



Wednesday, July 06, 2011

## From the Executive Director

Hello Members!

As you can see, AMPIA has been reborn as... AMPIA! The former Alberta Motion Picture Industries Association is now the **Alberta Media Production Industries Association**. Only two words have changed, but they reflect much bigger changes in our industry, with the increase in digital production in Alberta. Our new name embraces this change, and with it, we have updated our brand and our logo. Next up will be an updated website. Hold on folks – it's coming (finally)!! To read the full media release click [HERE](#).

For our first event under our new name, we are very excited to be co-hosting a mixer with **Digital Alberta**, designed to increase the cross-pollination between our two organizations and our members. The event will be happening simultaneously in both Edmonton and Calgary, with a video hook-up linking the two cities! The event will start with an overview of AMPIA and Digital Alberta, followed by presentations from key players from both organizations, in both cities. Following the formal part of the evening, will be a mixer event, where members from both organizations can get to know one another over nibbles and cocktails. The event kicks off from **5pm – 8pm at the Nexen Theatre at NAIT** in Edmonton and the **Alistair Ross Technology Centre** in Calgary. Thanks very much to our sponsors: HSBC, and the Edmonton and Calgary Film Commissions! For details and registration, please click [HERE](#).

Following the mixer, our next event will be the seminar "GOING FROM ZERO TO HERO: How to Create Compelling Digital Extensions for Film and Television Productions", which will be delivered by Matt Toner of Zeroes to Heroes Media. Designed to highlight the impact and opportunities offered by digital media, this seminar is ideally suited for those film and television makers who have already had some experience (good or bad) in this area. Matt's presentation will help producers enhance their productions, and help them with the new guidelines for the CMF (see call for submissions in the sidebar). And, as an extra bonus, we guarantee that this seminar will be presented in a 100% jargon-free fashion! We are still working out venue details, but the seminar will be held in Edmonton April 1 and Calgary April 2. Stay tuned for more info!

Bill Evans

Executive Director

## CALENDAR OF EVENTS

**March 10** - [Film & Media March Mixer](#), Edmonton & Calgary

**March 10** - [Armadillo Doc Soup Screening](#), Edmonton

**March 12** - Edmonton Screening of '*For the Record*' (article below)

**March 11** - Deadline for applications: NFB (see below)

**March 22** - Submission deadline, TAP (see below)

**March 24** - Deadline for Treaty Consultation (see below)

**April 28** - '[Modern Post Production' Event](#) at Studio Post

## Job Posting #1

Over the past 70 years, the National Film Board has produced an unparalleled legacy of animated works that have garnered critical acclaim the world over and been honoured with many awards, including 7 Oscars and 70 Genies. Initiated by cinema legend Norman McLaren, the Animation Studio is a laboratory for

## I'm with Hobo Productions

Mental patient Jimmy, played by Deryck Barton tries to escape and hits Brady Roberts of Calgary, another pro wrestler and stuntman.



Left: Kym Masters, from Calgary, playing the Mystery Business Woman. She also played the key villain in our last feature, The Corrupted.

Right: Deryck Barton grabs stuntman Tim Anderson who worked as stunt coordinator for the TV show Smallville.



Left: Jennifer Boudreau of dmonton plays a psychiatric nurse talking to Pro Wrestler Deryck Barton, of Calgary, who plays mental patient Jimmy. In the background is Steve Tollefson of Seattle, Brianne Jang of Edmonton, Stephen Kievit and Bree

Barkwell of Edmonton.

pioneering animation work and has produced groundbreaking films by world-class animators across a wide array of techniques, styles and subjects.

English Program at the NFB is looking for an Executive Producer for the Montreal-based Animation Studio to extend this legacy into the new digital era and ensure that its work remains among the best and most original in the world by: providing ongoing strategic, creative and administrative leadership in producing innovative animation works; seeking business and partnership opportunities; identifying and mentoring the next generation of world-class auteur animators. As Executive Producer, you have the breadth of experience and contacts to develop and nurture relationships with animators, independent and international production partners, as well as broadcasters. You have strong knowledge of the specificities of producing auteur animation and have broad familiarity with the national and international animation scene. You have the expertise to supervise and inspire the production teams and the financial management skills to make it all happen. As a member of the senior team you will play a key role in working with the Director General to steer overall strategy and planning for English Program.

You have ten years of relevant experience in animation production and a passion for, and understanding of, the unique role of a public sector producer. Is this you? Is your heart beating a little bit faster? If you are ready to take on this rare

## Pyramid Productions 'Mission'

## Man on a Mission - To Russia!

Guys from Moscow to Omsk will soon be learning how to go from zero to hero. Russian television network *Man TV* has picked up all 65 episodes of ***Man On a Mission*** — the comedy lifestyle series from Calgary's Pyramid Productions.



opportunity, visit our website at [www3.nfb.ca/jobs](http://www3.nfb.ca/jobs) for details and to apply in confidence BY MARCH 11, 2011. Please indicate competition number TT-4709-A in your cover letter.

We are committed to employment equity. We thank you for your resume. Only applicants considered for an interview will be contacted.

## Job Postings 2 & 3

**Mind's Eye Entertainment** a Saskatchewan based film and television production company, is taking applications for the following positions: [Business Affairs Coordinator](#) & [Development Coordinator](#)

## AMPIA Welcomes...

We're happy to welcome our newest members to our association!

**Anne Swist**

**Rinaldi Gulinao**

**Bearpaw Media**

## CKUA support

The funding is part of a bigger community outreach program that Pepsi is conducting North America

wide, to fund various non-profit projects. CKUA has made it through the first round of approvals.

In order to “win” the money, CKUA needs to receive the most votes for our project. The campaign runs for 60 days – March 1 – April 30<sup>th</sup> and each person can vote once per day (ie 60 votes per person if you do it daily). Here’s how you can help: Vote for CKUA right now -

<http://www.refresheverything>

Help spread the word – forward this email, retweet our latest Twitter post - <http://twitter.com/ckuaradio> , share this message with your Facebook community.

Vote OFTEN! You can do it daily, it only takes a minute.

Help us help Alberta Songwriters (and while you’re at it, there are MANY other valuable projects who need support in other funding categories – you have 10 votes per day, but can only vote for any given project once per day). THANK YOU for your support!

## CMF News

The CMF offers financial assistance to support projects at various stages of their completion: production, development or marketing.

In production, the CMF is investing \$8.6 million in 17 new projects: 8 games, 4 websites, 4 mobile applications and 1 software application. Six of these projects are in English, 3 are French and 8 are bilingual. The average commitment to

each project is \$509,000. Two projects are being carried out in British Columbia, 1 in Manitoba, 6 in Ontario and 8 in Quebec.

In development, the CMF is investing \$1.9 million in 13 projects: 4 in English, 4 in French and 5 are bilingual. The average amount offered for each project is \$150,000. Two will be developed in British Columbia, 3 in Ontario, 7 in Quebec and 1 in Nova Scotia.

Finally, in terms of marketing assistance, the CMF is investing \$960,000 in 6 projects, with an average contribution of \$160,000. Three of the projects are in English, and 3 are bilingual. Three projects are from British Columbia, 1 from Manitoba and 2 from Quebec.

"We're proud to announce our participation in funding these projects. The wealth of content and technological innovation demonstrated in the selected projects is truly remarkable", said Valerie Creighton, President and CEO of the CMF. "The new approaches found to engage with users truly enrich the quality of our project portfolio. It's a statement to the creativity and vitality of the Canadian interactive digital media industry."

Projects were evaluated using the following criteria: innovation (40%), production team (15%), business plan (30%) and distribution strategy (15%). For projects at the production stage, the innovation and production team criteria (55% of the evaluation) were assessed by a jury of Canadian and international industry specialists (download their bios at <http://bit.ly/ftu9za>): Wendy L. Bernfeld (Amsterdam), Lynda Brown-

Ganzert (Vancouver), Sylvain Carle (Montreal), Jean-Pierre Faucher (Montreal), Dré Labre (Toronto), Lucie Lalumière (Toronto), Gavin McGarry (New York) and Catherine Warren (Vancouver). The remaining factors for the production projects, as well as the applications for development and marketing funding, were evaluated by analysts from the CMF Program Administrator|Telefilm Canada. All decisions made by the CMF are final.

Since the creation of its Experimental Stream in 2010, the Canada Media Fund has invested \$27 million in 81 innovative interactive projects.

To download the List of approved production projects:

[http://www.cmf-fmc.ca/downloads/pressreleases-projects-experimental\\_2011\\_03\\_01.pdf](http://www.cmf-fmc.ca/downloads/pressreleases-projects-experimental_2011_03_01.pdf)

## **2011-12 Application Forms Available**

Application forms are currently available for the Experimental Stream and the following Convergent Stream programs:

Performance Envelope Program

Aboriginal Program

Francophone Minority Program

English POV Program

Diverse Languages Program

English Production Incentive

**Please note** that the Convergent Development and Convergent Versioning

forms will be available at a later date.

To download the forms, simply go to the "Create" section of the CMF Site:

Convergent funding:  
<http://www.cmf-fmc.ca/convergent.html>

Experimental funding:  
<http://www.cmf-fmc.ca/experimental/stream.h>

Programs are listed in the left column. Simply click on the desired program and select "Guidelines & Application". The application form is in the right column under "Downloads".

We suggest that you consult the 2011-2012 Guidelines before filling out the application form (see "Documents" in the right column). You can also consult the "Summary of Changes in the 2011-2012 Guidelines" (<http://bit.ly/dVEX>) and/or view the February 23 webcast on the same topic: <http://bit.ly/dM7eX3> (To switch languages, simply click on Version française or English Version under the video on the bottom right).

We will contact you as soon as these forms will be available on eTelefilm. The deadlines to submit your form are on page <http://bit.ly/ewB0dB>.

Check out our Facebook page (<http://www.facebook.com/cr>) and our Twitter feed ([http://twitter.com/CMF\\_FMC](http://twitter.com/CMF_FMC)) for updates.

**Treaty  
Consultation -**

## Government of Canada

The Government of Canada has reviewed its approach in this area and is introducing Canada's Policy on Audiovisual Treaty Coproduction. The Policy's ultimate objective is to position Canada as an audiovisual coproduction partner of choice.

In order to move forward, the Government of Canada, through the Department of Canadian Heritage, has launched a seven-week online public consultation to seek input from Canadians on some key issues to implement the Policy, including:

- A new model treaty;
- Key countries to negotiate and renegotiate treaties with;
- Alignment of coproduction promotional activities;
- Simplification of administrative procedures; and
- Policy monitoring.

The consultation period has started and will run until **March 24, 2011**.

We invite you to visit the Department of Canadian Heritage's Web Site at: [www.pch.gc.ca/coproductioncc](http://www.pch.gc.ca/coproductioncc) during this period to learn more about Canada's Policy on Audiovisual Treaty Coproduction, and how to participate.

Your participation will be key to inform the implementation of Canada's Policy on Audiovisual Treaty Coproduction.

## Trans Atlantic Partners

**TRANS ATLANTIC PARTNERS (TAP)** has two terrific updates. First is the confirmation that Media Mundus has selected TAP as one of the recipients of their invaluable support which will ensure that TAP 2011 can go forward. The second piece of good news is that NY's Independent Feature Project (IFP) has joined the Erich Pommer Institut (Germany) and Strategic Partners (Canada), to present TAP 2011. The deadline for applications is March 22, 2011.

TAP is now a three module intensive film training program for Canadian, European and US producers seeking co-production/co-venture professional development. Module 1 begins in June in Berlin. Module 2 takes place September 2011 in Halifax leading into Strategic Partners, Canada's international co-production market. Directly following SP, Module 3 takes place at the Independent Film Week in NY, the oldest and largest forum in the U.S. for the discovery of new projects in development and new voices on the independent scene.

Trans Atlantic Partners gives producers the necessary tools and knowledge to maneuver through the complex arena of international co-production and to overcome the legal and financial barriers. The Program is designed specifically to strengthen ties between the US, Canadian and European screen industries and provide excellent networking opportunities.

TRANS ATLANTIC PARTNERS offers producers the opportunity to:

- develop specific skills in international co-production/co-venturing
- learn from key professionals from both sides of the Atlantic
- receive up-to-date information on film funds and tax incentives
- discover new international partners and projects
- access top industry players to discuss their projects in 1-2-1 meetings
- participate in excellent networking opportunities

TAP offers a unique combination of intensive, hands-on training with effective networking and targeted project partner research.

In depth, candid case studies of successful trans-Atlantic co-productions /co-ventures presented by key industry producers are also integral to the TAP program.

8 European, 8 Canadian and 8 US producers will be selected. Eligible producers require at least 5 years industry experience including the production of a feature length film or television series. Previous co-production/co-venture experience is not necessary. Applications that include coproduction/co-venture projects in development will be given priority consideration.

TAP online application forms and additional information is available at

[www.coproduction-training.com](http://www.coproduction-training.com). The deadline to apply is **March 22, 2011**. For further information, we've also attached a pdf flyer at the following link:  
<http://www.atlanticfilm.com/s>



Fun, sexy and always an adventure, *Man On a Mission* follows modern day playboy Matt Pierce (played by Matt Embry) through his world of gorgeous women, exclusive parties, exotic cars, wild stunts, gourmet meals, expensive toys... and more gorgeous women.

Facing a new, completely outrageous challenge in every episode, Matt enlists top experts to help him rise to the occasion. Matt learns how to survive a knife fight, drive a tank, direct a rap video and tryout for a professional football team.

According to Matt, "It's a show about getting the most out of life. Guys respond in a big way with tons of email. Why wouldn't they? We talk about all of their favourite things — tech, food, sex and women."

**Man On a Mission** is produced by Pyramid Productions in association with The Cave and with the participation of the Alberta Media Development Fund with the assistance of the Canadian Film or Video Production Tax Credit.

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## You are cordially Invited...

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To the Edmonton screening of ***For the Record - Featuring Bill Bourne***

**Saturday, March 12th, 7-10 P.M.** Fargos at Capilano 5804 Terrace Road (just north of Capilano Mall)

"Ultimately, [song writing is] really very much a trance-like state, a dream-like state. . . . Just trying to connect with a clear idea that sort of writes itself. I mean, that's by far the most productive way of writing songs, to me." - Bill Bourne in *For the Record Featuring . . . Bill Bourne*

"A fascinating look into the life and recording process of one of Canada's leading singer/songwriters."  
Terry Wickham -Producer -Edmonton International Folk Music Festival

Tickets: \$10 in advance, \$12 at the door or \$25 for screening and DVD of the film  
- Bill Bourne will be there in person.

Must be 18 to attend because the screening is in the bar portion of Fargos.

Facebook event page link: <http://www.facebook.com/#!/event.php?eid=200425579968514>

Info and tickets: 780-450-0717

email: [ben@hiredgunfilms.com](mailto:ben@hiredgunfilms.com) **RSVP to [ben@hiredgunfilms.com](mailto:ben@hiredgunfilms.com)**



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