

OMDC: "Culture is our Business." Promoting growth and investment in Ontario's book and magazine publishing, film and television, music and interactive digital media industries

OMDC Programs: Paying Dividends in Growth and Employment

OMDC's cultural media programs, including *Pioneering Content*, *Market OntarioBooks*, *Gold Label*, *Volume Two* and the *Al Waxman Calling Card* programs are just a few of the ways that OMDC fuels the "business of culture" in Ontario.

"Working strategically with new media, book publishing, music, magazine publishing and the film and TV sectors," says Marcelle Lean, Chair of OMDC, "OMDC is driving economic growth, supporting new content creation and companies who develop business strategies and marketing campaigns that ensure Ontario's products get noticed at home, across Canada and around the globe."

Programs such as *Pioneering Content* have made a real difference for Ontario-based cultural media companies. "Communications and Information Technology Ontario (CITO) is enthused by the synergy of our collaboration with OMDC on the *Pioneering Content* program, which helps us to bring research in communications technology into the commercial marketplace. We're especially pleased to see that the latest cycle of the program incorporates the work of another key CITO researcher," says recent *Pioneering Content* juror, Ron Killeen, Vice President of Business Development and Research and Acting Managing Director of CITO. "Efforts to commercialize CITO research through the cultural media industries will bring many benefits to our respective sectors while spawning economic growth in the province."

Expect more ground-breaking ideas from the most recent recipients of support through the *Pioneering Content* program, including:

- EchoLive - Stable Research Inc., who will work in collaboration with Maple Music Recordings and Box Magazine
- Mobile FUN - Elliott Interactive, in collaboration with Cappybara Games
- Geo Tracker 1.0 - Digital Wizards, in collaboration with Good Earth Productions, The Owl Group, University of Toronto and Rand McNally Canada Inc.
- The GigggleFactory.com - Decode Interactive Inc., in collaboration with Family Channel, Page One Productions and Kids Can Press Ltd.

In order to increase Ontario publishers' capacity to market works by Canadian authors to domestic and foreign markets, OMDC's *Market OntarioBooks* program recently provided funding for key projects to 48 Ontario publishers.

"My experience working on the *Market OntarioBooks* applications confirmed that this is a terrific program that really responded to the needs of Ontario's book-publishing community," says Diane Davy of Castledale Inc. "It recognized the industry's own experience and expertise and encouraged innovation. Overall I was wowed by the high calibre of the submissions—I only wish there had been the budget to fund them all fully!"

The music industry gets a boost in implementing

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 Programs: Paying Dividends in Growth and Employment, cont.

goal-oriented new marketing initiatives through another of OMDC's key programs: *Gold Label*. "The fact is, for independent entrepreneurs in the music business today, there are many opposing forces and as a result many work within the confines of the 'day-by-day' existence often with short term vision and goals," says Julie Ann May, President, Reddington Communications. "OMDC's *Gold Label* program empowers up-and-coming music professionals to think more strategically and develop initiatives that target favourable outcomes over the longer term."

Gold Label recently awarded \$25,000 to Aporia Records, Borealis Records, Jordan Music Productions Inc., NorthernBlues Music, and Teenage usa, all Canadian-owned and-controlled, Ontario-based recording labels.

Ontario is home to a wide range of magazines who are working hard to break through national and international competition. OMDC's *Volume Two* program has responded to this need by providing partnership funding to match

investments in specific growth initiatives. *Volume Two* provides publishers with \$5,000 to \$25,000 for projects with clear, objective and measurable results that support overall business growth and increase the financial viability of the magazine publisher.

Thanks to OMDC's *Al Waxman Calling Card* program for Drama or Documentary, over 100 filmmakers have had the opportunity to advance their careers by making a short film guaranteed to be broadcast on Showcase (drama) or TVO (documentary). One recent success of the program is the filmmaking team of Paula Fleck, Stephanie Morgenstern and Mark Ellis's winning pitch at Telefilm Canada's PITCH THIS! during this year's Toronto International Film Festival. The trio are geared up to make their *Al Waxman Calling Card* short, *Remembrance*, into a feature film. If you are ready to pitch your short, the next deadline is Nov. 5, 2004.

For more information visit www.omdc.on.ca.

OMDC Updates and News

Oct 12 | Deadline to apply for the Market Access Program to **The Folio:Show 2004**. OMDC will assist up to five magazine professionals to attend this event by providing paid registration (valued at US\$1275.00), travel assistance of \$750, and the opportunity to work with industry advisor, Nicola Clayton, VP Sales and Marketing, Rogers Media, New York City. Eligibility criteria and program details are outlined in the program guidelines on the OMDC website, www.omdc.on.ca under Programs \ Market Access Program.

Oct. 14 | Information session for **Ontario and Federal Film Tax Credits**. OMDC is holding an introductory information session for producers who are new to the film and television tax credit programs. Contact Barb Hingley at bhingley@omdc.on.ca to register.

Nov. 3-10 | OMDC is assisting a group of eight Ontario

producers to attend the **American Film Market**. In addition to receiving financial support to help off-set the costs of attending this event, participating producers will also work with consultant Dan Lyon, Executive Producer at Dandelion Entertainment. The producers are: Teza Lawrence of Amaze Film and Television; Paul Barkin of Alcina Pictures; Tracey Boulton of TL Boulton Productions; Karen Lee Hall of Water Pictures; Craig Fleming of Digger Films; Jennifer Jonas of New Real Films; Adrienne Mitchell of Back Alley Film Productions and Sherrie Johnson at da da kamera pictures.

Nov. 5-9 | OMDC is pleased to partner with the Canadian Magazine Publishers' Association to offer the first-ever **Advertising Sales Essentials** program, at the Pillar & Post Conference Centre in Niagara-on-the-Lake, Ontario. Visit www.cmpa.ca and click on "Training and Education" for more information.

OMDC Program Deadlines and Supported Events

Oct. 12-13 | **The Vortex at The McLuhan International Festival of the Future (MIFF)**. This two-day program is intended to support the development of innovative, interdisciplinary projects that can be turned into lucrative business opportunities. On day one, participants will work with industry leaders to develop realizable action plans and next steps for their projects. On day two, shortlisted participants will have the opportunity to engage in a "pitch off" of their projects to a jury of experts. Two of these teams will receive the first-ever OMDC Vortex Award and \$2,500 worth of consulting for their project. The event will take place at the Holiday Inn on King (370 King St. W., Toronto). The "pitch off" is open to MIFF attendees (M-Pass holders). If you are interested in submitting a project or attending MIFF, visit www.mcluhanfestival.com for more information.

Oct 15 | **The Bell Broadcast and New Media Fund Mission to Australia** Feb. 20- Mar. 7, 2005 for Canadian new media producers who create cross-over television / new media content is intended to develop

licensing and export markets for Canadian new media projects and to develop co-production opportunities and new business partnerships. Senior interactive and convergent new media producers with substantial experience producing websites, wireless applications or iTV associated with Canadian television programs, projects appropriate for the Australian marketplace and/or suitable for co-production with Australian broadcasters or new media producers are eligible to apply. A maximum of 10 producers will be chosen. A financial contribution from OMDC will help offset some of the costs of participating for Ontario producers. The application deadline is Oct. 15. Ask for application forms and more information through bellfund@ipf.ca.

Nov. 5 | Submissions due for the **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, www.omdc.on.ca, under Programs / Content Development and Marketing Support.

Upcoming Markets and Festivals

Oct. 8-17	McLuhan International Festival of the Future, Toronto. www.mcluhanfestival.com
Oct. 13-16	NEXTFEST: Digital Motion Picture Festival, Saskatoon, SK. www.whatsnextfest.ca
Oct. 20-24	imagineNATIVE Film + Media Arts Festival, Toronto. www.imagenative.org
Oct. 20-30	Harbourfront Reading Series: International Festival of Authors, Toronto. www.harbourfront.on.ca
Oct. 21	Canadian Urban Music Awards (CUMA), Toronto. www.umac.ca
Oct. 24-27	American Magazine Conference, Boca Raton, Florida.
Oct. 30-Nov. 6	TD Canadian Children's Book Week, across Canada. www.bookweek.ca
Nov. 1-4	World Congress of Science Producers, Toronto. www.scienceproducers.com
Nov. 11	The Giller Prize, Toronto. www.thegillerprize.ca
Nov. 18-22	Salon du livre de Montréal. www.salondulivredemontreal.com

Congratulations!

Farewell and thanks to **Brian Robertson**, who will step down as CRIA President in mid-November. He has served as the President of CRIA since 1974. During his tenure, Mr. Robertson was one of the founders of the Canadian Academy of Recording Arts and Sciences (CARAS) and a strong supporter of Canadian artists and culture. Mr. Robertson will remain with CRIA as the Chairman Emeritus in a consulting capacity into 2005.

Graham Henderson, who will assume the role of President of CRIA on November 15, is a former music industry lawyer in private practice and currently Senior Vice-President of Business Affairs and eCommerce at Universal Music Canada Inc. Mr. Henderson has been a passionate advocate for the Canadian artistic community throughout his career and a founder of the Recording Artists Associations of Canada. He has a wealth of experience from his work with artists, writers, record labels and developing e-commerce entities.

Congratulations to those shortlisted for this year's **Giller Prize**, a \$25,000 award for the best Canadian novel or short story collection published in English. Selected by a jury comprised of authors Charlotte Gray, Alistair MacLeod and M.G. Vassanji, six finalists were chosen from 94 books submitted by 35 publishers from across Canada. The finalists are: **Shauna Singh Baldwin** for her novel *The Tiger Claw*, published by Knopf Canada; **Wayson Choy** for his novel *All That Matters*, published by Doubleday Canada; **Pauline Holdstock** for her novel *Beyond Measure*, published by Cormorant Books; **Alice Munro** for her short story collection *Runaway*, published by McClelland & Stewart/Douglas Gibson Books; **Paul Quarrington** for *Galveston*, published by Random House Canada; and **Miriam Toews** for her novel *A Complicated Kindness*, published by Knopf Canada. The winner will be announced on Nov. 11. www.thegillerprize.ca

The 29th Toronto International Film Festival wrapped with the announcement that Montreal filmmaker **Daniel Roby** won the Citytv Award for Best Canadian First Feature for *La Peau Blanche*. Calgary filmmaker **Michael Dowse** won the award for Best Canadian Feature Film for *It's All Gone Pete Tong*. A special jury prize went to British Columbia filmmaker **Velcrow Ripper** for *ScaredSacred*, in which he toured the sites of massacres around the world. Paul George's *Hotel Rwanda* took home the AGF People's Choice Award. Full list of winners website: www.e.bell.ca/filmfest/2004

On September 12, Women in Film and Television-Toronto (WIFT-T) honoured **Kay Armatage**, Canadian filmmaker and veteran programmer of the Toronto International Film Festival. Armatage was celebrated for her energy and enthusiasm in furthering the careers of others in the film industry over the years, particularly women filmmakers.

The Organization of Book Publishers of Ontario (OBPO) is pleased to announce that **Karl Siegler**, publisher of Talon Books in Powell River, BC, won the eighth annual Janice E. Handford Small Press Award at Ontario's Eden Mills Writers' Festival.

The 2004 Ottawa International Animation Film Festival Official Competition Award Winners included **Nelvana Grand Prix** for Independent Short Film going to *Ryan* by **Chris Landreth** "for exploring a new visual style of groundbreaking documentary storytelling." www.awn.com/ottawa

Congratulations to the 2004 Norma Fleck Award for Canadian Children's Non-Fiction winner, *The Road to There: Mapmakers and Their Stories*, written by **Val Ross** and published by Tundra Books. Announced on Sept. 21 at a ceremony held at the Art Gallery of Ontario, the \$10,000 Norman Fleck Award is the largest of its kind in Canadian children's literature.

Recently announced winners of the Toronto Book Awards are **Kevin Bazzana's** biography *Wondrous Strange: The Life and Art of Glenn Gould*, published by McClelland & Stewart and **Kate Taylor's** novel *Mme. Proust and the Kosher Kitchen* published by Doubleday Canada. Congratulations to both winners and the finalists.

Pier Giorgio Di Cicco was recently made Toronto's new poet laureate. Di Cicco, a finalist for the 17th Trillium Book Award, will serve three years in the post of literary ambassador for the City of Toronto.

Congratulations to **Triptych Media**, whose film *Falling Angels* was selected for the closing night screening of IPF at Tribeca Cinemas in NYC. Canada's Consul General Pamela Wallin made welcoming remarks at the reception, hosted by OMDC and Tribeca Cinemas. Among the crowd was producer Robin Cass, director Scott Smith, and Cass's partner, Anna Stratton.

Upcoming Events and Industry Deadlines

Oct. 13 | PWAC Toronto offers a seminar: **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. 13 | Book Publishers' Professional Association (BPPA) seminar: **From the Frontlines: The Lives of Sales Reps**. 6 to 8 p.m. at the HarperCollins offices, 2 Bloor St. East, 20th floor, Toronto. www.bppa.ca

Oct. 20-30 | The **25th Annual International Festival of Authors** (IFOA) from October 20 to 30 with over 100 authors participating in readings, talks, book signings, roundtable discussions and onstage interviews. Participants this year include Russell Banks, David Bezmozgis, Susanna Clarke, Margaret Drabble, Jasper Fforde, Alan Hollinghurst, Janette Turner Hospital, Norman Jewison, A.L. Kennedy, David Mitchell, Bharati Mukherjee, Kathy Reichs, Koji Suzuki, Susan Swan, Colm Tóibín and many more. Closing Night will feature readings from the Giller Prize shortlist. Full details and tickets will be available soon at www.readings.org and by calling 416-973-4000.

Oct. 21-23 | **Designthinkers Conference**. Annual conference of the Registered Graphic Designers of Ontario, featuring speakers from all areas of graphic design. Sponsored in part by Masthead. Location: The Design Exchange. www.designthinkers.com

Oct. 24-27 | **American Magazine Conference**. Sponsored by the Magazine Publishers of America and American Society of Magazine Editors. Boca Raton, FL. Contact 212-872-3755.

Oct. 25 | **Canadian National Database Marketing Conference**. The 17th Edition of Canada's largest conference on database marketing examines the power of leveraging your brand with your operational data to foster long-term customer loyalty. Keynote speaker is Joe Cappel, author of *The Future of Advertising*. www.dmn.ca/Events/DBconf

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

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. For those who make science and natural history programs. www.scienceproducers.com

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. 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. 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

Nov. 10-12 | **ABC 90th Conference and Annual Meeting**. The Audit Bureau of Circulation returns to Toronto for its annual conference, with three days of events and meetings. The Fairmont Royal York, Toronto. www.accessabc.com/annlconf.htm

Ongoing | **SPARK**, the digital new media incubator at Sheridan College, is an environment which accommodates physical, technological and business requirements and understands corporate culture. Leverage one of the premier computer animation, design and technology institutions in North America. For information contact Shirley Speakman at shirley.speakman@sheridanc.on.ca or 905-815-4235.