

nsi



LIFE AT 24 FRAMES PER SEC.



(EVEN FASTER FOR VIDEO)



National Screen Institute - Canada
ANNUAL REPORT 04|05



measuring success frame by frame!

THE NATIONAL SCREEN INSTITUTE - CANADA (NSI)

is pleased to present a record year of success in our 2004-2005 Annual Report. Our market-driven programs have led to employment for emerging talent by providing a competitive edge – over 80% of NSI graduates work in the industry!

How do we do it? NSI seeks emerging and mid-career content creators with ideas and dreams that can be realized as award-winning and commercially successful films and television productions. NSI delivers hands-on experience in developing and producing productions



that get noticed. NSI provides access to leading industry professionals who know what sells. NSI transforms career potential into a vibrant life in the industry. This winning approach makes NSI the ideal choice for the most promising Canadian talent across the country.

For nearly 20 years, NSI has been delivering results by offering professional development programs in close consultation with the industry, and with an eye on future trends. As one of four federally recognized and supported National Training Schools for emerging and mid-career writers, directors and producers, NSI plays a leading role in preparing Canadian content creators for viable and sustainable careers, without their having to relocate to Toronto, Montreal or Vancouver for training.

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CORNER ON THE NO



ideasdreamsexperienceaccesslife

PROFILE

What is NSI?

Founded in 1986, the National Screen Institute - Canada (NSI) is the oldest Canadian training school for writers, producers and directors working in film and television. It is one of four federally recognized and supported National Training Schools for professional development in film and television.

NSI provides market-driven training through four core programs: **NSI FEATURES FIRST**, **NSI TOTALLY TELEVISION**, **NSI ZeD DRAMA PRIZE**, and **NSI GLOBAL MARKETING**.

industry's desire to reflect Canada's diversity on their screens.

NSI is a leader in fostering excellence and developing talent for Canadian film and television. With over 80% of NSI graduates working in the industry, participants don't just learn about the process - they live it.

What is the NSI mission?

NSI supplies innovative, focused, applied professional training, leading participants to successful careers as writers, directors and producers in Canada's film and television industry.



Each is designed to meet the needs of individuals with various levels of experience. Every program is centred around the philosophy that the best way to learn is by doing.

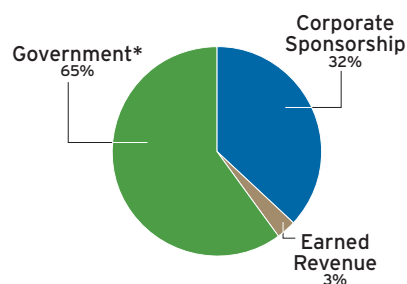
NSI is a **"SCHOOL WITHOUT WALLS."** Instead of bringing students to a single facility, NSI takes its programs on the road, training participants in various Canadian centres and providing mentors in their communities, so they don't have to move. This results in a greater pool of talent from all regions in Canada.

NSI delivers innovative programs that reach underserved communities. Programs such as **NSI ABORIGINAL CULTURAL TRADE INITIATIVE (ACTI)**, **NSI ABORIGINAL YOUTH PILOT PROJECT (AYPP)** and **TELEFILM CANADA SPARK PLUG PROGRAM** recognize the

How is NSI structured?

An up to a 20-member Board of Directors, chaired by Laura Michalchyshyn, oversees the operations of the National Screen Institute - Canada. The Chief Executive Officer is Susan Millican, who reports directly to the Board of Directors.

How is NSI funded?



* various federal, provincial and municipal government and agency sources, including National Training School support from the Department of Canadian Heritage, as administered through Telefilm Canada

l to r: past NSI film projects: *Leaving Metropolis* (NSI Features First), *Flower & Garnet* (NSI Features First), *My Original Sin* (NSI ZeD Drama Prize)

dedictedworkandvision

MESSAGE FROM THE CHAIR

I am pleased to present another year of success as captured in the 2004-2005 NSI Annual Report. This past year marks a significant milestone - the final year of implementation of our five-year Strategic Business Plan. Thanks to the tireless efforts and dedication of NSI Staff and Board members, past and present, I am proud to report that NSI has surpassed identified goals.

As we approach our 20th Anniversary, it is inevitable that we reflect on the past and the collective efforts made to build NSI to what it is today - the ideal

choice for professional film and television training in Canada.

The dedicated work and vision of current and outgoing staff and Board members are noted with great appreciation. The organization is stronger than ever.

I would like to acknowledge the work, dedication and commitment of Susan Millican - CEO, Alex Raffé - Vice Chair, and Committee Chairs Louise Clark (Programming), Marlene Kendall (Finance), and Carole Vivier (Corporate Development), as well as all of the Board who participate on committees and provide valuable insight, wisdom and advice.

Fiscal year 2004-2005 proved to be a year of transition as we prepare to embark on the next 20 years. To ensure the stable growth of the organization, NSI expanded the number of Directors on the Board of Directors from 15 to 20 members. I would like to take

this opportunity to welcome Directors Jean LaRose of APTN, Peter Moss of Corus Entertainment, Brad Pelman of Lions Gate Films, and Paul Gratton of CHUM. I would also like to welcome Liz Janzen as our new Director of Programming and NSI FilmExchange Canadian Film Festival. Finally, congratulations to the staff and new and returning program managers for initiating and leading new curriculums, and growing and strengthening our core programs. This combined expertise will ensure NSI has continued success as a leader in film and television training.

Our investment in research and development has provided the foundation for the improvements and successes recorded in this Annual Report. Studies and strategic plans, such as the National Marketing Plan, Economic Impact Study, Environmental Scan of Film and Television Training Schools and annual participant Evaluation Reports, based on performance measures identified by Telefilm Canada, have served as invaluable tools for ensuring the stable growth of the organization.

I am pleased to report that measures adopted in the last three fiscal years, including strong fiscal management, improved marketing and responsive program evaluation, have resulted in substantial achievements for NSI graduates as evidenced in this Annual Report.



Laura Michalchyshyn
Chair, NSI Board of Directors



building from success to success

MESSAGE FROM THE CEO

Over 80% of NSI graduates are employed in the film and television industry – this is the measure of our success!

This fact does not come close to defining the quality of that success. In this year's Annual Report you will see that the personal accomplishments of NSI graduates have been inspirational.

For the last three years, we have made diversity training a priority. The NSI Aboriginal Cultural Trade Initiative (ACTI) was introduced in 2003-2004 under the NSI Global Marketing Program. This unique professional development opportunity for Canadian Aboriginal producers culminated with a trade mission to Australia and New Zealand. In 2004-2005, a new round began with Aborigine and Maori producers traveling to Winnipeg to continue building relationships with the aim of creating co-productions between Canada and Australia, and Canada and New Zealand. The NSI Aboriginal Youth Pilot Project (AYPP) was launched in January 2005. It was developed to expose Aboriginal youth to the film and television industry through experience and training. The 16-week program provided participants with a wage throughout and was divided into two phases: four weeks of workshops and seminars and a 12-week internship with broadcasters and independent production companies.

Building from success to success, NSI is recognized nationally and internationally as a centre for excellence and is now sought after to conduct innovative and market-oriented training for such reputable organizations as Telefilm Canada and the Banff Television Festival. NSI has been called upon to develop and deliver the "Banff Pitch to Win" session based on our solid reputation for results-oriented market training offered in our core programs.

NSI has also been asked to create the curriculum and conduct training for the Telefilm Canada Spark Plug Program. NSI delivered this intensive training program

for mid to advanced level visible minority and Aboriginal producers in March 2005. I believe this request, and our ability to respond quickly, demonstrates NSI's leadership in creating diversity initiatives that work!

We have now added Spark Plug to the mix and we are not stopping there. In the coming year we hope to extend ACTI, roll AYPP into a national program, and introduce a Northern Training Program, to provide access to underserved remote communities. With 50% of the Aboriginal population being under the age of 25 and barriers to meaningful career development in creative fields being formidable, NSI recognized an important need and tackled it.

We also recognize that the future strength of the Canadian film and television industry lies with the talent of our youth. New directions include introducing "Electronic Gaming" development programs and other new media initiatives that appeal to a technically savvy generation. We also hope to reach new participants with our youth outreach initiatives and have grouped them together under one umbrella, "Filmmakers of Tomorrow".

I would like to acknowledge the hard work and dedication of Marci Elliott, Senior Director, Marketing & Development who has left NSI and returned to the private sector. We wish Marci all the best in her new role and thank her for her contributions to NSI.

This year's successes demonstrate our belief in the ideas, dreams and life ambitions of Canadian content creators, of all ages and from all communities across Canada. NSI Staff, Board, Faculty, Alumni, partners and sponsors share in this vision and the results.



Susan Millican
Chief Executive Officer





nsi ZED Drama Prize

national screen institute

YEAR OF SUCCESS

What is NSI ZeD Drama Prize?

NSI ZeD Drama Prize is an ambitious training program for up-and-coming Canadian filmmakers offering professional support and training while they develop and produce a 10-minute short film. It is presented in partnership with CBC Television. Originally launched in 1986, this long-standing and highly recognized program is expertly led by Program Manager Brandice Vivier-Burns.

intensive week long training session in the disciplines of writing, directing and producing, held in Winnipeg. In 2004-2005, one-on-one workshops were led by John Frizzell (writing), Dan Petrie Jr. (directing), Jeff Peeler (producing) and various industry leaders specializing in casting, financing, marketing and distribution. Teams proceed to the production phase and are assigned a mentor in their region to guide and advise them. The program culminates with the world premiere of the NSI ZeD Drama Prize films at the following year's NSI FilmExchange Canadian Film Festival.



Up to five teams are selected for this year-long program based on the quality of their scripts, and each receives \$9,500 in cash support, over \$16,000 in services, and a national broadcast license from CBC Television's ZeD, a showcase for cutting-edge short films. Teams benefit from customized training in writing, directing and producing, access to professional contacts, and mentoring by established filmmakers.

Winning projects are announced at NSI FilmExchange each March, where selected teams are invited to participate in industry events. This is followed by an

"I am striving to be a successful feature filmmaker and the NSI ZeD Drama Prize is an amazing opportunity to have support during the very difficult process of making a short film. All of the information presented was relevant to the task at hand: making our shorts as successful as possible and the successes of my short will in turn help me reach my career goals."

Calum MacLeod, producer *Gravity Boy* (2005)

p 6, *The Snow Queen*; p 7, l to r: *Kathleen's Closet*, 2005 NSI ZeD Drama Prize Participants, *Noise*

2005 NSI ZeD DRAMA PRIZE WINNERS

(films to be screened at NSI FilmExchange 2006):

- **GRAVITY BOY** by producer Calum MacLeod and writer-director Scott Burton of British Columbia (Rogers Telefund Award Sponsor)
- **THE JANITORS** by producer Clinton Carew and writer-director Daniel Arnold of Alberta (Telefilm Canada Award Sponsor)
- **THE LETTER** by producer Joseph Antaki and writer-director Martin Doepner of Quebec (CBC Television Award Sponsor)
- **MEANING OF MAX** by producer Billie Knight and writer-director Chris Roberts of Manitoba (Alliance Atlantis Diversity Award Sponsor)

2004 NSI ZeD DRAMA PRIZE WINNERS

(films screened at NSI FilmExchange 2005):

- **CHANGING ROOMS** by producer Kirsten Carthew and writer-director Tyson Koschik of Northwest Territories (Global Television Network Award Sponsor)
- **KATHLEEN'S CLOSET** by producer Diana Wilson and writer-director Sheila Jordan of British Columbia (Rogers Telefund Award Sponsor)
- **THE KING HUNT** by producer Anna Petras and writer-director Justin Simms of Newfoundland (CBC Television Award Sponsor)
- **NOISE** by producer Jason Charters and writer-director Greg Spottiswood of Ontario (Telefilm Canada Award Sponsor)



- **THE YEAR I RAN IN THE WOODS** by producer Louisa Ferguson and writer-director Sean Hoy of Saskatchewan (Global Television Network Award Sponsor)

“...the [best thing about the program is that it] has the development of producers, directors and writers as its main interest and follows through on training & preparing them for the industry. The money & in-kind services are helpful, but so is the support, flexibility and genuine desire to see people succeed.”

Jason Charters, producer *Noise* (2004)

- **THE SNOW QUEEN** by producer Sara Lazer and writer-director Danishka Esterhazy of Manitoba (Warner Bros. Canada Inc. Award Sponsor)

GRADUATE ACHIEVEMENTS

- **ANY NIAGARA** by writer-producer Lisa Celotto and director Jeffrey Moneo (2003 NSI ZeD Drama Prize) aired on CBC ZeD in March 2005. It was nominated for Best Short Film and Best Actress at the 2004 NextFest Digital Motion Picture Festival and recently screened at the 2005 Arizona International Film Festival.
- **REDEEMABLE IN MERCHANDISE** by director-producer David Finch and writer Maureen Marovitch (2003 NSI ZeD Drama Prize) screened at the 2004 Canadian Film Centre's Worldwide Short Film Festival and the 2004 Vancouver International Film Festival.
- **MY ORIGINAL SIN** by producer Deborah MacDonald, director Lucie Pagé and writer Bill Campbell (2003 NSI ZeD Drama Prize) screened at the St. John's

l to r: *The King Hunt*, *Changing Rooms*, shooting *The Snow Queen*, AYP Program Managers Lisa Meeches and Melissa Kajpust, AYP participants Chris Thompson, Dwayne Bird, Tim Stevenson, AYP participant Lennie Davis

International Women's Film Festival and the 2004 Vancouver International Film Festival.

- **BIG MOTHER** (2003 NSI ZeD Drama Prize) by producer Anand Ramayya, director Torin Stefanson and writer Teri Armitage and screened at the 2004 NextFest Digital Motion Picture Festival. Teri was accepted to Saskfilm's first Screenwriter in Residence Program in Spring 2004.
- **NOISE** writer-director Greg Spottiswood (2004 NSI ZeD Drama Prize) co-wrote with Peter Smith the CTV television movie *Tripping the Wire*, starring Canadian actor and director Clark Johnson (who is best known for his part in the ensemble cast of *Homicide: Life on the Streets*).

"We come from ancestral teachings that tell us we cannot leave each other behind. This program reflects this belief. The group of twelve participants represents a generation of young Aboriginal people who don't feel they have to apologize for being Aboriginal. Their voices are strong. I am proud to have been part of their lives and am eager to see what will come from these confident individuals." AYPP Program Manager Lisa Meeches



NSI ABORIGINAL YOUTH PILOT PROJECT

NSI introduced the ABORIGINAL YOUTH PILOT PROJECT (AYPP) as a prototype for a national program that can serve as a stepping-stone to NSI ZeD Drama Prize for Aboriginal Youth. This initiative was designed to deliver a culturally sensitive, well-rounded understanding of industry job requirements and to instill confidence in Aboriginal youth wishing to explore creative and challenging opportunities in film and television. The program was funded in part by the Centre for Aboriginal Human Resource Development and Human Resources and Skills Development Canada, and supported by the following organizations: APTN, Buffalo Gal Pictures, CBC Comedy Festival, CBC Manitoba (*Canada Now*), CKX Brandon, Chikak Productions, Eagle Vision Inc., Impact Productions, Manitoba Film & Sound, MidCanada Productions, Mushkeg Media, National Film Board and Rivard Productions. Industry leaders provided expert advice and training to youth participants and highly respected Program Managers Lisa Meeches and Melissa Kajjust ensured participants were well-trained, comfortable and confident throughout the process.

AYPP began in December 2004 with the selection of 12 Winnipeg youth. The pilot project was divided into two phases totaling 16 weeks and participants received minimum wage earnings throughout the program. During the first phase, participants attended workshops and seminars covering writing, directing, pitching, producing, financing, and general industry information. Three short productions were created during the final week of the skills development phase. Participants successfully completing the first phase graduated to the 12-week Work Experience Internship Placement and also participated as full delegates at the 2005 NSI FilmExchange Canadian Film Festival.

AYPP Graduates:

Tim Stevenson	Paul Rabliauskas
Peter Flamand	Melanie Nepinak
Jason Harper	Pamela Vernaus
Chris Thompson	Cam Courchene
Dwayne Bird	Darryl Nepinak
Janice Beaulieu-Roulette	Lennie Davis



KEVIN POLLAK
LIANE BALABAN

SEVEN TIMES LUCKY

YOU ONLY CON THE ONES YOU LOVE

ALLIANCE ATLANTIS PRESENTS A BUFFALO GAL PICTURES PRODUCTION IN ASSOCIATION WITH MINDS EYE INTERNATIONAL KEVIN POLLAK IN SEVEN TIMES LUCKY A G. B. YATES PICTURE
STARRING LIANE BALABAN JONAS CHERNICK JAMES TOLKAN ALEXS PAJNOVIC LAURA JAYNE McDONALD BARZ CHILLA GORDON TOUTOCCOS CASTING JON COMERFORD C.D.C. LARISSA DORF
COMPOSER GLENN DUHR COSTUME DESIGNER WANDA FARIAN PRODUCTION DESIGNER DEANNE BURDE EDITED BY ROBERT LOWEY BRAD CASLOR PHOTOGRAPHY STEVE COGINS
EXECUTIVE PRODUCERS BRYAN GLISERMAN MARGUERITE PIGOTT PHYLLIS LAING KEVIN DEWALT PRODUCERS LIZ JARVIS G. B. YATES WRITTEN AND DIRECTED BY G. B. YATES
PRODUCED WITH THE PARTICIPATION OF TELEFILM CANADA AND THE CANADIAN TELEVISION FUND (CITY INVESTMENT PROGRAM GOVERNMENT OF ONTARIO - BROADCAST FILM AND VIDEO
PRODUCTION TAX CREDITS ONTARIO FILM & SOUND COUNCIL WESTERN INDEPENDENT PRODUCTIONS FUND CANADIAN FILM BOARD PRODUCTION TAX CREDITS
MADE IN ASSOCIATION WITH THE MUSIC NETWORK AND MOVIE CENTRAL DEVELOPED THROUGH THE NATIONAL SCREEN INSTITUTE - CANADA NO FEELINGS FIRST PROGRAM
IN ASSOCIATION WITH TELEFILM CANADA AND WITH THE ASSISTANCE OF THE ONTARIO ARTS COUNCIL

Telefilm Canada



Canada



YEAR OF SUCCESS

What is NSI Features First?

NSI Features First is a highly respected training program that focuses on the professional development of emerging filmmakers working on their first or second feature film. The ultimate goal of this program is the successful development and packaging of their feature film projects. It is offered in association with presenting sponsor Telefilm Canada and partner Lions Gate Entertainment Corporation. Originally launched in 1997, NSI Features First has become a proven success. Every

Up to five creative teams are selected on the strength of their film concepts, the potential development and packaging of the film projects they submit and their suitability to the program. The process for admission into the program and advancement to the second phase has been made more rigorous, with special emphasis on market research and story editing, and has resulted in admitting and graduating stronger candidates. Phase one of the program includes the NSI Features First Boot Camp presented by Telefilm Canada, which is a combination of group training, team-specific



team that has completed the program and secured production financing produced their feature film. This results-oriented program benefits from the knowledge, experience and guidance provided by Program Manager Jim Murphy and Training Programs Coordinator Brendon Sawatzky, and industry insiders who provide their support.

"I loved the fact that everyone we dealt with was top notch and the best in their jobs. It was great to have that opportunity that we would not have otherwise."

Kyle Bornais, 2004-05 participant, *The Rich Guy*

development and individual sessions covering a wide range of topics that may include establishing a critical path, re-writing the script, and budgeting. There are also customized workshops in market research, legal requirements, pitching, financing, and distribution. In 2004-2005, featured industry experts included Jan Miller (Pitching, Lowenbe Holdings), Tony Wosk (Senior Investment Analyst, Telefilm Canada), Marguerite Pigott (independent story consultant) and Diane Boehme (Senior Director of Independent Production for CHUM Television).

"Great contacts, excellent support and great program reputation."

Will Pascoe, 2004-05 participant, *Charming Grace*

2004-05 NSI Features First participants plus pitching expert Jan Miller (centre) and Training Programs Coordinator Brendon Sawatzky (third from right)

“I now have a realistic understanding of how - and why - films get made in Canada.” Justin MacGregor, 2004-05 participant, *Game On!*

Successful teams completing phase one advance to phase two, which concentrates on the specific needs of the participants' projects such as directing actors, creating financial structures, marketing and sales plans and tax credit calculations. In response to evaluations and industry demands, the program expanded from eight to ten months in 2004-2005 and now includes a third phase, where qualified participants create marketing materials and pitch packages to take to the marketplace. Graduates are invited to screen their completed films at NSI FilmExchange Canadian Film Festival.

2004-2005 NSI FEATURES FIRST THEATRICAL RELEASES:

- **GOLDIROCKS** by producer Lisa Hayes and writer-director Paula Tiberius of Ontario (2001-2002 NSI Features First) - May 2004.
- **ON THE CORNER** by producer Wendy Hyman and writer-director Nathaniel Geary of British Columbia (2001-2002 NSI Features First) - June 2004.
- **SEVEN TIMES LUCKY** by producers Liz Jarvis and writer-director-producer Gary Yates of Manitoba (2001-2002 NSI Features First) - March 2005.

“The program gives you access to the industry and a level of credibility.”

Jennifer MacLennan, 2004-05 participant, *Charming Grace*



2004-2005 NSI FEATURES FIRST PROJECTS:

- **CHARMING GRACE** by producer Jennifer MacLennan and writer-director Will Pascoe of Toronto, Ontario
- **GAME ON!** by producer Claire Queree and writer-director Justin MacGregor of Vancouver, British Columbia
- **INTO THE SUN** by producer Joelle Bourjolly and writer-director Jennifer Kierans of Montreal, Quebec
- **THE RICH GUY** by producer Kyle Bornais, director John Barnard and writer Chris Charney of Winnipeg, Manitoba
- **STEALING RIFFS** by producer Adria Budd Johnson and writer-director Holly Redford of Vancouver, British Columbia

GRADUATE ACHIEVEMENTS:

- **FETCHING CODY** by producer Carolyn Allain and writer-director David Ray (2002-03 NSI Features First) began shooting in Vancouver in March 2005.
- **SEVEN TIMES LUCKY** by producer Liz Jarvis and writer-director-producer Gary Yates (2001-2002 NSI Features First) won two awards, Best Picture and Best Screenplay, at the annual Method Fest Film Festival in Los Angeles. It screened at the 2004 Montreal World Film Festival and the 2004 Toronto International Film Festival, and won the CityTV Western Canada Feature Film Award at the 2004 Vancouver International Film Festival. The film screened at the 2004 Salento International Film Festival in Tricase, Italy and the International Film Festival of Las Palmas de Gran Canaria. *Seven Times Lucky* was picked up by the Spanish Distributor, EuroCine and was screened in theatres in Barcelona, Madrid and Valencia beginning



March 18, 2005. The film also took part in The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase in Scotland, England, and Ireland. Director Gary Yates attended select screenings throughout the tour to participate in Q & As, including a screening and reception at Canada House in Trafalgar Square hosted by the Canadian High Commission and Film London on February 17, 2005.

- **ON THE CORNER** by producer Wendy Hyman and writer-director Nathaniel Geary (2001-2002 NSI Features First) won the Special Award of the Jury at the 2004 FilmFestival Mannheim in Heidelberg, Germany, the prestigious Gold Moon Award for Best Feature Film at 2004 Cinema Jove International Film Festival in Valencia, Spain, and the Best Supporting Actor Award for Gordon Tootoosis at the 2004 American Indian Film



Festival in San Francisco. Foreign distribution rights were sold to Bedford Entertainment in New York, on behalf of Hollywood Classics based in London, England.

- **GOLDIROCKS** by producer Lisa Hayes and writer-director Paula Tiberius (2001-2002 NSI Features First) has been featured on The Movie Network and Movie Central. The film's soundtrack is available on CD and distributed through stores in Canada and the U.S.

"The program continually challenged me to improve all aspects of the project and not to rush into the marketplace prematurely."

Claire Querée, 2004-05 participant, *Game On!*

l to r: *Goldirocks*, *On the Corner*, *Seven Times Lucky*, NSI Features First Boot Camp, *Fetching Cody*

KINK IN MY HAIR



based on the play 'da KINK in my hair by Trey Anthony



YEAR OF SUCCESS

What is NSI Totally Television?

NSI Totally Television is an innovative market-driven training program that gives promising writers and producers the skills to refine, package and pitch their own television series to industry representatives. The ultimate goal of this program is a development deal with a broadcaster, achieved through the successful development and packaging of their television series in all scripted genres. It is presented in partnership with CTV and BCE-CTV Benefits with additional support

teams participate in training sessions and work one-on-one with a team of industry experts during phase one of the program. Participants gain insights from leading industry players, including an understanding of market conditions, trends, the viability of certain genres, as well as an appreciation of the elements needed to sustain a television series. Teams also practice marketing and pitching techniques, which they put to the test when they pitch their projects to executive producers at the end of this preliminary training session.



from Telefilm Canada. Originally launched at the 2002 Banff Television Festival, this highly successful program provides participants with training and advice from industry insiders. Seasoned television executive and Program Manager Kit Redmond and Program and Development Coordinator Brandice Vivier-Burns guide participants through the process.

Up to six teams of writers and producers with some combination of professional production, business affairs or distribution experience are selected from across Canada based on the strength of their series concepts, and the potential development and packaging of the television projects they submit. Selected

“It accomplished one of my main expectations which was to connect with a variety of broadcasters and hear what they are looking for. It allowed me to really hone in on which one would be an ideal fit for our project. The fact that we saw so many of them was also a bonus.” Anthony Leo,

producer *Todd and the Book of Pure Evil*

l to r: *This Space for Rent*, *Todd and the Book of Pure Evil*, *Wapos Bay*
- *There's No 'I' in Hockey*

Only the top three teams advance to the second phase. Participants receive advanced professional and project development guidance to focus their project, refine their pitching presentation and marketing materials, and choose a mentor during this phase. Customized training includes financing, producing and marketing sessions required to fully develop a television series in today's competitive broadcasting market. The program culminates with one-on-one pitch sessions with broadcasters at the Banff Television Festival.

"I feel the structure of the boot camp was well thought out. Banking, Telefilm, working with a network, story etc. I felt the information provided

- **TODD AND THE BOOK OF PURE EVIL** by producer Anthony Leo of Newmarket, Ontario and writer Craig Wallace of Toronto, Ontario

2003-2004 NSI TOTALLY TELEVISION TEAMS WHO PITCHED THEIR PROJECTS AT THE BANFF TELEVISION FESTIVAL:

- **REBOUND** by producer Nicole Hamilton and writer Karen McClellan of Toronto, Ontario
- **STRANGE ADVENTURES** by producer Jay Dahl of Halifax, Nova Scotia and writer Josh MacDonald of Dartmouth, Nova Scotia

GRADUATE ACHIEVEMENTS:

- **WAPOS BAY - THE SERIES** by producer Anand Ramayya and writer Dennis Jackson (2002-2003 NSI Totally Television) has been shot for APTN and SCN. Anand



would allow me to further develop projects and gave me guidance on where to go to get my questions answered."

Chris Sheasgreen, producer *Less Than Kind*

2004-2005 NSI TOTALLY TELEVISION PROJECTS:

- **BIT PARTS** by producer Norma Bailey of Winnipeg, Manitoba, and writer Christine Lippa of Vancouver, British Columbia
- **THE FERRY TALES** by producer Andrew Williamson and writer John Bolton of Vancouver, British Columbia
- **KINK IN MY HAIR** by producer Damion Nurse and writer Trey Anthony of Toronto, Ontario
- **LESS THAN KIND** (a.k.a. They Have Mayonnaise in Montreal; Thicker Than Water) by producer Chris Sheasgreen and writer Marvin Kaye of Toronto, Ontario

also wrote and directed the National Film Board documentary *Cosmic Current*, which was awarded the Canada Award at the 2004 Gemini Awards.

- **THIS SPACE FOR RENT** by producer Jason James and writer Nick Citton (2002-2003 NSI Totally Television) has been green lit for production by CBC. Jason is producing Carl Bessai's feature film *Unnatural & Accidental*.
- The theatrical version of the series **KINK IN MY HAIR** (2004-2005 NSI Totally Television), **"DA KINK"**, finished an extended run at the Princess of Wales Theatre in Toronto. The play served as the basis for a recent one-hour drama special which aired on Vision TV.

2004-05 NSI Totally Television participants, plus Program Manager Kit Redmond (far left) and Program & Development Coordinator Brandice Vivier-Burns (5th from left), *Todd and the Book of Pure Evil*

- **REBOUND** by producer Nicole Hamilton and writer Karen McClellan (2004-2005 NSI Totally Television) was picked up by CTV for development and the team is currently working with Blueprint Entertainment.

“The NSI Totally Television Boot Camp was probably the best week of my career.”

John Bolton, writer *The Ferry Tales*

- **STRANGE ADVENTURES** producer Jay Dahl (2003-2004 NSI Totally Television) recently had his television series **CHEAP DRAFT, BAD LANGUAGE, FAST CARS, WOMEN AND A VIDEO CAMERA** green lit by CBC. Additionally, Jay has been collecting numerous prestigious awards for his short films **BACKJUMPING, BOYCLOPS** and **THE WEDDING VIDEO** (2001 NSI ZeD Drama Prize).
- **TODD AND THE BOOK OF PURE EVIL** writer Craig Wallace (2004-2005 NSI Totally Television) was selected to be mentored by acclaimed film director Ron Howard on his new film **CINDERELLA MAN**.
- **STRANGE ADVENTURES** writer Josh MacDonald (2003-2004 NSI Totally Television) wrote the play **HALO**, which had a 3-week run in Vancouver and has received development funding from Telefilm Canada for a screenplay adaptation.
- **NOT GETTING IT** writer Jordana Aarons (2003-2004 NSI Totally Television) has produced an award-winning short film **TONGUE BULLY**, which screened at the 2005 Sundance Film Festival.

“The info was helpful to me as a writer to gain more confidence when approaching those in the industry. The how to pitch session was great!”

Trey Anthony, writer *Kink in My Hair*

TELEFILM CANADA SPARK PLUG PROGRAM

NSI was approached by Telefilm Canada to design a curriculum and deliver training for a national diversity initiative for mid to advanced level visible minority and Aboriginal producers. The Telefilm Canada Spark Plug Program aims to open doors for underrepresented professionals of diversity in the Canadian television industry and to create more vibrant cultural experiences for audiences across Canada and throughout the world. The program was funded through a partnership between the Department of Canadian Heritage and the following three Department Agencies: Telefilm Canada, National Film Board of Canada, and Canada Council for the Arts. NSI Totally Television Program Manager Kit Redmond and Program and Development Coordinator Brandice Vivier-Burns lead the program.

NSI delivered Telefilm Canada’s Spark Plug Program in March 2005 with the selection of 13 English speaking Canadian producers. The program consists of a one-week intensive



Spark Plug participants

training session, conducted by industry professionals, to prepare participants for pitching their dramatic television projects to broadcasters. The participants attend the 2005 Banff Television Festival where they get to network with industry leaders and pitch their projects.

2005 Spark Plug Participants:

- Jennifer Podemski, Redcloud Studios, Ontario
- Jennifer Holness, Hungry Eyes, Ontario
- Rajiv Maikhuri, Bits and Pieces Picture Company Ltd., Ontario
- Vanz Chapman, Back in the Day, Ontario
- Ron Scott, Prairie Dog Film and Television Ltd., Alberta
- Ngozi Paul, Ngozika Productions Inc., Ontario
- Steven Martin, Dundeeroad Productions, Quebec
- Mason Haigh, Pink Elephant for Breakfast, Ontario
- Damon D'Oliveira, Conquering Lion Pictures Inc., Ontario
- Azmi Haq, RoohiJee Inc. d.b.a. Charyaar Films, Ontario
- Min Sook Lee, ESL Media Productions Limited, Ontario
- Shirley Cheechoo, Spoken Song Productions Inc., Ontario
- Jeremy Torrie, High Definition Pictures Inc., Manitoba

Recreating Eden



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YEAR OF SUCCESS

What is NSI Global Marketing?

NSI Global Marketing is a twice yearly, four-month intensive training and mentorship program for Canadian television producers attending their first or second international market. The program showcases the best of Canadian creative talent and entrepreneurial spirit to ensure the experience of connecting globally is meaningful, productive and profitable. It is presented in partnership with presenting sponsor Global Television Network with additional support from Telefilm Canada

shape their projects, prepare their pitches, interpret up-to-date market intelligence and navigate the market floor. Participants also receive on-site mentoring and support during their MIP attendance.

MIPCOM 2004 Participants:

- Tim Alp, Mountain Road Productions, Ottawa, Ontario
- Damion Nurse, Defiant Productions Inc., Toronto, Ontario
- Allan Novak, Individual Productions, Toronto, Ontario
- Barbara Shearer, Pink Slip Productions, Toronto, Ontario



and RBC Royal Bank. Originally launched in 2001, this highly successful program is led by the internationally respected NSI Global Marketing Program Manager Mickey Rogers and Program and Development Coordinator Brandice Vivier-Burns.

Up to 10 mid-level Canadian television producers with three or more projects in any genre in development, with a broadcaster attached to at least one of those projects, are selected to participate for each round of this innovative program. Participants are given the opportunity to mold their projects into marketable products, and to connect with international partners and distributors at MIPCOM and MIPTV, key international television marketplaces. The program features training and one-on-one guidance, allowing participants to

- Tonya Lee Williams, Wilbo Entertainment, Toronto, Ontario

MIPTV 2005 Participants:

- Catherine Bainbridge, Rezolution Pictures International, Outremont, Quebec
- Ric Beirsto, Laughing Mountain Communications, Vancouver, British Columbia
- Jason Charters, Riddle Films, Toronto, Ontario
- Maureen Judge, Makin' Movies Inc., Toronto, Ontario
- Edward Peill, Tell Tale Productions Inc., Halifax, Nova Scotia
- Anand Ramayya, Kahani Entertainment, Saskatoon, Saskatchewan

l to r: *Maximum Surge*, NSI Global Marketing MIPCOM 2004 participants

“Mickey [Rogers] has the hands-on experience and market information that allowed me to refine my approach and move forward with confidence. “

- Edward Peill - Tell Tale Productions, MIPTV 2005

GRADUATE ACHIEVEMENTS:

- *SEA DOGS* is a children's live action drama series being developed as an international co-production by Greg Jones (2004 NSI Global Marketing) in partnership with France 2, Double V and Picture Box Distribution. Greg has also met with MTV/VHI who are interested in his production *HARLEY QUEEN*. He is also developing two projects for CBC.

- *PRANK PATROL* by producers David Hansen, Autumn Productions and Mindy Laxer, Apartment 11 Productions (2003 NSI Global Marketing) has been green lit for production by YTV for Fall 2005.
- *RECREATING EDEN* (Season 2) by producer Merit Jensen Carr, Merit Motion Pictures (2004 NSI Global Marketing) has secured financing. Season 1 aired on HGTV. Merit's documentary series *CONTROLLING THE MONSTER: SUFFERING IN SILENCE* has been sold to Discovery Health and Life Network.
- *AVROCAR!* By Kevin Dunn, MidCanada (2002-2003 NSI Global Marketing) won a 2004 Golden Sheaf Award for Best Researcher at the Yorkton Short Film and Video Festival. The documentary has been sold to History UK and Sci-Fi Channel U.S.



- *MAXIMUM SURGE*, a sci-fi thriller produced for Space and Movie Central by producer Kirk Shaw, Insight Film & Video Productions (2003 NSI Global Marketing) has been sold in Spain. His automobile review series *DRIVER'S SEAT*, which aired on Craig and is starting production on its 11th Season, is close to being purchased by an Israeli Broadcaster. He has also been exploring potential series co-productions with Indigo UK and Four Point US.
- *MYSTERY HUNTERS* (Seasons 1 and 2) by producer Mindy Laxer, Apartment 11 Productions (2003 NSI Global Marketing) has secured a distributor for all 52 episodes. Mindy has also made a potential sale for another of Apartment 11's children's series, *SURPRISE: IT'S EDIBLE! INCREDIBLE*.

“The [NSI Global Marketing] program was excellent and opened my eyes to the potential of co-productions and how to approach the international marketplace.” Maureen Judge - Makin' Movies Inc., MIPTV 2005

l to r: ACTI 2004 participants in New Zealand; Pauline Clague (Core Films, Australia), Lisa Meeches (NSI AYPP Program Manager), Glynnis Paraha (Maori Television, New Zealand), ACTI 2005

NSI ABORIGINAL CULTURAL TRADE INITIATIVE

The NSI Aboriginal Cultural Trade Initiative (ACTI) is an ambitious training program designed to help Canadian Aboriginal film and television producers advance their projects as international co-productions by providing them with guidance and access to new markets. Global Television Network through the CanWest Foundation generously funds this unique international program with additional support from the Government of Canada through the Trade Routes Program of the Department of Canadian Heritage, Telefilm Canada and Alliance Atlantis. ACTI was first launched in 2003-2004 with the first phase culminating with an inaugural trade mission to Australia and New Zealand to advance participants' projects with Aborigine and Maori partnerships. Phase one participants received advanced professional and project development prior to the trade mission and were led by internationally respected Program Manager Judith McCann.

New Zealand highlights from ACTI 2004 include meetings with Television New Zealand, TV3 Network Services, Maori Television Service, New Zealand Film Commission, Te Mangai Paho (Maori Language TV Production) and various government agencies and Maori producers. Participants also attended the Women in Film and Television International (WIFTI) Summit. Australian highlights include meetings with the Indigenous Branch of the Australian Film Commission, Australian Children's Television Foundation and various Aborigine producers, directors and writers. Participants also had a chance to view each other's works.

ACTI 2005 furthered partnerships forged in phase one by bringing Aborigine and Maori producers to meet with potential Canadian Aboriginal producers during 2005 NSI FilmExchange Canadian Film Festival. Canadian highlights include an hour-long information session exploring the New Zealand and Australian television markets prior to an international producers roundtable event, a tour of APTN, and a dinner at the Manitoba Legislature hosted by Eric Robinson, Minister of Culture, Heritage and Tourism. Cliff Curtis, one of the ACTI 2005 participants from New Zealand, is a producer and actor, starring in the international hits *Whale Rider* and *Once Were Warriors*, plus *The Piano*, *Blow*, *Collateral Damage* and *Training Day*. He served as the Festival's keynote speaker: "A Conversation With... Cliff Curtis" which was hosted by film critic Cameron Bailey.

ACTI 2004 Trade Mission Participants:

- Shirley Cheechoo, Producer/Writer/Director, Spoken Song Productions, M'Chigeeng, Ontario
- Jim Compton, Producer/Director/Writer, Rising Day Media, Winnipeg, Manitoba
- Dennis Jackson, Producer, Dark Thunder Productions Inc., Saskatoon, Saskatchewan
- Katery Legault, Producer, InterINDigital Entertainment Inc., Cantley, Quebec
- Clarence Michon, President, Eclipse Media, Geraldton, Ontario
- Paul M. Rickard, President, Mushkeg Media Inc., Montreal, Quebec
- Richard Story, President and CEO, Echo Lake Productions Inc., Toronto, Ontario
- Jeremy Torrie, President and Executive Producer, High Definition Pictures Inc., Winnipeg, Manitoba

ACTI 2005 Reciprocal Trade Mission Participants:

- Cliff Curtis, Actor and Producer, Aio Films, New Zealand
- Nicole Hoey, Executive Producer, Cinco Cine Productions, New Zealand
- Joanna Paul, Producer, Freckle Films, New Zealand
- Paora Maxwell, Producer, Te Aratai Productions Ltd., New Zealand
- Pauline Clague, Producer, Core Films, Australia
- Shirley Cheechoo, Producer/Writer/Director, Spoken Song Productions, M'Chigeeng, Ontario
- Dennis Jackson, Producer, Dark Thunder Productions Inc., Saskatoon, Saskatchewan
- Katery Legault, Producer, InterINDigital Entertainment Inc., Cantley, Quebec
- Clarence Michon, President, Eclipse Media, Geraldton, Ontario
- Paul M. Rickard, President, Mushkeg Media Inc., Montreal, Quebec
- Jeremy Torrie, President and Executive Producer, High Definition Pictures Inc., Winnipeg, Manitoba

GRADUATE ACHIEVEMENTS:

- *Three Nations* is the working title of a three part anthology series being developed by Canadian, New Zealand and Australian producers (2004-2005 ACTI).
- *Finding Our Talk: A Journey Through Aboriginal Languages and Aboriginal Architecture* by producer Paul M. Rickard (2004-2005 ACTI) has been sold to Maori Television.
- *Christmas at Wapos Bay* and *Journey Through Fear* producer Dennis Jackson (2004-2005 ACTI) received two license fees from New Zealand broadcasters and has received further interest from Maori Television to dub the *Wapos Bay* series into Maori for broadcast.

nsi FilmExchange

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nsi FilmExchange

CANADIAN FILM FESTIVAL

YEAR OF SUCCESS

What is NSI FilmExchange?

NSI FilmExchange Canadian Film Festival is the largest, established event of its kind featuring 100% Canadian short and feature films. This popular four-day winter celebration of Canadian screen achievement features a line-up of more than 50 of the best short and feature length Canadian films of the year from the country's top emerging and established filmmakers. The festival provides a platform to showcase the works of NSI graduates, including the world premieres of NSI ZeD Drama Prize short films. NSI FilmExchange aims to

than as a pre-festival event as in previous years, to better accommodate delegates' travel itineraries. Liz Janzen, a former Programmer at the Canadian Film Centre's Worldwide Short Film Festival, took over direction of this showcase event with the departure of Festival Director, Bill Evans.

"Who knew that Winnipeg was not only Canada's gateway to the West but also an exciting meeting place for filmmakers and producers from all



further the development of Canadian film, television and new media by providing a forum in which filmmakers and industry professionals come together to screen innovative works, exchange ideas and information, and negotiate deals.

In preparing for NSI FilmExchange 2005 the festival team kept in mind comments from the 2004 delegate surveys, and designed the schedule to allow guests time to meet, network, attend sessions, watch film screenings and party. In 2005 there were fewer feature films, but at more convenient times, and no concurrent industry sessions. SnowScreen, the popular outdoor showcase, was moved to the end of the first full day of the festival, rather

over Canada. I didn't before attending the 2005 NSI FilmExchange, but I was pleased to take part in the event and look forward to watching as many of these projects come to fruition."

- Dylan Leiner, Senior Vice President, Acquisitions & Production Sony Pictures Classics

l to r: SnowScreen, *Show Me* writer-director Cassandra Nicolaou and producer Howard Fraiberg, Winnipeg Deputy Mayor Mike Pagtakan presenting Guest-of-Honour Cliff Curtis with Honourary Citizenship from the City of Winnipeg, NSI FilmExchange PSA



FACTS AND FIGURES:

- The average film screening audience was up 36% over 2004.
- Attendance for the industry sessions, receptions and parties was up 88% over 2004.
- Over 6,000 people attended throughout the four-day event, up 17% over 2004.
- Sponsorship revenue exceeded target by 7%.
- National and local media support totaled more than \$210,000 in value.
- Media coverage increased by 100%.
- 75% of delegates that responded to the post-festival survey indicated attending NSI FilmExchange for the networking opportunities.
- 94% of delegates that responded to the survey rated the calibre of NSI FilmExchange events above average.

FESTIVAL ACHIEVEMENTS:

- The closing night film *STRYKER* by Winnipeg filmmaker Noam Gonick sold out two theatres.
- *IT'S ALL GONE PETE TONG* was a wild success with a sold out theatre audience, and a very popular Q & A with director Mike Dowse.
- World premiere of the film, *THE BEST OF SECTER & THE REST OF SECTER* by former Winnipegger Joel Sectar about his uncle David Sectar, a groundbreaking Canadian independent filmmaker.
- North American premiere of the films *SABAH*, by Ruba Nadda and *STRYKER* by Noam Gonick.
- Approximately 800 people attended SnowScreen, an outdoor screening of the latest animated shorts from the National Film Board, a selection of NSI ZeD Drama Prize shorts and Winnipeg Film Group shorts on a



- 91.5% of the delegates that responded checked that they would attend NSI FilmExchange next year.

“I was treated like a queen at the NSI FilmExchange. It was one of the best travelling/speaking engagements of my life, and I’ve done quite a few. It appeared to me that every detail had someone’s individual attention paid to it, from the shuttles to the technology, from the set up to the accomodation. Kudos to the staff and their leaders.”

Kirsten Forbes, Producer, Radical Entertainment

movie screen carved from snow.

- The 2005 Manitoba Emerging Filmmaker Award was presented to filmmaker Cindy Murdoch at SnowScreen.
- Showcase of Canadian Shorts attendance was up significantly over previous years.
- The inaugural winner of the 2004 Manitoba Emerging Filmmaker Award, Daniel Eskin presented his film *THE SALT PILLAR* during the Showcase of Canadian Shorts.
- National Exposure Amateur Movie Contest sold out.
- As a result of the North American premiere of *STRYKER*, by director Noam Gonick, the film secured a distributor.

INDUSTRY CENTRE HIGHLIGHTS:

- Each day of Industry Centre events was themed to reflect NSI core training programs: Short Films, Feature Films, Television and Global Marketing.
- Master classes and panels were standing-room-only for these specific genres in the industry.
- Two panels in new media, "The Video Game Industry: More Than Just Fun and Games" and "What's New in the World of HDTV", brought interest from the business sector, in addition to film and television delegates.
- International producer roundtables, which focused on Australia and New Zealand film and television markets, were a popular choice for delegates, and complemented the ACTI 2005 initiative that included special guest attendance by Aborigine and Maori

"It's the second time that I've attended FilmExchange and, once again, I thoroughly enjoyed the panels, screenings and receptions. FilmExchange is an exceptionally well-organized event and really is a gem on the festival circuit."

Diane Burgess, Canadian Images Programmer,
Vancouver International Film Festival



producers from Australia and New Zealand.

- The focus on "down under" was further enhanced by spotlighting Cliff Curtis, Maori actor and producer best known for his starring roles in the New Zealand films, *WHALE RIDER* and *ONCE WERE WARRIORS* in the always popular, "*A CONVERSATION WITH...*"
- Recently appointed Executive Director of Telefilm Canada Wayne Clarkson hosted an hour session to discuss his vision for Telefilm Canada and to take audience questions.

"A very easy, friendly environment to meet people and have decent conversations about projects..."

Dave Gibson, Producer, The Gibson Group, New Zealand

"I really enjoyed being able to meet some very serious players in the Canadian film industry in such an intimate setting. I hope I'm fortunate enough to be a part of the frozen festivities next year too!"

Andy Marshall, Producer, *The Sadness of Johnson Joe Jangles*.

NSI FilmExchange promo at Portage Place Shopping Centre, Director Noam Gonick at *Stryker Q & A*, *Sabah* star Arsinée Khanjian and writer-director Ruba Nadda, Manitoba Emerging Filmmaker Award winner Cindy Murdoch, SummerBear Dance Troupe with Guest-of-Honour Cliff Curtis and Winnipeg Deputy Mayor Mike Pagtakan

FILMMAKERS OF TOMORROW

National Exposure Amateur Movie Contest

The National Exposure Amateur Movie Contest* was a resounding success. The sold-out audience enthusiastically responded to the 12 finalists' films and voted *JANNIE BANANIE QUILTS SMOKING* by Michelle Kuly, James Swirsky and Lisanne Pajot as the \$1000 People's Choice winner, with *CATCHING CHORNEY* by John Wilson and Ryan Broesky in second place. Over 100 entries from across the country were received, in the second year the contest has gone national. The jury selected 12 finalists and awarded 7 prizes:

- **Best Film From Eastern Canada**
BRING ON THE DANCING BEARS by Carrie Regenstreif and David Wiewel, Sudburo, Ontario

- **Best Screenplay**

UNSENSICAL by Kelvin Redvers, Hay River, Northwest Territories

*The contest was open to all residents of Canada except residents of Quebec, employees (and those persons with whom they are domiciled) of National Screen Institute – Canada, Taylor George Design, and of the corporations, the contest jury, and the advertising and promotional agencies involved in the Contest.

Post Secondary Outreach

Beginning in Fall 2004, NSI started a new initiative to reach promising film and television content creators, and those interested in pursuing a career in the field. Staff of NSI visited the University of Winnipeg, University of Manitoba and Red River College and shared information about NSI programs and NSI FilmExchange. Students were offered a complimentary ticket to any industry session event of their choice



- **Best Film From Manitoba**
CATCHING CHORNEY by John Wilson and Ryan Broesky, Winnipeg, Manitoba
- **Best Actor**
SARAH SARSFIELD as Jannie in *JANNIE BANANIE QUILTS SMOKING* by Michelle Kuly, James Swirsky and Lisanne Pajot, Winnipeg, Manitoba
- **Best Film From Western Canada**
THE MASQUE OF THE RED DEATH by Andrew Brown, David Sikma and Jim Laing, Vancouver, British Columbia
- **Best Director**
ANDREW BROWN for *THE MASQUE OF THE RED DEATH*, Vancouver, British Columbia
- **Best Film under 18**
UNSENSICAL by Kelvin Redvers, Hay River, Northwest Territories

at the Festival and any Showcase of Canadian Shorts presentation. As a result, over 115 students used complimentary tickets to attend 2005 NSI FilmExchange.

NSI FilmExchange Outreach Program

NSI ran a free, career awareness program in March 2005 for up to 30 individuals aged 15 - 30 interested in gaining employability skills and information related to the film and television industry. Participants also attended the 2005 NSI FilmExchange as delegates, in addition to undertaking customized workshops during and after the Festival. NSI program coordinators provided individual support to assist participants in developing basic employment skills as well as providing an opportunity to gain information directly related to the film industry. This exceptional program is generously funded by Human Resources and Skills Development Canada.

l to r: National Exposure People's Choice Award Winner *Jannie Bananie Goes on a Martini Bender*, National Exposure 2nd place People's Choice Award, *Catching Chorney*.

NSI FilmExchange candid photos by Charles Shilliday, except SummerBear Dance Troupe, courtesy Lisa Meeches.



clockwise starting from top left: *Boyclops*, *It's All Gone Pete Tong*, *CQ2 (Seek You Too)*, *Ryan**, *Sissy Boy Slap Party*, *The Best of Sectar & The Rest of Sectar*, *Sabah*, *Stryker*, *À Travers Mes Grosses Lunettes** *courtesy National Film Board



nsi games

flocked

snowboarding

EVERYONE
E
ESRB

trendsetters

With an eye to the future and a finger on today's pulse, NSI strives to stay ahead of industry trends. The following initiatives and related activities will further entrench and enhance our leadership role in developing quality professional talent for the film and television sector.

NEW MEDIA INITIATIVES

After years of following the often-awkward convergence of new media in the film and television sector, NSI is developing and delivering specific initiatives and programs in new media. The role of new media in the film and television sector has become more clearly defined with the advent of HDTV production and entertainment gaming. Both require an understanding of new technologies as well as knowledge of the creative process that results in an audio-visual production. NSI has started along this track with two new media panels at 2005 NSI FilmExchange, one devoted to HDTV production and a second dedicated to electronic game production. NSI is currently designing a program for training creative teams in the development process of electronic games for 2006-2007, using a hybrid of components from the NSI ZeD Drama Prize, NSI Features First and NSI Totally Television programs to train content creator teams.

CULTURAL DIVERSITY PROGRAMMING

NSI has introduced two unique initiatives, one targeted to experienced Aboriginal producers, and the other designed to meet the needs of emerging Aboriginal talent. Additionally, NSI is in the process of designing a third program to address the training requirements of emerging and mid-career Aboriginal content creators. Over the course of the next few years, we hope to firmly establish three diversity programs:

- Aboriginal Cultural Trade Initiative
- Aboriginal Youth Project
- Northern Training Program

Together, these programs will contribute greatly to fostering a strong Aboriginal production community.

Aboriginal Cultural Trade Initiative

NSI will continue to build the highly successful Aboriginal Cultural Trade Initiative (ACTI) in the coming years. Currently, we are finalizing the structure for the final phase, which is designed to solidify co-production and co-venture agreements between participating Aboriginal and Maori and Aborigine producers. We hope to launch this final phase in fiscal year 2005-2006. With the success of this unique program, NSI has assumed a leadership position in cross-cultural exchange between indigenous film and television producers, by providing market-driven training and facilitating co-production and co-venture partnerships.

Aboriginal Youth Pilot Project

In consulting with Aboriginal leaders, industry professionals and experienced Aboriginal producers during the development of ACTI, it became apparent that there was a serious deficit in training opportunities targeted to Aboriginal youth. A series of consultations with community leaders led to the development of the Aboriginal Youth Pilot Project (AYPP), a culturally sensitive, well-rounded program that bridges understanding industry job requirements with inspirational exposure to a variety of creative and challenging employment opportunities in the film and television industry. Both pragmatic and spiritually fulfilling, the training component of the program was launched with a Traditional Feast to sanction the program, the first week in January 2005. The AYPP was recently completed with over 90% of participants recording that the experience met their expectations. NSI is currently planning a national program based on this pilot project that can serve as a stepping-stone to professional development programs such as NSI ZeD Drama Prize.

Northern Training Program

NSI is currently developing a new program that meets the needs of emerging and mid-career Aboriginal filmmakers from northern communities, where access to professional training is limited. The Northern Training Program will be structured to reflect the project-oriented, team approach of all our core programs. NSI also plans to recruit instructors and mentors from graduates of our successful NSI ACTI program.

NSI 20TH ANNIVERSARY

The coming milestone will serve as an opportunity to enhance NSI's profile nationally and internationally through exciting activities and to leverage the spotlight by introducing new initiatives. Activities are planned for both NSI FilmExchange 2006 and 2007 to bracket a full year of celebration.

Aboriginal Relations Strategy

NSI is committed to broadening and deepening its commitment to delivering practical training within the Aboriginal community. To achieve this, NSI will strengthen its relationship within the Aboriginal community to ensure we have participants in existing programs, plus design specific programs to meet their needs.

To be effective, our training needs to be delivered in city and rural areas.

An Aboriginal Relations Strategy will involve targeting Aboriginal leaders in the film and television industry and the community at large to serve as advisors to NSI to help advance Aboriginal people in their careers.

With the assistance of our Aboriginal advisors we can build:

- awareness of NSI
- knowledge of the Aboriginal community and grow relationships
- funding capacity



globetrotters

NSI ACROSS CANADA

Banff, Alberta

- NSI Totally Television projects *rebound* and *Strange Adventures* were pitched at the 2004 Banff Television Festival

Vancouver, British Columbia

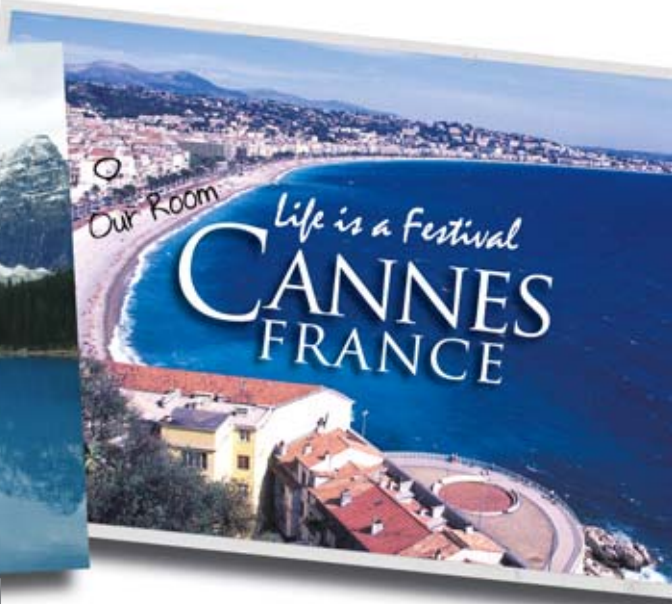
- NSI Features First film *Seven Times Lucky* screened at the 2004 Vancouver International Film Festival
- NSI ZeD Drama Prize films *Redeemable in*

Winnipeg, Manitoba

- NSI Features First film *Seven Times Lucky* had its commercial theatrical release

Toronto, Ontario

- NSI Features First film *Seven Times Lucky* screened at the Toronto International Film Festival
- NSI Features First film *Seven Times Lucky* had its commercial theatrical release



Merchandise and *My Original Sin* screened at the 2004 Vancouver International Film Festival

- NSI Features First film *Seven Times Lucky* had its commercial theatrical release
- NSI Features First film *On the Corner* had its commercial theatrical release

Saskatoon, Saskatchewan

- NSI ZeD Drama Prize films *Any Niagara* and *Big Mother* screened at the 2004 NextFest Digital Motion Picture Festival

Yorkton, Saskatchewan

- NSI ZeD Drama Prize film *Hitting Zero* screened at the 2004 Yorkton Short Film and Video Festival
- *English Teachers* Season 2 by NSI Global Marketing participant David Hansen screened at the Yorkton Short Film and Video Festival
- NSI Global Marketing participant Kevin Dunn's *Avrocar!* awarded Golden Sheaf at the Yorkton Short Film and Video Festival

- NSI Features First film *Goldirocks* had its commercial theatrical release
- NSI ZeD Drama Prize film *Redeemable in Merchandise* screened at the 2004 Canadian Film Centre's Worldwide Short Film Festival
- NSI ZeD Drama Prize film *Hitting Zero* screened as part of the Opening Night Gala for the Toronto Reel Asian International Film Festival
- NSI ZeD Drama Prize film *Dermott's Quest* screened at the 2004 The World of Comedy International Film Festival

Montreal, Quebec

- NSI Features First film *Seven Times Lucky* screened at the 2004 Montreal World Film Festival
- NSI Features First film *On the Corner* screened at Terres en Vue, Montreal's First People's Festival
- NSI Features First film *Seven Times Lucky* had its commercial theatrical release

St. John's, Newfoundland

- NSI ZeD Drama Prize film *My Original Sin* screened at the St. John's International Women's Film Festival

NSI THROUGHOUT THE WORLD

Tucson, Arizona

- NSI ZeD Drama Prize film *Any Niagara* screened at the 2005 Arizona International Film Festival

Los Angeles, California

- NSI Features First film *Seven Times Lucky* screened at the Method Film Festival
- NSI Features First film *Goldirocks* screened at the Silver Lake Film Festival

Coventry, England

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

London, England

- NSI Features First film *Seven Times Lucky* participated in a screening and reception at Canada House in Trafalgar Square hosted by the Canadian High Commission and Film London, as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase



San Francisco, California

- NSI Features First film *On the Corner* screened at the American Indian Film Festival

Melbourne, Australia

- Aboriginal Cultural Trade Initiative (ACTI) Participants' Trade Mission

Sydney, Australia

- Aboriginal Cultural Trade Initiative (ACTI) Participants' Trade Mission

Birmingham, England

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Cambridge, England

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Sheffield, England

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Cannes, France

- NSI Global Marketing producers attend MIPCOM 2004 with development packages
- NSI Global Marketing producers attend MIPTV 2005 with development packages

Mannheim, Germany

- NSI Features First film *On the Corner* screened at FilmFestival Mannheim – Heidelberg

Bray, Ireland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Cork, Ireland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Dublin, Ireland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Canary Islands

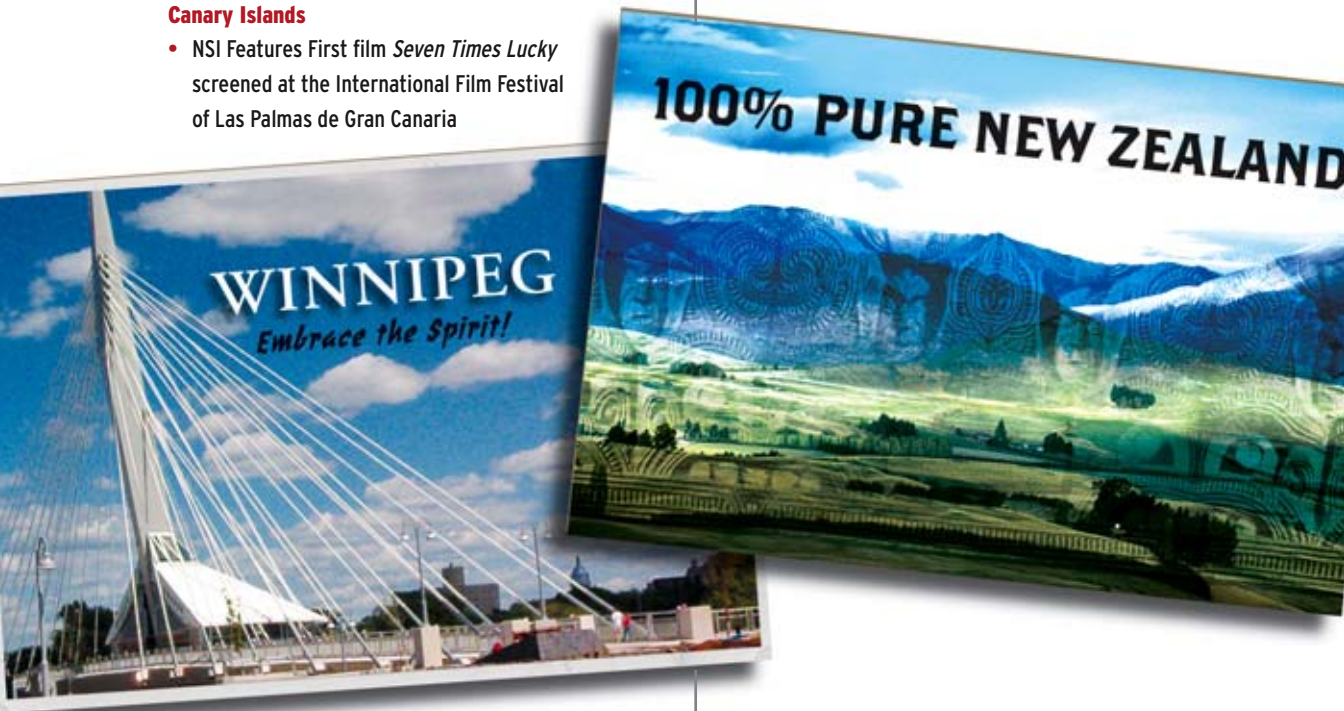
- NSI Features First film *Seven Times Lucky* screened at the International Film Festival of Las Palmas de Gran Canaria

Edinburgh, Scotland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Dundee, Scotland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase



Tricase, Italy

- NSI Features First film *Seven Times Lucky* screened at the 2004 Salento International Film Festival.

Abidjan, Ivory Coast

- 1998 NSI Drama Prize film *Appelez-Moi Alex/Call Me Alex* screened at Festival International du Court métrage d'Abidjan

Auckland, New Zealand

- Aboriginal Cultural Trade Initiative (ACTI) Participants' Trade Mission

Wellington, New Zealand

- Aboriginal Cultural Trade Initiative (ACTI) Participants' Trade Mission

Glasgow, Scotland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Inverness, Scotland

- NSI Features First film *Seven Times Lucky* screened as part of The Toronto International Film Festival Group's Film Circuit's Fourth Annual Canadian Cinema Showcase

Barcelona, Spain

- NSI Features First film *Seven Times Lucky* had a theatrical release

Madrid, Spain

- NSI Features First film *Seven Times Lucky* had a theatrical release

Valencia, Spain

- NSI Features First film *On the Corner* screened at Cinema Jove International Film Festival
- NSI Features First film *Seven Times Lucky* had a theatrical release



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CHUM

professional leadership

Brandice Vivier-Burns, Program Manager, NSI ZeD Drama Prize

Prior to joining NSI, Brandice Vivier-Burns was the Specialist for the CTV Television Programming Benefits Department where she negotiated and drafted development and license agreements for CTV, the Comedy Network and the Discovery Channel, as well as preparing compliance reports for the CRTC. She also worked in the Canadian Dramatic Programming Department where she acted as the business coordinator for independent producers on all Canadian dramatic programming developed and licensed by CTV.

Brandice also coordinates the NSI Global Marketing, NSI Totally Television and Spark Plug Programs.

Jim Murphy, Program Manager, NSI Features First

Jim Murphy has over 30 years experience working in commercial feature film distribution with Canadian companies Bellevue Films, Astral Films, Malofilm, and Motion/T.V.A. Films. Through these companies he has also represented a number of U.S studios.

He has been involved in the acquisition and marketing of hundreds of international productions and such disparate Canadian films as *Dead Ringers*, *Porky's*, *The Lotus Eaters*, *Better than Chocolate*, *Ginger Snaps*, *Duct Tape Forever*, and *Century Hotel*.

From 1994 to 1996 Jim served as part of the Senior Management of the Ontario Film Development Corporation as Director of Market Initiatives, Skills Development and the Non-Theatrical Film Program.

Brendon Sawatzky, Training Programs Coordinator

Brendon Sawatzky has been working in the film industry for 13 years. In addition to coordinating the NSI Features First Program and the Industry Centre at the annual NSI FilmExchange Canadian Film Festival, Brendon is an accomplished film and music video writer, director and producer. He produced his first film, *Inertia* in 2001, which won the Best Canadian First Feature Award at the Toronto International Film Festival and screened in many festivals around the world. He is currently producing his next film.

Judith McCann, Program Manager, Aboriginal Cultural Trade Initiative 2003-04

Judith McCann has over 20 years senior executive experience in film and television in Canada, New Zealand and Australia. She served as Deputy Director of Telefilm Canada where she was responsible for co-productions and negotiated Canada's co-production agreement with New Zealand, Executive Director of the NZFC, and CEO of the South Australian Film Corporation. Judith returned to Canada in 2000 and established her international consulting business mPICS (Motion Picture International Consulting Services) Group. Judith was appointed to CEO of Film New Zealand, in June 2004.

Monique Rajotte, ACTI 2005 Program Coordinator

Monique Rajotte joined the National Screen Institute - Canada (NSI) in 2002. In addition to coordinating the NSI Aboriginal Cultural Trade Initiative, she is the Festival Coordinator for the NSI FilmExchange Canadian Film Festival, and manages the information technology of the organization. She has also been the HRDC Youth Outreach Program Coordinator at NSI.

Monique has a wealth of experience in film, television, theatre and festivals, including working with the Winnipeg International Writers Festival, Winnipeg Folk Festival, Winnipeg Film Group, *The Atwood Stories*, and the Vancouver Folk Festival.

**Kit Redmond, Program Manager,
NSI Totally Television**

Kit Redmond is a partner and an executive producer at RTR Media, a company dedicated to creating international brands for the television marketplace. Kit has more than 25 years experience working in television as a reporter, host, producer, executive producer and production executive. She's worked for and with broadcasters across North America. Kit works with the NSI running the Totally Television Program and the Telefilm Spark Plug Program. She's the Vice-Chair on the board of directors of Toronto Women In Film and Television.

**Lisa Meeches, Program Manager,
Aboriginal Youth Pilot Project**

Lisa Meeches brings 18 years of experience to this position. She is an Executive Producer and the President of Eagle Vision Inc. and Meeches Video Productions, two Winnipeg-based production companies. She has executive produced many well-known programs including *The Sharing Circle* and *Tipi Tales*.

**Melissa Kajpust, Program Manager,
Aboriginal Youth Pilot Project**

Melissa Kajpust is an award-winning writer, has worked as a writer and director for both film and television, and has led workshops and courses for Film Training Manitoba, Red River College Continuing Education and the Manitoba Institute for Gifted Students.

**Mickey Rogers, Program Manager,
NSI Global Marketing**

Mickey Rogers brings 20 years of experience in film and television to the Global Marketing Program. As one of the founding partners of Forefront Entertainment Group, she was responsible for the building of an integrated film and television production and distribution company. She launched award-winning productions such as *Madison*, *The Adventures of Shirley Holmes*, and *The Magician's House*. Her presence in both the national and international television communities has garnered her a stellar reputation forming key strategic alliances with broadcasters, financiers and international production houses.

**Bill Evans, NSI FilmExchange Canadian Film Festival
Director of Showcase** (to June, 2004)

A film writer and director in his own right, Bill Evans is also an award-winning events producer, and has a broad range of film festival and programming experience including five years as the programmer of Edmonton's Metro Cinema. He has worked at Pacific Cinematheque, Vancouver Film Festival and the Moving Pictures Film Festival before joining NSI. Bill is currently the Director of Programming at the Whistler Film Festival.

**Liz Janzen, NSI Director of Programming and
NSI FilmExchange** (since August 2004)

Liz Janzen brings nearly 20 years of experience in film and television to NSI. Her hands-on film training began with eight years of freelance work on Manitoba film shoots, followed by producing the critically acclaimed program *Shameless Shorts* for WTN which required the acquisition of short films from around the world. Her most recent film role was as the program coordinator for the Canadian Film Centre's Worldwide Short Film Festival.

Liz's television resume includes Development Manager, Western Independent Production, for CTV Network, Acting Director of Programming for Showcase Diva and Showcase Action at Alliance Atlantis Broadcasting, and a founding staff member for the Women's Television Network.

nsistaffandfaculty

STAFF

Susan Millican

Chief Executive Officer

Marci Elliott

Senior Director, Marketing & Development

David Pollock

CMA, Director of Finance

Liz Janzen (since August 2004)

Director of Programming

Tracy Flett

Manager, Marketing and Communications

Brandice Vivier-Burns

NSI ZeD Drama Prize Program Manager
Program and Development Coordinator

Brendon Sawatzky

Training Programs Coordinator

Ursula Lawson (since May 2004)

Office Manager

Monique Rajotte

ACTI/FilmExchange Coordinator

Chris Vajcner

Publicity & Media Relations

Bill Evans (to June 2004)

NSI FilmExchange Director of Showcases

Lisa Blake (to May 2004)

Office Manager

FACULTY

Sarah Adams, Breakthrough Films & Television Inc.

Cheryl Ashton, Producer

Andrew Austin, ThinkFilm

Kathy Avrich-Jonson, Humewood Communications Corporation

Cameron Bailey, Film Critic

Norma Bailey, Willow Island Films Inc.

David Barlow, Screenpages Inc.

Hugh Beard, Force Four Entertainment

Michael Beard, Independent Post-Production Supervisor

Kim Bell, Camera/lighting expert

Beverley Bettens, CTV

Karla Bobadilla, The Harold Greenberg Fund

Diane Boehme, CHUM Television

Norm Bolen, Alliance Atlantis

Tracey Boulton, T.L. Boulton Productions

Caryl Brandt, Manitoba Motion Picture Industry Association

Jamie Brown, Frantic Films

Brett Burlock, Theatrical Feature Films & Television Movies,
CHUM TV

Nicole Butler, Barna Alper Productions

Tassie Cameron, c/o Epitome Pictures

Rita Carbone-Fleury, Distribution Consultant

Alf Carboni, Technical Coordinator, AYPP

Anne Carey, This is That Productions (US)

Sally Catto, CBC Television

Jason Charters, NSI ZeD Drama Prize Alumnus

Shirley Cheechoo, Filmmaker

Semi Chellas, Yosemite Arts Inc.

Jennifer Chen, Flow Distribution

Louise Clark, CTV

Wayne Clarkson, Telefilm Canada

Clare Cockell, National Bank of Canada

Jim Compton, CHUM

Lise Corriveau, Telefilm Canada

Dave Courchene, First Nations Spiritual Advisor

Rob Cousins, Cineplex Galaxy

Tecca Crosby, CTV

Bob Culbert, CTV

Warren Currell, Sherpa Games

Caterina De Nave, TV3 (New Zealand)

Norman Denver, c/o Barna Alper Productions

Kevin DeWalt, Minds Eye Entertainment

Ian Dimerman, National Bank of Canada

Rebecca DiPasquale, CHUM Television

Mike Dowse, Writer/Director

Sherold Edwards, CTV

Tara Ellis, Alliance Atlantis

Stephen Ellis, Ellis Entertainment

Noah Erenberg, director

Glyn Evans, Stonehenge

Kirsten Forbes, Radical Entertainment

Joy Forde, Consultant

John Frizzel, Story Editor

Rachel Fulford, Alliance Atlantis Broadcasting

Sean Garrity, Director

Michael Ghent, Global Television

Dave Gibson, The Gibson Group (New Zealand)

Rebecca Gibson, Working with actors/camera techniques

Bruce Glawson, Telefilm Canada

Bryan Gliserman, Odeon Films

Noam Gonick, Writer/Director

Lesley Grant, CTV

Nancy Gregory, Director/journalist

Julie Hackett, Editor

Karen Lee Hall, Water Pictures

Nicole Hamilton, NSI Totally Television Alumnus

Robert Hardy, CTV

Lyna Hart, First Nations Spiritual Advisor

Jim Heber, Jim Heber Casting

Harriett Heller, Telefilm Canada

Jane Henderson, RBC Royal Bank of Canada

Jeff Hiebert, MidCanada Production Services

Gord Higham, MidCanada Production Services

Victoria Hirst, Feature Film Producer, *Twist*

Nicole Hoey, Cinco Cine Productions (New Zealand)

Mark Horowitz, Feature Film Distribution Executive (US)

Thomas Howe, THA Inc.

Kyle Irving, Independent producer

Liz Jarvis, Producer

Joan Jenkinson, Vision TV
Victor Jerrett-Enns, Winnipeg Film Group
Shereen Jerrett, Story Editor
Melissa Kajpust, AYPP Program Manager
Carl Karp, CBC
Brian Katz, Immersion Studios
Stephen Kelly, Portfolio Entertainment
Karen King, Toronto 1
Greg Klymkiw, Producer in Residence, Canadian Film Centre
Paul Kroeker, MidCanada Production Services
Phyllis Laing, Buffalo Gal Pictures
Martin Larocque, Telefilm
Kirsten Layfield, Alliance Atlantis
Dylan Leiner, Sony Pictures Classics (US)
Anne Marie LeMay, Distraction Formats
Tom Lepp, Digital MultiMedia Instructor, Red River College
Ira Levy, Breakthrough Films & Television Inc.
Steven Lewis, Heenan Blaikie
Jenny Lewis, Jenny Lewis Casting
Vanessa Loewen, AYPP Program Coordinator
Samatha Linton, RTR Media Inc.
Anita Lubosch, sound expert
Joe MacDonald, National Film Board
Dave Mahoney, Konamerra Films Inc.
Leah Mallen, Producer
Michelle Marion, Astral Television Networks
Terry Markus, Lawyer
Pia Marquard, CBC Television
Michael Marshall, Cinematographer
Aaron Martin, Executive Producer/Head Writer, *Degrassi: The Next Generation*
Paul Mather, Supervising Producer, *Corner Gas*
Jackie May, Feature Film Writer, *Siblings*
Derrick Mazur, Director, Producer
Judith McCann, ACTI 2004 Program Manager
Karen McClellan, NSI Totally Television Alumnus
Dan McMullen, RBC Royal Bank
Lisa Meeches, AYPP Program Manager
Peter Meyboom, Producer/Line Producer, *The Newsroom*
Laura Michalchyshyn, Sundance Channel
Jan Miller, Lowenbe Holdings
Susan Millican, NSI CEO
Peter Mitchell, Story Editor
Sonia Morris, National Bank of Canada
Maureen Morrish, NSI FilmExchange Outreach Program Coordinator
Peter Moss, Corus Television Group
Shirley Muir, AYPP Employment Counselor
Jim Murphy, Distribution Expert & Features First Program Manager
Stephen Murphy, Oasis International
Mark Nabess, NSI FilmExchange Outreach Program Coordinator
Ruba Nadda, Writer/Director, *Sabah*
Susin Nielsen, Writer
Alberta Nokes, Vision TV
Allan Novak, NSI Global Marketing Alumnus

Margaret O'Brien, Barna Alper Productions
Louise O'Brien Moran, Manitoba Film & Sound
Kim O'Grady, AYPP Assistant Employment Counselor
Deborah Osborne, Dybosphere Inc.
Glynnis Paraha, Maori Television (New Zealand)
Jeff Peeler, Frantic Films
Brad Pelman, Lions Gate Films
Dan Petrie, Jr., Director/Writer/Producer
Pat Phillips, Alliance Atlantis
Marguerite Pigott, Independent Film and Television Consulting
Ken Pittman, Red Ochre Pictures
Jeremy Podeswa, Feature Film & Television Director, *The Five Senses, Carnivale*
Robyn Posner, Alliance Atlantis
Kit Redmond, NSI Totally Television Program Manager and pitching expert
Cynthia Reyes, Innoversity/ProMedia International Inc.
Dawn Roache, APTN
Russ Robertson, Deluxe Sound & Picture
Mickey Rogers, NSI Global Marketing Program Manager
Jim Russell, Heenan Blaikie
Brendon Sawatzky, Producer
Roopa Shaw, Astral
Wayne Sheldon, MidCanada Production Services
Roy Sherbo, MTS Television Services
Christine Shipton, Blueprint Entertainment
Andrew Shire, MidCanada Production Services
Mark Skaggs, Electronic Arts Los Angeles
Kari Skoglund, Director
Lynne Skromeda, Frantic Films
Shane Smith, Canadian Film Centre Worldwide Short Film Festival
Scott Smith, Director
Greg Spottiswood, NSI ZeD Drama Prize Alumnus
Peter Strutt, Telefilm Canada
Catherine Stuart, Film Finances
Paul Suderman, Cinematographer
Kim Todd, Original Pictures
Devan Towers, Original Pictures
Greg Traill, Maori Television (New Zealand)
Brandice Vivier-Burns, NSI Program and Development Coordinator
Rob Wales, Cineplex Galaxy
Tara Walker, Manitoba Motion Picture Industry Association
David Weaver, Feature Film Director, *Siblings*
Jordan Wheeler, Writer
Doug Wilkinson, Deluxe Sound & Picture
Barb Williams, Global Television Network
Deborah Wilson, Astral
Tony Wosk, Telefilm Canada
Michael Wray, Line Producer
Debra Wynter, CAVCO
Elizabeth Yake, True West Films
Gary Yates, Writer/Director
Brian Young, Sony of Canada Ltd. Content Creation Division
Ken Zorniak, Frantic Films

partnersandsponsors

OPERATING GRANTS

The National Screen Institute - Canada operates with ongoing funding from Telefilm Canada through Canadian Heritage, and Manitoba Culture, Heritage and Tourism. Additional support provided by Patrons: Global Television Network, CTV and CBC Television. Further support provided by our Partner: Warner Bros. Canada Inc.

NSI FILMEXCHANGE CANADIAN FILM FESTIVAL 2005

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Canada Council for the Arts
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Driver Media
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Presenting Sponsor

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Additional Funding

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Alliance Atlantis

Global Television Network through the CanWest
Foundation

Telefilm Canada

Trade Routes Contributions

Program of the Department of Canadian Heritage

ABORIGINAL YOUTH PILOT PROJECT

Centre for Aboriginal Human Resource Development
(CAHRD)

Human Resources and Skills Development Canada
(HRSDC)



nsiffinancials

auditors' report

TO THE DIRECTORS OF NATIONAL SCREEN INSTITUTE - CANADA:

We have audited the statement of financial position of National Screen Institute – Canada as at March 31, 2005 and the statements of operations, net assets and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2005 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

The previous year's comparative financial statements were audited by another firm of public accountants.

Meyers Norris Penny LLP

Chartered Accountants

Winnipeg, Manitoba

May 5, 2005

National Screen Institute - Canada

statement of financial position As at March 31, 2005

	2005	2004
ASSETS		
Current		
Cash (Note 3)	449,581	270,514
Investments (Note 4)	16,740	16,481
Accounts receivable	500,114	520,902
Prepaid expenses	55,002	31,056
	1,021,437	838,953
Property and equipment (Note 5)	42,967	46,831
Restricted cash (Note 3)	250,000	250,000
	1,314,404	1,135,784
LIABILITIES		
Current		
Accounts payable	200,872	133,129
Deferred revenue (Note 6)	606,768	515,356
Current portion of obligation under capital leases (Note 7)	1,570	1,377
	809,210	649,862
Obligation under capital leases (Note 7)	6,184	7,752
	815,394	657,614
NET ASSETS		
Net assets invested in capital assets	42,967	46,831
Internally restricted net assets	250,000	250,000
Unrestricted net assets	206,043	181,339
	499,010	478,170
	1,314,404	1,135,784

Approved on behalf of the Board



DIRECTOR



DIRECTOR

The accompanying notes are an integral part of these financial statements

National Screen Institute - Canada

statement of operations

For the year ended March 31, 2005

	2005	2004
Revenue		
Aboriginal Youth Pilot Project	158,618	-
Administration	264,712	266,031
Drama Prize Program	169,625	162,650
Features First Program	151,885	190,650
Global Marketing Program	259,477	284,708
Research and Development	210,000	247,000
Showcases - FilmExchange	388,037	344,952
Spark Plug	39,631	-
Totally Television Program	212,705	240,437
	1,854,690	1,736,428
Contribution of goods and services	413,343	350,383
	2,268,033	2,086,811
Expenses		
Aboriginal Youth Pilot Project	161,435	-
Administration	261,589	274,414
Drama Prize Program	169,778	152,710
Features First Program	167,151	164,352
Global Marketing Program	268,711	307,380
Research and Development	169,703	225,303
Showcases - FilmExchange	442,334	413,789
Spark Plug	39,629	-
Totally Television Program	153,520	157,063
	1,833,850	1,695,011
Contributions of goods and services	413,343	350,383
Excess of revenue over expenses	20,840	41,417

The accompanying notes are an integral part of these financial statements

National Screen Institute - Canada

statement of changes in net assets For the year ended March 31, 2005

	INVESTED IN CAPITAL ASSETS	RESTRICTED	UNRESTRICTED	2005	2004
Net assets					
Balance, beginning of year	46,831	250,000	181,339	478,170	436,753
Excess (deficiency) of revenue over expenses	-	-	20,840	20,840	44,417
Investment in capital assets	11,042	-	(11,042)	-	-
Amortization	(14,906)	-	14,906	-	-
Balance, end of year	42,967	250,000	206,043	499,010	478,170

The accompanying notes are an integral part of these financial statements

National Screen Institute - Canada

statement of cash flows For the year ended March 31, 2005

	2005	2004
Cash provided by (used for) the following activities		
Operating activities		
Net earnings	20,840	41,417
Amortization	14,906	14,884
	35,746	56,301
Changes in working capital accounts		
Accounts receivable	20,788	117,197
Prepaid expenses and deposits	(23,946)	(23,330)
Accounts payable and accruals	67,936	27,415
Deferred revenue	91,412	95,867
	191,936	273,450
Financing activities		
Advances of obligation under capital leases	-	9,129
Repayments of obligation under capital leases	(1,568)	(3,180)
	(1,568)	5,949
Investing activities		
Purchases of property and equipment	(11,042)	(33,636)
Increase in cash resources	179,326	245,763
Cash resources, beginning of year	286,995	41,232
Cash resources, end of year	466,321	286,995

The accompanying notes are an integral part of these financial statements

1. NATURE OF OPERATION

The National Screen Institute ("NSI") - Canada was incorporated on April 7, 1986, under Part II of the Canada Corporations Act as a corporation without share capital. NSI's Vision Statement: "NSI is recognized nationally and internationally as Canada's preeminent training institution serving our most promising writers, producers, and directors in film, television and emerging media environments." NSI's Mission Statement: "NSI supplies innovative, focused, applied professional training, leading participants to successful careers as writers, directors, and producers in Canada's film and television industry." NSI has its head office in Winnipeg, Manitoba. Annually, its major event is the organization, promotion and administration of its Canadian Film Festival: "FilmExchange."

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and reflect the following significant accounting policies:

MEASUREMENT UNCERTAINTY

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectibility. Provision is made for amortization of property and equipment based on an estimate of their useful lives. These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in income in the periods in which they become known.

PROPERTY AND EQUIPMENT

Property and equipment are stated at cost. Property and equipment are amortized using the straight-line method at the following annual rates:

Computer equipment	20.0 %
Computer software	20.0 %
Program equipment	20.0 %
Furniture and fixtures	12.5 %
Leasehold improvements	20.0 %
Office equipment	20.0 %

CONTRIBUTION OF GOODS AND SERVICES

NSI records contributions of donated goods and services as both revenue and expenses at estimated fair market value of advertising, travel, and production and technical expense.

REVENUE RECOGNITION

The Organization follows the deferral method of accounting for contributions. Restricted and unrestricted contributions are recognized as revenue in the year in which the related expenses are incurred or as receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

INCOME TAXES

NSI is a not-for-profit charitable organization registered under the Income Tax Act, and as such, is exempt from income taxes and is able to issue donation receipts for income tax purposes.

National Screen Institute - Canada

notes to the financial statements (continued)

3. CASH

Cash balances are maintained in a monthly savings account with tiered interest rates ranging from .25% to .75%.

4. INVESTMENTS

Investments are held in a money market mutual fund reported at fair market value. Fair market value is equal to cost plus accrued interest to date. The rate of interest earned is floating based on the mutual fund performance.

5. PROPERTY AND EQUIPMENT

	COST	ACCUMULATED AMORTIZATION	2005 NET BOOK VALUE	2004 NET BOOK VALUE
Computer equipment	14,753	9,105	5,648	1,132
Computer software	10,825	8,776	2,049	2,813
Program equipment	11,725	7,854	3,871	3,251
Furniture and fixtures	30,594	20,653	9,941	11,580
Leasehold improvements	39,678	28,445	11,233	15,743
Office equipment	126,547	116,322	10,225	12,312
	234,122	191,155	42,967	46,831

Office equipment includes assets under capital lease with a gross cost of \$21,024 (2004 - \$21,024), and accumulated amortization of \$14,122 (2004 - \$12,150).

6. DEFERRED REVENUE

	2005	2004
Administration	27,000	21,500
Drama Prize Program	103,000	88,000
Features First Program	58,615	40,000
FilmExchange	-	10,000
Global Marketing Program	114,790	135,000
Totally Television Program	101,551	220,856
Aboriginal Cultural Trade Initiative	39,565	-
Aboriginal Youth Pilot Program	73,569	-
Spark Plug	88,678	-
	606,768	515,356

National Screen Institute - Canada

notes to the financial statements (continued)

7. OBLIGATION UNDER CAPITAL LEASE

	2005	2004
Agreement with Citicorp Vendor Finance bearing interest at 13.28% per annum, requiring blended monthly payments of \$208.90 to March 2009, secured by office equipment with a net book value of \$6,902 (2004 - \$8,874).	7,754	9,129
Less: current portion	1,570	1,377
	6,184	7,752

The total repayments on the obligations under capital leases for the next four years are as follows:	2006	1,570
	2007	1,792
	2008	2,046
	2009	2,346
		7,754

8. REVENUE

	2005	2004
Contributions of Goods and Services <i>(Note 2)</i>	413,343	350,383
Foundations/Trusts	-	15,000
Manitoba Culture, Heritage & Citizenship	160,500	148,000
Federal Agencies	265,827	99,550
Provincial Agencies	97,768	72,000
Municipal Agencies	24,500	38,500
Telefilm	648,587	688,600
Private Sector	601,968	611,406
Project Revenue	51,828	58,342
Interest Earned	3,712	5,030
	2,268,033	2,086,811

9. COMMITMENTS

NSI has negotiated a \$275,000 Credit Facility acknowledged October 28, 2004, with RBC available at the borrower's option: a \$75,000 corporate Visa account for miscellaneous travel and other expenses; and \$200,000 demand operating and/or overdraft loan secured by accounts receivable.

Interest on amounts due are payable at prime plus 1.25%. Security is a general security agreement registered in Manitoba. Notwithstanding compliance with covenants of credit facility, borrowings are repayable on demand.

NSI entered into a three-year office lease for 3,500 sq.ft. at 206-70 Arthur Street which commenced November 2003. Minimum annual net rent is \$29,750 per year plus GST, plus operating costs.

Future minimum lease payments:	2006	29,750
	2007	19,832

National Screen Institute - Canada

notes to the financial statements (continued)

10. FINANCIAL INSTRUMENTS

The Organization as part of its operations carries a number of financial instruments. It is management's opinion that the Organization is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

FAIR VALUE DISCLOSURE

For cash, short term investments, accounts receivable and accounts payable, the carrying amounts of these financial instruments approximates their fair value due to their short term maturity or capacity of prompt liquidation.

CREDIT CONCENTRATION

Financial instruments that potentially subject the Organization to concentrations of credit risk consist mainly of accounts receivable from private funders and government bodies. At March 31, 2005 the Organization had \$289,589 in accounts receivable from three different sources. These amounts are considered collectible.

11. RESTRICTED FUND

These funds have been internally restricted by NSI's Board of Directors as the estimated cost in the event of winding up the operations of NSI.

12. ECONOMIC DEPENDENCE

A major portion of NSI's revenue is derived from donations and funding grants. As a result, any reduction in funding may affect NSI's ability to continue future operations.

13. INTEREST PAID

Interest paid during the year totalled \$1,393 (2004 - \$522).

National Screen Institute - Canada

all programs budgeted projections April 1, 2005 - March 31, 2006

REVENUE	
Federal Government	110,251
Federal Agencies	49,754
Telefilm	776,798
Municipal Government	28,500
Province of Manitoba	148,000
Provincial Agencies	113,982
Foundations	103,500
Private Sector	871,615
Project Revenue	52,850
Interest	3,500
Contributed Services	-
TOTAL REVENUE	2,258,750

The presented budgeted projections are unaudited

National Screen Institute - Canada

all programs budgeted projections (continued)

EXPENSES	
Administration	
Accounting/Audit	5,000
Advertising and Promotions	25,000
Public Relations	500
Legal	12,600
Bank And Service Charges	2,624
Insurance	3,000
Board Costs	25,716
Communications	1,215
Premises Costs	53,440
Leasing/Interest/Depreciation	35,512
Office Maintenance/Services	8,135
Office Supplies	1,269
Postage and Courier	1,600
Photocopying	400
Travel	2,080
Memberships	1,290
Staff Costs	129,252
Statutory Payroll Costs	7,562
Health Care Benefits	5,831
RSP Benefits	10,635
Contract Salaries Admin	16,000
Total Administration	348,661
Program Delivery	
Advertising and Promotions	126,915
Public Relations	24,600
Office Supplies	3,565
Postage and Courier	8,438
Photocopying Costs	2,820
Communications	9,802
Contract Projects	353,735
Staff Costs	455,748
Statutory Payroll Costs	22,277
Health Care Benefits	20,348
RSP Benefits	26,273
Travel	341,088
Production and Technical	63,322
Meetings and Receptions	59,240
Awards and Bursaries	272,343
Memberships/Subscriptions	61,522
Venue Rental	35,897
Total Program Delivery	1,887,931
TOTAL EXPENSES	2,236,592
Net Surplus / (Deficit)	22,158



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