

**Guidelines of the
QUEBECOR FUND /
PROFESSIONAL DEVELOPMENT PROGRAM IN TELEVISION -
GRANTS FOR UNDER-REPRESENTED GROUPS (PDPT)
to the Toronto area**

THE FUND

The Quebecor Fund / Professional Development Program in Television - Grants for Under-Represented Groups (PDPT) is a private fund incorporated as a company without share-capital under the *Canada Corporations Act*. Any recovery of participation in the capital and loans will be reinvested in the Fund.

The Board of Directors is comprised of six (6) members from the communications industry. The Board of Directors will make all decisions regarding the Quebecor Fund / PDPT, including its general policy orientations, and in so doing will take into account, notably, the guidelines contained in the present document. The Board of Directors has sole and exclusive responsibility for its decisions regarding financing. The Quebecor Fund / PDPT's day-to-day business activities will be managed by one of the Directors specifically designated by the Board.

OBJECTIVES

The Quebecor Fund / PDPT has been established as part of the SUN TV benefits package offered by TVA and the Toronto Sun, for authorization of the SUN TV (Toronto One - CKXT) acquisition. The total commitment of \$600,000 shall be spent over five years from 2005-2010 with a budget of about \$120,000 per year.

The Quebecor Fund / PDPT recognizes that there is an under-representation of visible minorities and Aboriginals on Canadian television and aims to contribute to creating equity in the Canadian television industry. This has been corroborated in both the Canadian Association of Broadcasters ("CAB") Task Force on Cultural Diversity - 2004 and the WIFT Framework Research document 2004, where it was determined that 6.4% of producers are from visible minority groups (commonly defined as not of British or European origin and predominantly African, Caribbean, Latin American, Middle Eastern, Asia-Pacific ancestry).

Since the most glaring disparities occur in Toronto, the largest production center in the country, the Quebecor Fund / PDPT shall benefit Ontario residents only. The Fund will support the professional development and training of under-represented groups in the television industry namely, visible minority and Aboriginal peoples.

The projects funded will support SUN TV's commitment to reflect diversity on camera and behind the scenes. The CAB report findings also recognize that *"diversity in front and behind the camera makes for creative dynamic programming that attracts audiences and advertisers alike, building market presence and gaining an important competitive edge."*

The Quebecor Fund / PDPT supports the development of visible minorities and Aboriginals in all aspects of the industry including: independent production; post-production; in-house production; broadcast journalism; on-camera performance; publicity; marketing; program sales and distribution; interactive digital media; ecommerce, mobile technology; and management training.

The Fund aims to develop individuals in technical, creative and business roles in conventional television.

The Fund also supports the development of visible minority and Aboriginals in executive positions. According to WIFT's National Employment Study of 2004, only 2.2% of senior managers are visible minorities. There are no Aboriginals in Senior Management outside of the Aboriginal Peoples Network (APTN).

DEADLINES

The fund will be adjudicated once a year with a deadline for submission to be held on **April 1st** annually. But, exceptionally the deadline will be on **May 1st, 2006** for the first year.

Please send your applications to:

proposals@quebecorfund.ca

You can also use this email address to get more information about Quebecor Fund / PDPT

Packages may be sent to:

Quebecor Fund / PDPT
25 Ontario Street
Toronto, Ontario
M5A 4L6

FINANCIAL CONTRIBUTION

One or more organizations will be awarded grants from an envelope of about one hundred twenty thousand dollars (\$120,000) per year.

The Quebecor Fund / PDPT's contribution to eligible projects will take the form of a non-reimbursable financial contribution and will constitute a supplement to the contributions from other confirmed sources. The maximum contribution by the Fund for each admissible project will be 50% of the project's total budget.

CRITERIA

The Fund provides project support to non-profit organizations, charitable organizations, professional associations and educational institutions serving the film and television industry.

Eligible projects may support long-term multi-year projects for training, professional development, or the hiring of individuals from visible minority groups and Aboriginal communities within the television industry.

Such initiatives shall include but not be limited to, bursaries, honorariums, endowments, scholarships, tuitions, internships, mentorships, travel expenses and on the job training for visible minorities and Aboriginals.

Eligible projects should aim to integrate visible minorities and Aboriginals into existing industry programs wherever possible.

Priority will be given to projects that provide advancement opportunities for experienced individuals.

Applicants must satisfy the following criteria in order to be admissible:

1. The applicant's main activity must be related to training in the field of production and programming of audio-visual programs;
2. The association, institution or non for profit corporation must have a distinct legal entity and be under Canadian control;
3. The association, institution or non for profit corporation must be operated in Canada and its head office must be situated in Canada;
4. The applicant will have to demonstrate that its financial situation is good and that it has experience relevant for the achievement of the project outlined in its application;
5. An applicant may receive one (1) Quebecor Fund / PDPT contribution, resulting in a maximum of one (1) project per annual round of financing.

EVALUATION PROCESS

The Quebecor Fund / PDPT's Board of Directors is responsible for all funding decisions. The Board will meet once a year and all decisions are final and binding.

1. A confirmation of receipt will be sent to each applicant within fifteen (15) days of the receipt of the application;
2. The applicants will be informed, as quickly as possible, of any missing documents or information so as to allow them to complete their file before the deadline. Quebecor Fund / PDPT will not send more than one notice to that effect;
3. Any completed application will be evaluated within eight (8) weeks of the official filing date;
4. The applications will be evaluated based, among other things, on the guidelines found in this document;

5. The Board of Directors has complete discretion regarding the interpretation of this present document as well as with respect to the evaluation and analysis of any and all applications;
6. The applicants will be notified as quickly as possible of the Board of Directors' decision. Moreover, the Quebecor Fund / PDPT has no obligation whatsoever to justify or motivate its decision to deny an application. The Quebecor Fund / PDPT will not comment publicly on the reasons motivating its denial of an application, unless it is legally obligated to do so;
7. The applicant whose project is approved by the Board must, within ninety (90) days of taking cognisance of said decision, definitively complete the financing of the project. Should said definitive financing not be completed within this time period, the Quebecor Fund / PDPT's contribution may be cancelled, at the sole discretion of the Board of Directors.

THE APPLICATION

Clearly identify the goals of the project and the multi-year impact on Toronto's community of visible minority and Aboriginal peoples employed in the television industry.

The following documents must be included with the application, the whole in 3 copies:

1. Project proposal (5 pages max.)
2. Detailed budget with 50% committed funding sources identified
3. Proof of financing availability (letters of commitment)
4. Learning objectives, approach and demonstrated outcomes
5. Organizational History (related past projects), Attached project partners and Project Team/Trainer/Advisor bios (related past projects).

FINANCIAL TERMS

The Quebecor Fund / PDPT contribution shall be in the form of a non-repayable grant. Its contribution shall not constitute any equity in the project and the Quebecor Fund / PDPT shall be held harmless in the event of any legal disputes.

REPORTING AND FOLLOW-UP

An applicant whose project has been accepted for funding ("the Beneficiary") must then sign an agreement with Quebecor Fund / PDPT. No obligation can be imposed upon Quebecor Fund / PDPT until after the signing of said agreement. The agreement will set out the conditions for Quebecor Fund / PDPT's financial contribution, and Quebecor Fund / PDPT's obligations will be limited to those expressly provided for, in that agreement.

A copy of a Project and Cost report must be sent by the Beneficiary at the latest 30 days after the project has ended or at another date as specified in the agreement.

Moreover, an audited financial statement must be sent to Quebecor Fund / PDPT at the end of the first complete financial year following the project.

All projects receiving funding from the Quebecor Fund / PDPT must acknowledge the Fund's participation by including the Quebecor Fund's logo on all related communications and promotions (print, broadcast and online materials, on-site signage, press releases) as well as the phrase:

“With the financial support of the Quebecor Fund”



It is expected that the Quebecor Fund will also be acknowledged in the organization's Annual General Report and website, along with other overall supporters of the organization throughout the year, and the project will be promoted regularly.

One or more representatives of the Quebecor Fund may want to observe the project at any time and must be included as observers when necessary.

Notes:

Quebecor Fund / PDPT reserves the right to modify the present document and to formulate new orientations and policies as well as to add or remove new programs according to circumstances. However when a written agreement is already concluded between Quebecor Fund / PDPT and the Beneficiary, nothing would modify said agreement without the Beneficiary's consent. Any applicant to Quebecor Fund / PDPT hereby exonerates Quebecor Fund / PDPT, its managers, directors, employees, agents and representatives from any responsibility in the eventuality of loss, theft or destruction of documents provided with an application. Quebecor Fund / PDPT may keep or destroy any application and its accompanying documents at its sole discretion. Any applicant also hereby authorises Quebecor Fund / PDPT to discuss a particular application with third parties, for any purpose Quebecor Fund / PDPT may deem necessary, and to obtain and communicate any information deemed useful in considering the application. Without limiting the generality of the foregoing, any applicant authorises the Quebecor Fund to receive and communicate to public authorities the complete financial statements of each project.