

# Keep it Rolling

The monthly publication of the Alberta Film & Television Industry

Alberta  
Motion  
Picture  
Industries  
Association  
**VOLUME 12 - Number 1**  
**January, 2008**



Strikers in Brooks Alberta, from **Dana Inkster's** documentary "24 Days in Brooks," which airs nationally six times near the end of the month. See the story on page 3. Photograph © 2007 National Film Board of Canada

## National Screen Institute Online Short Film Festival looking for submissions

The National Screen Institute - Canada (NSI) is calling for submissions for its brand-new, year-round short film showcase: the *NSI Online Short Film Festival*.

Through the NSI Online Short Film Festival, NSI anticipates streaming around 100 Canadian short films on its website annually. Four calls will be issued each year. The deadline for this first call for submissions is February 4, 2008. There is no submission fee. Submissions will be accepted on DVD only.

For full details and an application form go to <[www.nsi-canada.ca](http://www.nsi-canada.ca)>.

During each selection period, approximately 25 films will be programmed and streamed on the NSI site.

**Liz Janzen**, NSI's Director of Programming says, "The NSI Online Short Film Festival is all about promoting Canadian films and the people who make them, so we'll be profiling the filmmakers in new ways to give them as much exposure as possible. Moving to an online format also means we'll significantly extend our audience so even more people can enjoy the best in Canadian short film. We're making the user experience interactive. The festival will provide plenty of opportunity to talk about the films and network with other site visitors."

Submissions must be short narratives not longer than 30 minutes in length: the shorter the better. They can be dramas, comedies, animations or short documentaries but they must tell a story and they must be Canadian.

An NSI selection committee led by Janzen will screen all of the entries. An independent jury will award a "Best of" Award for each selection period.

## Banff World Television Festival deadlines loom

January 31 is an important date both for those interested in attending the festival and for those interested in entering their productions in this year's World Television Awards.

If you are thinking of attending this year's Festival, which runs from June 8 to June 11, January 31 is the deadline for you to register for the 'Kick Off' rate of \$1,450.00, which is a non-refundable but transferable (until June 2) registration that is \$700.00 cheaper than the regular festival rate.

Registration includes access to the seminars, screening facilities, the Marketplace, scheduled breakfasts, lunches, coffee breaks and all of the official Festival social events. Delegates may purchase one guest ticket to each social event. Guest tickets will be available on-site only at the Registration desk.

The last day in January is also the deadline for the Early Bird Rate (\$250.00 + GST) for entries to the 2008 Banff World Television Awards. Enter between February 1 and February 14, 2008 and the fee rises to \$275.00 plus GST.

The campaign for the 29<sup>th</sup> Banff World Television awards - known as the *Rockie Awards* - is officially on and new program categories this year include Environmental Programs and Social & Humanitarian Programs, to address the larger social and humanitarian issues in the world today. All categories have been updated to reflect changes in international television programming.

The Rockies will be awarded in 22 categories for 'Best of Category' by selection juries from around the world. In addition to the two Special Jury Prizes and the Grand Prize, four new prizes will be awarded by the International Grand Jury. The four new prizes are Best Documentary; Best Drama; Best Entertainment Program; and Best Feature Length Documentary.

As always there will be pitching opportunities and fellowship awards, the apprenticeships and partnership opportunities. For information on the 2008 festival, go to <[www.banff2008.com](http://www.banff2008.com)>.

## The January update from Alan Brooks, the Executive Director of AMPIA

© **THE SEARCH FOR A NEW FILM COMMISSIONER** – with the recent retirement of **Dan Chugg**, the provincial government is now in the process of selecting the new Alberta Film Commissioner. From the numerous applications and resumes received, interviews with senior government officials will be taking place in early January to determine a “short list” of the best candidates. Interestingly, once the short list has been decided, a panel of industry stakeholders will have an opportunity to dialogue with the candidates and make recommendations to the government. The industry stakeholders will include individual representatives from AMPIA, AAMPTU as well as the City of Calgary and Edmonton Economic Development offices. The industry session will be co-ordinated by the current Chair of the Alberta Film Advisory Council (AFAC), **Damian Petti**, Chairman of AAMPTU and President of IATSE 212 in Calgary. A final decision is expected by the end of January and will be announced in the next month’s issue of *Keep it Rolling*.

© **RECIPIENTS CHOSEN FOR GERRI COOK GRANTS** – congratulations to AMPIA members **Bree Dreger** and **Franco Dottor**, chosen to receive pitch grants from the Gerri Cook Memorial Fund. The Jury was particularly impressed with the quality of submissions, but felt that two projects had the greatest potential of actually being produced. Bree Dreger and her partner **Riley Beach** of Blacklisted Productions submitted an inventive project for a new half-hour animated series entitled “Sterile Atomic Fly”. Franco Dottor was also awarded a grant for his thoughtful concept for a one-hour documentary entitled “Bloody Thursday”, recounting a memorable day for Canadian soldiers returning from Afghanistan. **Gerri Cook** was a highly creative producer, writer, mentor and humanitarian who passed away in March 2006. She was passionate about professional development, education and training. Gerri was instrumental in initiating many of the benefits we now enjoy within Alberta’s independent film and television production community. This annual grant is made possible thanks to the legacy of the CFCN Production Fund from CTV Calgary.

© **AWARD ENTRIES REQUIRE BETA-SP’S UPFRONT** – for the second straight year, entries for the 2008 Alberta Film & Television Awards must include one Beta SP tape with clips of each category being entered along with a time code for each submission. This requirement is necessary in order to advance the production and editing of the finalists’ reels and avoid the last-minute rush to obtain Beta versions of the finalists. The Beta SP is in addition to the DVDs required for the judges. Please be assured that the Beta SP versions will be returned, if requested, or available for pick-up at the AMPIA office immediately after the April 26 Awards event. This year’s edition of the Awards promises to be quite exciting, with many high profile Alberta productions produced over the past year in the province being front and centre for the big show.

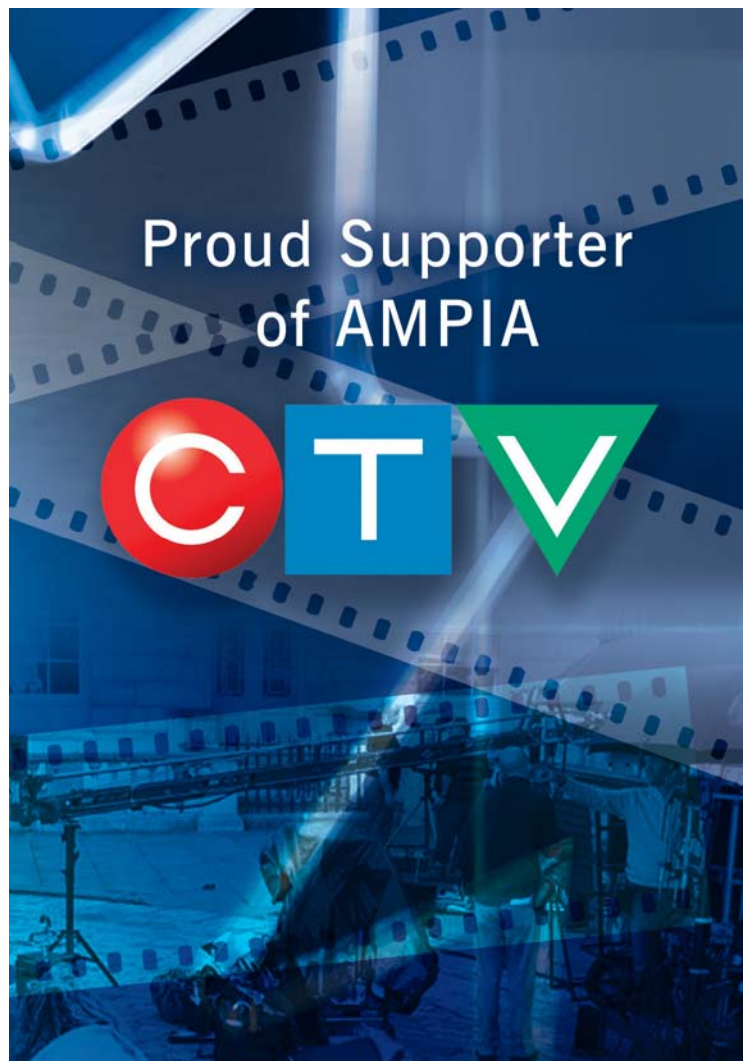
## Membership News

### Walk All Over Me to open in Edm.



CHAOS a film company’s “Walk All Over Me,” starring **Leelee Sobieski** (above left) and Alberta’s own **Tricia Helfer**, just ended a four week theatrical run in Calgary over the Holiday season. On February 1 the feature, produced by **Carolyn McMaster** and directed by **Robert Cuffley** from a script he wrote with **Jason Long** will be opening at the Metro Cinema in Edmonton. See <[www.metrocinema.org](http://www.metrocinema.org)>.

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An example of Jump Studios' recent ESPN football work

## Sports keeps Jump Studios rolling

Calgary based Jump Studios <www.jumpstudios.tv> had a busy 2007, ending on a high note when it was approached by ESPN to design the game tease toolkit for 20 College Bowl football telecasts over the holiday season. Creative Director **Jeff August** worked with his design team to produce an original look and bring unique dimension to all elements. These consisted of opening titles, player templates, and transitions, all created to be used on site by varying production teams. The games were broadcast in both standard def and high def on ESPN and ABC, so all elements were built for compatibility of both formats.

Starting off 2008 is the first of the four Grand Slam tennis tournaments. The Australian Open is back for continuation of a look that Jump created for the tournament broadcasts last year. Certain athletes are featured in every broadcast, showcasing some of the top tennis players' strengths and specialties. Jump Studios will once again put the finishing touches on each of the features, better known as "signature shots", bringing a distinctively fresh design element to each athlete. First up is **Serena Williams**, which will be broadcast in PAL format from January 14-27 on ESPN in the US and on TSN in Canada.

Closer to home, Shaw Cablesystems has been keeping Jump busy, and it looks to be continuing into 2008. Since this past summer, Jump has worked on more than a half dozen campaigns with multiple versions of each, both live action and design, giving Jump an incredible opportunity to showcase their original creative concepts. The commercials have been directed by Jeff August and produced by **Cindy Gillies**, both of whom are currently preparing for January and February productions.

## News from the National Film Board

The Alberta made NFB documentary "24 Days in Brooks" is having its premiere broadcast on CBC's The Lens.

The film, directed by **Dana Inkster** and produced by **Bonnie Thompson**, had its world premiere at the Calgary International Film Festival in September and now all of Canada can see it. It will air a total of six times – On Tuesday, January 29 at 8:00pm, 11:00pm and 2:00am. Then it will repeat on Friday, February 1 at 2:00am and again on Saturday, February 2 at 9:00pm and again at Midnight (all times MT).

In a decade, tiny Brooks, Alberta has been transformed from a socially conservative, primarily Caucasian town to one of the most diverse places in Canada. Hijabs have become commonplace, downtown bars feature calypso and residents speak 90 different languages.

Immigrants and refugees have flocked here to work at Lakeside Packers - one of the world's largest slaughterhouses.

Centring on the 24 days of the first-ever strike at Lakeside, this film is a nuanced portrait of people from around the world, working together and adapting to change.

As "24 Days in Brooks" shows, people from widely different backgrounds can work together for respect, dignity, and change - even though getting there is not easy.

In other NFB news, congratulations are in order for the year-end accolades the documentary "Radiant City" received from the Toronto Film Critic Circle. The NFB-Burns Film co-production was named runner up, along with **David Cronenberg's** "Eastern Promises," as the Best Canadian Film of 2007, behind **Sarah Polley's** "Away From Her."

"Radiant City" was written and directed by **Gary Burns** and **Jim Brown** and was produced by **Shirley Vercruyse** and **Bonnie Thompson**.

The film, which played at numerous festivals around the globe and theatrically across Canada last year, tackles the issue of suburban sprawl in both a light hearted and serious take on not only the designs of today's modern cities, but on the design of what constitutes documentary filmmaking.

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## Joe Media: 5 years and counting

January 23 marks the 5<sup>th</sup> anniversary of the creation of Joe Media Group. In that short time span, the company has grown from 7 employees working in simple videotape formats and 2 edit suites, to 18 employees, 7 edit suites, working in a wide range of media formats including High Definition. By keeping current with technology and bringing together a talented and diverse group of industry professionals, Joe Media has created innovative and award winning documentaries, television series and movies, educational programming, commercial spots, corporate television and on-line digital content. With this combination of Alberta talent and expertise, Joe Media looks forward to many more anniversaries with its growing list of co-production partnerships and award-winning programming.

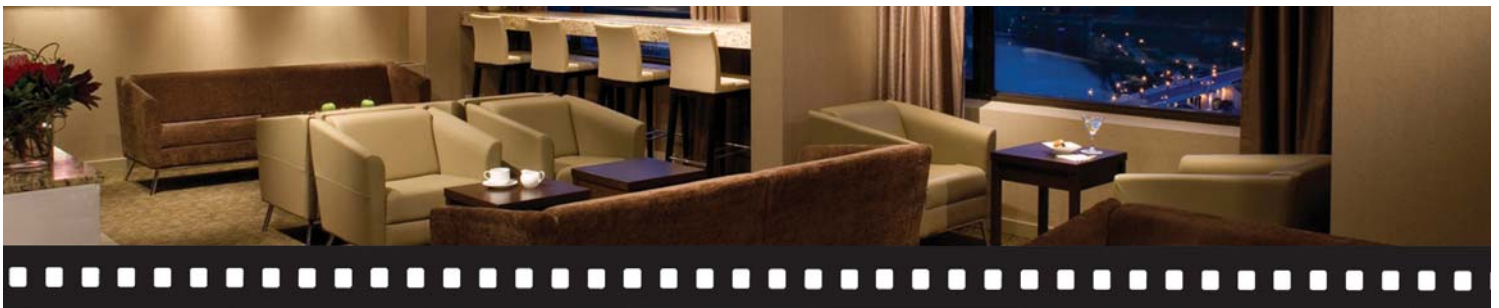
World-wide television and DVD distribution of the critically acclaimed production “The Fiddle And The Drum” has been awarded to international German distributor C Major Entertainment, which specializes in performance programming. “The Fiddle and the Drum” will also be rebroadcast on Bravo! on January 28 at 6:00pm MT. This one-hour performance special features legendary singer-songwriter **Joni Mitchell**'s collaboration with Alberta Ballet's artistic director **Jean Grand-Maitre**. Together they created a ballet set to Mitchell's music and performed before video projections of her artwork. The show is an engaging reflection of Mitchell's life-long concerns about environmental neglect and the warring nature of mankind.

**Darrell Sampson** has joined Joe Media as Assistant Picture Editor. Recently transplanted from Nova Scotia, Darrell was the

Assistant Editor on “Trailer Park Boys,” as well as a camera operator and a writer and producer of three short comedy films. Darrell's proficiency on a variety of edit systems, software, tape and digital media formats combined with his personable, hard working and creative approach make him a welcome addition to the Joe Media team.

The Joe Media co-production with the Aboriginal Film and Television Foundation of “Dream Makers” is still making news by winning one of the most prestigious documentary awards at the 32<sup>nd</sup> Annual American Indian Film Festival held recently in San Francisco. “Dream Makers,” hosted by **Tantoo Cardinal**, is the untold story of tragedy and triumph as it reveals the real-life struggle of being 'Indian' in the make-believe world of the film and television.

Commercial production is ‘out of this world’ at Joe Media, as with **Jim Thalheimer** “One Giant Leap” was produced for Ad Farm that required a NASA space suit with an astronaut in a wheat field. Working with producer **Richard Cairns**, director **Wayne Craig** and KARO, Joe Media produced a series of spots for First Calgary Financial featuring ‘Father Time’ creeping up on all of us, so don't forget it's RRSP season, “...because the future comes faster than you think.” Also partnering with MacLaren McCann, Joe Media produced several spots encouraging parents to put money in their children's RESP education fund, promoting Alberta's Centennial Education Savings (ACES) Plan. And they worked with Trigger Communications and director **Mike Petersen** to produce an innovative and revealing public service announcement reminding people to support the Calgary Drop-in Centre.



## Take five and enjoy the newly renovated Delta Bow Valley Downtown Calgary

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## Digital Alberta Presents Story, Character and Interactivity Workshop Thursday, January 24 to Sunday, January 27 in Banff

This two-day workshop focuses on how to create successful interactive experiences that rival a movie's level of depth and engagement. With past speakers from studios such as Pixar Animation Studios, Sony Pictures Animation and Cyan Worlds, this workshop offers insight into several exciting topics including creating narrative in interactive medium, idea generation, and other storytelling techniques. From concept through to execution participants will learn to deliver immersive interactive experiences through a series of hands on activities, case studies, demonstrations, and formal presentations. The speakers will also cover what studios are looking for in the gaming market as well as what storytelling trends are emerging in the marketplace.

This year's confirmed presenters include:

- **Gabe Kean**, Design Director, Owner, Belle & Wissell, Co-Founder, Born Magazine,
- **Matt Rhodes**, Concept Artist, BioWare Corp.,
- **Tad Stones**, Supervising Producer/Director, Starz Film Roman Studios, and
- **Mike Laidlaw**, Lead Writer, BioWare Corp.

This program is also supported by AMPIA, Foreign Affairs and International Trade Canada, and Alberta Advanced Education and Technology.

Space is limited! To register, go to <[www.digitalalberta.com](http://www.digitalalberta.com)>. Contact Rene at <[rene@digitalalberta.com](mailto:rene@digitalalberta.com)> for more info.

### Digital Alberta seeks Executive Director

Also, Digital Alberta, a non-profit association, seeks a dynamic executive director to take it into the future. In order to better meet the needs of the growing membership and the digital media industry, the Board of Directors has determined that an Executive Director is needed.

The new Executive Director will be expected to build upon the existing track record and lead the association as it advances its program goals in the years ahead. The position calls for a creative leader with outstanding strategic management and communications skills, as well as political savvy and a bold leadership spirit.

Under the direction of the Board of Directors, the executive director is responsible for overall management and operation of Digital Alberta and protection of the organization's financial assets while ensuring compliance with board directives.

Digital Alberta is an industry-led organization devoted to promoting and connecting our thriving digital media community across Alberta, Canada. Through professional development workshops, advocacy work, and business development activity, Digital Alberta is building the digital media industry provincially and promoting it abroad.

If interested of for more details go to <[www.digitalalberta.com](http://www.digitalalberta.com)>.

## The 2<sup>nd</sup> Reel Fun Film Festival

On February 24, 2008 The Reel Fun Film Festival will kick-off its second annual event in Calgary for film lovers of all ages. The festival showcases films for the general public, along with curriculum based programming for students (Grades K-12) and teachers. Over 1000 students attended the four-day event in 2007, along with our opening and closing screenings at the historic Plaza theatre, and a special screening day at The Alberta Children's Hospital. The 2008 film line-up includes the Canadian premiere of "Darius Goes West" along with "Shooting for Change" by Toronto filmmaker **Lalita Krishna** and "Me, Masi and Mr. Clean" by local director **Sonal Nina Sudra**.

New to the 2008 event will be filmmaking workshops for students and the public, with a sponsored award given to young filmmakers. We are proud to announce that our sponsors, The Directors Cut, CBC and Pyramid Productions will be assisting the organizers in making these workshops possible. In addition, award winners will have the opportunity to have their short films featured online at the CBC site The Outlet.

Watch for the full festival line-up scheduled to be unveiled on-line mid-January. Dates for the 2008 festival will be February 24 to March 2, with screenings taking place at Cineplex Eau Claire and The Plaza in Calgary. Visit their website at <[www.reelfunfilmfest.com](http://www.reelfunfilmfest.com)> for a look at the 2007 festival highlights, and for further information about Reel Fun 2008.



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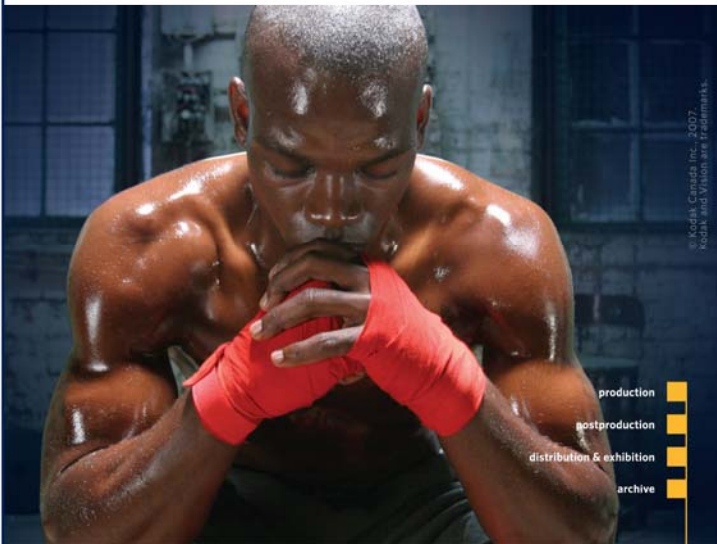
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## Calendar of Events

- Banff World Television Festival Early Bird Call for Entries**  
(403) 678-1216 January 31
- Yorkton Short Film & Video Festival submission deadline**  
(306) 782-7077 February 1
- Bell Broadcast and New Media Fund submission deadline**  
(416) 977-8154 February 1
- 14<sup>th</sup> Annual Victoria Film Festival**  
(250) 389-0444 February 1 – 10
- The 28<sup>th</sup> Annual Genie (Canadian Film) Awards**  
(416) 366-2227 February 13
- Banff World Television Festival Entry Deadline**  
(403) 678-1216 February 14
- The Reel Fun Film Festival (Calgary)**  
(403) 275-9373 February 24 - March 2
- COGECO Program Development Fund application deadline**  
(416) 977-8966 March 3
- The Independent Production Fund application deadline**  
(416) 977-8966 March 15
- The 2008 Alberta Film & Television Awards in Edmonton**  
(780) 944-0707 April 26

### The Canadian Subsidy Directory – a financing reference book of grants, loans and subsidies

The Canadian Subsidy Directory 2007 is now available, newly revised it is the most complete and affordable reference for anyone looking for financing. It is the perfect tool for new and existing businesses, individuals, foundations and associations.

This Publication contains more than 3200 direct and indirect financial subsidies, grants and loans offered by government departments and agencies, foundations, associations and organizations. In this new 2007 edition all programs are well described.

The Canadian Subsidy Directory is the most comprehensive tool to start up a business, improve existent activities, set up a business plan, or obtain assistance from experts in fields such as: Industry, transport, agriculture, communications, municipal infrastructure, education, import-export, labour, construction and renovation, the service sector, hi-tech industries, research and development, joint ventures, arts, cinema, theatre, music and recording industry, the self employed, contests, and new talents. Assistance from and for foundations and associations, guidance to prepare a business plan, market surveys, computers, and much more can be found in the pages of this directory.

The Canadian Subsidy Directory is priced at \$69.95 for the CD-ROM or \$149.95 for the hard copy. To obtain a copy please telephone, toll free, at <1-866-322-3376>.

Keep it Rolling - is AMPIA's monthly newsletter, published on the first Friday of each month. All news pertinent to the film and television industry in Alberta is considered for inclusion. All information can be sent by e-mail, either to AMPIA <[info@ampia.org](mailto:info@ampia.org)> or to the editor, Gordon Imlach / G FORCE PUBLICITY <[news@gforcepublicity.com](mailto:news@gforcepublicity.com)>. For advertising inquiries please contact AMPIA, (780) 944-0707 in Edmonton, or toll free at 1 800 814-7779

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