

CBC Prince Edward Island 3-2-1 Award Guidelines

Guidelines

Eligibility:

- The applicant must be the producer or director of the project.
- The producer and director of the project must be two separate people
- The producer, director, and writer must be Prince Edward Island residents, Canadian citizens, and be over the age of eighteen (18).
- To be eligible, applicants must have produced at least three short films in their career beyond school.
- Students are not eligible (with the exception of graduate students).
- Previous 3-2-1 Award winners are not eligible.

What projects are eligible?

- Genre: drama, documentary, animation, comedy and performance containing content suitable for broadcast, will be considered.
- Length: 3 to 12 minutes.
- Stage of development: projects must be in development. Principal photography may not have commenced before award selections are made. **Projects in completion stage are not eligible.**
- Location: 75% of the total expenditures of the project must be spent in Prince Edward Island.

Co-productions are not eligible.

Who owns the project?

- The producer must own the project and provide chain of title documentation.
- The successful producer will enter into a contract with the CBC for a broadcast license. The license will be two years exclusive and five years non-exclusive.

What other requirements are there?

- Applicants must own all copyright in the project.
- Errors and omissions insurance will be required.

What do the CBC 3-2-1 Award winners receive?

- \$12,500 CBC regional broadcast license fee.

What commitment is required from the producer?

- The producer must license the broadcast rights to CBC in return for a \$12,500 licence fee. The licence will be contracted with the CBC directly. Rights will include the exclusive broadcast in Canada for 2 years. Internet and download rights are also included. CBC will have the appropriate creative consultation and input through the course of development and production including final script approval and final acceptance of the completed project.
- The producer must credit the CBC 3-2-1 Award in the tail credits of the completed program.
- The producer must credit the CBC 3-2-1 Award in all promotional material regarding the film including film festival programs.
- The producer must agree to allow the use of their names and the names of the projects to be used for publicity purposes and must provide still photographs of the production for this purpose.
- The winning film must be completed in one year in order to be screened at the Island Media Arts Festival in 2012.

The key dates and timelines are:

- Application is due at 5:00 pm, April 29, 2011
- Winner will be announced Sunday, May 15 at the Island Media Arts Festival.
- Producer will sign a contract with CBC within 30 days.
- Project must be completed by May 1, 2012.

Award decisions will be based on the following criteria:

- Quality of the treatment. The key to a successful project is an outstanding story idea. Above all the jury will be looking for a strong story line told in a compelling manner with memorable characters.
- We will also consider the applicants demonstrated competence in producing film or video projects.
- Thoroughness and realism of the finance plan
- Thoroughness and realism of the production schedule and strategy
- Detailed budget
- Projected funding scenario

How should the budget be presented and what should it include?

- the budget must be submitted using the Canadian industry standard format (Telefilm budget)
- any extraordinary deals or shortcuts planned should be footnoted
- the licence fee and services must be included in the finance structure
- projects must be budgeted for all costs through to completion and delivery on Beta SP or DigiBeta.
- budgets will be scrutinized for feasibility in relation to the proposed subject, creative approach and production schedule

What evidence of financing must be included?

- All confirmed and projected financing must be included in the projected finance structure. The project financing must equal the budget total.

May I email my application?

- Yes. Complete applications may be sent by email, mail, courier, or hand delivered to **CBC Halifax. Do not send applications to CBC in Prince Edward Island.**

Incomplete applications

- Incomplete applications will not be considered and the onus is on you to ensure that your application is complete.

DEADLINE: Friday, April 29, 2011, 5:00 pm Atlantic Time

Recipient will be announced Sunday, May 15 at The Island Media Arts Festival during the Short Film Gala.

Send, deliver or courier a complete application to:

**Peter Hall
CBC Television
P.O. Box 3000
Halifax, N.S.
B3J 3E9**

Peter.hall@cbc.ca