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WINTER 2014 MUSIC VIDEO FUND: FAQS

1. **Q: How many grants am I eligible for?**

A: One (1) per Primary Applicant per grant period.

2. **Q: Can I be involved with more than one application to the Music Video Fund?**

A: Yes! However, you can only be the Primary Applicant on one application. So get someone else to be the Primary Applicant on the other ones!

3. **Q: What's a "Primary Applicant"?**

A: The person signing the contract with TELUS. There is only one Primary Applicant on each application, and it can be either the artist, a member of the band, the producer of the video or the director of the video.
The Primary Applicant must be a resident of one of the Eligible Communities.

4. **Q: What is the maximum I can be awarded for each of the grants?**

A: The Program awards up to a maximum of \$7,500 per application

5. **Q: I do not live in an eligible city, if I team up with someone who does, are we eligible for a grant?**

A: Yes, as long as you are a permanent resident of British Columbia or Alberta, and the Primary Applicant lives in an eligible city, you will qualify for a grant. For example, if you are an Artist from Peace River (a non-eligible city) and team up with a Filmmaker or film crew from Edmonton (an eligible city), that Filmmaker or a member from the film crew **MUST** apply as the Primary Applicant in order for the application to be deemed eligible.

6. **Q: Why are you limiting grants to certain regions of British Columbia and Alberta?**

A: 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.

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7. **Q: Why are more grants awarded in some communities than in others?**

A: 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.

8. **Q: I noticed you've added Sechelt, Gibsons, Salmon Arm, Armstrong, Osoyoos and Oliver. These towns are smaller than the others--will grants be awarded in all of them?**

A: Not necessarily. Applicants in Sechelt and Gibsons will be adjudicated as part of the Metro Vancouver grant program; Salmon Arm and Armstrong will be adjudicated together with Vernon; and Osoyoos and Oliver together with Penticton.

9. **Q: What rules do I have to follow to make my video eligible to be featured on TELUS Optik TV On Demand?**

A: To be eligible for Optik TV On Demand, your video must also 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 content. Please familiarize yourself with these requirements and visit the Canadian Broadcast Standards Council website at: <http://www.cbsc.ca/english/codes/index.php> for further details.

10. **Q: What is TELUS Optik Local?**

A: A: TELUS Optik™ Local (is where TELUS showcases relevant, local, community-produced content, available through Optik TV On Demand. Optik Local feature projects that encourage local storytelling and creative pursuits. For more information on Optik Local, please visit www.telus.com/opitklocal

11. **Q: What is Community Programming?**

A: In a nutshell, Community Programming must be relevant, locally-reflective, community-produced content. Community Programming reflects community interest and impact, as well as some or all of the following criteria:

- Reflects the local community and a diversity of voices.
- Presents innovative ideas and alternative views on existing or emerging issues of importance in the community.
- Features local places and events in arts and culture.
- Demonstrated commitment from community members and organizations.

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12. Q: If my project is chosen, how and when do I receive funding?

A:

- First, you must sign and submit the TELUS Grant Agreement and Submission Release Agreement to Public Records
- 50% of the approved grant amount will be distributed by TELUS upon delivery of the documents listed above
- Complete and submit your final video and documentation to Public Records on May 2, 2014
- The final 50% of the approved grant amount will be distributed by TELUS once your video has been approved to meet TELUS technical specifications and the CRTC Best Practice Code (see question 4)

13. Q: I'm the Primary Applicant. I'm in the band, but I want the cheques from TELUS to be written to the video producer. Can we make this happen?

A: Nope. The cheques are always made out to the Primary Applicant, no exceptions. You'll survive.

14. Q: What if I am awarded project funding and do not complete a video?

A: The Primary Applicant will be considered in default of the grant agreement and is responsible for returning the 50% deposit to TELUS.

15. Q: What if my concept changes throughout the production process?

A: Any proposed changes to the concept in the proposed application **MUST** be submitted and approved by Public Records. Any videos submitted with unapproved changes to the approved treatment may be classified as in default of the Fund (see question 6).

16. Q: What if I submit a proposed budget of under \$7,500, but my costs increase throughout production? Am I able to request for more funding while in production?

A: No. Grant amounts will be allocated based on approved budget submissions. The Primary Applicant will be responsible for any additional costs or budget overages.

17. Q: Can I add additional materials to my application after it has been submitted?

A: No. Please take the time to review our **sample entry** and ensure you have all materials ready and up to date upon submission.

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18. **Q: Will you provide feedback as to why my application was declined?**

A: No. Unfortunately due to the high number of applicants feedback will not be provided.

19. **Q: Can I acquire funding from other sources?**

A: Yes, you may acquire additional funding from both personal and public sources. However, you must ensure that you are fulfilling the requirements of all sources.

20. **Q: Can I submit my video to a major broadcaster before it appears on TELUS Optik TV On Demand?**

A: No, your video must appear on the TELUS Optik TV On Demand first. You will be notified when your video airs. You must provide TELUS with 30 days written notice.

21. **Q: Can I post my video online before it appears on TELUS Optik TV On Demand?**

A: Our goal is that all videos premier on TELUS Optik TV on Demand and online first.

22. **Q: Are cover songs eligible?**

A: Yes, as long as the Master was produced in Canada and is owned by a Canadian controlled company.

23. **Q: Is there a time requirement of the videos?**

A: Your video must be the length of an average music video – 3 to 6 minutes.



24. Q: If I have additional questions not listed here, how should I contact you?

A: For all technical inquiries (E.g. video formatting) please email support@publicrecords.org.

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

CONTACT

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