canadian Artists Fund (ACAF) Fundraiser** at the Ruby Restaurant, 1571 Sandhurst Circle, Scarborough. Tickets are \$70, which includes a full Chinese meal, live entertainment by Asian-Canadian performers Moulann, Makie & others, a silent auction of a painting by William Ho, and door prizes. The money raised will go toward three grants totalling \$10,000 to be awarded to one artist in film and video, visual arts (painting, photography, sculpture), and performance (theatre, dance).

Feb. 9 | NSI invites Canadian filmmakers eager to hone their pitching skills to apply for the **NSI FilmExchange Pitching Workshop** with Jan Miller. Application and information are available for download at www.nsi-canada.ca/filmexchange/general_application.html.

Feb. 12 | **The Book Publishers' Professional Association** presents its **annual cabaret**. Visit www.bppa.ca for news and ticket information.

Feb. 18 | **Harbourfront Reading Series 30th Anniversary** kicks off with Elmore Leonard reading from *Mr. Paradise* in the Brigantine Room at the York Quay Centre (235 Queens Quay West). Begins at 7:30; tickets are \$15 and \$50 (latter for signed copy of *Mr. Paradise*); for members \$10 and \$45. Call 416-973-4000 or visit www.readings.org.

Feb. 20 | Deadline for applications for **The Warner Bros. Canada Banff Mentorship Award Program**, a national initiative open to emerging Canadian female producers and directors working in television drama or documentary. Go to www.wift.com for eligibility criteria and full guidelines and application forms.

Feb. 21 | **The Canadian Film Centre's fundraiser, Olé**, celebrates the spirit of Spain in support of the Canadian Film Centre. Hosted at the Royal Ontario Museum; tickets are \$350 or \$3,500 per table of 10. Call 416-445-1446 ext. 205 or e-mail galatickets@cdnfilmcentre.com

Feb. 23 | Submission deadline for **Canadian Film Centre's Worldwide Short Film Festival (WSFF)** runs from May 11 to 16. Entry forms at www.worldwideshortfilmfest.com.

Feb. 27, 28 | **The New Canadian Art Film Series** features documentary films on Canadian and international contemporary visual artists. Leading directors train their

sights on some of the most influential artists of our time. in this event organized by Ann Webb. Screenings are at Ryerson University, 350 Victoria St., room L72. To order your tickets call 416-368-8854 ext. 307 or e-mail info@canadianart.ca. For more details see www.canadianart.ca.

March 12 | Deadline for submissions to **Jump Cuts: Young Filmmakers Showcase** at Sprockets, the Toronto International Film Festival for Children. Young people between Grades 3 and 12 are invited to submit their short films and videos. For info see www.bell.ca/sprockets.

March 12 | **WIFT-T VisionTV Diversity in Broadcasting Internship** deadline. One talented, diverse woman will jump-start her career in broadcast journalism, through a coveted six-month internship with VisionTV's 360 Vision current affairs series and high profile recognition at the prestigious annual Crystal Awards gala. The internship also includes a WIFT-T programming pass valued at \$1200 to supplement the internship and post-internship career planning. For information see www.wift.com.

March 30 | **The Canadian Embassy in Berlin** is seeking short films that have a theme that evokes: "Canada—The Innovation Nation." Three winning films will be shown consecutively on 42" plasma screens in the heart of the city in the "Northwest Passage" which bridges the revitalized East Berlin to the commercial and transportation hub of Potsdamer Platz. The three selected filmmakers will receive 1st, 2nd and 3rd prize contracts worth \$3,000, \$2,000 and \$1,000 respectively. For an entry form and further info, contact Thilo Lenz, Canadian Embassy, Friedrichstr.95, 10117 Berlin, Germany, thilo.lenz@dfait-maeci.gc.ca

Ongoing | Sign up for the **Decima Publishing ICT Update**, a newsletter which comprises a sample of recent headlines. This free weekly news service is delivered via e-mail every Monday morning. Each issue is presented in a concise format that helps you stay on top of new media/digital media, broadcasting, wireless and telecommunications industry issues and developments. Visit www.decima.com to sign up.

Ongoing | **This Magazine's Film Club Newsletter**. This free e-newsletter provides showtimes of Canadian films. To add a new Canadian film to the list or to sign up for the e-mail newsletter, send an e-mail to filmclub@thismagazine.ca.