

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

Volume Two Offers Magazines Growth Potential

Ontario-based magazines have a new opportunity for funding that could make them more competitive in the battle for ad dollars and subscriptions. OMDC has revamped last year's successful *Volume One* program. *Volume Two* reaches out to existing publishers, offering funding for a wide range of growth-related projects that they propose.

Winning projects will have the benefit of \$5,000 to \$25,000 in funding, depending on the budget of the project itself. Up to 75 per cent of the project budget is eligible for funding from this program.

Many new challenges have left Ontario's magazine publishers in need of support, including increased mailing costs, high paper and printing costs, intense competition for newsstand space from foreign titles and the ongoing fight for a share of the ad dollar. *Volume Two* gives publishers the flexibility to focus on the strategy that will make the greatest difference to their magazine.

"We want to help Ontario's magazine publishers become more financially viable," says Marcelle Lean, OMDC Chair. "We can provide strategic support for projects that will support their overall growth. The *Volume Two* program recognizes that every publisher has unique needs."

In order to build on the success of *Volume One*, OMDC looked to various members and associations in the magazine industry for feedback. The groups recommended that the original *Volume One* program be enhanced to offer support to

magazines already in the marketplace, expanding the opportunity to a broader base.

Volume Two will offer assistance on a wide variety of publishers' projects, including: new magazines from existing publishers, first-time special issues or sections to complement an existing magazines, re-launching or re-branding of existing magazines and circulation and ad sales projects.

"We know that if we can help publishers break through the noise and reach new audiences, they'll connect with new readers and have a strong message for their advertising sales teams," says Lean. "We already know Ontario has some excellent magazines. We want to help them show more people just that."

A jury comprised of industry professionals will choose proposals that include innovative, feasible, well-targeted project plans with clear, measurable financial results. To apply, publishers must be independent, Canadian-owned-and-controlled and based in Ontario. See www.omdc.on.ca for the complete requirements. The deadline to apply for the program is Oct. 4 at 5 p.m.

An information session on the program guidelines and application requirements will be held on Sept. 13 from 10 to 11 a.m. at OMDC's Conference Centre, 175 Bloor Street East, North Tower, third floor, Toronto. Please register for the session in advance at www.omdc.on.ca under *Volume Two* program.

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

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

OMDC Program Deadlines and Supported Events

Sept. 8 | OMDC's **Gold Label program** deadline. Gold Label provides funding of up to \$25,000 to a maximum of five Canadian-owned and-controlled, Ontario-based recording labels to create and implement new strategic business and marketing initiatives. OMDC is pleased to announce that the Canadian Independent Record Production Association (CIRPA) has come on board as a sponsor of Gold Label. Successful Gold Label applicants who are not already CIRPA members will receive one year free membership. Guidelines and application forms are available at www.omdc.on.ca.

Sept. 8 | OMDC is pleased to announce the **BookShorts** World Broadcast Premier of "**What Casanova Told Me**" on Bravo at 7:30 p.m. Developed through OMDC's Pioneering Content Program, BookShorts are micro-movies—three- to five-minute dramatized films or documentaries—adapted from fiction, non-fiction or poetry, accompanied by an interactive player and broadcast simultaneously on television and the Internet, also available in bookstores and theatres.

Sept. 9-18 | OMDC is supporting the **Sales Office at the Toronto International Film Festival**. The office facilitates relationships between accredited buyers, sales agents and filmmakers with films in the Festival. With dozens of world and North American premieres, the Festival offers buyers an unparalleled opportunity to examine new films and experience the pre-hype reaction of North America's most committed film-going public. OMDC Sales Office helps the acquisition process run smoothly by providing support, information and guidance for buyers and sales agents attending the Festival. The focus is on encouraging and facilitating the acquisition of Canadian Films in the festival. www.tiff.ca

Sept. 17-25 | OMDC supports Strategic Partners at the **Atlantic Film Festival** taking place in Halifax, N.S. Strategic Partners is Canada's premiere international co-production/co-venturing conference. Participants in the conference will have the opportunity to investigate co-production deals with producers, financiers, broadcasters and distributors. This year's featured countries are England, Northern Ireland, Scotland, Wales, Ireland, the United States and Canada. www.atlanticfilm.com

Sept. 18-26 | **Cinefest Sudbury International Film Festival** provides a unique opportunity for key industry players from the film, television and music industries to connect with buyers, investors and new and emerging talent to develop new business opportunities. Now in its second year, the Industry Forum will consist of a registration and service desk, a message centre and expanded media office. A wide variety of programming will also be offered through the Industry Forum, including a music showcase,

pitch sessions, workshops and panels and mentor sessions. www.cinefest.com

Sept. 23-24 | The **Television Animation Conference**, held in conjunction with the Ottawa International Animation Festival (OIAF), focuses on active networking, practical information exchange and cultural trade. Producers will have the opportunity to meet other Canadian and international producers and network with international broadcasters and buyers. Fifteen VIPs in the national and international industries will host panels and engage in active trade with Canadian participants. OIAF is inviting buyers from around the world to attend.

Sept. 26 | OMDC is pleased to be a sponsor with CMPA at **The Word on the Street Festival** (WOTS) in Toronto for the Great Canadian Magazines Tent, which will feature readings from Ontario literary magazines and panel discussions with editors of various Ontario magazines, along with a marketing campaign to encourage the purchase of Ontario magazines. Now in its 15th year, WOTS Toronto attracts 170,000 visitors to celebrate books and magazines. Look for the festival at its **new location at Queen's Park** as well as on the street in front of the ROM and on Wellesley street where it meets Queen's Park. www.thewordonthestreet.ca

Oct. 12-13 | **The McLuhan International Festival of the Future** and OMDC will present **The Vortex** to content developers, buyers and distributors as a unique opportunity to engage in the first-ever integrated business experience. Breaking from traditional forums, talking heads and pitch sessions, the McLuhan International Festival of the Future and OMDC are issuing a call for proposals on innovative interdisciplinary projects that promote and feature cross-sectoral and cross-industry partnerships. A select group of leaders from the publishing, film, interactive digital media, music and television sectors will help you evaluate and realize your proposition. The Vortex experience is about finding the specialists to turn innovative projects into viable commercial ventures. Click on www.mcluhanfestival.com and sign up for **The Vortex!**

Oct. 14 | Information Session for Ontario and Federal Film Tax Credits in Toronto. OMDC is holding an introductory information session for Producers who are new to the film and television tax credit programs.

Nov 5 | Submission deadline for **Al Waxman Calling Card Drama and Documentary Programs**. Deliver applications to OMDC, 175 Bloor Street East, Suite 501, South Tower, Toronto, ON, M4W 3R8. To access guidelines and application forms, see the OMDC website under Film & Television/Programs. www.omdc.on.ca

Congratulations!

Congratulations to Paula Fleck and Stephanie Morgenstern, producer and director of OMDC's Calling Card Film *Remembrance*. Paula and Stephanie were selected to pitch a feature version of *Remembrance* to this year's Toronto International Film Festival "Pitch This" event. Good luck Paula and Stephanie!

Congratulations to Erin Faith Young and Hubert Davis producer and director of the OMDC's Documentary Calling Card *Hardwood*. Erin and Hubert were

accepted into the Vancouver International Film Festival, which runs from Sept. 23 to Oct. 8.

Congratulations to all nominees of the **2004 Canadian Urban Music Awards (CUMAs)**. The list of nominees can be accessed at www.umac.ca. Tickets for the 2004 CUMAs will be available through Ticketmaster (www.ticketmaster.ca) by Sept. 20. The Awards will be held on Oct. 21 at the Metro Toronto Convention Centre.

Upcoming Markets and Festivals

Aug. 26-Sept. 6	Montreal Word Film Festival. www.ffmpeg-montreal.org
Sept. 9-18	29th Toronto International Film Festival. www.e.bell.ca/filmfest
Sept. 12	Eden Mills Writers' Festival, Eden Mills, Ont. www.edenmillswritersfestival.ca
Sept. 17-21	In the City, Manchester, UK. www.inthecity.co.uk
Sept. 17-25	Atlantic Film Festival, Halifax, N.S. www.atlanticfilm.com
Sept. 18-26	Cinefest Sudbury International Film Festival, Sudbury, Ont. www.cinefest.com
Sept. 19-24	Independent Feature Project Film Festival, New York. www.ifp.org
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
Sept. 30-Oct. 4	Salon du livre de Toronto. www.salondulivredetoronto.ca
Oct. 6-11	Frankfurt Book Fair. www.frankfurt-book-fair.com/en/portal.html
Oct. 7-10	Bouchercon 2004, Toronto. www.Bouchercon2004.com
Oct. 13-16	NEXTFEST: Digital Motion Picture Festival, Saskatoon, SK. www.whatsnextfest.ca
Oct. 20-30	Harbourfront Reading Series: International Festival of Authors. www.harbourfront.on.ca
Oct. 21	Canadian Urban Music Awards (CUMA), Toronto. www.umac.ca
Oct. 24-27	American Magazine Conference, Boca Raton, Florida.

Upcoming Events and Industry Deadlines

Sept. 10 | **CMPA Advertising Sales Essentials** deadline for registration. This five-day program, taking place Nov. 5 to 9, teaches the essential elements of advertising sales success in Canada. www.cmpa.ca or e-mail cmpamtng@cmpa.ca.

Sept. 30 | **Third Annual World of Comedy International Film Festival** initial deadline. The World of Comedy International Film Festival was created in 2003 to celebrate the artistry and power of comedy films. Running Feb. 9 to 13, 2005, the festival is looking for both features and shorts in several categories: narrative, animation, mockumentary, experimental and documentaries about comedy and/or personalities involved in comedy filmmaking. The festival presents both Juried and Audience Choice awards. Final deadline is Oct. 29. www.worldcomedyfilmfest.com

Oct. 1 | **Bell Broadcast and New Media Fund** deadline for applications to the for new media projects associated with television productions. www.ipf.ca

Oct. 1 | **National Screen Institute's Features First Program** deadline for applications. NSI offers up to five teams from across Canada an ambitious three-phase training program, emphasizing both the professional development of emerging filmmakers and the final development and packaging of their feature film projects. The program will run from November 2004 to November 2005. www.nsi-canada.ca/featuresfirst

Oct. 2 | **Wordstock 2004** is a day-long seminar for journalists. Hosted at Ryerson, the event features some of this country's best journalists, writers and editors. The event will be held on Saturday, Oct. 2, 9 a.m., Ryerson University, Rogers Communications Centre. Register early: seating is limited. www.ryerson.ca/~jalumni/RJAANews.html#wordstock.html

Oct. 13 | PWAC Toronto offers a seminar on "**Freelance writing as a small business**: the nuts and bolts of the business side of freelancing." Free for members, \$10 or pay what you can for non-members. www.pwactoronto.org

Oct. 28 | **Videofact** deadline for applications to fund music video production by Canadian artists. www.muchmusic.com/music/videofact

Oct. 30 | **Writing Query Letters that Sell**: impress editors with your professional queries. This PWAC Toronto seminar, taught by instructor Paul Lima, is \$75 for the general public; \$60 PWAC members. www.pwactoronto.org

Nov. 3-4 | **The Montréal Game Summit** is a new event for video and digital game professionals based on needs expressed by the industry. Quebec's game industry will gather with participants from other parts of Canada and Eastern United States. www.montrealgamesummit.com

Nov. 1-4 | **12th annual World Congress of Science Producers**, Toronto. For broadcasters, filmmakers, producers, academics, researchers, journalists and distributors of science programming. Featuring plenary sessions, workshops, lunches with commissioning editors, screenings, networking and pitching opportunities, an event for those who make science and natural history programs. www.scienceproducers.com

Nov. 5 | NSI Announces call for film submissions for **NSI FilmExchange**. Filmmakers have access and opportunity to meet leaders in the Canadian film and television industry in ways larger festivals can't accommodate. www.nsi-canada.ca

Nov. 5-9 | CMPA's first-ever **Advertising Sales Essentials** program will be offered at the Pillar & Post Spa and Conference Centre in Niagara-on-the-Lake, Ontario. Visit www.cmpa.ca and click on "Training and Education" for details.

Nov. 10 | A seminar on **writing for the U.S. magazine market** will be presented by PWAC Toronto. Free for members, \$10 for non-members. www.pwactoronto.org

Ongoing | **This Magazine's Film Club Newsletter**. This free e-newsletter provides showtimes of Canadian films. filmclub@thismagazine.ca

Ongoing | **Decima Publishing ICT Update**, free weekly e-mail news service that comprises recent headlines. Stay on top of new media/digital media, broadcasting, wireless and telecommunications industry issues and developments. www.decima.com