

NATIONAL FILM BOARD

ANNUAL REPORT ON RESULTS IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT* 2009-2010

General information

Federal institution: Website:	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):	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):	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

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SUMMARY OF THE MAIN PROGRESS MADE BY THE NFB IN 2009–2010

Awareness

In 2009–2010 the Official Languages Champion and National Coordinator continued to hold meetings with NFB employees to discuss Part VII of the Official Languages Act and its commitment to contribute to the development of Official Language Minority Communities (OLMCs). A quarterly newsletter was recently produced for all staff, highlighting productions from French Program's Ontario and West studios.

Consultations

In 2009–2010, the NFB fostered its relationship with OLMCs by participating in meetings, exchanges and events organized by industry and key organizations representing the interests of OLMCs across the country. Collaboration has increased as a result, which has notably led to a new project with the Assemblée de la francophonie de l'Ontario. It also held a bilateral meeting in Jan 2010 with the FCCF delegation and Canadian Heritage, following the signature of the Agreement for the Development of Francophone Arts and Culture in Canada. Additionally, the NFB's attendance at major educational showcases and its exchanges with OLMC consultants in the educational sector resulted in programming decisions that responded effectively to the needs of this clientele and an increase in subscriptions by Ministries of Education for the in-class use of the NFB's online screening room.

Communications

In 2009–2010 the NFB's media relations, outreach activities, web activities and print and electronic mailings helped to build awareness among OLMCs about the NFB's offerings in both official languages while highlighting works by filmmakers from these communities. A particular emphasis was placed on promoting new features of the NFB website, such as films in 3D and HD and the new iPhone application, as well as the e-cinema network in francophone communities in New Brunswick, all of which have substantially augmented the ease of access OLMCs have to NFB content in their language.

Coordination and liaison

The NFB took part in several meetings and conferences concerning OLMCs alongside other government institutions, such as the Signatories committee of the multipartite agreement for the Development of Francophone Arts and Culture in Canada, and meetings for the national coordinators for official languages. This year the NFB was also involved in creative projects resulting from partnerships, such as the *Work For All* initiative with Human Resources and Skills Development Canada, Canada Code (Cultural Olympiad Digital Edition) for the 2010 Vancouver Winter Olympic Games and Paralympic Games.

Funding and Program Delivery

NFB films by filmmakers from OLMCs were viewed widely by audiences across Canada at festival screenings, at NFB viewing centres in Toronto and Montreal, on television and on the web. They also garnered numerous honours and awards, including two Gemini nominations for *Marie Hélène Allain Speaking with Stone* (2008), directed by Acadian filmmaker Rodolphe Caron, and the Best Short Documentary award for *Tying Your Own Shoes* (2009) by Montreal-based filmmaker Shira Avni at the International Leipzig Festival for Documentary and Animated Film. The NFB continues to offer several training programs for emerging filmmakers from OLMCs.

New technologies have expanded the ways OLMC communities can access NFB films in both French and English, not only through its website and new iPod/iPhone application, but also through e-cinema

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screenings in remote francophone communities outside Quebec. In 2009–2010, 280 additional productions in French and 310 additional productions in English were made available at <nfb.ca>. Emerging Acadian filmmaker Daniel Léger’s short film entitled *A Sunday at 105 ans* broke viewing records on <nfb.ca>, with more than 170,000 views since October 2009.

Accountability

The NFB produced an annual results-based report presenting activities and measuring the impact of its programs and services on official language minority communities.

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A. AWARENESS (In-house activities)

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

<p><u>Activities carried out to achieve the expected result</u></p> <p><i>What activities were carried out during the reporting year? What was done?</i></p>	<p><u>Outputs</u></p> <p><i>What products or services came from the activities carried out during the reporting year?</i></p>	<p><u>Progress made in achieving the expected result</u></p> <p><i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p>Expected result</p>
<p>Strengthening cultural and artistic structures</p>			<p>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.</p>
<p>The Official Languages Champion and National Coordinator held various formal and informal meetings with Producers, Executive Producers and Heads of the Mediatheques.</p>	<p>Meetings with NFB staff.</p>	<p>Increased awareness of Part VII and on reporting requirements among NFB Producers.</p>	
<p>French Program management meetings.</p>	<p>A meeting every two weeks.</p>	<p>The Executive Producer of the Ontario and West and Acadia Studios participates in all management committees and ensures that upper-level management is apprised of the reality of francophone regions outside Quebec.</p>	
<p>Monthly meeting of NFB Producers at the Ontario Centre.</p>	<p>A producer from the French Program is present at the monthly Ontario Centre meetings.</p>	<p>Raising the level of awareness of the English Program about the most innovative aspects of the French Program's programming outside Quebec.</p>	
<p>Internal newsletters (New, as of March 2010)</p>	<p>A newsletter highlighting the audiovisual works produced out of the Ontario-West, and Acadia studios. This newsletter is produced on a quarterly basis and sent to all staff.</p>	<ul style="list-style-type: none"> • Better understanding of training, production and new platform initiatives by the Ontario and West Studio. • Promoting the work of creators. 	

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

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

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<p>Strengthening cultural and artistic structures</p>			<p>Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.</p>
<p>Bilateral meeting with the French-Canadian Cultural Federation (FCCF), the NFB and Canadian Heritage.</p> <p>The NFB delegation includes the Commissioner, Assistant Commissioner, Producers from production studios outside Quebec, and the Director General of Accessibility and Digital Enterprises.</p>	<p>January 26, 2010</p>	<p>The goals of this meeting were to:</p> <ul style="list-style-type: none"> • Understand the issues, challenges and opportunities of francophone television, film and multimedia production outside Quebec. • Present new initiatives. • Identify avenues of collaboration. 	
<p>Participation in the Annual General Assembly of the Front des réalisateurs indépendants du Canada (FRIC) and in events organized by filmmakers from francophone minority communities.</p>	<p>In Moncton, on September 25, 2009.</p>	<p>Consultation with FRIC for improving collaboration with the organization (marketing films, partnerships with certain festivals, promotion targeting specific audiences, etc.).</p> <p>Communications maintained on a regular basis.</p>	
<p>New Brunswick Film Industry Summit: Participation by the Executive Producer of the Acadia Studio, the Acadia Studio Producer and the Director General of the French Program.</p>	<p>In Moncton, on September 30, 2009.</p>	<p>Individual meetings with participants. Speech delivered by the Director General of the French Program.</p>	

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<p>Other consultations with OLMCs by Assistant Commissioner:</p> <ul style="list-style-type: none"> • Rector of the Collège universitaire de Saint-Boniface in Winnipeg. • Conseil de développement économique des municipalités bilingues du Manitoba. 	<p>September 2009</p>	<ul style="list-style-type: none"> • Better understanding of the distribution particularities and stakes of francophone cinema in Manitoba • Awareness of the <NFB.ca> site among the community • Exploration of e-cinema opportunities 	
<p>Francophone Assembly of Ontario (AFO): Community Forum.</p>	<p>On October 16 and 17, 2009, the NFB met with representatives from local organizations active in the Franco-Ontarian community. The forum made it possible to establish the guidelines of the AFO's strategic plan.</p>	<p>Collaboration between the NFB and AFO was established for a health project geared toward young Franco-Ontarians.</p>	
<p>Meeting with English Language Arts Network (ELAN).</p> <p>Present were: ELAN's Executive Director, and the NFB's Quebec English Program Executive Producer, Head of Institutional Sales, and National Coordinator for Official Languages.</p>	<p>May 26, 2009</p>	<p>A meeting was held with representatives from ELAN, as well as the Quebec community Groups network. The NFB presented its 2009–2012 action plan on part VII of the OLA.</p>	
<p>Arts, Culture and Heritage (ACH) Council meeting of the Greater Montreal Community Development Initiative. (An initiative of the Quebec Community Groups Network.)</p>	<p>January 21, 2010</p>	<p>The ACH council presented the vision and objective for the council. Initial discussions were also held for a conference on cross-sector dialogue among community members from the Arts, Culture and Heritage communities.</p>	
<p>Distribution—Educational Sector</p> <p>The NFB attended all the major educational showcases across Canada where its English and French productions are promoted: Fast Forward in Vancouver, the BC Teacher-Librarian Conference, the Educational Media Market in Alberta, the Ontario Media Showcase in Toronto, the Atlantic Provinces Library Association Conference in Halifax, the Halifax</p>	<p>Information gathering and dialogue with key stakeholders regarding pertinence and effectiveness of NFB programming in educational settings.</p>	<p>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>Attendance at these conferences/showcases resulted in:</p> <ul style="list-style-type: none"> • 160 new subscriptions to the new online website created for the educational sector. • Subscriptions for in-class use of the NFB website acquired by the following Ministries of Education: 	

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<p>Showcase, the Quebec Provincial Association of Teachers Conference in Montreal and the Quebec Community Groups Network.</p> <p>The NFB also organized meetings/preview sessions to present the NFB's Educational initiatives to French consultants at the New Brunswick Ministry of Education, French consultants in Alberta, and both English and French consultants and librarians in Regina and Winnipeg.</p>		<p>the New Brunswick Department of Education, the Ontario Ministry of Education (5-Year License), the B.C. Ministry of Education and the Yukon Government (2-Year License).</p>	
<p>Mediatheques in Toronto and Montreal (NFB's public viewing centres and access points)</p> <p>The Toronto Mediatheque and Montreal CineRobotheque met with partners from OLMCs to provide information about the NFB programs and services available to these communities. In Ontario, meetings took place with the Bureau de Quebec, Alliance française, The Consulate General of France in Toronto, Théâtre français de Toronto, Cinéfranco and the Project Development Officer from Canadian Parents for French (CPF). In Quebec, meetings took place with various screening partners (such as the Just for Laughs festival), Doc Quebec, the Media Awareness Network and community groups, such as the YMCA and New Hope Senior Citizen Centre.</p> <p>The Montreal CinéRobothèque also participated at the Quebec Provincial Association of Teachers Convention 2009 and consultations were held with educators.</p>	<p>Consultation with groups of educators and other targeted groups to gather their comments about workshop programs and services:</p> <ul style="list-style-type: none"> • Suggestions focusing on adapting existing programs. • Communication of information and comments about experiences. • Establishment of common goals. 	<ul style="list-style-type: none"> • Programming decisions reflect consultations with OLMC stakeholders. • Developed a more strategic promotions plan for the French-language screenings in Toronto, including expanding reach via partner newsletters, websites and social media networks. • Following consultations with OLMC organizations, French-language screening programs for Ciné-Jeudi were put in place. • As a result of bi-annual meetings with Bureau de Quebec and The Consulate General of France in Toronto, the Toronto Mediatheque put in place French-language screening programs for families, Ciné-samedi. • New partnership formed with Canadian Parents for French (Ontario) to offer French-language programs to their members. This partnership will be developed in 2010–2011. 	

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C. COMMUNICATIONS (Transmission of information to OLMCs)

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

<p>Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i></p>	<p>Outputs <i>What products or services came from the activities carried out during the reporting year?</i></p>	<p>Progress made in achieving the expected result <i>What has changed as a result of the activities carried out during the reporting year?</i></p>	<p>Expected result</p>
<p>Increasing artist visibility and influence</p>			<p>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>
<p>Bulletin 41–42</p>	<p>The NFB contributes regularly to this PCH publication.</p>	<p>The NFB submitted the following articles:</p> <ul style="list-style-type: none"> • The launch of the Online Screening Room. • The 35th anniversary of the NFB's Acadia Studio. <p>The publication is circulated to NFB managers and executive producers for dissemination to all staff.</p>	
<p>Specific press relations on new Internet applications (iphone, HD, 3D) that bring distant communities together throughout Canada, including francophone and anglophone minorities.</p>	<p>Dispatch of press releases, call for interviews and reports, massive shipping of 3D glasses.</p>	<p>NFB visibility in major francophone media outside Quebec. Increased coverage.</p>	
<p>Press relations in francophone media outside Quebec for national and local projects.</p>	<ul style="list-style-type: none"> • Press release, calls for interviews and reports during national projects such as GDP/PIB, agreement with the British Columbia Ministry of Education, various partnerships (SRC/Acadia). • Press relations for Rendez-vous de la francophonie. • Promotion of Rendez-vous de l'ONF en Acadie (E-cinema initiative) • Promotion and press relations for the <i>Engage-toi!</i> program • Promotion of NFB films 	<ul style="list-style-type: none"> • Visibility across the country. • Better understanding of the NFB's mission and mandate and development of a network of francophone journalists outside Quebec interested in following NFB projects across Canada. • Increased coverage in the regions (Ontario/Acadia/Vancouver). 	

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	screened during the International Francophone Film Festival in Acadia (FICFA) and Rendez-vous du cinéma québécois et francophone in Vancouver.	
Publication of a documentary newsletter by the Ontario and West Studio (8 colour pages with photos), three times per year. Updates of films in production, projects under consideration, DVD releases, and presentations at festivals.	Three mailings per year to a list of over 500 external contacts throughout eight provinces, including filmmakers, producers, and community members.	The Ontario and West Studio highlights the work of its filmmakers to francophone minority communities.
The Montreal CineRobotheque purchased ad space in the <i>Quebec Shooting Guide</i> and the <i>Mirror</i> promoting its programming.	7,000 copies of the <i>Quebec Shooting Guide</i> distributed in Canada and abroad and 60,000 copies of the weekly <i>Mirror</i> .	Informing anglophone communities of the various screening series during <i>Get Animated!</i> and screenings organized by the CineRobotheque for the NFB's 70th anniversary.
Rendez-vous de l'ONF en Acadie, (e-cinema initiative).	<ul style="list-style-type: none"> • Biannual publication of the Rendez-vous programming for the public via the media, the web and paper (50,000 copies). • Weekly distribution of the programming in the media and on the Web. 	In 2009, 2,918 people attended 60 screenings in the localities of Moncton, Caraquet, Kedgwick, Bouctouche and Edmundston.
Promotion of the e-cinema in Acadia and of the world premiere of the Acadian film <i>Antonine Maillet</i> .	Media strategy for each season: dispatch of a press release, call for interviews, mentions and reports.	NFB visibility in major Acadian media. Development of advantageous relations between the Acadian media and the NFB.
<i>ZOOM</i> , the Acadia studio's newsletter.	A newsletter published every four months that informs the francophone community about the Acadia Studio's activities.	Better communication with the community.
NFB at the Acadian World Congress (CMA) 2009.	August 16–22 in Caraquet, NB. Over 26,000 people visited the NFB booth.	Increased public awareness of the NFB, its activities, production and new website <nfb.ca>.
Ad space was purchased to promote the NFB's participation in Rendez-vous de la francophonie (March 5–21, 2010).	2.3 million copies of the French newspaper <i>Rendez-vous de la francophonie</i> are distributed across Canada.	Raising awareness in francophone, francophile and anglophone communities to celebrate French language and culture by attending screenings of NFB films in French during the Rendez-vous.

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<p>Outreach to emerging anglophone filmmakers in Montreal.</p>	<p>Promotion for emerging filmmaker initiatives targeting anglophone filmmakers in Quebec through outreach, press releases, banners, advertisements and news stories:</p> <ul style="list-style-type: none"> • Hot House 6 • First Person Digital • Doc Shop 6 • Making Music 3 	<ul style="list-style-type: none"> • For Hot House, 186 proposals were received from across the country, a 124 percent increase over the previous year, with 40 percent coming from Montreal. • In its inaugural year, 60 submissions were received for First Person Digital. • For Making Music 3, 62 proposals were received in 2009, a 200 percent increase over the previous year. • For Doc Shop 6, 41 proposals were received from seven post-secondary institutions. 	
<p>The Toronto Mediatheque purchased ad space in the <i>Annuaire</i> promoting the NFB Mediatheque as a destination for francophone films and events.</p>	<p>The <i>Annuaire</i> reaches 105,000 Francophones as well as close to 500,000 Francophiles in the Greater Toronto Area.</p>	<p>The level of participation at francophone events is due in part to the Mediatheque's presence in the <i>Annuaire</i> for the past seven years.</p>	
<p>Programming information for the Mediatheques in Toronto and Montreal was sent to print and online francophone publications in Toronto, and to print and online anglophone publications in Montreal.</p>	<p>Dispatch of press releases and monthly calendars (<i>Gazette</i>, CBC, <i>Hour</i>, <i>Mirror</i>, etc.).</p> <p>Lists sent to <i>L'Express</i> and major print and online media (<i>Now Magazine</i>, <i>Eye Weekly</i>, <i>The Toronto Star</i>, <i>The National Post</i>, <i>The Globe and Mail</i>, <i>METRO</i>, <i>Toronto Sun</i>, BlogTO, Torontoist, <rabble.ca>, CP24.com and Toronto.com).</p>	<ul style="list-style-type: none"> • Increased visibility for the NFB and the NFB Mediatheques in the French media in Toronto and in the English media in Montreal. • This resulted in more media coverage for Toronto Mediatheque events. <i>L'Express</i> and TFO covered the special screening of <i>Le Secret du Moine</i>, while CBC and radio Canada promoted French NFB programming in June 2009 with an on-air interview. 	

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Audience renewal		
<p>Distribution: Educational Sector</p> <p>The NFB produces catalogues, thematic brochures and promotional offers to educators in OLMC communities.</p> <p>Along with the annual <i>Learning Resources Catalogue</i>, 11 thematic brochures were produced and distributed to clients in the educational and cultural sectors.</p>	<p>In Quebec, 1,425 clients from the educational sector received our annual English sales catalogue promoting resources for classrooms. On average, each of the thematic brochures in English were sent to about 700 clients in this group.</p> <p>Outside Quebec, 1,679 clients from the educational sector outside Quebec received the French NFB sales catalogue. On average, each of the thematic brochures were sent to about 1,288 clients in this group.</p>	<p>This year the NFB created special French as a Second Language and English as a Second Language thematic brochures to address the needs of OLMCs.</p> <p>The NFB offered public libraries in Canada a 50 percent discount on DVD purchases from July 1, 2009, to March 1, 2010, helping to promote French and English productions throughout Canada.</p>
<p>Mediatheques in Toronto and Montreal (NFB's public viewing centres and access points)</p> <p><i>Promotional Materials</i></p> <p>Both the Toronto Mediatheque and the Montreal CineRobotheque distributed promotional materials throughout the year to promote French-language screenings and programs in Toronto and English-language screenings and workshops in Montreal. Both print and electronic promotional materials were distributed through internal databases, schools, university networks, community networks, arts groups and various partner networks.</p>	<ul style="list-style-type: none"> • Bilingual programming flyers printed and distributed (5,000 copies each quarter in Toronto and 11,000 every two months in Montreal). • Electronic mailings sent to over 12,000 individuals and community groups in the Toronto region and 2,500 community groups in the Montreal region. • Over 2,000 bilingual Summer Events flyers (highlighting French Language Day Camp) distributed to schoolchildren in the GTA area including daycares, YMCAs, libraries and community centers. • 2,000 passes distributed at McGill University and Concordia University. 	<ul style="list-style-type: none"> • Increased awareness in the francophone community in the Toronto region and anglophone community in the Montreal region of the types and activities and events offered. • Increased awareness about education programming available in French to francophone educators in the Greater Toronto Area. • Raising awareness about 13 educational workshops in French and English in all Greater Montreal schools and elsewhere in Canada. • Increased the NFB database and network for the francophone community in the Greater Toronto Area.

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

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

<u>Activities carried out to achieve the expected result</u> <i>What activities were carried out during the reporting year? What was done?</i>	<u>Outputs</u> <i>What products or services came from the activities carried out during the reporting year?</i>	<u>Progress made in achieving the expected result</u> <i>What has changed as a result of the activities carried out during the reporting year?</i>	Expected result
Strengthening cultural and artistic structures			Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.
Participation in meetings of the national coordinators of official languages.	June 4, 2009 October 8, 2009 February 18, 2010	These meetings enabled the NFB to learn about exemplary practices of other organizations and better understand the tools for measuring performance outcomes devised by Canadian Heritage.	
Official languages champions and co-champions conference.	N/A	Due to the NFB's Board of Trustees meeting, the champion of Official Languages was not able to participate at the conference.	
Attendance at the two-day symposium on 40 years of Official Languages: Our History and the Path Ahead.	Sept 9–10, 2009	Overview of the progress made in implementing the Official Languages Act, and examination of what this has meant for communities and federal institutions.	
Meeting-discussion organized by Canadian Heritage on implementing Section 41 of the Official Languages Act at the provincial level.	On October 15, 2009. Update of inter-ministerial action in Ontario and brainstorming on tools available to regional coordinators for implementing Section 41.	Contact made with the regional coordinators of other government departments.	
Official Languages Best Practices Forum.	December 3, 2009	This annual forum featured presentations on good practices and concrete examples of measures for developing official language minority communities and promoting linguistic duality.	

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<p>Agreement for the Development of Francophone Arts and Culture in Canada:</p> <ul style="list-style-type: none"> • Meeting of the signatories committee. • Sub-committee meeting focussing on accountability tools. 	<p>November 19, 2009 (Meeting of the signatories.)</p> <p>Feb 9, 2010 (Accountability tools.)</p>	<p>The Champion and National Coordinator participated at this committee, which discussed “management and cooperation mechanisms as well as the development of accountability tools that take into account the issues specified in the Agreement.” The national coordinator presented the sub-committee with a discussion paper on accountability tools for activities pertaining to the agreement.</p>	
<p>The Executive Producer of the Acadia Studio and the Assistant Commissioner attended a day of discussions as part of <i>Forum tripartite – Nova Scotia’s Acadian and francophone community: the business of all.</i></p>	<p>In Halifax, on November 24, 2009.</p>	<p>Discussions/exchanges with the francophone community of Nova Scotia. (This forum was organized by the Nova Scotia Office of the Department of Canadian Heritage, the Office of Acadian Affairs of Nova Scotia and the Acadian Federation of Nova Scotia).</p>	
<p>Screenings of NFB films at the Acadia Studio.</p>	<p>Film screening activity for employees of Transport Canada and Service Canada as part of their study of French as a second language.</p>	<p>Collaboration with various federal departments in the region.</p> <p>There were five screenings and 45 employees who participated in total.</p>	
<p>34th Annual General Assembly of the Federation of Francophone and Acadian Communities of Canada (FCFA).</p>	<p>Sept 12, 2009</p>	<p>Attendance by the National Coordinator and Executive Producer for Ontario and West at a round-table discussion, as well as the presentation of the publication <i>Profil des communautés francophone et acadienne.</i></p>	
<p>QCGN fall convention.</p>	<p>Sept 11, 2009</p>	<p>The NFB set up a booth at the Trade fair presenting the <nfb.ca> educational site.</p>	
<p>English Language Arts Network annual assembly meeting.</p>	<p>November 2, 2009</p>	<p>Overview of projects and initiatives undertaken by ELAN. Presentation of the 2009–2014 Strategic Plan.</p>	
<p><i>Work For All</i> 2009 (initiative with HRSDC - Human Resources and Skills Development Canada – for filmmakers to create short films addressing the issue of Racism in the workplace).</p>	<p>One of the five films produced nationally through the <i>Work for All</i> initiative was directed by an anglophone Montrealer.</p>	<p>NFB national initiatives continue to include opportunities for OLMC filmmakers in Quebec.</p>	
<p>The Toronto Mediatheque partnered with the Department of Citizenship and Immigration Canada for the fifth consecutive year to help promote the <i>Racism. Stop It! National Video Competition.</i></p>	<p>Supplied bilingual resources for educators and participants and distributed the resource guides on <nfb.ca>.</p>	<p>Educators in OLMCs have resources to lead discussions surrounding racism and discrimination in their classroom as well as providing them with the tools to teach effective video making in the classroom.</p>	

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<p>The NFB was a major collaborator in Canada Code (Cultural Olympiad Digital Edition) for the 2010 Vancouver Winter Olympic and Paralympic Games.</p>	<ul style="list-style-type: none"> • Permanent Kiosk set up in the lobby of the NFB Mediatheques promoting the Canada Code website. • Workshops in French were offered to three classes outside Quebec and six classes in English in Quebec. 	<p>There was increased awareness of the NFB's education offer in OLMC's across Canada.</p>	
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E. FUNDING AND PROGRAM DELIVERY

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

<p><u>Activities carried out to achieve the expected result</u></p> <p>What activities were carried out during the reporting year? What was done?</p>	<p><u>Outputs</u></p> <p>What products or services came from the activities carried out during the reporting year?</p>	<p><u>Progress made in achieving the expected result</u></p> <p>What has changed as a result of the activities carried out during the reporting year?</p>	<p>Expected result</p>
<p>Strengthening cultural and artistic structures</p>			<p>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>Productions and co-productions</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: 12 films</p> <p>English Program productions by OLMC talent: 14 films (5 from the Animation Studio)</p> <p>Completed productions in 2009-2010 include:</p> <p><i>Antonine Maillet: Les possible sont infinis</i> (Ginette Pellerin, Acadia);</p> <p><i>Éloge du Chiac, Part Two</i> (Marie Cadieux, Acadia);</p> <p><i>Le secret d'un moine</i> (Yves Étienne Massicotte, Toronto);</p> <p><i>Alanna</i> (Julie Plourde, Whitehorse);</p> <p><i>Professor Norman Cornett</i> (Alanis Obomsawin);</p> <p><i>Reel Injun</i> (Neil Diamond);</p> <p><i>Vistas: Crossing the Line</i> (Tracey Deer);</p> <p><i>Vistas: Inukshopp</i> (Jobie Weetaluktuk)</p> <p><i>Higglety, Pigglety Pop</i> (Chris Lavis and Maciek Szczerbowski)</p> <p><i>Tying Your Own Shoes</i> (Shira Avni);</p>	<p><u>Highlights from 09–10:</u></p> <ul style="list-style-type: none"> • <i>Antonine Maillet – Les possibles sont infinis</i> toured the Rendez-vous de l'ONF en Acadie circuit in five localities from December 1–3, 2009, and aired on SRC and RDI in 2010. • <i>Éloge du Chiac – Part 2</i> aired on SRC (October 18) and RDI (November 26). • <i>Hommes à louer</i> received La Vague award, tied, for Best Medium or Feature-length Documentary at FICFA on September 17, 2009 and aired on SRC on July 30, 2009. • <i>Ils eurent treize enfants</i> aired on SRC on October 12. • <i>Habiter la danse</i> received La Vague award for Best Acadian Short Film and aired on SRC on November 11. • <i>Marie-Hélène Allain en dialogue avec la pierre</i> by Rodolphe Caron aired on SRC and ARTV. The film was nominated for a Géméaux Award in September, 2009. • <i>Pr. Norman Cornett</i> was shown at Hot Docs as part of special retrospective on Alanis Obomsawin's work. • <i>Tying Your Own Shoes</i> won the Best Short Documentary award at the International Leipzig Festival for Documentary and Animated Film. • <i>Reel Injun</i> premiered at TIFF has shown at festivals around the world. 	

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		<ul style="list-style-type: none"> • <i>Higglety, Pigglety Pop</i>, a collaboration with Warners home video, will be released on the Blu-Ray DVD edition of the feature film <i>Where the Wild Things Are</i> 	
Filmmaker Assistance Program (FAP) and ACIC (Aide au Cinéma indépendant du Canada) are designed to help independent filmmakers complete their films/videos. (note: these are not NFB productions)	The FAP program offered technical services to 15 films by Anglophones from Quebec. ACIC completed one film in French outside Quebec.	<p>Awards for films completed with aid from FAP/ACIC:</p> <ul style="list-style-type: none"> • <i>Parking Space</i> won a prize at Worldfest Houston in the USA. • <i>Sur ses pas</i> received the prize for Best Film at the Reelworld Film Festival in Toronto. 	
Support to local industry.	<p>Support in setting up new production studios in Acadia:</p> <ul style="list-style-type: none"> • Productions Appalaches • Améri Ka Productions • Ça tourne Productions 	Sharing the NFB's exemplary practices with private producers.	
Various activities related to the Acadia Studio's 35th anniversary.	<ul style="list-style-type: none"> • 12 filmmaker video capsules on the Studio's website. • Creation of a dedicated web portal. • A trailer on the Acadia Studio's 35 years of film production shown before each film at FICFA, and on Radio-Canada Acadie television over a two-month period and on the NFB website. • Inauguration of the Léonard Forest room at the Acadia Studio. 	<ul style="list-style-type: none"> • Better visibility of films produced by the Acadia Studio and its filmmakers. • Better public recognition of the contribution made by filmmaker Léonard Forest in the creation of the Acadia Studio. 	
Public screenings of NFB films to OLMCs at festivals and screening venues across Canada.	<p>Venues and festivals in which screenings took place include:</p> <ul style="list-style-type: none"> • Montreal Museum of Fine Arts • Francophone Film Festival in Nanaimo (Vancouver Island) • Francophone Film Festival in Whitehorse (Yukon) • Canadian tour of Rendez-vous du cinéma québécois • Vancouver Rendez-vous du cinéma québécois et francophone • Rendez-vous de la francophonie 	In 2009–2010 there was a total of 252 screenings and over 8,000 spectators.	

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<p>Cinéfranco Festival, Toronto.</p>	<ul style="list-style-type: none"> • Master class with Michel Brault, April 4, 2009. • Roundtable on French-language documentaries, open to the public, on March 30, 2010. 	<p>Lasting ties forged with Toronto's Cinéfranco festival. Creation of links between documentaries and dramas, development of a clientele for documentaries in French.</p>	
<p>Partnership with the International Francophone Film Festival in Acadia (FICFA), 2009, Moncton.</p> <p>NFB presence via talks and international premieres of films, September 24 – October 3, 2009.</p>	<ul style="list-style-type: none"> • The Director General of the French Program presented the NFB's mandate. • The Executive Producer of the Acadia Studio participated in the FOSSE AU FRIC activity as an analyst. • Filmmaker Andréanne Germain gave an account of her experience as a blogger for the NFB during the FRIC talk on web documentaries. • 14 NFB films presented, including eight by directors from OLMCs. • Loan of projection, shooting, lighting, sound, etc. equipment • Free use of NFB premises. 	<ul style="list-style-type: none"> • The NFB's web expertise was shared with members of Canadian francophone communities. • Networking with directors from the Front des réalisateurs indépendants du Canada (FRIC) who were in Moncton during FICFA for their annual general assembly. • Recognition of the TREMPLEIN program's success, with two awards garnered by the 2008 winners: La Vague Audience Award for Best Canadian Short Film for <i>Alanna</i> by Julie Plourde and Best Acadian Short Film Award for <i>Inhabiting Dance</i> by Julien Cadieux. 	
<p>Cinémental Festival, Winnipeg, October 21, 2009.</p>	<ul style="list-style-type: none"> • The films <i>A Monk's Secret</i> and <i>Inhale Exhale</i> (Tremplin 2008) were screened in the presence of the directors, production teams, and participants during the festival's opening Manitoba Night • A producer from the French Program met with Cinémental Festival organizers and members of the Franco-Manitoban community. 	<ul style="list-style-type: none"> • Meeting with Manitoba's francophone directors and producers. • Meeting with representatives from the Manitoba Department of Education. • Articles appeared in <i>La liberté</i>, Winnipeg's French-language newspaper. 	
<p>Rendez-vous de la francophonie, March, 2010.</p>	<p>216 screenings in French in 70 cities across Canada, with 7 films, including 173 screenings in OLMCs.</p>	<p>Extending the influence of francophone film across the country. Specifically in OLMCs, the NFB reached 4,719 individuals.</p>	

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Partnership with Société culturelle de la Vallée de Memramcook, New Brunswick	Weekly screenings of NFB films. An average of 40 people per screening.	Ties strengthened with the region's cultural and artistic organizations.	
Initiatives for emerging talent and professional development			
Tremplin competition	Annual competition for the production of films: 89 submissions (28 in Acadia and 61 in Ontario and West); 14 semi-finalists received training in scriptwriting, camera and sound; and three finalists went into production.	Two films from Tremplin 2008 were completed: <i>Alanna</i> and <i>Pour ne pas perdre le Nord</i> .	
Major projects underway with emerging talent. (Acadia Studio)	<ul style="list-style-type: none"> • <i>Les Inséparables</i> by Daniel Léger (2nd work) • <i>Ça tourne dans ma tête</i> by Louiselle Noël (2nd work) 	<p><i>Les Inséparables</i> is a film shot over the span of several years about a disabled couple.</p> <p><i>Ça tourne dans ma tête</i> is a film shot over the span of several years about mental illness in children.</p>	
NFB / Fédération des jeunes francophones du Nouveau-Brunswick / Association acadienne des artistes professionnels du Nouveau-Brunswick partnership: " <i>Arts sur roue – volet cinéma</i> ".	<ul style="list-style-type: none"> • Films/video training workshops for young Francophones from 14 high schools in NB. • Equipment loan. 	Training potential emerging talent, introduction to film for francophone youth.	
Doc Shop 6: A short film program targeted at OLMC college and university students in Montreal.	25 short films were completed.	They are currently being showcased at <nfb.ca> for online viewing.	
First Person Digital: A digital media program targeted at OLMC women in Quebec).	Six emerging filmmakers were selected.	This is the inaugural year for this program.	
Hot House 6: A national intensive 12-week animation program for emerging filmmakers to create one-minute animated films.	Six emerging filmmakers were selected from 186 submissions to make animated shorts using stereoscopic 3D.	Six films from Hot House 5 were completed and put on <nfb.ca>.	
Making Music: A program that encourages collaboration between emerging OLMC creators (filmmakers and musicians) to create short films.	Completed four films in 2009: <i>Music. Seen; The Wobble Incident; Circle Haiku; and Recycle, Reuse, Remix.</i>	The four films premiered at the 2009 edition of the Pop Montreal International Music Festival.	

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Integration of new technologies		
NFB online films and media at <nfb.ca> and through iPod/iPhone application.	<p>In 2009–2010, the NFB added new productions to its website in both French and English:</p> <p>French-language productions added to the site: 280</p> <p>English-language productions added to the site: 310</p>	<p>Online views of NFB films by OLMCs in 2009/2010:</p> <ul style="list-style-type: none"> • 190,439 productions viewed in English in Quebec. • 177,484 productions viewed in French outside Quebec. <p>Highlight: <i>Sunday at 105</i>, a short film by emerging Acadian filmmaker, Daniel Léger, broke a viewing record for <nfb.ca>, logging over 170,000 views on <nfb.ca> since October 2009.</p> <p>As of March 31, 2010 a total of 1,556 productions are available for streaming online: 872 productions in English, and 684 in French.</p>
Regional participation in the country's first bilingual web documentary, a pan-Canadian project– <i>GDP: The Human Side of the Canadian Economic Crisis</i> .	<p>Participation by two Acadian directors.</p> <p>Under the direction of documentary filmmaker Hélène Choquette, over 250 documentary shorts and photo-essays, each about four minutes in length, create a mosaic showing how Canadians are experiencing the crisis.</p>	<p>Introduction to production techniques for new technologies.</p>
A web destination for the Acadia Studio.	<p>Creation of a Studio Web destination that provides the francophone community with information about the Acadia Studio's productions, filmmakers, and other activities.</p>	<p>Better visibility of the Acadia Studio's productions, filmmakers and other activities (example: the Tremplin competition). <http://www.onf.ca/selection/lonf-en-acadie-35-ans-de-creation></p>
Partnership with <CapAcadie.com>.	<p>New distribution window for Acadia Studio films.</p>	<ul style="list-style-type: none"> • Better understanding of the Studio's role and production. • Better visibility of the Studio's films.
<i>Engage-toi!</i> NFB blog	<p>Training in web documentaries and using new technologies: experimentation with the video blog format.</p>	<p>Initiatives for emerging talent: Andréanne Germain is a young filmmaker and the 2007 winner of the Tremplin competition. Topic research, direction, video editing and writing the blog were all handled by the filmmaker-blogger.</p>

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<p>The new TREMPLIN blog was put online in October, 2009.</p>	<p>The Tremplin blog was revamped to make navigating and viewing more enjoyable. The Tremplin films from the 2006 and 2007 editions and the film trailers from the 2008 edition are available online both on the Tremplin blog and <nfb.ca>.</p>	<p>The winning filmmakers of the Tremplin competition benefit from an effective showcase for distributing their work.</p>	
<p>First Person Digital: A digital media program targeted at OLMC women in Quebec. (As mentioned above.)</p>	<p>First Person Digital is an innovative training and production program for women exploring new approaches to storytelling in multimedia.</p>	<p>This is the inaugural year for this program.</p>	
Audience renewal			
<p>Mediatheques in Toronto and Montreal (NFB's public viewing centres and access points) <i>Montreal</i> Implemented program of films to be shown in theatres for Montreal's anglophone audiences: developed a program of NFB films (original English productions) and forged new partnerships (Doc Quebec, Just for Laughs, Bicycle Film Festival, Montreal Human Rights Film Festival, Batshaw Youth and Family Committee).</p>	<ul style="list-style-type: none"> • Developed a new educational workshop on media (Stop Frame) for anglophone school clientele in Montreal. • General public screenings, lectures for film professionals. • The viewing stations have been integrated as pedagogical resources into the curriculum of Concordia University's <i>English films</i> course. • Animation workshops presented for festival-goers at the Ottawa International Animation Festival. • Viewing sessions at personal viewing stations. • 	<p>Number of workshops in English: 168 Total participants: 4426 Total public screenings in English: 180 Total spectators at public screenings: 7,760</p> <p>Number of films accessible in English for on-site viewing at the NFB CineRobotheque: 5,265</p> <ul style="list-style-type: none"> • 18 percent increase in English-language content at the NFB Cinema in 2009–2010 (180 screenings in English, as compared to 152 in 2008–2009). • 34 percent increase in viewing in 2009–2010. 	
<p><i>Toronto</i> Put in place monthly screening programs including Ciné-Jeudi, Ciné-Samedi. This included the National Launch of <i>Le Secret du Moine</i> with a reception and a master class with Michel Brault. Screenings were</p>	<ul style="list-style-type: none"> • Eight screenings as part of the French-language screening program in Toronto, Ciné-Jeudi. • Six screenings for French-language screening program 	<p>Number of workshops in French: 34 Total number of students: 918 Total number of public screenings in French: 41 Total number of participants at screenings: 1,640</p> <p>Number of films available in French for on-site</p>	

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<p>developed with our key partners in the francophone community: Bureau de Québec, Alliance Française, Consulate general of France in Toronto, Théâtre Française de Toronto and Cinefranco.</p> <p>Developed guided viewing lists for the over 2,200 French films we have available on the digital viewing stations.</p> <p>Introduced students and educators to programs offered at the NFB Mediatheque.</p>	<p>for families in Toronto, Ciné-samedi.</p> <ul style="list-style-type: none"> • Screenings and events which attracted the general public, key members in the francophone community, press and partners. • Participated in two professional development activities at Glendon College and the Ontario Institute for Studies and Education. • Offered 14 bilingual workshop programs for students ages 3–18. • 10 Cine-Jeunesse screenings featuring NFB films were programmed. • Increased French Camp from 3 to 5 full days for students ages 8–14. 	<p>viewing at the NFB Mediatheque: 2,367</p> <ul style="list-style-type: none"> • The Toronto Mediatheque maintained the number of screening programs in French this year while strengthening their relationships with key OLMC partners. • The screenings and events were programmed and promoted to complement trends in education in core French and French immersion groups. • Increase in number of screenings and number of bilingual programs offered at the NFB Mediatheque. • A more in-depth French program and experience for francophone children. 	
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F. ACCOUNTABILITY

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

<u>Activities carried out to achieve the expected result</u> <i>What activities were carried out during the reporting year? What was done?</i>	<u>Outputs</u> <i>What products or services came from the activities carried out during the reporting year?</i>	<u>Progress made in achieving the expected result</u> <i>What has changed as a result of the activities carried out during the reporting year?</i>	<u>Expected result</u>
Signing of the Multipartite Agreement on Arts and Culture.	Signed September 14, 2009.	The Assistant Commissioner was present at the signature of this agreement, in which concrete actions are identified to promote the development of arts and culture in francophone Canada.	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.
<i>Reports to Canadian Heritage:</i> Annual Results-based report on the implementation of section 41 of the official Languages Act.	2009–2010 Report produced.	The NFB now has a better understanding of the impact of its policies, programs and services on OLMCs. <i>Note: Activities in the 2009–2010 report will be organized around the “enjeux ciblés” of the Multipartite Agreement for the Development of Francophone Arts and Culture in Canada.</i>	
<i>Reports to the Treasury Board:</i> <ul style="list-style-type: none"> • 2010–2011 Report on Plans and Priorities • 2009–2010 Departmental Performance Report 	Reiterate support for OLMCs in the RPP and the DPR.	NFB Strategic planning provides for the reporting on support of development of OLMCs.	
National Film Board's Annual Report 2008–2009.	Special section on the support to Official Language Minority Communities.	The 2008–2009 section has a dedicated section that highlights programming initiatives that took place in the report (p.29 in the English version and p.28 in the French version).	