



## **2008 REGULATIONS**

The Rocket is blasting into its 4<sup>th</sup> year . . .

The Shaw Rocket Prize is a single, winner-take-all \$50,000 prize to be awarded for the best independent Canadian children's, youth or family program. It represents one of the largest prizes of its kind in Canada and will continue until 2010.

The Shaw Rocket Prize strives to enhance the Canadian children's production industry by adding incentive for producers to continue to create innovative, high quality programming in Canada for Canadian children, heighten the profile of the Canadian children's production industry and stimulate increased sales for the finalists.

### **New for 2008**

The 2008 Shaw Rocket Prize will celebrate the best of Canada's programming targeted to children 12 and under. Only programs for this target audience will be eligible for the 2008 Prize.

## **INDEPENDENT PRIZE SELECTION PROCESS**

- All entries will be pre-screened by an independent selection committee.
- Entries that meet the established selection criteria will be screened by an international jury who represent a range of global views and perspectives on children's programming. This distinguished group of individuals will select the Program Finalists.
- Program Finalists will be integrated into the Royal Conservatory of Music's innovative Learning Through the Arts Program (LTTA). Students from across Canada will critically assess the Finalists as part of a classroom-based adjudication process. This national Student Jury will vote for the Winner.
- The Winner will be announced at a gala event in April, 2008.
- All decisions will be final.

## **ENTRY CRITERIA**

### **Eligible Production Company**

Must be an independent, Canadian producer, defined as an incorporated production company which:

- is neither owned nor “controlled in fact” by any non-Canadian individual (or non-permanent resident as defined in the *Immigration Act*), or any non-Canadian corporation;
- derives its primary source of income from production and has an arm’s length relationship to the conventional broadcaster, specialty channel or pay TV service that has licensed the program entered; and
- owns the worldwide copyright in the program entered.
- Official Treaty co-productions are eligible.

### **Eligible Program**

#### **NEW FOR 2008**

- **Entry program must be targeted to children 12 and under.**

- Can be fiction or non-fiction, including series, pilots, one-offs, documentaries, variety, animation and made-for television movies and feature films. Programs in the categories of News, Reporting and Actualities or Sports are not eligible.
- Must qualify as an 8/10 Canadian production under the CRTC or CAVCO.
- Must have had its first Canadian broadcast within 24 months prior to the Entry Deadline date. If a series, fifty percent (50%) of the season being entered for the Prize must have aired before the Entry Deadline and the 2 episodes entered must have also aired during this qualifying period, in order to be eligible.
- Can be submitted in any language. The entry must be versioned into English, if applicable.
- Has not been previously entered for the Shaw Rocket Prize. Subsequent seasons to a previously entered series will be considered a new program and will be eligible to enter. For the purposes of the Prize, “season” is defined as the episodes of a series that are licenced as a group by a broadcaster representing a season of the series.
- As the Shaw Rocket Prize is a limited initiative, a program that wins the Shaw Rocket Prize will not be eligible to enter, including subsequent seasons if the winning program was a series.
- Must, at a minimum, conform to the guidelines set out in the Canadian Association of Broadcasters’ (CAB) *Voluntary Code Regarding Violence in Television Programming*, *Broadcast Code for Advertising to Children* and *Code on Sex-Role Portrayal for Television Programming*. In addition, the program must demonstrate compliance with CRTC Public Notice 1997-80, *Classification System for Violence in Television Programming* and any other regulations and policies regarding programming set out by the CRTC.

## **AWARDING OF THE PRIZE**

The \$50,000 Shaw Rocket Prize will be awarded to the eligible production company as defined above. The actual recipient(s) of the Shaw Rocket Prize must be clearly identified on the Entry Form.

## **CONDITIONS OF ENTRY**

In order to be considered an eligible entry, the most current Entry Form found on the Shaw Rocket Fund website must be completed, signed and the original received by the Shaw Rocket Fund office before 5:00 PM MST on the posted Entry Deadline Date.

Entry Forms **MUST** be accompanied with the following materials in order to be considered eligible:

- A letter from the broadcaster confirming audience and that the original date of broadcast occurred within 24 months of the Entry Deadline Date. If a series, the letter from the Broadcaster must confirm that at least 50% of the series aired within this qualifying period, including the 2 episodes entered;
- Written confirmation that the production qualifies for a minimum 8 out of 10 Canadian content points. A photocopy of the CAVCO Certificate B or CRTC letter will suffice;
- Written confirmation of Official Treaty Status, if applicable;
- A program synopsis that does not exceed 60 words. Series entries must include episode synopses not exceeding 60 words for each episode entered;
- A complete list of on-screen credits, signed by the Producer;
- Four (4) labeled DVD copies of the entire program. Series Entries must submit four (4) copies each of the two (2) episodes entered. The entry programs must be versioned into English, if applicable;
- One labeled Beta SP tape of the entire program entered. Series entries must include one labeled Beta SP tape of **each** episode entered. The programs must be versioned into English, if applicable; and
- A complete press kit consisting of three (3) photographic quality colour prints or slides, three (3) photographic quality black and white prints, three (3) high resolution photographs on CD-ROM and any additional promotional material available.

## **TECHNICAL REQUIREMENTS**

- Entries must be submitted exactly as broadcast, with shortened commercial blacks. A re-edited version will not be eligible.
- There should be colour bars, 'O' VU tone and black at the head of each cassette for a maximum of 40 seconds. No film leaders or VTR countdowns, with the exception of the standard slate, should appear after the beginning of each cassette.
- Beta tapes should have a longitudinal SMPTE drop-frame time-code track.
- Cassettes should be pre-screened to ensure that they are technically sound and will not compromise the Entry. Defective tapes/DVDs will be disqualified.
- All tapes must be labeled with program title, episode title, and running time. Labels must appear on each tape/DVD and each tape/DVD box.

## **RIGHTS GRANTED TO THE SHAW ROCKET FUND**

Upon submitting an Entry Form, the Entrant grants the Shaw Rocket Fund:

- the right to show the whole or any portion of the program during screenings and during the Prize presentation event;
- the right to use a maximum of three minutes from the program submitted for promotional purposes or for any other purpose related to the Shaw Rocket Prize in or through any and all media formats now known or hereafter devised including, but not limited to, the Internet throughout the universe; and
- in perpetuity, the right to transfer a Beta SP copy of the Finalists and Prize Winning program to a volume storage device such as CD-ROM, for the purposes of archival storage, as the Shaw Rocket Fund deems necessary.

Upon submitting an Entry Form, the Entrant warrants and represents that:

- the program is eligible to be entered in accordance with the Shaw Rocket Prize Regulations, as contained herein;
- all rights, including rights to the musical score, necessary to show the program within the context of the Shaw Rocket Prize, are assigned to the Shaw Rocket Fund;
- it has the authority to enter the program for the Shaw Rocket Prize and to grant to the Shaw Rocket Fund the rights as outlined in these regulations;
- it owns all right, title and interest, including the copyright, in and to the entry program; and
- no material in the program being submitted by the entrant is libelous or defamatory or violates any right of privacy or publicity of any person and the full use of the rights in such program will not violate any rights, including copyright or moral rights, of any person, firm or corporation.

The Entrant covenants to indemnify the Shaw Rocket Fund from any loss or damage suffered by it in the event that any or all of such rights have not been transferred.

## **SHIPPING AND HANDLING**

- All entry materials must be sent PREPAID in bubble packaging, NOT cellulose-filled envelopes to avoid damaging the tapes.
- Every reasonable care will be exercised to protect all entries from loss or damage. However, the Shaw Rocket Fund does not assume any liability for such loss or damage, however caused.
- Receipt of entries will NOT be acknowledged.
- Entry tapes will NOT be returned unless special arrangements are made and are paid for by the Entrant.
- Ship Entries to:  
**Shaw Rocket Fund**  
Suite 900, 630-3rd Avenue SW  
Calgary, Alberta T2P 4L4  
(403) 750-4517

[www.rocketfund.ca](http://www.rocketfund.ca)