

2. Cultural Benefit Evaluation Criteria

SCREEN-BASED PRODUCTION GRANT

Points will be awarded for productions that can demonstrate the following outcomes.

| 2. Cultural Benefit Evaluation Criteria | |
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| Evaluation Category | Points Available |
| a Diversity and Inclusion | 4 |
| b Albertan Subject Matter | 2 |
| c Albertan Creative Material | 3 |
| d Contribution to Albertan Culture or History | 2 |
| e Reaching Albertans – Audience Engagement Plan | 1 |
| f Community or Regional Impact | 3 |
| Total Points Available | 15 |

2a – Diversity and Inclusion

The Diversity and Inclusion Plan must detail the manner in which the Applicant proposes to achieve its goals to ensure employment and representation of minorities that represent the diversity of people across the Province of Alberta rather than merely to assure non-discrimination.

In order to qualify for points under this section, the applicant must agree to track their progress in reaching diversity and inclusion goals by using the "Diversity Plan Tracking Sheet" provided.

Applicants can earn up to **four points** through Diversity and Inclusion:

- 1) **Up to three points** will be awarded, one for each of the following roles that are filled by an individual that identifies as a member of an underrepresented or marginalized group;
 - a. Producer
 - b. Director
 - c. Writer (includes screenwriter or script writer)
 - d. Director of Photography/Cinematographer
 - e. Showrunner
- 2) **One point** will be awarded if any of the top four performance contracts issued is filled by an individual who self-identifies as a member of an underrepresented or marginalized group.

For a documentary only: this can include the narrator, presenter, and the subject/s or other contributors on screen.

For animation only: this will include actors voicing characters.

2b – Albertan Subject Matter

i. Setting

One point will be awarded if any part of the production is set in Alberta.

A screen production is set in Alberta if the story takes place in Alberta (regardless of actual location of shooting). A fictionalized version of Alberta (that is still clearly identifiable as an Alberta setting) will be considered an Alberta setting.

ii. Lead Characters

One point will be awarded if any of the lead characters are Albertan characters.

A character is an Alberta character if they are identifiable as an Alberta citizen or an Alberta resident in the screen production.

Where it is not immediately apparent from the film, applicants will be asked to explain why the character should be regarded as an Alberta character. It is not enough that a person is technically an Alberta character (e.g., via dual nationality or other artifice) – there must be other evidence in the film that the character is an Alberta character, e.g., back-story, residence, etc.

In general, a character should be an Alberta citizen or Alberta resident for the majority of their time on screen in order to be considered an Alberta character.

Whether a character is a lead character will be determined by taking account of centrality and prominence of the character in the story. Applicants will be asked to identify the lead characters and make the case for a characters centrality and prominence in the story.

For a documentary only: this can include the narrator, presenter, and the subject/s or other contributors on screen.

An individual can have points attributed to them for one role only in this section. For example, where an individual is a presenter and is also a subject, the applicant can only claim points for one of the individual's roles.

2c – Albertan Creative Material

One point will be awarded if the production:

- Is from an original screenplay by an Albertan; or
- Is based on a book, story, article, play, etc., written by an Albertan; or
- Is based on an original concept by an Albertan.

One point will be awarded if at least one of the screenwriters (or, if there is more than one, one of the three lead scriptwriters) is Albertan.

In all cases, the credits granted or intended to be granted to the Albertan and chain of title documents will be taken into account when determining the award of the points.

One point will be awarded to productions that received support for one or more phases of development through the Project/Script Development program.

2d – Contribution to Alberta Culture or History

The intention of this section is to reward and encourage film-making that reflects specific Alberta issues, perspective, subjects, culture, and/or historical context.

Up to two points will be awarded for the subject matter and contribution to Alberta culture or history of a screen production, on the following basis:

- **One point** can be awarded to productions featuring high levels of historical content of specific relevance to Alberta.
- **One point** can be awarded to productions featuring subject matter or issues of particular relevance to Alberta Residents.

Applicants claiming points in this section will be required to provide justification as to why they believe the points should be awarded.

Historical Content: This point will be awarded to productions that successfully show that, to a significant degree, they incorporate portrayals of historical events, issues, or personalities that are of particular relevance to Alberta. A production's story does not necessarily have to be set in Alberta or feature Alberta characters to be awarded a point in this sub-section. Stories or factual content might successfully claim a point for Alberta historical content.

Subject Matter: This point will be awarded to productions featuring an investigation or thematic portrayal of issues, information, or other subject matter considered to be of particular interest to Albertans. In order to receive a point in this section, a production must do more than be simply set in Alberta or feature Alberta characters. There should be a portrayal of an issue of specific relevance to Alberta/Alberta Residents. Examples might include: issues of ethnicity and diversity in an Alberta context; depictions or exploration of cultural values or situations of particular relevance to Alberta Residents; exploration of a specific environmental or political context or issue of particular relevance to Alberta, etc. A production does not necessarily have to be set in Alberta or feature Alberta characters to be awarded a point in this sub-section. Stories featuring, for example, an Alberta perspective on an international issue or event, might successfully claim a point for Alberta subject matter.

2e – Reaching Albertans

The intention of this section is to reward productions that reach and engage Albertans. While it is acknowledged that every production is different and will have a different appeal, productions applying for grant funding are encouraged to:

1. Provide access for Albertan audiences to engage with screen or television content;
2. Promote content created and produced in Alberta to Albertans;
3. Inspire creativity and innovation within the province;
4. Provide Albertans with content which delivers social and cultural value; and
5. Enhance Alberta's reputation as a vibrant hub for creative and cultural activity.

One point will be awarded to a production that submits with its application a plan that demonstrates reach and engagement with Albertans through activities such as involvement in Alberta film festivals, curated screening programs, contributions or features in publications, one-off public events related to the screen-based production industry, master-classes or seminars, engagement with Albertan post-secondary institutions or provincial industry associations, etc.

Imaginative proposals that do not strictly fall into the above list but are imaginative and in alignment with the outcomes listed above are encouraged.

2f – Community or Regional Impact

The intention of this section is to reward and encourage production that supports employment and economic impact in smaller, rural communities and areas with depressed economies.

One point will be awarded to productions that can demonstrate an enhancement to local economic or social conditions, or increased capacity in a community or region outside of major centers. In order to qualify for the point, applicants must be able to demonstrate how the production activity will benefit the community by contributing to tourism development, economic development, community/municipal infrastructure, or community services. Productions that provide skills development opportunities for individuals and ongoing benefits to the region are encouraged.

One point will be awarded for productions that hire three or more residents from an economically disadvantaged region.

One point will be awarded for productions where greater than 50 per cent of Alberta shoot days take place in an economically disadvantaged region.

An economically disadvantaged region is defined as a region of the province where the current unemployment rate is higher than the provincial average.