



2010 REGULATIONS

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.

NEW FOR 2010

- 1. The 2010 Shaw Rocket Prize will be awarded to the best Canadian program for children aged 6-12.**
- 2. The Rocket Prize is now 360! The digital content that supports the television program will also be judged.**

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.
- Kids from across Canada will screen the Finalists and vote for the \$50,000 winner.
- The Winner will be announced at a gala event in November 2010 in Ottawa.
- 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 2010

- **Must be targeted for children aged 6 – 12**
- 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 August 31, 2010. If a series, fifty percent (50%) of the season being entered for the Prize must air before August 31, 2010 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 licensed 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 submitted with all materials outlined below and received by the Shaw Rocket Fund office no later than 5:00 PM MST on the posted Entry Deadline Date. Late entries will be disqualified.

The following materials must be submitted in order for the submission to be considered eligible:

- Official confirmation that the original date of broadcast occurred within 24 months of the Entry Deadline Date. If a series, confirmation that at least 50% of the series will have aired by August 31, 2010 including the 2 episodes entered;
- Written confirmation that the production qualifies for a minimum 8 out of 10 Canadian content points. A copy of the CAVCO Certificate B or CRTC letter will suffice. In the case of international treaty co-productions, confirmation of Official Treaty Status;

- 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;
- Three (3) labeled DVD copies of the program in a self-running format (if a series, include two episodes)
- Three (3) labeled CD copies that include the softcopy of the application (Word format) and the online FLV version of the program (specs under Technical Requirements)

If the entry is a series, the DVD must contain two episodes (both in the DVD and online versions)
The entry programs must be versioned into English, if applicable;

- Access to website, games or any other digital content that supports the entry. Clear instructions on how to access the digital content must be provided.
- A complete press kit consisting of three (3) **high resolution** colour photographs as well as (3) high resolution black and white photographs on CD-ROM in **JPG** format (6 photographs in total).

TECHNICAL REQUIREMENTS

- Entries must be submitted exactly as broadcast, with shortened commercial blacks. A re-edited version will not be eligible.
- Video Specs for the ONLINE VERSION:

File Type: Flash FLV (.flv)

Video:

- Codec: On2 VP6
- 24 FPS
- Video Dimensions: 640x360 pixels
- 1:1 pixel ratio - for on screen viewing
- Interlacing: None - for on screen viewing
- Bitrate: 320 kbps (or less, the bitrate should be set for the best mix of quality vs performance)
- If there is an option to allow streaming in the encoder, it should be set to stream

Audio:

- mp3 Codec
- Mono
- Bitrate: 64 kbps (or less, the bitrate should be set for the best mix of quality vs performance)

General Notes

- The entrant is required to compress the video/audio - the final file size must not exceed 70MB for each episode or 280MB for each movie
- All video is considered final and will not be re-edited or reformatted in any way after receipt
- Visual quality of the video is the responsibility of the entrant

- DVDs should be pre-screened to ensure that they are technically sound and will not compromise the Entry. Defective DVDs will be disqualified.
- All DVDs must be labeled with program title, episode title, and running time. Labels must appear on each DVD and each DVD case.

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 (3) 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

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

- Entries must be received at the Shaw Rocket Fund office no later than 5:00pm MT on the Entry Deadline Date. Late submissions will NOT be eligible.
- All entry materials must be sent prepaid.
- 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 DVDs will not be returned unless special arrangements are made and are paid for by the Entrant.
- Ship Entries to: **Shaw Rocket Prize**
Suite 210, 2421 - 37th Ave NE
Calgary, AB T2E 6Y7
(403) 750-4517

www.rocketprize.ca