

Deadline: Production companies can enroll candidates until October 3, 2013

Questions: Email brandice.vivier@nsi-canada.ca or phone: (204) 956-7800 or (800) 952-9307

FREQUENTLY ASKED QUESTIONS

WHAT IS NSI LIFESTYLE & REALITY SERIES PRODUCER TRAINING?

The NSI Lifestyle & Reality Series Producer training course is an advanced training initiative that teaches the specific skills required to produce lifestyle and reality series through an intensive six-day training week and an eight-week internship on an existing lifestyle/reality series.

Our Program Partners, Bell Media, Shaw Media and Corus will, at their discretion, approve a new line-item in the series production budget called 'apprentice series producer' for participating production companies with green lit series at their network. Please see "How much does it cost" below for more information.

The course builds on the candidate's existing abilities through a specialized week-long training component and an eight-week apprenticeship on an existing series.

Candidates will connect with top lifestyle and reality series producers, network executives, production executives and other industry leaders to round out their knowledge base and industry contacts.

HOW DOES IT WORK?

There is no call for applications or jury process. Only production companies are permitted to enroll a candidate in the course.

Production companies sign up a candidate they feel is ready to make the leap into unscripted series production. The candidate can be an employee of the company or a freelance contractor. It's the production companies' choice.

The candidate will attend a week-long training intensive in Toronto in October. Exact dates to be determined in consultation with participating production companies.

The candidate will also apprentice for eight weeks on an existing series with their nominating production company. They will work closely with a veteran series producer (mentor) chosen by the production company.

The timing of the internship is flexible and can occur prior to, or after, the training session in October; whichever works best for the production and meets the training goals of the candidate.

HOW MUCH DOES IT COST?

\$25,000 per candidate as follows:

- Shaw, Bell and Corus will (at their discretion) will approve a new line-item in the series' production budget called 'apprentice series producer' in the amount of \$12,000 for participating companies whose series is in production for that network. This amount is meant to cover the participant's stipend during the eight-week apprenticeship on said production company's lifestyle or reality series.

- The stipend can be counted towards tax credit calculations.
- \$13,000 payable to NSI to offset the cost of training the candidate.
 - NSI will cover accommodation and airfare costs associated with the week-long training session for candidates not based in Toronto.
 - NSI does not cover costs associated with the eight-week internship.

WHAT IS THE COURSE FORMAT?

NSI Lifestyle & Reality Series Producer training is comprised of two phases: theoretical and hands-on.

Phase one (theoretical) – the apprentice takes part in an intensive six-day training program lead by Al Magee specifically designed to give her/him the skills needed to be a successful series producer. Class size will be small; with a maximum of 10 candidates accepted.

Phase two (hands-on) – an eight-week apprenticeship on a lifestyle/reality series currently in production. The apprentice works closely with a veteran lifestyle series producer (mentor). The apprenticeship takes place over eight consecutive weeks, preferably when the series is in the midst of production to give the apprentice an idea of how demanding the position is and to ensure their experience is rooted in reality. This is the pressure-cooker time when the series producer is juggling multiple episodes in various states of completion (an episode in prep; one in the field; one in editing etc.) Al Magee stays connected with the apprentice through regularly scheduled meetings.

WHAT ARE THE EXACT DATES OF THE COURSE?

The six-day intensive training week takes place in early October 2013. Exact dates will be determined in consultation with participating production companies.

The eight-week internship can take place prior to, or after, the October training week as determined by the production company. In any event, the internship is to take place no later than May 1, 2014.

CAN I APPLY ON MY OWN WITHOUT A NOMINATIONG PRODUCTION COMPANY?

Unfortunately no. Only production companies can nominate candidates for the course. However, you are more than welcome to speak to companies you've worked with previously to see if they'd be interested in nominating you.

WHICH BROADCASTERS ARE PARTNERING ON THIS COURSE

Shaw Media, Bell Media and Corus are all supporters of this course and work with NSI as Program Partners.

HOW DO WE APPLY/ENROLL?

It's as simple as filling out the application form and submitting the additional documents to Brandice Vivier, NSI's senior program manager, at brandice.vivier@nsi-canda.ca

We recommend that you call or email us to let us know you are interested.

WHAT RECOGNITION WILL PARTICIPATING PRODUCTION COMPANIES RECEIVE?

Production company sponsors will be acknowledged as a Supporting Sponsor on all media releases and other applicable external and formal communications (verbal, written, electronic or other) related to this course.

Production company Sponsors to be mentioned as a Supporting Sponsor in all media interviews, and print mentions (on a best efforts basis) related to this course.

Production company sponsors' logo will appear on the NSI course sponsor page, as well as in rotation on each page in the sponsor window, and will include a link to the production company's website.

If the occasion arises, the production company will be given invitations to a course-related event or reception.

NSI would be pleased to post production company signs and banners in the training space during training and any other course-related event or reception.

WHO IS THE NSI LIFESTYLE & REALITY SERIES PRODUCER PROGRAM MANAGER?

Brandice Vivier

As senior program manager at NSI, Brandice has an excellent reputation for designing strategic training partnerships, developing curriculum relevant to participant needs, and creating project strategies with impressive results. Many projects Brandice has worked with have won awards worldwide and have been broadcast on Bell Media, Shaw Media, HBO Canada and Citytv.

In addition to managing NSI Lifestyle & Reality Series Producer, NSI Totally Television and the NSI Features First course, Brandice works closely with the director of programming to develop curriculum for new courses.

Brandice previously managed NSI Drama Prize, NSI Aboriginal Journalism, NSI Storytellers, and NSI Pitch to Win! She has been part of the delivery team for the Featuring Aboriginal Stories Program, NSI Global Marketing, Telefilm Canada Spark Plug and DiverseTV.

Brandice has worked in the film and television industry for over 20 years, including at CTV where she negotiated development and license agreements and prepared compliance reports for the CRTC. She worked in the Canadian dramatic programming department where she liaised with independent producers on all Canadian dramatic programming developed and licensed by CTV. Brandice began her career at Manitoba Film & Sound (now [Manitoba Film & Music](#)) as programs analyst.

WHO IS THE NSI LIFESTYLE & REALITY SERIES PRODUCER PROGRAM ADVISOR?

Al Magee: Executive Producer, Story Editor, Trainer, Mentor

Under the [Magee TV](#) banner, Al Magee has created, produced and been the show runner on over 400 episodes of non-fiction television including *Design Rivals*, *Love by Design*, *Designer Guys* (with Westwind Pictures), *So Chic*, *Partydish*, *Fixing Dinner* (with Joe Media), international food success *Everyday Exotic*, the sneaky innovative *Woodworker*, the award-winning pilot *Night Chef*, and the web series *I Kill Monsters*, as well as the three-season lifestyle-comedy hybrid *Smart Woman Survival Guide*. He also consulted to multiple unscripted producers, series and broadcasters including CBC, CTV, HGTV, FNC, SLICE, and the European broadcasters YLE, and DR-2. His approach to non-fiction production earned him the Banff Maple Pictures Innovative Producer of the Year award in 2007.

As a trainer and mentor, Magee has been CFC's Professional in Residence for 15 years and designed and delivered multiple programs. He has run programs for NSI, the Atlantic Film Festival, CBC Training, Telefilm and was awarded the WGC's Alex Barris Mentor of the Year Award.

I HAVE MORE QUESTIONS. WHO DO I CONTACT?

Email your questions to brandice.vivier@nsi-canada.ca or call us at (800) 952-9307

NSI Lifestyle Series Producer 2012 was made possible by Presenting Partners Shaw Media, Corus, and Bell Media and Supporting Sponsors Cineflix Media, Paperny Entertainment, Peace Point Entertainment Group, RTR Media Inc., CMPA

About the production company sponsor

Contact person: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Work tel: _____ Cell: _____ Email: _____

Do you wish to be added to the NSI e-newsletter list: Yes No Already receive it

Please supply the following information with your application:

- A brief description outlining your expectations for the apprentice
- Assessment of apprentice's strengths and weaknesses
- Series outline including one-sheet of the series the apprentice will be working on
- Electronic version of your company's logo – EPS, TIFF, PNG or JPG

About the series producer mentor

Name: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Work tel: _____ Cell: _____ Email: _____

Do you wish to be added to the NSI e-newsletter list: Yes No Already receive it

Please supply the following:

- Resume

About the apprentice

Name: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Work tel: _____ Cell: _____ Email: _____

Do you wish to be added to the NSI e-newsletter list: Yes No Already receive it

Personal Information. Federal privacy legislation protects the personal information you provide voluntarily on this application form.

Year of birth:

Gender:
Male Female

Language:
English French other _____

Aboriginal person*
 Yes No

Visible Minority**
 Yes No

Person with a Disability***
 Yes No

**An ABORIGINAL PERSON is a North American Indian or a member of a First Nation, Metis or Inuit. North American Indians or members of a First Nation include status, treaty or registered Indians, as well as non-status and non-registered Indians.*

*** VISIBLE MINORITY is a person (other than an Aboriginal person as described above) who is non-white in colour/race, regardless of place of birth.*

****A PERSON WITH A DISABILITY has a long-term or recurring condition or health problem which limits the kind or amount of activity that he/she can do in the workplace; OR feels that he/she is perceived by others as limited in the kind or amount of work which he/she can do because of a physical, mental, sensory, psychiatric or learning impairment.*

Please supply the following:

- Brief description outlining your expectations for the program
- Personal assessment of your strengths and weaknesses with regards to the training
- Resume