

For Immediate Release – 12:00 AT, APRIL 3 2015 Media Advisory

SCREEN NOVA SCOTIA CALLS ON PREMIER'S OFFICE TO STOP RELEASING MISLEADING INFORMATION

Screen Nova Scotia, an industry group that represents workers in film, television and digital media, has made an urgent appeal to Premier McNeil to stop further distribution of misleading information pertaining to Nova Scotia's Film Tax Credit Program. At issue is the government's insistence that 99% of companies that receive the film tax credit do not owe taxes in Nova Scotia. This statement is a gross distortion of how the program works, and is doing direct damage to the reputation and viability of the province's screen industries.

"We are at a loss as to why Finance Minister Diana Whalen introduced this erroneous notion in the first place," says Screen Nova Scotia Chair Marc Almon. "That was bad enough. But to have the Premier's office now repeating it is extraordinary. It is flat out wrong. And it is doing Nova Scotians a huge disservice."

The same "99% don't owe taxes" message was being used on Thursday by the premier's office staff in responding to taxpayers' queries.

"This is an unfair, misleading characterization of how the tax credit works," says Almon. "Tax credits contribute towards employing Nova Scotians on film, television and digital media projects. Every dollar goes towards creating jobs, and leveraging investment for more jobs. Film, TV and Digital Media companies do not simply pocket the money,"

For the record: individual film, television and digital media projects are managed by a "single purpose company," set up for the operation of that particular production. These single purpose companies - if the job is done properly - break even. Therefore, when the production is completed and the company files its tax return and claims its tax credit, it owes no corporate tax. It has, however, paid payroll taxes and HST, and engaged hundreds of Nova Scotians and dozens of Nova Scotia companies that pay taxes. Just as important, the film and television productions are owned by a permanent Nova Scotian "parent company" that pays taxes like any other corporation. Millions of dollars in tax revenues are generated every year by film, television and digital media production.

"Saying 99% of the companies that receive the tax credit do not pay taxes is a terrible distortion. We invite Nova Scotians who are interested in the reality of the situation to visit our website, where further detailed explanation is available," says Almon.

To see detailed responses to Finance Minister Whalen's comments, please click here:

<http://static1.squarespace.com/static/544fe82ee4b0e5ca213e2a2f/t/551ea24fe4b0998e40bea286/1428070991838/SNS+Whalen+Addendum.pdf>

More than 50 documentary, film and television projects have been completed recently with the assistance of the NS Film Industry Tax Credit, including the internationally-renowned *Book Of Negroes*, *This Hour Has 22 Minutes*, *Mr. D.*, *Heartbeat*, *Inspector Gadget*, *The Trailer Park Boys*, *Haven*, *Forgive Me*, *Relative Happiness*, *Hope for Wildlife*, *Call Me Fitz*, and *Lizzie Borden*.

For more information, please contact Tara McClair, Screen Nova Scotia, 902 229 3793

For more information about Screen Nova Scotia, see: <http://www.screennovascotia.com/>