

# Keep it Rolling

The monthly publication of the Alberta Film & Television Industry

Alberta  
Motion  
Picture  
Industries  
Association  
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**March, 2009**



**Michael Madsen** (left) plays the father of Medicine Hat's own **MacKenzie Porter** in a scene from Nomadic Pictures' "45 RPM," which has started its theatrical release in Canada. See full story on page 4. *Photo by: Chris Large*

## Government creates the Canada Media Fund CTF and the Canada New Media Fund to be combined

In a government announcement made March 9 the Honourable James Moore, Minister of Canadian Heritage and Official Languages, announced the creation of the Canada Media Fund (CMF), which they claim will enable viewers to have better access to Canadian programming on all media platforms. [For your information, following is the text from the government release] -

The CMF will be created as the Canadian Television Fund and the Canada New Media Fund are combined, reformed and rebranded through a renewed partnership with the industry. Its mandate will be to ensure the production of quality content and to make it available on multiple platforms.

The announcement was made on the set of CTV's "Flashpoint." A television series that is broadcast on conventional television and is also available online,

the series is one of the many Canadian scripted series that will benefit from this initiative.

"The Canada Media Fund will help our producers and broadcasters to do what they do best: create, entertain, and connect with Canadians," said Minister Moore. "We are confident that the broadcasting and interactive digital media sectors will continue to contribute to Canada's economic well-being and will benefit Canadians from all regions of the country."

Four key principles have guided the Government in its decisions:

- get governance and accountability right
- reward success and require innovation
- focus the investment on what it is that Canadians want
- level the playing field.

"Our Government recognizes the challenges currently facing broadcasters and producers," said Minister Moore. "The most important thing the Government can do is ensure that the policies in place are not impediments to the changes required in the media industry. That is where this partnership becomes even more important."

The reformed and integrated fund will be fully implemented and in place by April 1, 2010.

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**Look out Hollywood - here comes Alberta!** Almost one hundred producers and writers from across Alberta gathered at NAIT to hear **John Amodeo** (front row centre), a producer with television series and pilot credits in Los Angeles, New York and Canada. John enlightened and entertained the group with stories from his work on a number of popular series, including "Samantha Who?" (ABC) "Arrested Development" (Fox) and "Sports Night" (ABC). The day provided a lot of information about the differences between American and Canadian production models, and should provide inspiration to producers looking for a different way of doing business. In addition to AMPIA members from across the province, the group included students from the Red Deer College and NAIT film and television production programs.

*Photo credit: Connie Edwards*

*Government creates Canada Media Fund – continued from the front page...*

In order to minimize the disruption of the business cycles of both the television and interactive digital media sectors, the CTF and the CNMF will continue to operate under the status quo for the 2009-2010 fiscal year.

The funds announced for the broadcasting and new media sectors in the 2009 Budget will be combined and joined through this partnership with the industry. By adding an ongoing allocation of \$20.4 million to this funding each year, the Government will contribute a total of \$134.7 million annually to support the production of Canadian programming--through the work of Canadian producers--over the next two years.

"This change will help our producers and broadcasters contribute to the Canadian economy while putting Canadians first. We are levelling the playing field at a time when the industry is undergoing structural change," added Minister Moore. "Through this investment in the broadcasting and interactive digital media sector, we are contributing to the strength of the Canadian economy and supporting job creation."

Full details on the Canada Media Fund can be found online at <[www.pch.gc.ca/pc%2Dch/infoCntr/cdm%2Dmc/](http://www.pch.gc.ca/pc%2Dch/infoCntr/cdm%2Dmc/)>. To proceed, click on 'English' and go to March 9, 2009.

Canadian publications mail sales product agreement No. 40036756; return undeliverable Canadian addresses to: Alberta Motion Picture Industries Association 318, 8944 182<sup>nd</sup> Street NW, Edmonton, Alberta, Canada T5T 2E3; ☎ (780) 944-0707; e-mail: <[info@ampia.org](mailto:info@ampia.org)>.



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## Membership News

### Corkscrew's *It's Just Food* season 3

When it comes to cooking everybody has to start somewhere. For many such reluctant beginners, successfully boiling water is considered an accomplishment, never mind creating an award-winning soufflé. But there is a beacon of inspiration for would-be and wanna-be cooks alike. Welcome to "It's Just Food" - a back-to-basics, how-to guide that explains and demonstrates the ABCs of preparing a simple yet delicious and nutritious meal.

The always affable and engaging hosts – 'foodie' **Julie Van Rosendaal** and 'chef' **Ned Bell** return for the third season of *It's Just Food* with a new roster of recipes and meal themes. From basic breakfasts and brunches, to low maintenance and low fat baking recipes, to learning how to hide nutrition within your favourite dishes, it's all here.

An avid cook since the age of three, Julie began developing low-fat recipes for her father, a doctor with high cholesterol and an insatiable sweet tooth. The demand for her healthier cookies inspired Julie to open a successful low-fat bakery in Calgary, Alberta. By making the decision to quit dieting and start living on her own terms, Julie's new healthier lifestyle led to a major weight loss — 165 pounds! This inspired a series of best selling cookbooks, including 'One Smart Cookie' and 'Grazing.' Julie divides her time between Vancouver and Calgary, where she is the food and nutrition columnist on CBC Radio's *The Calgary Eyeopener* (Tuesday mornings at 8:20).

Ned Bell is arguably one of Canada's foremost culinary talents. Born in British Columbia's Okanagan wine country, Ned has always had a passion for cooking. Working with fresh ingredients is something that has always inspired and motivated him to create new and imaginative dishes. Ned brings his creativity, knowledge and sense of fun that he has cultivated over the course of this career.



Veteran producer **Paula Davies** has assembled a talented team, including writer/director **Blake Horobin**, director of photography **Michael Sorel** and food stylist **Sylvia Kong** for thirteen episodes of information and education.

"It's Just Food" – Season Three is produced by Corkscrew Media Inc. in association with Viva, with the assistance of the Government of Alberta, Alberta Film Development Program, and the Canadian Film or Video Production Tax Credit.

In other Corkscrew news, production has wrapped on a music video for Calgary rock band **Joshua's Habit**, winner of the Vibe 98.5 \$100,000 Star Search in 2008. The first single to be released from their upcoming and as yet untitled album is *Whiskey and Women*, a hardcore rock n' roll tune with music and lyrics that conjure up images of partying and debauchery. Taking inspiration from the politically incorrect 60's, a time when smoking, drinking and sexism were prevalent, director **John Kerr** set the video within the mahogany and leather confines of a vintage private jet, complete with sexy stewardesses.

Executive Produced by **Scott Henuset** and **Paula Davies**, the *Whiskey and Women* video is currently in postproduction, with editing by **Bridget Durnford**.

Corkscrew Media's commercial production arm **Stir** continued to shake things up through the winter. LA Based director **Aubrey Singer** conjured up the world of forensic science for Calgary agency Ad Farm and 'Bayer Crop Sciences.' The DP on the spot was **Craig Wroblewski** and the editor was **JP Rizzuto**, with finishing at Jump Studios. As well, in February, Rizzuto then rode around Calgary with DP **Mike Sorel** in an ambulance, directing two spots for the Calgary Paramedics and CUPE.

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## Nomadic's 45 RPM now in theatres

Calgary-based Nomadic Pictures feature "45 RPM," which was shot last fall, is now in theatres. The feature film opened at the Globe Cinema in Calgary March 13 and is scheduled to play Regina March 19 and Saskatoon and Grande Prairie on March 27. Future dates are being confirmed.

Written and directed by David Schultz, "45 RPM" was produced by Nomadic and Don Carmody Productions of Toronto, with Saskatoon's KarmaFilm. The feature was filmed in Saskatchewan.

"45 RPM" tells the story of two teenage best friends growing up in Cold War-era 1960 in the remote northern Saskatchewan town of Goose Lake. Considered outsiders by other students, they dream about leaving and when they discover the perfect spot on the roof for receiving a rock 'n roll radio signal from New York City fate seems to be at work. Evoking the magic of first discovering the music that becomes the soundtrack to pivotal phases in our lives, "45 RPM" is a coming-of-age tale about the value of friendship, the need to dream, and the challenges of real life.

Distributed by Remstar Distribution and Alliance Films, "45 RPM" stars newcomers **Jordan Gavaris** and Edmontonian **Justine Banzsky** as the best friends, as well as **Michael Madsen** ("Reservoir Dogs"), **August Schellenberg** ("Bury My Heart at Wounded Knee"), **Amanda Plummer** ("Pulp Fiction"), **Kim Coates** ("Blackhawk Down, "CSI: Miami") and Medicine Hat-based **MacKenzie Porter** ("Dinosapiens"). Written and directed by **David Schultz**, the executive producer is **Don Carmody** and the feature film is produced by **Michael Frislev** and **Chad Oakes** and co-produced by **Anand Ramayya**. The director of photography is **Craig Wroblewski** csc, the editor is **Bridget Durnford** and original music is by **Michael Neilson**.

For more information on the film see <[www.45RPMtheMovie.com](http://www.45RPMtheMovie.com)>

## Pyramid is back for a 4<sup>th</sup> season of *Whatever Happened to?*

TV fans wondering where Peter Brady and Vanessa Huxtable have gotten to should check in on "Whatever Happened To?," now in production of its fourth season at Pyramid Productions for Canwest's TVropolis.

The series catches up with our favourite stars from the '80s and '90s including **Christopher Knight** ("The Brady Bunch"), **Tempest Bledsoe** ("The Cosby Show") and **Jamie Farr** (Cpl. Klinger on "M\*A\*S\*H"). This year's series includes 78 star profiles shot mostly in Los Angeles.

Also for Canwest, delivery has begun on the third season of "Inside Hollywood." The investigative documentary series exposes an insider perspective on teen titans, celebrity weddings and new babies, feuds and break-ups, perks and setbacks. The series of eight one-hour special reports includes candid interviews and visits Hollywood and many major stars including **Lindsay Lohan**, **Brittany Murphy**, **Dakota Fanning** and Edmonton's **Nathan Fillion**, the star of ABC's new prime time thriller "Castle."

Season 3 of "Inside Hollywood" will premiere on E! this spring.

## Room deals for Awards weekend

It's become clear that Saturday May 2, 2009 is a busy day in Edmonton -- and not just because of the Rosie Awards celebrating Alberta Film and Television. Other events and conferences are seeing the city's hotel rooms being booked, so we urge you to make plans now. AMPIA's day-long gathering will include a full day session examining the state of the Alberta industry, broadcaster updates, then capped off with the evening awards celebration at Northlands.

So far discounts are available at the **Sutton Place Hotel**, the **Fairmont Hotel Macdonald** and the **Crowne Plaza Edmonton Chateau Lacombe**. Make sure you mention the Rosies and/or Alberta Film Awards when booking your room.

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**Correction** – on page 6 of last month's *Keep it Rolling* an article on **Earth Magic Media Inc.** of Edmonton had a sentence at the end of the article which didn't belong, and furthermore would have confused any reader. The sentence, regarding the City of Calgary awarding them commercial production promoting an upcoming blue cart recycling program was part of an article from the previous month's newsletter which should have been removed. We apologize for the error. To learn more of what this interesting Dene owned company (Earth Magic Media) is up to, visit their website at <[www.earthmagicmedia.com](http://www.earthmagicmedia.com)>.

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## Jump Studios staying very busy

Despite the winter chill, things have heating up for the crew at Jump Studios. Having just returned from Daytona Beach, where they produced their fifth consecutive NASCAR shoot with 35 drivers, they are now heavily into edits and buildout for the 2009 Nationwide series broadcast year.

Creative Director and Editor **Jeff August** is pleased to be making the most of Jump's recently purchased *Speedgrade DI* system. In addition to the NASCAR project, the impressive new system has been used to colour-grade and add the finishing look to the newly-completed Bayer CropScience Velocity commercial, produced by **Jim Thalheimer** and **Brent Kawchuk** of Stir Films for AdFarm in Calgary. It was also the tool of choice for Zoom Communications when they recently finished their Alberta Ford Dealers commercial produced for Young & Rubicam. Edmonton's Red Agency and **Max Wawruck**, along with **Hans Dys** of FilmBratz Productions also turned to Jump Studios for edit, design, animation and finishing of a 30-second commercial for the Alberta Dental Association.

Also keeping the edit and colour-grading suites busy are two 30-second PSAs for Calgary Paramedics and the Canadian Union of Public Employees for Kicker and Stir Films, as well as the completion of a creative toolkit for Shaw Communications consisting of a number of creative elements for their in-house production team. This is the second original package of its kind that Jump has created and designed for the company.

August has also just completed two 15-second commercials for MacLaren McCann and their GM Goodwrench account, while Jump Studios' editor **Brock Roberts** finished three 15-second spots with **Scott Luit** for Husky Mohawk and their WHL sponsorship.

Jump is currently engaged in a PSA for the Eating Disorders Education Organization, produced by Hans Dys and directed by Jeff August, for Wax Partnership. They have also just started production with Creative Intelligence on a campaign for Mac's Froster, while simultaneously beginning to ramp up for their next production in North Carolina for the NASCAR Sprint Cup series.

In the midst of it all, Jump Studios is excited to learn that they have been announced as one of three finalists for the Alberta Export Awards in the category of New Media. The winner will be announced March 25 at a gala event in Edmonton.



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White Iron sets a high standard for horseracing broadcasts

## White Iron and the sporting life

White Iron Productions is going to be busy with a number of projects over the coming months. As the official production company for Heads Up Entertainment Inc. and the Canadian Poker Tour they are just finishing off the post for the 'CPT Invitational Finals' shot in the Dominican Republic in late January. The one-hour program will be airing in April on The Score. Pre-production is well underway on the 'Heads Up Canadian Open Finals' to be shot in Calgary at the Stampede Casino in May. Many of North America's top poker players will be in attendance. Pre-production is also underway for the 'Stampede Classic Poker Tournament' which occurs on the final weekend of the 2009 Calgary Stampede at the Deerfoot Casino in July. The executive producer is **Jack Stuart** and the producer/director is **Mike Little**.

In association with Horse Racing Alberta marketing manager Jeff Robillard, pre-production is well underway for the 2009 HRA race season on CTV. 'Live' thoroughbred, standardbred and quarterhorse races will be covered in Edmonton, Grande Prairie and Lethbridge. White Iron Productions stellar production team has garnered the Sovereign Award (Canadian TV Excellence in 4 of the past 6 years and has won the award the last 3 years in a row.) Last season White Iron also won Standardbred Canada's Media Excellence Award, along with the John Hervey award for North American Standardbred TV excellence.) The on-air broadcast team of **Crystal Leriger**, **Dawn Lupul**, **Jonathan Huntington** and **Jeff Robillard** will return this year. The executive producer is Jack Stuart while **Bruce Yost** and **Mike Little** are the producers.

## World Film Festival poster contest

Poster designers, illustrators, graphic artists, photographers are invited to submit designs of posters to the World Film Festival that will be held from August 27 to September 7, 2009. The deadline is April 17. The winning designer will win \$2,000.00.

For additional information call (514) 848-3883 or read about it on the festival's website. Go to <[www ffm-montreal.org](http://www ffm-montreal.org)>.

## Doug MacLeod receives Builders Award at the CFTPA conference

Congratulations to **Doug MacLeod**, who was honoured with the PS Industry Builders Award at the recent CFTPA meetings. PS Executive Board Chairman, **Doug Dales**, together with last years' recipient **Ira Levy** of Breakthrough Films and Television, presented the award during an event held at this year's CFTPA Prime Time conference.

**Douglas Barrett**, President of PS, said, "This award recognizes Doug's tremendous and sustained commitment to building the Canadian film and television industry, and particularly his tireless efforts to establish a solid base for the industry in his home province of Alberta."

MacLeod has been deeply involved in the Canadian film and television industry for over 35 years. He has served on the Board of Directors of the CFTPA and Canadian Television Fund, is the former co-chair of the Government of Alberta's Film and Television Advisory Committee, and Past President of AMPIA.

For many years, MacLeod was also the president of Alberta Filmworks, an independent Canadian film and television production company based in Calgary. In nineteen years, Doug and his colleagues produced a body of high quality, prime time dramatic programming that garnered over one hundred Canadian and international nominations and awards.

PS Production Services Ltd. is Canada's leading supplier of motion picture and television production equipment, celebrating over 35 years of exceptional service to the film and television industry.

## CFTPA announces Indie Awards

On February 18 the Canadian Film and Television Production Association (CFTPA) announced the winners of the 2009 Indie Awards at a special reception in Ottawa, hosted by **Cathy Jones** from "This Hour has 22 Minutes."

This second annual celebration of Canadian independent producers recognizes outstanding Canadian producer achievement in eleven categories of the film, television and interactive media industry. The winners accepted their awards in front of more than 600 industry colleagues and guests at the Westin Hotel.

Albertans were nominated in a majority of the categories, and two received awards – "Mayerthorpe," winner of the Best TV Movie award, shared by Calgary-based Seven24 Films and Slanted Wheel Entertainment of Toronto, and "Anash Interactive," winner of the Best Convergent New Media award, won by Edmonton-based Reel Girls Media Inc.

"The CFTPA Indie awards celebrate the hard work of our independent producers," says **Guy Mayson**, President and CEO of the CFTPA. "Canadian producers create dynamic, entertaining, and award-winning film, television and digital content that is watched by millions of viewers around the globe."

The awards ceremony was the launch event for the CFTPA's Prime Time in Ottawa.

## The 30<sup>th</sup> Banff World Television Festival June 7 - 10, 2009

Join television professionals from around the world and partake in provocative seminars, inspiring Master Classes, unique pitching opportunities and more.

**René Balcer** has been announced as a Master Class Speaker. Balcer is the Emmy Award Winning showrunner for the legendary "Law & Order" series and co-creator and executive producer of "Law & Order: Criminal Intent". Balcer has written over 180 episodes of "Law & Order" and "Law & Order: Criminal Intent", and has won numerous awards, including the Writers Guild Award for Outstanding Teleplay, the Peabody Award, the Golden Laurel Award from the Producers Guild of America, four Edgar Awards from the Mystery Writers of America, and lifetime achievement awards from the International Mystery Writers Festival and the Reims International Television Festival.

The Master Class series is a unique opportunity for delegates to learn the creative processes and trade secrets of making a hit TV show in an intimate environment from the television industry's top creators.

Returning to BANFF? The Early Bird Deadline is rapidly approaching. Register before April 8th, 2009 and save \$400! Meet television professionals from around the world, participate in pitch sessions, perfect your approach and so much more at the 30<sup>th</sup> Anniversary of the Banff World Television Awards. If it is your first Year at BANFF your registration will be \$1000 with the festival's Rookie Rate.

For full details, much more information and registration particulars go to <[www.banff2009.com](http://www.banff2009.com)>.

## ACCT National Apprenticeship training program

The Academy of Canadian Cinema & Television is seeking applications for their 2009/2010 National Apprenticeship Training Program.

The program is designed to provide apprenticeship experience within a professional environment to students who have completed post secondary degrees in film, television, communications or related studies. Training is granted to those selected students within their preferred areas of interest in the film and television industries. The program's purpose is to expose talented students to the labour market and to ease their entry into the industry.

Applications are available online at [www.academy.ca/NATP](http://www.academy.ca/NATP) and can be filled out online before printing to sign. Note: The entry deadline is March 26, 2009.

Should you have any questions, feel free to call **Christine Eames** at (416) 366-2227 extension 247, or else email her at <[ceames@academy.ca](mailto:ceames@academy.ca)>. All completed application forms should be forwarded to: The Academy of Canadian Cinema & Television, 49 Ontario St., Suite 501, Toronto, Ontario M5A 2V1 Attn: Christine Eames (416) 366-2227 ext. 247.

## Canwest Alberta Fund to begin funding development

Late last month the Canwest Alberta Fund (CAF) announced an expansion of its mandate: \$200,000 is being allocated for development and pre-development of television programming from the Alberta production industry. This complements its ongoing production financing program.

Alberta producers can receive up to \$10,000 for pre-development – before any broadcaster is attached to the project -- and up to \$20,000 for development phases once a broadcaster is committed to project development. The funds will be awarded as loans repayable upon first day of principal photography. Eligible productions must be in the same genres supported through CAF's production equity fund, including drama, documentary, reality and lifestyle programming.

CAF has responded to a long-standing desire from Alberta producers for assistance in developing projects.

The \$10.5M Canwest Alberta Fund, supports priority television production from Alberta's producers for Canadian broadcasters. The Fund is operated at arm's length from Canwest through a Selection Committee of representative industry experts.

Guidelines and applications can be found at <[www.ipf.ca](http://www.ipf.ca)>.

TURNING THE CREATIVE PROCESS  
UPSIDE DOWN AND SLIGHTLY TO THE LEFT...

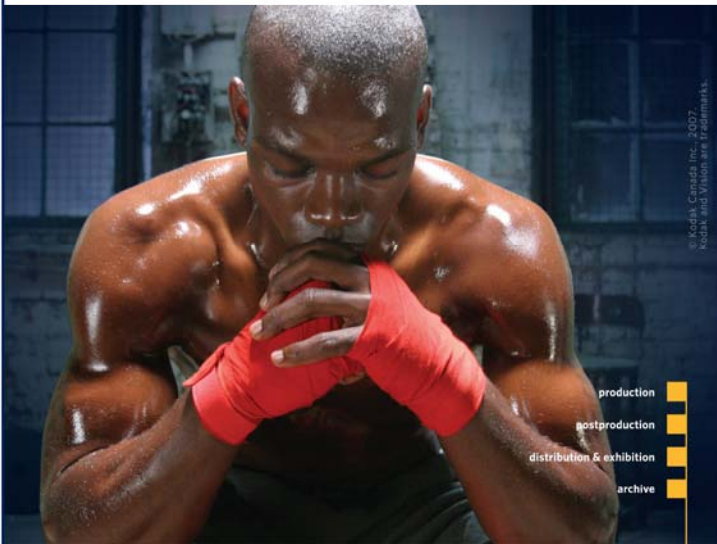
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## Calendar of Events

- |                                                                 |                |                   |
|-----------------------------------------------------------------|----------------|-------------------|
| <b>The Rosie Nominations media conference (Edm &amp; Cal)</b>   | 1 800 814-7779 | March 25          |
| <b>ACCT National Apprenticeship training entry deadline</b>     | (416) 366-2227 | March 26          |
| <b>The 29<sup>th</sup> Annual Genie Awards</b>                  | (416) 366-2227 | April 4           |
| <b>Banff World Television Festival Early Bird Rate deadline</b> | (403) 678-1216 | April 8           |
| <b>Toronto International Film Festival submission deadline</b>  | (416) 967-7371 | April 10          |
| <b>HOT DOCS Canadian International Documentary Festival</b>     | (416) 203-2155 | April 30 – May 10 |
| <b>Independent Production Fund application deadline</b>         | (416) 977-8966 | May 1             |
| <b>Bell Broadcast and New Media Fund application deadline</b>   | (416) 977-8154 | May 1             |
| <b>Canwest Alberta Fund deadline</b>                            | (780) 468 9304 | May 1             |
| <b>The 2009 Rosie Awards (Edmonton)</b>                         | 1 800 814-7779 | May 2             |

**The 4th Annual Calgary Super8 Filmmaker's Challenge** will be on March 26 at Calgary punk bar, The Distillery Public House (180-839 5 Avenue SW, Calgary). The festival invites approximately a dozen local filmmakers to each make a short film based on the same four criteria. Everyone must work from the same criteria, or ingredients - sort of like an iron chef of filmmaking without the strict time limit. The criteria are drawn randomly and include a random element, a character, a theme and a technical requirement and part of the fun is to see how each filmmaker interprets the same elements in different ways.

**How to get your screenplay noticed in Hollywood: 2 day workshop with Lewaa Nasserdeen** takes place March 28 and 29 from 10:00am – 4:00pm at Grant MacEwan College 11050 - 104 Avenue in Edmonton.

Day One includes; Format (skeleton of a screenplay) | Structure | Making the first ten pages matter | Understanding subtext | How to craft visual description | Styles of different genres | How to create three-dimensional characters | How to effectively arc a story and Do's and Don'ts. Day Two includes; How to do the rewrite (you're never done) | How to find an agent/manager | How to sell yourself to major studios | How to package your screenplay | How to legally protect yourself | How to prepare yourself for top-level producers | How to effectively pitch your screenplay in the room. To register email: <lewaaworkshops@gmail.com>.

**The 2009 Reel Shorts Film Festival in Grande Prairie.** In 2006, Terry Scerbak attended the Edmonton International Film Festival and came back to her home in Grande Prairie inspired to share some of the great short films she'd seen. As a volunteer with Grande Prairie Live Theatre, one of Canada's largest non-profit community theatres, she founded the Reel Shorts Film Festival in 2007. This year's festival runs from April 20 – 26. Check out their website at <www.reelshortsfilmfest.ca>.

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> or to the editor, Gordon Imlach / G FORCE PUBLICITY <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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