

# NATIONAL FILM BOARD

## RESULTS-BASED ACTION PLAN

### IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT* 2009-2012

#### General information and period covered

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
<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):	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 Progress Expected During the Period Covered by the Action Plan**

- **Awareness**

The Official Languages Champion promotes best practices and raises awareness on Canada's linguistic duality and the development of official language minority communities (OLMCs) within the NFB. The champion strives to ensure that key NFB activities contribute to the cultural development of OLMCs, and that these are communicated back to all staff.

- **Consultations**

A number of meetings, both formal and informal, provide OLMC filmmakers and producers, school representatives, and community organizations opportunities to stay informed of NFB programs and services. Such meetings help producers to know and discuss the needs of their clientele and OLMCs. The NFB's English Program continues to nurture a relationship with Anglophone post-secondary institutions in Montreal and Ottawa. The NFB also assesses the needs of the educational sector and partner libraries by consulting with key representatives from different ministries of education as well as directly with educators at conferences and showcases and through programs and relationships fostered by the NFB's viewing centres in Toronto and Montreal.

- **Communications**

Through its studios, including Acadia, Ontario and West, and Quebec Centre, and its viewing centres in Toronto and Montreal which service OLMC members and filmmakers, and its operational headquarters, the NFB is able to communicate with OLMCS and offer them a broad range of programs and services thanks to the close ties it maintains with these communities. The NFB reaches OLMC communities through its various networks (such as its partner libraries), its Web site, its two viewing centres in Toronto and Montreal, its publicists and communications officers, its frequent communications with the educational sector, and through its print and electronic catalogues, newsletters and brochures. It uses the Department of Canadian Heritage's bulletin 41-42 to circulate information about its achievements and plans.

- **Coordination and liaison**

The NFB's coordination and liaison activities enable filmmakers and producers to develop closer ties with the NFB and help them access the production and technical support offered. The Official Languages Champion and the national co-ordinator for the implementation of section 41 of the OLA are two of the most active players in this area. Participation in forums setup by Canadian Heritage and other federal agencies facilitates co-ordination and liaison and consolidates the Government of Canada's support for the development and growth of official languages minority communities. Initiatives like the Racism. Stop It! National Video Competition allows the NFB to partner with the Department of Citizenship and Immigration Canada to reach key communities.

- **Funding and program delivery**

The NFB's 2008-2013 Strategic plan and ensuing operational plan reaffirm the institution's support for the development of official language minorities as well as the promotion of Canada linguistic duality. Special attention is being given to emerging filmmakers as well as the accessibility initiatives to ensure that Canadians from official language minority communities can access NFB products and services.

2008-2009 marked the end of the IPOLC NFB/ Canadian Heritage partnership. A risk analysis helped identify the programs/initiatives most affected by the sunset of this agreement. Special efforts will be made to minimize potential decreases in program outputs and ensure an ongoing support of the OLMCs.

The Ontario and West Studio, Acadia studio are two French-language production studios outside Quebec producing between 6 and 10 documentaries and 1-2 animations each year. The Quebec Centre Studio and the Animation Studio serve Quebec's English speaking minority from Montreal, completing an average of 3-5 animations and 5-8 documentaries every year. These audiovisual works by OLMC filmmakers enriches the expression of Canada's diversity and ensures that it reflect the country's diversity while explaining the changing cultural and social realities of Canada.

Continued accessibility of NFB's programs and services to OLMCs will be ensured through numerous initiatives: ongoing screenings targeted for OLMCs, participation in festivals in the regions and other festivals promoting Canada's linguistic duality; continued access to the NFB collection through the Online Screening room launched Jan 09, the Mediatheques, the e-cinema network, workshop offerings on animation and documentary filmmaking targeted to OLMCs and in the language of their choice.

Finally, the NFB will continue to support to the educational sector through its online offering.

- **Accountability**

The NFB will produce an annual status report presenting activities completed and results attained and measure the impact of its programs and services on official language minorities.

With the release of the new Strategic plan 2008-2013, a yearly institutional action plan will be produced with a performance measurement framework to ensure these objectives are met. The plan will include specific actions addressing part VII of the Official Languages Act. Results will be reported by branches concerned on a quarterly basis, and will be taken into account when establishing reports for the following year.

**Detailed action plan NFB 2009-2012**

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

<b>Expected result:</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.		
<u>Planned activities to achieve the expected result</u>	<u>Expected outputs</u>	<u>Indicators to measure progress in achieving the expected result</u>
Promotion of Canada's linguistic duality and official language minority communities (OLMCs) within the NFB.  Promotion of best practices.	Meetings with senior management, information sessions for all employees on NFB initiatives.	The Champion strives to ensure that key NFB activities contribute to the cultural development of OLMCs, and that these are communicated to employees. These activities are also listed in the annual report.
Increased awareness of Part VII among NFB producers.	Meetings with Executive Producers.	The national coordinator and Official Languages Champion will hold meetings with executive producers to reiterate the NFB's commitment to Part VII of the Official Languages act, and discuss agendas of meetings with OLMCs.
Continued update of the "Official Languages" section of the Intranet site.	Updated texts, OL reports, OL tools that promote Part VII of the Act.	Intranet site update will help 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).
NFB Mediatheques teams (both in Montreal and Toronto) meet regularly with staff to establish programming, as well as workshops in the second official language (and targeted to OLMCs).	<ul style="list-style-type: none"> <li>• Programming and promotion strategy</li> <li>• Outreach discussion</li> <li>• OLMC-targeted planning for specific workshops.</li> </ul>	Increased awareness of OLMC-targeted programming.  Outreach to specific OLMC partners and businesses.

**Detailed action plan NFB 2009-2012**

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

<p><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.</p>		
<p><u>Planned activities to achieve the expected result</u></p>	<p><u>Expected outputs</u></p>	<p><u>Indicators to measure progress in achieving the expected result</u></p>
<p><b>Programming</b></p> <ul style="list-style-type: none"> <li>• Organization of meetings by heads of French Program's Acadia Studio and Ontario and West Studio, and English Program's Quebec Centre Studio and Animation Studio in Montreal with representatives of OLMCs.</li> <li>• Bi-lateral meetings with the Fédération culturelle canadienne française (FCCF).</li> <li>• Consultations with English Language Arts Network and the Quebec Community Network Group (annual meetings).</li> <li>• Industry Consultations with OLMCS:               <ul style="list-style-type: none"> <li>- <b>DOC Quebec</b> – the Quebec-based chapter of the Documentary Organization of Canada, which has a majority of anglophone members.</li> <li>- <b>The Montreal Film Group</b>, a loose aggregation of Montreal-based film and TV professionals with a large anglophone membership.</li> <li>- <b>Front des réalisateurs indépendants du Canada</b> (FRIC) has a membership of francophone filmmakers from across Canada.</li> <li>- <b>Alliance des producteurs francophone du Canada</b> (APFC), is an organization representing producers of francophone media outside Quebec in Canada.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Formal and informal meetings.</li> <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>• Participation in meetings or events organized by filmmakers and producers from the French and English minority communities. Regular contact.</li> </ul>	<ul style="list-style-type: none"> <li>• The NFB will present the various projects and programs intended for OLMC 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, quality of project proposals and raised awareness in the community.</li> <li>• Consultation with Front des réalisateurs indépendants du Canada to improve collaboration with this organization (film marketing, partnerships with certain festivals, promoting to target audiences, etc.)</li> </ul>

<p>English Program is in regular consultation with faculty at Concordia University (School of Journalism and Communication Studies), Carleton University, Champlain College, Dawson College, John Abbott College, Vanier College and Algonquin College.</p>	<p>Meetings via the Doc Shop program.</p>	<p>Consultation with the university and Cégep professors is around evaluating results of and planning next installation of Doc Shop: What worked? What didn't work? Does everyone want to do it again? Should we adjust parameters?</p>
<p><b><u>Educational and Partner Libraries:</u></b></p> <p>Key consultants from different ministries of education share new curricula school implementation with NFB every year.</p> <p>Consult and discuss with OLMC educators at various key events to identify their needs. (<i>How NFB films affect the communities, the schools, the curriculum.</i>)</p> <p>NFB attends many conferences/showcases for OLMC schools and libraries:</p> <ul style="list-style-type: none"> <li>• Quebec Provincial Association of Teachers (QPAT) for English teachers in Quebec;</li> <li>• Ontario Media Showcase;</li> <li>• Fast Forward Media Educational Showcase;</li> <li>• Educational Media Marketplace in (Calgary and Edmonton);</li> <li>• Atlantic Provinces Library Association Conference.</li> </ul>	<ul style="list-style-type: none"> <li>• Information is gathered from and shared with educators.</li> <li>• Discuss how NFB films fit into the curricula.</li> <li>• At key events, conferences and showcases, the NFB set up a booth with screening stations, where educators are invited for one-on-one meetings with NFB staff. School representatives visit and evaluate films.</li> <li>• Special screenings for the educators.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased accessibility of NFB films in the classroom (duplication rights purchased by schools).</li> <li>• The Alberta Ministry of Education issues an e-bulletin three times a year to Alberta schools listing all the new and recommended NFB resources that they might purchase, and also informing the NFB.</li> <li>• NFB films are part of the curriculum.</li> </ul>
<p><b><u>MEDIATHEQUES in Toronto and Montreal: (NFB's public viewing centres and access points)</u></b></p> <p>Toronto: Consultations with teachers in French Immersion, Core French and French as a First Language within Elementary Teachers Federation of Ontario, Toronto District School Board, Toronto Catholic District School Board and Glendon College (York University). Partners include Ciné Franco, Alliance Française, Théâtre français, Centre francophone and Canadian Parents for French.</p> <p>Montreal: Participation in the congresses of the Quebec Provincial Association of Teachers and l'Association québécoise des enseignants de langue seconde; consultations with Media Awareness Network; consultations with community groups, such as YMCA, New Hope Senior Citizen Centre and Good Shepherd Community Centre.</p>	<p>Consultations with OLMC teacher groups to obtain feedback on existing workshop programs:</p> <ul style="list-style-type: none"> <li>• Suggestions for adaptation to existing programs;</li> <li>• Information sharing and feedback regarding experiences;</li> <li>• Identifying common objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• Continued participation of OLMC partners in consultations from year to year.</li> <li>• Participation of OLMC partners in workshops and events following consultation process.</li> <li>• Return visits by specific groups.</li> <li>• Qualitative feedback from OLMC partners.</li> </ul>

**Detailed action plan NFB 2009-2012**

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

<p><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&amp;S).</p>		
<p><b><u>Planned activities to achieve the expected result</u></b></p>	<p><b><u>Expected outputs</u></b></p>	<p><b><u>Indicators to measure progress in achieving the expected result</u></b></p>
<p><b><u>NFB Networks</u></b></p> <ul style="list-style-type: none"> <li>• Distribution of information to local and regional OLMC filmmakers and producers:                             <ul style="list-style-type: none"> <li>- by the Acadia Studio in Moncton and the Ontario and West Studio in Toronto (French OLMCs);</li> <li>- by the Quebec Centre studio and Animation Studio in Montreal (English OLMCs).</li> </ul> </li> <li>• Press and public relations.</li> <li>• Promote use of the NFB's various network (partner libraries, festivals, magazine, Mediatheque in Toronto, CineRobotheque in Montreal, Website, school groups, etc) for the purposes of sharing ideas and information on NFB programs and services.</li> <li>• The NFB Mediatheque publishes a quarterly flyer outlining all events taking place at the NFB Mediatheque including workshops, screenings, digital viewing stations and films for sale. Programs for the francophone community are highlighted in this guide. The guide is fully bilingual and distributed within Toronto and the Greater Toronto Area.</li> </ul>	<ul style="list-style-type: none"> <li>• Bilingual magazines, catalogues, print mail and email campaigns.</li> <li>• CineRobotheque: Monthly mailings to clients; mailings for specific events and their target audiences; yearly mailings to schools and day camps. Mailing lists include around 2,600 anglophones in the Montreal area.</li> <li>• Mediatheque: Flyers (quarterly programming, summer events) and electronic invitations sent specifically for OLMC events. Distribution through the Mediatheque's own mailing list as well as lists of OLMC partners (over 2,250 contacts in total).</li> <li>• Promotional tools devised for specific events.</li> <li>• Media purchases including advertising space in OLMC media (e.g. Francophone directory in Toronto, advertising at Rendez-vous de la Francophonie – over 2.5 million copies).</li> <li>• Media coverage.</li> <li>• Inclusion of OLMC client groups on mailings lists for information and requests for proposals.</li> <li>• The Mediatheque sends their quarterly program to approximately 10 groups catering specifically to the francophone community in Toronto for display and distribution throughout their networks.</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative data on mailing lists, circulation of media and advertising.</li> <li>• Press review.</li> <li>• Audience data and rate of participation in activities.</li> <li>• Quantitative and qualitative data on new content and traffic on the relevant microsities and Web-extensions.</li> </ul>

<p><b><u>Web Initiatives</u></b></p> <p>NFB Web site (includes institutional information, list of activities, film collection, stock shots, online store, study guides to help OLMC Educators and productions designed for the Web)</p> <p>The NFB has initiatives to promote the visibility and access to content from OLMC studios and continues to publicize the NFB and attract more OLMC internet visitors to its sub-sites and micro-sites.</p> <p>Online streaming of titles from the NFB collection on the Online Screening Room (<a href="http://www.onf.ca">www.onf.ca</a>, <a href="http://www.nfb.ca">www.nfb.ca</a>) For more details on this initiative, please go to section E.</p>	<ul style="list-style-type: none"> <li>• Information sharing.</li> <li>• Web extensions.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare specific Web-extensions for each of these studios with information on their history and activities.</li> <li>• Put online films and information about Tremplin competition (emerging OLMC documentary filmmakers).</li> <li>• Put online films and information about competitions for emerging OLMC documentary and animation filmmakers.</li> <li>• Online posting of new content in both official languages on or from studios serving OLMC. Increase online availability of films from the Acadia and Ontario and West Studios (<a href="http://www.nfb.ca">www.nfb.ca</a>).</li> </ul>
<p><b><u>Education Sector</u></b></p> <p>Targeted resources for educators and students for increased accessibility of NFB offerings in the classroom. The NFB will be producing learning resource catalogues, thematic brochures, promotional materials and email campaigns.</p>	<ul style="list-style-type: none"> <li>• Thematic brochures.</li> </ul> <p><i>Examples of thematic brochures targeted to specific groups:</i> SocialJustice/Olympics/Environment/Science and Technology/FSL: French as a second language brochure/ESL: English as a second language.</p> <ul style="list-style-type: none"> <li>• Information sharing.</li> </ul>	<ul style="list-style-type: none"> <li>• Five (5) print mailings sent to OLMC client groups: 3 000 French schools &amp; institutions; 910 English schools &amp; institutions in Quebec.</li> <li>• Bi-weekly: French email campaigns. Bi-weekly: English email campaigns.</li> </ul>
<p><b><u>Partner Libraries</u></b></p> <p>Bi-weekly electronic newsletter and new releases are sent to Partner Libraries serving OLMCs, keeping them informed of NFB news and film screenings for their communities.</p>	<ul style="list-style-type: none"> <li>• Information sharing.</li> <li>• Film viewings.</li> </ul>	<ul style="list-style-type: none"> <li>• Approx. 20 new French-language and 20 new English-language film releases are sent yearly to partner libraries free of charge. (2 Partner libraries in Quebec, and 15 outside Quebec). These reach OLMCs.</li> <li>• All Partner Libraries across Canada 49 receive bi-weekly electronic newsletters.</li> </ul>

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.		
<u>Planned activities to achieve the expected result</u>	<u>Expected outputs</u>	<u>Indicators to measure progress in achieving the expected result</u>
<ul style="list-style-type: none"> <li>• The Executive Producer of the English Program documentary studio represents NFB at the Greater Montreal Community Development Initiative (GMCDI), Arts, Culture and Heritage Council, which is part of the Quebec Community Network.</li> <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 OLCs (Crown corporations).</li> <li>• Participation in meetings of signatories of the Agreement for the Development of Francophone Arts and Culture in Canada.</li> <li>• Participation in the Annual General assembly of the Federation of Francophone and Acadian Communities of Canada.</li> <li>• Annual Participation in meetings of the Working Group on the Media Arts including federal and community partners.</li> </ul>	<p>Meetings on a regular basis.</p>	<ul style="list-style-type: none"> <li>• The national coordinator makes use of best practices that have been presented at the meetings.</li> <li>• Number of 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><u>Racism. Stop It! National Video Competition</u></b>            In order to establish programming and strategies for the Racism. Stop It! National Video Competition, the NFB partners with the Department of Citizenship and Immigration Canada Launched in September and submissions are due in January. Workshops to support the Racism.</p>	<p>Workshops take place across Canada this fall on how to use NFB films as a starting point for discussions surrounding racism and how to produce films in the classroom for submission to the competition.</p>	<ul style="list-style-type: none"> <li>• Strategy discussion on location and content of workshops targeting OLMCs.</li> <li>• Meetings attended.</li> <li>• Workshops held.</li> <li>• Outreach.</li> </ul>

**Detailed action plan NFB 2009-2012**

**E. FUNDING AND PROGRAM DELIVERY**

<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.		
Planned activities to achieve the expected result	Expected outputs	Indicators to measure progress in achieving the expected result
<p><b><u>NFB productions and co-productions</u></b></p> <p>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.</li> <li>• The English Program studios complete an average of 3-5 animations per year and between 5-8 documentaries per year.</li> <li>• Between 6 and 10 documentaries and 1-2 animations 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><b><u>Initiatives for emerging talent</u></b></p> <p>The NFB has an ongoing commitment to working with emerging filmmakers. Projects and initiatives vary from year to year.</p> <p><b><u>Current emerging filmmaker initiatives:</u></b></p>	<ul style="list-style-type: none"> <li>• Number of films produced.</li> <li>• Number of Workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• These initiatives allow NFB to connect with talented emerging anglophone artists in Quebec, and francophone artists outside Quebec. Expected results can be measured by:                             <ul style="list-style-type: none"> <li>-Industry recognition of films (festivals, awards);</li> <li>-Calibre of films;</li> <li>-Participants going on to make additional films.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Tremplin program: Offered to emerging francophone filmmakers from all over Canada.</li> </ul>	<p>2 to 4 documentary shorts per year.</p>	<p>This program is accompanied by workshops for training, script writing, directing and post production.</p>
<ul style="list-style-type: none"> <li>• Engage-toi program (<i>for new platforms</i>): A young francophone filmmaker from outside Quebec travels across Canada and makes one short per month, which is posted online.</li> </ul>	<ul style="list-style-type: none"> <li>• One short per month, posted online.</li> <li>• Creation of a blog.</li> </ul>	

<ul style="list-style-type: none"> <li>Hothouse program: Six emerging animators from across Canada participate in an intensive 12-week training program under the mentorship of NFB staff and accomplished animators.</li> </ul>	<p>6 films produced annually: typically two or three of the participants are anglophones from Quebec.</p>	
<ul style="list-style-type: none"> <li>Doc Shop: 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.</li> </ul>	<p>25 short documentaries produced every two years.</p>	<p>This program offers students considering a future in film and video-making an experience with documentary and broadcasting. Allows the NFB to discover emerging talent in the anglophone minority community in Montreal.</p>
<ul style="list-style-type: none"> <li>Making Music: Emerging filmmakers and up and coming musicians from the Montreal and Ottawa/Gatineau region collaborate on a short experimental film that explores the relationship between sound and image.</li> </ul>	<ul style="list-style-type: none"> <li>6 short films produced every two years.</li> <li>Training.</li> </ul>	<p>The program offers participants comprehensive NFB mentorship and provides a creative environment for experimentation.</p>
<p><b><u>Other types of assistance for Talent</u></b></p> <ul style="list-style-type: none"> <li>Filmmaker Assistance Program (FAP) and ACIC (Aide au Cinéma indépendant du Canada) are designed to help independent filmmakers complete their films/videos. Successful applicants receive assistance in the form of technical services, up to a maximum cash value of \$15,000</li> <li>Training workshops and refresher activities offered to francophone professional and emerging talent: filmmakers outside Quebec (directors, writers, etc), producer and technicians.</li> </ul>	<ul style="list-style-type: none"> <li>Technical services and support provided.</li> <li>Workshops, professional development.</li> </ul>	<ul style="list-style-type: none"> <li>Number of films receiving support (as per the Annual Report).</li> <li>Boost the quality of films and videos produced and directed by OLMCs.</li> </ul>
<p><b><u>Accessibility initiatives at the mediathèques in Toronto and Montreal</u></b> <i>(viewing stations, movie theatre and multipurpose space for workshops)</i></p> <ul style="list-style-type: none"> <li>Provide OLMCs with continued access to the NFB collection through the Digital Viewing stations.</li> <li>Organization of workshops on animated and documentary film production for OLMCs, educational programs, master classes.</li> </ul>	<ul style="list-style-type: none"> <li>Over 5,000 films available in English on the individual viewing stations in Montreal.</li> <li>Over 5,000 titles available in English for rent or purchase in Montreal.</li> <li>Over 2,000 films from the NFB collection available in French on Digital Viewing Stations in Toronto.</li> <li>Workshops on animated and documentary film production for French, French Immersion and Core French school groups; one-week French summer day</li> </ul>	<ul style="list-style-type: none"> <li>Attendance (screenings).</li> <li>Viewings (Personal Viewing Stations).</li> <li>Enrolment (workshops).</li> <li>Bookings (on-demand screenings).</li> <li>Qualitative feedback from OLMC participants.</li> </ul>

<ul style="list-style-type: none"> <li>On-going screenings targeted for OLMCs</li> </ul>	<p>camp; workshops delivered across Canada as part of the Racism. Stop It! National Video Competition in partnership with Canadian Heritage.</p> <ul style="list-style-type: none"> <li>Periodic master classes, workshops and panel discussions with key filmmakers in partnership with local partners (Ciné Franco, Bureau du Québec, Toronto Animated Image Society).</li> <li>13 workshops (animation and documentary film production, learning a second language, media education) for Quebec anglophones.</li> <li>Theatrical screenings in English on a regular basis.</li> <li>Continuation of French-language screenings. Special screening programs (Ciné-Jeudi, Ciné-Samedi, Ciné-Jeunesse) developed in partnership with OLMC partners (Ciné Franco, Consulat de France, Alliance française).</li> </ul>	
<p><b><u>NFB Online Screening Room</u></b> (web initiative) Launched Jan 09, this site provides free home viewing of over 1,000 productions, films, trailers and clips from the NFB's world-renowned collection.</p>	<ul style="list-style-type: none"> <li># of films in French and English added to the collection for viewing on: <a href="http://www.nfb.ca">www.nfb.ca</a> and <a href="http://www.onf.ca">www.onf.ca</a></li> <li># of online viewings of the NFB collection</li> </ul>	<ul style="list-style-type: none"> <li>Increased accessibility of the NFB collection via the Web to OLMCs.</li> </ul>
<p><b><u>Educational Sector</u></b> Organization of workshops on the new NFB.ca education site for Quebec Provincial Association of Teachers (QPAT) for English school teachers.</p>	<p>Organization of workshops on the new NFB.ca education site.</p>	
<p><b><u>E-cinema</u></b> Improved programming and several film releases.  Extension of the New Brunswick e-cinema network.</p>	<ul style="list-style-type: none"> <li>Weekly French-language programming in 5 New Brunswick communities.</li> <li>A 6th town to be added in 2009-2010: Baie-Sainte-Marie, Nova Scotia.</li> </ul>	<ul style="list-style-type: none"> <li>Quantitative data on attendance and films programmed</li> <li>Qualitative feedback from audiences</li> <li>Installation's completion and launch</li> </ul>
<p><b><u>Support for OL community initiatives</u></b></p> <ul style="list-style-type: none"> <li>Participation in film and video festivals organized in OLMCs.</li> <li>Participation in the Rendez-vous de la Francophonie</li> <li>Offer targeted partners (Cinémental, Cinémagine, Collège Boréal) opportunities to screen OLMC films.</li> </ul>	<ul style="list-style-type: none"> <li>Films screened at festivals such as: Rendez-vous du cinéma québécois et francophone in Vancouver, Festival international du cinéma francophone en Acadie (FICFA) in Moncton and Festival de l'Outaouais.</li> <li>185 screenings in French in 66 Canadian cities, including films by OLMC directors. (This is an approx. based on previous year participation.)</li> <li>Other Screenings.</li> </ul>	<ul style="list-style-type: none"> <li>Quantitative data on attendance and films programmed.</li> <li>Qualitative feedback from audiences.</li> <li>Recurrence of partnerships.</li> <li>Number of partners, cities &amp; provinces. (Rendez-vous de la francophonie)</li> </ul>

**Detailed action plan NFB 2009-2012**

**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>Planned activities to achieve the expected result</u></p>	<p><u>Expected outputs</u></p>	<p><u>Indicators to measure progress in achieving the expected result</u></p>
<p>Annual status report on the implementation of section 41 of the official Languages Act, based on the six major categories set out in this action plan</p>	<p>Report.</p>	<p>Impact of the NFB's policies, programs and services on OLMCs.</p>
<p>Summary of initiatives for OLMCs in the Departmental Performance Report; report on plans and priorities.</p>	<p>Report.</p>	<p>The NFB strategic planning provides for the reporting on the support of development of OLMCs.</p>
<p>As a result of the NFB's new strategic plan, a yearly institutional action plan will be produced with a performance measurement framework to ensure these objectives are met. The plan will include specific actions addressing part VII of the Official Languages Act. A report on results will be produced by all branches concerned on a quarterly basis.</p>	<ul style="list-style-type: none"> <li>• Performance framework.</li> <li>• Action plan and Quarterly Report on results.</li> </ul>	<ul style="list-style-type: none"> <li>• On-going</li> <li>• These reports will allow management to follow implementation of the OLA on a quarterly basis, and take results into account when establishing priorities for the following year.</li> </ul>