



Frequently Asked Questions

- **Why are only Producers allowed to apply?**

The Film 4Ward funds need to be dispersed to one person/company. Film 4Ward is meant to prepare you for the wider filmmaking landscape. In the film-industry the producer is the one that handles the money.

- **Why can't Directors and Producers be the same person?**

As previously stated Film 4Ward is meant to prepare you for the wider filmmaking landscape. It's common practice that the director and producer are different people. And it's in the best interest of the film that the director is freed up to only focus on their vision and getting it out there. From a training perspective, the PEI film-industry needs people that will be solely focused on producing. These are the money people that will eventually be making the deals that will build the industry on PEI.

- **What if I can't find a Producer? Director? Writer?**

Contact FilmPEI and we will do our best to partner directors and writers with producers.

- **As the Writer, do I have to give the rights to my story to the Producer?**

Optioning stories is common place in the industry. As stated before Producers are the ones that are going to be bringing the money to the table. If you want your project produced you will need to give the rights to your producer in a chain of title. The contract can revert the rights back to the writer after a set amount of time if the Producer is unsuccessful in securing funding. More info about this process can be found online or discussed with FilmPEI.

- **I am a mid-career Director but have my Producer doesn't have any films that have gone to festival. Can we still apply for the mid-career stream?**

Film 4Ward is meant to support the creative development of our local filmmakers. It is not our intention to put roadblocks in your way to success. In

this situation, we would suggest you still apply. It will be up to the jury and committee to assess whether they believe the project has what it takes to be considered for the mid-career stream.

- **What exactly are the 'keys' (industry professionals) in the mid-career stream supposed to offer as far as training to their 'shadows'?**

Film 4Ward is a training program as well as a content creation program so, while we are not requiring mandatory training in the mid-career stream for the participants we are requiring mid-career applicants to help us offer these training opportunities. We are very open to unique approaches to this training. We know that each key will have their own strength. Some may prefer a mentoring approach and some may prefer a more structured workshop approach. Discuss with your key what they prefer.

- **Should we include supporting documents like letters from the keys?**

The more you can show the jury that you've thought out and prepared for your project, the stronger your application will be. So, letters from keys are good.

- **What types of 'additional information' should be included in Section B.**

The jury will be scoring based on the script, creative vision and feasibility. This is your chance to bring up anything that could convince them you can make the film you are trying to make. It would be especially important to include information on how you will accomplish the more difficult aspects to your film. For example, films that are heavy on cast and special fx, or include night shooting or multiple locations tend to raise feasibility flags with juries. Spending resources on one thing tends to lead to a lack of resources for other vital parts of the process. The jury needs to know how you will ensure that your film will be delivered on time and on budget and still be awesome.

- **What's the scope of the festival/marketing plan?**

Festivals and marketing are a part of any film career. For mid-career, in the budget template, there are festival costs to fill in, however these can be changed to reflect whatever kind of marketing costs you may have. Facebook ads for example, posters, etc.. This is not a large part of the jury decision but it's something that they will take into consideration. Filmmakers should consider who will see their film and how.

NOTE: This is the first of a two-year pilot for Film 4Ward during which we are developing the best practices for the program. The current incarnation is fairly loose to remain nimble so we can accommodate the wide spectrum of filmmakers on PEI. Film 4Ward was created to help develop the skillsets of the PEI talent pool and to make 4 amazing films that will get filmmakers to the next level of their careers. This is what has guided our program development process and what is guiding our jury process. If you are in doubt, ask questions.