



## FIRST TRACKS 2012 GUIDELINES

### Description:

APTN wants to hear from you! APTN is providing an opportunity for up to 6 established Canadian Aboriginal musicians or musical groups to have a music video produced from a song that is featured on a current album or soon to be released album. Requests may come from Canadian record companies, record producers, managers or artists. **APTN First Tracks 2012** supports all genres of music videos in English, French or any Aboriginal language.

Successful projects will not only appear in a one hour special showcasing the making of but they will be in regular rotation on APTN.

APTN Programming staff will make its decisions based on creative presentation and financial requirements. Applicants must submit a copy of the sound track (only one song per artist or group). Please refer to the application form for a full list of application requirements. Incomplete applications are automatically deemed ineligible.

Videos will be produced by APTN and/or its representatives. Please do not attach any key creative with your application (including Producers, Directors, DOP's, Writers, crew, etc).

### Eligibility Criteria:

In order to be eligible a project must meet the following criteria:

#### **CANADIAN CONTENT** (as defined by the CRTC):

In addition to the artist (principal performer) being a Canadian citizen one more of the following audio components needs to be met:

- a) "M" - music is composed by a Canadian
- b) "P" - performance/production is in Canada
- c) "L" - lyrics are written by a Canadian

#### Canadian Ownership:

Canadian-controlled record labels, record or video production companies and Canadian citizens (or landed immigrants) including producers, managers and artists are eligible to apply to **First Tracks 2012**. The rights to both the master sound recording and the master video must be owned by a Canadian company or citizen (or landed immigrant).

#### Principal Performer

The principal performer(s) featured in the video must be Aboriginal Canadian citizen(s). An Aboriginal person is defined to include a First Nations, Inuit or Métis person who resides in Canada.

#### General Rules

- The objective of **First Tracks 2012** is to stimulate the production of music videos for Aboriginal artists. Completed music videos will not be considered for financing.
- Only one application per performer will be eligible for review.



- Make sure that the information that you provide on the application form is correct.
- Previously successful applicants for the Open Call/First Tracks program are not eligible.

#### Ownership and Rights

**First Tracks 2012** is majority-funded by APTN. As such, APTN will require the copyright holder(s) for the music to sign an agreement giving APTN non-exclusive distribution and broadcast rights (both traditional broadcasting and new media) in perpetuity.

#### Schedule:

**First Tracks 2012** opens for submissions **June 21, 2012**.

Applications must be received in the **APTN Winnipeg** office (Attention: APTN First Tracks 2012, 339 Portage Avenue, Winnipeg, MB, R3B 2C3) by **5:00 PM CST** on **July 31, 2012**.

Decisions are available three weeks after the deadline. Please note that APTN is unable to provide critiques to unsuccessful applications. APTN will not return any submission materials.

#### Checklist for First Tracks Application:

1. Completed **FIRST TRACKS 2012 APPLICATION FORM**
2. Lyric Sheet
3. Background on the song, story of song origin.
4. Artist Bio
5. Artist Photographs, promo materials, press clippings (Digital images must be minimum 300 dpi (preferably 600 dpi) and saved in jpg or tiff formats)
6. Three CD copies of album with proposed song highlighted

Please make sure that all material submitted is clearly marked with the names of both the performer and the applicant.

For more information contact:

#### **First Tracks 2012**

339 Portage Ave.

Winnipeg, MB R3B 2C3

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URL: <http://www.aptn.ca/pages/firsttracks/>

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