

# NATIONAL FILM BOARD

## ANNUAL REPORT ON RESULTS IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT* 2011-2012

### General information

Federal institution: Web site:	National Film Board www.onf-nfb.gc.ca
Minister responsible:	The Honourable James Moore, Minister of Canadian Heritage and Official Languages
Senior official(s) responsible for implementation of section 41 of OLA (e.g., Assistant Deputy Minister or Official Languages Champion):	Official Languages Champion: Claude Joli-Coeur
<b>General</b> mandate of federal institution (4 to 5 lines – This summary of the mandate will be published in the Annual Report on Official Languages tabled in Parliament):	To produce and distribute relevant, original and innovative audiovisual works that add to our understanding of the issues facing Canadians and raise awareness of Canadian values and viewpoints across our country and around the world.
National coordinator responsible for implementation of section 41: Exact title: Telephone no.: E-mail:	Amélie Saint-Germain Senior Analyst 514-496-1044 a.saint-germain@nfb.ca
Regional coordinators (if any): Exact titles: Telephone nos.: E-mails:	Not Applicable

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## A. AWARENESS (In-house activities)

[Training, information, orientation, awareness, communication and other activities carried out **in-house** in order to educate employees and/or senior managers of the federal institution about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; consideration of the viewpoints of OLMCs in research, studies and investigations carried out in-house.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p>The National Coordinator held various information exchange meetings with the Champion, Producers, Executive Producers and internal reporting coordinators.</p>	<p>Meetings with NFB staff.</p>	<p>Increased awareness of Part VII and on reporting requirements among NFB staff.</p> <p>Sharing best practices.</p> <p>Several information meetings were held to explain the implementation of Part VII of the Official Languages Act</p>	<p><b>Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.</b></p>
<p>Meeting of the Management Committee of the French Program.</p> <p>Programming Committees.</p> <p>Collaboration between the Acadia Studio and the Ontario and West Studio.</p>	<p>Meetings twice a month.</p> <p>Video conference meetings between the Acadia Studio and the Ontario and West Studio.</p>	<p>The Executive Producer of the Acadia Studio and Ontario and West Studio, Jacques Turgeon, attends Management Committee meetings and ensures that senior management is made aware of the reality of francophone regions outside Quebec.</p> <p>The Executive Producer and Producers of the Acadia Studio and Ontario and West Studio participate in programming committees, in person or via video conference. Projects developed in both studios thereby benefit from greater attention.</p> <p>Meetings between the two studios provide an opportunity to discuss and share ideas on common projects and challenges.</p>	

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<p>Establishment of an in-house working committee with a mandate to participate in achieving objectives regarding enhancing promotion and development of the French language and to circulate information among their teams.</p>	<p>Since the committee's establishment, one meeting has taken place, on January 31, 2012.</p>	<p>Better knowledge of the issues and opportunities linked to this institutional priority.</p> <p>Better circulation of information within the NFB pertaining to issues, challenges and realities of francophone minorities in Canada and abroad.</p> <p>Participation of the NFB's Official Languages Champion, francophone project leader and middle managers.</p>	
<p>Grants and Contributions program.</p>	<p>Consultation meetings and video conference meetings with NFB staff.</p>	<p>G&amp;C program manager working with Producers, Executive Producers, Marketing staff as well as Upper Management about potential recipients of the G&amp;C program.</p>	
<p>Get Animated! / Animez-vous! Annual "community engagement activity."</p>	<p>Formal presentations to Accessibility and Digital Enterprises managers, directors and colleagues.</p> <p>Circulation of information posters and e-flyers.</p>	<p>Greater in-house awareness and integration of Get Animated!.</p> <p>Support and involvement to connect to target audiences in French-speaking communities outside Quebec and in English-speaking communities within Quebec.</p>	
<p>Museum strategy</p>	<p>Development of a strategy document for museum partnerships shared with colleagues across all internal divisions via informal presentations.</p>	<p>Greater awareness and cross-departmental discussion of opportunities for partnerships and distribution.</p> <p>Development of activities related to sales to museums and their membership in French-speaking communities outside Quebec and in English-speaking communities within Quebec.</p>	

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## B. CONSULTATIONS (Sharing of ideas and information with OLMCs)

[Activities (e.g. committees, discussions and meetings) through which the federal institution consults the OLMCs and interacts with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g. round tables and working groups) to explore possibilities for cooperation within the existing mandate of the federal institution or as part of developing a new program or new policy; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by regional offices to determine their concerns and needs.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>Strengthening of Cultural and Artistic Structures</b></p>			<p><b>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</b></p>
<p>Working with OLMC artists and technicians on a range of projects in the English Program's Documentary and Animation Studios in Quebec.</p>	<p>Meetings with NFB producers and administrative staff regarding project proposals and ideas on a day-to-day basis.</p>	<p>In addition to daily consultations with OLMCs concerning project proposals and film ideas:</p> <ul style="list-style-type: none"> <li>• Quebec Centre received proposals from 62 Quebec-based anglophone creators (55 documentary and seven digital projects) and held meetings with approximately 20 of those creators.</li> <li>• Animation Studio held meetings with approximately 75 Quebec-based anglophone filmmakers.</li> </ul>	
<p>Ongoing discussions and consultations with various cultural organizations in OLMCs.</p>	<p>Meetings with Quebec-based anglophone film groups.</p>	<ul style="list-style-type: none"> <li>• Producer Kat Baulu met with Montreal Film Group and gave guidance and recommendations about logistics for the 48-hour Film Project initiative.</li> <li>• Producer Kat Baulu met new creators at DNA, an international symposium on digital non-linear storytelling at Concordia University, May 13–15 (<a href="http://www.dnasymposium.com">www.dnasymposium.com</a>).</li> </ul>	
<p>Working Group on Arts, Culture and Heritage with the English-Language Arts Network (ELAN)</p>	<p>February 17, 2012</p>	<p>More details in Section D.</p>	
<p>The NFB Cross-Canada Tour (francophone Communities in Vancouver and Prince George)</p>	<p>As part of the NFB tour, the NFB commissioner held group meetings for francophone community leaders in Vancouver and Prince George.</p>	<ul style="list-style-type: none"> <li>• Consultation prior to and during the meetings on issues affecting francophone minority communities, and how the NFB could better serve such communities.</li> <li>• Meeting with 12 francophone community leaders in Vancouver and Prince George.</li> <li>• Increased awareness of how to access NFB films via NFB.ca and ONF.ca, on DVD or via public events.</li> <li>• Developed networks, contacts with the leaders of these francophone communities and their members.</li> </ul>	

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		<ul style="list-style-type: none"> <li>Ongoing contact with three representatives from these two locations throughout the Community Advisory Group (see NFB Community Advisory Group below).</li> </ul>
NFB Community Advisory Group	<p>Participation of seven community leaders from or representing French-speaking OLMCs outside Quebec. Participants are located in British Columbia, Manitoba, Ontario, New Brunswick and Prince Edward Island.</p> <p>Six blog posts were written.</p>	<ul style="list-style-type: none"> <li>Creation of a private, secure blog for Community Advisory Group members and how-to documents for signing into the blog.</li> <li>Members of the Canadian <i>Francophonie</i> who attended prior meetings were invited to join the Advisory Group (contact was made by letter, e-mail and phone).</li> <li>Discussions were made with many participants regarding the committee.</li> <li>A private blog is used to exchange and update information. E-mail updates were sent when new articles were posted.</li> </ul>
Grants and Contributions program	<p>G&amp;C program manager working with organizations.</p> <p>Phone meetings with potential G&amp;C recipients (FRIC, Cinéfest Sudbury, Freeze Frame, Pop Montréal, FICFA, Festival des films de l'Outaouais).</p>	<ul style="list-style-type: none"> <li>New partnerships under the G&amp;C program: <ul style="list-style-type: none"> <li>-New recipients: Rendez-vous de la francophonie, FRIC, Freeze Frame and Pop Montreal.</li> </ul> </li> <li>Feedback on potential new G&amp;C program recipients.</li> <li>Better understanding of the organization's efforts and challenges.</li> </ul>
Get Animated! / Animez-vous!	<p>Conversations by telephone, as well as e-mail information and briefing about the event to potential partners.</p> <p>Discussion on program creation and promotion of programs offered in English in Montreal, and French in Moncton, Timmins, Winnipeg, Prince George and Vancouver.</p>	<p>Participation by OLMC communities across the country.</p> <p>Participation by citizens in French in Moncton, Timmins, Winnipeg, Prince George and Vancouver, and in English in Montreal:</p> <ul style="list-style-type: none"> <li>15 screenings and workshops</li> <li>604 participants</li> </ul>
<p>Ongoing discussions and consultations of producers at the French Program Studio and Accessibility and Digital Enterprises management with representatives from various OLMC cultural organizations.</p> <p>Consultation of the national coordinator with representatives from various OLMC cultural organizations.</p>	<p>Discussions and consultations with such groups as:</p> <ul style="list-style-type: none"> <li>Fédération culturelle canadienne française (FCCF)</li> <li>Front des réalisateurs indépendants du Canada (FRIC)</li> <li>Alliance des producteurs francophones du Canada (AFPC)</li> <li>Association des artistes acadiens professionnels du Nouveau-Brunswick (AAAPNB)</li> <li>Association des producteurs du Nouveau-Brunswick</li> <li>University of Moncton</li> </ul>	<p>Presentation by the NFB of projects and programs for OLMCs and continued discussions on the expectations and concerns of the organizations.</p> <ul style="list-style-type: none"> <li>Meetings with partners in OLMCs to put forward ideas and devise strategies linked to programming, film marketing and other activities.</li> <li>Better understanding of the organizations' needs and better knowledge on the part of the organizations of the NFB mandate.</li> <li>Consultation with the Front des réalisateurs indépendants du Canada (FRIC) to improve collaboration with this organization (film marketing, partnerships with certain festivals, promotion to target audiences, etc.).</li> <li>Development of the <i>Ta parole est en jeu</i> Web project and the <i>Fransaskois</i> project with the University of</li> </ul>

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	<ul style="list-style-type: none"> <li>• Société nationale de l'Acadie (SNA) <ul style="list-style-type: none"> <li>◦ Stratégie de promotion des artistes acadiens sur la scène internationale (SPAASI – Strategy to promote Acadian artists on the international stage)</li> </ul> </li> <li>• Partnerships with the TFO Media Group</li> <li>• Partnerships with the five Rendez-vous de l'ONF en Acadie localities</li> <li>• Francophone Assembly of Ontario</li> <li>• Franco-Ontarian Youth Federation</li> <li>• Fransaskois Community Assembly</li> </ul>	<p>Moncton.</p> <ul style="list-style-type: none"> <li>• Partnership with AAAPNB for the creation of an Acadian film library. In addition to informing OLMCs about NFB films and films that are made and produced in Acadia, this initiative results in passing on the NFB's knowledge about the conservation of film and audiovisual collections.</li> <li>• Periodic consultations with the TFO Media Group for developing digital Web projects such as <i>Ton Doc</i> for 9-to-12-year-olds and documentary projects such as <i>Histoires francophones</i>.</li> <li>• Partnerships with AFO, FESFO and the Fransaskois Community Assembly for developing interactive websites.</li> </ul>	
Rendez-vous de l'ONF en Acadie	Ongoing conversations and meetings with the partners in the six localities to discuss various aspects of the project.	Steps taken with the SNA's SPAASI (Stratégie de promotion des artistes acadiens sur la scène internationale) to promote Acadian filmmakers in Europe and identify strategies for promoting NFB films at the RVONF en Acadie.	
Participation in the DiverCiné event devoted to <i>La Francophonie</i> in Canada.  The event was organized by the French Embassy and the Department of Canadian Heritage.	March 2012	<ul style="list-style-type: none"> <li>• Participation of the francophone project leader in the panel on francophone identity and in discussions.</li> <li>• Better knowledge about francophone directors and their works.</li> </ul>	
Participation as an observer in the forum <i>Être artiste dans la francophonie canadienne</i> organized by FCCF.	June 2011	<ul style="list-style-type: none"> <li>• The project leader for enhancing the promotion and development of the French language attended the event.</li> <li>• This event enabled us to discuss and better understand issues that are specific to francophone creators.</li> </ul>	
<p><b><u>CineRobotheque (Montreal)</u></b></p> <ol style="list-style-type: none"> <li>1. Consultation with NFB Cinema partners for implementing English-language programming: Concordia Film Festival, International Bureau for Children's Rights, International Black Film Festival, My View Youth Film Festival, Accès Asie Festival, Bicycle Film Festival, etc.</li> <li>2. Consultation with education stakeholders: Ministère de l'éducation</li> </ol>	<ol style="list-style-type: none"> <li>1) Consultation with partners to discuss CineRobotheque programming.</li> <li>2) Consultation with teachers' groups to get their input about workshops/services.</li> </ol>	<p>Consultation to obtain feedback on our workshop programs/services:</p> <ul style="list-style-type: none"> <li>• Suggestions for adapting existing programs.</li> <li>• Sharing information and feedback about CineRobotheque workshops.</li> <li>• Communicated information and comments about workshops.</li> <li>• Established common goals.</li> <li>• Raised teacher awareness about the CineRobotheque's educational offerings for anglophone communities.</li> </ul>	

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<p>du Québec, Media Awareness Network, YMCA, Young Explorers, MPO Educational Travel, StudentKind, Education First, TNT Tours, School Voyageurs, Visit Canada, etc.</p> <p>3. Participation in the QPAT (Quebec Provincial Association of Teachers)</p>	<p>3) Attendance at a booth to present the workshops we offer.</p>		
<p><b>Mediatheque (Toronto)</b></p> <p>The Toronto Mediatheque met with partners from OLMCs to provide information about NFB programs and services available to these communities. In Ontario, meetings took place with Alliance française, the Consulate General of France in Toronto, Théâtre français de Toronto, Cinéfranco and the Project Development Officer from Canadian Parents for French (CPF).</p>	<p>Consultation with groups of educators and other targeted groups to gather their comments about screening and workshop programs and services.</p>	<ul style="list-style-type: none"> <li>• Implementation of the strategic promotions plan for French-language screenings in Toronto, including expanding reach via partner newsletters, websites and social media networks, including French-language meet-up groups.</li> <li>• Following consultations, French-language screening programs for Ciné-Jeudi were continued in 2010–11.</li> <li>• Partnership with Canadian Parents for French (Ontario) continued, and we offered French-language screenings and workshops for children and families.</li> </ul>	
<p>Consultation with LEARN on proposed NFB initiatives to see if there was a fit in the English education community in Quebec.</p>	<p>Creation of a partnership which would allow the NFB to share Canada Code site.</p> <p>LEARN users have access to the new educational platform, CAMPUS.</p>	<p>Developed a stronger relationship with LEARN and increased collaboration and sharing of resources and consultants.</p>	
<p><b>Distribution – Educational Sector (Educational showcase)</b></p> <p>Sales and information exchange meetings with clients and consultants across Canada. NFB education team attended the following conferences and showcases:</p> <ul style="list-style-type: none"> <li>• Ontario Media Showcase (fall and spring)</li> <li>• Educational Media Market (Alberta)</li> <li>• Ontario Library Association (Ontario)</li> <li>• Ongoing conversations with CAMEF, Conseil atlantique des ministres de l'éducation et de la formation (New Brunswick)</li> <li>• Workshops and consultations with the English Montreal School Board (Quebec)</li> <li>• Ongoing consultation with LEARN Quebec</li> </ul>	<p>Information gathering and dialogue with key stakeholders (buyers, consultants, in-class educators, curriculum development specialists) regarding the pertinence and effectiveness of NFB programming in educational settings.</p>	<p>Through our presence at conferences, we have established numerous ties with various OLMCs across Canada.</p>	

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## C. COMMUNICATIONS (Transmission of information to OLMCs)

[External communications activities to inform OLMCs about the activities, programs and policies of the federal institution and to promote the bilingual character of Canada; inclusion of OLMCs in all information and distribution lists; use of the federal institution's website to communicate with OLMCs.]

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<p><b>Increasing Artist Visibility and Influence</b></p>			<p><b>OLMC culture reflects a broad understanding of the federal institution's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services.</b></p>
<p><b>Espace Francophonie/Showcase Francophonie</b> Espace Francophonie/Showcase Francophonie launched online at NFB.ca/ONF.ca; a selection of works dealing with the francophone culture and quest for identity. E-mails sent to Canadian francophone interest groups.</p>	<p>A compilation of works likely to respond to the interests of OLMCs.</p>	<p>Recognition of the specificity of Canadian francophone culture and the needs of OLMCs.</p> <p>Further details in Section E.</p>	
<p>Regular relations with francophone media outside Quebec for national and local NFB projects.</p>	<p>Press releases, requests for interviews and media coverage for national projects or specific announcements.</p>	<p>Increased visibility across the country. Interviews, mentions, articles and media coverage across the country. Developed regular ties with francophone journalists throughout the country.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Conducted media relations and purchased advertising space to highlight the NFB's participation in Les Rendez-vous de la Francophonie in the event's promotional publication, which has a Canada-wide circulation of 1 million. Weekly promotion of the Rendez-vous de l'ONF en Acadie.</li> <li>• Weekly press relations to promote the 46 films screened during the Rendez-vous de l'ONF en Acadie. Through press releases to regional media, requests for interviews with directors and film critiques, the NFB ensures that it reaches audiences in the cities involved.</li> <li>• Promotion and press relations in all of the country's francophone communities to promote the following programs among emerging filmmakers and youth audiences:               <ul style="list-style-type: none"> <li>➢ Tremplin for emerging filmmakers;</li> <li>➢ Roxy and Max Get Animated! contest in collaboration with TFO;</li> <li>➢ Tondoc.com website.</li> </ul> </li> <li>• Press relations and promotion of Acadian films for the</li> </ul>	



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		<p>2012 edition of FICFA (Festival international du film francophone en Acadie) and the Vancouver Rendez-vous du cinéma québécois et francophone.</p> <ul style="list-style-type: none"> <li>• Press relations with media and the francophone community for the Commissioner’s tour in Prince George and Vancouver.</li> <li>• Mentions, interviews and press coverage in the Acadian, Franco-Ontarian and Quebec media and also in the media of other provinces (BC, Manitoba, etc.) regarding the following French-language productions:             <ul style="list-style-type: none"> <li>➤ <i>Pour la cause;</i></li> <li>➤ <i>Les inséparables;</i></li> <li>➤ <i>Le 22<sup>e</sup> Régiment en Afghanistan.</i></li> </ul> </li> </ul>	
<p>Regular relations with the anglophone media in Quebec for national and local NFB projects.</p>	<p>Press releases, requests for interviews and media coverage for national projects and specific announcements.</p>	<p>Increased visibility throughout the province. Interviews, mentions, articles and media coverage. Developed regular ties with anglophone journalists throughout Quebec.</p> <p>Highlights: Mentions, interviews and coverage in Quebec anglophone media regarding the following English-language productions:</p> <ul style="list-style-type: none"> <li>➤ Pink Ribbons Inc.;</li> <li>➤ Payback;</li> <li>➤ Lost Action: Trace.</li> </ul> <p>Created communication tools in English and distributed them at distribution points:</p> <ul style="list-style-type: none"> <li>➤ press release;</li> <li>➤ press kit;</li> <li>➤ synopsis.</li> </ul> <p>Promoted English Program projects throughout the country, including OLMCs in Quebec:</p> <ul style="list-style-type: none"> <li>➤ Hot House 7.</li> </ul>	
<p>Outreach to emerging anglophone filmmakers in Montreal.</p>	<p>Hothouse is a national initiative. With the eighth instalment of Hothouse, Animation Studio’s submission call was promoted entirely digitally by e-mail to target individuals and organizations (filmmakers, schools, festivals, centres, blogs) who redistributed the info through their own digital networks (newsletters, Twitter, blogs, Facebook, etc).</p>	<p>80 applications were received. Three of the selected participants are Montreal residents and are anglophones.</p>	

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Audience Renewal		
<p><b>Get Animated! / Animez-vous !</b></p>	<p>Distribution of promotional tools:</p> <ul style="list-style-type: none"> <li>• Posters</li> <li>• Telephone calls</li> <li>• E-mails</li> <li>• Screening programs</li> <li>• Website</li> </ul>	<p>Get Animated! presentations for families and general (adult) audiences. In English in Montreal and in French in Vancouver, Prince George, St-Boniface, Winnipeg, Timmins and Moncton.</p>
<p><b>Distribution: Educational Sector</b>            Targeted resources for educators and students for increased accessibility of NFB offerings in the classroom.</p> <p>Communication of NFB educational offerings through online promotions to build a database of subscribers in OLMC communities.</p> <p>All promotions were customized to meet the needs of francophone audiences (i.e. original French-language films selected for Watch Now section of e-newsletter; DVD selections in thematic promotions highlighted original French-language content).</p>	<p>Information gathering and discussions with the main stakeholders concerning the relevance and efficiency of the NFB's educational offerings in student contexts.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Targeted emails were sent to promote a range of DVD selection in English and in French to educational institutions, libraries, cultural centres and health and social services agencies.</li> <li>• Bilingual monthly education electronic newsletters have been sent in English and French</li> </ul>	<p>Communication through email campaigns allowed the NFB to reach out more OLMC members.</p> <p>Promotions were sent by mail to over 40,000 clients (English and French) and by email to over 25,000 email addresses (English and French).</p> <p>More frequent updates and increased communication to educators about NFB Education initiatives and development.</p> <p><b>Outside Quebec (approximation)</b></p> <ul style="list-style-type: none"> <li>• 1065 clients from the education/institutional sector received an e-promo to promote DVD sales – <i>End of School</i>.</li> <li>• 3 500 clients from the education/institutional sector received a promotional postcard and/or e-promo to promote our online catalogue DVD and online content 2011-2012.</li> <li>• 285 clients from libraries received an e-promo to promote DVD sales.</li> <li>• 1000 clients from the educational/institutional sector received an e-promo to promote the contest Digital Storytelling Workshop Contest.</li> <li>• Through 6 targeted emails, more than 3 500 clients from educational/institutional sector received a promotional brochure and/or e-promo to promote various DVD selection – Aboriginal Studies, War and peace and Global Issues.</li> </ul> <p><b>In Quebec (approximation)</b></p> <ul style="list-style-type: none"> <li>• 3000 clients from the education/institutional sector received an e-promo to promote DVD sales – <i>End of School</i>.</li> <li>• 6580 clients from the education/institutional sector received a promotional postcard and/or e-promo to promote our online catalogue DVD and online content 2011-2012.</li> <li>• 920 clients from libraries received an e-promo to</li> </ul>

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		<p>promote DVD sales.</p> <ul style="list-style-type: none"> <li>• 3325 clients from the educational/institutional sector received an e-promo to promote the contest <i>Digital Storytelling Workshop Contest</i>.</li> <li>• Through 6 targeted emails, more than 6 650 clients from educational/institutional sector received a promotional brochure and/or e-promo to promote various DVD selection – Aboriginal Studies, War and peace and Global Issues.</li> </ul> <p><b>Monthly Education newsletter subscription :</b></p> <ul style="list-style-type: none"> <li>• 4,201 French subscribers</li> <li>• 13,029 English subscribers</li> <li>• 356,671 e-mails were sent to teachers to promote &lt;NFB.ca/education&gt; and &lt;onf.ca/education&gt;</li> </ul>	
<p><b>CineRobotheque (Montreal)</b> Media relations with anglophone media and websites in Greater Montreal.</p> <p>Distributed promotional material about our educational program, cinema programming and all services available at the CineRobotheque to anglophone universities, elementary and high schools, language schools and day camps in Greater Montreal, and hotels and businesses in downtown Montreal; sent e-vites to anglophone community organizations (literacy centres, YMCA, youth centres, homeless shelters, women’s centres) and various communities with a majority anglophone population.</p> <p>Advertising: purchased ad space in <i>The Mirror</i> and <i>Montreal Families</i>, several times during the year.</p>	<p>Sent out press releases and monthly schedules: student newspapers and radio stations at anglophone universities, <i>The Gazette</i>, CBC, <i>The Hour</i>, <i>The Mirror</i>, <i>Night Life Magazine</i>, <i>Playback</i>, CKUT, <i>Montreal Guide</i>, <i>Montreal Families</i>, <i>Travel for Kids</i>, <i>Kid Scoop</i> and many others.</p> <p>In addition, targeted distribution:</p> <ul style="list-style-type: none"> <li>• 3,000 bilingual monthly flyers advertising the cinema program;</li> <li>• An English newsletter twice a month to anglophone clients;</li> <li>• Communications on our Facebook and Twitter websites;</li> <li>• Bilingual flyers on our educational program distributed to all schools, community groups, language schools, organizers of educational trips and day camps, with e-mail follow-up;</li> <li>• <i>Montreal Families</i> has a readership of 69,000.</li> </ul>	<p>Raised the awareness of anglophone stakeholders in the Quebec and Canadian film industry about theatre rental services.</p> <p>Building the anglophone population’s awareness of English-language screening programs and the collection of films available for viewing.</p> <p>Raised awareness of the 13 educational workshops available in French and English to all schools in Greater Montreal, elsewhere in Canada and in the US (frequent visits by these institutions for end-of-year trips).</p> <p>Building the anglophone community’s awareness about the various screening series during Get Animated!, holiday season activities and screenings, family activities and on-site viewing throughout the year.</p> <p>Raising educators’ awareness about the CineRobotheque’s educational offerings for anglophone communities.</p> <p>NFB visibility in major anglophone media in Montreal.</p>	

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<p><b>Mediatheque (Toronto)</b></p> <p>The Toronto Mediatheque purchased ad space in the <i>Annuaire</i>, <i>GrandToronto.ca</i>, <i>Tourism Ontario</i> and <i>Le Métropolitain</i> promoting the NFB Mediatheque as a destination for francophone films and events.</p> <p>Promotion and outreach to francophone and francophile OLMCs in Toronto, including francophone “meet-up” groups.</p> <p>Programming information for the Mediatheque in Toronto was sent to print and online francophone publications in Toronto.</p> <p>Outreach on French-language screening events and activities was sent to diverse francophone groups.</p>	<p>The <i>Annuaire</i> reaches 105,000 francophones as well as close to 500,000 francophiles in the Greater Toronto Area.</p> <p>The <i>Tourism Ontario</i> guide will be distributed at all highway rest stops in the province.</p> <p>Grand Toronto (<i>CHOQ.fm</i>) helped us promote our events on radio shows after we purchased their online ad packages and organized ticket giveaways to French screenings.</p> <p>Promotion of screenings and workshops via bilingual e-vites, weekly newsletters and quarterly program guide (5,500 distribution), as well as social media including Twitter and Facebook, and French-language meet-up groups.</p> <p>Listings sent to <i>L’Express</i> and <i>Le Métropolitain</i>, major print and online media (<i>NOW Magazine</i>, <i>The Grid</i>, <i>The Toronto Star</i>, <i>The National Post</i>, <i>The Globe and Mail</i>, <i>METRO</i>, <i>Toronto Sun</i>, <i>BlogTO</i>, <i>Torontoist</i>, <i>rabble.ca</i>, <i>Toronto.com</i>, <i>GrandToronto.ca</i>, <i>Toronto-Franco.com</i>, <i>Centre franco</i> and <i>CHOQ.fm</i>).</p> <p>Promotion to francophone school boards, educational groups including student groups, universities, colleges and schools, arts organizations including broadcaster TFO. A cross-promotion opportunity with the restaurant Café Crêpe.</p>	<p>The level of participation at francophone events is due in part to the Mediatheque’s increased posting of listings on new sites, and working with effective partners such as Zouk, EFUT and TFO, who helped with purchasing ad space, publicity and spreading the word through their networks (via newsletters, social media and websites).</p> <p>Increased public awareness of the NFB and its activities targeted to OLMCs, and visibility for the NFB in the French media in Toronto.</p> <p>Increased special event status for francophone programming. For example, the producer of <i>Roxy et Max</i>, Anne-Marie Rocher, led a discussion after its screening, which also included a free animation workshop where attendees could practise their French.</p>	
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# NATIONAL FILM BOARD

Integration of New Technologies		
Acadia Studio website and Ontario and West Studio website put online.	The Studios' websites are destinations for informing OLMCs about our activities.	Inform francophone communities about Acadia Studio and Ontario and West Studio productions, filmmakers, competitions and other activities.
Ads on the Web for the launch of the 2012 edition of the Tremplin Competition.	<p>Ads on the NFB.ca/ONF.ca site, social media sites such as Facebook and Twitter, and blogs.</p> <p>Broadcast of the 2012 Tremplin Competition on Radio-Canada to inform francophone youth about the competition's existence.</p>	The Acadia Studio and the Ontario and West Studio websites inform the francophone community about the Studios' productions, filmmakers, activities and competitions.

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### D. COORDINATION AND LIAISON (Does not include funding – Internal coordination and liaison with other government institutions)

[Coordination activities (research, studies, meetings, etc.) carried out by the federal institution itself along with other federal institutions or other orders of government; participation in activities organized by other federal institutions, other orders of government, etc.; participation of official languages champions, national and regional coordinators, and others in various government forums.]

<u>Activities carried out to achieve the expected result</u> <i>What activities were carried out during the reporting year? What was done?</i>	<u>Outputs</u> <i>What products or services came from the activities carried out during the reporting year?</i>	<u>Progress made in achieving the expected result</u> <i>What has changed as a result of the activities carried out during the reporting year?</i>	<b>Expected result</b>
Participation in the meetings of the National Coordinators responsible for the implementation of Section 41 of the <i>Official Languages Act</i> , Ottawa.	April 13, 2011 June 16, 2011 October 27, 2011	Participation of the National Coordinator in these meetings.	<b>Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.</b>
Participation in the Official Languages Champion's meeting in Moncton, New Brunswick.	May 25–26, 2011	The NFB Official Languages Champion and National Coordinator participated in this event. The theme was official languages governance in federal institutions. Presentation by the Champion on the implementation of Parts IV, V and VI of the <i>Official Languages Act</i> at the NFB.  Presentation by producer Murielle Rioux-Poirier of the Acadia Studio on the <i>Parlez-vous encore français</i> project.	
Interdepartmental Coordination Directorate	May 24, 2011	Participation of the National Coordinator in this meeting on managing the agreement, the role and responsibilities of Canadian Heritage and the next assessment of the agreement.	
Participation in the Crown Corporations Advisory Committee Retreat on official languages in Montreal.	June 15, 2011	Participation of the Official Languages Champion in this event. Presentation by the Champion on the implementation of Parts IV, V and VI of the <i>Official Languages Act</i> at the NFB.	
Annual FCCF forum	June 20–21, 2011, Ottawa	The National Coordinator participated as an observer in the forum entitled <i>Être artiste de la francophonie canadienne: Forum sur les pratiques artistiques</i> , which explored current issues for francophone artists in Canada.	

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Linguistic Duality Day	September 8, 2011	The invitation to participate in the bilingual online dictation read by Official Languages Commissioner Graham Fraser was sent to all employees by the French and English Program Directors. The goal was to promote dialogue on linguistic duality.	
Official Languages Best Practices Forum	November 30, 2011, Ottawa	The NFB's official languages coordinators set up a booth featuring NFB catalogues as well as a demonstration of the NFB.ca playlist <i>Showcase Francophonie</i> regrouping movies on Francophone communities from across Canada.	
Bilateral meeting on the Multipartite Agreement for the Development of Francophone Arts and Culture in Canada with FCCF, FRIC and APFC.	January 26, 2012, Montreal	<p>Bilateral meeting between the NFB, Canadian Heritage and representatives from FCCF, FRIC and AFPC to discuss common issues related to the agreement and explore opportunities for collaboration.</p> <p>Sharing information about the NFB's activities. Concrete requests were made by the organizations. This meeting resulted in a better understanding of the organizations' needs.</p>	
Working group Meeting on Arts, Culture and Heritage in Quebec's English-speaking Communities.	February 17, 2012, Montreal	Participation of the National Coordinator, Director of Accessibility and Digital Enterprises and Executive Producer of the Quebec Studio in this meeting organized by Canadian Heritage.	
Meeting of the signatories of the Agreement for the Development of Francophone Arts and Culture.	March 22, 2012, Gatineau	Participation of the National Coordinator in the meeting on the assessment of the multipartite agreement for arts and culture, which expires in 2013.	

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## E. FUNDING AND PROGRAM DELIVERY

[Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p><b>Strengthening Cultural and Artistic Structures</b></p>			
<p><b>Productions and co-productions</b></p> <p>Number of NFB productions created by OLMCs and produced or co-produced by French Program studios outside Quebec, and by English Program studios in Quebec.</p>	<p><b>French Program productions by OLMC talent: 40</b></p> <p><b>English Program productions by OLMC talent: 17</b></p> <p><b>Completed productions in 2011–2012:</b></p> <p><i>Les inséparables</i> (Daniel Léger)</p> <p><i>Chez nous</i> (Richard LeBlanc, Toronto) (Tremplin 2011)</p> <p><i>Le 22<sup>e</sup> Régiment en Afghanistan</i> (Claude Guilmain)</p> <p><i>La patrouille</i> (Claude Guilmain)</p> <p><i>Mon bataillon</i> (Claude Guilmain)</p> <p><i>La route de Mushan</i> (Claude Guilmain)</p> <p><i>De fiers fantassins</i> (Claude Guilmain)</p> <p><i>Une minute de silence</i> (Claude Guilmain)</p> <p><i>Mission accomplie</i> (Claude Guilmain)</p> <p><i>Courage</i> (Geoff Bowie)</p>	<p><b>2011–2012 highlights:</b></p> <ul style="list-style-type: none"> <li>• <i>Les inséparables</i> (Daniel Léger) – Had its world premiere as the opening film at FICFA. Presented at Rendez-vous du cinéma québécois.</li> <li>• <i>Le 22<sup>e</sup> Régiment en Afghanistan</i> (Claude Guilmain) – Launched during Veterans' Week. Public screenings at the Valcartier Military Base, the Citadelle in Quebec City, the Canadian War Museum in Ottawa, the Toronto Mediatheque, the NFB Cinema in Montreal. Online posting of the film and six capsules for free streaming on ONF.ca and NFB.ca.</li> <li>• <i>Pink Ribbons Inc.</i> (Léa Pool) – Premiere at TIFF. Selected by Canadian Press Film Festival Reporters as one of the festival's 10 Best Films.</li> <li>• <i>Lost Action: Trace</i> (Marlene Millar and Philip Szporer) – Screened at FIFA (Montreal).</li> <li>• <i>Source</i> (Pepita Ferrari) – Screened at Governor General's Performing Arts Awards Gala at the National Arts Centre in Ottawa.</li> <li>• <i>Oedipus</i> (Paul Driessen, Quebec) – Premiered at the Montreal World Film Festival. Selected to screen at 18 national and international festivals so far. <b>Awards:</b> ANIMAGE – III International Festival of Animation of Pernambuco, Brazil – Best Script; CINANIMA – International Animated Film Festival, Portugal – Onda Curta Prize.</li> <li>• <i>Rose &amp; Violet</i> (Claude Grosch and Luc Otter, Quebec) – Selected to 18 national and international festivals so far. Featured as part of the CineRobotheque March break activities where there were circus-themed and animation activities created around the film, with around 2,700 people engaging in the <i>Rose &amp; Violet</i></li> </ul>	<p><b>OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g. geographic dispersion and development opportunities) are taken into account.</b></p>



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	<p>Web project Tondoc.com (Gabriel Harpelle, Geoff Bowie, Lisa Abel, Leigh Nunan, Frederic Anslado, Andréanne Germain)</p> <ul style="list-style-type: none"> <li>- 1 website</li> <li>- 14 capsules completed</li> </ul> <p><i>L'univers de Globik</i> (Steve Diger)</p> <ul style="list-style-type: none"> <li>- 15 short documentary pieces</li> </ul> <p><i>Pink Ribbons, Inc.</i> (Léa Pool, Quebec)</p> <p><i>Payback</i> (Jennifer Baichwal, Quebec)</p> <p><i>Lost Action: Trace</i> (Marlene Millar and Philip Szporer, Quebec)</p> <p><i>Source</i> (by Pepita Ferrari) (<i>Margie Gillis</i>, Governor General's Performing Arts Awards)</p> <p><i>Rose and Violet</i> (Claude Grosch and Luc Otter, Quebec)</p> <p><i>Oedipus</i> (Paul Driessen, Quebec)</p> <p><i>The Big Swing</i> (Paula Gilgannon) (Hothouse 7, Quebec)</p> <p><i>The Kiss</i> (Eva Cvijanovic) (Hothouse 7, Quebec)</p> <p><i>Memories Project</i> website project (Joanne Robertson, Quebec) – Nine capsule films from influential filmmakers:</p> <ul style="list-style-type: none"> <li>• Jacques Bensimon</li> <li>• Tom Daly</li> <li>• Edward Davidovici</li> <li>• Colin Low</li> <li>• Grant Munro</li> <li>• Alanis Obomsawin</li> <li>• Bonnie Sherr-Klein</li> <li>• Robert Verrall</li> <li>• William Weintraub</li> </ul>	<p>activities. <u>Awards</u>: Atlantic International Film Festival for Youth – Viewfinders – Best Animation; Luxembourg Mondorf-les-Baies, Lëtzebuerger Filmpräis – Best Animation.</p> <ul style="list-style-type: none"> <li>• <i>The Big Swing</i> (Paula Gilgannon) – Screened at Viewfinders (Halifax); Tiff Kids (Toronto); Reel2Real (Vancouver).</li> </ul>	
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<p>NFB projects by OLMC filmmakers in progress.</p>	<p><b>French Program:</b> Five projects in production; Three projects in development.</p> <p><b>English Program:</b> 10 projects in production; 13 projects in development.</p>	<p>OLMC filmmakers develop their talent and creative skills at the NFB.</p>
<p>Partnerships with festivals and cultural associations (Acadia Studio).</p>	<ol style="list-style-type: none"> <li>1. Partnership with FICFA (Festival international du film francophone en Acadie), November 14–28, 2011</li> <li>2. Partnership with the Atlantic Dance Festival; annual event held June 23–26, 2011</li> <li>3. Partnership with the Société culturelle de Kent-Sud during the fiscal year</li> <li>4. Partnership with the Association culturelle du Haut Saint-Jean</li> <li>5. Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick (CAFI)</li> <li>6. Partnership with the Fédération des jeunes francophones du Nouveau-Brunswick (FJFNB)</li> </ol>	<ol style="list-style-type: none"> <li>1. Mobile equipment was loaned.</li> <li>2. The Festival provided dance workshops, master workshops and screenings of films on dance. The NFB loans equipment and films.</li> <li>3. The Société culturelle de Kent-Sud is a non-profit organization whose mission is community cultural development in the region. The NFB loans mobile equipment for screenings and discussions every two months. Collaboration is intended to develop a film culture.</li> <li>4. The Association organizes the Festival de cinéma documentaire et expérimental du Haut Saint-Jean yearly. It is estimated that 500 people participate in this festival. Animation filmmaker Anne-Marie Sirois was honoured this year. The Acadia Studio was a festival partner.</li> <li>5. From September 1–3, the NFB lent its screening equipment to CAFI to screen French-language films.</li> <li>6. The NFB loans equipment and provides information on NFB films and the use of ONF.ca.</li> </ol>
<p><b>Initiatives for Emerging Talent and Professional Development</b></p>		
<p>FAP (Filmmaker Assistance Program) and ACIC (Aide au cinéma indépendant du Canada) are designed to help independent filmmakers complete their films/videos.*</p> <p>*It should be noted that these are not NFB productions.</p>	<p>FAP/ACIC provided technical services for a total of 17 films to help OLMC independent filmmakers.</p> <p><b>FAP:</b> 16 films were completed by anglophones in Quebec.</p> <p><b>ACIC:</b> One film was completed by francophones outside Quebec.</p>	<p>Highlights of films that received FAP and ACIC assistance:</p> <ul style="list-style-type: none"> <li>• <i>Sorry Rabbi:</i> Had its world premiere at TIFF, September 2011.</li> <li>• <i>Marginal Road:</i> Premiered at the Festival du Nouveau Cinéma (Montreal), October 13, 2011.</li> <li>• <i>Price of Admission:</i> Screened at the Rialto Theatre (Montreal) in November 2011.</li> <li>• <i>78 Days:</i> Premiered at the Super 8 Film and Digital Video Festival (New Jersey), February 19 (publicized in <i>The New York Times</i>).</li> <li>• <i>Neverbloomers: The Search for GrownUpood:</i> Had its premiere broadcast on CBC's documentary channel on February 27, 2012.</li> <li>• <i>My Titanic Uncle:</i> Will be incorporated in the CBC feature documentary about the <i>Titanic</i> being released this year.</li> </ul>

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<p>Emerging Filmmaker Initiatives from the English Program studios in Quebec (Quebec Centre and Animation Studio).</p>	<ol style="list-style-type: none"> <li>1) <b>Hothouse 7:</b> The completion of the seventh edition of the NFB's 12-week emerging filmmaker program, designed and run by the Animation studio for animation filmmakers.</li> <li>2) <b>Hothouse 8:</b> The launch of the eighth edition of the NFB's 12-week emerging filmmaker program.</li> <li>3) <b>One-off film projects</b> by emerging filmmakers in the Quebec Centre studio.</li> </ol>	<ol style="list-style-type: none"> <li>1) <b>Hothouse 7:</b> Two of the six participants were OLMCs. Five OLMC composers were hired to provide soundtracks for the completed films.</li> <li>2) <b>Hothouse 8:</b> Launched in March 2012 with three OLMC participants from Montreal. These projects will be completed in early fiscal 2012.</li> <li>3) <b>One-off film projects:</b> Three short films (outside the context of an organized program) were developed and began production in the Quebec Centre studio: <ul style="list-style-type: none"> <li>• <i>Gun Runners</i> by Anjali Nayar;</li> <li>• <i>Morgan's Letter</i> by Angie-Pepper O'Bomsawin;</li> <li>• <i>Father's Day</i> by Tetchena Bellange.</li> </ul> </li> </ol>
<p><b>Tremplin Competition:</b> Annual competition for the production of films, in collaboration with the Ontario and West Studio and the Acadia Studio.</p> <p>Note: The Tremplin Competition is geared to emerging francophone filmmakers in all regions of Canada outside Quebec.</p>	<p><b>2012 Tremplin Competition</b></p> <p><i>The competition was launched in October 2011</i></p>	<p>This program enables the NFB to forge ties with emerging francophone artists outside Quebec.</p> <p><b>Acadia Studio:</b></p> <ul style="list-style-type: none"> <li>• 20 submissions were received</li> <li>• Six semi-finalists were selected to receive training in scriptwriting, camera, sound and editing prep as well as interviewing techniques and shoot preparation.</li> <li>• The winners will be chosen in May 2012 and will produce a film with the NFB.</li> </ul> <p><b>Ontario and West Studio:</b></p> <ul style="list-style-type: none"> <li>• Nine submissions were received.</li> <li>• Six semi-finalists were selected to receive training in scriptwriting, camera, sound and editing prep as well as interviewing techniques and shoot preparation.</li> <li>• The winners will be chosen in May 2012 and will produce a film with the NFB.</li> </ul>
<p>Roxy and Max Get Animated! Contest</p>	<p>The Roxy and Max Get Animated! website. The purpose of the NFB–TFO animation website is to encourage emerging animation filmmakers. Geared to young francophones outside Quebec between the ages of 14 and 25.</p> <p>The jury was composed of a representative from TFO, ToonBoom, ACELF (Canadian French-Language</p>	<ul style="list-style-type: none"> <li>• Enables young people to develop their creative talent.</li> <li>• Helps them to discover animated films and gain a better understanding of the NFB.</li> </ul> <p>Pan-Canadian animation competition for francophones outside Quebec:</p> <ul style="list-style-type: none"> <li>• Out of the 35 registrations received, 18 participants submitted a storyboard.</li> <li>• Eight finalists presented a complete short film.</li> <li>• Four winners were selected.</li> </ul>

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	Education Association) and two representatives from the NFB.		
<p>Training workshops and refresher activities offered to francophone artists outside Quebec.</p> <p>These workshops are available to both professionals and emerging talent.</p>	<ul style="list-style-type: none"> <li>• June 14, 2011: Camera training for the winner of the 2011 Tremplin Competition.</li> <li>• August 15–18: Training in Montreal for the director and producer of the <i>At Home/Chez soi</i> project.</li> <li>• September 19, 2011: Training in sound for a director and a director of photography.</li> <li>• November 26–29: Training for Acadia Studio and Ontario and West Studio directors in conjunction with the <i>Ta parole est en jeu</i> project.</li> <li>• Digicamp training: Workshops for francophone directors, scriptwriters, producers outside Quebec. The two producers from the Acadia Studio and Ontario and West Studio participated.</li> </ul>	<p>Training is intended to improve the quality of films and videos produced and directed by OLMC filmmakers.</p>	
<p>NFB workshops and presentations by the English Program in Quebec Centre and Animation Studio.</p>	<ol style="list-style-type: none"> <li>1. May 2011: Presentation about documentary filmmaking at the NFB.</li> <li>2. February 2012: Concordia University 3D Filmmaking educational session.</li> <li>3. September 2011: Meet the Filmmakers.</li> <li>4. September 2011: Succeed as a Short Film Filmmaker.</li> </ol>	<p>Public presentations create opportunities for filmmakers and students to interact and discuss ideas with the NFB.</p> <ol style="list-style-type: none"> <li>1. Alanis Obomsawin spoke with a group of 33 students at NFB on May 27, 2011. This was a general discussion about documentary filmmaking and the role of the NFB as public producer.</li> <li>2. Quebec Centre producer Kat Balau presented a screening of <i>Lost Action: Trace</i> on February 9 for Concordia University's second-year class in cinema and led a question/answer educational session on 3D Filmmaking. There were approximately 25 anglophone filmmaking students in attendance.</li> <li>3. Marcy Page and Maral Mohammadian hosted "Meet the Filmmakers" sessions during the Ottawa International Animation Festival on September 24 and 25, 2011. There were approximately 90 visiting filmmakers and festival audience members per session (two sessions).</li> <li>4. Marcy Page moderated a session called "Succeed as a Short Film Filmmaker" on September 24, also at the Ottawa International Animation Festival, with four successful auteur filmmakers from Canada/United</li> </ol>	

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		States. There were approximately 120 people in attendance.
<b>Increasing Artist Visibility and Influence</b>		
<p>Showcase of NFB productions at festivals, public screenings and film broadcasts.</p>	<ul style="list-style-type: none"> <li>• Large-scale distribution of productions by OLMC filmmakers outside Quebec.</li> <li>• Promotion of OLMC filmmakers outside Quebec.</li> </ul>	<p>In 2011–2012, 17 films directed by OLMC filmmakers were featured at 112 public screenings.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• <i>For the Cause</i> (Rodolphe Caron): Premiere organized by the NFB at the Capitol Theatre in Moncton. The public screening was sold out (seating capacity of 780).</li> <li>• <i>Together in Harmony</i> (Marie-France Guérette) and <i>For the Cause</i>: Presented at the forum of the Fédération culturelle canadienne-française in Ottawa in June 2011. 225 people attended the screening.</li> <li>• Tondoc.com project booth at the Jeux franco-ontariens (600 young people participated) with both directors present.</li> </ul> <p><b>Presentation of NFB films:</b></p> <ul style="list-style-type: none"> <li>• Broadcast of various films by Radio-Canada (SRC)</li> <li>• Screening at the meeting of the Fédération culturelle canadienne-française</li> <li>• Event: Parole à la francophonie canadienne</li> <li>• Maison de la culture Rosemont–Petite-Patrie</li> <li>• Valcartier Military Base</li> <li>• Citadelle, Quebec City</li> <li>• Canadian War Museum in Ottawa</li> <li>• Broadcast of films on TFO</li> <li>• Gabrielle-Roy Library in Quebec City</li> <li>• Broadcast on CBC</li> <li>• Broadcast on PBS/WNED Buffalo</li> <li>• Programming on Air Canada flights</li> </ul>
Rendez-vous de la francophonie 2012	March 9–25, 2012	<ul style="list-style-type: none"> <li>• 156 screenings in 58 Canadian cities, including 138 screenings in OLMCs.</li> <li>• Four films programmed as part of the Rendez-vous de la francophonie. Four films made available for viewing on the NFB website during the Festival.</li> <li>• Heightened the awareness of francophone/francophile communities about celebrating French language and culture by attending the screenings.</li> </ul>

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<p>Rendez-vous du cinéma québécois et francophone de Vancouver</p>	<p>February 16–26, 2012</p>	<p>Seven NFB films were presented in conjunction with this event over the course of four screenings.</p> <p>Maintained our presence in the Vancouver francophone community.</p>	
<p>Tremplin Competition – Collaboration with Radio-Canada (SRC)</p>	<ul style="list-style-type: none"> <li>• Presence of an SRC representative on the Tremplin Competition jury;</li> <li>• Broadcast of Tremplin films on the SRC network.</li> </ul>	<p>Increased visibility for emerging francophone filmmakers outside Quebec.</p> <p><b>Highlights:</b> Broadcast of three 2009 Tremplin Competition films on SRC:</p> <ul style="list-style-type: none"> <li>• <i>Like a Thief in the Night</i> (Marie-Thérèse François) – Acadia;</li> <li>• <i>Infusion</i> (Amélie Gosselin) – Acadia;</li> <li>• <i>My Father, the King</i> (Marie-France Guerrette) – Edmonton.</li> </ul>	
<p>Film loan and screening activities at the Acadia Studio and elsewhere to foster accessibility (on-site viewings, film loans and screenings).</p> <p>Film screenings at the Studio for OLMCs and federal government employees.</p>	<ol style="list-style-type: none"> <li>1. May 27, 2011</li> <li>2. June 8, 2011</li> <li>3. July 26, 2011</li> </ol>	<ol style="list-style-type: none"> <li>1. Screening of <i>Racing Thoughts</i> by Louiselle Noël at the Acadia Studio for employees of the Mental Health Commission.</li> <li>2. Screening of <i>Racing Thoughts</i> for an <i>At Home/Chez soi</i> group at the University of Moncton.</li> <li>3. Screening in Tracadie of an NFB film ,Comité d’animation culturelle du Patrimoine.</li> </ol>	
<p>Programming made available to all public libraries in Canada.</p>	<p>In 2011–2012, 90 new films were made available in French and English across the country.</p> <p><b>30 screenings in OLMCs:</b> Quebec (Montreal, Pointe-Claire, Beaconsfield, Dollard-des-Ormeaux): 14 English screenings; 12 films</p> <p>Nova Scotia (Halifax): Two French screenings Children’s compilation; four films</p> <p>Alberta (Edmonton, Okotoks, Banff): Six French screenings Children’s compilation; 14 films</p> <p>Ontario (North Bay): One French screening Children’s compilation; four films</p> <p>New Brunswick (Moncton, St-Leonard):</p>	<p>OLMCs have access to NFB films at their public library.</p>	

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	<p>Six French screenings; 13 films</p> <p>Saskatchewan (Prince Albert): One French screening; one film</p>		
<b>Audience Renewal</b>			
<p><b>CineRobotheque (Montreal)</b> Implementation of activities based on original NFB productions in English and development of partnerships ensuring English-language content (DOC Quebec, Concordia Film Festival, Amerasia, International Black Film Festival, My View Youth Film Festival, Just for Laughs, Bicycle Film Festival, etc.).</p>	<p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• General public screenings</li> <li>• Individual viewing station sessions (5,513 films available in English)</li> <li>• Workshops offered on the film <i>Rose &amp; Violet</i> during school break (272 participants)</li> </ul>	<ul style="list-style-type: none"> <li>• At the NFB cinema in 2011–2012: <b>268</b> sessions in English</li> <li>• Number of films available in English: <b>5,513</b></li> <li>• Number of workshops in English: <b>206</b></li> <li>• Total number of participants in English workshops: <b>5,562</b></li> <li>• Total public screenings in English: <b>268</b></li> <li>• Total spectators in English: <b>11,293</b> (Note: does not include number of spectators at English/bilingual films at festivals, which exceeded 20,000)</li> </ul>	
<p><b>Mediatheque (Toronto)</b> Organization of monthly screening programs as well as regular screening events and workshops targeted at OLMCs.</p>	<p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Ciné-Jeudi</li> <li>• Canadian Parents for French screenings</li> <li>• Animation workshop in partnership with Théâtre français</li> <li>• Fête de la Culture</li> <li>• Toronto Creole Film Festival</li> <li>• Week-long animation summer camp in French</li> <li>• Black History Month screenings</li> <li>• Rendez-vous de la francophonie</li> <li>• Remembrance Day (bilingual screening)</li> <li>• During March Break, activities surrounding the film <i>Les yeux noirs</i> were provided in both English and French (bilingual activity)</li> </ul>	<ul style="list-style-type: none"> <li>• Total number of French workshops: <b>79</b></li> <li>• Total number of participants in French workshops: <b>1,525</b></li> <li>• Total French screenings: <b>58</b></li> <li>• Total number of participants in French screenings: <b>2,320</b></li> <li>• Total number of French educational screenings: <b>47</b></li> <li>• Total number of participants in French educational screenings: <b>1,880</b></li> <li>• Total number of films available in French: <b>2,660</b></li> </ul>	

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Integration of New Technologies		
<p>NFB online productions available at NFB.ca and ONF.ca and through iPod/iPhone, iPad and Android applications.</p>	<p>In 2011–12, 569 productions in total were made accessible for viewing on the NFB website:</p> <ul style="list-style-type: none"> <li>• 295 productions were added in English</li> <li>• 274 productions were added in French</li> </ul>	<p>Online views of NFB films by OLMCs in 2011–12:</p> <ul style="list-style-type: none"> <li>• 293,128 production views in English in Quebec</li> <li>• 201,982 production views in French outside Quebec</li> </ul> <p>As of March 31, 2011, a total of 2,484 productions were available for streaming online:</p> <ul style="list-style-type: none"> <li>• 1,344 productions were available for streaming in English</li> <li>• 1,140 productions were available for streaming in French</li> </ul>
<p>Espace Francophonie/Showcase Francophonie put online.</p>	<p>Since the Espace Francophonie/Showcase Francophonie site went online in November 2011:</p> <ul style="list-style-type: none"> <li>• 24 productions in French were made available for online viewing on the ONF.ca site</li> <li>• Nine productions in French with English subtitles were made available for online viewing on the NFB.ca site</li> </ul>	<p>High visibility of works by creators from OLMCs within <i>La Francophonie</i>.</p> <p>The Espace Francophonie/Showcase Francophonie site went online in November 2011. The number of online viewings of films will be available in the 2012–2013 Report on Results.</p>
<p>Les Rendez-vous de l'ONF en Acadie (E-Cinema initiative)</p> <p>Program of French language films in New-Brunswick (Moncton, Caraquet, Kedgwick and Edmundston) and Nova Scotia (Baie Ste-Marie).</p>	<p>April 2011, to March, 2012</p>	<ul style="list-style-type: none"> <li>• In all, 27 programs and 48 films were presented during the year.</li> <li>• Close to 4,276 people attended the screenings.</li> <li>• Biannual publication of a Rendez-vous program flyer for the public; 50,000 copies were distributed in the <i>Acadie Nouvelle</i> newspaper as well as at five theatres and other promotional venues.</li> <li>• Weekly publication of the programming in Acadian media.</li> </ul>



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<p>Tondoc.com website (Ontario and West Studio)</p>	<p>Web project that makes videos on health available to young Franco-Ontarians.</p> <p>The videos were made by six directors from across Ontario.</p>	<p>Increases pride in the French language, develops French-language skills and curbs the assimilation of youth.</p> <p><b>Highlights:</b></p> <ul style="list-style-type: none"> <li>• Official launch of the site: October 2011.</li> <li>• 14 capsules were produced over the year.</li> <li>• Posters and promotional items were sent to francophone schools and immersion schools as well as community and health centres in Ontario.</li> </ul>	
<p><i>Ta parole est en jeu</i> Web project*</p> <p>*Collaboration between the Ontario and West Studio and the Acadia Studio.</p>	<p>Web project for promoting French in Canada through various fun games.</p> <p>Extensive collaboration between the Acadia Studio and the Ontario and West Studio, as well as with the Learning Technologies Group (LTG) of the University of Moncton.</p>	<p>Increases pride in the French language, develops French-language skills.</p> <p>Eight or nine directors from across Canada are participating in the project.</p> <p><b>Highlights:</b></p> <p>In 2011–2012, shooting began on 400 short videos to be used for games; implementation of the interactive website also began.</p>	
<p>"Fransaskois" interactive website project in development.</p>	<p>Web project on the history of the Fransaskois community.</p> <p>Collaboration between the Ontario and West Studio, the Fransaskois Community Assembly and the Learning Technologies Group (LTG) of the University of Moncton.</p>	<p>Increases pride in the French language.</p> <p>Will enable community members to learn more about their history.</p>	
<p>The <i>At Home/Chez soi</i> project</p>	<p>Pan-Canadian pilot research project on homelessness and mental health in five Canadian cities: Moncton, Montreal, Toronto, Winnipeg and Vancouver.</p>	<p>The producer attended the Moncton <i>At Home/Chez soi</i> project meetings.</p> <p>The producer attended weekly meetings of the Moncton Advisory Committee with those locally responsible.</p> <p>OLMC representation in a pan-Canadian project.</p>	

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<p><b>Educational Sector:</b> Agreement with the ministries of education and other organizations that serve the education sector at the K–12 and post-secondary levels.</p>	<p>Agreements signed and in place for subscription to CAMPUS.</p>	<p>New and ongoing subscriptions to CAMPUS for educational purposes by:</p> <ul style="list-style-type: none"> <li>• Ontario Ministry of Education (ongoing)</li> <li>• New Brunswick Department of Education (ongoing)</li> <li>• Yukon Department of Education (ongoing)</li> <li>• ERAC (education resource consortium), British Columbia (ongoing)</li> <li>• LEARN Quebec (Leading English Education and Resource Network) (ongoing)</li> <li>• Ontario Council of University Libraries (OCUL) (new)</li> <li>• Ontario Colleges Library Services (OCLS) (new)</li> <li>• Manitoba Ministry of Education (new)</li> <li>• 54 secondary and post-secondary institutions (high schools, CEGEPS, colleges and universities across Canada)</li> </ul>	
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## F. ACCOUNTABILITY

[Activities through which the federal institution integrates its work on the implementation of section 41 of the OLA into departmental planning and accountability mechanisms (e.g. Report on Plans and Priorities, Departmental Performance Report, departmental business plan and status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services; regular review of programs and services as well as policies by senior managers of the federal institution to ensure implementation of section 41 of the OLA.]

<p><b>Activities carried out to achieve the expected result</b></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><b>Outputs</b></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><b>Progress made in achieving the expected result</b></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p><b>Expected result</b></p>
<p>Report to Canadian Heritage:</p> <ul style="list-style-type: none"> <li>Annual report (short questionnaire) on the implementation of section 41 of the <i>Official Languages Act</i>.</li> </ul>	<p>2011–12 Report</p>	<p>The NFB has a better understanding of the impact of its policies, programs and services on OLMCs.</p>	<p><b>Full integration of the OLMC perspective and section 41 of the OLA into the federal institution's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.</b></p>
<p>Reports to the Treasury Board:</p> <ul style="list-style-type: none"> <li>2012–13 Report on Plans and Priorities (RPP)</li> <li>2010–11 Departmental Performance Report (DPR)</li> </ul>	<p><b>RPP:</b> Annual performance indicator.</p> <ul style="list-style-type: none"> <li>Percentage of completed audiovisual works by culturally, regionally and linguistically diverse filmmakers, Aboriginal filmmakers and people with disabilities</li> </ul> <p><b>DPR:</b> Details on the performance indicator as stated in the RPP.</p> <ul style="list-style-type: none"> <li>Mention of support to OLMCs</li> </ul>	<p>NFB strategic planning provides for the reporting on support of development of OLMCs.</p> <p>In the 2010–11 DPR, the NFB reports on:</p> <ul style="list-style-type: none"> <li>The number of completions by OLMC filmmakers;</li> <li>The number of talent development initiatives for OLMCs;</li> <li>The number of participants who took part in these initiatives.</li> </ul>	
<p>National Film Board 2010–11 Annual Report</p>	<p>Mention of support to Official Language Minority Communities.</p>	<p>Mentions of films and awards garnered by OLMC filmmakers.</p>	

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## Distribution list

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- **Community organizations** (OLMC and other interested organizations)

Fédération culturelle canadienne-française (FCCF)  
Fédération des communautés francophones et acadienne du Canada (FCFA)  
Association acadienne d'artistes professionnel.le.s du Nouveau-Brunswick (AAPNB)  
L'Alliance des producteurs francophones du Canada (APFC)  
Le Front des réalisateurs indépendants du Canada (FRIC)  
Quebec Community Groups Network (QCGN)  
English Language Arts Network (ELAN)

Federal institutions should publish their report on results on their Web site.

**Exact Web address of your institution's report on results:**

[http://www.onf-nfb.gc.ca/medias/download/documents/pdf/OLA41\\_20112012\\_results.pdf](http://www.onf-nfb.gc.ca/medias/download/documents/pdf/OLA41_20112012_results.pdf)