

2000-2001 REPORT

**ON THE RESULTS OF IMPLEMENTING
SECTIONS 41 AND 42 OF THE
*OFFICIAL LANGUAGES ACT***

NATIONAL FILM BOARD OF CANADA



June 2001

2000-2001 STATUS REPORT

NATIONAL FILM BOARD OF CANADA

Minister Responsible: The Hon. Sheila Copps, Minister of Canadian Heritage
Chairperson: Sandra Macdonald, Government Film Commissioner and
Chairperson of the National Film Board

PRINCIPAL ACHIEVEMENTS

Distribution

A) Activities involving Francophones in minority official language communities

General public

Publications/information

Five issues of *@ctiONFilm*, French Program's online newsletter for the general public and institutions, were published during the fiscal year and permanently posted on the NFB Web site.

The NFB Web site is updated on a daily basis, and makes it possible for all Canadians to keep abreast of NFB activities and search the vast 10,000-title film collection in the official language of their choice.

The NFB announced its direct sales service, available seven days a week through a toll-free 1-800 number advertised in publications outside Quebec, like Alberta's *Le Franco* directory and *Expert 2001* guide.

A catalogue of French Program productions was mailed out to over 2,500 Francophone customers and institutions, 1,750 of them outside Quebec.

The NFB's French-language productions are also available outside Quebec, through independent distributors in Ontario, Manitoba, Alberta, British Columbia and New Brunswick.

Telecasts

In 2000-2001, many French Program productions were telecast on Radio-Canada, TVA and the cable specialty channel APTN (Aboriginal Peoples Television Network), enabling viewers in minority official language communities to access more NFB productions. The Ontario/Western Canada Documentary Studio was enormously successful with *Enfer et contre tous!*, which drew a huge audience of 565,000 when it was telecast December 7 on TVA during prime time, topping the ratings of all other shows in the same time slot. *L'Armée de l'ombre* drew an audience of 420,000 on January 25, when it premiered on TVA.

On Radio-Canada, nine NFB films premiered in prime-time slots this year. On May 28, the day after Maurice Richard's death, *Le Rocket* drew an average of 388,000 viewers. The film *5 pieds 2 – 80 000 lbs*, repeated on *Docs en stock*, was watched by 348,000 people; in the same slot, *Anticosti au temps des Menier* was watched by 290,000 people and *Arjuna* by 121,000. This was the fourth telecast of *Arjuna*, which has reached a total audience of 710,000. *Anne Hébert*, which premiered on *Zone libre* on December 15, drew an audience of 291,000, while 108,000 viewers watched *Frenchkiss – La génération du rêve Trudeau*, on July 1. RDI aired the film again on September 30.

In all, there were 49 telecasts of NFB productions in the French-language channels' national programming: 18 on Radio-Canada, 5 on RDI, and 4 on TVA, as well as 22 NFB documentaries on TFO. English versions of French-language productions also aired on English-language stations on 208 occasions, including 54 telecasts on APTN, 2 on CBC, 4 on CBC Newsworld and 3 on TVO.

Screenings

In 2000-2001, French Program organized two *Nouveautés de l'ONF* events in minority official language communities: one was held in Winnipeg from October 20 to 22, and drew 177 people, while the other, arranged in partnership with l'Alliance Française, was held in Vancouver every Thursday between November 2000 and February 2001, and drew 263 people. In both cities, filmmakers attended the screenings to introduce their productions and engage the audience in discussion after the show.

Festivals

A number of French Program films were presented at festivals in cities with large minority official language communities. To give only one example, five NFB films, including two New Brunswick productions — *Joséphine* and *Les Émotions ivres* — were presented at the 14th Festival international du cinéma francophone en Acadie in September.

At festivals in cities with an English-speaking majority, French-language films are often screened with English subtitles, enabling Francophones to see the film in the original French. In 2000-2001, 12 films produced by French Program were presented in French,

or in French with English subtitles, at festivals outside Quebec. The films and the cities in which they were presented are listed below:

1974 (Moncton)

À l'ombre d'Hollywood (Moncton and St. John's)

Le Chapeau (Moncton)

Les Émotions ivres (Moncton)

L'Idée noire (Vancouver)

Joséphine (Moncton)

Larguer les amarres (Toronto)

Ojigkwanong - Rencontre avec un sage algonquin (Toronto)

Le Reel du mégaphone (Toronto)

Traces d'une histoire oubliée (Halifax, St. John's and Toronto)

Voyage au nord du monde (Yorkton)

www.six.lemondeestpetit.ca (St. John's)

Enfer et contre tous! tour

Andrée Cazabon's documentary *Enfer et contre tous! (No Quick Fix)* screened in almost a dozen Canadian cities outside Quebec. In a tour sponsored by the NFB and Human Resources Development Canada, the film was shown in Toronto, Halifax, Vancouver, Kelowna, Calgary, Edmonton, Regina, Winnipeg, Sudbury, North Bay and Ottawa, in addition to Montreal and Quebec City, giving audiences in all venues a chance to discuss the thorny issue of drug abuse among young street people with the director and resource persons.

Institutional customers

Partner libraries

The NFB has special agreements with over 50 libraries across Canada, including those that serve minority official language communities. The NFB has transferred large collections of its videos to these libraries and also provides them with new releases. In some communities, the NFB has concluded similar agreements with community groups and educational institutions to ensure that minority official language communities have access to NFB productions.

This year, 24 new French-language titles were added to the NFB collections in Alberta, British Columbia, Saskatchewan, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Yukon. In Quebec, 53 new English-language titles were added to the NFB collections in Quebec City and Sherbrooke.

In estimating French-language title use in Canadian provinces other than Quebec, it was determined that over 14,000 NFB videos were borrowed from partner libraries. A similar estimate of English-language title use in Quebec found that approximately 2,000 NFB videos were borrowed from partner libraries.

Schools

French Program placed an advertisement in *Éducation postsecondaire: perspectives francophones – Volume 5*, a national supplement published by the Association de la presse francophone; 250,000 copies of the supplement were printed and distributed across Canada in the week of January 8, 2001.

Support and training

In 2000-2001, the Director General of French Program and the producer in charge of the Ontario/Western Canada Documentary Studio joined the Alliance des producteurs francophones du Canada at the training meeting organized as part of Banff Television Festival 2000. The Alliance brings together a wide range of Canadian producers and organizations, including Téléfilm Canada and Radio-Canada, and is concerned with all types of film production (drama, documentary, animation, television series, etc.).

The NFB was involved in the preparation of a workshop for documentary filmmakers and their colleagues, organized in Winnipeg by a member of the Alliance des producteurs francophones du Canada. The workshop will be held in 2001-2002.

During the year, three documentary first works were completed under the *Nouveaux cinéastes* program in Moncton's Acadia Documentary Studio. They are ***L'Éternité? ou la disparition d'une culture***, on the ongoing and devastating assimilation of francophones; ***Seuls, ensemble***, the tale of two Acadians' quest for identity and the right to be different; and ***Quelque chose dans l'air***, a probing look at intensive pesticide use on Prince Edward Island. The valuable support provided by the program was based on collaboration and discussion between emerging and experienced filmmakers. ***Seuls, ensemble*** was selected and presented at Montreal's Rencontres internationales du documentaire in November. Two filmmakers who directed their first works under the program have just submitted a second project.

Production

In 2000-2001, French Program assessed its regional production structure in order to facilitate the production process, and reorganized the supervisory structure to take account of each region's particular characteristics, as well as its time- and distance-related limitations. Assistant to the Producer positions were therefore created in the regions, and the Ontario/Western Canada Documentary Studio was moved from Toronto to Ottawa for financial reasons and to bring it closer to Ontario's Francophone core.

At the Acadia Documentary Studio, in addition to the three films produced under the above-mentioned *Nouveaux cinéastes* program, the film ***Tableaux d'un voyage imaginaire***, a look at the very contemporary phenomenon of mass tourism, was co-directed by a beginning filmmaker with an experienced filmmaker. Six other projects are in development and/or production at the Studio.

The Acadia Documentary Studio celebrated its 25th anniversary, an event which the Cinémathèque québécoise highlighted with a special program.

During 2000-2001, French Program's Ontario/Western Canada Documentary Studio produced the film *après...*, which has just been completed and will be launched in 2001-2002. The Studio is also developing a collection entitled *La Mort du français*, an in-depth look at French, its current condition and its future in the era of globalization. The first film in the collection, *La Langue en héritage*, is now in development, as is *Le Schiste de Burgess*, a film in the regular program. Three other films entered the research stage during the year.

The Aide au cinéma indépendant – Canada (ACIC) program, which helps many emerging filmmakers by providing equipment loans as well as processing, printing, transfer and post-production services, supported three projects — two dramas and one documentary — in the Ontario/Western Canada region this year.

B) Activities involving Anglophones in minority official language communities

Distribution

General public

Publications/information

In Quebec, all NFB Montreal publications (including the cinema program) are also available in English, even when films are screened in the original French, making it possible for Anglophones to stay informed about NFB Montreal activities.

The NFB's Web site provides a full range of information in both official languages.

During the year, 2,578 direct promotion items were sent to home video customers in Quebec, including the *Home Video Catalogue*, *Home Video Spotlight*, *Home Video Prospecting* and *Home Video Xmas Offer*.

The Reel Diversity East program, designed to attract new filmmakers of colour from Quebec and Eastern Canada to the NFB, launched its competition by distributing posters in all of Quebec's English-language universities as well as in CEGEPs multicultural associations, arts centres, film co-operatives and other organizations. The competition was also announced on university and community radio, and advertised in the major media, such the CBC and a number of newspapers.

Telecasts

The following films directed by Anglophone filmmakers in Quebec premiered on television:

Just a Wedding (Vision)

Cinéma Vérité: Defining the Moment (TVOntario)

Give Me Your Soul... (Newsworld)

Who is Albert Woo? (TVOntario)

Screenings

The following films screened in Montreal theatres:

The Boy Who Saw the Iceberg – Goethe Institute, Montreal
Caninabis – Cinéma du Parc, Montreal
Hollow Water – Montreal First Peoples' Festival
How Wings Are Attached to the Backs of Angels – Monument National, Montreal
Moving Pictures – NFB Cinema, Montreal
My Grandmother Ironed the King's Shirts – Monument National, Montreal
Raisin' Kane: A Rapumentary – McGill University, Montreal
Rocks at Whiskey Trench – NFB Cinema, Montreal (for the Mohawk community)
Salt – NFB Cinema, Montreal
Shylock – Montreal Sephardic Film Festival
Six Animation Films – Ex-Centris Cinema, Montreal (in the *Frame by Frame* program)
To See or Not to See – Goethe Institute, Montreal
Village of Idiots – Monument National, Montreal
When the Day Breaks – eight screenings throughout Quebec
When the Dust Settles – seven screenings in the Quebec City region

Festivals

In 2000-2001, 22 films produced by English Program were presented in English at Quebec festivals (19 in Montreal, 4 in Quebec City and 1 in Rouyn-Noranda). The films are listed below, along with the cities in which they were presented:

Body Rhythm (Montreal)
City of Gold (Quebec City)
Hollow Water (Montreal)
Kim Campbell: Through the Looking Glass (Montreal)
Legends sxwexwxiy'am: The Story of Siwash Rock (Montreal)
Moving Pictures (Montreal, Quebec City and Rouyn-Noranda)
My Father's Camera (Montreal)
Patrick's Story (Montreal)
Searching for Hawa's Secret (Montreal)
Slippery Blisses (Montreal)
Spirits of Havana (Montreal)
The Strange Case of Bunny Weequod (Montreal)
Tango in a Cold City (Montreal)
T'Lina: The Rendering of Wealth (Montreal)
Tokyo Girls (Montreal)
Transitions (Quebec City)
Understanding the Law (Montreal)
Universe (Quebec City)
Village of Idiots (Montreal)
Welcome to Nunavut (Montreal)
When the Day Breaks (Montreal)
Working Like Crazy (Montreal)

Institutional customers

English Program participated in two events in the educational sector, setting up promotion booths at the Salon Audiovisuel et multimédia éducatif du Québec, held in Laval in October, and at the Quebec Teachers' Association Congress, held in Montreal in November.

English Program also sent out 7,018 promotional items to educators and institutions that are already customers or are likely to be interested in its products. The items included: *History and Social Studies*, two mailings of *Zoom In* magazine, *NFB Street Safe*, *Public Performance Catalogue*, *History of West*, *Bilingual Catalogue*, *Media Education*, *Aboriginal*, *Extraordinary Canadians*, *Through a Blue Lens/Flipping the World*, *Nunavut* and *Street Safe*.

Support and training

The Filmmaker Assistance Program is open to all Anglophone filmmakers in Quebec. Information on how to apply for assistance under the program is available by telephone, or by mail upon request.

Training opportunities under the Employment Equity Program were advertised in filmmakers' co-operatives and associations, universities, and arts centres like Vidéographe. In Montreal, agreements were concluded with production companies so that young filmmakers could work as interns on independent productions to further their training.

Production

During 2000-2001, the 13 films below were produced in English in Montreal:

The Boy Who Saw the Iceberg

Christopher, Please Clean Up Your Room!

Give Me Your Soul...

Lights for Gita

The Magic of Anansi

Micronutrients UNICEF

A Monster's Calling

Postcards from Canada

Postcard Moments

Rocks at Whiskey Trench

Salt

Traitor or Patriot

Who Is Albert Woo?

In addition, English-language versions of 24 French-language originals were made, and will be available to English-speaking viewers in Quebec. They include nine films from the *Science Please!* series, intended for schools. The films are:

Autopsy of an Erotic Film (Autopsie d'un film érotique)

The Battery (La Pile électrique) – Science Please! (Une minute de science svp!)

The Black Squirrel (L'Écureuil noir)

Clone Inc. (Clonage ou l'Art de se faire doubler)

The Cosmic Link (Le Lien cosmique)

Dark Intent (L'Idée noire)

The Dirt on Soap (Le savon lave) – Science Please! (Une minute de science svp!)

Fire (Le Feu) – Science Please! (Une minute de science svp!)

For Man Must Work (Les Oubliés du XXI^e siècle ou La Fin du travail)

Fragments of Lost History (Traces d'une histoire oubliée)

Gravity (La Gravité) – Science Please! (Une minute de science svp!)

In the Shadow of Hollywood (À l'ombre d'Hollywood)

The Internal Combustion Engine (Le Moteur à explosion) – Science Please! (Une minute de science svp!)

Let Me Die (Mourir pour soi)

The Light Bulb (L'Ampoule électrique) – Science Please! (Une minute de science svp!)

Lightning (Les Éclairs) – Science Please! (Une minute de science svp!)

Magnets (Les Aimants) – Science Please! (Une minute de science svp!)

Mediterraneo Sempre – Mediterranean Forever (Méditerranée pour toujours)

Mirrors (Le Miroir) – Science Please! (Une minute de science svp!)

Of Whales, the Moon and Men (Pour la suite du monde)

Ojigkwanong – Encounter with an Algonquin Sage (Ojigkwanong – Rencontre avec un sage Algonquin)

Shadow Chasers (Les Chasseurs d'ombre)

Stowaway (Clandestin)

The Universal Clock – The Resistance of Peter Watkins (L'Horloge universelle – La Résistance de Peter Watkins)