

## ***Clip It!* – 2012 Application Guidelines**



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

**Then *Clip It!* is THE MRC production initiative for you!**

### **Aim**

This exciting, new production initiative aims to assist MRC members develop and produce a music clip for a local SA band and interpret that song in a creative and resourceful way.

It also expects to assist SA local bands and musical artists with original music to collaborate on producing a quality music clip to help market their music.

### **What is funded?**

The MRC will support up to **five (5) music clips** with a \$500 cash investment towards the production of each clip, as well \$2,500 worth of in-kind investment to be used on MRC camera equipment and/or post-facilities hire.

Each production will also be granted two day's free hire of the new DSLR 5D MK III camera with L-series lenses, kindly supplied by Canon Australia. The MRC will attach an experienced director, cinematography and/or editing mentor to each production as appropriate.

### **Who is eligible?**

- Filmmaker applicants must be residents of South Australia and MRC members, 18 years+
- Filmmakers **MUST** apply jointly with a local band or musical artist to produce a music video for an original song.
- Applications from individual filmmakers or bands will not be accepted.

- Applications seeking only post-production funding are ineligible.
- Applicants who are in default of any contractual obligations to the SAFC or MRC are not eligible for funding.

## Conditions of entry

- Application entry is free. However the filmmaker applicant must be a current financial member of the MRC at the time of applying and throughout the duration of the production of the project.
- Applicants may submit music video concepts for no more than **two (2) songs** (1 pitch concept per song).
- All applicants **MUST** discuss their eligibility with an MRC staff member prior to submission.
- Each submission must be accompanied by a separate application. All applications will be treated confidentially.
- Only complete applications will be considered. Late applications will not be accepted.
- 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 project. Only original composed music will be supported through this initiative.
- Final selection will be based upon the originality of the pitch concept, the realisation of that pitch relative to the available budget, and the comparative experience and potential talent of BOTH the band and applying filmmaking team.
- All consumables, sundry items and non-MRC hire equipment costs are the sole responsibility of the applicant.
- Applicants will need to provide a full budget including all direct and deferred production costs. Please see the MRC website for details about the equipment and facilities available for in-kind use on this initiative.

## Outcomes

The successful clips will be launched at premiere screening at the Mercury Cinema on **Friday November 30<sup>th</sup> at 7.00pm.**

Applicants will then be encouraged to send their completed clips onto music distribution channels such as Rage, [V], Max & BPM. A compilation DVD will also be produced for sale.

Please visit the MRC 's Vimeo Channel to view last year's successful *Clip It!* music videos <https://vimeo.com/channels/clipit>

# Application Materials

## 1. Completed Application Form

Available from the MRC or download from [www.mrc.org.au](http://www.mrc.org.au)

## 2. Short Synopsis

In no more than **1-2 sentences**, describe the concept for your clip in a clear and engaging manner. The tone and genre informing your clip should be apparent to the audience through this short.

## 3. Pitch Concept

In no more than **one page**, explain your clip concept in terms of the narrative and theme you wish to present. If it has a narrative, outline the plot and characters. If it is abstract, explain why you have made that choice. What mood, tone or emotion are you intending to capture and why? Take into consideration how the visual style of the clip relates to the story you are telling. Essentially, what is your 'hook'? What makes your clip inventive and distinct from every other music video?

## 4. Director's Statement

In **one page**, outline how your clip will be 'realised'. Talk to your stylistic intent for the material and how you will approach the storytelling - both visually and from a performance point of view. Consider how the band is to be portrayed and who is your target audience? Why will people watch your clip?

Discuss how this project fits into your career trajectory, what is your passion for the material, and why are you the right person to shoot this clip?

## 5. Feasibility Statement

The clip you will produce in this initiative will have a nominal cash budget. As part of the assessment process, explain in no more than **two pages** how you will 'realise' the production of the clip on such a limited cash budget. Who is your crew? How will production design, locations and costuming be handled? SFX or VFX? What resources will you be accessing to achieve this? How will you schedule and shoot the clip in two days?

## 6. Film Clip Budget

The applicant will need to supply a **one page** budget breakdown, which incorporates ALL costs – actual and otherwise – including any crew deferrals, as well as any MRC in-kind equipment support up to \$2,500. Producers are advised to familiarise themselves with MRC equipment hire rates ([www.mrc.org.au/hire-it/catalogue](http://www.mrc.org.au/hire-it/catalogue)) so they can accurately incorporate any in-kind support into their final budget.

The Producer will need to negotiate with any other equipment and facilities providers and **include their quotes**, which are to be reflected in the budget. Budgets should also include any direct post costs such as Betacam master tapes for television exhibitors.

Crowd-funding and fundraising strategies designed to match the MRC's investment will be favourably considered by the committee.

## 7. CVs of Key Creative Crew

CVs must be **no longer than two pages** for each key crew applicant and be relevant to screen production.

## 8. Single and Band Biography

Applicants should provide the selected song as an .mp3 file on a data CD. They also need to submit a CV and/or Biography highlighting the band's musical experience, recording history and track record.

## 9. Director and DOP Showreel

Both the Director and Director of Photography **MUST** submit a showreel demonstrating their previous work.

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Please forward **five (5) copies** of all application materials to:

**Attn: Bowen Ellames**

*Clip It! 2012*

Media Resource Centre

13 Morphet Street

Adelaide SA 5000

no later than **4pm on Monday July 16, 2012.**

Applications received after the deadline (including by post) **WILL NOT** be accepted.

For more information, contact **Bowen Ellames** on 8410 0979 or [info@mrc.org.au](mailto:info@mrc.org.au)

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## Terms and Conditions of Funding

- A) Successful contracting applicants must provide the Media Resource Centre with an ABN or complete a 'Statement by a Supplier' form for taxation purposes.
  - B) If successful in securing production funding, the production team must be available to commence pre-production on August 13<sup>th</sup> with a view to completing all photography by mid-October.
  - C) Delivery to the MRC will be **no later** than Friday, Nov 9<sup>th</sup> 2012.
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