



national screen institute annual report 08/09

MOVERS & SHAKERS



MOVERS & SHAKERS

trey anthony: CREATOR, STAR, 'DA KINK IN MY HAIR

'da Kink in My Hair follows the lives of a group of women at Letty's, a bustling hair salon in Toronto's Caribbean community. The concept was created by Toronto-based actor/comedian/producer trey anthony, and business partner Ngozi Paul.

What originally started as a one-woman show became a play focusing on the lives of black women - a combination of trey's personal story and gossip she has heard woven through. *'da Kink* made its full-length debut at the 2001 Toronto Fringe Festival and sold out every night. In 2004 a one-hour TV special, *Kink in My Hair* aired on VisionTV. In 2005 *'da Kink in My Hair* opened at the prestigious Princess of Wales Theatre - the first Canadian play ever staged there. It was so popular it had to be extended five times!

trey and producer Damion Nurse developed the series *'da Kink in My Hair* through the **NSI Totally Television** program during the 2004-05 session. It debuted on Global Television in fall 2007 and recently completed season two.

NSI Totally Television was exactly what we needed to move 'da Kink in My Hair from a successful stage play to a viable television series," said trey. "The writing support, pitching sessions and program manager Kit Redmond's leadership gave us the confidence and tools we needed to find a broadcaster and remain on the air since fall 2007.

'da Kink in My Hair stars Ordena Stephens-Thompson, trey anthony, Ngozi Paul, Eli Goree and Daniel J. Gordon.



Cover and this page: trey anthony as "Joy" on *'da Kink in My Hair*.

“A person who is a mover and shaker is a highly respected, key figure in their particular area with a lot of influence and importance.” www.usingenglish.com

NSI PROFILE

The National Screen Institute - Canada (NSI), a non-profit organization with headquarters in Winnipeg, is Canada's national film, television and digital media training school for writers, directors and producers. Training is anchored in the philosophy that the best way to learn is by doing.

Our market-driven training programs have led to employment and successful careers for graduates by giving them a competitive edge. According to the 2008 NSI alumni survey, 96% of respondents are working in the film and TV industry.

NSI's training programs are led by experts in film, television and digital media - they deliver intensive workshops and seminars and provide participants with professional mentoring. Participants are not required to pay tuition fees or permanently relocate, which eliminates barriers for the most promising young talent in the country.

Generally, program participants train in one centre for a short period of time (referred to as “boot camp”). They then return to their home communities and work with local, expert mentors on their projects under the leadership of the program manager, ensuring the inherent growth of regional film, television and digital media sectors.

After more than 22 years of training and with over 600 alumni, NSI continues to develop and deliver training to meet the industry's needs. We produce works that appeal to Canadians and help advance careers that will grow the Canadian industry and contribute to the regional and national economies, stimulating employment for the long term. NSI leads in the design and delivery of programs that provide training to Canada's visible minority and Aboriginal screen professionals. NSI also commits to showcasing Canadian short films and providing professional development resources online.

NSI MISSION

NSI delivers professional, market-driven, innovative and cutting-edge programming that meets the needs, direction and future trends of the Canadian and global media marketplace leading participants to successful careers as content creators and industry professionals.

NSI STRUCTURE

A board of directors (up to 20 members), chaired by Jamie Brown, CEO & Executive Director, Frantic Films, oversees the operations of NSI. Susan Millican, CEO, reports directly to the board which is comprised of leading production, broadcast and legal talents in the Canadian industry.

FUNDING

For fiscal 2008-09 NSI is proud that it derived 41% of its total revenues from corporate sponsorships demonstrating the industry's strong support of our initiatives. Another 1% came through earned revenues from our programs and the remaining 58% was derived from 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. With the elimination of the National Training Program in the Film and Video Sector in the 2009-10 fiscal and in consideration of the global economic situation, NSI executive management and board are working to ensure that no NSI training programs are cancelled. Various new streams of revenue are being explored and the organization looks forward to new and renewed partnerships with its family of private sector and remaining government sponsors.

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MESSAGE FROM THE CHAIR



Recognized as one of Canada's top independent producers, Frantic Films has created award-winning productions that have set numerous ratings records and air in more than 80 countries. In addition to his duties as CEO, Jamie is the creator, producer and executive producer of more than 120 hours of programming.

The reason I volunteer my time on the NSI Board is because it's a great organization, staffed by fantastic people that attracts new voices that constantly amaze me with their abilities.

I am pleased to present the National Screen Institute's annual report for 2008-09.

It has been an incredible year with some daunting hurdles and significant successes.

Our year began with two important accomplishments: NSI's first digital media training program, **NSI playWRITE**, was launched and we completed a significant redesign of the NSI website.

In August 2008, we were faced with some unexpected challenges: news that the National Training Program in the Film and Video Sector would be cancelled, followed shortly thereafter by CEO Susan Millican's serious car accident, necessitating her absence from the office for many months.

I am very happy to report that Susan is now well on her way to a full recovery. In her absence, the NSI board, executive management and staff came together quickly to develop a plan to take the organization through this difficult time while continuing to offer its core training programs to the industry.

Thanks to their efforts, while some programs were adjusted, no NSI training programs were cut. Our staff and associate faculty kept on delivering superior training and our alumni continued to find success throughout this period of instability. Proof of that success can be seen in the record-high number of NSI-developed television programs now on the air through **NSI Totally Television**, **DiverseTV** and **NSI Storytellers** and the screening of **NSI Drama Prize** films around the world.

The plan developed to deal with our funding shortfall is in place and will give NSI time to explore replacement financing options while maintaining our key programs. Efforts will continue to search out new partnerships and additional financial support to allow NSI to continue offering the training programs that

have helped so many talented Canadians. While some new initiatives have been suspended, despite the many obstacles faced, the NSI team still managed to deliver new film curriculum: the **Featuring Aboriginal Stories Program**.

Allow me to once again recognize and applaud the efforts of those at NSI who stepped up to face the increased demands made of them to keep us on track this year. We have successfully managed through this difficult time due to the amazing efforts of NSI executive management – Susan Millican, Paul Moreau, Liz Janzen and David Pollock; our incredible NSI staff, Board Vice-Chair Christine Shipton and committee chairs Brad Pelman (Corporate Development & Marketing), Marlene Kendall (Finance) and Louise Clark (Programming) as well as the rest of the NSI Board of Directors.

This is a year of transition within the board and with gratitude for their longtime commitment to NSI, we say goodbye to past Chair Laura Michalchyshyn, past Vice-Chair Alexandra Raffé, and members Tom Perlmutter and Kirstine Layfield. We are pleased in turn to welcome Cindy Witten from the National Film Board of Canada.

Despite the challenges we have faced and those still ahead, we look forward to the future and to continuing to develop this country's next generation of movers and shakers in film, television and digital media. Read on.

Jamie Brown
Chair, NSI Board of Directors
CEO and Executive Producer, Frantic Films

"WHY I VOLUNTEER ON THE NSI BOARD"



Christine Shipton
(Vice-Chair)

CANWEST MEDIA INC.
SVP DRAMA & FACTUAL CONTENT

"I believe I can offer a perspective to NSI management as to the needs of the Canadian industry. I also believe in the "virtual" style of training endorsed by NSI. The programs offered are result driven. Successful projects come out of the programs run by NSI. I also believe that senior executives in the television and film communities owe it to our industry to give time to training directions. The results are good for all of us."



Marlene Kendall
(Finance Chair)

MANITOBA LOTTERIES CORPORATION
AUDIT & RISK MANAGEMENT PROFESSIONAL

"I am passionate about strong educational opportunities. NSI is a premier training organization with high calibre staff and board leadership. It is a privilege to be a part of this group and to lend my skills in the areas of risk management, internal controls and corporate governance."



Louise Clark
(Programming Chair)

PRODUCER/FILM & TELEVISION CONSULTANT

"Susan Millican talks me into it and I enjoy seeing the exciting, effective and tangible results from this excellent training organization."



Brad Pelman
(Corporate Development & Marketing Chair)

MAPLE PICTURES CORP.
COO

"I believe in the practical approach to training and believe that I can contribute to the future success of the students who participate in NSI training programs."



Carole Vivier

MANITOBA FILM & MUSIC
CEO/FILM COMMISSIONER

"The organization is well run and the programs absolutely have an impact on developing talented professionals across Canada - the results are very tangible and measurable. It is extremely rewarding to see the efforts reflected in award-winning projects along with the economic and cultural impact on the Canadian economy."



Bruce Leslie

CRESWIN PROPERTIES LTD.
VICE PRESIDENT, MARKETING & COMMUNICATIONS

"It is better to try and contribute at the front end of any industry. Good, functional training is basis for a healthy vibrant industry. And the cocktail parties."



Cindy Witten

NATIONAL FILM BOARD OF CANADA
DIRECTOR GENERAL, ENGLISH PROGRAMS

"I volunteer because of NSI's particular commitment to supporting and nurturing Aboriginal talent. NSI's success is demonstrated by the fact that their graduates work in the film and TV industry throughout Canada."

“WHY I VOLUNTEER ON THE NSI BOARD”



Ron Suter

EVP NBC UNIVERSAL TELEVISION
DISTRIBUTION CANADA & EVP UNIVERSAL
STUDIOS CANADA INC.

“I am proud to be associated with one of
Canada’s pre-eminent film and television
training institutions.”



Michael A. Levine

GOODMANS LLP, BARRISTERS & SOLICITORS
PARTNER

“I value this training and feel that giving
back to the community in this way is
an effective means of utilizing decades
of experience to help guide our future
storytellers.”



Kirstine Layfield

CBC TELEVISION
EXECUTIVE DIRECTOR OF NETWORK
PROGRAMMING

“As head of programming for CBC English
Television, I appreciate and we all benefit
from a strong production community.
Combined with my personal conviction
behind the importance of arts in defining
Canadian culture, being an NSI board
member is a privilege.”



Raja Khanna

GLASSBOX TELEVISION INC.
CO-CEO

“I believe NSI is key to driving the future
of our industry.”



Paul Gratton

FILM & TELEVISION CONSULTANT

“I believe NSI delivers results, is available
to a wide range of aspiring creators from
all parts of the country, and generates
skills that will result in job placements
within the industry. And it’s well run.”



Jean LaRose

APTN
CEO

“I believe that the programs NSI delivers
are extremely valuable and important in
that they are unique and innovative, meet
or exceed professional standards, yet are
accessible to anyone who is serious about
pursuing a career in the industry.”



Norm Bolen

CANADIAN FILM & TELEVISION PRODUCTION
ASSOCIATION (CFTPA) PRESIDENT & CEO

“I really feel that by supporting NSI I am
helping them to fulfill their key role of
nurturing talent and bringing diversity to
our industry.”



Bill Roberts

S-VOX
PRESIDENT & CEO

“I got into media 40 years ago to employ
broadcasting as a tool for learning and
wonder. NSI is the best training entity
in Canada for rubber hits the asphalt
education in the key media arts. Being
on the NSI Board is the positive payback I
happily invest in a younger and hopefully
even wilder generation of creative
Canadians.”



L TO R: *Wapos Bay*, *Less Than Kind*, *Cashing In*.

There is a well-known saying: "It takes a village to raise a child."

To borrow from this philosophy, it can also take a "village" to develop an emerging filmmaker, prepare a mid-level producer for her first international market, or help a writer package his script to impress an executive producer.

This is what NSI does every day. We work with the movers and shakers of our industry to develop the next generation with the most valuable market-driven training they need and deserve for a sustainable career. An associate faculty of over 170 people has our participants' backs. Here are a few examples from fiscal 2008-09:

SOUL, a six-part drama series developed through **DiverseTV**, created by program grads Andy Marshall and Abi Marshall and developed with Nigel Hunter, premiered on VisionTV. In 2005 NSI launched **DiverseTV** in partnership with VisionTV offering visible minority and Aboriginal writers the chance to tell their stories.

In 2007, responding to market-need, NSI in association with APTN redesigned **NSI Storytellers** to develop above-the-line Aboriginal broadcast talent. The writer, producer and director phases led to ***Cashing In***, a half-hour drama/comedy series that premiered on APTN and Showcase.

Three **NSI Totally Television** programs are on the air: ***Wapos Bay***, ***Less Than Kind*** and ***'da Kink in My Hair***.

NSI playWRITE is NSI's first digital media training program. With Zeros to Heroes Media, Telefilm Canada and industry support one of the graduates already has a job with Disney Propaganda and two more have secured internships there.

The **NSI Online Short Film Festival** is giving filmmakers an expansive audience for their work and film fans free entertainment and education via artist interviews. The **NSI Online Industry Centre** provides valuable professional development from many sources in many forms.

In my professional career I've always been a part of that village - mentoring and educating and working with the movers and shakers in the business to help train and develop new ones. Last summer I was involved in a car accident that left me unable to work for several months. While I was kept in the loop on significant information and decisions, for the first time I watched a village at its finest, and it made me very proud.

The NSI staff, especially executive management, took on the challenge of my absence and funding and economic situations with intelligence, leadership, strength, skill and good humour. The NSI board led by Jamie Brown was supportive and generous in their advice and availability. Everyone allowed me to focus on my recovery with the assurance NSI was going to continue its successes.

Turn the pages and be inspired by this village...

Susan Millican
Chief Executive Officer
National Screen Institute - Canada



Susan began her award-winning career as a documentary producer at CBC. She taught TV production and journalism at Red River College in Winnipeg pioneering new curriculum and an innovative Aboriginal broadcast journalism program. Susan is past Vice President of Programming for the Women's Television Network. She was appointed CEO of NSI in 2002. She proudly chooses to live in Winnipeg.

NSI STAFF AND FACULTY



David Pollock

NSI DIRECTOR OF FINANCE

David has been with NSI since 2003. He manages all financial aspects of the organization, oversees human resources and is NSI's Personal Information Officer. He received his Certified Management Accountant designation in 2000 and has worked in both the profit and not-for-profit sectors. He's also an expert in anything related to James Bond, Indiana Jones and Frodo.



Paul Moreau

NSI DIRECTOR OF BUSINESS DEVELOPMENT

Paul joined NSI in 2005 and is responsible for developing and maintaining the organization's funding partnerships. Previously a senior executive within the wealth management industry he has 25 years' experience in corporate and public sector environments as a marketing, communications, investor relations and business development professional. Paul is an avid golfer and a classic rock and blues aficionado.



Liz Janzen

NSI DIRECTOR OF PROGRAMMING

Liz joined NSI in 2004. She oversees all training programs and the NSI Online Short Film Festival. She was a development manager for CTV, programmer at Alliance Atlantis Broadcasting, manager of acquisitions at WTN and programming coordinator for the Canadian Film Centre's Worldwide Short Film Festival in 2002. She considers coffee a vital food group.



Joy Loewen

NSI PROGRAM MANAGER

Joy manages NSI Drama Prize and the director phase of NSI Storytellers. She has experience as a broadcaster, producer and trainer. She was acquisitions manager at WTN in addition to producing several seasons of an international fashion show *In Fashion*. Prior to NSI, she was an associate producer at CBC Television. She may have the world's biggest collection of eye glasses.



E. Jane Thompson

NSI DRAMA PRIZE ADVISOR

Two-time Gemini award winner - and NSI graduate - E. Jane Thompson has directed prime time dramatic television in Canada, award-winning short films, and a movie of the week. She is currently developing two features, *The Berliner Complex* and *Wild Mouth*. Jane is proud to be one of the founders of Women in Film and Television-Toronto (WIFT).



Lisa Meeches

NSI NEW VOICES PROGRAM MANAGER

Lisa is executive producer and president of Eagle Vision Inc. and Meeches Video Productions. Her corporate mandate is to work on projects that speak the truth and inspire humanity, as she displayed during her 16 seasons as executive producer, producer and host of the *The Sharing Circle*, as executive producer of *Tipi Tales*, and through her documentaries and television specials.



Ursula Lawson

NSI MANAGER, PROGRAM SUPPORT

Ursula has been with NSI for five years. She has worked on many of its training programs in a variety of capacities. Her responsibilities include Operations Manager, NSI New Voices; Coordinator, NSI Global Marketing; Interim Coordinator, NSI Totally Television; and Executive Assistant to the NSI Board of Directors. She loves the adrenaline rush she gets doing crossword puzzles in ink.



Mickey Rogers

NSI GLOBAL MARKETING PROGRAM MANAGER

As a media consultant in Canada and internationally, Mickey's role has been to dramatically expand her clients' businesses and increase their profits. She is a Certified Executive Coach from Royal Rhodes University. Some of her clients have included Martha Stewart Omnimedia, Creative Business Wales, numerous independent international producers and Corus Entertainment.



Kit Redmond

NSI TOTALLY TELEVISION PROGRAM MANAGER

Kit is the managing partner at RTR Media Inc., a television production company specializing in producing factual entertainment series for the international marketplace. She's created and/or produced programs such as *Maxed Out* and *Facelift*. Kit developed the Innoversity Open Door Pitch and served twice as the WIFT/Banff/Warner Brothers Mentor. In 2008 Kit won the WIFT Mentorship Award.



Brandice Vivier-Burns

NSI MANAGER, PROGRAMS & DEVELOPMENT

Brandice has worked in the film and television industry for 15 years. At NSI she currently works with the NSI Totally Television program. She has also worked with NSI Storytellers, NSI Drama Prize, NSI Pitch to Win!, NSI Global Marketing, Telefilm Canada Spark Plug and DiverseTV. She is a cheese connoisseur - the more aromatic the better.



Marguerite Pigott

NSI FEATURES FIRST PROGRAM ADVISOR

Marguerite is currently Creative Development Group Lead for Super Channel, Canada's only national pay television broadcaster. Previously, Marguerite programmed the Canadian selection of feature films for the Toronto International Film Festival and was Vice President of Development and Production for Odeon Films, an Alliance Atlantis company.



Brendon Sawatzky

NSI MANAGER, TRAINING PROGRAMS

Brendon manages NSI Features First and coordinates NSI playWRITE. He managed NSI Movie Camp and the industry centre at NSI FilmExchange. He produced two features: Sean Garrity's *Inertia* and Matt Bissonnette's *Who Loves the Sun*, plus several shorts. He is a producer of the Comedy Network series *House Party*. One day Brendon will rule the world.



Nis Bojin

NSI PLAYWRITE PROGRAM MANAGER

Nis is a PhD candidate at Simon Fraser University in the Interactive Arts program and a product designer at Zeros 2 Heroes Media. With interests in conceptual and theoretical game design as well as the language and philosophy of 'play', Nis is currently invested in researching the relationship between notions of play and work in massively multiplayer online games.



Liz Jarvis

FEATURING ABORIGINAL STORIES PROGRAM PROGRAM MANAGER

Liz joined Winnipeg-based Buffalo Gal Pictures in 1995, contributing as producer, production executive, production and post supervisor, and assistant director. Most recently, Liz co-produced Gary Yates' *High Life* (Berlinale 09) and Cherien Dabis' *Amreeka* (Sundance, Cannes FF 09). She produced *The Stone Angel* (Toronto IFF 07) with writer/director Kari Skogland.



Liz Hover

MANAGER/PRODUCER, NSI WEBSITE

In 2003 Liz left England and headed to Canada. Fast forward a few years and her internet addiction, dedication to social media and online marketing brought NSI into the Web 2.0 world. She's been a marketing and communications manager, magazine editor and press officer. Both Liz and her beloved Shih Tzu Sadie - the official dog of NSI - are avid bloggers.



Glynis Corkal

NSI MANAGER, MARKETING & COMMUNICATIONS

Glynis has worked in marketing, publicity, communications, sponsorship sales and fundraising for many of Winnipeg's arts and not-for-profit groups. At NSI she works with the team to oversee all facets of marketing and publicity. She's also a Winnipeg Blue Bomber fan and member of the Winnipeg Philharmonic Choir.



Lauren MacDiarmid

NSI LOGISTICS COORDINATOR

Lauren has been with the National Screen Institute since 2004. Her position includes planning events, providing support for programs including NSI Drama Prize and NSI Features First and technical aspects of the NSI Online Film Festival. She is a rhythmic gymnast and coach and represented Canada at World Gymnastrada in 2007.



Chris Vajcner

NSI MANAGER, CORPORATE COMMUNICATIONS

Chris has worked in communications for 15 years, including seven in various roles at WTN. She has been with NSI since 2003, first as publicist and now in corporate funding and marketing, including management of the NSI annual report. She can prove that all roads lead to the Olympics and/or figure skating.



DESIGN STUDIO



INTERACTIVE COMMUNICATIONS AGENCY

MESSAGE FROM THE NSI ALUMNI CHAIR



Kirk Shaw has been CEO of Insight Film Studios since the company's inception in 1990. His producer credits now list over 100 movies-of-the-week, a dozen independent features, three dramatic series, one sitcom and one reality series, plus at least six documentary/factual series. In 2008, under Kirk's tutelage Insight delivered 35 movies including several theatrical releases featuring Ashton Kutcher, Michelle Pfeifer and Ashley Judd.

The reason I'm involved with the National Screen Institute is because I had a dream and desire to make films, to tell stories and to create.

Following three years of producing award-winning audio tours for museums and art galleries, I won a competition to make a short film through NSI which directly exposed me to the world of television.

NSI mentors for my short film included leading Canadian writers, directors, producers and broadcasters who selflessly imparted to me years of wisdom that remain the backbone of my career. It would be no exaggeration to say that without my NSI experience, Insight Film Studios would never have grown into Canada's largest production company. Now the roles are turned and I have the opportunity to mentor up and coming filmmakers and hope that I too can pass along that same wisdom to a new generation.

2008-09 was an exceptional year for NSI alumni, too many successes to mention on this page, but here are some highlights.

- **House Party**, a hilarious comedy series premiered on The Comedy Network with **NSI Features First** alumni Kyle Bornais and Brendon Sawatzky producing, and John Barnard directing some episodes.
- **NSI Drama Prize** grad Trevor Anderson walked the red carpet at Grauman's Chinese Theatre in Hollywood for the screening of his short film **Carpet Diem** at AFI Fest, run by the American Film Institute.
- Urban Shaman Gallery in Winnipeg celebrated **NSI Aboriginal Youth Pilot Project** alumnus Darryl Nepinak as a writer, producer and director in an exhibition entitled *Return to Sender* - a series of his work.

- **NSI Features First** alumni team producer Liz Jarvis and director Gary Yates combined again for the feature **High Life**, which celebrated its world premiere at the Berlin International Film Festival. Liz also co-produced the feature **Amreeka**, which had its world premiere at the Sundance Film Festival.
- Director Justin Simms and producer Anna Petras, alumni of **NSI Drama Prize**, celebrated a theatrical and DVD release of their feature **Down to the Dirt**.
- **NSI Totally Television** alum Anne Marie Scheffler wrote and stars in **Not Getting It** a popular cabaret style show in Toronto.
- At the 2009 Sundance Film Festival, a film I produced - **Helen** - starring Ashley Judd, was selected to the Spectrum Section.

Visit the NSI Alumni Fund and alumni news pages at www.nsi-canada.ca for more great news about some very exciting movers and shakers.

Kirk Shaw
Chair, NSI Alumni Fund
CEO & President
Insight Film Studios Ltd.



CLOCKWISE FROM TOP LEFT: Set of *House Party* (NSI alum Kyle Bornais in striped shirt); Alumni at NSI Banff reception: L TO R: Dennis Jackson, Trevor Cameron, Nicola Little, Dennis Hrapchuk; L to R: Tara Walker - OnScreen Manitoba, Liz Jarvis and Gary Yates at a special *High Life* screening; *Amreeka*; Anne Marie Scheffler in *Not Getting It*; NSI Drama Prize alum Justin Simms' and Anna Petras' feature film poster.

NSI AWARD-WINNING FAMILY: CONGRATULATIONS!

Some of the accolades won by NSI alumni this year:

Gemini Awards

NSI Global Marketing grad Laura Lightbown (2003) - for Best Prime Time Drama Series for *Intelligence* - Season 2 (with Chris Haddock, Arvi Liimatainen)

NSI Global Marketing grad Barbara Shearer (2005) - Best Writing in an Information Program or Series for *Pretty Dangerous* - 'Elena Kiejliches'

NSI Features First grad Trevor Hodgson (1998) (with David Paperny, Tracey Friesen, Terence McKeown, Cal Shumiatcher) - Best Biography Documentary Program for *Confessions of an Innocent Man*

Wapos Bay (developed through NSI Totally Television by Dennis Jackson and Anand Ramayya) for Best Individual or Ensemble Performance in an Animated Program or Series

National Aboriginal Achievement Award for the Arts

Dennis Jackson (2002-03 NSI Totally Television, 2004 NSI Aboriginal Cultural Trade Initiative) and Melanie Jackson (2005 NSI Storytellers)

CFTPA Indie Awards

NSI Global Marketing grad Laura Lightbown (2003) - for Best Prime Time Drama Series for *Intelligence* - Season 2 (with Chris Haddock, Arvi Liimatainen)

Women in Film and Television Awards

Virginia Thompson (NSI Features First 1999-00) Creative Excellence Award

Danishka Esterhazy (NSI Drama Prize 2004, NSI Features First 2006-07) Kodak New Vision Mentorship

Screenwriting / pitching awards

2008-09 NSI Totally Television participant Terry O'Brien won first prize at the 2008 Final Draft Big Break International Screenwriting Competition for his original feature film *Flesh and Blood*

NSI Drama Prize 2007-08 grad Pat Mills won the Telefilm Canada Pitch This! competition at the 2008 Toronto International Film Festival. The \$10,000 prize will be used to develop his feature film proposal *Don't Talk to Irene*

Film festival awards

NSI Drama Prize film *The Auburn Hills Breakdown* (writer/director Geoff Redknapp, producer Katie Weekley) won:

- South African Horrorfest-Best Homage/Spoof Film
- FanCine-Festival de Cine Fantastico of the University of Malaga (Spain) - Best International Short voted by jury and Audience Choice Best International Short
- Lund International Fantastic Film Festival (Lund, Sweden) - Audience Choice Award: Best Short Film - Live Action
- Comic-Con International Independent Film Festival (San Diego) - Best Humour/Parody Film

NSI Drama Prize film *Dinx* (writer/director Trevor Anderson, producer William Minsky) won:

- Fairy Tales Calgary Lesbian and Gay Film Festival, Audience Award for Best Short Film
- Shortlisted for the Iris Prize, Iris Prize Festival (Cardiff, Wales)

NSI Drama Prize film *Apparent Woes* (writer/director Lisa Robertson, producer Karitsa Tye) won:

- Annual WorldFest-Houston Silver Remi Award for Best Short Comedy

NSI Drama Prize film *Silver Road* (writer/director Bill Taylor, producer Elise Cousineau) was:

- Shortlisted for the Iris Prize, Iris Prize Festival (Cardiff, Wales)

Congratulations to faculty and board members:

Gemini Award for NSI Board member Raja Khanna (along with Richard Lachman; Quick Play Media, Galafilm Inc.) for Best Cross Platform Project: *Race to Mars Interactive*

Genie Award for NSI Honorary Chair Paul Gross (with Niv Fichman, Francis Damberger and Frank Siracusa) for Best Motion Picture: *Passchendaele*

CFTPA Indie Award for NSI Board of Directors Chair Jamie Brown (with Jennifer Horvath) - for Best Lifestyle or Reality Programme or Series: *Til Debt Do Us Part*

Women in Film and Television Mentorship Award for NSI Totally Television Program Manager Kit Redmond

MESSAGE FROM THE NSI HONORARY CHAIR

This past year a dream of mine finally became reality with the release of *Passchendaele*. It was a project very dear to my heart and to watch it go from script to screen was a long and worthwhile journey and something I'll never forget. I hope that my experiences will inspire other Canadian filmmakers to stand by their projects and have ambition, vision and patience putting together the team that will make their dream come true.

We work in a community of movers and shakers - people that get things done: distributors, broadcasters, mentors, financiers, technical crew, production executives and so many more. Each plays an important role defining our industry and helping it move forward in stable and challenging times.

NSI has a key role developing movers and shakers - through their training programs they employ those at the top of their game to help mold and mentor participants who will be tomorrow's leaders.

I have been very fortunate to be recognized with several honours and nominations as a result of *Passchendaele*. It has been exciting to see so many NSI alumni and board also acknowledged by such organizations as the Writers Guild of Canada, Canadian Film & Television Production Association (CFTPA) and the Academy of Canadian Cinema & Television (ACCT), in addition to DVD releases, broadcast premieres and dozens of film festival screenings.

We live in uncertain economic times. When you look at an organization like NSI however, you can't help but feel hopeful that our business is in good hands for the present and future. NSI has helped develop many successful screen professionals over their 22 years by adapting programs to the needs of the market and using the industry's movers and shakers to show the way.

I am proud to be involved with NSI and respect their dedication to growing the Canadian film, television and digital media landscape.



Paul Gross
Honorary Chair, National Screen Institute - Canada
Filmmaker



Known foremost as an actor, Canadian Paul Gross is also a writer, producer and director. His portrayal of Constable Benton Fraser on *Due South*, a drama series he co-wrote and executive produced, won international acclaim. His directorial debut, *Men with Brooms*, broke Canadian box office records. Paul's World War One epic, *Passchendaele* was recently released on DVD.



TOP: Laura Lightbown; Trevor Hodgson; MIDDLE: Pat Mills;
BOTTOM: Danishka Esterhazy; Dennis and Melanie Jackson.

NSI Drama Prize graduates continue their screen development. From NSI Drama Prize 2007-08 Alyson Richards, Pat Mills, and Bill Taylor are now training through NSI Features First, and Shelagh Carter was selected for the Canadian Film Centre Feature Film Directors' Lab.

nsi DramaPrize

national screen institute

NSI Drama Prize is the longest-running program at NSI. Emerging filmmakers receive one year of professional support and training in the various stages of filmmaking while developing and producing a quality short film. To date over 200 writers, directors and producers have gone through this acclaimed training program.

Up to four teams receive a one-week intensive boot camp in Winnipeg for each discipline of writing, directing and producing. Teams return home to continue their work. Selected teams moving forward in the program receive \$10,000 in cash support; over \$30,000 in services; and mentoring from established industry leaders to produce their short film.

NSI Drama Prize is led by Joy Loewen, Program

Manager. E. Jane Thompson has joined the NSI Drama Prize team as a program advisor.

Boot camp training facilitators are Jeff Peeler (producer), Shereen Jerrett (writer) and E. Jane Thompson (director).

This past year NSI Drama Prize films screened in 27 cities in 11 countries. See page 26 for the list.

NSI Drama Prize 2008-09 was made possible by Presenting Sponsor Telefilm Canada and Program Partner The Brian Linehan Charitable Foundation.

See page 28 for a complete list of program sponsors.

NSI Drama Prize 2009-10 teams



The Closer You Get to Canada (VANCOUVER, BC) by producer Les Lukacs and writer/director John Bolton.



Subway Harmonies (TORONTO, ON) by writer Peter Murphy, director Leah Cameron and producer Alexander Molenaar.



Hangnail (TORONTO, ON) by writer/director Cavan Campbell and producer Norma Mendoza.



Still Love (TORONTO, ON) by director Joe Kicak, producer Harold "Hank" Gay and writer Heli Kennedy.

NSI DRAMA PRIZE

NSI Drama Prize 2008-09 teams



The Curiosity of Penny Parker (TORONTO, ON) by producer Paul Lachowich and writer/director Ryan Hanson. AWARD SPONSOR: Rogers Group of Funds. PROVINCIAL SPONSOR: Ontario Media Development Corporation. MENTORS: Larry Bain & Michael Mabbott.



The Way It Used To Be (formerly *Til Death Do Us Part*) (TORONTO, ON) by producer Sandra Picheca, writer Bob Mackowycz and director Sarah Lazarovic. AWARD SPONSOR: Brian Linehan Charitable Foundation. PROVINCIAL SPONSOR: Ontario Media Development Corporation. MENTOR: David Storey.



In Between (TORONTO, ON) by producer Brigitte Boucher and writer/director Nadine Valcin. AWARD SPONSOR: NSI Alumni Fund. PROVINCIAL SPONSOR: Ontario Media Development Corporation. MENTORS: Brian Campbell & Steve Wright.



Countdown (ST. JOHN'S, NF) by producer Laura Churchill and writer/director Jordan Canning. AWARD SPONSOR: Telefilm Canada. MENTOR: Anna Petras.

TRAINER SPOTLIGHT

Jeff Peeler
President and Executive Producer
Frantic Branded Content + Commercials

As a producer and executive producer, Jeff helps big brands establish awareness through internationally-distributed short content and advertising solutions for clients such as Wal-Mart and MTV Worldwide. His long-form projects include work as executive producer on the multi-award winning *Forever Changed* for The Canadian Museum for Human Rights and Gemini Award-winning *Peter Jordan's Grey Cup Adventure* for CBC Sports.

I strive to create a comfortable and creative atmosphere for producer participants in NSI Drama Prize. They have to take in an incredible amount of information. And it's a challenging business. Producers must be open to learning throughout their careers and that attitude towards learning has to start here.

BACKGROUND: participants in editing suite.



Jim Murphy Filmmakers Bursary

NSI established the Jim Murphy Filmmakers Bursary in memory of the former NSI Features First program manager who passed away in 2007. The first team awarded the \$2,500 award for their creative marketing proposal was *Hunter Hunter* by Megan Heke and Shawn Linden.

nsi FeaturesFirst national screen institute

NSI Features First is a professional development program for writers, producers and directors working on their first or second feature film. During training filmmakers hone their script and learn about the business aspects of feature film development.

Up to four teams are selected each year for this 10-month program. After two intense training sessions participants continue work on their projects in their home communities. Several deadlines must be met throughout the year to advance. Participants whose projects meet all the deadlines, and are accepted into the final phase of the program, create marketing materials and pitch packages to take to the Toronto International Film Festival.

NSI Features First is led by Brendon Sawatzky, Program Manager and Marguerite Pigott, Program Advisor.

In January 2009 writer/director Adam Smoluk (2005-06) shot his feature *Foodland* in Winnipeg and is currently in post-production. The comedy caper follows a naïve grocery clerk as his life spirals out of control when he inadvertently helps his inept manager rob the store.

Writer/director Jason Lapeyre (2006-07) has entered into a partnership with production company Original Pictures to bring his project *I Declare War* (formerly *War*) to the screen. They plan to start production in the summer of 2009.

NSI Features First 2008-09 has been made possible by Presenting Sponsor Telefilm Canada and Program Partners The Brian Linehan Charitable Foundation and Canwest.

See page 28 for a complete list of program sponsors.

NSI Features First 2008-09 teams



Hunter Hunter (WINNIPEG, MB) by writer/director Shawn Linden and producer Megan Heke.



Rebel Angels (WINNIPEG, MB) by producer Polly Washburn, writer Bradley Sawatzky and director Shereen Jerrett.



The Retreat (TORONTO, ON) by director Pat Mills and writer/producer Alyson Richards.



The Summer We Ran (TORONTO, ON) by producer Richard Blonski and writer/director Bill Taylor.

NSI Features First 2007-08 teams



The Berliner Complex (TORONTO, ON) by writer Katherine Collins, producer Daniel Bekerman and director E. Jane Thompson.



Born Into This (TORONTO, ON) by writer/director Emmanuel Shirinian and producer Darren Portelli.



Extinction (NORTH VANCOUVER and VANCOUVER, BC) by director Cory Kinney, writer Sarah Dodd and producer Suzan Derkson.



Mrs. Lee (TORONTO, ON) by producer Melissa Taylor and writer/director Edmond Chan.



Daughter of the Bride (formerly ***Skin to Skin***) (VANCOUVER, BC and TORONTO, ON) by co-writer/director Ines Buchli and co-writer/producer Marlene Rodgers.



World Leaders Gone Wild (HALIFAX, NS) by producer Sean T. Doyle and writer/director Iain MacLeod.

NSI FEATURES FIRST

TRAINER SPOTLIGHT

Jan Miller
Pitching Expert

Jan was instrumental in starting the National Screen Institute, plus the NSI Features First and NSI Drama Prize programs. Her world renowned pitching workshops are in demand across Canada, the Berlin Talent Campus, Cannes, China, South Africa, Cuba and Guadalajara. Twelve years ago Jan presented the first Strategic Partners and continues to direct this globally popular co-production market.

My style of instruction is interactive, direct, candid and practical because screen professionals need to know the "straight goods" if a project has potential or not in the marketplace - and if not, why not so that they can continue to move forward...

BACKGROUND: Alum Adam Smoluk on the set of *Foodland*.

NSI TOTALLY TELEVISION

TRAINER SPOTLIGHT

Karen King
Production Executive, Drama Content
Canwest Broadcasting

Karen is supervising scripted series for Canwest. She is a member of Canada's Who's Who and has won many awards including the International Rockie Award, African-Canadian Excellence in Media Award and Gemini's Canada Award twice. She was the first black woman in Canada to produce a feature film and is the founder of NFB's Reel Diversity Competition.

My style of instruction is to be as open and candid as possible so new entrants can avoid spinning their wheels in their attempts to understand broadcasters.



NSI Totally Television 2008-09 participants with Ursula Lawson and Kit Redmond (centre).



At Banff World Television Festival, L TO R: Ziad Touma, Phillip Kalin-Hajdu, Kit Redmond, Joseph Kay, Corey Marr.

BACKGROUND: scene from 'da Kink in My Hair

NSI Totally Television 2008-09 teams

Welcome to Greenburg (TORONTO, ON) by producer Arlene Hazzan Green and writer Lisa Robertson.

Crossroads (formerly *Breeders*) (VANCOUVER, BC) by producers Aubrey Arnason and Julia Anderson, and writer Peter Benson.

Queensbury Rules (formerly *Cabbagetown*) (TORONTO and MOUNT ALBERT, ON) by producer Andrea Mullan and writer Terry O'Brien.

Boherbia (HALIFAX, NS) by producer Todd Jackson and writer Walter Forsyth.

Anderson Reed, P.M. (TORONTO, ON) by producer Borge Dorter and writer Samantha Reynolds.

The Pits (formerly *Boomtown*) (CALGARY, AB) by producer Grant Nolin and writer Trevor Alberts.

NSI Totally Television 2007-08 teams (phase two)

Get Happy (TORONTO, ON) by writer Joseph Kay and producer Corey Marr.

The Mighty Madigans (formerly *Ice Queens*) (HALIFAX, NS) by writer Mary Pedersen and producer Andy Pedersen.

Vets (MONTREAL, QC) by writer Phillip Kalin-Hajdu and producer Ziad Touma.

nsi Totally Television

national screen institute

NSI Totally Television is a two-phase, 10 month innovative, professional development program with a proven track record for training talented writer/producer teams to create and produce quality Canadian TV series that draw Canadian audiences. Up to six teams participate in phase one, including an intensive boot camp. Up to three teams are selected for phase two, which concludes with a trip to the Banff World Television Festival to pitch their project to broadcasters.

NSI Totally Television was led by Program Manager Kit Redmond, Brandice Vivier-Burns, NSI Manager, Programs & Development, Ursula Lawson, NSI Manager, Program Support and Liz Janzen, NSI Director of Programming.

Three series developed through the program are currently on air, with three in development:

Wapos Bay by producer Anand Ramayya and writer Dennis Jackson (2002-03) is completing its third season on APTN. Dennis was nominated for a 2008 Gemini Award for Best Writing in a Children's or Youth Program or Series.

'da Kink in My Hair by producer Damion Nurse and writer Trey Anthony (2004-05) is completing its second season on Global.

Less Than Kind by producer Chris Sheasgreen and writer Marvin Kaye (2004-05) is completing its first season on Citytv and season two is in production.

A television pilot for **Todd & the Book of Pure Evil**, a sci-fi comedy series by Executive Producers Anthony Leo and Craig David Wallace and writer Charles Picco (2004-05) was shot in March 2009 in Winnipeg for SPACE.

The Mighty Madigans by Mary Pedersen and Andy Pedersen (2007-08) is in development with CBC Television.

The Odds by Kirsten Newlands and Simon Davidson (2007-08) is in development with Telefilm as a feature film.

NSI Totally Television 2007-08 was made possible by Presenting Sponsor CTV and the CTV/CHUM Benefits and Program Partner Telefilm Canada.

See page 28 for a complete list of program sponsors.

nsi GlobalMarketing

national screen institute

NSI Global Marketing is a four-month intensive training and mentorship program for established Canadian television producers. Its goal is to help producers mold their projects into marketable products and connect with international partners at MIPTV in Cannes, France.

Participants take an intensive four-day training session to network, practice pitching and prepare for market. They also receive daily coaching from the program manager at MIP.

NSI Global Marketing is led by Mickey Rogers, Program Manager and coordinated by Ursula Lawson, NSI Manager, Program Support.

"France's DCCVTV buyer Nadia Corbino saw some of our one sheets at MIPTV, set up a meeting, and has since bought two of our series, *She's Crafty* and *Pure Design*. We also, even now, get emails from international broadcasters who

saw some of the one sheets and are following up with sales or at least strong interest." **Heather Hawthorn-Doyle, NSI Global Marketing 2008.**

"While on one of the NSI assisted markets, I sold my first documentary to Discovery Channel, *Avrocar! Saucer Secrets of the Past*. My most recent documentary, *Secrets of the Dinosaur Mummy* was sold to the same broadcaster - only the budget was 4 times the size and had participation with Discovery US, ARTE France and Germany." **Kevin Dunn, NSI Global Marketing 2002-03.**

NSI Global Marketing 2008 was made possible by Presenting Sponsor Canwest and Program Partner Telefilm Canada.

See page 28 for a complete list of program sponsors.

NSI Global Marketing 2009 MIPTV



(left to right)

John Bessai, CineFocus Canada (TORONTO, ON)
 Ursula Lawson, NSI Manager, Program Support
 Richard Meaney, Caché Film & Television (TORONTO, ON)
 Mickey Rogers, Program Manager
 Tim Tyler, Cheshire Smile Animation Inc. (SASKATOON, SK)
 Jennifer Pun Morrissette, Heroic Film Company Inc. (TORONTO, ON)

NSI Global Marketing 2008 MIPTV



(clockwise from top left)

Greg Hemmings, Hemmings House Pictures Inc. (SAINT JOHN, NB)
 Raj Panikkar, Georgian Entertainment (TORONTO, ON)
 Don Copeman, Alta Nova Pictures Inc. (REGINA, SK)
 Tyler McLeod, Pyramid Productions (CALGARY, AB)
 Mickey Rogers, Program Manager
 Heather Hawthorn-Doyle, Omni Film Productions Ltd. (VANCOUVER, BC)
 Ursula Lawson, NSI Manager, Program Support

NSI GLOBAL MARKETING

TRAINER SPOTLIGHT

Craig McGillivray
 Sales Executive
 Breakthrough Entertainment Inc.

After completing his education and some worldly adventure, Craig joined Breakthrough in 2007. He is responsible for sales in the Middle East, Pacific Rim, Central and Eastern Europe. While maintaining Breakthrough's existing relationships in the region he's fostered new relationships in the Middle East, Russia, Hungary, Asia, Australia, Czech Republic, and Poland with notable broadcasters HBO, TVP, Disney Japan, ABC, and POLSAT.

My style of instruction is easy going and honest because screen professionals need to know as much as possible about the international marketplace, objectively.

BACKGROUND: 2008 participants in Cannes, France.



NSI partnered with the Aboriginal Peoples Television Network (APTN) and S-VOX in the creation of the Suzanne Rochon-Burnett Fund to honour the memory of this exceptional Aboriginal media pioneer. The fund will support a female Métis in one of NSI's programs.

NSI New Voices 2008 graduates



Trinity Bruce (WINNIPEG, MB)



Dion Desjarlais (WINNIPEG, MB)



Ashley Hirt (WINNIPEG, MB)



Daniel Jebb (WINNIPEG, MB)



Alanais Moar (WINNIPEG, MB)

NSI New Voices 2008 INTERNSHIP HOSTS

APTN, Buffalo Gal Pictures, Citytv Winnipeg, Eagle Vision, Farpoint Films Inc., Manitoba Film & Music, Manito Ahbee Festival Inc., Merit Motion Pictures, NCI-FM, Noam Gonick (filmmaker), Strongfront Productions

nsi NewVoices

national screen institute

NSI New Voices is a full-time, 14-week training program based in Winnipeg for Aboriginal people aged 18 to 35 interested in a film and television career. The program is divided into two phases: classroom training and an industry internship. Students receive minimum wage throughout. The program provides a culturally-sensitive, well-rounded understanding of industry job requirements and aims to inspire

young Aboriginal people by exposing them to a variety of creative and challenging employment opportunities. All training is delivered by senior industry experts.

In 2008 the program drew participants from as far away as the Northwest Territories and British Columbia. After the graduation ceremony, which included thoughtful words from Aboriginal leader Elijah Harper, participants continued

their careers - some received additional training and others were contracted to work on film and television sets or branched out to find their places in other areas of the cultural industries.

NSI New Voices Program Manager is Lisa Meeches. Operations Manager is Ursula Lawson. Program Coordinator is Sam Vint and Program Assistant was Bertha Twin.

NSI New Voices 2008 was funded by Presenting Sponsor Manitoba Culture, Heritage, Tourism and Sport and Program Partners NBC Universal and the Centre for Aboriginal Human Resource Development (CAHRD).

See page 28 for a complete list of program sponsors.

NSI NEW VOICES



Fawnda Neckoway (WINNIPEG, MB)



Jasmine Netsena (YELLOWKNIFE, NT)



Marjorie Roden (WINNIPEG, MB)



Chantal Rondeau (VANCOUVER, BC)



Florence Spence (WINNIPEG, MB)



Ed Turner (WINNIPEG, MB)

TRAINER SPOTLIGHT

Andrea Menard
Actor, writer, singer/songwriter

Andrea recently reprised her role as Constable Tara Wheaton in the second season of *Rabbit Fall*, which airs on Space and APTN. She received a Gemini Award for Best Ensemble in an Animated Series for *Wapos Bay* and nominations for her leading roles in the film adaptation of *The Velvet Devil* and on *Moccasin Flats*.

The reason I'm involved with the National Screen Institute is because NSI nurtures and trains the next generation of Aboriginal filmmakers and I believe this generation is extremely important for balancing and resurrecting the true voice of Canada.

BACKGROUND: participants on their video shoot.



The National Screen Institute has delivered training to youth attending the Winnipeg Aboriginal Film Festival for the past two years. In 2008 NSI Storytellers grad Elizabeth Denny delivered screenwriting training, as part of NSI's associate faculty, to young people interested in the film and television industry.

Writers



(left to right)

Mike Gosselin (SASKATOON, SK), Joe Thornton (CALGARY, AB) - Showrunner mentee, Elizabeth Denny (WINNIPEG, MB), Trevor Cameron (SASKATOON, SK), Peter Lauterman (writer trainer), Keith Lawrence (HYTHE, AB), Adam Garnet Jones (TORONTO, ON).

Directors



(left to right)

Michelle Latimer (TORONTO, ON), Lori Lewis (QUATHIASKI COVE, BC), Cameron Lizotte (SASKATOON, SK), Tim Southam (director trainer), Adam Garnet Jones (TORONTO, ON), Tracey Deer (KAHNAWAKE, QC), Marie Clements (GALIANO ISLAND, BC).

nsi StoryTellers national screen institute

In 2007, responding to market need, NSI, in association with APTN, redesigned the NSI Storytellers program to develop above-the-line Aboriginal broadcast talent.

The result came in March 2009 with the premiere of *Cashing In*, a half-hour comedy/drama series set on Stonewalker First Nation, nestled comfortably beside an affluent beach community in Southern Manitoba. It airs on APTN and Showcase.

The program was divided into three phases: writer, director and producer.

Writers worked on all aspects of story development for a dramatic television series: concept, character creation, writing beat sheets and episode outlines and ultimately full drafts of half hour scripts.

Producers received short-term intensive training with industry experts and an internship on the set of *Cashing In*.

Directors received director-lab style training by Tim Southam and observed *Cashing In* director Norma Bailey on set.

Brandice Vivier-Burns is the NSI Storytellers Program Manager. Peter Lauterman was the facilitator for the writer phase, Liz Janzen managed the producer phase and Joy Loewen managed the director phase.

NSI Storytellers 2007/08 was made possible by Presenting Sponsor Aboriginal Peoples Television Network (APTN), and Program Partners NBC Universal, CTV and the CTV/CHUM Benefits and Manitoba Culture, Heritage, Tourism and Sport.

See page 28 for a complete list of program sponsors.

Producers



(clockwise from top left)
Roger Boyer (WINNIPEG, MB)
Liz Janzen (NSI Director of Programming)
Stephanie Scott (WINNIPEG, MB)
Tihemme Gagnon (COQUITLAM, BC)

NSI STORY TELLERS

TRAINER SPOTLIGHT

Tim Southam
Director

Tim's films include *The Bay of Love and Sorrows*, *The Tale of Teeka*, *One Dead Indian*, *Drowning in Dreams*, *Perreault Dancer* and *Satie and Suzanne*. His work has won critical acclaim and multiple awards, including three best directing Geminis and nominations for the Genie, Jutra and Grammy award.

My style of instruction is practice, because screen professionals need to know how to make their vision concrete with existing production resources.



BOTTOM & BACKGROUND: scenes from *Cashing In*.

NSI PLAYWRITE

TRAINER SPOTLIGHT

Tyler Sigman
Gaming Consultant

Tyler is an award-winning game designer, writer, instructor and reformed aerospace engineer. He was the lead designer and writer on *Age of Empires: the Age of Kings DS*. He owns Sigman Creative Services LLC, providing contract game design and writing services to game developers. His blog strangejourneys.com provides commentary into the daily life of a working creative.

I know how difficult it can be to break into a competitive, difficult field. I

hope to provide insight and a helping hand to promising talents. Ultimately, if I can give any type of the support that I could've used earlier in my journey, then that makes me happy.

NSI playWRITE participants



(back row/front row, left to right)

Rebecca Schneidereit (HALIFAX, NS), Calvin Leung (TORONTO, ON), Jennifer Lynne Young (HALIFAX, NS), James Wigmore (WHITEHORSE, YT), Kate Tremills (VANCOUVER, BC), Susan Patrick (MONTREAL, QC), Ryan FitzGerald (WINNIPEG, MB), Caley Gibson (WINNIPEG, MB), Amanda Doiron (OTTAWA, ON) Jeffrey Campbell (VANCOUVER, BC).



BOTTOM & BACKGROUND: students in session.

nsi playWRITE national screen institute

NSI playWRITE is NSI's first training program for the digital media industry. It was designed to find and train undiscovered Canadian writers, helping them break into the video game industry as 'narrative designers.'

This three-phase pilot program began in spring 2008. Phase one was an intensive week-long session led by well-established writers in the game industry. Phase two was two-months of independent project-based work where each participant designed a game-writing project under the mentorship of an industry game writer. In phase three, partner studios deliberated on participant projects in order to assign internships to deserving candidates. Graduate Jeffrey Campbell was hired by Disney's Propaganda Games as narrative designer, making him the first NSI playWRITE training program student to be hired by a major game development studio, and Amanda Doiron and Rebecca Schneidereit have received six month internships.

NSI playWRITE was led by Program Manager Nis Bojin and coordinated by Brendon Sawatzky, NSI Manager, Training Programs.

NSI playWRITE was made possible by Presenting Partner Telefilm Canada in association with Program Partner Zeros to Heroes Media.

See page 28 for a complete list of program sponsors.

FEATURING ABORIGINAL STORIES PROGRAM

TRAINER SPOTLIGHT

Elke Town
Storyworks

Elke has over 20 years experience in the film and television industry as a writer, producer, story editor, script consultant and financing executive. In 2006 she founded Storyworks, a company that works with writers, directors and producers to build better stories. She is passionate about movies and the art of storytelling.

I always assume that the writer knows a lot more about the story and the characters than what's on the page. It's my job to help the writer get it on the page within a structure that brings it all fully to life. Screen professionals need to know that the script is not just the creative template for a film it's also the basis for getting funding, distribution and a great cast and crew.



Participants at 'Jump Start to Film Immersion'.

Featuring Aboriginal Stories Program projects:

The Anthony Walsh Story by writer Kulchera Matson (VANCOUVER, BC).

The Hidden Path by producer/writer Richard Story, Footpath Productions Inc. (TORONTO, ON).

In Dios by writer Andrew Genaille (HOPE, BC)

The Last Place by producer Laura Milliken, Big Soul Productions Inc., and writer Adam Garnet Jones (TORONTO, ON).

Mush Hole by Lisa Jackson (VANCOUVER, BC).

Repatriation by producer Melanie Jackson, writer/producer Dennis Jackson, writer Trevor Cameron, Dark Thunder Productions Inc. (SASKATOON, SK).

Tombs by producer Evan Adams (VANCOUVER, BC) and writer/producer Marie Clements (GALIANO ISLAND, BC).

Lost in La Mancha by writer/director/producer Jeremy Torrie and producer Tanya Brunel, Chaotik Kreative Inc. (WINNIPEG, MB).

Chaman by producer Rachel-Alouki Labbé

(MONT ST-HILAIRE, QC) and writer Dave Jennis (MONTREAL, QC). Alouki Films Projeks Inc.

Ma Lignée by writer Micheline Marchand (PENETANGUISHENE, ON).

Légendes by writer Anne-Claire St-Onge (MONTREAL, QC).

These teams also attended the 'Jump Start to Film Immersion

Seven Bullets for Seven Brothers by producer Brian Joseph Francis (ELSIPOGTOG, NB) and writer Peter Murphy (CHARLOTTETOWN, PE).

Shot by writer Mike Gosselin (SASKATOON, SK).

Aurora by producer/writer Ken Schaffer, Metcom Productions Inc. (REGINA, SK).

Featuring Aboriginal Stories is an initiative of Telefilm Canada in partnership with the Aboriginal Peoples Television Network (APTN) for which the training component is being delivered by NSI.



See page 28 for a complete list of program sponsors.

The Featuring Aboriginal Stories Program is an initiative of Telefilm Canada in partnership with Aboriginal Peoples Television Network (APTN) for which the training component is being delivered by the National Screen Institute.



The program is aimed at Aboriginal cultural communities and was developed in consultation with Aboriginal industry representatives. The program encourages established audiovisual professionals to move into feature film.

Training began with 'Jump Start to Film Immersion,' a four-day intensive training session for all participants. The writers worked with story experts on their scripts while the producers learned about legal requirements, basic business for film, budgeting and breakdown, financing models and co-productions. Participants attended joint sessions on screenwriting, the development process, and distribution and the role of festivals.

Once home, participants continued to work on their projects during the program's mentorship phase with their respective story editors and producer mentors. In January 2009, a number of the producers also attended a five-day mission to the Sundance Film Festival.

The Featuring Aboriginal Stories Program was led by Program Manager, Liz Jarvis, NSI Director of Programming Liz Janzen and NSI Manager of Training Programs, Brendon Sawatzky.

BACKGROUND: participants in training.

NSI ONLINE

NSI ONLINE INDUSTRY CENTRE

The **NSI Online Industry Centre** is fast becoming the “go-to” place for emerging and professional Canadian content creators to access professional development resources and get a unique window into the business via exclusive audio and video interviews with key industry players and bloggers.

The centre was launched in June 2008 after much research and consultation with our alumni and industry experts.

Content at the **NSI Online Industry Centre** has a significant reach - visitors learn trends from key industry executives like Barbara Williams; emerging professionals learn about the breadth of the industry through articles and interviews by NSI’s designated online journalist Cheryl Binning and our bloggers; and people who discover our site through an organic search see their favourite stars and directors like Ron Howard, Clint Eastwood (via original **CityLights** interviews with Brian

Linehan) and Brent Butt, and learn about their crafts.

NSI has a brand presence on many industry-related sites plus YouTube, Facebook, Twitter, MySpace and Tumblr.

New content is frequently added to the **NSI Online Industry Centre**. A weekly e-newsletter is sent to thousands of contacts advising of NSI news and calls for program applications, new blog posts and interviews and alumni news. Every newsletter item links directly to the relevant web page at www.nsi-canada.ca. NSI’s website also has a dedicated information area for each program.

Liz Hover is the website manager/producer.

The NSI Online Industry Centre is made possible through Presenting Sponsor Telefilm Canada, as well as founding sponsors Rogers, Canwest, Insight Film Studios and Manitoba Film & Music.

See page 28 for a complete list of program sponsors.

NSI ONLINE SHORT FILM FESTIVAL

Launched in summer 2008, the **NSI Online Short Film Festival** is a year-round 100% Canadian film festival showcasing works from independent filmmakers.

The **NSI Online Short Film Festival** calls for film submissions four times a year, and new films are added to the website each week, helping grow a diverse library of films. NSI has continued its educational commitment to film showcases by offering filmmaker audio interviews. Presenting films online allows NSI to promote Canadian content and screen talent to the entire country and further reflects NSI’s embrace of digital media.

- The festival seeks short films no longer than 30 minutes.

- Entries are screened by an NSI selection committee.
- Genres can be drama, comedy, experimental, animation, sci-fi, horror, music video or short documentary but they must be Canadian.
- Four times a year, NSI presents the **\$2,500 A&E Short Filmmakers Award** to the best film, as chosen by a jury.
- Films are free to watch.
- No submission fee for filmmakers.

The **NSI Online Short Film Festival** is managed by Liz Janzen and website manager/producer Liz Hover, with technical coordination by Lauren MacDiarmid.

The **NSI Online Short Film Festival** is made possible by Presenting Sponsor Canwest.

See page 28 for a complete list of program sponsors.



NSI AROUND & ABOUT

MEETING THE MOVERS AND SHAKERS

NSI hosted and participated in several events in fiscal 2008-09 with four goals in mind:

- Build new corporate development relationships.
- Maintain and grow current partnerships with stakeholders.
- Facilitate networking between NSI grads/participants and industry leaders, staff, potential participants, sponsors and screen professionals.
- Promote NSI, its training programs and alumni successes to the screen community and supporters.

Although we reach people regularly through email, internet and phone, we highly value face time to exchange ideas in person and support regional events and advance sponsorship support.

Banff, Alberta - NSI hosted a networking reception at the Banff World Television Festival to celebrate NSI Totally Television grads and the announcement of the 2008-09 teams.

Vancouver, British Columbia - NSI staff hosted a networking reception at the Vancouver International Film Festival to celebrate the screening of the NSI Drama Prize film *Tigers at the Gate*; as part of NSI playWRITE, participants and staff attended VidFest.

Winnipeg, Manitoba - NSI presented NSI Drama Prize short films at the Moonlight Movies in the Exchange outdoor theatre; NSI presented a workshop at the Winnipeg Aboriginal Film Festival; NSI hosted a screening and party for NSI Features First alumni Gary Yates and Liz Jarvis' feature *High Life*; staff attended career fairs at local high schools and the Manitoba Film & Music Showcase.

Toronto, Ontario - NSI staff hosted a networking reception at the Toronto International Film Festival to celebrate NSI, its alumni and stakeholders; all five 2007-08 NSI Drama Prize films screened at the CFC Worldwide Short Film Festival, and NSI faculty attended a meet and greet session; NSI staff attended the Reel Asian Film Festival and hosted an information session.

San Francisco, California - NSI playWRITE faculty attended the Game Developers Conference to learn more about the market trends of the gaming industry in preparation for a future session of the program.



L TO R: Actor/director Charles Martin Smith, NSI's Paul Moreau; former Reel Asian Executive Director Joyce Wong with NSI's Joy Loewen at Reel Asian Film Festival.

DIVERSETV

In 2005 the National Screen Institute launched DiverseTV in partnership with VisionTV. This groundbreaking training program offered visible minority and Aboriginal writers the chance to tell their stories. DiverseTV was made possible through the exclusive support of VisionTV.

SOUL is the first DiverseTV project to go before cameras.

SOUL is a six-part, hour-long drama series developed through DiverseTV, created by program grads Andy Marshall and Abi Marshall and developed with Nigel Hunter. It premiered on VisionTV in February 2009.

Keshia Chanté, Canada's premier R&B artist, stars as Mahalia, a gifted young gospel singer on the verge of leaving behind the safety of church and family for the fast track to pop stardom.

DiverseTV grad Jari Osborne also has a feature film in development with VisionTV. She and Peter Lauterman are writers on a project being developed by Angel Entertainment.



Keshia Chanté stars in *SOUL*.

NSI MOVING & SHAKING ALL OVER THE WORLD

NSI across Canada

Banff, Alberta

NSI Totally Television projects *Get Happy* and *Vets* were pitched at the Banff World Television Festival

Calgary, Alberta

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Calgary International Film Festival, and NSI Drama Prize film *Dinx* screened at Fairy Tales Calgary Lesbian and Gay Film Festival

Edmonton, Alberta

NSI Drama Prize films *Tigers at the Gate* and *Dinx* screened at the Edmonton International Film Festival

Red Deer, Alberta

NSI Drama Prize films *The Auburn Hills Breakdown* and *Dinx* screened at the Central Alberta Film Experience

Vancouver, British Columbia

NSI Drama Prize film *Tigers at the Gate* screened at the Vancouver International Film Festival

Whistler, British Columbia

NSI Drama Prize films *Tigers at the Gate* and *The Auburn Hills Breakdown* screened at the Whistler Film Festival

Winnipeg, Manitoba

NSI Drama Prize film *Dinx* screened at Reel Pride

Sudbury, Ontario

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Cinefest Sudbury

Toronto, Ontario

NSI Drama Prize films *The Auburn Hills Breakdown*, *Dinx*, *Tigers at the Gate*, and *Marjorie* screened at the CFC Worldwide Short Film Festival

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Toronto After Dark Film Festival

Montreal, Quebec

Wapos Bay: There's No "I" in Hockey developed through NSI Totally Television played at *Arena: The Art of Hockey* Exhibition for three months at the Musée Just for Laughs in Montreal.

NSI around the world

Buenos Aires, Argentina

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Bueno Aires Rojo Sangre

Cannes, France

NSI Global Marketing participants attended MIPTV

Munich, Berlin, Frankfurt, Cologne, Germany

NSI Drama Prize film *Silver Road* screened at Verzaubert 17th International Queer Festival

Athens, Greece

NSI Drama Prize film *The Auburn Hills Breakdown* screened at SFF-rated Athens Intl Sci-Fi & Fantasy Film Festival

Cape Town, South Africa

NSI Drama Prize film *The Auburn Hills Breakdown* screened at South African Horrorfest

Malaga, Spain

NSI Drama Prize film *The Auburn Hills Breakdown* screened at FanCine-Festival de Cine Fantastico of the University of Malaga

Lund, Sweden

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Lund International Fantastic Film Festival

Zurich, Switzerland

NSI Drama Prize film *Silver Road* screened at the Pink Apple Film Festival

Manchester, UK

NSI Drama Prize film *Silver Road* screened at the Manchester Gay & Lesbian Film Festival

Cardiff, Wales

NSI Drama Prize films *Silver Road* and *Dinx* screened at the Iris Prize Festival

San Diego, California

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Comic-Con International Independent Film Festival

NSI Drama Prize film *Silver Road* screened at FilmOut San Diego

Miami, Florida

NSI Drama Prize film *Silver Road* screened at the Miami Gay & Lesbian Film Festival

Durham, North Carolina

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Nevermore Film Festival

Austin, Texas

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Fantastic Fest

Houston, Texas

NSI Drama Prize film *Apparent Woes* screened at Annual WorldFest-Houston

Park City, Utah

Featuring Aboriginal Stories Program producers attended the Sundance Film Festival

NSI SPONSORS



THE BRIAN LINEHAN CHARITABLE FOUNDATION



RBC Foundation®



NSI SPONSORS



As part of the **NSI Online Industry Centre**, classic *CityLights* interviews by Brian Linehan can be appreciated by new generations of screen professionals and film fans. These interviews are very popular on the site and have been enjoyed by thousands of film fans.

Sadly Brian passed away in 2004. He left his entire estate to The Brian Linehan Charitable Foundation to help advance a Canadian star system through the financial support of advanced training programs such as NSI Drama Prize and NSI Features First, and aggressive promotion on-screen and off-screen of talent across the country.

CityLights courtesy of CTV and The Brian Linehan Charitable Foundation.

The **National Screen Institute – Canada** operates with ongoing funding from Core Funders: Manitoba Culture, Heritage, Tourism and Sport, the City of Winnipeg through the Winnipeg Arts Council; Benefactor: Canwest; Patron: CTV and the CTV/CHUM Benefits; Builders: Rogers, The Brian Linehan Charitable Foundation; Contributors: Telefilm Canada, APTN, NBC Universal, Women in Media Foundation.

NSI DRAMA PRIZE 2008-09

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNER

The Brian Linehan Charitable Foundation

PROVINCIAL SPONSOR

Ontario Media Development Corporation

AWARD SPONSORS

The Brian Linehan Charitable Foundation

NSI Alumni Fund

Rogers Group of Funds

Telefilm Canada

SERVICE SPONSORS

Deluxe

Kodak Canada Inc.

PS Production Services Ltd.

Atlantic Studios Cooperative

ALSO:

William F. White International Inc.

RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc.
Consultants & Insurance Brokers

NSI DRAMA PRIZE 2009-10

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

Canwest

The Brian Linehan Charitable Foundation

STRATEGIC SPONSORS

Rogers

Women in Media Foundation

PROVINCIAL SPONSOR

British Columbia Film

AWARD SPONSORS

Rogers Group of Funds

NSI Alumni Fund

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ALSO:

William F. White International Inc.

RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc.
Consultants & Insurance Brokers

NSI FEATURES FIRST 2007-08

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNER

The Brian Linehan Charitable Foundation

SUPPORTING SPONSOR

Government of Canada through the Trade Routes Program of the Department of Canadian Heritage

PROVINCIAL SPONSORS

British Columbia Film

Film Nova Scotia

SERVICE SPONSOR

William F. White International Inc.

NSI FEATURES FIRST 2008-09

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

The Brian Linehan Charitable Foundation

Canwest

STRATEGIC SPONSOR

Corus Entertainment

PROVINCIAL SPONSOR

Manitoba Film & Music

SERVICE SPONSOR

William F. White International Inc.

NSI TOTALLY TELEVISION 2007-08

PRESENTING SPONSOR

CTV and the CTV/CHUM Benefits

PROGRAM PARTNER

Telefilm Canada

PROVINCIAL SPONSORS

British Columbia Film

Film Nova Scotia

NSI TOTALLY TELEVISION 2008-09

PRESENTING SPONSOR

CTV and the CTV/CHUM Benefits

PROGRAM PARTNER

Telefilm Canada

STRATEGIC SPONSORS

Rogers

Women in Media Foundation

PROVINCIAL SPONSOR

British Columbia Film

**NSI GLOBAL MARKETING
2008 MIPTV**

PRESENTING SPONSOR
Canwest

PROGRAM PARTNER
Telefilm Canada

ADDITIONAL FUNDING
Government of Canada
through the Trade Routes
Program of the Department
of Canadian Heritage

PROVINCIAL SPONSOR
British Columbia Film

**NSI GLOBAL MARKETING
2009 MIPTV**

PRESENTING SPONSOR
Canwest

NSI NEW VOICES 2008

PRESENTING SPONSOR
Manitoba Culture, Heritage,
Tourism and Sport

PROGRAM PARTNERS
NBC Universal
Centre for Aboriginal
Human Resource
Development (CAHRD)

PROVINCIAL SPONSOR
Manitoba Film & Music

ADDITIONAL FUNDING

RBC Financial Group

Mother of Red Nations
Women's Council of
Manitoba

Aboriginal Media Education
Fund

Canwest

The Suzanne Rochon-
Burnett Fund

NSI NEW VOICES 2009

PRESENTING SPONSOR

Manitoba Culture, Heritage,
Tourism and Sport

PROGRAM PARTNERS

NBC Universal

Centre for Aboriginal
Human Resource
Development (CAHRD)

RBC Foundation

STRATEGIC SPONSORS

Rogers

Women in Media Foundation

SUPPORTING SPONSORS

Mother of Red Nations
Women's Council of
Manitoba

Aboriginal Media Education
Fund

The Winnipeg Foundation

The Suzanne Rochon-
Burnett Fund

PROVINCIAL SPONSOR

Manitoba Film & Music

**NSI STORYTELLERS
2007-08**

PRESENTING SPONSOR

Aboriginal Peoples
Television Network (APTN)

PROGRAM PARTNERS

NBC Universal

CTV and the CTV/CHUM
Benefits

Manitoba Culture, Heritage
Tourism and Sport

STRATEGIC SPONSORS

Rogers

Women in Media Foundation

SUPPORTING SPONSORS

Telefilm Canada

Government of Canada
through the Trade Routes
Program of the Department
of Canadian Heritage

PROVINCIAL SPONSORS

Manitoba Film & Music
British Columbia Film

NSI playWRITE 2008

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNER

Zeros 2 Heroes Media

INDUSTRY SPONSORS

Disney Propaganda Games

Bioware Corp

EA Black Box

Radical Entertainment

Next Level Games

Big Sandwich Games

Action Pants

Fit Brains

IGDA (International Game
Developers Association)

VidFest

New Media BC

CBC

**FEATURING ABORIGINAL
STORIES PROGRAM
2008-09**

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNER

Aboriginal Peoples
Television Network (APTN)

**NSI ONLINE INDUSTRY
CENTRE**

PRESENTING SPONSOR

Telefilm Canada

FOUNDING SPONSORS

Telefilm Canada

Canwest

Rogers

Insight Film Studios Ltd.

Manitoba Film & Music

**NSI ONLINE SHORT FILM
FESTIVAL**

PRESENTING SPONSOR

Canwest

**SHORT FILMMAKERS AWARD
SPONSOR**

A&E Television Networks



NSI is the industry leader in designing and delivering film and television training programs for the Aboriginal community and for many years has wanted to establish an Aboriginal Training Centre in Winnipeg.

In summer/fall 2007 sufficient space was secured next door to the NSI head office and the first round of renovations was completed. Following this, inaugural training was delivered to NSI Storytellers students in the new NSI Aboriginal Training Centre of Excellence.

Thanks to a 2008 grant from The Winnipeg Foundation, NSI further transformed its functional (but unremarkable) training space with high quality audio/video equipment, multi-configuration furniture and a kitchen. It has since become the training site for some of our Aboriginal training programs: NSI New Voices and NSI Storytellers, and is also being accessed by students of NSI Drama Prize and other NSI programs, as well as arts groups in Winnipeg.



AUDITORS' REPORT

To the Members of National Screen Institute - Canada:

We have audited the statement of financial position of National Screen Institute - Canada as at March 31, 2009 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, 2009 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

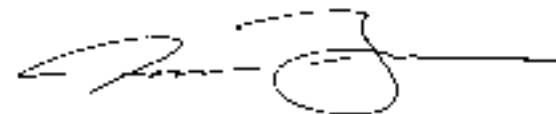
A handwritten signature in black ink that reads "Messers Norris Perry LLP". The signature is written in a cursive, professional style.

Chartered Accountants
Winnipeg, Manitoba
May 7, 2009

Statement of Financial Position As at March 31, 2009

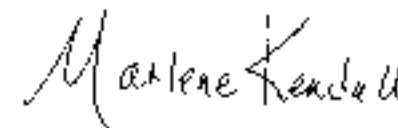
	2009	2008
ASSETS		
Current		
Cash (NOTE 3)	47,814	334,811
Investments (NOTE 4)	530,614	101,800
Accounts receivable	422,912	514,143
Memorabilia available for resale	148,074	187,028
Prepaid expenses	26,875	56,640
	1,176,289	1,194,422
Capital Assets (NOTE 5)	65,728	64,344
Restricted cash (NOTE 12)	293,700	268,700
	1,535,717	1,527,466
LIABILITIES		
Current		
Accounts payable	130,722	60,462
Deferred revenue (NOTE 6)	706,499	927,798
Current portion of obligation under capital leases	11	2,345
	837,232	990,605
NET ASSETS		
Unrestricted net assets (NOTE 11)	339,057	203,817
Net assets invested in capital assets	65,728	64,344
Restricted net assets (NOTE 12)	293,700	268,700
	698,485	536,861
	1,535,717	1,527,466

Approved on behalf of the Board



Jamie Brown

CHAIR, NSI BOARD OF DIRECTORS
CEO & EXECUTIVE PRODUCER, FRANTIC FILMS



Marlene Kendall

FINANCE CHAIR
AUDIT & RISK MANAGEMENT PROFESSIONAL
MANITOBA LOTTERIES CORPORATION

Statement of Operations For the year ended March 31, 2009

	2009	2008
REVENUE (NOTE 8)		
Administration	259,330	311,962
Drama Prize	157,622	206,788
Featuring Aboriginal Stories Program	219,812	-
Features First	191,595	240,605
Global Marketing	125,059	228,984
Industry Centre	103,207	31,090
New Voices	204,365	178,643
Nunavut Animation Project	-	(32)
playWRITE	107,893	24,366
Research and Development	394,537	419,567
Short Film Festival	53,786	15,597
Storytellers	168,508	122,671
Totally Television	188,483	219,183
Winnipeg FilmExchange	-	(62)
	2,174,197	1,999,362
Contributions of goods and services	182,100	6,927
Total revenues	2,356,297	2,006,289

	2009	2008
EXPENSES		
Administration	245,970	305,085
Drama Prize	157,135	218,678
Featuring Aboriginal Stories Program	219,812	-
Features First	191,175	239,143
Global Marketing	113,346	225,980
Industry Centre	103,207	31,090
New Voices	195,124	187,692
Nunavut Animation Project	-	637
playWRITE	107,893	24,366
Research and Development	273,170	436,474
Short Film Festival	53,786	15,597
Storytellers	159,423	122,671
Totally Television	192,532	217,630
Winnipeg FilmExchange	-	156
	2,012,573	2,025,199
Consumption of goods and services	182,100	6,927
Total expenses	2,194,673	2,032,126
Excess (deficiency) of revenue over expenses	161,624	(25,837)

Statement of Changes in Net Assets For the year ended March 31, 2009

	Invested in Capital Assets	Restricted	Unrestricted	2009	2008
NET ASSETS					
Balance, beginning of year	64,344	268,700	203,817	536,861	562,698
Excess (deficiency) of revenue over expenses	-	-	161,624	161,624	(25,837)
Transfers	-	25,000	(25,000)	-	-
Investment in property and equipment	20,294	-	(20,294)	-	-
Amortization	(18,910)	-	18,910	-	-
Balance, end of year	65,728	293,700	339,057	698,485	536,861

Statement of Cash Flows

For the year ended March 31, 2009

	2009	2008
CASH PROVIDED BY (used for) THE FOLLOWING ACTIVITIES		
Operating activities		
Excess (deficiency) of revenues over expenses	161,624	(25,837)
Amortization	18,910	17,753
	180,534	(8,084)
Changes in working capital accounts		
Accounts receivable	91,231	308,543
Memorabilia available for resale	38,954	(187,028)
Prepaid expenses	29,765	(17,219)
Accounts payable	70,260	(33,364)
Deferred revenue	(221,299)	97,286
	189,445	160,134
Financing activities		
Repayments of obligation under capital leases	(2,334)	(2,045)
Investing activities		
Purchases of capital assets, net of donated items	(20,294)	(6,582)
Advances of restricted funds	(25,000)	-
Repayments of restricted funds	-	12,300
	141,817	163,807
Increase in cash resources	436,611	272,804
Cash resources, beginning of year	578,428	436,611
Cash resources, end of year	578,428	436,611
Cash resources are composed of:		
Cash	47,814	334,811
Investments	530,614	101,800
	578,428	436,611
Supplementary cash flow information		
Interest paid	436	687

The accompanying notes are an integral part of these financial statements.

1. NATURE OF OPERATIONS

The National Screen Institute - Canada ("NSI") 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 the leading national centre of excellence in the training of the finest content creators for Canada's film, television and interactive media sectors." NSI's Mission Statement: "NSI delivers professional, market-driven, innovative and cutting-edge programming that meets the needs, direction and future trends of the Canadian and global media marketplace leading participants to successful careers as content creators." NSI has its head office in Winnipeg, Manitoba.

2. SIGNIFICANT ACCOUNTING POLICIES

These 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.

Capital Assets

Capital assets are stated at cost and are amortized using the straight-line method at the following annual rates:

Computer equipment	20 %
Computer software	20 %
Program equipment	20 %
Furniture and fixtures	12.5 %
Leasehold improvements	20 %
Office equipment	20 %

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

NSI 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.

Long-lived assets

Long-lived assets consist of capital assets with finite useful lives. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

NSI performs impairment testing on long-lived assets held for use whenever events or changes in circumstances indicate that the carrying value of an asset, or group of assets, may not be recoverable. Impairment losses are recognized when undiscounted future cash flows from its use and disposal are less than the asset's carrying amount. Impairment is measured as the amount by which the asset's carrying value exceeds its fair value. Any impairment is included in earnings for the year.

FINANCIAL INSTRUMENTS

Held for trading:

NSI has classified cash, restricted cash, investments and accounts payable as held for trading. These instruments are initially recognized at their fair value. Transactions to purchase or sell these items are recorded on the settlement date, and transaction costs are immediately recognized to income.

Held for trading financial instruments are subsequently measured at their fair value. Gains and losses arising from changes in fair value are recognized immediately in income.

Loans and receivables:

NSI has classified accounts receivable as loans and receivables. These assets are initially recognized at their fair value. Transactions to purchase or sell these items are recorded on the settlement date, and transactions costs are immediately recognized in income.

Loans and receivables are subsequently measured at their amortized cost, using the effective interest method. Under this method, estimated future cash receipts are exactly discounted over the asset's expected life, or other appropriate period, to its net carrying value. Amortized cost is the amount at which the financial asset is measured at initial recognition less principal repayments, plus or minus the cumulative amortization using the effective interest method of any difference between that initial amount and the maturity amount, and less any reduction for impairment or uncollectibility. Gains and losses arising from changes in fair value are recognized in net income upon derecognition or impairment.

Comprehensive Income:

All gains and losses, including those arising from all financial instruments, have been recognized in net income for the year. There are no items giving rise to other comprehensive income, nor is there any accumulated balance of other comprehensive income.

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. CAPITAL ASSETS

	Cost	Accumulated amortization	2009 Net book value	2008 Net book value
Computer equipment	44,031	29,121	14,910	19,081
Computer software	8,862	6,942	1,920	2,358
Program equipment	11,723	11,456	267	809
Furniture and fixtures	42,838	14,499	28,339	30,332
Leasehold improvements	12,342	4,365	7,977	6,279
Office equipment	56,854	44,539	12,315	5,485
	176,650	110,922	65,728	64,344

Office equipment includes assets under capital lease with a gross cost of \$21,024 (2008 - \$21,024) and accumulated amortization of \$21,024 (2008 - \$20,038).

6. DEFERRED REVENUE

	2009	2008
Administration	43,000	31,348
Aboriginal Initiatives	48,833	-
Drama Prize	124,690	138,000
Featuring Aboriginal Stories Program	17,298	-
Features First	128,435	92,957
Global Marketing	95,270	48,927
Industry Centre	48,448	145,971
New Voices	60,319	77,802
Other initiatives	33,654	65,732
playWRITE	14,941	120,634
Short Film Festival	34,525	-
Storytellers	-	136,399
Totally Television	57,086	70,028
	706,499	927,798

7. OBLIGATION UNDER CAPITAL LEASE

	2009	2008
Agreement with Citicorp Vendor Finance bearing interest at 13.28% per annum, requiring blended monthly payments of \$209 to May 2009, secured by telecommunications equipment with a net book value of \$0 (2008 - \$986).	11	2,345
Less: current portion	11	2,345
	-	-

8. REVENUE

	2009	2008
Contributions of Goods and Services (NOTE 2)	182,100	6,927
Federal Agencies	24,696	16,032
Foundations/Trusts	1,666	7,254
Interest Earned	7,387	15,633
Manitoba Culture, Heritage, Tourism & Sport	241,043	198,000
Municipal Agencies	25,000	24,500
Private Sector	781,709	852,700
Project Revenue	9,720	7,426
Provincial Agencies	74,707	82,250
Telefilm	1,008,269	795,567
	2,356,297	2,006,289

9. COMMITMENTS

NSI has negotiated a \$275,000 credit facility with RBC available at the borrower's option, a \$75,000 corporate Visa account for miscellaneous travel and other expenses, and a \$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 the credit facility, borrowings are repayable on demand.

NSI entered into a five year office lease for 3,506 square feet at 400-141 Bannatyne Avenue which commenced January 2007. NSI amended its lease agreement for an additional 574 square feet commencing November 2007. Minimum annual rent is \$57,694 plus GST and operating costs.

NSI entered into a lease agreement for office equipment on June 29, 2005. Minimum annual payments are \$16,884.

10. FINANCIAL INSTRUMENTS

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

Credit concentration

Financial instruments that potentially subject NSI to concentrations of credit risk consist mainly of accounts receivable from private funders and government bodies. At March 31, 2009 NSI had 37.1% in accounts receivable from one source. These amounts are considered collectible.

11. UNRESTRICTED NET ASSETS

Management estimates that \$210,000 of the unrestricted net assets will be used in fiscal 2009 - 2010 for operating expenses.

12. RESTRICTED NET ASSETS

Cash of \$275,000 has been internally restricted by NSI's Board of Directors as the estimated cost in the event of winding up the operations of NSI. The remainder of restricted cash has been set aside to cover the expected costs to sell off the memorabilia.

13. 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.

14. COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with current year presentation.

All Programs Budgeted Projections April 1, 2009 – March 31, 2010

	2009-10 Budget
REVENUE	
Telefilm	266,071
Municipal Government	25,000
Province of Manitoba	247,170
Provincial Agencies	82,221
Foundations	-
Private Sector	811,057
Project Revenue	7,395
Interest	9,000
Total Revenue	1,447,915

	2009-10 Budget
EXPENSES	
Administration	
Accounting/Audit	6,000
Advertising and Promotions	13,000
Public Relations	2,000
Legal	5,600
Bank And Service Charges	3,508
Insurance	5,850
Board Costs	11,019
Communications	884
Premises Costs	75,961
Leasing/Interest/Depreciation	38,682
Office Maintenance/Services	11,030
Office Supplies	991
Postage and Courier	900
Travel	2,870
Memberships	670
Staff Costs	92,779
Statutory Payroll Costs	4,752
Health Care Benefits	3,914
RSP Benefits	3,958
Total Administration	284,369

	2009-10 Budget
EXPENSES	
Program Delivery	
Advertising and Promotions	50,611
Public Relations	18,900
Office Supplies	6,250
Postage and Courier	6,179
Photocopying Costs	1,180
Communications	13,894
Contract Projects	259,272
Staff Costs	490,158
Statutory Payroll Costs	29,619
Health Care Benefits	23,348
RSP Benefits	21,203
Travel	128,295
Production and Technical	53,236
Meetings and Receptions	23,160
Awards and Bursaries	207,211
Memberships/Festival Registrations	26,311
Venue Rental	13,400
Total Program Delivery	1,377,226
Total Expenses	1,656,595
Net Surplus / (Deficit)	(208,680)

NSI ASSOCIATE FACULTY: OVER 170 TRAINERS STRONG



Bob Culbert

“NSI is important because of the key role it plays in training and mentoring talented young people who otherwise may not be able to establish a role for themselves in the industry.”



Shereen Jerrett

“NSI understands that developing a cultural industry involves developing artistic and commercial skills, and respects the contribution that both can bring to a thriving, and economically successful industry.”

Sarah Adams, Head of Development, Breakthrough Films & Television

Tom Alexander, Director, Theatrical Releasing, Mongrel Media

Julie Arnal, Post Production Supervisor

Andrew Austin, Maple Pictures Corp.

Norma Bailey, Director

Patrice Baillargeon, Director of Development and Production Rogers Media-Television

Rhonda Baker, Producer, RGB Productions

Daphne Ballon, Writer/Story Editor, Blaikie Films Inc.

Greg Barker, Camera Operator/Mentor, Cameraworx

Kevin Barrett, Former Director of Design, BioWare

Rob Bartel, Lead Designer, BioWare

Robert Baxter, Writer, Next Level Games/Blue Castle Games

Shane Belcourt, Filmmaker

Andrew Berzins, Story Editor

Pierre Billon, Story Editor

Bernard Bourret, Producer, Verité Films

Kenny Boyce, Manager, Film and Cultural Affairs City of Winnipeg

Fred Brennan, Sound Editor

Brett Burlock, Director Program Development, CTV

Robin Cass, Producer, Triptych Media

Jennifer Chen, Director of Programming, Channel Zero

Ian Christy, Senior Designer/Writer, Radical Entertainment/EA

Ken Chubb, Story Editor

Louise Clark, Industry Consultant

Sarah Constible, Writer, *House Party*

Marie Josee Corbeil, Co-President & Exec Producer Subsequence

Blake Corbet, President/Producer/Writer, Anagram Pictures

Andre Couche, Commissioning Editor, The Movie Network

Dave Courchene, Spiritual Advisor

Tecca Crosby, Vice President, Drama, Temple Street Productions

Bob Culbert, Independent Producer and Media Consultant

Chris Degnan, Senior Designer, Relic Entertainment

Norman Denver, Line Producer

Stephanie Despierres, Ouat Media

Nicki Dewar, Cultural Trade Commissioner Canadian Heritage - Trade Routes

Beth Dillon, IGDA Rep, International Game Developers Association

Danielle Dumesnil, Assistant Director

Rosemary Dunsmore, Actor

David Elton, Senior Designer, EA

Peter Emerson, President, E1 Television International

Noah Erenberg, Writer/Director

Shelley Eriksen, Executive Story Consultant, Bad Lady International Inc.

Kristine Estorninos, Ouat Media

Dennis Foon, Story Editor

Andrew Forbes, Cinematographer

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Jennifer Podemski, NSI Global Marketing/Telefilm Spark Plug graduate



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