



CANADA
MEDIA FUND

FONDS DES MÉDIAS
DU CANADA

CMF INDUSTRY PROGRAMS APPLICATION GUIDE 2024-2025

Please review this guide, which includes tips to complete the **Dialogue Application Form used for the following programs:**

- **CMF CHANGING NARRATIVES FUND**
- **CMF SECTOR DEVELOPMENT SUPPORT PROGRAM**

Please complete all information requested and include all required documentation with your application.

NOTE: For inquiries relating to your Dialogue application, please contact our Coordination Team at cmf.fmc.coordination@telefilm.ca. For inquiries relating to the programs' guidelines contact industries@cmf-fmc.ca.

The following pages include a copy of the Application Form. **Pay attention to the highlighted helpful tips**. Note that all sections in **red** are fields that must be filled out in order to submit your application.

→ To save and continue later, click SAVE at the bottom of the page.

→ To retrieve a saved and not yet submitted application form, click on **Tasks** and then on **Complete Application | Compléter la demande**.

Thank you for reading this Guide. Please keep in mind that the Dialogue Application Form can be updated from time to time and not all sections may be identical to what you see below.

Please do not hesitate to contact our Coordination team for any questions cmf.fmc.coordination@telefilm.ca.

Welcome to the **CMF INDUSTRY PROGRAMS** application Guide.

At this point you should have:

- Created your [Dialogue user account](#);
- Gathered all the [Persona-ID](#) numbers of the key personnel involved in this project;
- Created an application by going to **Actions** and choosing **Submit an Application** in your Dialogue account and choosing the appropriate source of CMF financing.

Please note: The fields highlighted in **red** are mandatory to **complete** and **submit** your application. Also, please consult the program guidelines when completing the application form to ensure you enter information that is compliant with the program's requirements.

Complete Application

If you create a new application in Dialogue but it is not completed and submitted within 60 days, the application will automatically be deleted

IMPORTANT: This application will be deleted if not submitted within 60 days from the date it was started.

Summary

Program CMF Industry

Application Year 2024-2025

A copy of this guide can also be found here

Need help? Please review our Guide

Applicant

One or more required fields are empty

Select Applicant Company

--Select--

A value is required

If your Dialogue account includes several companies, you will be able to select the Applicant Company from the pull-down menu. If your Dialogue account only includes one company, it will appear here by default

Correspondence Language

Answer by selecting from the pull-down menu

A value is required

Applicant(s) is/are a Canadian

Answer by selecting from the pull-down menu

A value is required

Please indicate the intended reach of your Project?

Answer by selecting from the pull-down menu

A value is required

Contacts

One or more required fields are empty

Please enter the name of the contact person (last name and then first name) not the organization

Contact Type	Name (last name, first name)	Email	Phone Number
Contact for all correspondence			

Canadian Co-Applicant(s) (if applicable)

One or more required fields are empty

This section may not apply to your funding request, but if you do have a Co-Applicant, please click on the "Add" button below and enter the required information.

Co-Applicant	Contract Signatory Name	Email for Official Notifications	
			×

Add

▲ Project

One or more required fields are empty

Title

A value is required

Original Language of Project

Language of Project (specify)

If you selected "Indigenous" or "Other" above, a second window will appear asking you to specify. If your Project is multilingual, please select "Other" and list all the languages that apply

What is your Project intended to foster?

Please note that for the [Changing Narratives Fund](#), "Market Access" and "Research" are not applicable.

Description (2000 characters or less)

This information will be used by Canada Media Fund for promotional purposes. Kindly advise us if there are any changes.

A value is required

Please indicate any of the following that you plan to undertake in the course of your Project.

The CMF encourages all Applicants to implement more environmentally-sustainable practices and cleaner technologies – and reduce the use of unsustainable resources – in the development, production and exploitation of Projects. Select all that apply.

A value is required

Does this Project specifically target any of the following Indigenous Peoples or Equity-Seeking Communities?

This question is for statistical and analytical purposes only. The definitions of Indigenous Peoples and Equity-Seeking Communities are found in Appendix A. For complete program details, including eligibility criteria, please consult the Guidelines and Application Guide.

How many participants do you expect to benefit directly from the Project?

A value is required

Additional details regarding the composition or geographical and demographic breakdown of the participants. (1500 characters or less)

▲ Key Personnel

One or more required fields are empty

Please enter the complete list of **Board members, organization Directors, as well as the Project Lead**, by clicking on the "Add" button. You may enter any other individuals participating in the project. Chose from the exhaustive list of roles in the pull-down menu.

Role	PERSONA-ID Number (if applicable)	Name (last name, first name)	Citizenship
<input type="text"/>	<input type="text"/>	<input type="text"/>	--Select--

Please visit the [CMF's Persona-ID](https://cmf-fmc.ca/persona-id/) page at <https://cmf-fmc.ca/persona-id/>

Click on the "Add" button and select the the funding program from the pull-down menu. Then enter the Requested Amount. The maximum contribution from the CMF will not exceed 75% of the project's Eligible Costs

▲ CMF Financing Program(s)

One or more required fields are empty

Source of CMF Financing	Type	Requested Amount (CAD)
<input type="text"/>	<input type="text"/>	<input type="text"/>
Total		

▲ Financial Structure

The following fields require values: Source, Category, Type, Amount

Click the "Add" button below and enter any other participants in the financial structure. Select from the pull-down menus where applicable.

Source	Category	Type	Confirmed	Amount (CAD)	% Canadian
Canada Media Fund	CMF		<input checked="" type="checkbox"/>		0.00
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	0.00
Total				0.00	

▲ Budget/Final Costs

One or more required fields are empty

The **Financial Structure** total above must equal the total amount of the **Budget/Final Costs** below.

Category	Budget - Canada (CAD)
A - Project Management Costs	
B - Project Costs	
C - Travel Costs	
D - Marketing and Communication Costs	
Administration Costs	
Total	0.00

Enter the subtotal amounts of each of the categories as per the separate **Excel Budget** that you will submit under Required Documents

▼ Related Party Transactions

No Related Party Transactions

Budget Line	Description	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available					

At application stage, you can click on "No Related Party Transactions" and you won't have to fill out this section.

▲ Schedule

One or more required fields are empty

Add the **Start** and **End** dates of the Project (clicking on the icon will open a calendar from which you can select the dates). You can enter multiple **locations** if applicable. Indicate the **total number of days** of the activity.

Item	Start Date	End Date	Locations	Duration (days)
Project	mm/dd/yyyy	mm/dd/yyyy		

▼ Related Party Transactions

No Related Party Transactions

Budget Line	Description	Name of Related Company or Individual	Amount (CAD)	Measurement Basis	Related Party Reference Number
No items available					

At application stage, you can click on "No Related Party Transactions" and you won't have to fill out this section.

▲ Schedule

One or more required fields are empty

Add the **Start** and **End** dates of the Project (clicking on the icon will open a calendar from which you can select the dates). You can enter multiple **locations** if applicable. Indicate the **total number of days** of the activity.

Item	Start Date	End Date	Locations	Duration (days)
Project	mm/dd/yyyy	mm/dd/yyyy		

▲ Required Documents

Visit the **Programs** page at www.cmf-fmc.ca to find the list of required documents.

The maximum file size allowed is 25MB. Documents too large are highlighted in red

Please refer to the List of Required Documents for the programs posted on the CMF website. Click on the "Add" button and upload each required document separately. Enter a brief description of the document and select the type of document from the pull-down menu.

Document	Website URL	Description	Type
UPLOAD Drop file here			--Select--
Add			

You need to supply a file or a url for each of the submitted document

Statement

Don't forget to click this box after reading the **Applicant Statements**

Statement	<input checked="" type="checkbox"/>	By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete. For Quebec-based Applicants only (pursuant to Bill 96): By checking this box, the Applicant declares having read the Applicant Statements and acknowledges that these statements are accurate, true and complete.
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IMPORTANT before submitting

If you wish to keep a copy of your Application please print or "print as pdf" before submitting.

CANCEL

You can submit your completed application or save a partially completed one and come back to it later. We recommend that you consult the [Dialogue User Guide](#) which can be found on the CMF website for the next steps.

SUBMIT SAVE

- Before submitting your application, make sure to print a copy (or print to PDF). Once submitted, the application form will no longer be available.
- Once you click Submit, a confirmation that the application has successfully been submitted will appear on screen. The application number, title, funding stream and status will be available for reference under **Records** and **My CMF Applications** but for your convenience, please write down the application number generated.
- If you do not see the message confirming that the application was successfully submitted, this means that errors or incomplete fields remain (scroll up and look for the section(s) in red). Correct the errors and incomplete fields and click Submit again.
- A decision will be communicated to you via Dialogue approximately 6 to 8 weeks after the reception of the application. Please check your emails for a notification to verify the portal.
- Consult the [Dialogue User Guide](#) to find out how to **sign the CMF Agreement**, set up **Direct Deposit** and **Fulfill Conditions** and complete the **Final Evaluation** process in order to release the payments.
- Please do not hesitate to contact our Coordination team for any questions related to your Dialogue application cmf.fmc.coordination@telefilm.ca.