

**ANNUAL REPORT ON RESULTS**  
**IMPLEMENTATION OF SECTION 41 OF THE**  
*OFFICIAL LANGUAGES ACT*  
**2008-2009**

**General information**

Federal institution: Web site:	National Film Board of Canada 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):	Government Film Commissioner: Tom Perlmutter  Official Languages Champion: Claude Joli-Coeur
General 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):	The reflection of Canadian society and Canadian perspectives on the world through the production of innovative Canadian audiovisual works that are widely in demand and widely accessible in relevant media of the day.
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

## Summary of the progress made by the NFB in 2008–2009

### **Awareness**

In 2008-2009, the NFB increased awareness among employees on Part VII of the Official Languages Act and its commitment to reach out to and support the development of Official language minority communities (OLMC) through the webcast presentation of several projects.

The Official Languages Champion and national coordinator helped raise awareness on Canada's linguistic duality and of the institution's commitments under part VII of the OLA.

### **Consultations**

In 2008-2009, the NFB continued to strengthen its relationships with OLMCs by participating in some key meetings and industry events. In November, the NFB was an active participant in the 4<sup>e</sup> Forum du FRIC (Le front des réalisateurs indépendants du Canada). The NFB also became a member of the Council created by the Greater Montreal Community Development Initiative to work to establish communication between essential sectors in the English-speaking community of Greater Montreal.

### **Communications**

This year the NFB focused its communications efforts on raising the profile of films by OLMC filmmakers and in making OLMCs aware of the NFB resources at their disposal. A vigorous promotional campaign heralded the launch of *Entre les lignes*, a film by Franco-Ontarian Claude Guilmain. Brochures promoting the pilot e-cinema project, *Les Rendez-vous de l'ONF en Acadie* were distributed widely among Acadian communities in attempts to draw them to the NFB's e-cinema screenings. The NFB Mediatheque in Toronto and CineRobotheque in Montreal, which are major public viewing centres and access points, placed ads and distributed thousands of flyers to promote their resources and services to OLMCs.

In addition, the NFB has been developing learning resources that adapt to the changing needs of educators and classrooms. A variety of learning resources can now be accessed at <nfb.ca>. The NFB is currently developing strategies to provide even more content that not only meets today's curricular objectives, but also is widely and easily accessible to OLMCs no matter their geographic location.

### **Coordination and liaison**

The NFB participated in several conferences concerning OLMCs with other government institutions: the Groupe de travail de Patrimoine canadien sur les arts médiatiques, Conférence conjointe des champions et co-champions de langues officielles, Roundtable on the State of Francophone Culture in Canada and the Groupe d'appui aux langues officielles à Patrimoine canadien. The NFB partners with the Department of Citizenship and Immigration Canada in organizing the *Racism. Stop It! National Video Competition*. As part of its promotion and outreach efforts for the competition this year, the NFB held three workshops for French-speaking communities outside of Quebec.

### **Funding and program delivery**

The NFB saw critical and audience success this year with films directed by filmmakers from OLMCs, most notably the documentaries *Entre les lignes* (by Franco-Ontarian Charles Guilman) and *Nollywood Babylon* (by Montreal-based Anglophone filmmakers Ben Addelman and Samir Mallal).

The NFB's emerging filmmaker programs offer novice filmmakers experience in professional filmmaking and allow the NFB to discover new talent amongst OLMCs. In November 2008 the NFB launched the third edition of Tremplin 2009, a competition for emerging filmmakers from French minority communities across Canada. This year 87 proposals were received, a selection of which 4 to 6 will go into production. Now in its sixth year, *Doc Shop* saw 25 short films completed this year by students from Montreal's English post-secondary film and communications programs.

In January 2009, the NFB took its latest step forward in increasing accessibility to its films by harnessing digital technologies. It unveiled a new online Screening Room providing free home viewing of over 1,000 productions, films, trailers and clips from the NFB's world-renowned collection. OLMCs now have free and easy access to films in both official languages from the NFB collection at [nfb.ca](http://nfb.ca).

The NFB also continues to make its vast resources in French and English more accessible to OLMCs through its viewing centres, the Toronto Mediatheque and Montreal CineRobotheque, as well as supporting film festival activities that reach OLMCs and raise the profile of films by OLMC filmmakers.

### **Accountability**

The NFB produced an annual results based report as well as a results based action plan presenting activities and to measure the impact of its programs and services on official language minority communities.

With the release of the Strategic plan 2008-2013, the drafting of an operational plan with detailed performance framework is being undertaken to link clear results to the strategic plan objectives.

**Detailed report on results**

**A. AWARENESS (In-house activities)**

Expected result: 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.		
Activities carried out to achieve the expected result	Outputs	Progress made in achieving the expected result
Awareness/Orientation	Year round meeting  Presentation March 13, 2009	The National coordinator held meetings with Executive Producers from both English and French program branches to discuss ways to consult with official language minority communities.  In addition, the coordinator and champion made a presentation to Senior Management re: Part VII of the Official Languages and the reporting requirements for Canadian Heritage.
Implementing the Strategic Plan and elaborating operational plans  A presentation to employees on how the Strategic Plan (2008-2012) will be implemented through an Operational Plan. A performance measurement framework is being established to ensure these objectives are met.	Wednesday, May 28, 2008 Webcast Session	Increased awareness among employees of the NFB strategic objectives, which include the commitment to support the OLMCs.
Front Line – Armistice A presentation to employees on the NFB's honouring of the Armistice's 90th anniversary. A short film by Franco-Ontarian Claude Guilmain called <b>Front Lines</b> was made available online for viewing.	October 22, 2008 Webcast Session	Increased awareness among employees of NFB's work by franco-ontarian filmmaker Claude Guilmain, and how it anchored NFB's important presence at this year's ceremonies in Ottawa, in collaboration of with Rideau Hall, Veterans Affairs Canada and the Department of National Defence.

<p>Launch of the Online Screening Room A virtual press conference was setup for journalists, NFB staff and friends who joined online across the country to unveil the National Online Screening room (<a href="http://www.onf.ca">www.onf.ca</a> and <a href="http://www.nfb.ca">www.nfb.ca</a>), a new approach to connecting with Canadians, using the latest technologies to ensure that NFB's rich collection is accessible in every region of the country including OLMCs, in both official languages). This new site offers, for free, over 1,000 of high-quality Canadian documentaries, animation and fiction films.</p>	<p>January 21, 2009 Webcast Session</p>	<p>Increased awareness among employees of how digital technologies can help support the development of OLMCs.</p>
<p>The national coordinator held several meetings with NFB staff to reiterate the NFB's commitment to Part VII of the Official Languages act, discuss agendas of meetings with OLMCs, and go over the reporting requirements for PCH.</p>	<p>Formal and informal Meetings with NFB Staff, year round.</p>	<p>Increased awareness of Part VII among NFB staff (including Producers and heads of Mediatheques, and head of Institutional sales).</p>
<p>Continued update of the "Official Languages" section of the Intranet site.</p>	<p>Updated texts, OL reports, OL tools that promote Part VII of the Act</p>	<p>Intranet site update helps increase awareness of the NFB's commitment of Canada 's linguistic duality and support of the development of the Official Language Minority community (with access to reports on OL)</p>

**Detailed report on results**

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

<b>Expected result:</b> Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.		
<u>Activities carried out to achieve the expected result</u>	<u>Outputs</u>	<u>Progress made in achieving the expected result</u>
<b>Programming</b> Executive Producer of English Program's Quebec Studio attended a meeting of the Greater Montreal Community Development Initiative (GMCDI), an initiative of the Quebec Community Groups Network (QCGN), which represents English-speaking communities in Greater Montreal.	Board meeting held on December 11, 2008	Became a member of the Council created to work to establish communication between essential sectors in the English-speaking community of Greater Montreal.
Attendance at meetings of the Front des réalisateurs indépendants du Canada (FRIC).  Through the initiative and support of the Ontario and West Studio and the Acadia Studio, FRIC was created in Moncton in November 2004, and has since been working to defend the interests of Canadian francophone directors outside Quebec.	Meetings held in Ottawa, November 2 to 5, 2008	The Producer of the Ontario and West Documentary Studio participated in the 4th FRIC Forum in Ottawa on November 4, 2008. In particular, she took part in the activity "La Fosse au Fric," which allows directors to practise pitching their projects to representatives of organizations such as the NFB and Radio-Canada.  This allowed the NFB to inform francophone filmmakers outside Quebec about the new challenges and objectives of French Program, as well as bringing the NFB closer to this community.  The NFB also provided support to the screening and seminar program offered during the forum
Participation of the Executive Producer of the Ontario and West Documentary Studio at a round table organized by the Standing Senate Committee on Official Languages.	Meeting held in Bathurst, NB, June 2008	During the round table, the Executive Producer presented the different activities of the Acadia and Ontario and West Studios. The presentation was followed by a very positive question-and-answer session.

<p><b>Distribution</b></p> <p>The NFB attends all the major educational showcases across Canada where its English and French productions are promoted: Fast Forward in Vancouver, the Educational Media Market in Alberta, the Ontario Media Showcase in Toronto, the Halifax Showcase, and QPAT (Quebec Provincial Association of Teachers) in Montreal. These events allow OLMC communities to gain access to the NFB's Canadian content in both official languages for use in classroom settings.</p>	<p>Information gathering and dialogue with key stakeholders regarding pertinence and effectiveness of NFB programming in educational settings.</p>	<p>This year there were 16 new non-theatrical* subscriptions to NFB's collection of online films.</p> <p>Through its presence at QPAT, the NFB established ties with the various English communities, one of them being the "Temple Committee against Human Trafficking" who organized a panel discussion and screening of the NFB documentary <i>Sexy Inc.</i></p> <p>*The non-theatrical market includes educational institutions and subscriptions include permission to show films in a classroom.</p>
<p>Development of a strategy to create an online space for teachers and produce educational versions and chaptering to schools.</p>	<p>Consulting</p>	<p>The NFB hired a consulting company that specializes in usability of digital and Web resources. Currently they are surveying the educational market, which includes OLMCs. This will ensure that the learning resources the NFB creates respond effectively to the needs of the educational sector.</p>

**Detailed report on results**

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

<b>Expected result:</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 (P&S).		
Activities carried out to achieve the expected result	Outputs	Progress made in achieving the expected result
Collaboration with associations from Nunavut, Yukon, NWT, Alberta, PEI, Newfoundland and Nova Scotia for the 2009 Tremplin competition.	Partnerships/Communications	The NFB distributed promotional posters and postcards for the 2009 Tremplin contest to over 70 local associations across the country, including: <ul style="list-style-type: none"> <li>- Association franco-yukonnaise (AFY), Whitehorse</li> <li>- Western Arctic Moving Pictures Film Society (WAMP), Yellowknife</li> <li>- Association franco-culturelle de Yellowknife</li> <li>- Association canadienne-française de l'Alberta Edmonton</li> <li>- Association des francophones du Nunavut, Iqaluit</li> <li>- Fédération culturelle acadienne de la Nouvelle-Écosse (FéCANE)</li> <li>- Fédération culturelle de l'Île-du-Prince-Édouard (FCIPE)</li> <li>- Fédération des francophones de Terre-Neuve et du Labrador (FFTNL)</li> </ul>
Distribution of promotional material for launch of <i>Entre les lignes</i> (by the Ontario and West Studio).	Promotional brochure inserted (in English) in the October edition of magazine <i>The Beaver</i> and (in French) in DVD mailings to francophone clients; NFB institutional brochure distributed in 20,000 copies in English and 11,000 copies in French.	Visibility for this important film by Franco-Ontarian Claude Guilmain.
Distribution of promotional material for e-cinema pilot project <i>Les Rendez-vous de l'ONF en Acadie</i> .	<i>Rendez-vous Acadie</i> : Over 155,000 copies of brochure inserted in <i>L'Acadie Nouvelle</i> , <i>L'Aviron</i> , <i>Le Moniteur Acadie</i> and <i>Le Madawaska</i> ; newsletter sent to subscribers; creation of Web-extension.	<ul style="list-style-type: none"> <li>• Increased awareness in Acadian communities about the screenings.</li> <li>• Loyalty-building among viewers.</li> </ul>

<p><b>Mediatheques in Toronto and Montreal (NFB's public viewing centres and access points)</b></p> <p>Montreal CineRobotheque: Distribution of material in anglophone universities and primary and secondary schools in greater Montreal, in downtown hotels and stores, in Notre-Dame-de-Grâce and Westmount; electronic invitations sent to anglophone community organizations (literacy centres, YMCA, homeless shelters, etc.).</p> <p>Toronto Mediatheque: Distribution of flyers and electronic invitations to French screenings and events through various partner networks (Ciné Franco, Alliance française, Théâtre français, Bureau du Québec, Toronto Star, Now Magazine, etc.).</p>	<ul style="list-style-type: none"> <li>• 40,000 programs</li> <li>• Electronic mailings to 2,400 community groups</li> <li>• 2,000 passes (McGill, Concordia)</li>   <li>• 1,000 quarterly flyers</li> <li>• Over 2,000 Summer Events flyers (highlighting French Language Day Camp) to schoolchildren of the GTA area.</li> <li>• 5,000 Quebec Now! flyers (in celebration of the 400<sup>th</sup> anniversary of Quebec City) Over 1,000 e-invitations sent per event, according to desired audience for activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness in anglophone population of program of screenings in English and collection of 9,500 films available at the viewing stations.</li> <li>• Increased awareness about 11 educational workshops in English.</li>   <li>• Increased awareness in francophone community of all activities in French: screenings, DVDs for sale, workshops, titles available at viewing stations, special events.</li> </ul>
<p><b>Advertising</b></p>		
<p>Montreal CineRobotheque: Purchase of advertising space in Montreal weekly <i>The Hour</i> and the <i>Quebec Shooting Guide</i>.</p>	<p>Print run of 60,000 for <i>The Hour</i> and 7,000 for the <i>Guide</i>.</p>	<ul style="list-style-type: none"> <li>• Increased awareness in anglophone community about different screening series (the Get Animated event, films <i>Cure for Love</i> and <i>The Sweetest Embrace</i>).</li> <li>• Increased awareness among anglophone stakeholders in the Quebec film industry of theatre rental services.</li> </ul>
<p>Toronto Mediatheque: Half-page advertisement in Toronto's <i>Annuaire des ressources francophones</i>, highlighting Mediatheque activities offered in French.</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>Participation in francophone events is due in part to the Mediatheque's presence in the <i>Annuaire</i> for the past seven years.</p>
<p>Purchase of media space to promote Rendez-vous de la francophonie.</p>	<ul style="list-style-type: none"> <li>• Advertising in <i>Rendez-vous de la francophonie</i> newsletter, print run of 2.5 million.</li> </ul>	<p>Increased awareness in francophone communities across the country about these events.</p>

<p>Purchase of media space to promote the e-cinema pilot project Les Rendez-vous de l'ONF en Acadie.</p>	<ul style="list-style-type: none"> <li>• Advertising in <i>L'Acadie Nouvelle</i> for 33 weeks (print run of 20,000).</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness in francophone communities in five NB towns about these events.</li> </ul>
<p><b>Press relations and PR</b></p>		
<p>Montreal CineRobotheque: Press relations with anglophone media and Internet sites in greater Montreal; participation in the congress of Association québécoise des enseignants de français, langue seconde (Quebec association of teachers of French as a second language).</p>	<ul style="list-style-type: none"> <li>• Sent press releases and monthly calendars (<i>The Gazette, CBC, Hour, Mirror, etc.</i>).</li> <li>• Kiosk and conference with 600 teachers.</li> </ul>	<ul style="list-style-type: none"> <li>• NFB visibility in the main Montreal anglophone media.</li> <li>• Increased awareness among teachers about the NFB's second-language learning resources.</li> </ul>
<p>Toronto Mediatheque: Listings for French language events sent to francophone media and various print and online media</p>	<ul style="list-style-type: none"> <li>• Listings sent to <i>L'Express</i> and major print and online media (<i>Now Magazine, Eye Weekly, The Toronto Star, The National Post, The Globe and Mail, METRO, Toronto Sun, BlogTO, Torontoist, rabble.ca, CP24.com</i> and <i>Toronto.com</i>).</li> </ul>	<p>Visibility of francophone events in OLMS media and in main Toronto media.</p>
<p>Press relations for Rendez-vous de la francophonie and launch of <i>Entre les lignes</i>.</p>	<ul style="list-style-type: none"> <li>• Press release sent throughout the country via Rendez-vous de la francophonie.</li> <li>• Two-page promotional article in November issue of <i>Our Canada</i> magazine, published by Reader's Digest and reaching 2 million readers.</li> </ul>	<p>Visibility across the country.</p>
<p><b>Educational Sector:</b></p> <p>The NFB produces catalogues and promotional material and bi-weekly email campaigns through the NFB's online store in both English and French.</p>	<p>In Quebec up to 1,592 educational/cultural sector clients receive promotional materials in English. Outside Quebec up to 2,856 educational/cultural sector clients receive promotional materials in French. Materials included the English Learning Resources</p>	<p>School boards across Canada purchased French resources for their schools and the NFB saw an increase in sales among French OLMCs outside Quebec. Alberta Education, which represents schools in Alberta, and CAMEF, which represents French schools in Atlantic provinces, purchased duplication rights (for multiple school use of NFB</p>

	<p>Catalogue 2008-2009/Ressources éducatives 2008-2009 and biweekly email promotions.</p> <p>Outside Quebec: The 400<sup>th</sup> anniversary of Quebec City box set DVD was sent to 20,248 recipients.</p>	<p>films) to NFB French-language films.</p> <p>Consultants from various ministries of education evaluated and recommended NFB films for school curricula.</p> <p>As a result of a 50% discount offered in one of our promotions, 277 French units were purchased by clients outside Quebec and 400 French units and 227 English units were purchased by English-language clients in Quebec. As a result of this promotion the NFB gained 17 new French-language and 14 new English-language clients.</p>
<p>Participation in the congress of Association québécoise des enseignants de français, langue seconde (Quebec association of teachers of French as a second language).</p>	<ul style="list-style-type: none"> <li>• Kiosk and conference with 600 teachers.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness among teachers about the NFB's second-language learning resources.</li> </ul>

**Detailed report on results**

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

Expected result: Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.		
Activities carried out to achieve the expected result	Outputs	Progress made in achieving the expected result
Canadian Heritage Working Group on the Media Arts	February 23, 2009	Producers from NFB studios serving OLMCs outside Quebec presented a compilation of IPOLC productions by the Ontario and West and Acadia Studios at this conference.
In order to establish programming and strategies for the <i>Racism. Stop It! National Video Competition</i> , the NFB partners with the Department of Citizenship and Immigration Canada.	The NFB held workshops for French-speaking communities outside of Quebec: one in Winnipeg in October (47 students), one in Ottawa in November (45 students) and one in Toronto in November (30 students).	These workshops facilitated involvement in the competition by these communities.
Joint conference with OL Champions and co-Champions	June 3-4, 2008	Participation by the OL Champion at the conference in Quebec City.
Roundtable on the State of Francophone Culture in Canada	April 28, 2009	The OL Champion attended this roundtable in Ottawa.
OL support group at Canadian Heritage	January 13, 2009	The OL Champion and Assistant Film Commissioner attended.
Participation at meetings of official languages national coordinators and the network of official languages champions.	May 21, 2008 December 4, 2008 February 25, 2009	These meetings allowed the NFB to discuss the exemplary practices of other organizations, and better understand the performance measurements sought by Canadian Heritage.

**Detailed report on results**

**E. FUNDING AND PROGRAM DELIVERY**

<p><b>Expected result:</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.</p>		
<p><u>Activities carried out to achieve the expected result</u></p>	<p><b>Outputs</b></p>	<p><u>Progress made in achieving the expected result</u></p>
<p><b>Productions and co-productions</b></p> <p>A number of NFB films were created by artists from OLMCs and produced or co-produced by NFB's French Program studios outside Quebec, and English Program studios in Quebec.</p>	<p>French Program productions by OLMC talent: 14 films</p> <p>English Program productions by OLMC talent: 12 films (3 from the Animation Studio)</p> <p>French Program: <i>Entre les lignes; Inspire Expire; Le Chœur d'une culture; Engage-toi!; Le gourmand; Le Saxophoniste; Au Canada; À Croquer; Moustafa; Tic Tac; La trappe; La dernière batture, abiter la danse; Ils eurent treize enfants; Marie-Hélène Allain, en dialogue avec la pierre; Hommes à louer.</i></p> <p>English Program: <i>Nollywood Babylon; RIP: A Remix Manifesto; Club Native; Little Caughnawaga: To Brooklyn and Back; Roadsworth: Crossing the Line</i></p> <p>English Animation Studio: <i>Spare Change, Forming Game and Hot House Series.</i></p>	<p><u>Highlights from 08-09:</u></p> <ul style="list-style-type: none"> <li>• <i>RIP: a Remix Manifesto (Brett Gaylor)</i>; is seeing strong festival success and has garnered several awards including the Audience Award at International Documentary Festival Amsterdam, the <i>Jury's Special Mention at Festival du Nouveau Cinema, and the Whistler People's Choice Awards at the Whistler Film Festival</i></li> <li>• Little Caughnawaga: <i>To Brooklyn and Back (Reaghan Tarbell)</i> won Best Feature Length documentary at the 2008 winnipeg Aboriginal Festival</li> <li>• Roadsworth: <i>Crossing the Line (Alan Kohl)</i> premiered at Rencontres Internationales du Documentaire, was an official selected for HotDocs 2009, and nominated for a 2009 Banff World Television Award in the Arts &amp; Performing Arts Documentaries category</li> <li>• <i>Nollywood Babylon (Samir Mallal and Ben Addelman)</i> was selected for Official Competition (in the World Cinema Documentary) at the prestigious Sundance Film Festival 2009</li> <li>• <i>Entre les lignes (Claude Guilmain)</i>: Telecast (CBC, CBC Newsworld, SRC, RDI, TFO, WNED Buffalo) and during official commemorative events for the 90th anniversary of the Armistice (Ottawa, Montreal, Toronto).</li> <li>• <i>360 Degrés (Caroline Monnet)</i> won best short documentary at the 2008 Winnipeg Aboriginal Film Festival.</li> <li>• <i>La trappe (Lina Verchery)</i> won the award for best Acadian film at the Festival international du cinéma en Acadie (FICFA), September 2008.</li> <li>• <i>Tic Tac (Marc Daigle)</i> won best Canadian short at FICFA, September 2008.</li> </ul>

<b>Initiatives for emerging talent</b>		
Doc Shop (6 <sup>th</sup> edition): An initiative for students enrolled in an English Language Film/Video production, Communications, or Broadcast Journalism in Montreal and Ottawa. In partnership with the CBC.	25 completed short films.	For Doc Shop 5, 15 out of the 25 films were broadcast on CBC—the most films ever broadcast in Doc Shop’s history. Broadcasts took place on September 1, 2008; December 26, 2008; and January 2, 2009.
Making Music (3 <sup>rd</sup> edition): A training initiative for emerging filmmakers and up and coming musicians from the Montreal and Ottawa/Gatineau region.	8 projects in production and will premier at Pop Montreal music festival on October 4, 2009.	In January 2008, <i>The Mixy Tapes</i> , a short film from making Music 2 was selected for and screened at The Ottawa International Animation Festival.
Tremplin contest: In November 2008, the NFB launched its 3rd Canada-wide short film contest, Tremplin. It invites young francophone filmmakers in Canada outside Quebec to submit proposals for a first or second documentary.	Four shorts produced in 2008-2009, and the 2009 edition devised and launched.	Six documentaries made as part of the 2007 and 2008 contests are currently in distribution, and two others are in production.  The NFB has received 87 proposals from across the country. A jury has chosen 13 finalists, who will participate in script writing workshops. In April and July, a second jury will select approximately 4-6 projects for production.
Tremplin permanent site: The interactive Tremplin site contains all the films made as part of Tremplin since 2007. They can all be viewed. It also offers synopses, photos, texts and information on Tremplin films and filmmakers.	Interactive site	Site regularly updated to reflect the successes of the emerging directors (presentation in festivals and awards won).
Engage-toi! video blog	Innovation in new platforms	The new blog ONF-Engage-toi! came about in collaboration with VIA Rail Canada and TFO. Net surfers can use it to follow the cross-Canada adventure of Franco-Ontarian video-maker Andréanne Germain, a talented emerging filmmaker.
<b>Supporting activities of official language communities</b>		
Le front des réalisateurs indépendants du Canada (FRIC) at Rendez-Vous du Cinéma Québécois 2009.	February 19-March 1, 2009	The NFB supported “Fauteuil Réservé,” a professional development workshop at RVCQ. This allows participating directors to meet other directors and production stakeholders (scriptwriters, producers, broadcasters) to discuss their cinematographic approach and work

		on the content of their projects. The activity combines aspects of professional development, networking, project coaching and promotion of Canada-wide francophone filmmaking.
Rencontres Internationales du Documentaire de Montréal	November 13-23, 2008	The Executive Producer and Producer of the Ontario and West Studio took part in the workshops and presented projects to TV broadcasters face-to-face.
Festival des vidéastes du Manitoba (FVM)	Assistance - prize March 2009	The NFB helps with the training of young video-makers in Western Canada. The Festival offers francophone and French immersion secondary school students in Western Canada short film training and production workshops, as well as a big video-making contest evening. NFB promotional items (provided by NFB) are offered as prizes.
Festival de films par et pour les jeunes d'Edmundston, NB	Assistance - prize May 2008 and screenings	The NFB has been supporting this festival financially for 4 years. The aim is to introduce young francophones from northeastern NB to francophone cinema and offer them video production workshops. NFB films on DVD are given as prizes.
Rencontres Internationales du Documentaire de Montréal	Screenings, November 2008	Screening of the 5 films of Tremplin 2007 (November 13-23, 2008): <i>360 degrés</i> by Caroline Monnet, <i>Une mémoire oubliée... une génération sacrifiée</i> by Martine Duviella, <i>Pis nous autres dans tout ça?</i> by Andréanne Germain, <i>La Trappe</i> by Lina Verchery and <i>La Dernière Batture</i> by Mathieu d'Astous.
Rendez-vous du Cinéma Québécois 2009	Screenings, February 2009	Screening of Caroline Monnet's <i>360 degrés</i> on February 21 and Claude Guilmain's <i>Entre les lignes</i> on February 25, 2009.
Post Input Acadie	Film screenings and discussions, March 2009	In collaboration with SRC and Film Zone in Moncton. Allows francophone film and TV artists and artisans to get together and discuss the form and content of films from all over the world.
International Festival of Films on Art (Montreal)	March 2009	Screening in competition of Moncton filmmaker Rodolphe Caron's <i>Marie-Hélène Allain, en dialogue avec la pierre</i>
Participation of Rodolphe Caron, director of <i>Marie-Hélène Allain, en dialogue avec la pierre</i> , in a round table at the Cinémathèque québécoise as part of FIFA, March 2009.	March 2009	Discussion with two other directors of films on art about which is more important: the art of the director or of the artist filmed.

<p>Participation and screenings at Festival international du cinéma francophone en Acadie.</p>	<p>September 2008, Moncton, NB</p>	<p>Screening of 7 films made as part of the Tremplin and AnimAcadie contests: <i>Inspire Expire</i>, <i>Entre les lignes</i>, <i>Le chœur d'une culture</i>, <i>La trappe</i>, <i>La dernière batture</i>, <i>Moustafa</i>, <i>Tic Tac</i>.</p> <p>Screening of <i>Marie-Hélène Allain, en dialogue avec la pierre</i> by Rodolphe Caron. Special mention for the music for this film, by Claude Fournier from New Brunswick.</p> <p>Round table with the Tremplin directors and producers.</p> <p>Presence of Monique Simard at FICFA and meetings with regional stakeholders.</p>
<p>Canada-wide activities</p>	<p>Rendez-vous de la francophonie (March 2009): 140 screenings in French in 66 towns and cities across the country, with 10 films.</p> <p>Canadian tour of Rendez-vous du cinéma québécois: 15 screenings in Edmonton, Victoria, Moncton, Winnipeg, Sudbury and Whitehorse, with 4 films.</p> <p>Tour of <i>Dieu a-t-il quitté l'Afrique</i> in association with l'Alliance française du Manitoba (March 2009): 6 screenings and 1 workshop in Winnipeg, Calgary, Vancouver and Halifax.</p>	<p>Audience statistics (partial): 9,155 participants (missing stats for 35 of the screenings).</p> <p>Promotion of francophone films throughout the country.</p> <p>Increase this year in number of towns participating in Rendez-vous de la francophonie.</p> <p>Brand new collaboration with l'Alliance française du Manitoba; may continue next year.</p>
<p>Activities, Atlantic region</p>	<ul style="list-style-type: none"> <li>• Rendez-vous de l'ONF en Acadie (e-cinema pilot project, April 2008-March 2009): Screenings in French of 33 programs and 66 films in 5 partner venues in New Brunswick (Moncton, Bouctouche, Edmundston, Kedgwick and Caraquet).</li> <li>• Presence at FICFA: 14 NFB films presented, including 8 by the Acadia and Ontario and West Studios; presence of the 8 OLMC directors.</li> <li>• 250th anniversary of deportation of Acadians from PEI (May 2008): Screenings of 11 films in French in Charlottetown.</li> </ul>	<ul style="list-style-type: none"> <li>• 5,763 spectators; establishment and loyalty development of audiences in 5 OLMC; activity highly appreciated by the francophone audience.</li> <li>• Rich French-language film programming; discussions with audience; presence of Quebec program schedulers to select Acadian films.</li> <li>• Ensured continuing francophone cultural presence on PEI and continuing collaboration with l'Association acadienne des artistes professionnel.le.s du Nouveau-Brunswick.</li> </ul>

Activities, Western region	<ul style="list-style-type: none"> <li>• Festival du film francophone de Whitehorse (Oct. 2008): 13 films screened in French in Whitehorse, Dawson and Haines Junction.</li> <li>• Rendez-vous du cinéma québécois et francophone de Vancouver (February-March 2009): 26 screenings of films in French.</li> </ul>	<ul style="list-style-type: none"> <li>• Continuing presence, with more films programmed this year.</li> <li>• 1,428 spectators. Collaboration on this event for several years now.</li> </ul>
Marketing of OLMC films (Acadia and Ontario and West Studios).	Tremplin programming at RIDM in Montreal: evening of screenings and discussion with 4 Tremplin filmmakers.	Marketing assistance for emerging francophone filmmakers from New Brunswick, Nova Scotia, Ontario and Manitoba.
Marketing of OLMC films (Acadia and Ontario and West Studios).	FIFA in Montreal: screening of <i>Marie-Hélène Allain, en dialogue avec la pierre</i> and round table organized jointly with Front des directeurs indépendants du Canada (FRIC).	Excellent response from audiences (extra screening added). New opportunity to work with FRIC.
Marketing of OLMC films (Acadia and Ontario and West Studios).	Launch of <i>Entre les lignes</i> by Franco-Ontarian Claude Guilmain: widely screened on a variety of platforms (TV, streaming, e-cinema, DVD) as well as in community networks and at prestigious events in Ottawa and France.	Film launched to great success. Exceptional visibility.
<b>Distribution/Accessibility Initiatives</b> NFB CineRobotheque in Montreal	Activities intended for OLMC.	Number of films accessible in English: 5,126 Number of workshops in English: 170 Total participants: 5,100 Total public screenings in English: 152 Total spectators at public screenings: 5,776 (NB: figures do not include audiences for English/bilingual films in festivals, which exceed 17,000)
NFB Mediatheque in Toronto	Activities intended for OLMC.	Number of workshops in French: 40 Total number of students: 1327 Total number of screenings in French: 37 Total number of participants at screenings: 1254 Number of films available in French for on-site Viewing at the NFB Mediatheque: 2,205
NFB Online Screening Room: Free home viewing of over 1,000 productions, films, trailers and clips from the NFB's world-renowned collection, in both French and English.	Launched in January 2009.	The NFB's latest step forward in increasing accessibility to its films by harnessing digital technologies. OLMCs now have free and easy access to films in both official languages from the NFB collection at <nfb.ca>.

**Detailed report on results**

**F. ACCOUNTABILITY**

<p><b>Expected result:</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.</p>		
<p><u>Activities carried out to achieve the expected result</u></p>	<p><b>Outputs</b></p>	<p><u>Progress made in achieving the expected result</u></p>
<p><i>Reports to Canadian Heritage:</i></p> <ul style="list-style-type: none"> <li>Annual Results based report on the implementation of section 41 of the official Languages Act, based on the six major categories set out in this action plan</li> <li>Results based Action plan on the implementation of section 41 of the official Languages Act, based on the six major categories set out in this action plan</li> </ul>	<p>2008-2009 Report produced</p> <p>2009-2012 Action plan produced</p>	<p>The NFB has now a better understanding of the impact of its policies, programs and services on OLMC's.</p> <p>NFB Strategic planning provides for the reporting on support of development of OLMCs.</p>
<p><i>Reports to the Treasury Board:</i></p> <ul style="list-style-type: none"> <li>2009-2010 Report on Plans and Priorities, 2008-2009 Departmental Performance Report</li> </ul>	<p>Reiterate support for OLMCs in the RPP and the DPR</p>	<p>NFB Strategic planning provides for the reporting on support of development of OLMCs.</p>
<ul style="list-style-type: none"> <li>The Strategic Plan and operational plan objectives include the commitment to support of OLMCs.</li> </ul>	<p>Framework</p>	<p>A performance measurement framework is being established to ensure these objectives are met.</p>
<ul style="list-style-type: none"> <li>The sunset agreement of the IPOLC NFB/ Canadian Heritage partnership in 2009 has been identified as having an impact on the implementation and development of programs for the OLMCs.</li> </ul>	<p>Risk analysis templates filled out</p>	<p>The assessment was conducted to evaluate the level of risk involved. It helped identify the programs/initiatives most affected by the sunset of this agreement. This information will help minimize potential decreases in program outputs and ensure an ongoing support of the OLMCs.</p>