

Public Records

WINTER 2014 MUSIC VIDEO FUND: ELIGIBILITY CRITERIA

I. PRIMARY APPLICANT RESIDENCE REQUIREMENTS

To be eligible to apply for the Fund, the Primary Applicant must:

- Be EITHER an individual, group, institution or organization residing within or with head offices located in one of the following communities in British Columbia or Alberta:
 - British Columbia: (Vancouver¹, Victoria, Nanaimo, Prince George, Kelowna, Vernon, Kamloops, Penticton, Oliver, Armstrong, Osoyoos, Gibsons, Sechelt)
 - Alberta: (Calgary², Edmonton³, Red Deer, Lethbridge, Medicine Hat, Fort McMurray, Grand Prairie).
- If an individual:
 - Be at least 19 years old as of January 27, 2014; and
 - Be a legal resident of British Columbia or Alberta; and
 - Be a citizen or permanent resident of Canada.

The Primary Applicant may not be an individual associated with the Fund, including but not limited to: the employees, agents and representatives of TELUS or another broadcast distribution undertaking (a “BDU”) such as Optik TV, TELUS Satellite TV, Shaw Cable, Shaw Direct, or any other Canadian cable or IPTV service provider, or the Fund Organizers. Notwithstanding the foregoing, Excluded Individuals may participate in the submitted music video as a Principle Artist, a background instrumental or vocal performer, and/or as a member of the music video production crew. For clarity, “employees” include contractors currently working with TELUS or another BDU. Contractors and employees of TELUS or another BDU may participate in the music video, provided they are not the Primary Applicant.

The Primary Applicant may only apply for ONE (1) grant for each round of funding.

1 Whistler to the Northeast, Cheakamus to the Northwest, Harrison Lake and Chilliwack to the East, and Lulu Island to the South

2 Airdrie to the North, Strathmore to the East, Okotoks to the South, and Cochrane to the West

3 Morinville to the North, Whitecourt to the Northwest, Cooking Lake to the East, Leduc to the South, and Stony Plain to the West



2. PRINCIPAL ARTIST

The Principle Artist is the lead performer or featured artist (i.e. lead vocalist) and may be accompanied by other individuals who provide instrumental and/or background vocalist support. The Principal Artist and/or the majority (50% or more) of the performers on the master recording of the song featured in the submitted video (the “Master”) must reside in one of the communities listed above. The master recording must be unencumbered by any third party relationships and agreements. The Principle Artist must be able to clear the Master for use on online streaming and public broadcast on the TELUS Optik™ TV On Demand service.

3. REPRESENTATION AND CLASSIFICATION

Artists who are unrepresented, signed to independent labels, have independent management or independent publishing contracts are all eligible. Artists with direct major label or major publishing agreements are also eligible to enter. The Public Records judging committee reserves the right to review an artist’s career history and deem an artist ineligible based on past successes.

4. CANADIAN CONTENT

Projects supported by the Fund must meet the CRTC’s definition of Canadian Content. At least one of the following criteria must be met regarding **the music featured in the video**:

- Music is composed by a Canadian citizen or permanent resident of British Columbia or Alberta;
- Performance/production is in Canada; or
- Lyrics are written by a Canadian citizen or permanent resident of British Columbia or Alberta;

AND at least one of the following criteria must be met regarding the **production of the video**:

- Video director is a Canadian citizen or permanent resident of British Columbia or Alberta; or
- Production company is Canadian-controlled; or
- Video production facilities are located in Canada of British Columbia or Alberta.

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5. OWNERSHIP

A Canadian-controlled company or a Canadian citizen or permanent resident must own the Master recording featured in the video. A Canadian-controlled company or a Canadian citizen or permanent resident must own the final produced video.

6. TECHNICAL

Submitted videos must be in one of the following formats:

<i>THE HD SPECS ARE AS FOLLOWS:</i>	
Video Codec (MOV)	
<ul style="list-style-type: none">• Apple Pro Res 422 (HQ)• XDCAM HD 30p or XDCAM EX 30p• H.264 (Quality: Best)• AVI Uncompressed• MXF	<ul style="list-style-type: none">• Preferred• Final Cut Pro and Adobe Users• Final Cut users• Avid users• Adobe users
Aspect Ratio - 16:9	
<ul style="list-style-type: none">• 1920 x 1080; or• 1280 x 720	
Frame Rate	
<ul style="list-style-type: none">• 29.97 fps if filmed at 30p.• 59.94i/29.97 if filmed at 60i• 23.98 fps if filmed at 24p.	

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Reverse Telecine material preferred.

If material should contain Telecine, make sure there's no cadence break. Material with cadence break will be rejected.

The whole video range should be between 0 and 700 mv (black shouldn't be lower than 0mv and white shouldn't be higher than 700mv).

Important: All videos must begin and end with 15 FRAMES of black.

Audio Codec

- Integer (Little Endian) or AC-3
- 48Khz Stereo
- Sample size – 16 bit

Maximum audio level should be around -12dBsf with Maximum peak being not higher than -10dBsf).

Dialogue should be contain between -30 and -20 dBsf (should not go under -30dBsf for more than 3 consecutive seconds)

Graphics

- All supers must be 4:3 title safe

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THE SD SPECS ARE AS FOLLOWS:

Video Codec (MOV)

- | | |
|---|--|
| <ul style="list-style-type: none">• Apple Pro Res 422 (HQ)• DV NTSC• H.264 (Quality: Best)• AVI Uncompressed• MXF | <ul style="list-style-type: none">• Preferred• Avid, Adobe and FCP users• Final Cut users• Avid users• Adobe users |
|---|--|

Aspect Ratio - 4:3

- 720x480

Frame Rate

- 29.97 fps if filmed at 30p.
- 59.94i/29.97 if filed at 60i
- 59.94i/29.97 if filed at 60i
- 23.98 fps if filmed at 24p.

Reverse Telecine material preferred.

If material should contain Telecine, make sure there's no cadence break. Material with cadence break will be rejected.

The whole video range should be between 0 and 700 mv (black shouldn't be lower than 0mv and white shouldn't be higher than 700mv).

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Audio Codec

- Integer (Little Endian) or AC-3
- 48Khz Stereo
- Sample size – 16 bit

7. GRANT RECIPIENTS

If you are successful with your application, grant recipients may have their video project broadcast on the TELUS Optik TV On Demand service and will be required to sign a TELUS Optik Local Submission Release Agreement.

The submitted video must be in compliance with all laws, regulations and policies governing content, taste, community reflection and diversity of voices including the Broadcasting Act, **CRTC Best Practice Code** and other relevant Canadian codes pertaining to the nature of acceptable content⁴. In addition, the submitted video cannot have been previously licensed to a broadcaster or appeared on a major network.

If you have any questions about whether or not your video meets technical requirements or how we can assist you, please email support@publicrecords.org.

For more information please see the Fund Rules and fine print.

For all other inquiries, please email info@publicrecords.org.

GOOD LUCK!

CONTACT

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⁴ Please visit the Canadian Broadcast Standards Council website at: <http://www.cbcs.ca/english/codes/index.php>