



Dear Jury Member,

On behalf of the Atlantic Filmmakers Cooperative, thank you for sitting on the jury for the Production Phase of the 2018 / 2019 FILM 5 Program.

The **Production Phase** is the second of two phases. It will take place from January 2019 through September 2019. There are currently **eight teams** who have completed the Project Development Phase of the program and are now competing for the **four** spaces available in the Production Phase.

The four selected teams accepted into this Phase of the program will receive \$8,000 in cash and over \$25,000 in services to produce a five-minute film. Participants will also attend intensive workshops and receive mentorship from professional filmmakers.

This jury will select **FOUR** teams.

The jury will meet in the AFSCOOP office, 5663 Cornwallis Street suite 101:

Monday, December 9th 6:00 – 9:00pm

Initial Jury meeting for preliminary ranking of projects and to discuss interview questions.

Tuesday, December 10th 5:20 – 10:30pm

Interviews (20mins each with a break in the middle and time for decisions at the end.)

I have included FILM 5 assessment criteria with this letter. If you have any questions or concerns please do not hesitate to contact me.

Sincerely,

Erin McDonald
Programs & Communications Coordinator
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ASSESSING THE APPLICATION

Teams were required to submit the following:

- 1. Application Form**
- 2. Letter of intent**
- 3. Script**
- 4. Director's Treatment**
- 5. Look Book and/or Storyboards**
- 6. Producer's Notes**
- 7. One Sheet**
- 8. Financing Plan**
- 9. Budget**
- 10. List of Proposed Locations**
- 11. List of Proposed Crew**
- 12. Filmography and Resume**
- 13. Links to Demo Reel**
- 14. Additional Support Material**

*Please note: I will email you vimeo or youtube links to the demo reels. It is not necessary to view the demo reels in their entirety. Feel free to only consult them as needed. If time allows we can also review excerpts during the initial jury meeting.

Participants will be selected on the following basis:

- 1. Creative potential of the project**
- 2. Suitability of the team to the program**
- 3. Project feasibility (we will be favouring projects that are feasible to fit within a five minute time frame)**

Each of these criteria is considered equally important. This can make the selection process a tricky one. To make it easier, jury members will use a point system to rank applications.

Before attending the jury meeting rank each application on a scale of one to fifteen, using the criteria as a guide. Rate each criterion on a scale of one through five (with five being excellent).

Please note: the point system is meant as a guide only.



Interview

The jury will interview each team for 15-20mins. The team will be asked to begin the interview with a brief pitch of their project. After the pitch there will be time for questions from the jury. Feel free to use this time to gain more information about the team and their project, and to have them address anything that is not clear in their application or that you see as a potential weakness.

1. Creative Potential

When assessing the creative potential of the project the jury will consider the following:

- The originality and quality of the script
- Innovation and clarity in the Director's vision

2. The Team's suitability to the Program

When assessing the suitability of the team the jury will consider the following:

- FILM 5 is an intermediate level training program, and teams must be at stage in their development where they can benefit from the training and mentorship offered.
- Professional and creative development are cornerstones of FILM 5. Participants must be committed to developing as filmmakers, and serious about pursuing a future in filmmaking.
- Teams must be committed to developing their proposed projects.
- Team members must be committed to building working relationships amongst themselves, with program administrators, mentors and their film crews.

3. Project Feasibility

When assessing project feasibility the jury will consider the following:

- Capacity for the full creative potential of the script to be realized within the budgetary and time constraints of the program (two-day shoot with training crew members).
- Scripts should not propose technical needs beyond what is generally available (i.e. complicated crane and dolly shots, extensive special effects etc.).
- Scripts must be thematically suitable for a five-minute film (not a trailer for a feature etc.)

When assessing the budgets

Teams were asked to submit detailed budgets (in Telefilm format) separating cash and in kind expenses. Summary pages are NOT acceptable. In reviewing the budgets it is important to make sure that they reflect the individual challenges of the production. Teams were given the option of shooting on film or digitally. Their budgets may differ in this respect when it comes to post-production.



Teams will receive the following in cash and services from FILM 5:

Cash \$8,000

In Kind Services:

Camera equipment	\$5,000
Lighting and grip equipment	\$5,000
Sound Equipment	\$1,000
AFCOOP Facilities rental & Misc	\$2,000
Video / sound on-line post production	\$12,000

TOTAL In Kind	\$25,000
TOTAL Cash	\$8,000
GRAND TOTAL	\$33,000

Please Note, after the teams have finished their films and submitted their deliverables to AFCOOP they will receive an additional \$500 to put towards marketing and distribution. This \$500 cash is **NOT included in their current production budgets.

A Few More Notes

As the FILM 5 Production Coordinator I will give the Jury some brief verbal notes at the beginning of the first Jury meeting about each team.

The things I have been keeping track of are:

- A) Team attendance and punctuality at required workshops and meetings
- B) Project development and growth since the first application
- C) How the participants are working together as a team



PROJECT TITLE						
CRITERIA	Poor	Satisfactory	Average	Good	Excellent	
<i>Creative Potential</i>	1	2	3	4	5	
<i>Participant Suitability</i>	1	2	3	4	5	
<i>Project Feasibility</i>	1	2	3	4	5	
						Overall score
Notes						