



MEDIA RESOURCE
CENTRE



[CLIP IT!]

ATTENTION FILMMAKERS AND MUSICIANS

**So you think you're the next Spike Jonze,
Michel Gondry or Chris Cunningham?**

**So you're desperate for a professional music
video but don't have heaps of cash?**

Then the *Clip It!* production initiative is for you!

Application Guidelines

Aim

Clip it! aims to assist Media Resource Centre (MRC) members to develop and produce a music clip for local Music SA musicians (band or solo artist) and interpret that song in a creative and resourceful way which furthers both the musicians and the filmmakers' careers.

Up to **5 music clips** will be supported with a \$1,000 cash budget from the MRC, \$2,500 worth of in-kind investment to be used on MRC equipment and facilities hire. Participating musicians are required to pay

\$300 toward the cost of production of their music video clip. This creates a total production cash budget of \$1,300.

The musicians selected by Music SA will be introduced to the filmmakers at an informal networking event on January 14 at the Media Resource Centre. At this workshop, musicians will play their selected song for filmmakers. There might also be an initial exchange of ideas around film genre.

Musicians should select their preferred song strategically. By March 2016 it should be recorded, mixed and mastered and ideally be a single due to be released in June 2016. This might be timed with a launch or an interstate tour in the middle of 2016.

There will also be 2 compulsory music and film based workshops to attend in mid February, with details to be announced soon.

Expressions of interest from filmmakers will be submitted through an online portal [insert link] and will include some simple questions.

Expression of interest from musicians will be submitted through an online portal (insert link) and will include some simple questions.

Workshops

As part of this production initiative filmmakers are required to attend two dedicated workshops. The first is the Music SA Professional Development workshop on musician branding learning how the music video is part of the overall visual representation and marketing of the musicians. This will take place in February date TBC.

The second workshop is a story concept and development workshop with a prominent music video practitioner.

Applicants are required to attend these sessions in order to gain a better understanding of the relevant creative and production methodologies required to create a valuable music video for both the bands and filmmakers.

Production Guidelines

- Application entry is free. However all filmmakers must be current financial members of the MRC at the time of applying and throughout the duration of the production of the project. All musicians must be listed on the Music SA Artist Directory <http://www.musicsa.com.au/directory-type/artist/>
- There is also an expectation for part of the allocated budget to include possible film festival entry (e.g. SoundKILDA) and marketing strategies.
- Filmmakers are required to submit the clip to various distribution channels such as the following; Foxtel Arts, Channel V, Rage and online music video channels, as well as the Music SA website which will feature the clips.
- Filmmakers must discuss eligibility with an MRC staff member prior to submission. Musicians may refer questions to Music SA staff.
- Each team may only make one music video.
- All applications will be treated confidentially.
- Only complete applications will be considered. Late applications will not be accepted.
- All consumables, sundry items and non-MRC hire equipment costs are the sole responsibility of the applicant.

The MRC's terms and conditions of hire for equipment and facilities still apply including the payment of deposits and insurance levies if required.

- Any party who is in default of any contractual obligations to the SAFC or MRC is ineligible to apply.

- Please see the MRC website for details about the equipment and facilities available for in-kind use on this initiative.
- The MRC, Music SA and the Music Development Office logos must be included on the end credit.

Copyright and Clearances

- There must be a clear and demonstrated chain of title for any and all audio and visual material to be used in relation to the music video and a copy submitted to the MRC on completion of the project.
- Copyright of the music video will rest with the filmmakers and the filmmakers will grant permission for the musicians to broadcast, load or distribute the music video clip in any territory and online globally after the official Clip It! Screening. The full parameters of the rights will be outlined in a contract upon being selected.

Timeline

2015

November 6	Digital launch
December 14	Applications due
December 18	Committee selects 5 filmmaking teams and 5 musicians (bands or solo artist).

Please note that a judging panel comprising industry professionals from the film and music industries, including the MRC and Music SA will select the winning applicants. No correspondence will be entered into.

2016

January 14	Meet and Greet between filmmakers and musicians*
Mid-February	Music SA workshop for musicians and filmmakers*

Mid-February	MRC filmmaker and musicians development workshop*
Early March	Filmmakers to meet with MRC Production team to discuss shoot arrangements
March –May	Filming and editing window
June	Final delivery

The successful clips will be premiered at the Mercury Cinema on **Friday June 17, doors open from 6pm.**

Please note the unlisted dates will be confirmed.

- **Compulsory session for filmmakers**

Submission

Filmmakers please submit your expression of interest via www.mrc.org.au/clipit2015 (STILL TO BE CONFIRMED)

Musicians please submit your expression of interest via www.musicsa.com.au (STILL TO BE CONFIRMED)

EOI received later than **4pm, Monday December 14 2016**. Applications received after the deadline **WILL NOT** be accepted.

For more information, contact **Chrissy Kavanagh** on 8410 0979 or c.kavanagh@mrc.org.au

For more information, contact **Lisa Bishop** on 73203302 or lisa@musicsa.com.au