

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

Market *OntarioBooks* Program Supports Publishers

Ontario's book publishers can put their innovative marketing ideas into motion with support from OMDC's revised book marketing program: Market *OntarioBooks*.

OMDC has merged its book marketing programs for domestic and export sales into one program as a result of consultations and feedback from publishers. Publishers loved the programs, but they wanted to see greater flexibility to be able to meet their individual marketing needs.

All Ontario-based, Canadian-owned and controlled book publishers are invited to apply. The amount of funding available for each publisher will depend on the number of eligible applications, as well as the revenues of each publisher.

Publishers may submit their application for funds to assist in growing market share and fostering Canadian talent at home and abroad through author tours, book launches, promotional materials, consumer shows and trade shows, conferences, contests or other creative marketing activities.

Says Marcelle Lean, Chair of OMDC. "The Market Ontario Books program will expand Ontario publishers' ability to explore new marketing initiatives and expose their titles

to new audiences and buyers."

"Ontario publishers will be more successful in the marketplace when they have the ability to direct funds to the initiatives that are fundamental to their marketing approach," says Michel Frappier, CEO of OMDC.

Applications for the Market program are available at www.omdc.on.ca. Publishers need to provide a detailed description of the proposed marketing initiatives, the expected outcome, and a project plan that incorporates a detailed timeline and realistic project budget. The review panel will be looking for well-thought-out proposals designed to drive sales, strengthen publishers' stability and product profiles and promote business growth.

An information session on this program will be held on July 15 from 3 to 4 p.m. at OMDC's conference centre in Toronto, 175 Bloor Street East, North Tower, third floor. Register for the session online at www.omdc.on.ca under Market *OntarioBooks* program. Program applications are due Aug. 6 at 5 p.m. at 75 Bloor Street East, North Tower, third floor. Call 416-314-6858 for more information.

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

ROUND TWO OF GOLD LABEL PROGRAM KICKS OFF

OMDC is prepping for the second cycle of the Gold Label program, which was developed to strengthen independent Ontario-based recording labels. Gold Label will provide funding of up to \$25,000 to as many as five Canadian-owned and controlled, Ontario-based recording labels to assist in their growth through the creation and implementation of new strategic business and marketing initiatives. An information session and workshop will be held on Friday, August 6 from 9:30 a.m. to 11:30 a.m. Guidelines, application forms and details on a registering for an information session/workshop will be made available on the OMDC website on Monday, July 26. **Deadline for application to the program is Wednesday, Sept. 8, 2004.** For further information, contact big@omdc.on.ca.

PIONEERING CONTENT—CREATING THE CULTURAL MEDIA PRODUCTS OF TOMORROW. NEW DEADLINE: AUGUST 9

OMDC is pleased to announce the deadline for the third cycle of Pioneering Content, which will stimulate the creation of innovative cultural media content products with commercial potential. As the first step toward bringing a new consumer product to market, the program will provide up to \$70,000 for the creation of a prototype project and commercialization plan. Program participants will have access to workshops and individual consultations to assist them in realizing the full commercial potential of the products. Program partners Communications and Information Technology Ontario, CHUM Television and Goodmans LLP will continue to contribute to the program's business development and promotional initiatives.

Interested applicants should note that the Pioneering Content Guidelines have been revised. A summary of significant changes is available on OMDC's website under Business Development / Pioneering Content along with Guidelines and Expression of Interest (EOI) Forms. Eligible projects must involve at least two collaborating organizations from different cultural media industries: book, film, interactive digital media, magazine, music and television. Innovation and commercial potential are the most important evaluation criteria. Up to five project teams will be selected for this cycle of the program, which will run from October 2004 to April 2005. **The deadline for Expressions of Interest is August 9, 2004 by 5:00 pm.**

AL WAXMAN CALLING CARD WINNERS

From a field of 23 dramas and 10 documentaries, three new short films from emerging Ontario filmmakers have been greenlit by the Al Waxman Calling Card Program.

Drama:

- **Scarlet Runners:** producer: **Charlotte Disher**, writer / director: **Teresa Hannigan**
- **Dry Whiskey:** producer: **Philip Svoboda**, writer / director: **Rob Budreau**

Documentary:

- **Harvest Queens:** producer: **Janis Hass**, writer / director: **Julia Nunes**

OMDC would like to congratulate the filmmakers and thank the following individuals for participating in the jury: Drama Jury: Rachel Fulford from Alliance Atlantis Broadcasting; Marguerite Pigott formerly with Odeon Releasing; and independent producer Brian Dennis. Documentary Jury: Rudy Buttignol from TVOntario; Peter Starr from the National Film Board; and independent producer Louise Lore.

OMDC Program Deadlines and Supported Events

July 15 | Deadline to apply to **NSI Global Marketing Program—MIPCOM 2004**. The National Screen Institute is accepting applications to the NSI Global Marketing Program culminating at MIPCOM 2004 in Cannes, France. To qualify for the program, applicants must have had a minimum of one 30-minute project televised nationally and have at least one project in development with a broadcaster attached. www.nsi-canada.ca/global

Sept. 23-24 | The **Television Animation Conference**, held in conjunction with the

Ottawa International Animation Festival (OIAF). The focus of this specialized, industry-driven event is on active networking, practical information exchange and cultural trade. Producers will have the unique opportunity to meet other Canadian and international producers and to network and rendezvous with international broadcasters and buyers. Fifteen VIPs in the national and international industries will host various focused panels and engage in active trade with Canadian participants. OIAF will also be inviting buyers from around the world to attend.

Congratulations!

Congratulations to a successful 10th Anniversary of **North by Northeast** (NXNE). Raising The Fawn won the Galaxie Rising Award and \$3,000 cash prize. Their recent album *By The North Sea* is distributed by the Ontario label Sonic Unyon. The Parkas took home \$2,000 in gear from Steve's Music as the winners of the "i'm lovin' it" spending spree. The Parkas' *Now This Is Fighting* is exclusively distributed in Canada by MapleNationWide/Universal.

The Canadian magazine industry had a strong turnout at this year's **National Magazine Awards**, held June 11 at the Carlu in Toronto. This year's President's Medal went to *Border Crossings*; Honourable Mention went to *Outdoor Canada*. The Foundation Award for Outstanding Achievement went to Stephen Osborne, editor of *Geist*. The Alexander Ross Award For Best New Writer was awarded to Chantal Srivastava. New Ontario-based magazines *The Walrus* and *Toro* won several awards. Gold and Silver winners in all of the categories are invited to attend a public relations event publicizing their achievements. Many other awards were handed out. A complete listing of the Gold, Silver, and Honourable Mentions can be found at www.nmaf.net.

On June 8, 2004, more than \$30,000 was awarded to Gold and Silver winners of the 50th Anniversary **Kenneth R. Wilson Awards**. The Top 10 Finalists in each of the 20 writing, design and Internet categories vied for Top Five status and the coveted Gold and Silver

titles. There were more than 600 entries submitted to the 50-year-old competition honouring excellence in business and specialty publishing. The 2004 Harvey Southam Career Achievement Award was awarded to D. Michael Fitz-James of CLB Media Inc. www.cbp.ca.

Winners of the third annual **Canadian Newsstand Awards/Grand prix d'excellence en kiosque** were announced June 8. This program celebrates Canadian magazines' innovation and success on the nations' newstands. The top two prizes went to *Chatelaine* for the 200,000+ circulation category and *Toronto Life* for the 75,000 to 199,999 circulation category. Look for the complete list of the winners at www.masthead.ca.

The winners of the **CBA Libris Awards 2004** were announced at Book Expo Canada on June 13: congrats to all of the winners. Roméo Dallaire was named Author of the Year. His book, *Shake Hands With the Devil* also won Non-Fiction Book of the Year. The Fiction Book of the Year was *The Way the Crow Flies* by Ann-Marie Macdonald. www.cbabook.org.

Canadian and International winners of the **2004 Griffin Poetry Prize** announced on June 3 are Anne Simpson's *Loop* and August Kleinzahler's *The Strange Hours Travelers Keep*. The Griffin Poetry Prize, which awards \$40,000 to each winner, is the most lucrative award for books of poetry from any country in the world. The Prize is awarded annually for the two best books of poetry published in English the previous year (including translations).

Upcoming Markets and Festivals

Sept. 1-3	ECTS, London, UK. www.ects.com
Sept. 9-18	29th Toronto International Film Festival. www.e.bell.ca/filmfest
Sept. 17-21	In the City, Manchester, UK. www.inthecity.co.uk
September 18-26	Cinefest Sudbury - Sudbury, Ont. www.cinefest.com
Sept. 22-26	Ottawa International Animation Festival. www.awn.com/ottawa
Sept. 26	The Word on the Street, Calgary, Halifax, Kitchener, Toronto, Vancouver. www.thewordonthestreet.ca
Sept. 29-Oct. 1	Popkomm, Berlin, Germany. www.popkomm.de
Oct. 13-16	NEXTFEST: Digital Motion Picture Festival, Saskatoon, SK. www.whatsnextfest.ca
Oct. 21-26	Canadian Urban Music Awards (CUMA), Toronto. www.umac.ca

Upcoming Events and Industry Deadlines

July 12 | Deadline for **Telefilm Canada PITCH THIS!** Industry Programing, an initiative of the Toronto International Film Festival Group, is now accepting applications for this competition, which takes place at the Toronto International Film Festival from Sept. 9 to 18, 2004. Six individuals or teams from Canada will be selected to pitch their projects. The group's International Advisory Committee for Industry will select the winner of the \$10,000 award. For more information email Cathy Katrib, Manager, Industry Programing, Toronto International Film Festival at ckatrib@torfilmfest.ca. www.tiffg.ca/industry.

July 14 | **Women in Film and Television—Toronto** has a jam-packed line-up of summer events including seven "In Production—Industry Workshop Series" sessions for emerging film and television professionals. Topics covered in July and August are: "Production Managing the Budget, the People and the Paper" (July 14), "The Interactive Gaming Industry: An Introduction" (July 21), "Working the Festival Circuit" (August 4) and "Feature Film Marketing and Distribution" (August 25). WIFT-T is also offering a Directors' Weekend (July 17 and 18) and a Career Workshop Series focusing on organizing career goals and developing the skills to launch and break through to the next level including "The Resume and Interview Clinic for Emerging Television Professionals" (July 28). For a list of WIFT-T's summer activities including dates, times and registration fees please visit www.wift.com or email wift@wift.com.

July 15 | Deadline for submissions to the **Cinefest Minifest** in Picton, Ont., which presents new and challenging work in film and video to a local audience. The 2004 Minifest takes place Nov. 5 to 7, and will showcase four programs including features, documentaries, and short films by both established and emerging filmmakers. Contact Peter Blendell, blendell@kos.net to submit your film or video project.

July 15-18 | The first annual **Canadian Filmmakers' Festival** begins on July 15. Celebrating Canadian filmmaking talent, this event will showcase a wide variety of new films. Offered in association with Film Circuit, a division of the Toronto International Film Festival Group. Tickets are \$10. The Royal Cinema, 608 College St. W., Toronto. www.canfilmfest.ca

July 19 | **Toronto International Film Festival's** new **TALENT LAB** is searching for 20 top young filmmakers in Canada to participate in their three-day program, which will expose participants to top Canadian and international filmmakers in an intimate setting. Participants will also receive a full industry pass to the Toronto International Film Festival. Travel assistance may be available. Applicants must have made at least two shorts or one feature film. Submissions

are due on July 19. The jury will make their decisions by July 23. Contact Simone Urdl and Jennifer Weiss at talentlab@torfilmfest.ca or call 416-967-7371 ext.2289. www.tiffg.ca/content/industry/default.asp

July 23 | Deadline for submissions for **Strategic Partners**, Canada's premiere international co-production conference. Strategic Partners will be held September 17-19, 2004, as part of the Atlantic Film Festival, September 17-25, in Halifax, Nova Scotia. This year's featured countries are England, Northern Ireland, Scotland, Wales, Ireland, the United States and Canada. For more information visit www.atlanticfilm.com.

July 27 | Submissions due for the **13th Annual Cabbagetown Short Film & Video Festival**. Screening Sept. 8 and Sept. 15. The festival is a juried show; selected entries will be eligible for awards including cash prizes. As well as showcasing Canadian cinematic talent, the festival will include works by emerging and established international filmmakers. No entry fee. Films should be 15 minutes maximum. Contact the Old Cabbagetown Business Improvement Area at 416-921-0857 or 416-924-3514, e-mail info@oldcabbagetown.com or visit www.oldcabbagetown.com

July 30 | Deadline to apply to **Corus Export Initiative** for **MIPCOM Jr.** and **MIPCOM**. Open to small- and medium-sized, Canadian-owned and -controlled production or distribution companies. This program promotes international sales of Canadian programing. Funds available include travel grants, up to \$2,000 per applicant, per market or trade show and advertising and promotion support of up to \$3,000 per title. For info click "About Corus" at www.corusent.com then select "Funds & Initiatives."

July 30 | Deadline for registration for the **Canada Pavilion** operated by Telefilm Canada at **MIPCOM 2004**. For more information, contact Veronique Le Sayec at Telefilm Canada at 514-283-0838 ext. 2029 or e-mail lesayev@telefilm.gc.ca.

Aug. 16-20 | Centre for the Arts is offering a **Film Camp for Teens** from 10 a.m. to 6 p.m. during four days in August. Visit www.centreforthearts.com. To register, e-mail enroll@centreforthearts.com or call 647-436-2787. The mailing address is 34 Heydon Park Rd, Suite 18, Toronto, ON M6J 2C8. Cost is \$290.

Aug. 16-20 | **Seybold San Francisco 2004**: The annual publishing technology and cross-media conference and exhibition. Held in Moscone West, San Francisco. www.seybold365.com.