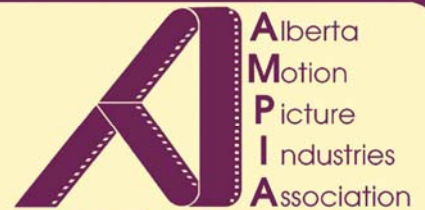


# Keep it Rolling

The monthly publication of the Alberta Film & Television Industry



VOLUME 12 - Number 3  
March, 2008



A smiling **Gary Burns** holds the Genie for Best Documentary. "Radiant City" producers **Bonnie Thompson** (left) and **Shirley Vercruyse** flank him.

*Photograph courtesy the Academy of Canadian Cinema and Television*

## Radiant City wins best documentary Genie

On Monday, March 3, while Albertans were learning that the Progressive Conservative Party under Premier **Ed Stelmach** had been awarded a strong mandate at the polling stations throughout the province, Alberta filmmakers **Gary Burns** and **Jim Brown** learned that their documentary, "Radiant City," had won the country's top honour – the Best Documentary Genie – at the 28<sup>th</sup> Annual Genie Awards at the Metro Toronto Convention Centre.

Burns, who co-wrote and directed the feature film with Brown, was on hand to accept the award with the film's producers, **Shirley Vercruyse** of Burns Films and

**Bonnie Thompson** of the National Film Board of Canada's North West Centre in Edmonton. Brown meanwhile, was handling election coverage in Calgary at the CBC, where he hosts the morning *Eyeopener* on Radio One.

The win caps a very successful run for the film, which examines the problem of urban sprawl in North America. Filmed mostly in Calgary, "Radiant City" is produced by Burns Film Ltd. in co-production with the National Film Board of Canada and in association with CBC Television.

For Burns, this is his first Genie win, coming from his second nomination. In 2000 he was nominated for best director for his work on "waydowntown." For Thompson, Vercruyse and Brown this was their first Genie nomination.

And the Genie was the second win for "Radiant City" in two weeks. At the CFTPA Indie Awards in Ottawa on February 20, the documentary won the Jury's Choice Award.

After a worldwide festival tour and a theatrical release across the country by Odeon Films, "Radiant City" is now available on DVD. For more information on this award winning film, go to <[www.radiantcitymovie.com](http://www.radiantcitymovie.com)>.

So congratulations Bonnie, Shirley, Gary and Jim, on claiming the first Genie ever won by an Alberta documentary.

## Jill Belland to host pre-broadcast Rosies show

AMPIA is pleased to announce that **Jill Belland** (pictured), host and producer of "The City Show," seen on Citytv in both Calgary and in Edmonton, will join CBC Edmonton's **Mark Connolly** as co-hosts of the first half of the upcoming Alberta Film and Television Awards in Edmonton on April 26.



Born in Edmonton and now working and residing in Calgary, Jill herself won a Rosie in 2006, in the category of *Best News Information Series*, for "The City Show."

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

© **ROSIE FINALISTS ANNOUNCED MARCH 19** – from a record number of 843 entries, a total of 30 judges from within the industry were enlisted from across Canada to adjudicate the 34<sup>th</sup> annual Alberta Film & Television Awards competition. The top 6 nominated finalists in each category will be announced on Wednesday, March 19, at 9:30am, at special press conferences in Calgary and Edmonton. Following these conferences the finalists' list will also be available online at <www.ampia.org>. This year, Rosie awards will be presented in 23 Class (Best Program) categories, including Best Documentary, Best Made-for-TV movie, and Best Musical/Variety Special, etc., and 22 Craft categories, including Best Director, Best Screenwriter and Best Cinematography, etc. New this year will be a separate award for "Best Feature Film" for projects specifically produced for theatrical exhibition and 2 new award categories for digital content creators – "Best Digital Program or Project" and "Best Digital Cross-platform Project."

The Rosie awards will be presented at a Gala evening featuring a prime rib dinner on Saturday, April 26 at Northlands in Edmonton. Several improvements are being planned for this year's event including the addition of a special "After Party" immediately following the awards presentation. As well, the silent auction will be replaced this year by a 50/50 draw where the winner could be looking at receiving an estimated cash prize of over \$2,000.

© **INDUSTRY BREAKFAST MEETING THURSDAY, APRIL 3** – as part of its communications mandate, AMPIA's Board of Directors is scheduling regular networking meetings to provide updated information to all individuals involved in Alberta's production community. The next "Industry Update" session will be a breakfast meeting on Thursday, April 3 from 7:30am to 9:00am at the Royal West Inn in Edmonton. These informal sessions are designed to bring everyone up to speed on the issues currently concerning the industry and the action plans being taken. More detailed information will be provided via email bulletins at the end of this month.

© **DIGITAL ALBERTA MIXER WILL FOCUS ON FUTURE OF TV AND FILM** – on Thursday, March 13, in Calgary, all AMPIA members are invited to join the members of the digital media industry for a discussion on the technological changes ahead for film and television over the next 5 years. This social mixer will feature a panel discussion with **Don Holmsten**, one of the founders of <www.FilmRiot.com>, a web-based service to assist filmmakers with distribution of their projects via the internet and **Trevor Doerksen**, co-founder of <www.MoboVivo.com>, the first company in Canada to sell television programming online. The panel will also feature tax expert **Michelle Chan** of Deloitte and Touche who will provide practical advice on tax issues related to new technologies. The mixer is going to be held at the Beat Niq Jazz and Social Club, 811 – 1 street SW in Calgary, starting at 5:00pm.

© **NEW WORKSHOPS RECEIVING GREAT RESPONSE** – AMPIA's current slate of professional development sessions has scored big with members looking to enhance their production skills. Although the travel and accommodation costs for presenting these workshops is very expensive, the association has partnered with Telefilm Canada to cover some of the costs in order to offer members reasonable registration fees and also to extend these reduced fees to members of other provincial associations including FAVA, CSIF, WIFT-A and Digital Alberta.

Upcoming seminars include the Master workshop with **Mark Starowicz**, formerly Head of CBC's Documentary Programming and producer of "Canada: A People's History" on Friday, March 14 in Edmonton at FAVA and Saturday, March 15 in Calgary at the SAIT campus. On Saturday, March 29, in Calgary only, in partnership with **Mike Peterson** of Fresh Dog Productions AMPIA will present an insightful 2-day session with the Emmy-award winning Director **Joan Darling**, director of such series as "Amazing Stories" and "Doogie Howser, M.D." Watch for more detailed information coming soon to <www.ampia.org>.

See the insert in this month's issue to order tickets to the Alberta Film & Television Awards

FedEx makes shipping easy. Relax, it's FedEx.™

fedex.ca

FedEx

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 2E5; (780) 944-0707; e-mail: <info@ampia.org >.

## Membership News



On set with Jump Studios in Daytona Beach, filming the drivers of the NASCAR circuit. Photo courtesy Jump Studios

### Jump gets creative for NASCAR

Trash cans, tires and toolboxes all being used as... drums? It may sound a little "off-beat", but it was all part of an elaborate set created by Calgary based Jump Studios for a recent NASCAR production in Daytona Beach, Florida.

After successfully designing a driver's package for ESPN's inaugural NASCAR broadcast season in 2007, Creative Director **Jeff August** and his team at Jump were once again asked to put the pedal to the metal and create a look that would add polish to their telecasts throughout the entire 42-week season. This time though, they not only requested a driver's package - they also wanted to shoot with rock percussion band SLAMM, who created a 90-second track entitled "SLAMMCAR" for use in show opens, as well as throughout the entire broadcasts. As a result, Jump is currently in production with the first of four separate packages.

ESPN entrusted the Jump team to come up with an original concept and produce both the music shoot and the drivers' shoot in its entirety. Accompanied by production manager **Brian Vos** and producer, **Cindy Gillies**, August travelled to Daytona just prior to the 50<sup>th</sup> running of the Daytona 500 to direct on location. The first day was spent with SLAMM, a six-person percussion band, led by rock-drummer icon **Carmine Appice**, who has collaborated with such legends as **Rod Stewart**, **Ozzy Osbourne**, **Ted Nugent** and **Jeff Beck**. Their performance, set on stage in an aeroplane hangar surrounded by larger-than-life video screens towering two stories high - the very same screens used on such productions as the Grammys, Super Bowl and most recently the Academy Awards, was a true exhibition of vibrancy and power. SLAMM's physical display of rhythm and beat proved to hold as much energy on the stage as the cars do on the speedway.

After an overnight stage re-set, it was time for the Nationwide series drivers - newcomers and veterans alike, all revved up to be convening at the grand old speedway for the start of a new season. Jump worked with a total of 29 drivers over two days, and meanwhile back in Calgary, assistant editor **Brock Roberts**, was busy preparing footage for edit so all was ready to go upon Jump's return home. Each driver will be detailed in the edit and design package that will be distributed to various ESPN producers for show opens, bumpers, transitions, front ends and features throughout the year. With so many components to deliver, August and his crew of designers are now working quickly to finish the elements, many of which are already set for broadcast.

To top things off, Jump continues its maintenance on a concept created for NASCAR last season which includes compositing drivers shot on green screen into a 3D virtual concert setting, making each man the "rock star" as he is placed centre stage amongst a flurry of lights and frenzied fans. So far, 15 drivers have been completed for use in personality interviews produced to allow viewers to get to know the drivers that much better.

The NASCAR Nationwide Series races air every Saturday on TSN in Canada, and on ESPN/ESPN2 in the United States, but the crew at Jump has yet to cross the finish line. They are already preparing for the second NASCAR shoot, coming up in May for ABC.

# THE POWER OF P2.

PANASONIC AJ-HPM110 PORTABLE MULTI-FORMAT RECORDER.

Program content management

A portable editor for News gathering and other field use.

Near D5 quality recorder, editor and player for production anywhere.

- DV TO NEAR D5 QUALITY
- 23.98 pfs / 24 pfs / 25 pfs
- UP-/DOWN-/CROSS-CONVERSION
- RUGGED AND PORTABLE
- GLOBAL FORMATS
- WORKS LIKE A VTR

Official Worldwide Olympic Partner  
Panasonic  
www.panasonic.ca

P2HD

AVC INTRA DVCPRO HD

**Panasonic ideas for life**



From left to right: DP **Roger Vernon**, 2nd A.C. **Hiram Schmerer**, 1st A.C. **Schane Godon**, Key Grip **Nancy Klokoeka**, Gaffer **Rick Youck**, and Director **Devon Bolton** on the Calgary set of "Promise."

## Burning Bridge wraps *Promise*

Following on the heels of their internationally award-winning short "Shipwrecked," filmmakers **Devon** and his sister **Kirsten Bolton** of Burning Bridge Entertainment recently wrapped filming in Calgary on their new short dramatic film "Promise."

Filmed over five days with an all-Alberta cast and crew, "Promise" is a 22 minute period film adapted from the literary short story by Canadian author **Jack Hodgins**. The story is about a working class family in a 1950s logging community who has an unexpected dinner guest who invites himself over for the evening. This is the catalyst for this tale about promises made and broken.

The film stars real-life married couple **Joe Norman-Shaw** and **Christianne Hirt** in their first role as husband and wife on screen, and introduces 78-year-old theatre **veteran Grant Reddick** in his first ever film role. "Promise" also debuts 13-year-old first-timer **Mike Smith** as Jack, and 7-year-old **Tiffany Amiot** as his Jack's sister Meg. All are from Calgary.

Lensed by DOP **Roger Vernon** with production design by **Ken**

**Rempel**, the ambitious low-budget independent film was supported by an all Alberta crew of approximately 30 people, and shot entirely in one location, a city house that was completely transformed into a 1959 rural home.

"It was bitterly cold, we had very little money, and it is utterly amazing we crammed all those people into one small house, but it fostered a real sense of family, a sense of urgency, and we all worked towards a common artistic goal. Many people on the crew did the job of three people. The contributions truly went above and beyond, but it paid off. The performances, set decoration, and photography are really beautiful and we are so proud this was originated, created, and achieved completely locally," says Kirsten.

Kirsten, who wrote and produced the film, and Devon, who directed it, had been working on "Promise" for two years to raise money, secure cast, crew, favours, and scheduling. Local suppliers also lent a hand in supporting the project, with generous equipment contributions and subsidies from William F. White, Panavision, PS Production Services and Cine Audio Visual.

Now in post production, the film is scheduled to be completed soon. After an international theatrical festival run, "Promise" will receive its Canadian television premiere on CBC, who, in a rare move for a short, has pre-licensed the film.

## Gerald Auger's *Honour thy Father* now in post production

The National Film Board's 'Second Stories' is a continuation of the initiative and collaboration between the NFB and the CBC that began last year with the 'First Stories' project -- a series of short, five-minute documentaries by first-time aboriginal filmmakers in Alberta, Saskatchewan and Manitoba. Given the success of that project, three proposals for half-hour documentaries, one from each province, were selected to go into production. Here in Alberta, Gerald Auger from Wabasca is currently in post-production with 'Honour Thy Father', to be broadcast later this year on CBC.

And – still with the CBC – the national broadcaster has a link up whereby anyone can watch the NFB's Genie-Award winning and Oscar® nominated animated short, "Madame Tutli Putli." To see this excellent short, go to <[www.cbc.ca/tutli/](http://www.cbc.ca/tutli/)>.

# XDCAM HD™

## The High Definition Revolution

Calgary - 403.640.4490  
 Edmonton - 780.489.8787  
 Regina - 306.757.5902  
 Saskatoon - 306.652.5033

[www.matrixvideocom.com](http://www.matrixvideocom.com)








OPTICAL DISC

24P

HD™

30 Mbps

101111010110111



## Fixing Dinner available to all. And more Fish out of Water as well

Calgary-based companies Joe Media Group and MoboVivo have signed a new agreement to bring the popular food show "Fixing Dinner" to a computer, iPod, and mobile phone near you. Episodes of this popular hit series which airs on American Life, Discovery Asia, and Food Network Canada are now available for download at <[www.mobovivo.com](http://www.mobovivo.com)>.

**Joe Novak**, President of Joe Media says; "with almost 90 percent of families having no idea what they are having for dinner any given night, this is the download that removes the stress and puts the fun back into 'fixing dinner' – all with the click of a mouse."

**Trevor Doerksen**, CEO of MoboVivo adds; "This is a first for MoboVivo as we are featuring "Fixing Dinner" episodes with companion recipes and meal plans that help today's families 'fix dinner.' MoboVivo is the first company to offer paid downloads of TV shows in Canada and one of the most popular iPhone television content providers in the world. "We are customizing iPhone and iPod micro-site with special content" says Doerksen, "and since November, traffic to the MoboVivo website directly on iPods and iPhones has been steadily rising to close to 30% of our total traffic."

In other Joe Media news, their "Fish Out of Water" series - seen on APTN, ACCESS, SCN and CLT - has been renewed for another season. This new hit series features our urban, funny, unassuming host, **Don Kelly**, (a self-professed 'concrete Indian'), as he sets out from his office job on a demanding new adventure every week to his traditional native land. Through a series of misadventures, he pushes his limited limits to reconnect with his roots and spiritual values, leading to a renewed vitality and vibrancy for life. The series is shot in high definition is co-produced by Joe Media and Inter-Indigital Entertainment of Ontario and has just been picked up by CBC's new digital channel Bold, formerly Country Canada.

## Fil Fraser teaching film at Atha-U

The Master of Arts - Integrated Studies program (MAIS) at Athabasca University is offering a graduate course on Canadian film, looking at made-in-Canada movies from the perspective of both what they say about national identity and culture, and the impact of government policies on their development. The course, developed and presented by long time broadcaster, film producer and Telefilm Canada board member **Fil Fraser**, also surveys the approach taken by other countries in the development of national cinema.

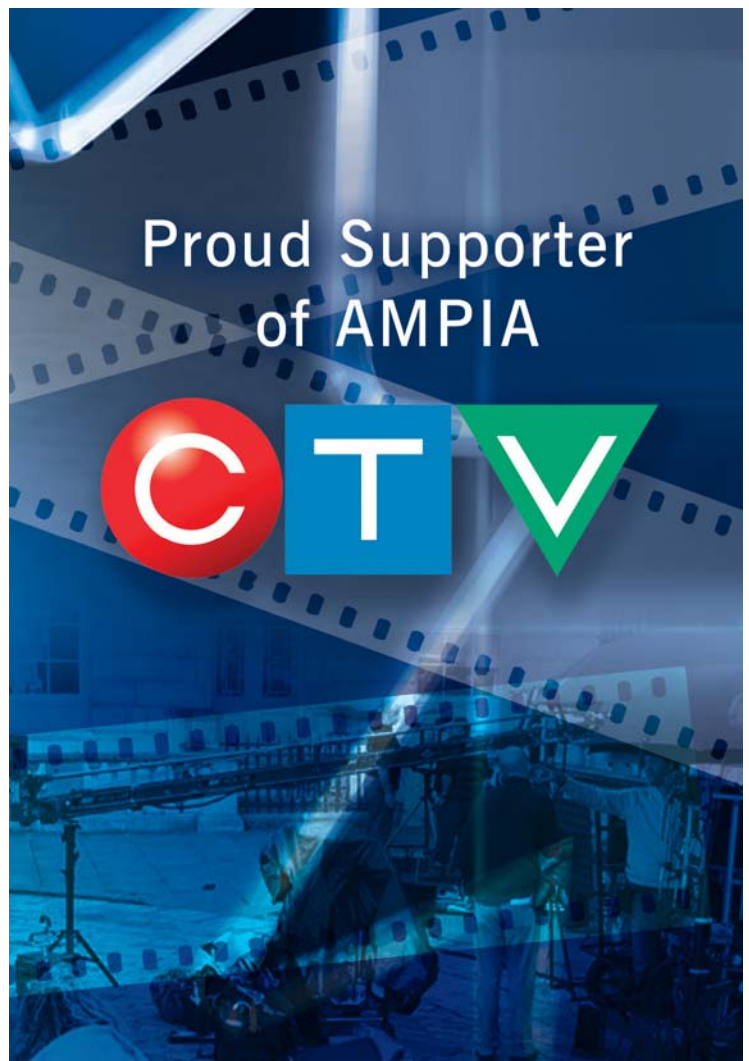
The course will be offered during the May semester (May 1 through Aug. 14). For more detailed information about the course go to <[www.athabascau.ca/mais/syllabi/cmns610.html](http://www.athabascau.ca/mais/syllabi/cmns610.html)>. Registration closes March 26. The MAIS program has opportunities for interested individuals to register for courses as a Non-Program student. Non-Program applications are accepted on a continuous basis but please note that applications should be made well in advance of registration. Further information on the MAIS program can be found at <[www.athabascau.ca/mais](http://www.athabascau.ca/mais)>.

## butterflytyphoon pictures stays busy, starts a new doc project

**Nina Sudra** and **Patrick McLaughlin**, of butterflytyphoon pictures, are thrilled to announce they are going into pre-production on their documentary "Growing Up Among Strangers." In association with Aspen Family Services, the film has been awarded grants from The Human Rights, Citizenship and Multiculturalism Education Fund, The Calgary Foundation, and Canadian Heritage Fund. Nina and Patrick say they are very excited about this unique community initiative that explores issues with visible minority teens & immigrant teens balancing a cultural divide.

Meanwhile, their film "Me, Masi & Mr. Clean" is continuing to see a lot of screen time in various festivals throughout the world. After screenings in Edmonton, Rome & New York the film made its Calgary debut at the Reel Fun Film Festival with multiple screenings on several days. The film also played at Vancouver's Reel 2 Real International Film Festival for Youth, and will be showing in Toronto at the Reel World Film Festival this April.

The company's latest film, the National Screen Institute's Drama Prize winner "Tigers at the Gate," produced by McLaughlin and written and directed by Sudra, recently had it's world premiere in Winnipeg on February 29.





## Mark Starowicz on the future of documentary: Survival in the Age of the Internet

This 'rare opportunity' workshop is a must-have survival guide to the future. Television is being reinvented as the multi-channel and multi-platform universe expands, creating both challenges and opportunities for documentary filmmakers. We are entering the Second Golden Age of Documentary since the 1930's/40's. Still, in the age of the 1000 channel universe and the Internet, storytelling, narrative structure and writing are more essential than ever if your work is to cut through the deluge of competing content in the digital cybersphere. Master strategist Mark Starowicz will identify the essential elements, and show you how to nail them home.

EDMONTON: Friday, March 14 from 1:00pm to 4:00pm at FAVA (9722 102 Street)

CALGARY: Saturday, March 15 from 10:00am to 1:00pm at the SAIT campus

To register call 1-800-814-7779  
Or visit the AMPIA website at <[www.ampia.org](http://www.ampia.org)>

Creator and Executive Producer of the compelling 32-hour documentary series, "Canada: A People's History," **Mark Starowicz** has captured the imagination of Canadians, leaving a national legacy to inform and inspire them for many years to come. As head of CBC Television's Documentary Programming Unit, Mark was responsible for such series as *Witness*, *Life & Times*, and all CBC TV network documentary series and specials, including "China Rising." Mark is one of Canada's leading experts on the future of broadcasting and the evolution of the Internet.

For more information on Mark, visit: <[www.markstarowicz.com](http://www.markstarowicz.com)>  
Professional Facilities provided by Film and Video Arts Society (FAVA), Edmonton & The Southern Alberta Institute for Technology (SAIT), Calgary

## Strategic Partners focussing on Argentina, Brazil and Mexico

Organizers of Strategic Partners, the international co-pro market for film, television and early stage projects held every year in Halifax, announced today that the spotlight countries for their 2008 event would be Argentina, Brazil and Mexico.

Open to applications world-wide, this 3-day concentrated market has a strong core attendance from Canada, the US and the UK as well as delegations from the spotlight countries whose selection is based on industry growth, spiking business activity and consultation with regular SP attendees.

"Argentina has a booming production industry with many of their most recent projects pursuing international partners - award winning films by Mexican talent – "Pan's Labyrinth," "Babel," and "Children of Men" have put its industry on the international map," said **Jan Miller**, Strategic Partners Director, "And several Canadian film and television producers are already in

discussions with Brazilian production companies as a result of previous Brazil/Canada trade missions".

With over 50 co-production treaties in place including Argentina, Brazil and Mexico, and extensive provincial and federal tax initiatives in place, Canada is one of the world's most active international co-production partners. Last year 131 projects were reported as moving forward as a result of their involvement in September's Strategic Partners, and exit survey results from then indicate over 80% of delegates plan to return to do further business.

The Strategic Partners' global call for applications will open shortly. Film & TV producers, broadcasters, distributors and financiers, especially those with early stage projects as well as those interested in co-productions with Canada, US, UK, Argentina, Brazil or Mexico, are encouraged to apply. The deadline for applications is July 9, 2008.

Taking place in Halifax, Nova Scotia, a short two hour flight from Toronto, from September 12-14, 2008, Strategic Partners limits attendance to no more than 200 delegates, providing a one-stop-shop to find and to pitch film, television and early stage projects. In addition to facilitated one-on-one meetings there are panels, keynotes and numerous social events.

For more information visit <[www.atlanticfilm.com](http://www.atlanticfilm.com)>.



**KEEP YOUR PICTURES MOVING**

**WORLDWIDE ENTERTAINMENT INSURANCE**

Multimedia Risk is an entertainment insurance brokerage that provides timely, quality Risk Management Solutions to meet your production's objectives.

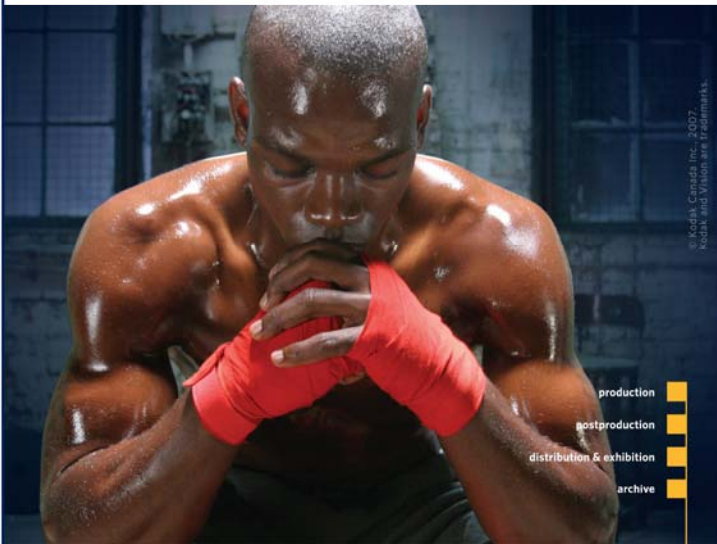
CLAUDE FOREST, SENIOR BROKER  
**WE ARE AN ALBERTA SPEND**  
Ph: 866-228-3841  
[claudio@multimediarisk.com](mailto:claudio@multimediarisk.com) [www.multimediarisk.com](http://www.multimediarisk.com)

**MULTIMEDIA RISK INC.**  
CONSULTANTS AND INSURANCE BROKERS



Kodak  
**VISION3**  
Color Negative Film

## IT'S SHOW TIME.



Announcing the KODAK VISION3 500T  
Color Negative Film 5219/7219 screen debut.  
Contact your Kodak representative  
or visit [www.kodak.com/go/vision3](http://www.kodak.com/go/vision3).

**Kodak**

## Calendar of Events

- |   |                |               |
|---|----------------|---------------|
| <b>The Independent Production Fund application deadline</b>         | (416) 977-8966 | March 15      |
| <b>CanWest Alberta Fund application deadline</b>                    | (780) 468-9304 | March 15      |
| <b>Early Bird Film Submission – Edmonton Int. Film Festival</b>     | (780) 423-0844 | March 15      |
| <b>Alberta Screenwriters Initiative deadline</b>                    | (780) 422-8174 | March 18      |
| <b>Alberta Film &amp; Television Award nominations announced</b>    | 1 800 814-7779 | March 19      |
| <b>Banff World Television Festival Early Bird Rate deadline</b>     | (403) 678-1216 | April 3       |
| <b>HOT DOCS Canadian International Documentary Festival</b>         | (416) 203-2155 | April 17 - 28 |
| <b>The 2008 Alberta Film &amp; Television Awards in Edmonton</b>    | (780) 944-0707 | April 26      |
| <b>The Bell Broadcast &amp; New Media Fund application deadline</b> | (416) 977-8154 | May 1         |

### Members' survey results provide clear direction

According to the responses in the latest survey of AMPIA members conducted last November, the majority of the membership want the organization to focus on its role as advocates for Alberta producers. The survey received an excellent 54 percent response rate with the majority of the responses from AMPIA's producer members. While respondents reported that they originally joined the association for networking opportunities, their priorities have now shifted to AMPIA's efforts to improve financial support for the province's producers. Respondents identified that advocacy should be the association's number one activity.

The survey reviewed AMPIA's communications tools, including this monthly newsletter publication and the website and provided many practical recommendations, including updating the website to include streaming video and program clips. Interestingly, the association had already submitted a request for a \$20,000 grant to improve the website to the Canada Arts Council in December, 2007 - a decision on this is expected at the end of March. If the request is denied, the organization will be need to create new fundraising ideas to fund the planned improvements for the website.

The survey results also indicated an interest from members in playing a more active role in committee work. As AMPIA President Joe Novak stated, "This survey says to me that the Board of AMPIA is on the right track in terms of its direction and priorities and we will continue to increase our two-way communication with the association's members as we have already started to do." As a result of the survey, the Board has already established a new Communications Committee to review the data surrounding the association's communications tools, with the intention of using the information to develop more meaningful improvements in the coming months. Watch for new developments coming soon.

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

[www.ampia.org](http://www.ampia.org)

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, AB T5T 2E5