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**2018/2019 GUIDELINES**  
**DEADLINE: FRIDAY, OCTOBER 19, 2018**

## Overview

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Film 4Ward is an incubator program for film/media production on Prince Edward Island that aims to support PEI's film and television sector through training opportunities and production funding. Leveraging industry expertise across PEI and Canada, participants will be trained by industry professionals through a series of workshops and job shadowing opportunities. Four film projects will receive production funding and services each year. The program has two streams:

Those interested in filmmaking who don't meet the minimum requirements to apply can access training, resources and equipment through FilmPEI in order to produce their first film.

- **Emerging Filmmaker:** An emerging filmmaker is a filmmaker that has fundamental filmmaking education/experience either through schooling or by taking relevant courses at FilmPEI, has finished at least one (1) short film project and whose past work has not screened in a recognized film festival, TV network or cinema.
- **Mid-Career Filmmaker:** A mid-career filmmaker is a filmmaker who has successfully completed no less than one (1) dramatic or documentary film project that has been screened at a recognized film festival, TV network or cinema, or has related industry experience.

At least one of each year's selected four film projects will be earmarked for emerging filmmakers.

## Program Objectives

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Creating a short dramatic or documentary film is a necessary stepping stone to a filmmaker's career. When properly funded and supported with experienced crew, a short project can build skills in both storytelling and key crew positions. It is also crucial for a filmmaking team to build their portfolio to prove to broadcasters, distributors and funders that they can be trusted with larger budgets to deliver quality content.

The main objective of the Film 4Ward program is to incubate PEI filmmaker teams and build a healthy ecosystem of industry professionals with the skills, connections and credits to produce larger projects. The program will support filmmaking teams in the creation of festival-caliber short films through activities that include workshops and mentoring and shadowing opportunities for key production and crew positions.

## Program Format

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A call for applications for production funding will begin in August 2018 and close Friday, October 19, 2018. Prior to the deadline, a preliminary short film writing workshop will be held in September for both narrative and documentary film. An additional workshop, titled “How to Film 4Ward”, will support filmmakers in developing their application for the program’s production funding. FilmPEI encourages all potential applicants to attend these workshops to help them develop the best script and application for their project.

The four projects receiving funding will be announced October 28, 2018, and will be followed by a comprehensive slate of skill development workshops that will run from November to February. The workshops will be designed to support the specific needs of both emerging and mid-career filmmaking teams, with emerging filmmaker workshops run by local established filmmakers and mid-career workshops offered in the form of masterclass sessions by professionals in their fields.

Production for films will take place between March and May. Post-production workshops will follow in April and May.

**Final delivery for all films is June 30, 2019.**

## Timeline

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*These are approximations. Please visit [filmpei.com](http://filmpei.com) for confirmed dates and time.*

DATE	ACTIVITY
AUGUST 2018	CALL FOR APPLICATIONS
SEPTEMBER 13, 2018	INFORMATION SESSION
SEPTEMBER 2018 (TBD)	HOW TO FILM 4WARD - EMERGING
SEPTEMBER 2018 (TBD)	HOW TO FILM 4WARD - MID-CAREER
SEPTEMBER 22, 2018	SHORT FILM WRITING WORKSHOP
SEPTEMBER 2018 (TBD)	DOCUMENTARY FILM WRITING WORKSHOP
OCTOBER 19, 2018	DEADLINE FOR APPLICATIONS
OCTOBER 28, 2018	SELECTED FILM PROJECTS ANNOUNCED
NOVEMBER 2018 TO FEBRUARY 2019	SKILL DEVELOPMENT WORKSHOPS
MARCH TO MAY 2019	FILM 4WARD FILMS IN PRODUCTION
APRIL TO MAY 2019	POST-PRODUCTION
JUNE 30, 2019	FINAL DELIVERY FOR ALL FILMS

## Applicant Eligibility

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If you are a director or writer in need of a producer, contact [director@filmpei.com](mailto:director@filmpei.com) and we will do our best to make connections.

- The eligible applicant must be the **PRODUCER** of the project.
- A producer of a project must be legally entitled to exploit the script through a license agreement with the writer or by being the writer of the project.
- The applicant must be a resident of PEI, defined by residing in PEI for six months prior to the application deadline date and paying taxes in PEI in 2018/19.
- You don't need to be a member of Film PEI to apply.
- It is expected that the applicant is one member of a team consisting of no less than writer, director and producer. The writer can also be the producer or director but the director cannot be the producer.
- Both emerging and mid-career filmmakers must be 18 years or older to apply.
- Emerging filmmakers and their teams will be required to attend certain workshops, including a set etiquette workshop, after acquiring production funding.
- Past participants can only re-apply to the program if they are taking on a different role in the team (i.e. producer in year 1, director in year 2).

**Please note that the Film 4Ward Committee is the program's decision-making body and may allow exceptions to program requirements, including eligibility guidelines, in some circumstances.**

## Project Eligibility

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- No longer than 10 minutes in duration.
- A dramatic scripted story (e.g. comedy, drama, suspense) or short documentary.
- A complete story, often described as a 'short film'. Stories can be part of larger projects but must stand on their own as a 'short film'.
- Ineligible projects include music videos, animation and experimental films.
- Ineligible content includes hate propaganda and themes or subject matter with excessive violence, sexual violence or sexual exploitation.
- Previously submitted projects that were not selected for funding can only be resubmitted if they have been significantly altered from the previous application.

## Stream-specific requirements

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- **Emerging filmmakers:** Projects will be provided crew from the Film 4Ward program. If applicants have team members or preferred key crew they would like on their shoot, they may identify them in their application and the Film 4Ward committee will assess any further training each individual team may require.
- **Mid-career filmmakers:** Applicants must include a minimum of one mentoring/shadowing opportunity and are encouraged to include up to three, with industry professionals\* recognized in their field serving as mentors to less experienced crew trained in the Film 4Ward program or from the larger PEI film community.

\*Note: A recognized industry professional is defined as a person with union credentials or more than five years of experience in their field of expertise.

## Financing Scenario

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### Funding amounts (cash contribution by Film 4Ward)

- Emerging filmmakers: \$5000 maximum.
- Mid-career filmmakers: \$20,000 maximum.

Please note that only Mid-career filmmakers need to submit a production budget. Budgeting will be part of the training provided to Emerging filmmakers.

### Production budgets - Mid-career filmmakers only

Total production budgets cannot exceed \$75,000.

FilmPEI will supply free equipment for each project for up to three (3) days of shooting. FilmPEI Producer member rates will apply to any additional days of shooting. Please factor extra days in your budgets. A producer cannot pay themselves more than 10 percent of the actual secured production funding. A cap of 20 percent of the secured production funding applies to the following above the line cost on the project: writer, director and producer fees.

Film 4Ward projects will not be eligible for the PEI Film Media Fund (25 percent rebate) and should not include this in their financing scenarios. Canada Council, PEI Arts Grants and other external funding sources are options for extra funding, but proof of third-party funding will be required before release of Film 4Ward funds.

Should the project plan require more than three days of shooting or special resources unavailable in PEI, additional out of province funding sources can be used to fund these activities.

**The majority of the budget (at least 80 percent) must be spent in PEI.**

## Skill Development

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Skill development is a major component of the Film 4Ward program and operates under the belief that not only can emerging filmmakers benefit from training, but that even the most experienced filmmakers and crew can benefit from ongoing professional development. Film 4Ward will assess the areas in need of development for each of the chosen projects and will be offering resources accordingly to ensure the best possible outcome.

- **Emerging filmmakers:** Training and skills development are core aspects of the Film 4Ward program. Participation in workshops and other related activities will be required as part of the program. All applicants should ensure they will be available and willing to participate.
- **Mid-career filmmakers:** Mid-career filmmakers will not be bound by the Committee's suggestions in regards to skills development, but they are strongly encouraged to engage in the training and services offered.

## Mentoring & Shadowing

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As noted under Stream-specific requirements, Mid-career applicants are required to include a minimum of one mentoring/shadowing opportunity on their project and are encouraged to include up to three. They will receive higher scores from the jury for the additional mentoring/shadowing opportunities.

## Jury Assessments

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Submissions are assessed by an independent jury, including both local and off-island industry professionals. The jury will consider both artistic merit (50 percent) and planning & feasibility (50 percent) in its scoring.

Artistic merit includes:

- Story and script
- Artistic treatment

Planning & feasibility includes:

- Budget (Mid-career filmmakers only)
- Financing scenario (Mid-career filmmakers only)
- Marketability
- Mentoring and shadowing opportunities (for Mid-Career applicants only)

## To Apply

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Please complete and submit the following required documents by **5pm on OCTOBER 19, 2018**:

- Application
- Full script (projected running time of 10 minutes maximum)
- Proposed budget and financing scenario — **Mid-career filmmakers only**
  - Please use the Excel template provided. Note that the template has three tabs:
    - Tab 1: Overview
    - Tab 2: Budget
    - Tab 3: Financing scenario

We recognize that the process of applying for this fund may seem daunting, but is itself a training opportunity for a career in filmmaking. FilmPEI is available to help throughout the process.

Please note that FilmPEI has computer stations available for people who don't have access to resources to fill in the application.

**Please submit your completed application as a PDF via email to:**

FilmPEI  
Renee Laprise  
director@filmpei.com

A note of receipt will be sent. Please contact FilmPEI if you don't receive a note.

If you have any further inquiries please direct them to:

Renee Laprise  
Executive Director, FilmPEI  
email: director@filmpei.com  
phone: (902) 892-3131

## About Film 4Ward

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Film 4Ward is funded by the Department of Economic Development and Tourism, through Innovation PEI and the Culture Action Plan, with additional funding provided by Telefilm Canada and CBC, and led by FilmPEI.

