

ISO
POC

MUSIC VIDEO
INCUBATOR PROJECT

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PROGRAM GUIDELINES

The ISO Project was established to support and promote the intersection of emerging Canadian Recording Artists of Colour and Filmmakers of Colour based in London Ontario. Through a Music Video Production Incubator, Artists of Colour from London Ontario have the opportunity to co-create a music video in a professional production setting alongside skilled and experienced filmmakers of Colour, at no cost to the artist and with compensation for the production team.

In its inaugural year (2022) The ISO Project is a partnership between the London Music Office, The Forest City Film Festival, and the ISO team led by ISO Project Director and Executive Producer Zahra Habib. The Project is committed to supporting emerging artists and creators in London Ontario. The ISO Project is administered by the London Music Office and the Forest City Film Festival, and coordinated by an independent staff.

NOTE ON COVID-19

We are aware that physical distancing measures related to COVID-19 have greatly affected the production community. Production timelines will be navigated on a case-by-case basis with successful Applicants and some extensions may be offered.

If you believe your proposed production will be impacted, you are encouraged to add a note that describes pandemic-related production challenges and outlines possible contingency plans.

PROGRAM OVERVIEW

The ISO Project is dedicated to supporting and promoting emerging artists and filmmakers of colour in London Ontario through opportunities to create music video content that expands their artistic expression, provides them with high-level professional production experience, and challenges them to grow as artists and creators in their own right. The ISO Project invites applications from all qualified musicians who identify as racialized or Persons of Colour. The goal of the ISO Project is to provide mentorship and guidance for both artists and creators of colour in London. The ISO Project provides expertise from the London area with support for every part of the music video production process. The end result is a professional and highly artistic music video telling the selected artists' story. Currently, the intake process is specific to musicians.

Funding for programming and promotions will be administered by the ISO team separate from the production costs allocated.

Applications will be assessed by the ISO Project Selections Committee and a peer-based jury of music/media professionals both from London Ontario and Canada-wide. Strong applications will be selected for a shortlist that will meet with members of the Selections Committee to consult on their music, artistic vision, preliminary ideas and goals before the final decisions are made. The consultation is not an audition or interview process, but more of an encouraging space for artists to familiarize themselves to a team that they will potentially work with.

DEADLINES & PROGRAM TIMELINE

Date	Key Moments
January 12, 2022 @ 10:00 AM EST	Applications Open
March 1 2022 @ 11:59 PM EST	Applications Close
March 10 - 24 2022	Consultative Round for Shortlisted Artists
April 1 2022	Winner is notified
April 10 - 30 2022	Artists meet Production team and storyboarding begins
May 1 - September 5 2022	Filming and Post Production Music Video is finalized Marketing and distribution begins
September 6 - September 30	Music video marketing Wrap up and reporting period
October 1 - 30	Marketing + Distribution Premiers at FCFF

CONTACT

For comments and questions related to these guidelines or the content of your application, please contact isoprojectdn@gmail.com.

The ISO Project cares about equity, accessibility, and inclusivity. If you require any assistance to complete this application or to better understand if you qualify as eligible, please do not hesitate to reach out to isoproject@gmail.com.

ELIGIBILITY

Artist Criteria / Definitions / Age Requirements

Applicants for the ISO Music Video Incubator must be the Artist or the Band who created the song and who will be in the music video. Directors/Filmmakers cannot apply on behalf of an Artist. For Filmmakers, Directors, and all other Creators who wish to join the Production Team, please email isoprojectdn@gmail.com with links to your portfolio and “Production Team” in the subject line.

To be eligible, Artist(s) should identify as an **Artist of Colour**. The ISO Projects defines Artist of Colour as a person who meets all of the following:

Is of racialized national and/or ethnic heritage (in case of a band/ensemble, at least 50% of the band must meet this criteria)

Is actively recording, creating, composing and/or performing original music

Proven dedication and commitment to artistic craft and artistic progression (IE discography, personal investment in equipment, past & future performances, tours, etc.)

Artists must include a digital version of their finished song with their application. The song must be completed and mastered. The song cannot have a music video already released or in progress at the time of application. If the song has already been released, it must be no earlier than January 1 2019. If the song was written and composed before January 1 2019 but never released, it should still reflect the artist’s vision and identity in sound and creative value at the time of application.

Applicants under 18 years of age are required to submit a signed Parent/Legal Guardian Consent Form with their application. Please upload this document in the Additional Documentation attachment field within the Applicant Portal. There is no age limit to apply.

Artist & Song Requirements for Applications

Artists and songs must fulfill *both* of the following requirements:

Music and Lyrics are composed by a current London Resident, *and*

Artist is Canadian or a Permanent Resident who resides in London Ontario (in the case of a band/ensemble, 50% of the members must be Canadian)

Songs must be original (no covers, reinterpretations, or remixes of another artists' work), and by submitting an application Artists are indicating they own all rights to the music of the song they are applying with. The ISO Project will not be responsible for any copyrights infringement resulting from an inaccurate application.

Applicant Restrictions

Applying Artists are encouraged to provide a video treatment, but it is not necessary to be considered for the ISO Project Incubator. However, Artists **must** provide an Artistic Statement, Bio, as well as a creative concept/inspiration board in the format they choose (must be digitally rendered for upload to the Application portal). Artists that submit an incomplete application will not be considered for the ISO Project. A Project (song and/or treatment) should only be submitted once per round. Artists may submit multiple applications per round, but each song submission should have a unique creative concept / Treatment. Requests for working with specific individuals on Production will be assessed on a case by case basis. Artists are encouraged to contact isoprojectldn@gmail.com with all inquiries.

Recording Release Requirements

To be considered eligible for the ISO Project 2022 Cohort, Projects must be in support of a commercially-released recording (part of a Single, EP or Album), fulfilling one of the following criteria:

The song is part of a Current Release, released no earlier than January 1 2019.

The song is part of a Forthcoming Release, with a proposed release date no later than eight (8) months after the date of Application Close date.

Video Guidelines

Lyric Videos, cover songs, and remixes are ineligible for the ISO Project and will not be produced. All songs, video treatments, and video concepts must be original to the Artist who is applying.

Artistic Statements and Vision Board should contain strong conceptual components and creative vision. Proposed video treatments may feature scenes containing performance elements (for example: band performing, musician singing), but these elements will only be included as within a larger creative concept. Treatments that are strictly performance based will only be considered if it services a strong conceptual idea or is executed using a unique technical style.

For Project Applications without a proposed video treatment, the Artistic Statement and Vision Board will be used as a primary source of creative concept building in the Planning/Storyboard phase between the Artist and the ISO Creative Team.

The ISO Project will not under any circumstances produce or support any content that incites hateful, derogatory, violent or otherwise abusive messaging to any individual or group of people. In the Storyboard and throughout the Production process, The ISO Project holds the final decision to decide if content is hateful, abusive, and derogatory.

Ongoing Projects

Though audio recordings must be complete (of commercially-releasable quality) at time of entry, production of the video components of the Project applied for must not begin until after the Application deadline.

SUBMISSION

Submission Process

Applicants are required to submit all documentation through the ISO Project Applicant Portal on the City of London Music Office website. Completed submissions will receive confirmation of submission at the provided email address, from isoprojectldn@gmail.com. Check Spam folders if a Submission Receipt is not received. In the event that you still cannot find an expected Submission Receipt, please contact isoprojectldn@gmail.com to ensure your application was submitted properly.

There are no fees to apply for funding through the ISO Project Incubator.

Submission Checklist for Artists Applying to ISO Project

- ★ Optional Video Treatment (1-4 Pages, PDF/DOC)
- ★ MP3 of song (Audio Bitrate: 320kbps, Max file size: 30MB).
- ★ Lyrics of song (PDF/DOC, 1-2 Pages, Max file size: 10MB).
- ★ Bio and/or CV for Recording Artist (PDF/DOC, combined or separate).
- ★ Vision Board (PDF/PNG/JPEG)
- ★ Additional documentation (including Parent/Guardian consent for applicants under 18, additional funding declaration, etc)

Video Treatment Checklist (Optional)

The Video Treatment document should be a PDF and include some, or all, of the following information:

Synopsis - Outline the conceptual elements of your video

Artist Statement - Outline the Artists identity and/or vision for the video

Outline of Approach - How will the Treatment be executed to create your video?

Outline of Technical Elements - What are the technical challenges of your video?

How will you execute the technical aspects of your shoot?



THE ISO PROJECT: 2022 Guidelines

Collect and display images from existing media that will inspire the visual elements of your video; demonstrate aesthetic feel

Signed waiver indicating Treatment is Intellectual Property of the Artist

ADDITIONAL EXPENSES

If you have any questions regarding the eligibility of additional funding for the music video production, please contact ISO Project representatives prior to submitting an application. If an opportunity to bolster your music video production with external funding arises after submitting an application, it must be communicated to the [ISO Project Director Zahra Habib](#) as soon as possible.

Generally, all finances provided by the ISO Project are to be paid to London companies, located in London, or paid to London residents, for work performed within London Ontario. Productions may shoot outside of London and within Southwestern Ontario, if no less than 50% of the overall finished product has footage in London and the costs of travel and any other expense related to the travel does not exceed or strain resources. Requests and costs to filming outside of London will be reviewed on a case-by-case basis.

Further Restrictions

Record labels are prohibited from charging any expenses covered by the ISO Project grant against artist royalties. Expenses covered by the ISO Project should not be considered recoupable expenses for the label.

JURY PROCESS

Each round of decision making will involve one jury made up of professional peers from the Canadian music & film industry, as curated by the ISO Project, Forest City Film Festival, and London Music Office. These jurors are drawn from across the city and province and will continue on the panel for every new round leading up to the final music video project winner.

The jury will contribute to the decision making process in each round leading up to the final decision.

A maximum of seven and a minimum of three Jurors will serve on the Jury. They will be tasked with reviewing and assessing all applications submitted, and will be asked to make recommendations on how to best utilize resources for the Artist/Music Video Project chosen.

Jurors will assess all submitted materials, and will make their recommendations based on the following criteria:

Artistic Vision Board, Artistic Statement, and Optional Video Treatment (originality, style, creativity, innovation, proposed execution);

Song (audio material's songwriting/production/overall viability); and
Overall Impact & Viability of the Project

All Jury deliberations are confidential. The ISO Music Video Incubator Jury will choose which applicants will be shortlisted for the Consultative Round. The Jurors may not discuss the Jury screenings outside of the Jury session.

Jury recommendations remain confidential throughout the process. Jury recommendations are then collated and tabulated by ISO Project's Executive Committee.

Following the adjudication process, the ISO Project's Executive Committee will approach Successful Applicants with an Offer of Acceptance, as well as the opportunity to accept or decline. If the Successful Applicant decides to decline the Offer of Funding, the ISO Project will then approach the applicant with the next highest jury ranking.

All Successful Applicants will be announced publicly via press release following the adjudication process.

Policy on Conflicts of Interest

Each Jury member is required to declare any Conflict of Interest prior to the commencement of judging. While the ISO Project makes every effort to resolve direct conflicts of interest before the Juries sit, some indirect conflicts cannot always be avoided. If a situation exists wherein an indirect conflict presents itself, the ISO Project will try to minimize conflicts and balance the interests of all parties in order to get the best qualified Jurors. If an unexpected conflict of interest should arise, the jury member in question will be removed from the assessment process for that application.

CONDITIONS OF APPLICATION

By accepting an offer to participate in The ISO Project, an Artist agrees to all of the following:

Applicants to the ISO Project are free to source additional financing for use in their production, based on what the ISO already has allocated to their visuals. However, these additional resources must be declared to the ISO Project Director Zahra Habib as soon as they arise. The ISO Project, London Music Office, and Forest City Film Festival must receive on-screen credit of recognition, of equal or greater dimensions and duration, as any other financing partner. Please note that the ISO Project does not demand applicants to secure additional funding. Additional funding, both secured and pending, should be detailed as thoroughly as possible.

Applicants are required to update any information on the application via email to isoprojectldn@gmail.com if there is a change anytime between the Application deadline and delivery of the completed video.

The finished Video must be released and made available for public viewing based on the prearranged schedule agreed between the Artist and the ISO Project Executive. All later releases must be approved by the ISO Project. Once a Video is completed and ready for release, Applicants are expected to submit Completion Documentation that will be provided. Failure to complete Completion Documentation or publically release the finished Video may result in ISO withholding the rights to the Video. The production must not be released prior to the ISO Project recipient agreement.

Applicants agree to non-exclusively license the right to the Music Video, in perpetuity, for use in any and all media, now and hereafter devised, throughout the world, to the ISO Project, including to:

Archive the Music Video (with and/or without audio component) to interactive storage;

Use one or more clips of the Music Video for promotional purposes of the ISO Project and/or enhancement of Canadian music video art;

Reproduce, reformat, modify and/or edit any such clips for any of the foregoing purposes; and

Transfer any or all of the above-mentioned rights to one or more third parties for the aforesaid purposes.

ISO Project does not retain copyright of the resulting music video once it is released according to the Artist agreement, but rather enters into a non-exclusive license with the rights-holders, as stated above. Ownership of the music video content (including the finished production and all submitted documents, as well as all audio, visual & conceptual elements) is retained by the respective rights-holders following the successful submission of the Completion Documents and public release of the video.

Notwithstanding the ISO Project's non-exclusive license, applicants guarantee that they own or have been granted sufficient rights in all submitted content with respect to the Production (including treatment, sound recording, lyrics etc) to give effect to the terms of funding. As a result, the Applicant agrees to hold harmless the London Music Office, City of London, ISO Project and their agents and representatives from and against any and all claims, losses and/or damages arising in connection with the ISO Project and any alleged or actual breach of the foregoing warranty. All conflicting licenses must be declared and discussed with ISO Project administrators before acceptance of the Offer of Funding.

SUCCESSFUL APPLICATIONS

All applicants will be contacted, with successful applicants provided the opportunity to accept or deny.

Successful Applicants who participate in the ISO Project are expected to develop their Video Treatment with the designated ISO Production Team. Artists who want to work with a specific individual on any part of the process are required to contact the ISO Project Director Zahra Habib with details on the request.

The ISO Project will allocate funding based on what is required for the music video. All those who are on the production team are screened and selected by the ISO Project, with prearranged compensation methods distributed to the deserving parties (ex DOP, venue, dancers etc).

The Artist must sign an agreement of warranty to make themselves available to deliver the final video at the agreed project timeline. This agreement will be submitted as part of the Offer of Participation process that follows a Successful Application. This agreement also requires warranty that the Artist and all Production Crew will not improperly use resources, that all resources will be used within the production, as stated, and that the ISO Project, the Forest City Film Festival and the London Music Office and their agents and representatives will be held harmless from and against any improper use of resources, by any participant. This includes all losses and/or damages arising in connection with the ISO Project and any alleged or actual breach of the foregoing warranty.

Though videos produced under the ISO Project, by nature, are eligible for nomination for the FCFF Music Video Category, successful applicants will have no greater advantage in that regard than that of any production created using another funding source. The ISO Project's adjudication process is entirely distinct and separate from that of the Forest City Film Festival.

ACKNOWLEDGEMENT

Successful applicants must include acknowledgment of the ISO Incubator Project in the form of a logo stack on one full-frame card, appended to the end of the video. This logo stack can be worked into the overall aesthetic of the video, but must be of equal or greater size than any other logos specifically related to the video's production credits.

Appropriate logo files will be provided as part of the Offer of Funding process.

The size of the logo stack can be changed, however all type must remain legible and overall logo proportions should be retained. Colours of the ISO Incubator Project logo stack should not be changed, unless discussed with ISO Social Media & Marketing Coordinator Asha Supaul in advance.

In addition to the placement of our logo within the Production, we request that acknowledgment is included in all media releases and promotional materials related to the release of the Music Video Production. Suggested language for this acknowledgment is as follows: "This video was created thanks to the generous support of The ISO Project, a joint initiative of The ISO Project, The Forest City Film Festival, and The London Music Office.

COMPLETION REQUIREMENTS

All recipients of the ISO Project must submit their Completion Documentation via email to isoprojectdn@gmail.com

Once the music video production is completed and ready for release, applicants are expected to submit Completion Documentation. It is expected that you submit your Completion Documentation **2 WEEKS BEFORE** the public release of your music video production. Videos should not be released publicly before Completion Documentation is submitted and failure to complete Completion Documentation or publicly release the finished production may result in withholding of Video rights, in part or in full.

When your production is complete and ready for release, you will be asked to send the following assets to isoprojectdn@gmail.com

- ★ Short Project Summary (max. 1 page, PDF/DOC) outlining outcomes of the Production and accurate and comprehensive production credits.
- ★ Any extra expense documentation
- ★ Artists reflection statement (300 word minimum, no maximum)

As we require submission of any extra expense documentation, it is necessary you retain all invoices and receipts related to the Production. ISO Project reserves the right to request copies of these documents if verification is deemed necessary, within two years of application approval date.

Following the completion of filming, the ISO Project and the Artist will work together to deliver the following for release and promotional purposes:

Final song MP3 (Audio Bitrate: 320kbps, max file size: 25MB).

Logos & Acknowledgement (please refer to Term 3 of this document to ensure that you have fully met your Acknowledgement requirements).

Link to Youtube/Vimeo iteration of the Music Video Production, in which Production credits and Acknowledgement statements are visible.

Promotional assets to aid in the release roll-out of the Music Video Production, as outlined below:

Artist Production Credits, including social media copy

Pre-approved high-resolution production stills (3-5 stills, JPG or PNG)

Pre-approved behind-the-scenes stills (max 5 stills, JPG or PNG)

Pre-approved video excerpts, as follows:

At least three excerpts of no more than 15 seconds each (with aspect ratios of 9:16, suitable for an Instagram story)

At least one excerpt of no more than 60 seconds (with an aspect ratio of 1:1, suitable for an Instagram feed post)

At least two excerpts of no more than 60 seconds each (with aspect ratios of 9:16, suitable for a Facebook or Twitter feed post)

Any more video/digital assets, as agreed and deemed necessary

The ISO Project may also create a physical copy or delivery in an additional digital format, as needed, for archival purposes and/or other purposes related to the ISO Project, Forest City Film Festival or the London Music Office.

ISO PROJECT ADVISORY COMMITTEE AND JURY INFORMATION FORTHCOMING MARCH 2022