

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

OMDC Supports Independent Labels at Canadian Music Week

OMDC is connecting Canadian independent music labels to the international market during Canadian Music Week (CMW), a festival, trade show and conference held in Toronto from March 3 to 6.

"We're interested in creating opportunities for Ontario music companies to broaden their connections with outside parties such as international record companies and we also want to help our companies increase their revenue streams by connecting them with film, television and advertising agencies," says Marcelle Lean, OMDC Chair. "We want to provide opportunities for things to happen."

One major CMW initiative is OMDC's second annual "Music for the Screen" day, on March 6th at 11:15 a.m. This day of panel discussions will explore how Canadian labels can get their music into hit US music TV series, film and domestic commercials. There are four panels throughout the day. "I Write the Theme Songs: Pitching Tunes for TV," is an OMDC session for which OMDC is flying in five music supervisors from Los Angeles who work on programs including *American Idol*, *The West Wing*, *Third Watch*, *Carnivale*, *ER*, *Alias* and *Smallville*. These decision-makers determine what pieces of music become part of their popular television series, and they'll be at the conference to share their tips on getting music licensed by programs. Music for the Screen is presented in partnership with the Government of Canada.

For Canadian record companies focused on the content between TV shows, OMDC offers "Welcome to the Jingle: Get your Music into Commercials." This session on licensing opportunities features representatives from

advertising agencies and commercial producers.

To complement the conference, OMDC has partnered with the Canadian Independent Record Producers Association (CIRPA) to present the "International Marketplace," an area for Canadian and international trade show delegates to meet. "CMW is pleased to continue our very positive relationship with OMDC," says Neill Dixon, President of CMW. "The innovative program that OMDC brings to the conference has opened up new avenues of growth for the music industry."

All CMW delegates are welcome to come to the booth to make arrangements to meet the international delegates. The area features meeting rooms, a listening room, a message centre and facilitators who will connect both groups of delegates. To bring these groups together, international VIPs, including presidents of independent record companies and A & R (Artists and Repertoire) representatives will attend.

Donna Murphy, VP of Operations of CIRPA is enthusiastic about OMDC's support of the industry. "CIRPA applauds the work of OMDC in creating business opportunities for Ontario's music industry throughout CMW," says Murphy. "In partnership with OMDC we are operating the inaugural International Marketplace stand to be the onsite headquarters for international and Canadian delegates. We are particularly excited that OMDC has again sponsored a full day of activities devoted to bringing key US film and television music supervisors together with Canadian music companies. This collaboration has proven to be very fruitful in the past for our members and for the independent sector."

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

The first five successful applicants for **pl@tform**, a new program funded by OMDC and delivered by the New Media Business Alliance (NMBA), were selected on February 27. In addition to a financial contribution of \$30,000 to assist them in the creation of a new market-driven interactive digital media product, the winning teams will receive strategic support in the form of mentorships and workshops and will also be given the opportunity to promote their companies and showcase their projects through program partners nextMEDIA—The International Digital Media Festival and Sympatico.ca.

Of the 35 applications received in the first round, 10 teams were invited to pitch to the pl@tform jury: Raja Khanna (President, Snap Media), John McLarty (General Manager, Broadband Content and Events, Sympatico) and Andra Sheffer (Executive Director, Bell Broadcast and New Media Fund). Applications were assessed according to their viability and market potential, creativity and quality, objectives for participation in the program, and the company's track record in the interactive digital media industry. The five successful projects are:

- *Above the Clouds* (Method Group)
- *Hidden Connections* (CurioLAB)
- *Move or Die* (Zapdramatic Inc.)
- *Reconstructing Ontario's Past* (C.R. Visuals)
- *Sir Readalot* (Elliott Digital Inc.)

"We are excited by the response to our first deadline for this program" says Ian Kelso, President of NMBA. "We definitely believe that the strategic and financial support provided through pl@tform will provide a much-needed boost to Ontario's aspiring interactive digital media content companies, and we look forward to seeing this program's results."

pl@tform is open to Canadian-owned, Ontario-based companies with limited experience creating content prod-

ucts based on proprietary intellectual property. The program is intended to seed the development of new companies and provide opportunities for emerging entrepreneurs and existing companies to develop their content ideas and establish strategies for company growth. More information on pl@tform is available online at www.nmba.ca/platform.

In February 2004, OMDC held its annual **6 Degrees of Integration Conference**, which posed the question "Should global culture matter?" to 200 leaders from Ontario's cultural industries. The conference speakers included a keynote address by Dr. Mark Kingwell (Professor of Philosophy at the University of Toronto) followed by keynotes from Dr. Alan Middleton (Executive Director, Executive Education Centre, Schulich School of Business, York University and Assistant Professor of Marketing) Jay Switzer (President and CEO of CHUM Ltd.) and the Hon. Madeleine Meilleur, Minister of Culture. A full conference report will be posted within the next month on OMDC's website, www.omdc.on.ca.

Ontario Sound Recording Tax Credit (OSRTC) News:

Did you know Ontario corporations can get money back on some of their expenses for producing and marketing albums? Did you know that funding from FACTOR does not reduce the amount of an Ontario Sound Recording Tax Credit? Did you know that bonus tracks may be included in the minimum total playing time required for an eligible album? These issues and more will be discussed at the upcoming information session on the Ontario Sound Recording Tax Credit (OSRTC), April 21, 4 to 6 p.m. in the Conference Centre, 3rd Floor, 175 Bloor Street East, North Tower, Toronto. To register, please contact Barbara Hingley at 416-314-6876 or e-mail bhingley@omdc.on.ca. Registration is free but space is limited.

The Great Ontario Book Break

Ontario Book publishers and Organization of Book Publishers of Ontario (OBPO) invite you to Harbourfront on April 3 to 4 for a weekend of great authors and great events for the whole family.

Where else in the City of Toronto can you find over 100 authors at one event? The Great Ontario Book Break will have something for everyone: author signings and readings, panel discussions, activities and fun for children and of course, the chance to purchase some great Canadian books. Browse for recently released titles, rediscover old favourites, and meet publishers and authors. There will even be some sneak previews on titles yet to be published. This is a celebration of our publishers and authors. It's a great chance for both publishers and

authors to meet face to face with the public in a fun, friendly, family environment, says Julie Ford, Executive Director for OBPO. Harbourfront is a perfect venue for this event because it is both accessible and well-known for its acclaimed International Festival of Authors and the Harbourfront Reading Series.

In addition to being open to the public over the weekend, public librarians are invited to a preview showing to meet publishers and have the opportunity to find the best Ontario has to offer.

Come to the York Quay Building at Harbourfront Centre on Saturday, April 3 and Sunday, April 4 and discover some great reads and authors. Updated information will be listed on OBPO's website at www.ontariobooks.ca.

Congratulations!

On February 16, Hon. Madeleine Meilleur, Minister of Culture spoke at the Elgin Theatre as part of Heritage Week 2004 and unveiled provincial plaques to commemorate the 90th Anniversary of both the Elgin and Winter Garden Theatres. The theatre complex is the last operating double-decker theatre in the world. Thanks to Ontario Heritage Foundation (OHF) Board, Chaired by Allan Gotlieb, OHF staff, and volunteers, this theatre restoration proudly provides a stage where the performing arts will continue to thrive for many generations to come! For tour information call 416-314-2871 or see www.heritagefdn.on.ca.

On February 18, Hon. Madeleine Meilleur, Minister of Culture, spoke at a special Toronto Symphony Orchestra concert celebrating the Ontario Arts

Council's 40th anniversary at Roy Thomson Hall. The Minister congratulated the Ontario Arts Council for four decades of supporting the arts and enriching the lives of all Ontarians. www.arts.on.ca

Two novels by Toronto-based writers have been nominated for the prestigious Edgar Awards, the premier US mystery-writing prize. *Find Me Again*, by Sylvia Maultash Warsh (Dundurn Press) and *Wisdom of the Bones* by Christopher Hyde (Penguin US), were both nominated in the paperback original category. The awards, administered by the Mystery Writers of America, will be announced at a gala ceremony at New York's Grand Hyatt Hotel on April 29th. For a complete summary of the awards visit the Mystery Writers' website at www.mysterywriters.org.

Upcoming Markets and Festivals

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 6-8	Female Eye Film Festival / International Women's Day www.femaleeyefilmfestival.com
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
Mar. 26-Apr. 1	Cinéfranco, 7th Annual Celebration of French Language Cinema (with subtitles) www.cinefranco.com
April 2-4	Juno Awards, Edmonton, Alberta. www.juno-awards.ca
April 3-5	FlashintheCan, The Design and Technology Festival, Toronto www.flashinthecan.com
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

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 | **CPA 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. White Oaks Conference Centre, Niagara-on-the-Lake, Ontario. www.cmpa.ca for registration and course information.

March 6, March 20 | **Trinity Square Video Workshops, "Proposal Building 101."** The last two (of three) intensive Saturday workshops allow participants the opportunity to meet representatives from funding agencies and other key players in getting a production made and have their proposal reviewed in detail by experienced producers. Registration is limited to maximize one-on-one interaction. Call Trinity Square Video at 416-593-1332 or visit www.trinitysquarevideo.com.

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.
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 discussions will explore 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. info@cifc.ca.

- Mar. 27 | **Writing For Documentaries.** Participants in this Doc Saturday 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.

April 24 | **Ontario Sound Recording Tax Credit (OSRTC) Information Session**, 4 to 6 p.m. in the Conference Centre, third floor, 175 Bloor Street East, North Tower, Toronto. To register for the session, please contact Barbara Hingley at 416-314-6876 or e-mail bhingley@omdc.on.ca. Registration is free but space is limited.

Upcoming Events and Industry Deadlines

March 1 | **This Magazine's Prize for Literary Journalism.** This Magazine is looking for non-fiction articles with a strong voice, attention to narrative, experimental styles, and compelling subject matter. Deadline for submissions: March 1, 2004. Who Qualifies? Your first publishing credit (outside of a school or university publication) must have been within the last 10 years. Unpublished writers welcome. Open to Canadian citizens and residents. Entry fee: \$5 per story. All entries must be unpublished originals, no more than 3,000 words in length. The prize is \$250; the winner will be published in *This Magazine*. You may send in multiple entries. Manuscripts will not be returned, and once submitted, entries may not be withdrawn. No simultaneous submissions. Do not send originals. All entries must be postmarked by March 1, 2004. Winner will be contacted by phone. Send entries to: *This Magazine's Best New Writer Prize*, 401 Richmond St West # 396, Toronto ON M5V 3A8. More info: editor@thismagazine.ca.

March 6 | **Writers Circle of Durham Region Workshops, The Business of Writing**, with Dorothea Helms from 10:30 a.m. to 4:30 p.m., Pickering Central Library Auditorium, The Esplanade. Fee is \$100, \$90 for members. Contact Sue Reynolds at workshops@wcdcr.org.

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. 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. 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

July 2 | **Ontario International Animation Festival (OIAF)** entry deadline. For entry forms and other festival information see www.animationfestival.ca or www.awn.com/ottawa. Inquiries may also be sent by e-mail to info@animationfestival.ca or by telephone at 613-232-8769.

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. 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.