

TELEFILM CANADA

STATUS REPORT FOCUSED ON THE RESULTS IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

2004-2005

General Information

Department or agency: Address: Web site:	Telefilm Canada 360 St. Jacques Street Suite 700 Montreal (Quebec) H2Y 4A9 www.telefilm.gc.ca
Minister responsible:	The honourable Liza Frulla
Mandate of agency	<p>Telefilm Canada is a federal cultural agency dedicated to the development and promotion of the Canadian film, television and new media industries.</p> <p>The Corporation provides financial assistance and strategic leverage to the industry in producing high-quality works – e.g. feature films, drama series, documentaries, children's shows, variety/performing arts programs, and new media products – that reflect Canadian society, including its linguistic duality and cultural diversity.</p> <p>The Corporation's initiatives aim to ensure the widest possible audience for Canadian works, both here and abroad, through support for distribution, export, versioning, marketing and industry promotion at Canadian and foreign festivals, markets and other events.</p> <p>Telefilm Canada maintains five offices.</p>
National coordinator responsible for the implementation of Section 41: Title: Mailing address: E-mail:	Ginette Pépin National Training Sector Head 360 St. Jacques Street Suite 700 Montreal (Quebec) H2Y 4A9 peping@telefilm.gc.ca
Regional coordinators:	See Appendix "A"

NOTE:

The acronym OLMC (Official Languages Minority Community) used sometimes in this document designates francophone audiovisual industries from outside Quebec and anglophone ones from Quebec.

Summary of the key results achieved

Awareness

Internally, Telefilm ensures that managers and employees who occupy designated bilingual positions are able to meet the requirements of their function. The human resources sector has developed a policy for holding bilingual internal meetings that responds to the new organizational structure while promoting and integrating the official languages as a corporate value.

Telefilm is dedicated to providing services in the official language preferred by its clients in each of its offices.

Shelley Stein-Sacks, a bilingual anglophone from Quebec and a strong advocate of linguistic duality within the Corporation, was appointed Official Languages (OL) Champion in June 2003. He supports the human resources sector in developing its OL policies. As well, each Telefilm office has a regional coordinator, with the exception of the Quebec office where the coordinator occupies the role at both the national and regional level.

Consultations

Telefilm meets and consults with the members of the Alliance des producteurs francophones du Canada (APFC) on a regular basis and takes part in the *Working Group on the Media Arts* which brings together each year key stakeholders including the executive members of the APFC, representatives from the Canadian Television Fund, Radio-Canada, the National Film Board of Canada and the Department of Canadian Heritage.

Last year, Telefilm fostered the creation of the *Fédération des réalisateurs indépendants du Canada* (FRIC), which will become the spokesperson for francophone directors from outside Quebec during our subsequent consultations with this clientele.

In 2004-2005, Telefilm also participated financially and actively in the “audiovisual” section of the first *Quebec Arts Summit*, initiated by Canadian Heritage, which had as goal identifying the problems faced by Quebec’s anglophone artistic communities and attempting to find possible solutions. Following this summit, a *Quebec English Language Film and Television Council* was established and Telefilm offered its expertise to review their first action plan.

Communications

Telefilm maintains its relationships with the OLMCs by regularly broadcasting on its Internet site all relevant information that concerns them. The OLMCs are encouraged to subscribe to Telefilm’s Internet site in order to receive without delay the publications of the Corporation as well as use the Extranet to complete their applications and consult their files on line.

Telefilm sees to it that messages reach the target clientele by also using a distribution list that it updates regularly. As well, Telefilm fosters the promotion of the industry in linguistic minority situations by informing journalists covering OLMC activities of its most recent developments.

All of Telefilm’s activities are found on its Internet site, the update of which is overseen by an individual from the communications sector devoted full-time to this work. All documents are published in both official languages.

Each year, Telefilm holds information sessions with francophone producers from outside Quebec and anglophone producers from Quebec. The purpose of these meetings is to identify the key players, explain the changes made to its Funds and Programs and enquire about all new problems or constraints tied to production in linguistic minority situations.

Coordination and liaison

For the implementation of internal activities and policies relating to official languages, Telefilm has set up for some years now an Official Languages Champion and regional coordinators in each of its offices.

Telefilm participates in the meetings of the network of national coordinators responsible for the implementation of Section 41 of the OLA.

The Corporation also develops its relationships with other federal institutions, such as the CBC and the National Film Board of Canada, through its Interdepartmental Partnership with Official-Language Communities (IPOLC) program.

As well, Telefilm has established ties with some provincial agencies such as Manitoba Film and Sound and New Brunswick Film in order to harmonize its own initiatives with the particular resources and constraints of these provinces and make these institutions aware of the realities of francophone production outside Quebec.

Financing and program delivery

Telefilm sees to it that a fair share of its financial resources is devoted to French-language production outside Quebec as well as to English-language production in Quebec. The attached tables provide details on Telefilm's participation in each of these sectors in 2004-2005.

The Corporation has also entered into a second IPOLC agreement of three years that ends in 2007.

The promotion and distribution of Canadian works in linguistic minority situations are fostered through its *Canada Showcase* program that includes support to festivals offering French-language programming in unilingual English provinces.

In 2004-2005, Telefilm took part in electronic sub-titling of films shown at the Montreal World Film Festival. The Corporation also contributes financially to the versioning of Canadian productions in one official language or the other.

Accountability provisions

Telefilm has implemented a performance indicator that allows it to make sure that a proportional share of its financial resources is devoted to production in linguistic minority situations. This indicator was established based on a percentage of the Canadian population living in linguistic minority situations that, according to Statistics Canada, lies at 5%. For the past five years, Telefilm has contributed an average of 9.1% of its resources to projects emerging from these minority groups.

The *linguistic profile* of employees that enjoyed language training has been reviewed to measure the actual progress of individuals as well as the effectiveness of the methods used. This analysis demonstrated that individualized training and/or immersion in our regional offices obtain the best results.

Telefilm Canada's action plan is still in effect and ends in 2006.

Detailed Status Report

Awareness (internal activities)

Key results commitments	Key results achieved	Progress made in 2004-2005
<p>Continue to make the managers and employees aware of the need to communicate amongst themselves and with their clients in both official languages.</p>	<ol style="list-style-type: none"> 1. Review the linguistic profile of employees and managers holding designated bilingual positions. 2. Validate the designation of designated bilingual positions. 3. Implement an internal policy for bilingual meetings. 4. Provide service to Telefilm's clients in the two OLS. 	<p>The <i>linguistic profile</i> of employees that enjoyed second-language training has been reviewed to measure the actual progress of individuals as well as the effectiveness of the methods used. This analysis demonstrated that individualized training and/or immersion in our regional offices obtain the best results.</p> <p>The validation and matching process of designated bilingual positions is in the final completion and approval stage.</p> <p>Telefilm has developed an internal policy for bilingual meetings that responds to the new organizational structure in which there are national decision-making positions in unilingual English regions, as well as national committees including employees working in unilingual regions making national and uniform decisions (decentralized positions). This policy aims to promote and integrate official languages as a corporate value while solidifying a bilingual environment that is conducive for exchanges between the employees. The policy should be implemented over the next year.</p> <p>Although francophone producers from outside Quebec now send their applications to the Quebec office, Telefilm ensures that they can</p>

	<p>5. Develop an official languages action plan for human resources.</p>	<p>nonetheless receive all services in French in their respective regional office.</p> <p>The Quebec office continues to provide service to its anglophone clients in the language of their choice.</p> <p>A new action plan was developed by the human resources sector based on the main challenges and findings observed following the analysis of previous initiatives and projects and it proposes some recommendations. This action plan is at the executive committee approval stage.</p>
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Consultations (Sharing of ideas and information with the OLMCs)

<p>Identify specific needs of the audiovisual industry in linguistic minority settings and try to address these needs effectively.</p>	<p>1. Consult the OLMCs.</p>	<p>As needed, Telefilm consults the members of the Alliance des producteurs francophones du Canada (APFC) to discuss proposed changes to the programs that concern them, in particular the special initiative as part of the Canadian Television Fund and the Interdepartmental Partnership with Official-Language Communities (IPOLC) program. Also, since the implementation of Telefilm’s new organizational structure, francophone producers from outside Quebec now send their applications to the Quebec office. A climate conducive to exchanges and dialogue has developed between the producers and analysts in charge of their files. This has contributed to a better understanding of the issues related to production in linguistic minority situations.</p> <p>Telefilm also participated financially and actively in the “audiovisual” section of the first <i>Quebec Arts Summit</i>, initiated by Canadian Heritage, which had as goal identifying the problems faced by Quebec’s anglophone</p>
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	<p>2. Promote the establishment of new professional groupings in linguistic minority situations.</p> <p>3. Participate in the <i>Working Group on the Media Arts</i>.</p>	<p>artistic communities and attempting to find possible solutions. To this end, Telefilm has contributed in setting up discussion tables gathering the key players from Quebec's anglophone audiovisual industry. Following this summit, a <i>Quebec English Language Film and Television Council</i> was established. The executive members of this Council must present Telefilm with an action plan stipulating the mandate and objectives that they have set for themselves.</p> <p>Telefilm enabled the creation of the <i>Fédération des réalisateurs indépendants du Canada</i> (FRIC) that brings together directors working in French in the Atlantic provinces, Ontario and Western Canada. This organization will become the spokesperson for its members during our subsequent consultations with this clientele.</p> <p>Telefilm intends to follow the development of the new <i>Quebec English Language Film and Television Council</i> and has offered its expertise to the founding members to review their first action plan.</p> <p>Telefilm participates diligently in the meetings of the <i>Working Group on the Media Arts</i> that gathers several key stakeholders including the executive members of the APFC, representatives from the Canadian Television Fund, the CBC, the National Film Board of Canada and the Department of Canadian Heritage. The exchanges and recommendations that result from this meeting are an invaluable source of information to allow Telefilm to better understand the production</p>
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		issues and challenges in francophone minority settings.
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Communications (transmission of information to the OLMCs)

<p>Ensure that the OLMCs are well informed about the Corporation's programs and services.</p>	<ol style="list-style-type: none"> 1. Maintain distribution lists that gather the main stakeholders from Quebec's anglophone audiovisual industry and its francophone counterpart from outside Quebec. 2. Keep the list updated on Telefilm's Web site in both official languages. 3. Promote the use of the Extranet. 4. Make sure that Telefilm's clients can be served in both official languages across the country. 	<p>Telefilm's communications department has specific distribution lists for its clients in linguistic minority situations as well as for journalists that cover OLMC activities. These distribution lists are used to systematically distribute information concerning the OLMCs.</p> <p>For the promotion and distribution of IPOLC initiatives, Radio-Canada and the National Film Board of Canada assist Telefilm by using their networks and their regional offices.</p> <p>Telefilm's main programs, activities and publications are presented in detail in both official languages on its Web site. The webmaster sees to it that this information is constantly updated.</p> <p>Telefilm's clients are encouraged to subscribe to the Web site in order to receive the latest news from the Corporation once it is published.</p> <p>All of Telefilm's clients are now able to complete their application on-line and consult their files at all times through the Extranet. This service is offered in both official languages.</p> <p>As indicated in the "awareness" section, Telefilm has identified bilingual positions and the individuals occupying these functions must be able to speak in both official languages. If needed, training is provided for employees who</p>
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	<p>4. Hold information sessions on Telefilm's programs and services.</p>	<p>do not meet the bilingualism level for their position.</p> <p>At least once a year, Telefilm holds information sessions with francophone producers from outside Quebec and anglophone producers from Quebec. The purpose of these meetings is to meet the key players, explain the changes made to its Funds and Programs and enquire about all new problems or constraints tied to production in linguistic minority situations.</p>
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Coordination and liaison (internal coordination and liaison with others)

<p>Strengthen the Corporation's relationships between its regional offices and other federal and provincial institutions</p>	<ol style="list-style-type: none"> 1. Appoint an OL Champion and regional coordinators. 2. Participate in the meetings of the network of national coordinators responsible for the implementation of Section 41 of the OLA. 3. Work with other institutions. 	<p>Shelley Stein-Sacks, a bilingual anglophone from Quebec and a strong advocate of linguistic duality within the Corporation, was appointed Official Languages (OL) Champion in June 2003. Among his activities, he supports the human resources sector in developing its OL policies. Regional coordinators assume their duties at all Telefilm offices with the exception of the Quebec office where the national coordinator also occupies the role at the regional level.</p> <p>Telefilm participates diligently in the meetings of the network of national coordinators responsible for the implementation of Section 41 of the OLA, which allows it to develop better relationships with these representatives.</p> <p>In 2004-2005, Telefilm's IPOLC agreement was renewed for three years. The agreement includes a section for project development that is supported by the Canadian Television Fund. Moreover, Radio-Canada and the National Film Board of Canada have partnered for initiative 4,</p>
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	<p>4. Develop relationships with provincial agencies.</p>	<p>namely the production of short dramas for television, which will be written, directed and produced by francophone industry professionals from outside Québec.</p> <p>In addition, Telefilm is also meeting with provincial agencies such as Manitoba Film and Sound and New Brunswick Film in order to harmonize its own initiatives with the particular resources and constraints of these provinces and make these institutions aware of the realities of francophone production outside Quebec.</p>
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Financing and program delivery

<p>Provide the OLMCs with equitable access to Telefilm's Funds and Programs, promote the distribution of French- and English-language works to the OLMCs, and foster the building capacity of this industry.</p>	<p>1. Support the development of French-language projects outside Quebec and English-language projects in Quebec.</p>	<p>Telefilm ensures that a proportional share of its financial resources is devoted to production coming from OLMCs. This share is established based on a percentage of the Canadian population living in linguistic minority situations, i.e. approximately 5% according to Statistics Canada. As can be seen from the attached tables, in 2004-2005 Telefilm devoted an average of 10 % of its resources to OLMC projects, which represents a substantial increase compared to our 2003-2004 investments that reached 7.4%.</p> <p>The appendices also contain Telefilm's investment details for each of its Funds and Programs for English projects in Quebec and French projects outside Quebec.</p>
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	<p>2. Participate in the Interdepartmental Partnership with Official-Language Communities (IPOLC).</p> <p>3. Support initiatives and festivals that foster the promotion and distribution of French- and English-language works to the OLMCs.</p>	<p>In 2004-2005, Telefilm signed a second IPOLC memorandum of understanding for a duration of three years. This new agreement focuses on supporting production houses working in French outside Quebec in their ability to develop quality projects that can attract francophone distributors in the country and to diversify the types of programs that they produce, particularly in television drama. A training and immersion section with broadcasters supported by the private sector, namely the Groupe TVA, contributes to develop the building capacity of this industry.</p> <p>As part of its <i>Canada Showcase</i> program, Telefilm continues to support festivals that show films in the official minority language in the country.</p> <p>As such, in 2004-2005 Telefilm supported the following five festivals whose programming is in French only: <i>Cinematical</i> in Winnipeg, the <i>Rendez-vous du cinéma québécois et francophone</i> in Vancouver, Moncton's <i>Festival international du cinéma francophone en Acadie</i>, Sudbury's <i>Cinefest</i> and Toronto's <i>Cinefranco</i>. Moreover, it should be pointed out that some of the country's film festivals now devote a section of their programming to French-language films, such as the <i>Calgary International Film Festival</i> and Toronto's <i>ReelWorld Film Festival</i>.</p> <p>As well, Telefilm supported the electronic sub-titling of Canadian and foreign films at the 2004 Montreal World Film Festival.</p>
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	<p>4. Support the versioning of Canadian productions in one official language or the other.</p>	<p>In order to give the Canadian public access to works from here in the official language of their choice, Telefilm supports the versioning of Canadian productions in one language or the other. Accordingly, Telefilm in 2004-2005 devoted \$1,6 M for the versioning of 34 feature films and television programs. However, it should be pointed out that some producers include the versioning costs in the production budget of feature films supported by Telefilm. These sums are not accounted for in the amounts indicated above.</p>
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Accountability provisions

<p>Provide the OLMCs with equitable access to Telefilm's Funds and Programs.</p>	<ol style="list-style-type: none"> 1. Establish a performance indicator 2. Carry out assessments and internal audits of our policies 3. Develop a multi-year action plan 	<p>Telefilm has implemented a performance indicator that allows it to make sure that a proportional share of its financial resources is devoted to production in linguistic minority situations. This indicator was established based on a percentage of the Canadian population living in linguistic minority situations that, according to Statistics Canada, lies at 5%. As such, for the past five years Telefilm Canada has devoted an average of 9.1% of its resources to this production.</p> <p>The <i>linguistic profile</i> of employees that enjoyed language training has been reviewed to measure the actual progress of individuals as well as the effectiveness of the methods used. This analysis demonstrated that individualized training and/or immersion in our regional offices obtain the best results.</p> <p>Telefilm has an action plan aimed at Section 41 of the OLA that ends in 2006.</p>
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Communications plan

Telefilm, through its human resources sector and OL Champion, encourages its managers and employees to feel free to speak in the language of their choice. By promoting bilingualism in this way between the employees of all its offices, the Corporation is fostering a corporate value.

Telefilm is dedicated to providing services in the official language preferred by its clients in each of its offices.

Telefilm sees to it that messages reach the target clientele by also using a distribution list that it updates regularly. As well, Telefilm fosters the promotion of the industry in linguistic minority situations by informing journalists covering OLMC activities of its most recent developments.

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Each year, Telefilm holds information sessions with francophone producers from outside Quebec and anglophone producers from Quebec.

The promotion and distribution of Canadian works in linguistic minority situations are fostered through its *Canada Showcase* program that includes support to festivals offering French-language programming in unilingual English provinces. As well, Telefilm contributes financially to the versioning of Canadian productions in one official language or the other.

Telefilm makes available to its employees *Bulletin 41-42*. From time to time, the Corporation publishes articles in this bulletin on its activities that concern the OLMCs.

Telefilm Canada's 2004-2005 annual report as regards the implementation of Section 41 of the *Official Languages Act* will be distributed through the following:

- Members of the Committee of Deputy Ministers on Official Languages
- Members of the House of Commons Standing Committee on Official Languages
- Member of the Senate Standing Committee on Official Languages
- Commissioner of Official Languages
- The Alliance des producteurs francophones du Canada
- Telefilm Canada's senior management and employees
- Telefilm's Web site

APPENDIX "A"
 TELEFILM OFFICES AND PERSONS RESPONSIBLE
 FOR THE IMPLEMENTATION OF SECTION 41
 Corporate Web site: <http://www.telefilm.gc.ca>

<p>HEAD OFFICE AND QUEBEC OFFICE</p> <p>360 St. Jacques Street Suite 700 Montreal (Quebec) H2Y 4A9</p> <p>Tel.: (514) 283-6363 Toll-free: 1-800-567-0890 Fax: (514) 283-8212</p>	<p>National Coordinator</p> <p>Ginette Pépin National Training Sector Head peping@telefilm.gc.ca</p>
<p>ONTARIO AND NUNAVUT OFFICE</p> <p>474 Bathurst Street Suite 100 Toronto, Ontario M5T 2S6</p> <p>Tel.: (416) 973-6436 Toll-free: 1-800-463-4607 Fax: (416) 973-8606</p> <ul style="list-style-type: none"> • Regional Representative Helen Paul Project Coordinator and Client Service paulh@telefilm.gc.ca 	<p>WESTERN OFFICE</p> <p>609 Granville Street Suite 410 Vancouver (British Columbia) V7Y 1G5</p> <p>Tel.: (604) 666-1566 Toll-free: 1-800-663-7771 Fax: (604) 666-7754</p> <ul style="list-style-type: none"> • Regional Representative Peter Strutt Investment Analyst struttp@telefilm.gc.ca
<p>ATLANTIC OFFICE</p> <p>1717 Barrington Street Suite 300 Halifax (Nova Scotia) B3J 2A4</p> <p>Tel.: (902) 426-8425 Toll-free: 1-800-565-8425 Fax: (902) 426-4445</p> <ul style="list-style-type: none"> • Regional Representative Karen Paré Investment Analyst parek@telefilm.gc.ca 	<p>EUROPEAN OFFICE</p> <p>5, rue de Constantine 75007 Paris France</p> <p>Tel.: 33.1.44.18.35.30 Fax: 33.1.47.05.72.76</p>