

# Equity and Emerging Development Program

ASSESSMENT CRITERIA	POINTS
<p style="text-align: center;"><b>APPLICANT / KEY CREATIVE TEAM</b></p> <ul style="list-style-type: none"> <li>• Personal statement, articulation of career plan (15)</li> <li>• Capacity, knowledge and background of applicant/ and persons in Key Roles (10)</li> <li>• Projects where the primary language is a language other than English. (2)</li> <li>• Additional factors for the applicant (individual or business) in terms of increased regional representation (outside of Lower Mainland BC). (3)</li> </ul>	<b>30</b>
<p style="text-align: center;"><b>PROJECT PROPOSAL</b></p> <ul style="list-style-type: none"> <li>• Strength and creative quality of project plan (20)</li> <li>• Originality, freshness or uniqueness of story idea (10)</li> <li>• Feasibility of budget and proposed development activities (10)</li> <li>• Reflection of Canadian topics and issues (5)</li> </ul>	<b>45</b>
<p style="text-align: center;"><b>AUDIENCE, MARKETING AND DISTRIBUTION PLAN</b></p> <ul style="list-style-type: none"> <li>• Articulation of target audience and plan to reach them (10)</li> <li>• Viability of project to move forward into production (10)</li> <li>• Potential impact to reach and speak to Canadian audiences / communities (5)</li> </ul>	<b>25</b>
<b>TOTAL POINTS</b>	<b>100</b>