



Wednesday, July 06, 2011

News From our Executive Director

Hello Members!

Thanks to all of you who attended the "GOING FROM ZERO TO HERO!" seminars, which were held last week in Edmonton and Calgary. **Matt Toner** of **Zeroes2Heroes Media** shared his insights and experiences navigating the sometimes perilous waters of digital entertainment. Matt's gave producers useful information about how tax credits work in the digital world, and various sources of funding for digital entertainment such as the Bell Fund. The session was VERY useful and informative -- thanks Matt! For those of you who were unable to attend Calgary's session due to the blizzard (April fool's day was late!), we will be sending you copies of the 'Zeroes 2 Heroes Primer', including successful digital strategies and a number of case studies.

Next up – our new website! We are in the final stages of development and we need your help. If you have not yet done so, **please send us your most up-to-date contact information plus a brief company and/or personal bio, to be used in our on-line membership database.** If you do not want personal information available to the public, please let us know. (Note: If you have submitted a form for our Production Company Directory, there's no need to send in another form.) Contact Paula at pgerlach@ampia.org for more information. Member Form [Here](#)

The Rosie Awards nominees will be announced on **April 20, 2011** – keep your eyes and ears peeled! As many of you know, the Awards Gala will be held **May 28, 2011 at the Edmonton River Cree Resort** Tickets are now on sale! Early bird pricing in effect until May 6 – no exceptions! Ticket Order Form [Here](#) Also, book your hotel room at the Marriott River Cree by **May 6** to take advantage of our special rate - \$129/night (plus tax). See below for more information on this great resort and all it has to offer - plus the special link to book your room.

AMPIA will be appearing at the CRTC license renewal hearings on April 13, 2011. Listen to the hearing live on-line by logging in to the CRTC website: www.crtc.gc.ca

That's all for now!

Bill Evans, Executive Director

Banff Festival Special Rates!

Contact to get details on how to register for Banff at this discount rate for AMPIA members and to save up to \$455. Register with two

CALENDAR of EVENTS

April 13 - Screening: When The Devil Knocks (see article)

April 11 - Mayor's Celebration of the Arts Awards

April 20 - AMPIA Announcements! ROSIE Nominations & New Website

April 28 - DOC Alberta/Studio Post Event (see below)

May 6 - Deadlines: EARLYBIRD Tickets Rosie Awards [Here](#) & [Special Room Rate](#)

May 6 - Deadline: AMPIA/BANFF Special Member Rate (see article)

May 28 - 37th Annual Rosie Awards

June 6 - Digital Alberta Awards (see below)

DOC Alberta/Studio Post Event

7 pm to 9 pm at Studio Post
7316 - 101 Ave. N.W.
Edmonton
Free for DOC-Alberta/

colleagues from your business to qualify for further savings with the **Colleague Rate*** - The Colleague rate is applicable to those members who are planning to attend BANFF with 2 additional colleagues from their specific place of business. All 3 people will be able to register for BANFF at the discounted rate of \$1100.00 per person (for a total of \$3300.00) if they register at the same time. *Rates are not retroactive

THE BANFF WORLD MEDIA FESTIVAL

June 12th-15th, 2011 | Fairmont Banff Springs Hotel | Banff

Nurturing big ambitions for 34 years, the Banff World Media Festival attracts international leaders in broadcasting, digital media, production, advertising, and technology. As a meeting place for professionals working across the media landscape, BANFF will allow you to:

- Explore [co-production partnerships](#) with other delegates participating in our special Non-Fiction stream
- Get the latest information and insight on the [big issues facing](#) the industry in our incisive program of [keynotes](#), [panels](#) and [sessions](#)
- Pitch projects to the wide range of high-level [Development Executives](#) in pre-booked, one-on-one meetings
- Connect with [technology developers and vendors](#) who can help you reach [new audiences](#) in meaningful, [innovative ways](#)

Special Screening-When the Devil Knocks

On October 13th last year, the feature length version of *When the Devil Knocks* was premiered at the Vancouver International Film Festival and received a standing ovation by the sold-out audience, giving Hilary the recognition she so deserved. Hilary modestly said during the question and answer period, that if one person could be helped by her film, it was worth it.

A shorter version of *When the Devil Knocks* was shown on CBC's The Passionate Eye in January. This is one of the many responses received by Bountiful Films, creators of the film:

"That was a truly wonderful documentary. The therapist was magic, the subject showed so much inner strength and bravery. And the director's (Helen Slinger's) approach was as close to perfect as is humanly possible".

April 13, 2011 at 8:00 p.m. \$10 at the door,

Metro Theatre (Zeidler Hall) in the Citadel Theatre

9828 101 A Ave. Edmonton.

Additional donations are welcomed, and can be made payable to:

Ray Harper, 9830 – 92 Ave, Edmonton, AB., T6E 2V5

Presented by NetworkONE Productions and AMPIA, Alberta Media Production Industries Association

WIFTA Announcement

AMPIA members - \$10
non-members

7:00 pm -Wine and Cheese

7:15 pm -Presentation by Steve Nichols - Vice-President & Director of Operations at Studio Post.

Independent production has fewer and fewer intermediary steps all the time; hardware and software are no longer the exclusive province of highly trained technicians, but available to anyone interested enough to do their own editing.

Being able to be more 'hands on' is a blessing for a small independent production...unless something goes wrong. Steve Nichols will explain the complexities of modern post-production, focusing on the various HD formats, variable frame rates, compression, and broadcast deliverables.

For more information and registration contact Bill Uren: bill.uren@gmail.com

RDC Interviews Ongoing



The [Motion Picture Arts Program](#) at Red Deer College is now accepting applications for students to either participate in a one year advanced certificate or two year applied Degree in the areas of performance or

Women in Film and Television-Alberta

(WIFTA) wishes to announce the resignation of **Marni Fullerton** from the role of President. During her 18 month tenure, Marni served WIFTA with enthusiastic dedication. Her accomplishments with WIFTA include the Gemini Awards Event which she expertly planned, and a commitment to advancing WIFTA's professional and public profile. WIFTA is grateful for Marni's many contributions and thank her for the time and energy she gave to our organization. We wish Marni all the best with her exciting new film production company. Kathy Fedori will be stepping into the role of Interim President until our Annual General Meeting which will be held on June 4, 2011.



production. Applicants need to have a pre-requisite of two years in a post-secondary drama program or equivalent. Enrollment is limited and early application will increase the chance of success. Click [Here](#) for upcoming interview dates

WIFTA is accepting new members and has a special offer for all **AMPIA members - join WIFTA now and pay only \$5!** If you are interested in this offer e-mail us at wifta@shaw.ca and indicate you saw this notice in the AMPIA newsletter.

Pyramid Productions' News

SO much news in fact, here's the run-down...One **Pitch** picked up, a **Tyson Doc** makes the cut..and 5 nominations for the **Remi Awards** - Catch up on all the good news from our friends at [Pyramid Productions!](#) Click [Here](#) More on 'CBC Picks Up Another Pyramid Pitch' [Here](#)



Mayor's Arts Awards April 11th

Edmonton's Film Alberta Studio owner **Sam Osman** has been nominated for an Arts/Business Award at the upcoming Mayor's Celebration of the Arts Awards, to be held April 11th. To read more on Osman's Nomination and the Awards Click [Here](#)

AMPIA Member Karen Gartner...

That being said, at this point what I ask of you today is to visit the [link](#) to learn more about the film, ask me anything you'd like about it, and then spread the word to *your* contacts. Please don't feel pressured into a contribution - at this stage spreading the word to build as big an audience as possible is just as important if not more so, so no worries.

I am blogging about the project as it proceeds so if you are interested you can go [here](#) and see how far we've come. Once this first campaign is successful another will start and so on until we have enough to green-light production. This is not the only funding source, but rather it's being used to cover the shortfall expected from traditional funding bodies.

Let me know your thoughts on this. I thank you for your time and interest in my project. I promise I won't let you down.

Anaid's 4th Annual Production Awards

This award, now in its fourth year, is presented to 2 full time students in good standing who have shown an interest in writing for film or video. Based on the assessment of the faculty, these 2 students have the greatest potential for a career as professional writers.

Select past award recipients have carried on to work in conjunction with Anaid Productions as members of our production team and as

JUMP and HBO - Together at Last!

It seems 2011 has become the year of 3D and Jump is at the head of the line with multiple 3D projects on the go! Jump is ramping up to cut the stereoscopic 3D stop-motion animated short Skeleton Girl with Bleeding Arts. Breathtaking art design coupled with stunning state-of-the-art 3D, this project is one you won't want to miss once completed!

The beginning of March marked the launch of their first 3D projection mapping project in Vancouver for the Vancouver Whitecaps soccer team. Using the illusion of animation mapped precisely to a building and then projected at night; Jump was able to bring the building to life, and animate it to their will. You can check out this exciting new technology, and the campaign itself at the link below. **To find out more about 3D projection mapping, and how you can get in on the action, call Kent at 403-355-0049.**

<http://vimeo.com/21766632>

The Edmonton Marriott at River Cree



Set on a 49-acre estate, the **Edmonton Marriott at River Cree Resort** is ideal for a staycation as well as for business and leisure travel. Visit the casino, which boasts more than 950 slot machines and 50 games tables, or dine at one of five on-site restaurants and lounges. Guests can test their luck at the on-site Vegas-style Casino, rejuvenate in the indoor pool, take a skate in one of two NHL-sized hockey rinks or relax in either the Tap 25 Sports Bar or Sage Steakhouse.

The resort also has free parking and is minutes from West Edmonton Mall offering a Shuttle service to and from the Mall, North America's largest shopping and entertainment complex and close to some of the city's best shopping, dining and museums.

<http://www.marriott.com/hotels/travel/YEGMC?groupCode=AMPAMPA&app=resvlink&fromDate=5/27/11&toDate=5/29/11>

creative talent behind project development.

Anaïd Productions created this award through the Grant MacEwan College Foundation to support exemplary students in their quest to join us in the exciting field of television and film and to encourage the growth of industry talent in our own province.

Honoured three times – most recently in 2010 - as one of the world's most influential independent production companies on Realscreen Magazine's Global 100, **Anaïd Productions Inc.** produces award-winning, dynamic, and internationally recognized real-life and dramatic television series. Anaïd is committed to creating stand-out programming with high production values—programs are diverse, compelling, often irreverent and always entertaining.

And news regarding the success of our online community, **XWEIGHTED.COM:** After 8 weeks, Canadians have lost 5600 pounds of fat! Read more [Here](#)

Anaïd Productions is also proud to announce they've made it onto the

[Global 100 listing of the top independent production companies.](#)

For more information on any of these stories please contact: **Helen Schmidt** - Executive Producer, Anaïd Productions Email: hschmidt@anaid.com Phone: 780-413-9285

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Burlesque Assassins



[Joe Media](#) along with [Jonathan Joffe Pictures](#) are busy shooting ***Burlesque Assassins***, an outrageous caper of cold war espionage and intrigue set in the 1950s. The film, produced by **Matt Gillespie** and **Karen Pickles** of Joe Media Group for Jonathan Joffe Pictures, promises to be an indie feature film with a difference. The feature film is shooting in Calgary from March 31 to April 21st, 2011.

Digital Alberta Awards

The Awards ceremony will be held at the exclusive Hotel Arts, **June 6th, 2011** from 6:00 – 9:00 pm with tickets going on sale shortly.

We have 16 categories that range from Best in Digital Design, Best in Cross-Platform Content, Best in Social Media, Best Social Impact, Best in E-Learning, Best in Financial Services Best in Film & Animation and Best in Gaming, and People's Choice Award, to name a few.

We are thrilled to recognize "Best in Breed" in innovation, creativity and leadership in Alberta based companies. Our esteemed line up of judges includes Rob Lewis, Editor, Techvibes, Canada's largest online tech publication and many more!

The Awards ceremony will be held at the exclusive Hotel Arts, June 6th, 2011 from 6:00 – 9:00 pm with tickets going on sale shortly. Do not miss this exciting opportunity to submit a company, organization or individual that you feel deserves recognition with this prestigious honor!
Submission's will be open early next week so be sure to stay tuned!

For more information on submitting a nomination, sponsoring the Awards or our judges please contact joanne@digitalalberta.

Interested in getting involved with the Awards?

We are meeting at Fionn McCools, 255 Barclay Parade, SW in the Sheraton Hotel, Eau Claire Market ([Map](#)), **Wednesday, April 6th from 5:30 – 7:30 pm.**

Please RSVP your attendance to [Jo-Anne](#) if you want to be a part of this dynamic team!