

# NATIONAL FILM BOARD

## RESULTS-BASED ACTION PLAN

### IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT* 2012-2015

#### General information and period covered

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:	Elena Villegas Senior Analyst 514-283-3769 e.villegas@nfb.ca
Regional coordinators (if any): Exact titles: Telephone nos.: E-mails:	Not Applicable

# NATIONAL FILM BOARD

## Summary of the Main Progress Expected During the Period Covered by the Action Plan

- **Awareness**

The Official Languages Champion and the national coordinator promote best practices within the NFB and raise awareness internally of the institution's commitment to enhancing the vitality and development of official language minority communities and fostering the full recognition and use of both English and French in Canadian society.

The Champion is a member of senior management and ensures that key NFB activities contribute to the OLMCs' cultural development, and that these activities are communicated to all staff. Executive producers participate in management committee meetings to brief program heads on the realities of creators from official language minority communities and to update the committee on projects being developed and produced in the regions.

Special projects such as the *Showcase Francophonie* selection and *Get animated! / Animez vous* are presented across different sectors of the organization to encourage internal collaboration with outreach strategies and content particular to OLMCs.

- **Consultations**

Annual meetings will be organized between senior management, the executive producers of the French Program's Acadia and Ontario and West studios, English Program documentary and animation studios and key OLMC representatives in the arts and culture sector. These meetings (both formal and informal) provide the NFB with an opportunity to assess the needs of OLMC creators and community organizations, to inform them of NFB activities and directions, and to find avenues of collaboration.

A key priority of the NFB's plan will include a strategy to develop and promote French language in Canada and to promote the NFB's francophone audiovisual heritage. The NFB will collaborate with national and regional francophone organizations to discuss common issues regarding the status of the French language in Canada and on the international scene.

In the educational sector, the NFB works with curriculum advisors and representatives of ministries of education to discuss the implementation of curricula in schools. The NFB develops resources for use in the classroom and includes specific resources to better serve official language minority communities.

# NATIONAL FILM BOARD

- **Communications**

Through its regional production studios and marketing and distribution activities, the NFB provides information about the activities, programs and services offered to official language minority communities. Ongoing communication with local and national press facilitates access to, and visibility of, NFB works made by official language minority creators across the country. The NFB also reaches OLMC communities through its various networks (such as libraries, festivals and other partners), its NFB.ca portal, its publicists and communications officers.

In the education sector, the NFB provides over 25,000 teachers with customized content in English and French, highlighting original content in each language. Through its newsletters, print and electronic catalogues, weblogs and mail campaigns, the NFB develops a strong educational community that engages in dialogue around the educational application of NFB films.

- **Coordination and liaison**

Coordination and liaison activities with other federal institutions in the arts and culture sector allow the NFB to consolidate partnerships for common projects. The Official Languages Champion, the national coordinator and regional producers are active players in these activities: they will continue to participate in the forums and meetings setup by Canadian Heritage's interdepartmental coordination directorate, including the working groups, as set forth in the multipartite agreement for the development of francophone art and culture.

The *Tremplin* initiative will continue to see collaboration between the NFB and Société Radio-Canada that increases visibility of films resulting from the initiative. The NFB's co-ordination and liaison activities enable filmmakers and producers to develop closer ties with the NFB and help them access the production and technical support offered.

A five-year agreement will be signed between the NFB and the Canadian Museum of Civilization, as well as the Canadian Museum of Nature, to jointly work on presentations and exhibitions. In the education sector, the NFB will collaborate with other institutions (including non-profit organizations) to promote virtual classroom events, including those in official language minority communities.

- **Funding and program delivery**

The production of audiovisual works by OLMC filmmakers enriches the expression of Canada's diversity and is key to the NFB's mandate of exploring the changing cultural and social realities of Canada. Through the duration of this action plan, the Ontario and West Studio and Acadia studios will be producing between five and eight documentaries / animations and one interactive project each year. The Quebec Centre Studio and the Animation Studio will complete an average of three to five documentaries, three to four animations and one to two interactive projects every year.

In the next three years, the NFB will support the development of emerging filmmakers and artists creating works for a range of media. Initiatives like *Hothouse* and *Tremplin* will offer intensive training under the mentorship of NFB staff, and result in completed films. As a creative laboratory, the NFB will provide artists with an environment in which they can take artistic and technological risks to produce cultural content that could not otherwise be made. Projects such as *DIGICAMP*

## NATIONAL FILM BOARD

and *Ta parole est en jeu* will offer creators the tools to push the boundaries of non-linear narrative and innovate in digital and interactive content creation.

Continued accessibility of NFB's programs and services to OLMCs will be ensured through numerous initiatives: ongoing screenings that target OLMCs, participation in festivals in the regions, public libraries and panel discussions with NFB staff. The online Screening Room (NFB.ca) makes the NFB collection readily available to Canadians from all regions, and each year new original content in both official languages is added for free viewing. Similarly, support to the educational sector will be enhanced through an increased online offering and mobile workshops. A special strategy will be developed to increase participation by educators and schools in official language minority communities.

- **Accountability**

The National Film Board has several accountability mechanisms to monitor progress and engagement in support of Part VII objectives. The forthcoming Strategic Plan will reaffirm the institution's support for the development of official language minorities as well as the promotion of Canada's linguistic duality. In addition, a detailed three-year action plan for Part VII of the *Official Languages Act* will be produced following internal consultations as well as consultations with key stakeholders promoting artistic and cultural expression by official language minority communities.

The NFB submits an annual status report to Canadian Heritage and OLMC organizations, outlining completed activities and results that have been attained and measuring the impact of its programs and services on official language minorities. A highlight of these activities is also included in the annual performance report for the Treasury Board.

# NATIONAL FILM BOARD

## 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><u>Planned activities to achieve the expected result</u></b></p> <p><i>What activities will be carried out during the period covered? What will be done?</i></p>	<p><b><u>Expected outputs</u></b></p> <p><i>What products or services will flow from the activities carried out during the period covered?</i></p>	<p><b><u>Indicators to measure progress in achieving the expected result</u></b></p> <p><i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i></p>	<p><b>Expected result</b></p>
<p>Promotion of Canada's linguistic duality and official language minority communities (OLMCs) within the NFB.</p>	<ul style="list-style-type: none"> <li>• Meetings with senior management, information sessions for all employees on related NFB activities.</li> <li>• Distribution of Canadian Heritage's publication <i>Bulletin 41-42</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• The Official Languages Champion strives to ensure that key NFB activities contribute to the cultural development of OLMCs and that employees are aware of these activities, which are also listed in the annual report.</li> <li>• Sharing of best practices.</li> <li>• Information sessions for the annual reporting and the overall implementation of Part VII of the <i>Official Languages Act</i>.</li> </ul>	<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>Management Committees, French Program and English Program.</p> <p>Programming Committees</p>	<p>Bi-monthly meetings.</p>	<p>The presence of the executive producers of the Acadia and Ontario West studios and the Quebec's Animation and Documentary studios at Management Committee meetings ensures that senior management is aware of the reality of OLMCs and is updated regularly on the projects being developed and in production in these regions.</p> <p>Videoconferencing facilitates the participation of the executive producer and the Acadia studio producer in Programming Committee meetings. Projects being developed in the region benefit from greater attention.</p>	
<p>Increased awareness of Part VII among NFB producers.</p>	<p>Meetings with executive producers.</p>	<p>The national coordinator and Official Languages Champion will hold meetings with executive producers to reiterate the NFB's commitment to Part VII of the <i>Official Languages Act</i> and to discuss the agendas of meetings with OLMCs.</p>	

## NATIONAL FILM BOARD

Bi-annual Acadia Studio and Ontario and West Studio newsletter.	Sent to NFB employees and to English and French Programs.	To inform NFB employees about what is being done at the Acadia Studio and Ontario and West Studio.
Screening of NFB films and films produced and directed by OLMCs.	Screenings - discussions	To keep employees informed of what is being produced by other NFB studios and by filmmakers/co-producers in the region.
<b>COMMUNICATIONS RELATED TO PROJECTS</b>		
Heightening the Web team's awareness of content that could reach out or be of interest to OLMCs.	Enhancement of the Espace Francophonie/Showcase Francophonie selection (new works added).	Interest and motivation to revitalize this selection, frequency of additions and "front-page" positioning on <NFB.ca>.
<i>Get animated! / Animez vous!</i> annual "community engagement activity."	Staff presentations, meetings and/or e-mail information on the strategy and opportunities for collaboration within the NFB.	Greater in-house awareness and integration of <i>Get Animated!</i> into production, marketing and other related activities in French-speaking communities outside of Quebec and in English-speaking communities within Quebec.
Museum strategy (3–5 year plan).	Staff presentations, meetings and/or e-mail information on the strategy and opportunities for collaboration within the NFB.	Increased awareness by staff of the strategy, resulting in : <ul style="list-style-type: none"> <li>• new productions related to key museum exhibitions and presentations</li> <li>• distribution activities related to sales to museums and their members in French-speaking communities outside of Quebec and in English-speaking communities within Quebec.</li> </ul>

# NATIONAL FILM BOARD

## 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><u>Planned activities to achieve the expected result</u></p> <p><i>What activities will be carried out during the period covered? What will be done?</i></p>	<p><u>Expected outputs</u></p> <p><i>What products or services will flow from the activities carried out during the period covered?</i></p>	<p><u>Indicators to measure progress in achieving the expected result</u></p> <p><i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i></p>	<p><b>Expected result</b></p>
<p><b>PROGRAMMING</b></p>			
<p>Organization of meetings between senior management, the head of French Program's Acadia and Ontario &amp; West studios; the heads of English Program's Quebec Centre and Animation Studio, and representatives of OLMCs from groups such as:</p> <p><b>Fédération culturelle canadienne française (FCCF)</b></p> <p><b>Front des réalisateurs indépendants du Canada (FRIC)</b>, whose membership is composed of francophone filmmakers from across Canada.</p> <p><b>Alliance des producteurs francophones du Canada (APFC)</b>, an organization representing producers of francophone media outside Quebec in Canada.</p> <p><b>Association des artistes acadiens professionnels du NB (AAAPNB)</b></p> <p><b>English Language Arts Network</b>, which is part of the Quebec Community Groups</p>	<ul style="list-style-type: none"> <li>• Formal and informal meetings.</li> <li>• Participation in meetings or events organized by filmmakers and producers from French and English minority communities. Regular contact.</li> </ul>	<ul style="list-style-type: none"> <li>• NFB programs and policies take into account the priorities of Canada's OLMCs. The OLMCs are part of the NFB's regular clientele.</li> <li>• The NFB will present the various projects and programs intended for OLMCs and continue discussions around the expectations and concerns of the organizations.</li> <li>• Meetings with various OLMC partners to develop ideas and strategies regarding programming, marketing and other activities.</li> <li>• Greater understanding of NFB mandate, higher quality project proposals and raised awareness in the community.</li> </ul>	<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>

## NATIONAL FILM BOARD

<p>Network.</p> <p><b>DOC Quebec</b>, the Quebec-based chapter of the Documentary Organization of Canada, which has a majority of anglophone members.</p> <p><b>The Montreal Film Group</b>, a loose aggregation of Montreal-based film and TV professionals with a large anglophone membership.</p>			
<p>Regular meetings for partnership projects.</p>	<p>Ad hoc consultations for developing digital or documentary Web projects.</p>	<p><u>Examples of partnerships:</u></p> <ul style="list-style-type: none"> <li>• Groupe Média TFO (TFO Media Group); Assemblée de la francophonie de l'Ontario (AFO – Francophone Assembly of Ontario) and Fédération de la jeunesse franco-ontarienne (FESFO – Franco-Ontarian Youth Federation) for the <i>Ton Doc Web</i> project for 9- to 12-year-olds; and the <i>Histoires francophones</i> documentary project.</li> <li>• The University of Moncton for <i>Ta parole est en jeu</i>.</li> </ul>	
<p><i>Get animated! Animez vous!</i> annual “community engagement activity.”</p>	<p>Event briefing to potential partners. Discussion on program creation and promotion of programs offered in English in Montreal and in French in cities outside of Quebec.</p>	<p>Participation by OLMC communities across the country.</p>	
<b>FRENCH LANGUAGE DEVELOPMENT AND PROMOTION STRATEGY</b>			
<p>Maintain ties with Canadian national francophone organizations, including FCFA (Canadian Federation of Francophone and Acadian Communities), CFA (Francophone Centre of the Americas), etc.</p>	<p>Ongoing discussions on common issues, promoting the NFB's francophone audiovisual heritage, etc.</p>	<p>Number of discussions and meetings with these organizations.</p>	

## NATIONAL FILM BOARD

<p>Creation of a discussion and collaboration network with the directorates of organizations representing Canadian francophone minority communities. The 12 organizations representing each of the provinces and territories will be part of the network.</p>	<p>E-mail sent on a quarterly basis to share information.</p> <p>3 times/year, provide an NFB work to be screened in francophone communities (send DVD copies).</p>	<p>Amount of communication and interaction generated and requests from organizations.</p> <p>Number of screenings, size of attendance, feedback from the directorates of organizations in the network.</p>	
<p>Annual meeting of the Advisory Committee of French language experts composed of specialists from the education, research, francophone and cultural sectors. These experts apprise us of French-language issues in their respective professional fields.</p>	<p>Discussions and information sharing regarding issues specific to the status of the French-language in Canada and on the international scene.</p>	<p>Targeted and concerted efforts to meet identified needs or identification of initiatives to take.</p>	
<p>Participation in the Canadian francophone forum (Forum de la francophonie canadienne) in May 2012 in Quebec City.</p>	<p>Networking activities. Possible presentation of an overview of CAMPUS, as well as the project <i>Ta parole est en jeu</i>, dealing with the French language in Canada.</p>	<p>Number of people met, workshops attended.</p>	
<b>EDUCATION SECTOR</b>			
<p>Annual planning – OLMC’s identified &amp; specific outreach plan established (workshops in schools, promotion of second-language films in schools, consultations with curriculum representatives in all provinces &amp; territories)</p>	<p>Creation of an action plan targeting OLMCs for the year while assigning project managers to execute the plan, including workshops, specific promotions of DVDs and DTO, CAMPUS and resources for classroom use.</p>	<p>Non-theatrical sales of French titles outside of Quebec and English titles inside Quebec.</p> <p>Views of French-language films outside of Quebec and English films in Quebec on CAMPUS.</p>	
<p>Key consultants from different ministries of education annually share with the NFB information about the implementation of new curricula in schools.</p>	<p>Consultation with curriculum advisors and media specialists with the following organizations:</p> <ul style="list-style-type: none"> <li>• EMSB – English Montreal School Board</li> <li>• LEARN Quebec</li> <li>• Conseil scolaire Acadien</li> <li>• New Brunswick Board of Education</li> <li>• French-Language School Boards in Ontario – 12 (425)</li> </ul>	<p>Measure non-theatrical sales of NFB films in OLMC’s.</p>	

## NATIONAL FILM BOARD

	<p>schools)</p> <ul style="list-style-type: none"> <li>• Alberta Francophone Regional Authorities (5)</li> <li>• BC Ministry of Education</li> </ul>		
Develop and promote thematic resources to meet needs of new curricula, integrating NFB films and needs of schools serving OLMCs.	Consultation with educators currently working in OLMC's, hiring these educators to write and consulting on resources and in-class materials.	Measure non-theatrical sales within OLMC's	
Consult and discuss with OLMC educators at various key events to identify their needs. (How do NFB films connect with curriculum goals, how do NFB resources assist them in classroom learning, what gaps exist that require media from NFB.)	<p>Consultation with curriculum advisors and media specialists at the following educational conferences:</p> <ul style="list-style-type: none"> <li>• Quebec Provincial Association of Teachers for English Teachers in Quebec</li> <li>• Ontario Media Showcase (OMS)</li> <li>• Educational Media Marketplace in Calgary and Edmonton</li> <li>• ABQLA Conference Montreal (Quebec Library Conference)</li> <li>• BC Media Showcase</li> <li>• CLA Conference (Canadian Library Association Conference)</li> <li>• Saskatchewan sales visits (May 2012)</li> </ul> <p>These consultations include screenings, film evaluations, sharing of resources and discussions regarding desirable classroom content.</p>	Measure non-theatrical sales of films featured in conferences and highlighted for OLMC educators.	
Consult and discuss with OLMC educators regarding specific film productions that will include resources developed specifically for their communities (as projects arise).	Hiring specific OLMC educators to consult on film productions for their market—specific to resources, grade level, subject areas and promotional strategies.	Non-theatrical sales of specific titles that received consultation.	

# NATIONAL FILM BOARD

## 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 Web site to communicate with OLMCs.]

<p><b><u>Planned activities to achieve the expected result</u></b></p> <p><i>What activities will be carried out during the period covered? What will be done?</i></p>	<p><b><u>Expected outputs</u></b></p> <p><i>What products or services will flow from the activities carried out during the period covered?</i></p>	<p><b><u>Indicators to measure progress in achieving the expected result</u></b></p> <p><i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i></p>	<p><b>Expected result</b></p>
<p>Communication of information to local and regional OLMC filmmakers and producers.</p> <ul style="list-style-type: none"> <li>- Public relations</li> <li>- Promote use of the NFB's various networks (partner libraries, festivals, RVONF, screenings, partnerships, various events) to share ideas and information on the NFB's programs and services.</li> </ul>	<p>Purchase of ad space in OLMC media (film premieres, publicity for Tremplin competition)</p>	<p>Media coverage of our productions.</p> <p>RVONF audience data.</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>Press relations:</p> <p>Ongoing relations with anglophone media in Quebec for national and local NFB projects.</p> <p>Ongoing relations with francophone media outside Quebec for national and local NFB projects.</p>	<p>Press releases, interview requests and reports concerning national projects or specific announcements.</p>	<p>Heightened visibility—interviews, mentions, articles, reports and fostering of relationships with anglophone journalists across Quebec.</p> <p>Heightened visibility—interviews, mentions, articles, reports and fostering of relationships with Canada's francophone journalists.</p>	
<p>Communication of activities of the Acadia Studio and Ontario and West Studio.</p>	<p>Bi-annual newsletter.</p> <p>A Web destination for informing OLMCs about our activities.</p>	<p>OLMCs informed about productions, filmmakers, competitions and the Studios' other activities.</p> <p>Online posting of projects by the Studios and Tremplin competition productions underway.</p>	
<p><b>HEIGHTENED VISIBILITY OF OLMC WORKS</b></p>			
<p>Initiatives to promote the visibility of and access to content created in OLMC studios.</p>	<p>Transmission of information.</p>	<p>Films and information about competitions for emerging OLMC documentary and animation filmmakers available online.</p>	

## NATIONAL FILM BOARD

Tremplin competition: website, blog, Facebook.	Website, blog, Facebook updates on Tremplin competition activities.	OLMCs informed about the competition procedure.
<i>Get Animated! / Animez-vous!</i>	Promotional tools which may include: <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>	<i>Get Animated!</i> presentations for families and general (adult) audiences. In English in Montreal, and in French in cities outside of Quebec.
Participation planned with AAAPNB to announce NFB activities and events.	Calend'ART e-calendar.	OLMCs informed about the Acadia Studio's activities.
<b>EDUCATION SECTOR</b>		
All thematic direct mail campaigns (approx. 4 per year) are produced in English and in French with specific titles for each language. OLMC schools/educators are targeted to receive these promotions.	Increased awareness about NFB initiatives in OLMCs.  Increased non-theatrical sales to OLMCs.	Non-theatrical sales of French titles outside of Quebec and English titles inside Quebec.
A minimum of 8 bilingual newsletters per year with customized content for Anglophone and francophone educators distributed across Canada on NFB Education lists (over 25,000 teachers).	The development of a strong educational community via the web—blog & newsletter.	Increased communication between educators and NFB Education.  Measure click-through's
20 blog posts per year in English and 20 per year in French, directed specifically at educators. Most blog posts are in either English or French, highlighting original content in each language. All newsletters direct readers to blog posts.	Develop an online community of educators in English and in French, creating dialogue surrounding the educational application of our films.	Education blog readership measured via Web analytics.

## NATIONAL FILM BOARD

<p>Event-based promotion to specific communities via e-mail, specifically for sales of individual DVD and DTO titles, CAMPUS subscriptions and virtual classroom events. All promotions are mailed via NFB educational databases. Events in English are promoted in Quebec and events in French are promoted in all provinces, including Quebec.</p>	<p>Develop &amp; build database through attendance at conferences targeting OLMCs. Work with third party mailing service to ensure lists of contacts in OLMCs are complete.</p>	<p>Event registration measured by language and location.  Non-theatrical sales measured by language and region.</p>	
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# NATIONAL FILM BOARD

## 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.]

<p><b><u>Planned activities to achieve the expected result</u></b></p> <p><i>What activities will be carried out during the period covered? What will be done?</i></p>	<p><b><u>Expected outputs</u></b></p> <p><i>What products or services will flow from the activities carried out during the period covered?</i></p>	<p><b><u>Indicators to measure progress in achieving the expected result</u></b></p> <p><i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i></p>	<p><b>Expected result</b></p>
<ul style="list-style-type: none"> <li>• Participation at meetings of official languages national coordinators and the network of Official Languages Champions.</li> <li>• Participation of Official Languages Champion in meetings of the network of Official Language Champions.</li> <li>• Participation in meetings of signatories to the Agreement for the Development of Francophone Arts and Culture in Canada.</li> <li>• Annual participation in meetings of the Working Group on the Media Arts, which include federal and community partners.</li> <li>• Participation in the Annual General assembly of the Federation of Francophone and Acadian Communities of Canada.</li> </ul>	<p>Meetings on a regular basis.</p>	<ul style="list-style-type: none"> <li>• Meetings attended.</li> <li>• Follow-up activities: the NFB works with federal partners and other levels of government to better meet the needs of OLMCs.</li> </ul>	<p><b>Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.</b></p>

## NATIONAL FILM BOARD

<b>PROJECT-BASED COLLABORATIONS</b>		
<p>Canadian Museum of Civilization Corporation</p> <p>Canadian Museum of Nature</p>	<p>Activities based on a 5-year agreement between the NFB and each of the two institutions to work together on presentations and exhibitions in French and English, reaching OLMCs in both Quebec and Ontario.</p>	<p>Several projects are in early development; delivery will begin this fiscal year.</p>
<p>Société Radio-Canada (SRC)</p>	<p>Collaboration with the SRC for TREMPIN: SRC representative on the TREMPIN competition jury, and screening of TREMPIN films.</p>	<p>Broadcast of films by TREMPIN filmmakers from Acadia, Ontario or Western provinces on the SRC network. Visibility for filmmakers involved.</p>
<b>EDUCATION SECTOR</b>		
<p>Collaboration with other institutions to help promote bi-annual virtual classroom events. Proposed partners include:</p> <ul style="list-style-type: none"> <li>-David Suzuki Foundation</li> <li>-Physical and Health Education Canada</li> <li>-Motivate Canada</li> <li>-Canadian War Museum</li> </ul>	<p>Increased use of NFB films and resources in classrooms in OLMCs. Develop and build database through attendance at conferences targeting OLMCs. Work with third-party mailing service to ensure lists of contacts in OLMCs are complete.</p>	<p>Compare participation by OLMC communities in bi-annual virtual classrooms with participation in 2011–2012.</p> <p>Measure event registration by language and location.</p> <p>Measure non-theatrical sales by language and region.</p>

# NATIONAL FILM BOARD

## 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><u>Planned activities to achieve the expected result</u></b></p> <p><i>What activities will be carried out during the period covered? What will be done?</i></p>	<p><b><u>Expected outputs</u></b></p> <p><i>What products or services will flow from the activities carried out during the period covered?</i></p>	<p><b><u>Indicators to measure progress in achieving the expected result</u></b></p> <p><i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i></p>	<p><b>Expected result</b></p>
<p><b>NFB PRODUCTIONS AND CO-PRODUCTIONS</b></p>			
<p>The NFB has two English-language production studios in Montreal: a documentary studio and an animation studio. Both work primarily with Quebec-based anglophone filmmakers on a range of NFB productions and co-productions.</p> <p>The NFB has two French-language production studios outside Quebec: all productions from the Acadia and Ontario and West Studios are by OLMC creators and producers.</p>	<ul style="list-style-type: none"> <li>• Films released as per the Annual Report.</li> <li>• The number of completed projects varies from year to year:                             <p>English Program studios complete an average of 3 to 5 documentaries per year and 3 to 4 animations per year, as well as one to two interactive projects per year.</p> </li> <li>• Between 5 and 8 documentaries / animations and 1 interactive project are produced annually by French Program's two studios.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of NFB films created by artists from OLMCs and produced or co-produced by NFB's French Program studios outside Quebec and English Program studios in Quebec.</li> <li>• Success is also measured by the strength of the films. (Highlight of activities.)</li> </ul> <p>Projects currently underway with experienced or mid-career filmmakers:</p> <ul style="list-style-type: none"> <li>• <i>À la recherche d'un asile</i> by Paul Émile d'Entremont – 100% NFB, in post-production.</li> <li>• <i>La passion du risque, le jockey Ron Turcotte</i> by Phil Comeau – 100% NFB, in production.</li> <li>• <i>La culture sourde</i> by Yves Étienne Massicotte – 100% NFB, going into production.</li> <li>• <i>Le 100<sup>e</sup> anniversaire du 22<sup>e</sup> Régiment</i> by Claude Guilmain – 100% NFB, going into production.</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>

## NATIONAL FILM BOARD

INTERACTIVE PROJECTS		
<i>Ta parole est en jeu</i>	Web project promoting French in Canada.	Collaboration between the Acadia Studio and Ontario and West Studio, as well as the Learning Technologies Group (LTG) of the University of Moncton. (See more on section initiatives for emerging talent on page 3.)
<b>At Home (Chez soi)</b>	This production focuses on homelessness and mental health in five Canadian cities: Moncton, Montreal, Toronto, Winnipeg and Vancouver.	Meetings are held regularly between the Moncton At Home team and the producer. The producer attends weekly meetings of the Moncton Advisory Committee with those locally responsible. 10 documentaries of 3 min 30s from the Acadia Studio will be produced and integrated into the At Home-Chez soi site.
INITIATIVES FOR EMERGING TALENT		
The NFB has an ongoing commitment to working with emerging filmmakers. Projects and initiatives vary from year to year.	Number of films produced. Number of workshops.	These initiatives allow the NFB to connect with talented emerging anglophone artists in Quebec and francophone artists outside Quebec. Expected results can be measured by: -Industry recognition of films (festivals, awards); -Calibre of films; -Participants going on to make additional films.
	The English Program Quebec documentary studio allocates, on average, \$100,000/year towards the development and production of one-off films by emerging filmmakers.	1 to 3 films produced annually, typically by emerging anglophone filmmakers from Quebec.
	<b>Hothouse program:</b> 6 emerging animators from across Canada participate in an intensive 12-week training program under the mentorship of NFB staff and accomplished animators.	6 films produced annually: typically 2 or 3 of the participants are anglophones from Quebec.
	<b>Tremplin Program:</b> For emerging francophone filmmakers in all regions of Canada outside	2 to 4 short documentaries made each year.

## NATIONAL FILM BOARD

	Quebec. This program includes scriptwriting, directing and post-production training workshops.		
	<b>Ta parole est en jeu project:</b> Creation of almost 400 videos for online video games / interactive website.	8 to 9 directors from across Canada (outside Quebec) are involved in the project.	
	<b>DIGICAMP training</b> for new platforms: Extensive training on various digital platform topics.	Workshops for directors, scriptwriters and producers outside Quebec.	
<b>OTHER TYPES OF ASSISTANCE FOR TALENT</b>			
Filmmaker Assistance Program (FAP) and Aide au Cinéma indépendant du Canada (ACIC) are designed to help independent filmmakers complete their films/videos. Successful applicants receive assistance in the form of technical services.	Technical services and support provided. Workshops, professional development. Streaming on NFB.ca	Number of films receiving support (as per the Annual Report).	
Producers from the English Program Quebec and Animation Studios meet with student groups to present completed NFB works and lead on presentations / discussions about different aspects of film production.	Presentations/Workshops	Quebec and Animation studios each hold 1 to 3 presentations/workshops per year for student groups from English CEGEPS and universities, where the majority of the students are typically anglophone.	
Training workshops and refresher activities offered to francophone professional and emerging talent: filmmakers outside Quebec (directors, writers, producers and technicians).	Technical and support services. Workshops and professional training.	Number of artists who have benefitted from these workshops.	

## NATIONAL FILM BOARD

ACCESSIBILITY INITIATIVES		
<p><b>The NFB-ONF Online Screening Room</b></p> <p>Launched in January 2009, this site makes over 2,000 audiovisual documents available for free viewing: films, trailers and excerpts from the NFB's collection.</p>	<p>Number of productions in French and English added for viewing on <a href="http://ONF.ca">ONF.ca</a> and <a href="http://NFB.ca">NFB.ca</a>.</p> <p>Number of online viewings of productions from the NFB collection.</p>	<p>Increased accessibility of the NFB collection to OLMCs via the Web.</p>
<p>Increase in works available online on NFB.ca's <i>Espace francophonie/Showcase Francophonie</i> on the theme of francophone identity and culture.</p>	<p>Addition of new titles for which we hold the rights.</p>	<p>Statistics on works viewed and location of visitors.</p>
<p><b>E-cinema (Rendez-vous de l'ONF en Acadie)</b></p> <p>Continue French film seasonal programming (fall-winter).</p>	<p>Weekly programming of French films in five Acadian communities in New Brunswick and Nova Scotia (Moncton, Caraquet, Fredericton, Edmundston, Baie Ste-Marie).</p>	<ul style="list-style-type: none"> <li>• Quantitative data on attendance and film program.</li> <li>• Audience feedback.</li> </ul>
<p><b>Accessibility of films at the Acadia Studio</b></p> <ul style="list-style-type: none"> <li>• Ciné-Acadie film screenings.</li> <li>• Option for filmmakers, co-producers, associations, etc. to borrow films from the Studio's NFB collection or view them onsite.</li> </ul>	<p>Onsite viewing or film loans and screenings.</p>	<p>Screenings of NFB films for OLMCs at the Acadia Studio through online viewings when the films are available.</p>
<p><b>Support for official language community projects</b></p> <ul style="list-style-type: none"> <li>• Participation in film festivals organized by OLMCs and offer to targeted partners (Cinémental, Cinémagine, Cinergie) in OLMCs.</li> <li>• Participation in the Rendez-vous de la Francophonie.</li> <li>• Programming of films by OLMC filmmakers in our usual outreach networks (public libraries, cultural centres).</li> </ul>	<ul style="list-style-type: none"> <li>• Films screened at festivals such as Les Rendez-vous du cinéma francophone de Vancouver, the Festival international du cinéma francophone en Acadie (FICFA) in Moncton, the Outaouais Film Festival, Sudbury's Cinéfest festival, and the Festival Cinergie in Saskatoon.</li> <li>• Programming of francophone films in over 60 Canadian cities</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative data on attendance and film program.</li> <li>• Audience feedback.</li> <li>• Recurrence of partnerships.</li> <li>• Number of partners, cities and provinces (Rendez-vous de la Francophonie).</li> </ul>

## NATIONAL FILM BOARD

<ul style="list-style-type: none"> <li>• Participation in FAVA (Atlantic Visual Arts Festival).</li> <li>• Participation of the executive producer and producer in various events (such as FICFA round tables)</li> </ul>	<p>for the Rendez-vous de la Francophonie.</p> <ul style="list-style-type: none"> <li>• Promotion of productions by francophone studios in Acadia, Ontario and West. Films from the Tremplin, Hothouse programs, etc.</li> <li>• Participation in FICFA round tables.</li> </ul>		
<p><b>Other partnerships</b></p> <ul style="list-style-type: none"> <li>• Cinémathèque acadienne</li> <li>• Association culturelle du Haut Saint-Jean</li> <li>• FJFNB (Fédération des jeunes francophones du Nouveau-Brunswick)</li> <li>• Atlantic Dance Festival (dance and master workshops, and screenings of films about dance)</li> <li>• Société culturelle Kent-Sud</li> <li>• Military institutions: Valcartier, the Citadelle, the War Museum – contacts with the Museum of Civilization</li> </ul>	<p>Loan of equipment. Opportunities to screen OLMC films.</p>	<p>Film screenings, information sharing (archives)</p>	
<p>Bilingual program offering new NFB releases to all public libraries in Canada.</p>	<p>Three annual programs (fall, winter, spring) of documentary and animated films available for free in libraries for public screenings in the communities.</p>	<p>Audience data:</p> <ul style="list-style-type: none"> <li>• Number of cities participating.</li> <li>• Librarian feedback.</li> </ul>	
<b>EDUCATION SECTOR</b>			
<p><b>EVENTS</b></p> <p>Two French-language and two English-language virtual classroom events per year.</p>	<p>Thousands of students per year will connect with a film from the NFB in a unique way via a virtual classroom event.</p> <p>Each class (200 per event) will purchase the film being highlighted.</p>	<p>Surveys to measure feedback will be sent to each educator. Will use feedback to improve programs.</p> <p>Track sales of the films featured and evaluate how successful virtual classrooms are at increasing revenue.</p>	

## NATIONAL FILM BOARD

<p><b>RESOURCES</b></p> <p>Customize all educational guides in both official languages and make them available via NFB.ca.</p>	<p>Increased resources for OLMC communities.</p>	<p>Track non-theatrical sales of French titles outside of Quebec and English titles within Quebec.</p>	
<p><b>WORKSHOPS</b></p> <p>Workshops for educators in OLMCs within Quebec on topics such as CAMPUS, resources, using NFB films in the classroom.</p> <p>Workshops for educators in OLMCs outside Quebec on topics such as CAMPUS, resources, using NFB films in the classroom.</p>	<p>Develop comprehensive workshop strategy targeting OLMCs in current workshop locations (Toronto and Montreal) and via travelling programs.</p> <p>Develop workshop programs of specific interest to OLMCs based on feedback obtained through meetings, ongoing consultations and attendance at conferences and events.</p>	<p>Aim to achieve a participation rate of 15% for OLMCs in travelling workshops and on-site workshop programs, targets to be evaluated and re-evaluated upon completion of 2012–2013 workshop year.</p>	

## NATIONAL FILM BOARD

### 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.]

<u>Planned activities to achieve the expected result</u> <i>What activities will be carried out during the period covered? What will be done?</i>	<u>Expected outputs</u> <i>What products or services will flow from the activities carried out during the period covered?</i>	<u>Indicators to measure progress in achieving the expected result</u> <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>	<b>Expected result</b>
Results-based Action Plan for the implementation of section 41 of the <i>Official Languages Act</i> in accordance with the six major categories set out in the Plan.	Action Plan 2012–2015 Action Plan 2015–2018	NFB strategic planning provides for reporting on support for the development of OLMCs.	<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>
New NFB Strategic Plan, 2013–2018.	2013–2018 Strategic Plan	The Strategic Plan and operational plan objectives will include the commitment to support collaborations with creators from diverse cultural communities, including OLMCs.	
Annual status report on the implementation of section 41 of the <i>Official Languages Act</i> in accordance with the six major categories set out in the Action Plan.	Yearly Report	Impact of the NFB's policies, programs and services on OLMCs.	
Summary of initiatives for OLMCs in the Departmental Performance Report; Report on Plans and Priorities.	Yearly Report	NFB strategic planning provides for reporting on support for the development of OLMCs.	
<i>Multipartite Agreement for the Development of Francophone Arts and Culture in Canada</i> : evaluation	Evaluation	As a signatory, the NFB will participate in the evaluation of the agreement carried out by the Interdepartmental Coordination Directorate, Canadian Heritage.	