

2002-2003 REPORT

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

NATIONAL FILM BOARD OF CANADA

August 2003



2002-03 STATUS REPORT

NATIONAL FILM BOARD OF CANADA

Minister responsible: The Honourable Sheila Copps, Minister of Canadian Heritage

Chairperson: Jacques Bensimon, Government Film Commissioner and Chairperson of the National Film Board

A) Activities for Francophones in official-language minority communities

Distribution

General public

Publications/information

In September 2002, the NFB launched *Focus*, a bilingual monthly magazine that enables subscribers to follow NFB films on screens both large and small, and provides information on new releases, NFB productions showing at festivals in Canada and abroad, television listings, etc. A similar publication, somewhat less complete, previously existed in English only, but was not reaching the Francophone audience, and offered a limited view of the NFB.

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 French-language productions of the NFB French Program are available across Canada through our French online store and catalogue, our toll-free number, and independent distributors in Ontario, Manitoba, Alberta, British Columbia and New Brunswick.

On October 28, 2002 in Fredericton, the Government Film Commissioner spoke at TExpo 2002, the national e-government conference for the public and private sectors. On March 6, 2003, he addressed the Cercle de la presse francophone in Manitoba on the subject of cultural diversity and support for Francophones in official-language minority communities.

Telecasts

In 2002-03, 152 titles were telecast by French-language networks, for a total of 620 telecasts, reaching 18,643,000 viewers. The following are the results by broadcaster:

Radio-Canada: 45 titles, including the *Une minute de science, s.v.p.!* collection (26 titles)

Télé-Québec: 45 titles, including the *Une minute de science, s.v.p.!* collection (26 titles)

TVA: 4 titles

Canal D: 47 titles

ARTV: 10 titles

RDI: 1 title

Highlights for the year:

- *Le Voyage inachevé*, October 11, 2002 at 9 p.m. on Radio-Canada television (392,000 viewers)
- Three telecasts of the film *5 pieds 2 – 80 000 lbs* on TVA, total viewership of 1,555,000, including January 7, 2003 telecast which was watched by 951,000 viewers
- Repeat broadcast of the film *Enfer et contre tous*, directed by a filmmaker from the Toronto Production Centre, seen by 376,000 viewers on June 30, 2002

Screenings

Michel La Veaux, director of photography, accompanied director Dan Bigras to a public screening of *Le ring intérieur* at Université de Moncton. The screening, attended by 91 persons, was followed by a discussion.

The Outreach Development group also organized a screening of Bigras' *Le ring intérieur* and a master class by Michel La Veaux in Vancouver. The master class, on the subject of light and its effect on human emotions, was held in February 2003 at the CBC building and was attended by 23 Francophone participants from the film industry. Yolaine Mottet, Radio-Canada anchor person, acted as facilitator for the session. The event was organized in partnership with the Media Arts Centre, the Éducacentre, Simon Fraser University and the Pacific Cinematheque.

Le ring intérieur was presented to an audience of over 225 at the Pacific Cinematheque in Vancouver. The event was organized with Radio-Canada's Première chaîne and Chaîne culturelle.

The NFB's Acadia Studio, in co-operation with Radio-Canada, organized a Post-INPUT event in Moncton for film industry professionals and emerging filmmakers on March 29. Sixty-five participants had an opportunity to see 25 of the best documentaries and dramatic and animated films from the International Public Television Conference (INPUT), which took place in Rotterdam in 2002. The screenings were followed by discussions with Radio-Canada and NFB professionals. The participants, among whom

were directors, producers, journalists, film editors, film students and others, came mainly from the Moncton area, but also from northwestern New Brunswick, Prince Edward Island and Nova Scotia.

Festivals

Several NFB French Program productions, including the documentaries *Ceux qui attendent* and *Raoul Léger, la vérité morcelée*, screened at the 16th edition of the Festival international du cinéma francophone en Acadie (FICFA), which took place in Moncton from September 20 to 26.

In addition to presenting some of our more recent French-language productions and coproductions, the NFB took part in the Conférence nationale de la production des régions, which brought together French-speaking film professionals from the Acadian region and elsewhere in Canada.

On March 19, 2003, the National Film Board of Canada announced that it would be participating as both a sponsor and a producer in the 10th Rendez-vous du cinéma québécois et francophone, to be held in Vancouver from April 2 to 13, 2003.

Four NFB documentaries (*Claude Jutra, portrait sur film, Le ring intérieur, Hubert Reeves : conteur d'étoiles* and *Mémoires de la terre*) and three animated shorts (*La Pirouette/Pirouette, Les ramoneurs cérébraux/The Brainwashers* and *Aria*) were shown at the Rendez-vous.

Access to NFB films

The NFB has a network of 55 partner libraries that provide access to its productions in cities and towns across Canada. The NFB continues to make its bilingual collections available through partner libraries in official-language minority communities, such the Bibliothèque de St-Boniface, Bibliothèque Saint-Jean, which serves Francophones and Francophiles at the University of Alberta, and the Centre culturel francophone de Vancouver. To enhance our collection, Nunavut, Sudbury, Edmonton and Calgary will be added to the list. The NFB catalogue listing the 10,000 titles in the NFB collection is also available on our Web site <www.nfb.ca>.

On November 22, 2002, we inaugurated the NFB Mediatheque in Toronto, a new centre with state-of-the-art equipment. In addition to a completely renovated cinema, it offers a system for individual viewing of a vast collection of NFB films, either over the CA*net 4 network or on hard disk. The Mediatheque provides unprecedented access to French and English films in the NFB collection, as well as in other collections such as that of the National Archives.

As part of the NFB Cinéclub activities, *Le voyage inachevé* was shown to a group of 10 people at the NFB in Moncton. The film *Un certain souvenir* also screened for 25 members.

Also as part of NFB Cinéclub, *Le voyage inachevé* was presented to a group of 40 people at the Pacific Cinematheque in Vancouver. The screening was advertised in *L'Express du Pacifique*, at the Centre culturel francophone de Vancouver and at l'Alliance française.

Support and training

On March 20, the Acadia Studio gave a one-day workshop on the post-production steps in making a documentary film. Twenty-two persons took part, most of whom were emerging filmmakers, including one from Nova Scotia, two from Prince Edward Island and five from northwestern New Brunswick.

The NFB entrusted Film Zone inc. (a non-profit organization responsible for the Festival international du cinéma francophone en Acadie and Acadie Underground) with responsibility for holding film and video workshops for young people in French junior high schools in the Moncton area in order to develop their taste for French-language drama, documentary and animated films and to give them an introduction to making short videos.

In co-operation with the Francophone school district of southeastern New Brunswick and those in charge of two schools, École Anna Malenfant in Dieppe and École Vanier in Moncton, workshops were given in three different classes by a young filmmaker. The students wrote a short script in their French classes and then shot and edited a two- to five-minute video in their art classes. The workshops took place over a period of eight weeks, with about 25 students in each of the participating classes. The short films they produced were shown to the classes on May 8 and 9. Representatives of the Acadia Studio and Film Zone were in attendance.

In terms of training, director of photography Michel La Veaux gave a master class in Moncton in February 2003, first for 75 film students at Université de Moncton and then at the NFB's Acadia Studio for 21 film industry professionals.

On March 31, 2003 at the Acadia Studio, the NFB gave an animation filmmaking workshop primarily in response to requests from students who had finished their animation course at New Brunswick Community College in Miramichi. The NFB decided to offer a workshop that would give an overview of the different steps involved in making an animated film, the methods used, and ideas for producing small-budget films. About twenty persons attended the one-day workshop, including six students and two teachers from the community college in Shippagan.

The NFB entrusted Film Zone inc. with responsibility for setting up a KINO chapter in Moncton and Edmundston, New Brunswick. Very active in Quebec, these groups bring

together young filmmakers who make short films with limited means and then hold screenings and discussions. Film Zone coordinated a publicity campaign to recruit young participants (media, schools, colleges, etc), organized meetings with interested persons in order to establish operating parameters for a KINO chapter, invited representatives of well-established KINO chapters in Quebec to share information on how they work, and gave an initial workshop on the use of digital cameras.

In March 2003, André Picard, Director General of the NFB's French Program and Claudette Jaiko, Producer in charge of its Ontario and West Studio, travelled to Winnipeg to meet with a number of Francophones from official-language minority communities in western Canada, including the head of the Centre culturel francophone de Vancouver, young people from the Francophone cultural centre La Cité, the Dean of Collège universitaire de Saint-Boniface's Faculté des Arts, d'Administration des affaires et Sciences, and various Francophone producers and directors.

This year, the NFB prepared its action plan for implementing the *Entente pour le développement des arts et de la culture de la francophonie canadienne*, a multipartite cooperation agreement between the Fédération culturelle canadienne-française and the Department of Canadian Heritage, in order to participate more actively in the cultural life of Canada's Francophone communities.

B) Activities for Anglophones in official-language minority communities

Distribution

General public

Publications/information

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

In Quebec, all NFB Montreal publications (including the cinema program) are available in both English and French, even when films are screened in the original French.

Thanks to its state-of-the-art technologies and unique services, NFB Montreal is one of the world's most innovative distribution and consultation centres. Located in the cultural heart of Montreal, this high-tech centre includes the CineRobotheque, with its videodisc-handling robot and 21 individual or double viewing units that enable users to browse the NFB's extensive catalogue, as well as a Videoclub and a CineBoutique offering personalized service where one can find NFB videos in English and French along with a variety of merchandise relating to our productions.

The NFB held the second edition of its Reel Diversity competition, in partnership with CBC and CBC Newsworld, the lead broadcasters, and VisionTV, in order to better reflect Canada's cultural and racial diversity on and off the screen. One filmmaker is

selected from each of Canada's five regions (Pacific, Western, Ontario, Quebec and Atlantic). The competition was announced in the following Quebec media: *The Gazette* (Montreal), CBC TV Quebec, CKUT radio (McGill University), CJAD radio, Mix 96 radio, CBC radio Montreal, Global TV Quebec, and the *Montreal Mirror*.

The English-language productions of the NFB English Program are available across Canada through our English online store and catalogue and our toll-free number.

Telecasts

In 2002-03, over 511 English Program titles were telecast by English-language networks. Some of the titles shown in Quebec were:

When Strangers Reunite (CBC Quebec) – 217,000 viewers

Show Girls (CBC Quebec) – 177,000 viewers

Fennario: His World on Stage (CBC Quebec) – 174,000 viewers

A number of English Program productions were also telecast during the year on the following networks: Bravo!, Biography Channel, Documentary Channel, History, SCN, WTN, etc.

Screenings

The following films were shown in Montreal cinemas:

Clone Inc.

The Journey of Lesra Martin

McLuhan's Wake

From Baghdad to Peace Country

Institutional Clients

English Program sent its *ZOOM IN* institutional catalogue, 2002-03 resource catalogue and *Home Video Spotlight* catalogue to Quebec institutions (3,103 pieces of direct mail).

Festivals

In 2002-03, the following English Program films were presented in English at festivals in Quebec:

My Doukhobor Cousins (Montreal – Rendez-vous du cinéma québécois)

Earth to Mouth (Montreal – Rendez-vous du cinéma québécois, Rencontres internationales du documentaire de Montréal)

The Tree that Remembers (Montreal – Rendez-vous du cinéma québécois, Rencontres internationales du documentaire de Montréal)

To My Birthmother (Montreal – World Film Festival)

Roses Sing on New Snow (Carrousel international du film de Rimouski)

The Chinese Violin (Carrousel international du film de Rimouski)

Sea and Stars (Carrousel international du film de Rimouski)

The Hungry Squid (Carrousel international du film de Rimouski)

Talespinner (Carrousel international du film de Rimouski)

Support and training

The Filmmaker Assistance Program is open to all English-language filmmakers in Quebec. In 2002-03, the program supported 54 projects.

As part of Quebec's 6th Journées de la culture, the NFB invited members of the public to an open house at its Headquarters in St. Laurent and at the CineRobotheque in downtown Montreal on September 28 and 29, 2002 (September 27 was reserved for students). Visitors toured exhibits, took part in animation workshops and attended screenings and discussions of documentary films. A series of films were also shown for kids. Five of the workshops and two of the screenings were offered in English.

On September 27, the NFB gave animation workshops for Anglophone students from Dunrae Gardens and Holy Cross School and a screening of the film *The Ring Within* (English version of *Le ring intérieur*) for 201 Anglophone students from Lauren Hill Academy.