



## WINTER 2014 MUSIC VIDEO FUND, SUPPORTED BY TELUS: JUDGING AND GRANTS

### A) GRANT APPLICATION JUDGING PROCESS

#### 1. Screening

- Applications are screened for missing information and basic eligibility criteria such as location, ownership, length (see: Eligibility Criteria, [www.publicrecords.org/grants](http://www.publicrecords.org/grants))
- Applications found with missing information or do not follow the eligibility requirements will automatically be disqualified.

#### 2. Judging

Phase 1: Screened applications will be reviewed by a panel of 3 or more judges and given a score out of 5 based on the following criteria:

- Professionalism
- Creativity of concept
- Likelihood to complete the project on time and on budget
- Quality of song
- Potential benefit to artists' career development

Phase 2: Sixty top-rated applications will be passed on to a “super jury” of at least 3 judges to be reassessed and scored. The super jury will select the finalists that will receive funding.



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## B) JURY

### Phase 1 Jurors:

- 25+ jurors from across BC and Alberta
- Each application will be viewed by a minimum of 3 jurors
- Jurors have been selected based on their role and industry experience. All judges fit in to one of the following categories:
  - Music industry professional
  - Film industry professional
  - TV/Broadcast professional
  - Digital media professional
  - Marketing and Social media expert
- Jurors do not see each others' scores or comments
- All applications are viewed and scored in a secure online environment

### Phase 2 Jurors:

- Top-rated applications will be reviewed by members of the super jury
- Members of the super jury will include at least one member of:
  - TELUS Optik Local team
  - Music industry executive
  - Film/Television industry executive

**Note:** Members from the Public Records administration team and affiliate organizations have no bearing or influence on the judging process of grant applications.

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## C) AVAILABLE FUNDING

Grants are only available in certain regions in BC and Alberta.

### **British Columbia:**

- Metro Vancouver (including Sechelt & Gibsons)\*
- Victoria
- Nanaimo
- Prince George
- Kelowna
- Kamloops
- North Okanagan  
(Vernon, Salmon Arm, Armstrong)
- South Okanagan  
(Penticton, Oliver, Osoyoos)

#### \*Vancouver:

From Whistler to the Northeast, Cheakamus to the Northwest, Harrison Lake and Chilliwak to the East, and Lulu Island to the South.

### **Alberta:**

- Calgary\*
- Edmonton\*
- Lethbridge
- Medicine Hat
- Red Deer
- Grande Prairie
- Fort McMurray

#### \*Calgary:

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

#### \*Edmonton:

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

The Music Video Fund is supported by TELUS as part of Optik TV's Community Television Access Programming. TELUS supports programming in the communities served by Optik TV.

TELUS' support for community programming is determined by the number of Optik TV subscribers in any given region. If the number of grants in a particular region seems disproportionately low, it means that TELUS has already invested in other community programming projects in that region.



## D) CONTENT GUIDELINES

If you would like your video to appear on TELUS Optik TV Video on Demand Service and [www.optiklocal.com](http://www.optiklocal.com), it must be in compliance with all relevant 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 content.

Link to CBSC codes: <http://www.cbsc.ca/english/codes/>

Content that may be prohibited by these codes includes, but is not limited to:

- Nudity and/or sexually graphic content
- Use of profanity (without beeping it out)
- Unacceptable portrayals of gender or minority group stereotypes
- Obscene, unnecessary violence
- Crimes without punishment
- Excessive alcohol consumption or drug use
- Use of logos or trademarks without proper permissions

If your submitted video doesn't meet these codes/standards TELUS may request specific changes be made to your video before it can be made available to the public on TELUS platforms. Please allow the budget and time necessary for these changes.

## CONTACT

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