

TELEFILM TALENT TO WATCH PRODUCTION PROGRAM: CALL FOR SUBMISSIONS

Application Criteria for CSIF's Letter of Recommendation for Feature Films and Web Content

This Program intends to:

- Encourage and support emerging Canadian filmmakers;
- Support filmmakers who reflect the diversity of the country in terms of gender, Indigenous communities or cultural diversity;
- Stimulate the use of new digital distribution platforms and increase audience access to the works of new Canadian talent;
- Encourage innovation and creativity at all stages of the production, distribution and promotion processes;
- Increase the public's access to Indigenous and OLMC content through innovative distribution channels;
- Encourage a diversity of voices in the audiovisual industry.

RULES AND REGULATIONS:

- Program eligibility requires applicants to be Canadian citizens and that the role of the Director is a CSIF member in good standing. Other key members (writer and producer) can, but are not required to be active in the CSIF film cooperative. However, at least one of the three key roles must be a current CSIF production member for a minimum of six months.
- Only one project per applicant/team may be submitted.
- Applicants must have produced and/or directed at least one short film (30 minutes or less), but not have a feature credit (75 minutes or more); in any of the creative roles, (producer, director, writer)
- The project's budget must not exceed \$250,000.
- Each application will be given a priority rank based on the listed evaluation criteria
- Applicant must live in the Southern Alberta region.
- CSIF will not submit a second letter of recommendation for a project already recommended by CSIF to Telefilm based on the guidelines and regulations of the Telefilm Talent To Watch Program.
- At least 8% of Telefilm's contribution (excluding the amount set aside for the digital marketing specialist) must be allocated to promotion and distribution expenses.
- Web-content is an eligible format.
 - Projects from first-time web-content creators must be narrative-based projects created for online distribution and comprised of one or more segments which are between 10 and 75 minutes in length in total.
- Successful applicants from a previous Talent To Watch may apply, so as long as they do not retain the same role as the previous application (I.E. a Writer can apply as a Producer but not again as a Writer)
- If a project that CSIF recommended previously to Telefilm was not ultimately accepted for this program, it can be resubmitted for consideration during another period for this program. Additionally, if CSIF did not previously recommend your project to Telefilm, you may reapply to CSIF with the same project.
- Telefilm will, for projects of equal quality, prioritize projects whose key creatives (director and/or writer and/or producer) reflect the diversity of the country in terms of gender, Indigenous communities or cultural diversity.

Recent program updates:

- The role of the producer and/or writer is no longer required to be an active member of the film cooperative but, in all cases, applicants must be emerging talent as defined by Telefilm.
- The minimal requirement for promotion costs has been reduced from 15% to 8%.
- CSIF may now recommend feature films in both the main component and Indigenous component, respectively, and one narrative-based web project for recommendation.

EVALUATION CRITERIA

A panel of filmmakers and artists will jury all applications.

The recipient of the CSIF letter of recommendation will be evaluated by Telefilm on the following elements:

- Quality of the track record of the creative team;
- Quality, originality, and innovativeness of the creative content;
- The understanding of the marketplace for the project and the innovativeness of the promotion and distribution strategy;
- The feasibility and level of production readiness of the project;

APPLICATION REQUIREMENTS

As part of the recommendation process, the following elements must be presented by the creative teams to CSIF (and eventually Telefilm) using a file storage service (OneDrive, Dropbox, Google Drive, etc):

1. A video pitch (five-minute max.) that:
 - Identifies the key creative team involved in the project and their individual track records (including samples of past work if applicable or relevant);
 - States the project's working title;
 - Identifies the genre, the type and the length of the project;
 - Outlines the creative team's vision/visual treatment of the material;
 - Provides a synopsis of the story;
 - Identifies the targeted audience and presents ideas on reaching and engaging the targeted audience through a digital marketing and social media strategy;
 - Outline any other relevant information that sets the project
 - Include 1-minute segment of director's previous short film(s)
2. Supporting material – the documents listed below must be uploaded in .pdf format:
 - Synopsis of the project, maximum of 750 words, which includes the main story developments, and tells the basic story from beginning to end;
 - Director's vision (up to three pages in length);
 - A promotion and distribution plan (up to two pages in length) which identifies the project's audience (age, sex, sensibility, culture, etc.). It must also identify how the team will find and access this audience and why will they connect with the project;
 - Creative team (producer, writer, and director) filmography: submit a filmography using the template available on the Telefilm website, which will indicate training, education, experience, accolades, outline

- past projects and history of collaboration;
- A production schedule (from pre-production to digital release) that will ensure completion of the project within 24 months of the receipt of Telefilm's invitation to apply, as described below;
 - The budget top sheet for the project (see template available on Telefilm's website);
 - Up to one page detailing any other information that sets this project apart (ex: personal connection to the story material, successful crowdfunding campaign, confirmed cameo by a well-known actor, established fan base on social media);
 - Letter of support from the designated partner (CSIF): a brief letter outlining why this team was chosen to represent the designated industry partner;
 - Projects submitted through the Indigenous stream and all other projects with Indigenous content shall address the issue of how the team sought to engage the various Indigenous communities that will be impacted by the project. Suitable means of achieving this may include the following, as applicable: letters of support from the community, letters of support from Indigenous advisors, contracts between the communities and the creative team for the project, community engagement plans, etc.
3. A completed screenplay;
 4. A link to previous work, if available;

The jury will select two feature film projects and one narrative-based web project for Telefilm recommendation.

If you are successful, be aware that receiving CSIF's letter of recommendation does not ensure that Telefilm will select your project for production. All of Telefilm's designated partners (main component) submit a letter of recommendation for the projects of their choosing. Each of these projects go through an approval process and a variable number of projects are selected for production support.

All funded projects must be made available, by no later than 24 months after completion, on the Telefilm Canada channel which will be featured on the National Film Board of Canada's paid streaming platform

The deadline for submissions in the CSIF office is **January 25th, 2019 by 4:30 p.m.**

In fairness to all applicants, late submissions are **absolutely not** accepted.

E-mailed applications will be checked for their time stamp.

Applications will be adjudicated by a CSIF jury selected from our membership base and the film community.

The projects selected for recommendation is based on the merit of the proposal.

For more information, call Nick Haywood at (403) 205-4748 or email production@csif.org