



TV Show Creator Kit

February 2019



MY COMMUNITY'S VOICE BY



VIDEOTRON

A FEW WORDS ABOUT MAtv

MAtv, an exclusive service for Videotron customers, serves the community by reflecting Montréal's diversity. It gives all citizens access to a vehicle of free expression and dissemination that promotes public participation.

MAtv carries useful, informative and educational programming that focuses on topics of local interest and supports the emergence of new talent. It reflects the concerns of the community of 1.6 million households it serves across Québec.

MAtv is broadcast on channel 9 (Helix and illico) and in HD on channel 609 (illico). It is also available on illico TV on channel 900, online at matv.ca, illico.tv, and on illico mobile plus tablets (iPad and Android) through the illico.tv app. MAtv is present on social media, including Facebook and Instagram.

*Submit a project
or
become a volunteer!*



ELIGIBILITY CRITERIA

- The project must comply with CRTC regulations.
- New project ideas must originate from a citizen or a group of citizens (non-profit organization).
- Professionals in the media industry (people employed by a telecommunications or televised production company) cannot submit TV show proposals.
- The project must address and help other citizens going through a television experience.
- The TV show creator must reside in the service area of the community channel.
- The TV show creator must offer content which reflects local interests.

ELIGIBILITY CRITERIA

- TV show ideas must represent distinctive concepts or add complementary programming to MATv's schedule.
- Projects should aim to enhance viewers' learning or understanding, either by providing information or being useful.
- The citizen should have some form of creative control over the television show.
- The citizen suggesting a TV show idea can choose to be in front or behind the camera.

DESIRED **LOCAL** CONTENT

PUBLIC AFFAIRS

- Content aimed at informing and enlightening citizens on issues directly affecting them: public policies, municipal authorities, local news, social issues, etc.
 - Examples: Mise À Jour, Citylife, City councils, Métropolitique

CULTURE

- Content putting forward one or more forms of local artistic expressions (music, humour, literature, visual arts, cinema, performing arts) including emerging artists.
 - Examples: Art Impact, Rythmes Gospel, Ma première Place des Arts, Nous sommes la ville

HERITAGE AND HISTORY

- Content putting forward knowledge and narratives of events, places or notable figures from the past - worthy of being remembered by citizens of the Greater Montreal.
 - Examples: Archéo-Ville, Figures marquantes de notre histoire, Iconique Château Frontenac

DESIRED **LOCAL** CONTENT

COMMUNITY SERVICES

- Useful and educational content for certain communities of interest, offering explanations and solutions to different problems, or simply making people's lives easier (know-how).
 - Examples: Partir en affaires, Ère libre, Famille au menu

SPORTS AND LEISURE

- Content introducing guidelines and models of health improvement or presenting amateur sports and leisure activities.
 - Examples: LaFormavie Zen and Laformavie Dynamique, Yoga doux, Le Hockey junior majeur

CITIZEN TRIBUNE

- Content whose very mandate is to be a source of public expression of ideas, opinions, values or social demands aimed at keeping the dialogue open between citizens of the Greater Montreal.
 - Examples: Ma parole!, Présence autochtone, Mille visages, 514 Undiscovered!

PROJECTS NOT COVERED

- Projects of general interest, not reflecting local interests
- Works of fiction or drama projects
- Reality TV
- Commercial projects (promotional shows marketing an artist, a trade, etc.)

TYPICAL PROJECTS

- Showcasing passions of Montreal citizens
- Presenting local products, reading clubs, gardening, improvisation, etc.
- Portraits of extraordinary Montreal citizens
- Discovering unknown places in the city
- Economic & social impact of Montreal companies
- Various community organizations in Montreal
- Focus on amateur sports & athletes
- Municipal affairs

FORMATS

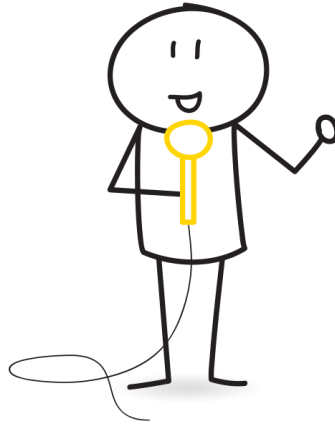
- Through its laboratory approach, MATv encourages all traditional means (magazine, documentary, etc.) as well as hybrid or innovative formats integrating new technologies, as long as the content fits in 28-minute or 58-minute blocks.

ROLE OF THE TV SHOW CREATOR

Content provider



Host



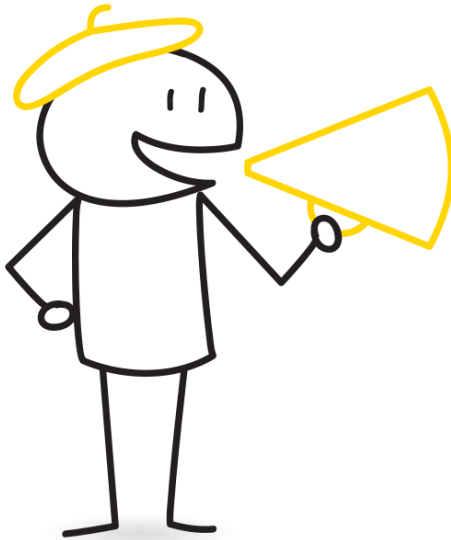
RESPONSIBILITIES OF THE TV SHOW CREATOR

- Participate in the brainstorming, design and production of content.
- Offer three (3) potential titles for your show.
- Complete the necessary documents for the production (preliminary roadmap, themes, synopsis, etc.).
- Follow schedule.
- Make sure the waiver of rights is signed by all guests and extras.
- Double check that music is completely free of rights.
- Integrate the corporate name and logo of MATV on all advertising and promotions of your show.
- Take part in content promotion activities (relaying social media publications, providing on-set photographs when available, etc.).

RESSOURCES AT Matv

- Technical Team
- Guidance during content development
- Equipment (depending on available resources)
- Marketing of the TV show

Director



RESPONSIBILITIES OF MAtv

- Provide all the technical resources as well as the team necessary in producing a television series.
- Provide guidance during production:
 - Directing
 - Coordination
 - Art direction
 - Computer graphics
 - Marketing
- Cover the cost of agreed resources.
- Take charge of captions for the hearing impaired.
- Validate registration fees of the program title with the Legal department.

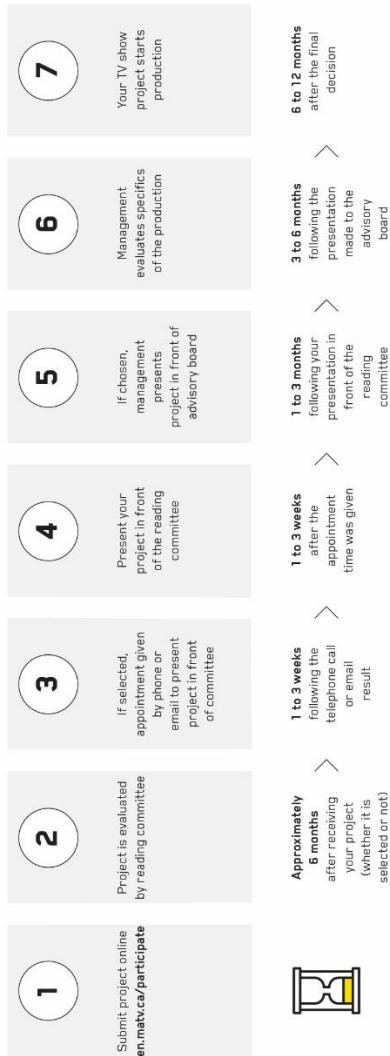
INFORMATION CHECKLIST

- All the necessary contact information to reach you
- A project summary (synopsis), number of episodes and running time
- Detailed description of program concept with information about the content and form: proposed themes
- Description of how a typical broadcast would proceed
- Objectives
- Target audience
- Biography of the TV show creator
- Role and involvement of project proponent and team members project



PROCESS AND TIMELINE OF EVALUATION

Apart from selection criteria, applicants must be aware of the different steps and periods of time allotted in the process of evaluating TV projects for MAkv.



If your project is selected during this process, you will be informed at every step of evaluation.
For any questions concerning projects or TV show ideas, please write to infomatv@videotron.com

