



HOUR	MINUTE	SECOND
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DATE	03.31.2010	
DIRECTOR		

**nsi** 

**nsi**   
 national screen institute  
 annual report 09/10

training content creators in a changing world

# THE NUTS & BOLTS OF NSI

**41**

pages filled with success stories about NSI training programs and award-winning alumni.

page 40-41

**200+**

associate faculty members - leaders in the film and television industry who collaborate in the design and delivery of our training programs and mentor our students.

**Millions**

dollars that NSI has generated for the national and regional economies through the production of projects emerging from its training programs and through the ongoing work of our alumni.

page 10-21

**100,000+**

views of video content on the NSI YouTube Channel.

[www.youtube.com/nsicanada](http://www.youtube.com/nsicanada)

**45+**

people employed by the NSI Totally Television developed series *Wapos Bay* over five successful seasons.

page 17

**35+**

film festivals NSI Drama Prize films have screened at in the past year.

page 26

**30+**

industry awards and accolades won by NSI alumni worldwide.

page 9

**96%**

alumni working in the screen industries.

page 10

# NSI PROFILE

The National Screen Institute - Canada (NSI) is a non-profit educational institution with headquarters in Winnipeg. As Canada's national film, television and digital media training school, *we train content creators to succeed in this changing world.*

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

NSI's training programs are led by top experts working in film, television and digital media - they deliver intensive workshops and seminars (known as "boot camps") and provide professional mentoring throughout the course of each program session.

For most programs, students return to their home communities following boot camp and work with local, industry mentors on their projects under the leadership of the program manager, ensuring the growth of regional film, television and digital media communities. There is no need for students to move or relocate.

With more than 23 years of training experience and over 620 graduates, NSI knows how to deliver market-driven training that impacts the Canadian economy and cultural landscape. It is an evolving multi-platform world and we embrace the challenge and excitement of digital applications, industry trends and social marketing. Our business is film and television training and we use the tools necessary to lead our students to sustainable careers in Canada and beyond.

Our graduates get results. Television series developed through NSI are broadcast on national networks to growing Canadian audiences; feature films continue to be developed and play on the biggest screens; our short films screen around the world in renowned festivals; we show our students how to access foreign markets and collaborate internationally; we showcase some of the best Canadian short films at the NSI Online Short Film Festival; we provide professional development resources and timely business information in the NSI Online Industry Centre. We deliver information to our industry contacts by email, e-newsletter, Twitter and

Facebook. NSI leads in the design and delivery of programs that provide training to Canada's visible minority and Aboriginal screen professionals.

Our graduates work in the industry and their projects contribute to the regional and national economies stimulating employment for the long term.

## 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), co-chaired by Brad Pelman, Co-President, Maple Pictures Corp., and Raja Khanna, Co-CEO, GlassBOX Television Inc., oversees the operations of NSI. Susan Millican, CEO, reports directly to the board which is comprised of some of the leading production, broadcast and legal talents in the Canadian industry.

## Funding

For fiscal 2009-10 NSI derived 40% 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 59% resulted from various federal, provincial and municipal government and agency sources, and private foundations. Since the April 2009 elimination of the National Training School support from the Department of Canadian Heritage, as administered through Telefilm Canada, NSI executive management and board have continued to work to ensure no NSI training programs are cancelled. New streams of revenue continue to be explored and NSI looks forward to ongoing partnerships with its family of private sector and government sponsors and developing new relationships with additional stakeholders who share our vision of excellence in training the writers, directors and producers of tomorrow.

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## MESSAGE FROM THE CO-CHAIRS



### Brad Pelman

Brad has over 18 years experience in Canada having worked for Astral, Sony Pictures, Malofilm Distribution and Lionsgate prior to the creation of Maple Pictures, one of Canada's leading filmed entertainment distributors, in 2005. His focus has always been on sales, marketing and the execution of distribution strategy.

*"NSI training is vital to the film, television and digital media industry because no other organization works directly with the content producers, in their places of work, like NSI. The theory has to be backed up by the practical especially because of the pace at which the practical is changing today."*

*"I cannot live without my iPhone, it truly manages my entire life, and I'm addicted to various apps!"*



### Raja Khanna

Seasoned digital media entrepreneur, founder of Snap Media, co-founder of QuickPlay Media and current Co-CEO of GlassBOX Television Inc., Raja helps guide GlassBOX toward its goal of launching new cross-platform channels and capture media mind-share in the digitally-savvy 18-34 year-old market.

*"NSI training is vital to the film, television and digital media industry because of the growing importance of Canada's knowledge economy and critical need to train young Canadians to be globally competitive."*

*"I can't live without streaming online video, I would be hopelessly out of touch with news and entertainment and useless at cocktail parties without it!"*

We are proud to present the National Screen Institute Annual Report for fiscal 2009-10.

NSI's promise has always been to bring market-driven programs to our students so they can build sustainable careers in the industry. And we have succeeded, with 96% of our alumni working in film, television and digital media.

But it's a fast-changing world and we don't bask in our achievements - changing media trends require us to adjust our programs to embrace new digital media industries. We are developing and we continue to develop new curricula so our graduates become leaders in their genres.

As new Chairs of the NSI Board of Directors, we came into this role during some exciting and changing times - never before have there been so many television series developed by NSI on Canadian airwaves. Films by NSI graduates continue to screen at festivals around the world. Our alumni regularly impress us with their accomplishments.

NSI is playing a growing and important role to help prepare young talent for the new digital media industries. We are evolving our current training programs to focus on the digital content future and in so doing help our students remain competitive in a worldwide content creative context.

As we reflect on this past year, we need to take a moment and acknowledge the talented and enthusiastic team behind NSI: the staff led by CEO Susan Millican and NSI executive management: Paul Moreau, Liz Janzen and David Pollock; and the established board of directors including Vice Chair Christine Shipton, Finance Chair Marlene Kendall and Programming Chair Louise Clark.

We thank Jamie Brown for his leadership and contribution as chair for the past three years, and welcome Marcia Martin, Fred Fuchs and Mary Powers to the board.

We also want to thank Susan Millican for her guidance and commitment to NSI over the past eight years. Her insight and genuine interest in the success of each student, trainer and employee will be greatly missed.

We finish our first year as co-chairs of the NSI Board of Directors with excitement and promise for what the year ahead will bring. NSI is truly training content creators for a changing digital world.

**Brad Pelman**

Co-Chair, NSI Board of Directors  
CO-PRESIDENT, MAPLE PICTURES CORP.

**Raja Khanna**

Co-Chair, NSI Board of Directors  
CO-CEO, GLASSBOX TELEVISION INC.

# NSI BOARD

NSI is vital to the film, television and digital media industries because...



**Christine Shipton** | Vice Chair  
CANWEST MEDIA INC. | SVP Drama & Factual Content

*"...the organization listens to and researches the pulse of our industry. The team at NSI ensures the programs being offered are relevant, current and inspiring. I always know when meeting with an NSI graduate that I am being introduced to true talent."*



**Jamie Brown** | Past Chair  
FRANTIC FILMS | CEO & Executive Producer

*"...its reach is truly national and the diversity of its programs offers critical experience to many underserved communities."*



**Marlene Kendall** | Finance Chair  
MANITOBA LOTTERIES CORPORATION  
Associate Director Audit & Risk Management

*"...it supports the development of talented industry professionals and excellence in programming."*



**Louise Clark** | Programming Chair  
Executive Producer/Consultant

*"...they deliver. I continue to work with the NSI Board and staff to enjoy and build on the winning results of many years of excellent training and for the pleasure of watching new talent take off."*



**Carole Vivier**  
MANITOBA FILM & MUSIC | CEO/Film Commissioner

*"...it's a proven winner. I've been a board member for many years and during that time have witnessed networks flourish and struggle, funding come and go, and the excitement versus apprehension of digital media. NSI continues to engage the key players in the industry."*



**Bruce Leslie**  
Industry Consultant

*"...Canada can be a leader in developing content for the new transmedia world and NSI can lead the effort to help re-define the screen."*



**Cindy Witten**  
NATIONAL FILM BOARD OF CANADA  
Director General, English Program

*"...of NSI's particular commitment to Aboriginal creators. NSI's work is critical to the emergence of new talents and perspectives and the industry is richer for it. So is the country."*



**Ron Suter**  
EVP NBC UNIVERSAL TELEVISION DISTRIBUTION  
CANADA & EVP UNIVERSAL STUDIOS CANADA INC.

*"...high quality creative made by Canadians is vital to our culture."*

OUR BOARD  
MEMBER COMPANIES:



# NSI BOARD

NSI is vital to the film, television and digital media industries because...



**Michael A. Levine**  
 GOODMAN'S LLP, BARRISTERS & SOLICITORS | Partner  
*"...it exposes its recipients to real world situations and experienced professionals to facilitate more rapid growth."*



**Paul Gratton**  
 Film & Television Consultant  
*"...the students emerging from our training programs represent the talent, energy and creative ideas that will guarantee Canadian perspectives, stories and jobs in the brave new media world that is rapidly deploying around us."*



**Jean LaRose**  
 ABORIGINAL PEOPLES TELEVISION NETWORK (APTN)  
 CEO  
*"...it creates and customizes training programs to suit its partners. For APTN, NSI has developed programs that have allowed us to create new capacity and grow the talents of our independent Aboriginal production sector."*



**Norm Bolen**  
 CANADIAN FILM & TELEVISION PRODUCTION ASSOCIATION (CFTPA) | President & CEO  
*"...it gets concrete results. NSI has a strong record of developing creators who succeed at getting their projects financed and made."*



**Bill Roberts**  
 S-VOX | President & CEO  
*"...quality screen craft and content are invaluable components of a successful national, digital Canada going forward. Some welcome creative disruption of the status quo, and of received wisdom, are also inherent in NSI's training. Very cool if you ask me."*



**Mary Powers**  
 M. POWERS COMMUNICATION | President  
*"...it provides extremely effective training and mentorship for tomorrow's content creators - no matter the platform."*



**Fred Fuchs**  
 CBC TELEVISION | GM of Production Enterprises  
*"...our industry is transforming faster than any time in history. For Canada to continue to be part of an international industry we must ensure our talent has access to the best training that is integrating the advances in technology and distribution that are part of this transformation."*



**Marcia Martin**  
 Television Consultant  
*"...when you see new talent, hear fresh ideas - you want to give that creative the best shot of finding success. NSI provides that opportunity, the training and the direction that will help create stars, find an audience and entertain us. I hope I can be part of that process."*

OUR BOARD  
 MEMBER COMPANIES:





Susan began her award-winning career as a documentary producer at CBC. She taught TV production and journalism at Red River College 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.

*"I can't live without my Blackberry!"*

## MESSAGE FROM THE CEO

*M\*A\*S\*H* did it. *Seinfeld* too. So did *Friends*. And so am I.

After long and successful runs, these shows left the airwaves when they were still ratings winners. And after much consideration, I am stepping down as the CEO of the National Screen Institute while we're at the top of our game.

It wasn't an easy decision. I intended to be CEO for three years, and now eight incredible years have flown by. It's time for me to try new things, travel and spend time with my family. My departure is bittersweet for sure, but I leave with intense pride in the accomplishments of the NSI staff, board and faculty during my tenure.

When I started, NSI Totally Television was just beginning. Now we have seen four series hit Canadian screens, with another - *Todd and the Book of Pure Evil* - coming this fall, plus more in development.

NSI has designed programs for visible minority and Aboriginal content creators - from young adults in NSI New Voices to seasoned writers in DiverseTV, to promising producers in NSI Storytellers. From these programs and more have come *Cashing In* on APTN, *Guns* miniseries on CBC, and *SOUL* on VisionTV, plus dozens of working professionals.

NSI Drama Prize and NSI Features First continue to turn out award-winning films that play in festivals around the world.

NSI Global Marketing was also in its beginning stages when I started at NSI. It is a program like no other. This is a relationship-building program for respected Canadian producers to establish associations with international partners and I value the time I spent with all the participants at MIP markets in Cannes, introducing them to contacts, mentoring them and watching with pride as they tackled their first global event.

And now in these exciting times of digital media, NSI embraces new technology and trends by adapting and improving our training programs to change with the times and set new standards. We entered web 2.0 with the re-launch of our website in 2008. We introduced a video game program, NSI playWRITE, and we are leaders in the practice of social media techniques and training.

These programs could not happen without our supportive sponsors and partners. Thank you for believing in our initiatives.

What I will miss the most are the people I have had the pleasure of working with: the smart, dedicated and fun staff at NSI, the gifted and loyal faculty and associate faculty, the committed and enthusiastic board and the talented and ambitious NSI participants and alumni. Thank you for a great eight years.

Until we meet again.

**Susan Millican**

Chief Executive Officer  
National Screen Institute - Canada (NSI)

# NSI STAFF & FACULTY *and the digital item they can't live without!*



**Liz Janzen**

Director, 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, acquisitions manager at WTN and programming coordinator for the CFC Worldwide Short Film Festival in 2002. *"I can't live without my netbook."*



**Paul Moreau**

Director, Business Development

Paul 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. *"I can't live without my smartphone."*



**David Pollock**

Director, 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 distinction in 2000 and has worked in both the profit and not-for-profit sectors. *"I can't live without my 52" TV."*



**Glynis Corkal**

Manager, Marketing & Communications

Glynis has worked in marketing, publicity, communications, sponsorship and fundraising in many of Winnipeg's arts and not-for-profit groups. At NSI she works with the marketing and publicity team. She sings with and volunteers for the Winnipeg Philharmonic Choir and sits on the board of Dry Cold Productions. *"I can't live without email."*



**Liz Hover**

Digital Media Manager

Brit gal Liz has lived in Canada for seven years. Her internet addiction and dedication to online marketing brought NSI into the digital world. She's been a marketing and communications manager, magazine editor and press officer. Liz and her dog Sadie Shih Tzu are avid bloggers. Sadie's blog was nominated for a 2010 Canadian Weblog Award. *"I can't live without WordPress."*



**Ursula Lawson**

Manager, Program Support

Ursula has been with NSI for six years and works on many training programs: co-manager and operations manager of NSI New Voices; coordinator, NSI Global Marketing; executive assistant, NSI Board of Directors. She enjoys cooking international dishes and being outdoors. *"I can't live without the internet."*



**Joy Loewen**

Program Manager

Joy manages NSI Drama Prize and is a member of the NSI Online Short Film Festival selection committee. She has experience as a broadcaster, producer and trainer. She was acquisitions manager at WTN in addition to producing an international fashion series, *In Fashion*. Joy was also an associate producer at CBC Television. *"I can't live without e-check-in at the airport."*



**Lauren MacDiarmid**

Logistics Coordinator

Lauren has been with NSI since 2004. Her position includes planning events, providing support for programs such as NSI Drama Prize, NSI Features First, NSI Totally Television and the NSI Online Short Film Festival. In addition to supporting the local arts community Lauren enjoys participating in a variety of sports. *"I can't live without my iPhone."*



**Brendon Sawatzky**

Manager, Training Programs

Brendon manages NSI Features First and coordinated 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 was a producer of the Comedy Network series *House Party*. *"I can't live without my PlayStation 3."*



**Chris Vajcner**

Manager, Corporate Communications

Chris has worked in communications for 16 years, including seven in various roles at the Women's Television Network. She has been with NSI since 2003 first as publicist and now in corporate funding and marketing, including management of the NSI annual report. *"I can't live without live streaming sports."*



**Brandice Vivier**

Manager, Programs & Development

Brandice runs NSI Totally Television, sits on the NSI Online Short Film Festival selection committee and helps deliver the Featuring Aboriginal Stories Program. She develops training curriculum and has worked on a number of other NSI training programs in a variety of capacities. *"I can't live without online photo processing."*



**Liz Jarvis**

Featuring Aboriginal Stories Program, Program Manager

Liz joined Buffalo Gal Pictures in 1995, contributing as producer, production executive, production and post supervisor, and assistant director. Liz co-produced Gary Yates' *High Life* and Cherien Dabis' *Amreeka*. She produced *The Stone Angel*. *"I can't live without looking up movie times online."*



**Sam Linton**

NSI Totally Television Program Advisor

Sam is director of original production at History Television. An award-winning producer and director, Sam previously oversaw the factual programs for Cineflix Productions including *Mayday*, *Cold Blood*, *Austin Stevens*, *Cooler Facts*, and *Trapped*. Previously Sam was head of development for RTR Media and head of programming for Discovery Channel Canada. *"I can't live without my Mac laptop."*



**Lisa Meeches**

NSI New Voices Program Manager

Lisa is an award-winning executive producer and the president of Eagle Vision Inc. and Meeches Video Productions. Her corporate mandate is to work on projects that speak the truth and inspire humanity. She is director of events planning and artistic programming for The Truth and Reconciliation Commission of Canada. *"I can't live without my Blackberry."*



**Marguerite Pigott**

NSI Features First Program Advisor

Marguerite is creative development group lead for Super Channel. Previously, she 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. She sits on the OMDC Board of Directors. *"I can't live without my Bluetooth ear piece."*



**Mickey Rogers**

NSI Global Marketing Program Manager

As a business development content 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. Clients have included Martha Stewart, Omnimedia, and Creative Business Wales. *"I can't live without Skype!"*



**E. Jane Thompson**

NSI Drama Prize Program Advisor

Jane is a two-time Gemini Award winner and NSI graduate. She has directed prime time dramatic TV in Canada, award-winning short films, and a movie of the week. She is developing two features, *The Berliner Complex* and *Mathilde*. Jane is proud to be one of the founders of Women in Film and Television-Toronto (WIFT). *"I can't live without my Google Maps iPhone app."*



DESIGN STUDIO



INTERACTIVE COMMUNICATIONS AGENCY



Paul Gross is an actor, 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. His epic feature *Passchendaele* was multi-award-winning. He starred in *Eastwick* on ABC and his latest film *Gunless* hit theatres in spring 2010.

*"I can't live without my iPhone."*

## MESSAGE FROM THE NSI HONORARY CHAIR

### The Importance of Mentorship.

Three necessary ingredients for success on the big and small screen are creativity, hard work and stubbornness. Of course, timing and luck help a lot but, without the first three, emerging screen professionals haven't got a chance.

They're already stubborn - let's face it, it's a tough business and there are many variables standing in the way of success. And they obviously work hard because this industry requires long hours. But one of the key additional ingredients that draws everything together is mentorship - and NSI provides that and so much more to writers, directors and producers.

With NSI, students are connected with the leaders of the film, television and digital industry. NSI adapts its curricula with the changing world so its graduates find successful careers in Canada.

NSI training programs offer mentorship with the top working professionals in film and television. As a result, NSI students have access to decision-making executive producers and broadcast executives. The programs arrange for script reads with actors. They prepare students for their pitch and coach them at international

markets. NSI programs also bring in the cutting edge digital media experts to help students connect and integrate with this unstoppable emerging world.

And the students give back, which makes for a strong and growing screen community across the country. Our graduates have become mentors to our new students - for example, NSI Features First grad Liz Jarvis is program manager for the Featuring Aboriginal Stories Program; NSI Features First alumnus Sean Garrity teaches working with actors to our NSI New Voices students; NSI Global Marketing grad Jeff Peeler leads the producers of the NSI Drama Prize program; and NSI Totally Television grad Mark Hand teaches the new NSI Totally Television students about digital marketing platforms.

NSI affords its students the opportunity to be mentored by the very best in the industry, network with decision makers at multiple levels and build solid working relationships with the community of screen professionals across Canada and beyond. They watch each others' backs and with creativity, hard work and stubbornness, we look forward to many more years of successes to share, as evidenced for 2009-10 in this annual report, and to many more of our graduates giving back as mentors themselves.

Paul Gross

Honorary Chair, National Screen Institute - Canada  
Filmmaker & Actor

# NSI AWARD-WINNING ALUMNI: CONGRATULATIONS!

Here are some of the accolades won by NSI alumni this year:

## Gemini Awards

Best TV Movie

*Elijah* - including **Gigi Boyd** (NSI Global Marketing 2004) and **Lisa Meeches** (NSI Storytellers 2005, NSI New Voices program manager).

Best Direction in a Comedy Program or Series

*Less Than Kind* (developed through NSI Totally Television), Kelly Makin.

Best Performance by an Actor in a Featured Supporting Role in a Dramatic Series

Mpho Koaho - *SOUL* (developed through DiverseTV).

Canada Award, AND Best Writing in a Documentary Program

*Club Native*, **Tracey Deer**, NSI Storytellers grad and Featuring Aboriginal Stories Program participant.

## Canadian Comedy Awards

*Less Than Kind*, developed through NSI Totally Television: Performance by a Female - Television - Wendel Meldrum, AND Performance by an Ensemble - Television.

## Screenwriting & Directing Awards

NSI Drama Prize and NSI Features First alumna **Alyson Richards'** screenplay *Entourage* won the TV SPEC SCRIPT Screenplay Contest.

NSI Drama Prize alumnus **Greg Spottiswood**, Writers' Guild of Canada Screenwriting Award for Radio Drama: *Afghanada* "The Lotus Eater-Part 1 of 3."

NSI Totally Television alumna **Norma Bailey**, Directors Guild of Canada Award for Direction-Television Movie/Mini-Series for *The Capture of the Green River Killer*.

## Digital Awards

Elan Award, directing: **Dennis Jackson, Melanie Jackson** and **Cam Lizotte**, for *Wapos Bay: The Series* (developed through NSI Totally Television).

## Arts & Business Awards

NSI Features First grad **Adam Smoluk**, Future Leaders of Manitoba Award for the arts.

**Jennifer Holness** (NSI Global Marketing, Telefilm Canada Spark Plug Program and NSI Drama Prize) and **Sudz Sutherland** (NSI Totally Television), CaribbeanTales' Cultural Entrepreneur of the Year Award.

NSI Drama Prize grad **Trevor Anderson**, named to Edmonton's *Avenue* magazine's Top 40 Under 40.

**Lisa Meeches** (NSI Storytellers): University of Manitoba's Excellence in Aboriginal Business Leadership Award; Women in Film and Television - Toronto (WIFT-T), Crystal Awards Mentorship Award; YM-YWCA Women of Distinction Award, Creative Communications.

## Film & TV Awards

NSI Global Marketing grad **Greg Hemmings**, First Prize at the Commonwealth Vision Awards in London for his short film *Papikatuk*.

NSI alumna **Jordan Canning**, Newfoundland Joy Award for her short comedy film *Not Over Easy*.

NSI Totally Television grad **Corey Marr** was producer on *Passenger Side*, named to the TIFF Canada's Top Ten feature films for 2009 list.

*Wapos Bay* by NSI alumni **Melanie** and **Dennis Jackson** and **Anand Ramayya** received The Alliance for Children and Television (ACT) Award of Excellence for Animation in the ages six to eight category for the episode: *Raiders of the Lost Art*.

## Film Festival Awards

NSI Drama Prize film *The Auburn Hills Breakdown* (writer/director **Geoff Redknapp**, producer **Katie Weekley**) named Favorite Short Horror Comedy of the Year by horror.com.

**Jordan Canning** and **Laura Churchill** won the Audience Choice Award for their NSI Drama Prize film *Countdown*, at Filmstock in Luton, UK.

NSI Drama Prize film *The Curiosity of Penny Parker* by producer **Paul Lachowich** and writer/director **Ryan Hanson**, won first prize in the Rhode Island International Film Festival's Films Made for Kids category.

NSI Drama Prize alum **Trevor Anderson's** short film *The Island* won Jury Prize for Best Short Film at the Pink Apple Film Festival in Zurich, Switzerland.

*Black Field* by **Danishka Esterhazy** won Best Canadian Feature at the Female Eye Film Festival in Toronto.

## Yorkton Film Festival Golden Sheaf Awards

Best of Saskatchewan Ruth Shaw Award, AND Best Research: **Anand Ramayya** as producer/director of *Mad Cow Sacred Cow*.

Multicultural, NFB Kathleen Shannon Award, AND Documentary Series: **Anand Ramayya** as producer of *Landing*.

Children's Productions: director/producer **Dennis Jackson** and producers **Anand Ramayya** and **Melanie Jackson** for *Wapos Bay: Raiders of the Lost Art*.

Documentary Arts & Culture, AND Best Director (Non-Fiction), AND Founder's Award: producer **Merit Jensen Carr** (NSI Global Marketing) for *40 Years of One Night Stands: The Story of Canada's Royal Winnipeg Ballet*.

Documentary POV (Point of View), AND Emerging Filmmaker Award: producer **Michelle Latimer** (NSI Storytellers) for *Jackpot*.



## NSI ALUMNI

It is an honour to salute our graduates' accomplishments. It allows us to showcase how NSI training has positively impacted the careers of hundreds. The alumni news at [www.nsi-canada.ca](http://www.nsi-canada.ca) is very popular. People are interested and impressed with NSI grad achievements.

2009-10 was another exceptional year for **NSI alumni**, too many to mention on this page, so here are some highlights:

*Black Field*, the debut feature film by Danishka Esterhazy (**NSI Drama Prize/NSI Features First**), premiered at the 2009 Vancouver International Film Festival. **NSI New Voices** graduate Ashley Hirt was co-producer and Polly Washburn, **NSI Features First** alumna, was line producer.

*Alone By Myself...With You*, the debut feature film by **NSI Features First** alumni Kris Booth and Raj Panikkar, and producer Bryce Mitchell, had its theatrical debut in Toronto and is now available on DVD.

*Amreeka*, co-produced by **NSI Features First** alumna Liz Jarvis, was nominated for three Independent Spirit Awards.

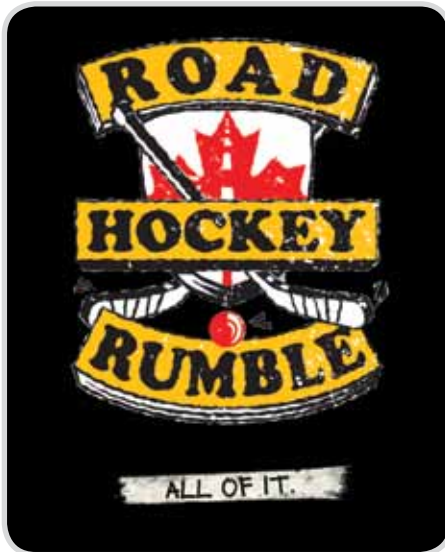
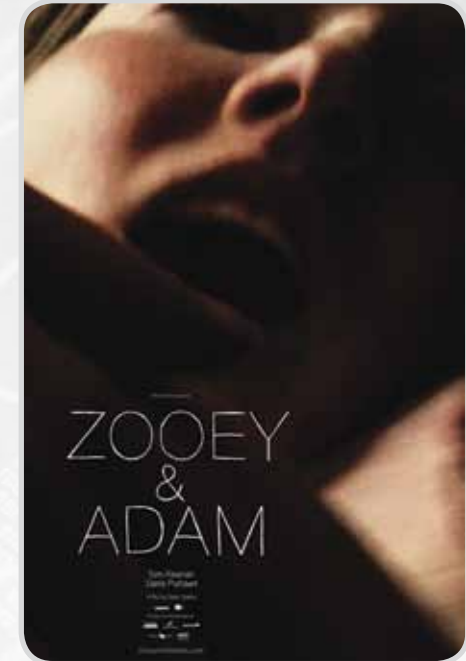
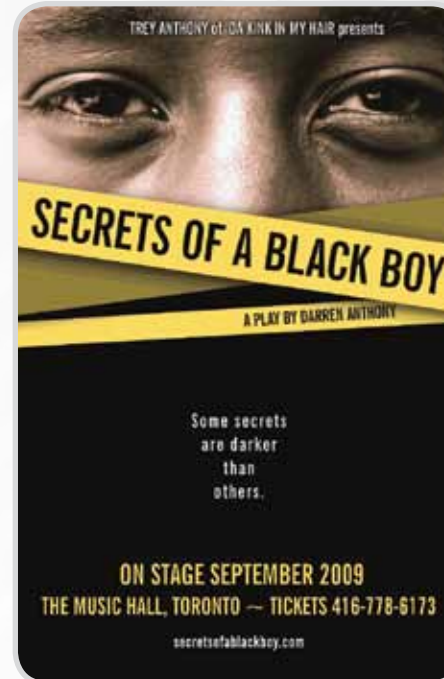
*Seth on Survival*, a web series pilot from the Canadian Film Centre had many NSI alumni involved: creator/co-writer Teri Armitage (**NSI Drama Prize/NSI Features First**), co-creator Torin Stefanson (**NSI Drama Prize/NSI Features First**), producer Anneli Ekborn (**NSI Features First**) and director Craig David Wallace (**NSI Totally Television**). [www.sethonsurvival.com](http://www.sethonsurvival.com)

VisionTV has commissioned the 13-part drama comedy *She's the Mayor* by Jennifer Holness (**NSI Drama Prize, NSI Global Marketing, Telefilm Canada Spark Plug Program**) and Sudz Sutherland (**NSI Totally Television**), and Min Sook Lee.

Mike Dowse, **NSI Drama Prize** grad, was co-creator, director, screenwriter and executive producer of *The Foundation* on Showcase.

Visit [www.nsi-canada.ca](http://www.nsi-canada.ca) for more alumni news, audio interviews with our alumni and information about the NSI Alumni Fund.

L to R: NSI grad Greg Hemmings wins First Prize in the Commonwealth Vision Awards for his short film *Papikatur*, presented by Academy Award®-winning filmmaker (for *Chariots of Fire*) Lord David Puttnam; *TutuMUCH*, a documentary by NSI alumni Vonnie Von Hemolt, Merit Jensen Carr and Elise Swerhorne; *At Home by Myself... With You*; *Seth on Survival*; *The Foundation*.



Clockwise from top left: *Diamonds* miniseries, by NSI grads, producer Liz Jarvis and associate producer Elise Cousineau; *The Corridor*, by director Evan Kelly (NSI Drama Prize grad), written by NSI alumnus Josh MacDonald and production managed by NSI Drama Prize participant Shauna Hatt; *Secrets of a Black Boy* presented by NSI Totally Television grad trey anthony; Danishka Esterhazy receives Best Canadian Feature award for *Black Field* at the Female Eye Film Festival; *Zooey & Adam*, by NSI Features First grad Sean Garrity; NSI alumnus Adam Smoluk with NSI staff and his Future Leaders of Manitoba Award for the arts; scene from *High Life*, by NSI grad Gary Yates, co-produced by Liz Jarvis; *Passenger Side*, executive produced by NSI Totally Television grad Corey Marr; NSI alumnus Calum MacLeod's *Road Hockey Rumble* now on DVD; grad Tracey Deer wins Gemini; NSI Drama Prize grad Trevor Anderson's *The Island*.



The 100th film from the NSI Drama Prize program was produced during this fiscal. This translates into over 210 graduates who have received a year of professional support and training in the various stages of filmmaking while developing and producing a quality short film.

Up to four teams receive a one-week intensive boot camp in Winnipeg for each discipline of writing, directing and producing and their related topics including digital media applications, business affairs, script writing, working with actors, blocking and shooting scenes, social marketing and more. 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 with the latest technology.

NSI Drama Prize is led by Program Manager Joy Loewen and Program Advisor E. Jane Thompson.

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 34 cities in 11 countries.

See page 26 for the list.

NSI Drama Prize 2009-10 was 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 Drama Prize 2009-2010 teams**



***The Closer You Get to Canada*** (VANCOUVER, BC) by producer Les Lukacs and writer/director John Bolton. AWARD SPONSOR: Telefilm Canada. PROVINCIAL SPONSOR: British Columbia Film.



***Subway Harmonies*** (TORONTO, ON) by producer Alex Molenaar, writer Peter Murphy and director Leah Cameron. AWARD SPONSOR: Rogers Group of Funds.



***Hangnail*** (TORONTO, ON) by producer Norma Mendoza and writer/director Cavan Campbell. AWARD SPONSOR: NSI Alumni Fund.



***Distilled Love*** (TORONTO, ON) by producer Harold Gay, writer Heli Kennedy and director Joe Kicak. AWARD SPONSOR: The Brian Linehan Charitable Foundation.

Writer Peter Murphy, director Leah Cameron and producer Alexander Molenaar were the first NSI Drama Prize team to receive a Bravo!FACT award for their short film, *Subway Harmonies*.



**The Fiddler's Reel**  
(HALIFAX, NS) by writer/director Marc Almon and producer Angus Swantee.



**Rusted Pyre**  
(LETHBRIDGE/CALGARY, AB) by director Laurence Cohen, producer David Cormican and writer Daniel Audet.



**Fridge Magnet Poetry**  
(HALIFAX, NS) by writer/director Lara Cassidy and producer Shauna Hatt.



**Wait For Rain**  
(VANCOUVER, BC) by co-writer/director Kyle Rideout and co-writer/producer Josh Epstein.



**Victoria Hirst**  
Producer | Victorious Films  
Mentor of: *Distilled Love*  
“...it is immensely rewarding to work with emerging writers, directors and producers, to encourage them, to help them shape and hone their vision and then to advise them, as they need, as their projects come to fruition.”



**David Miller**  
President/Producer | DRM Productions  
Mentor of: *Hangnail*  
“...I believe it is crucial to encourage young and gifted storytellers to tell good stories. This program and others run by NSI are fantastic as they offer the necessary skill-set to emerging filmmakers, and hopefully prepare them to take their current or future projects to the marketplace.”



**Damon D'Oliveira**  
Producer | Conquering Lion Pictures  
Mentor of: *Subway Harmonies*  
“... 'cause it is a great opportunity to connect with Canada's next generation of up-and-coming filmmakers who never cease to blow me away.”



**Rob Merilees**  
Producer, Partner | Foundation Features  
Mentor of: *The Closer You Get to Canada*  
“...it's a fantastic resource for finding new talent. I love getting involved with interesting projects and people at the beginning, and ultimately watching the projects and the filmmakers grow. NSI Drama Prize does the legwork for me, and I get the chance to work with some exciting new talent.”



## Alumni Spotlight

**Danishka Esterhazy**  
NSI Drama Prize 2004  
Writer/director, *The Snow Queen*

Filmmaker Danishka Esterhazy has written and directed several short films that have screened in Canada and around the world, including her NSI Drama Prize short film *The Snow Queen*. She is a graduate of the Director's Lab program at the Canadian Film Centre and NSI Features First. In 2008, she was awarded the prestigious Kodak New Vision award. In early 2010 Danishka was invited to an international artist-in-residence term in Cologne, Germany. *Black Field*, her first feature film, premiered at the Vancouver International Film Festival and opened in theatres across Canada in summer 2010.

*“The NSI Drama Prize program was the helping hand that enabled me to step from the world of amateur filmmaking into the larger world of professional production. The mentorship I received from Norma Bailey was informative, nurturing and challenging. It encouraged me to work harder, aim higher, and develop my own voice as a filmmaker. And it provided me with the tools to complete larger and more ambitious films.”*



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. They are also introduced to social media applications and ways to build an audience for their projects.

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 Manager, Training Programs Brendon Sawatzky and Program Advisor Marguerite Pigott.

In January 2009 writer/director Adam Smoluk (2005-06) shot his feature *Foodland* in Winnipeg. The film is in the late stages of post production with plans for the 2010-11 festival circuit.

Writer/director Darlene Naponse and producer Joseph Mansourian (2006-07) shot their feature *Every Emotion Costs* in fall 2009 in White Fish Lake First Nation and Sudbury, Ontario. The film stars Michelle St. John, Tantoo Cardinal, Nathaniel Arcand, Roseanne Supernault and Adam Garcia.

NSI Features First 2008-09 was 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 director Shereen Jerrett, producer Polly Washburn and writer Bradley Sawatzky.



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



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



## 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. *Heaven's Door* by Katie Weekley and Geoff Redknapp won the \$2,500 award for the 2009-10 program.



*Bitter Pills* (NORTH VANCOUVER, BC & TORONTO, ON) by writer/director Garfield Lindsay Miller and producer Cher Hawrysh.



*Emerge* (TORONTO, ON) by producer Maria Kennedy and writer/director Ben Mazzotta.



*Heaven's Door* (VANCOUVER, BC) by producer Katie Weekley and writer/director Geoff Redknap.



*The Bequest* (TORONTO, ON) by producer David Bajurny and writer/director Jeff Kopas.



## Alumni Spotlight

Gary Yates  
NSI Features First 2001-02  
Writer/director, *Seven Times Lucky*

Gary was a professional magician for 10 years prior to embarking on his filmmaking career. His films have garnered worldwide critical acclaim, premiering at the world's most prestigious festivals including Sundance, Berlin, Rotterdam, New York and Toronto. He has won many international awards, for both directing and screenwriting, and was shortlisted for an Academy Award® Nomination for Best Short Film for his NSI Drama Prize short *Without Rockets*. Gary's most recent feature, *High Life*, starring Timothy Olyphant, premiered at the Berlin International Film Festival and was released theatrically in 2010 to rave reviews.

*"It's been six years since my first feature Seven Times Lucky was made with the help of NSI Features First; and not-so-surprisingly, seven movies later, I still find myself revisiting many of the key principles introduced to me through the program."*



NSI Totally Television delivers relevant and innovative training for strong, creative writer-producer teams selected to develop their television series concepts and secure a development deal with a broadcaster.

Digital media strategies are now mandatory for successful Canadian series and NSI Totally Television prepares its participants and their projects for this new landscape. This two-phase program spans 10 months. The first phase includes an intensive boot camp in Toronto where participants work extensively with story editors and show runners. Training includes cross-media platforms and social marketing, market conditions and trends, business and legal issues and the elements of successful pitching.

Teams re-submit their projects for selection to phase two and must include a cross-media strategy. Up to three teams are chosen for additional training, one-on-one mentorships with executive producers and story editors, and independent work concluding with a trip to the Banff World Television Festival to pitch their project to broadcasters and build industry relationships.

NSI Totally Television is led by NSI Manager, Programs & Development Brandice Vivier and Program Advisor Sam Linton.

Two series developed through NSI Totally Television are currently on air with another coming soon, plus a DVD and pilot presentation completed:

**Wapos Bay** by producer Anand Ramayya and writer Dennis Jackson (2002-03) is in its fourth season on APTN, a fifth is in production, and a series finale movie-of-the-week begins production in fall 2010.

The second season of **Less Than Kind** by producer Chris Sheasgreen and writer Marvin Kaye (2004-05) is now on HBO Canada. Season three is shooting in fall 2010 in Winnipeg.

**'da Kink in My Hair** by producers Damion Nurse and Ngozi Paul and writer Trey Anthony (2004-05): two seasons aired on Global, and season one is on DVD.

**Todd & the Book of Pure Evil**, a sci-fi comedy series by executive producers Anthony Leo and Craig David Wallace and written by Charles Picco (2004-05) was shot in winter/spring 2010 in Winnipeg for SPACE.

**Crossroads** by producers Aubrey Arnason and Julia Anderson, and writer Peter Benson (2008-09) shot a pilot presentation for their series in Vancouver for Citytv in March 2010.

NSI Totally Television 2008-09 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 Totally Television  
2008-09 teams (phase two)



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



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



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

NSI Totally Television  
2008-09 mentors

**Crossroads**: Gary Harvey (writer, producer, director) and Susin Nielsen (executive story editor)

**Queensbury Rules**: Louise Clark (industry consultant) and Avrum Jacobson (executive story editor)

**The Pits**: Rachel Fulford (Blueprint Entertainment) and Eric From (executive story editor)



*Uncorked* (VANCOUVER, BC) by producer Jason Margolis and writer Robert Wenzek.



*Ditched* (VANCOUVER & PORT COQUITLAM, BC) by producer Heather Lindsay and writer Bruce James.



*Summer of My Amazing Luck* (WINNIPEG, MB) by producer Vonnie Von Helmolt and writer Tricia Cooper.



*Bush League* (TORONTO, ON & MONTRÉAL, QC) by writer Daniel Trotta and producer Ken Proulx.



*The Great Pretender* (TORONTO, ON) by producer Shannon Foerter and writer Sean K. Robb.



## Alumni Spotlight

Anand Ramayya  
NSI Totally Television 2002-03  
Producer, *Wapos Bay*

Anand is principal of Karma Film Inc. He grew up in a film family and has been working on dramatic films since he was 15. He is a four-time Gemini Award-winning producer and filmmaker. His projects have ranged from independent feature length films to stop-frame animation to documentaries. Anand is a producer of *Wapos Bay* the hit stop-motion animation series on APTN. It has screened at the Sundance Film Festival and won numerous awards including three Geminis. His documentary *Cosmic Current* received the 2004 Gemini Canada Award and his latest film *Mad Cow Sacred Cow* was one of CBC Newsworld's top rated documentaries of the 2009/10 season.

*"NSI Totally Television opened the doors for us. We knew we had a great project, but we needed training and mentorship to turn Wapos Bay into a television series. NSI provided that, and we are proud to say Wapos Bay has enjoyed five successful seasons, employed over 45 people, won numerous awards and helped me grow my business."*



NSI Global Marketing is a four-month comprehensive training and mentorship program for established Canadian television producers taking their projects to the international market for the first time.

Participants work with the program manager to set goals, shape their projects, research and target specific international broadcasters, distributors and/or partners and explore appropriate buyers for their projects. Then they take an intensive four-day training session to network, practice pitching and discuss marketing, international trends and distribution.

For the past couple of years digital media training has been a significant part of the program and students must develop their marketing strategies and digital platforms in preparation for their time at MIPTV in Cannes, France. In addition to individualized counsel from the program manager, participants also receive daily coaching at the market.

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

Hemmings House Pictures, led by owner **Greg Hemmings**, (2008) announced the expansion of their operations to include a photo and film studio in Tokyo, Japan.

**Catherine Bainbridge** (2005) and **Christina Fon** (2007) of Rezolution Pictures took their film *Reel Injun* through the program. The documentary had its North American premiere at SXSW 2010 and was picked up by APTN, ARTE in Germany, AVRO in Holland and is distributed in Europe by Films Transit International.

NSI Global Marketing 2009 was made possible by Presenting Sponsor Canwest.

## Alumni Spotlight

**Lynne Skromeda**  
NSI Global Marketing 2003  
Frantic Films

As president of production at Frantic Films, Lynne oversees all finance and business aspects of the company's film and television production. In the past nine years, she has worked on over 40 productions, including *Ken Leishman: The Flying Bandit*, *Music Rising*, *Guinea Pig*, *Quest for the Sea* and *Devil's Brigade*, that have been ratings successes and garnered many awards.

*"NSI training gave me great access to top industry professionals and provided an excellent opportunity to develop my skills in a relevant way that has been extremely beneficial to my career."*

### NSI Global Marketing 2009 MIPTV



Jennifer Pun Morrisette,  
Heroic Film Company Inc.  
(TORONTO, ON)



Richard Meaney, Caché Film &  
Television (TORONTO, ON)



John Bessai, CineFocus Canada  
(TORONTO, ON)



Tim Tyler, Cheshire Smile  
Animation Inc. (SASKATOON, SK)

### NSI Global Marketing 2010 MIPTV



Left to right:

Boris Ivanov, Interfilm Productions Inc. (VANCOUVER, BC)  
Sean De Vries, Force Four Entertainment (VANCOUVER, BC)  
Maureen Marovitch, Picture This Productions (MONTRÉAL, QC)  
Maija Leivo, Parallax Film Productions Inc. (WHITE ROCK, BC)

# NSI ON TELEVISION

Click the remote, and there they are - television series developed through the National Screen Institute. Congratulations to all the teams that brought their projects to the small screen.

*Wapos Bay* is an animated television series for children, now in its fourth season on APTN, developed through NSI Totally Television by Dennis Jackson and Anand Ramayya. Season five is in production and the series will end with a movie-of-the-week, scheduled to begin production in fall 2010.

*Less Than Kind* was created by Marvin Kaye and Chris Sheasgreen and developed through NSI Totally Television. Currently in its second season. HBO Canada ordered a third season.

*'da Kink in My Hair* aired nationally for two seasons on Global; season one is available on DVD. Developed by Trey Anthony, Damon Nurse and Ngozi Paul through the NSI Totally Television training program.

In 2005 the National Screen Institute launched DiverseTV in partnership with VisionTV. This ground-breaking training program offered visible minority and Aboriginal writers the chance to tell their stories. *SOUL*, a six-part, hour-long drama series, created by program

grads Andy Marshall and Abi Marshall and developed with Nigel Hunter, premiered on VisionTV in February 2009 and continues to repeat on the network.

In 2007, responding to market need, the National Screen Institute, in association with APTN, redesigned the NSI Storytellers program to develop above-the-line broadcast talent. *Cashing In* was developed through NSI Storytellers. Currently in its second season on APTN; season three is in development.

*Todd & The Book of Pure Evil* was created by Craig David Wallace, Charles Picco and Anthony Leo and developed through NSI Totally Television. Season one is currently in production for SPACE.

Jennifer Holness took the miniseries *GUNS* through the Telefilm Canada Spark Plug Program, which was designed and delivered by NSI. It premiered on CBC in September 2009.



*Wapos Bay*



*Less Than Kind*



*'da Kink in My Hair*



*SOUL*



*Todd & The Book of Pure Evil*



*Guns*



*Cashing In*



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 job requirements in the industry 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.

2008 grad Ashley Hirt was co-producer on NSI alumna Danishka Esterhazy's debut feature *Black Field*, which had its world premiere at the Vancouver International Film Festival.

2006 grad Nicola Little is program director at Urban Shaman: Contemporary Aboriginal Art in Winnipeg.

2008 grad Trinity Bruce did in-studio camera for APTN's coverage of the 2010 Winter Games.

2009 NSI New Voices Program Manager was Lisa Meeches. Operations Manager was Ursula Lawson. Program Coordinator was Sam Vint.

NSI New Voices 2009 was made possible by Presenting Sponsor Manitoba Culture, Heritage and Tourism, and Program Partners NBC Universal, Centre for Aboriginal Human Resource Development (CAHRD) and RBC Foundation.

See page 28 for a complete list of sponsors.

## Alumni Spotlight

**Craig Guiboche**  
NSI New Voices 2007

An award-nominated visual effects artist, Craig is already a veteran of over 50 films. A graduate of Tec Voc High School's broadcasting program, he began his career as the head graphics designer for A-Channel (now Citytv). He went on to work in graphics for CBC. Today, he continues to work as a freelance editor, graphic designer and visual effects artist and is NSI's main video editor. His ultimate goal is to direct feature films.

*"NSI has given me training to advance my career, and put me in contact with amazing people that I continue to work with today."*

## NSI New Voices 2009 graduates



Elliott Gordon-Nelson  
(WINNIPEG, MB)



Leslie Brant  
(WINNIPEG, MB)



Mario Ballantyne  
(WINNIPEG, MB)



Theresa Stevenson  
(WINNIPEG, MB)



April Seenie  
(WINNIPEG, MB)



Dinae Robinson  
(WINNIPEG, MB)

## NSI New Voices 2009 Internship Hosts

Manitoba Lotteries, Merit Motion Pictures, Citytv, Blue Coach MB Productions Inc., Noam Gonick, filmmaker, Buffalo Gal Pictures, Les Productions Rivard.



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 delivered by NSI.

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. This was the second year NSI designed and delivered the training for the program.

Training began in Toronto with a five day "Jump Start to Film Immersion" which overlapped with the final two days of the imagineNATIVE Film + Media Arts Festival. Participants attended screenings and heard from filmmakers whose works were screening at the festival.

New this year was a "speed dating" event where participants had over 100 individual meetings one afternoon with funders, distributors, broadcasters, agents, producers and financiers from the Canadian feature film industry.

A five month mentorship period matched the program's writers with a professional story editor. Producer participants were mentored by top working feature film producers and, through the participation of Canadian Heritage's Trade Routes Program, attended the Native Forum as delegates at Sundance 2010.

The goal is to move these projects to the next stage of development so they will eventually hit screens across Canada.

The Featuring Aboriginal Stories Program is led by Program Manager Liz Jarvis, Director, Programming Liz Janzen and Manager, Programs & Development Brandice Vivier.

Featuring Aboriginal Stories Program was made possible by Presenting Partners Telefilm Canada and Aboriginal Peoples Television Network (APTN) for which the training component is being delivered by NSI.



## Alumni Spotlight

**Laura J. Milliken**  
**Featuring Aboriginal Stories**  
**Program 2008-09**  
**Big Soul Productions**

Laura is an Aboriginal content-creator, producer and entrepreneur. As president of Toronto-based Big Soul Productions Inc. she has built and led the company for 11 successful years. The company's achievements include the Gemini-nominated dramatic series, *Moccasin Flats* and the comedy animation series *By the Rapids*.

*"NSI has been instrumental in my growth and development as a film and television producer and has helped me navigate through the ever-changing and evolving industry with very tailored guidance, support and resources."*

## Featuring Aboriginal Stories Program projects:

***A Better Place*** by writers Shane Belcourt and Duane Murray (TORONTO, ON).

***Backwater*** by writer Ian Barr (EDMONTON, AB), production company Devonshire Productions and producer Paula Devonshire (TORONTO, ON).

***Killing the Shamen*** by writer/producer Jeremy Torrie, production company High Definition Pictures Inc., and producer Jim Compton (WINNIPEG, MB).

***Monkey Beach*** by writers Andrew Duncan and Johnny Darrell, production company Mama-00 Pictures, and producers Loretta Todd and Rajvinder Uppal (VANCOUVER, BC).

***Red River Max*** by writer/producer Joe Thornton (CALGARY, AB), production company EagleCreek Entertainment.

***Renaissance*** by writer Abraham Côté (MANIWAKI, QC).

***Running Home*** by writer Zoe Leigh Hopkins (VANCOUVER, BC).

***Stonefaces*** by writers Evan Adams and Michelle St. John (NORTH VANCOUVER, BC), and producer Marie Clements (GALIANO ISLAND, BC).

***The Point*** by writer Mark Ennis (TOBIQUE FIRST NATION, NB), production company Bear Paw Productions Inc., and producers Brian Francis (ELSIPOGTOG, NB), and Timothy M. Hogan and Rick Leguerrier, Dream Street Pictures (MONCTON, MB).

***Untitled Tracey Deer Project*** by writers Tracey Deer (KAHNAWAKE, QC) and Cynthia Knight (MONTRÉAL, QC), production company Rezolution Pictures International, and producers Ernest Webb and Catherine Bainbridge (MONTRÉAL, QC).

***White Mask*** by writer Matt Alden Dykes, production company Mosaic Entertainment Inc., and producers Camille Beaudoin and Eric Rebalin (EDMONTON, AB).

***Enfant du temps*** by writer Evelyne Papatie (VAL D'OR, QC).

***Martine ma muse*** by writer Micheline Marchand (PENETANGUISHENE, ON).

***Nibi et Kigô's-Deux frères*** by writer Kevin Papatie (VAL D'OR, QC).

***Saisons Atikamekw*** by writer Line Rainville (NOTRE DAMES DES PRAIRIES, QC).

The quality and interest in the NSI Online Short Film Festival keeps growing. More and more Canadian filmmakers are submitting their work to our year-round festival.

A call for submissions goes out four times a year. At least one new film is added to the website each week helping grow a library of over 140 films. Presenting films online allows NSI to showcase Canadian content and offer it to people across the country at any time.

- 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 and 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 an independent jury.
- Films are free to watch.
- No submission fee for filmmakers.

The NSI Online Film Festival is managed by Liz Janzen and 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 site sponsors.

## THE A&E SHORT FILMMAKERS AWARD

A&E Television Networks has generously established the A&E Short Filmmakers Award to recognize outstanding works in the NSI Online Short Film Festival. This juried award provides one filmmaker with a cash prize of \$2,500 and is presented four times a year.

All films programmed as part of the NSI Online Short Film Festival are eligible for the A&E Short Filmmakers Award. Following each round of programming, those films are automatically considered by a three member jury representing Canada's leaders in the screen industries.

### Award winners for 2009-10

Anthony Bortolussi *Prom Night* (PORT MOODY, BC)

Kryshan Randel *Glimpse* (VANCOUVER, BC)

Daniel I. Schacter *Three Mothers* (MONTRÉAL, QC)

Patrick Carroll *I'm That Fool* (VANCOUVER, BC)

We acknowledge and thank the members of the four juries:

Kellie Ann Benz, Vivieno Caldinelli, Anneli Ekborn, Kristine Estorninos, Andy Marshall, Mark Montefiore, Nick Pagee, Karen Swerdfeger, Agata Smoluch Del Sorbo, Sudz Sutherland, Anna Tsoulogiannis and Karen Walton for their contributed expertise.



*Prom Night*



*Glimpse*



*Three Mothers*



*I'm That Fool*



The NSI Online Industry Centre has evolved into the “go-to” website for professional development and industry news. Over the past 12 months significant changes have taken place to make [www.nsi-canada.ca](http://www.nsi-canada.ca) an even more effective tool for Canada’s screen community.

- Redesign of [www.nsi-canada.ca](http://www.nsi-canada.ca) homepage to magazine-style and easier navigation for visitors.
- Introduction of Facebook Connect for easy visitor login.
- Over 100,000 views of video content on the NSI YouTube Channel.
- Double the number of page views compared to three years ago.
- Dedicated short film columnist Kellie Ann Benz.
- Increased industry news coverage blogged by Liz Hover.
- Expanded coverage of NSI alumni news and achievements.
- More audio interviews with leaders in the industry, including Jon Reiss, Jan Miller, *Less Than Kind* creators Chris Sheasgreen and Marvin Kaye, and NSI alumni embarking on new projects.
- More brand presence through YouTube, Facebook, Twitter, and a growing number of online networks.
- Interviews with program managers explaining our programs and the application process.

The weekly e-newsletter continues to be emailed to over 5,000 contacts advising of news and calls for applications, blog posts, interviews and alumni news.

Liz Hover, Digital Media Manager, leads the website team and the delivery of electronic information and social marketing for NSI.

The NSI Online Industry Centre is made possible through Presenting Sponsor Telefilm Canada.

See page 28 for a complete list of site sponsors.



[facebook.com/nsicanada](https://facebook.com/nsicanada)



[youtube.com/nsicanada](https://youtube.com/nsicanada)



## IT'S A CHANGING WORLD AND NSI IS LEADING THE WAY

NSI has a lot on its plate and is hungry for more. Much of our success is due to the way we evolve our programs and develop new ones according to the trends of the industry and changing technology.

As we look ahead to the new fiscal year, we have several innovative programs in various stages of development. Watch [www.nsi-canada.ca](http://www.nsi-canada.ca) for more information as we finesse these ideas in consultation with the industry and work with our associate faculty to design them.

## FUTURE PLANS

### Training for Aboriginal Content Creators

NSI continues to be a leader in the design and delivery of training for Aboriginal screen professionals as we work towards building NSI's reputation as the Aboriginal Centre of Excellence in screen training in Canada.

**NSI Aboriginal Journalism Program** - for new and junior reporters, to build and further strengthen their skills to become critical thinkers and adaptable journalists, ready and qualified to make an impact within the Canadian media industry.

**NSI Aboriginal Acting Program** - our film and television alumni have shared with us that there is a real need for well-trained, accomplished Aboriginal actors to fill starring and supporting roles in a growing range of Canadian productions.

**NSI Storytellers II** - following the success of the NSI Storytellers I program which led to the critically-acclaimed and nationally-broadcast series *Cashing In*, NSI looks to renew this program and offer this valuable training to Aboriginal writers, directors and producers for another innovative and creative application.

### Documentary Training

NSI is exploring the development of a program for documentary storytellers who need training, guidance and industry mentorship to research, chronicle and produce material for all screens.

### Digital Media Initiatives

**NSI playWRITE II** - Digital is changing the screen landscape at great speed. Video games, smartphone applications and interactive online games continue to need creative minds. Based on the success of **NSI playWRITE I** for narrative game designers, NSI looks to expand this program to meet the needs of the industry.

### Accreditation

NSI is researching the possibility of forming academic alliances with major universities and colleges to transform NSI into an educational institution capable of granting formal degrees, diplomas or certificates. This would enhance the weight and value that NSI's post secondary training programs already provide.

## Sponsor Spotlight:

### The Winnipeg Foundation

The Winnipeg Foundation, one of Canada's most prestigious and generous private funding bodies, has been a strong supporter of NSI's Aboriginal training programs for many years.

The organization was a founding sponsor of NSI New Voices and thanks to a 2008 grant NSI was able to outfit its Aboriginal Training Centre with furniture, audio video equipment and a kitchen. This space is used for training our NSI New Voices, NSI Drama Prize and NSI Features First students, and by other community arts groups.

Most recently, The Winnipeg Foundation awarded a grant to NSI to develop a journalism component for the 2010 NSI New Voices curriculum. Partnering with Yellowquill College in Winnipeg, NSI students will develop a promotional video for the college's website and for recruitment.



# NSI SOCIAL MARKETING MACHINE

Training content creators in a changing digital world is something NSI takes very seriously. Digital media is integrated into our training, and new and innovative ideas are being introduced each session. We have hosted and co-hosted events over the past year to introduce audiences to the advantages, must-haves and frustration-busting tools for dealing with and thriving in this new world.



**August and September 2009 - A Producer's Guide to Understanding, Developing & Financing Digital Strategies:** an afternoon panel, keynote address, and roundtable discussions presented by Zeros to Heroes Media, NSI and CFTPA, The Bell Fund and local partners.



**January 2010** - NSI Digital Media Manager Liz Hover presents three social media lunch hour presentations on Twitter, Facebook and other tools in the online marketing tool box.



**March 2010** - The National Film Board (NFB) and NSI co-hosted two free social media workshops for filmmakers in Edmonton and Calgary. The event was presented by NFB's then Content Manager Matt Forsythe and NSI's Digital Media Manager Liz Hover.

Producer's guide panelists Sean Garrity, Jeff Peeler and Tyson Caron; NSI Digital Media Manager Liz Hover; marketing panel moderator Sheri Candler and panelists Jon Reiss and David Geertz.



**March 2010** - NSI presents a panel: **New models of film marketing, distribution and financing for the digital era** with Jon Reiss, filmmaker and author of the acclaimed book *Think Outside the Box Office*, and David Geertz, entrepreneur, crowdfunding expert, filmmaker and transmedia producer, moderated by independent film marketing expert Sheri Candler.

**March 2010** - Live Facebook clinic answering questions about the NSI Totally Television application process hosted by program manager Brandice Vivier.

**Online marketing maven** - Liz Hover keeps NSI in the mix of information distribution for all things film and television. She delivers workshops to organizations about social media; and manages NSI's YouTube channel and presence in many online spaces. She has strategically designed NSI's Facebook page and streamlined our Twitter followers to reach content creators with potent, relevant and current news.

## NSI Meeting Content Creators

Although we reach people regularly through email, e-newsletter, Twitter, Facebook and phone, we highly value facetime to exchange ideas in person.

**Winnipeg, Manitoba** - NSI staff attended career fairs at local high schools and the MANITOBA FILM & MUSIC Showcase; NSI co-presented a rewrite intensive workshop with Film Training Manitoba, by LA-based screenwriting instructor Pilar Alessandra.

**Toronto, Ontario** - Director of Programming Liz Janzen and NSI Drama Prize Program Manager Joy Loewen hosted meet and greet events at the CFC Worldwide Short Film Festival and Reel Asian International Film Festival. Joy also met director and producer delegates at the Toronto International Film Festival's Short Cuts Roundtable.

**San Francisco, California** - Brendon Sawatzky attended the Game Developers Conference to learn more about the market trends of the gaming industry.

**Clermont-Ferrand, France** - Joy Loewen attended the Clermont-Ferrand International Short Film Festival.

**Ottawa, Ontario** - Liz Janzen presented at the Canadian Education and Research Institute for Counselling National Career Development Conference.

What is social media and how do I use it? (video highlights): [bit.ly/nsisocialmedia](http://bit.ly/nsisocialmedia)

# NSI ALL OVER THE WORLD

## NSI across Canada

### Banff, Alberta

NSI Totally Television projects *Crossroads*, *Queensbury Rules* and *The Pits* were pitched at the Banff World Television Festival

### Vancouver, British Columbia

NSI Drama Prize film *In Between* screened at the Vancouver International Film Festival

NSI Drama Prize film *Dinx* screened at Out on Screen Vancouver Queer Film Festival

### St. John's, Newfoundland

NSI Drama Prize films *Countdown* and *In Between* screened at the St. John's International Women's Film Festival

### Halifax, Nova Scotia

NSI Drama Prize film *Countdown* screened at the Atlantic Film Festival

### Kingston, Ontario

NSI Drama Prize film *Countdown* screened at the Kingston Canadian Film Festival

### Sudbury, Ontario

NSI Drama Prize films *Countdown*, *The Way it Used to Be* and *The Curiosity of Penny Parker* screened at Cinefest Sudbury International Film Festival

### Toronto, Ontario

NSI Drama Prize film *The Way it Used to Be* screened at the CFC Worldwide Short Film Festival

NSI screening of 2008-09 NSI Drama Prize films *Countdown*, *The Way it Used to Be*, *The Curiosity of Penny Parker* and *In Between* at the Royal Ontario Museum.

NSI Drama Prize film *In Between* screened at the WIFT-T Short Film Showcase

### Dawson City, Yukon

NSI Drama Prize film *Dinx* screened at the Dawson City International Short Film Festival

## NSI around the world

### Sydney, Australia

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

### Tallinn, Estonia

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Haapsalu Horror and Fantasy Film Festival

### Cannes, France

NSI Global Marketing participants attended MIPTV

### Erlangen, Germany

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Weekend of Fear

### Freiburg, Germany

NSI Drama Prize film *Dinx* screened at the Freiburg Gay Film Festival

### Budapest, Hungary

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Busho - Budapest Short Film Festival

### Kerry, Ireland

NSI Drama Prize film *Countdown* screened at the Kerry Film Festival

### Latina, Italy

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Festival Pontino del Cortometraggio

### Milan, Italy

NSI Drama Prize film *Dinx* screened at Festival Mix Milano

### Manlleu, Spain

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Festival de Curtmetratges de Manlleu

### Bradford, UK

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Fantastic Films Weekend

### Luton, UK

NSI Drama Prize film *Countdown* screened at the Filmstock International Film Festival

### Palm Springs, California

NSI Drama Prize films *In Between* and *The Curiosity of Penny Parker* screened at the Palm Springs International ShortFest

### Sacramento, California

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

### Denver, Colorado

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the Denver International Film Festival

### Washington, D.C.

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the DC Shorts Film Festival

### Orlando, Florida

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the Orlando Film Festival

### Chicago, Illinois

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

### Louisville, Kentucky

NSI Drama Prize film *The Auburn Hills Breakdown* screened at Fright Night Film Fest

### Missoula, Montana

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the MisCon International Short Film Festival

### Omaha, Nebraska

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the Omaha Film Festival

### New York, New York

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the New York United Film Festival

### Dayton, Ohio

NSI Drama Prize film *Dinx* screened at the Dayton Lesbian and Gay Film Festival

### Philadelphia, Pennsylvania

NSI Drama Prize film *Dinx* screened at Philadelphia QFest

### Providence, Rhode Island

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the Rhode Island International Film Festival

### Nashville, Tennessee

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

### Austin, Texas

NSI Drama Prize film *Dinx* screened at the Austin Gay and Lesbian International Film Festival

### Park City, Utah

Featuring Aboriginal Stories Program producers attended the Sundance Film Festival

### Seattle, Washington

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

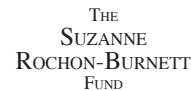
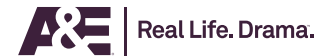
# NSI SPONSORS



THE BRIAN LINEHAN CHARITABLE FOUNDATION



RBC Foundation®



# NSI SPONSORS



## The Brian Linehan Charitable Foundation

A popular feature of the NSI Online Industry Centre has been the classic *CityLights* interviews by Brian Linehan. New generations of film fans and content creators are being introduced to his incredible research and conversations with iconic figures of film and television. NSI is proud to showcase the legacy of this Canadian media pioneer and we continue to regularly post interviews from the Linehan archives.

Sadly Brian passed away in 2004. He left his estate to The Brian Linehan Charitable Foundation. The Foundation's goal is to advance a Canadian star system through the financial support of respected training programs and as such has been a longtime supporter of NSI Drama Prize and NSI Features First.

*CityLights* footage is provided courtesy of CTV Limited and The Brian Linehan Charitable Foundation. © CTV Limited. © The Brian Linehan Foundation. All rights reserved.

## Canadian Screen Training Centre (CSTC)

In spring 2010 the Canadian Screen Training Centre (CSTC) announced its closure after 30 years of filmmaker training. As one of the former four federally-supported national training schools, NSI wants to thank the CSTC for its commitment to developing Canada's screen professionals and for playing a vital role in working with emerging writers, directors and producers. You will be missed and remembered.

The National Screen Institute - Canada operates with ongoing funding from Core Funders: Manitoba Culture, Heritage and Tourism, 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 2009-10

**PRESENTING SPONSOR**  
Telefilm Canada

**PROGRAM PARTNERS**  
Canwest

The Brian Linehan Charitable Foundation

**STRATEGIC SPONSORS**  
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NSI Alumni Fund

The Brian Linehan Charitable Foundation

Telefilm Canada

### SERVICE SPONSORS

PS Production Services Ltd.

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ALSO:

William F. White International Inc.

### RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc. Consultants & Insurance Brokers

### NSI DRAMA PRIZE 2010-11

#### PRESENTING SPONSOR

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#### PROGRAM PARTNERS

Canwest

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Telefilm Canada

#### PROVINCIAL SPONSOR

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ALSO:

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### RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc. Consultants & Insurance Brokers

### NSI FEATURES FIRST 2008-09

#### PRESENTING SPONSOR

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#### PROGRAM PARTNERS

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#### STRATEGIC SPONSOR

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#### PROVINCIAL SPONSOR MANITOBA FILM & MUSIC

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CTV and the CTV/CHUM Benefits

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MANITOBA FILM & MUSIC

**NSI GLOBAL MARKETING  
2009 MIPTV****PRESENTING SPONSOR**

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**NSI GLOBAL MARKETING  
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Telefilm Canada

**NSI NEW VOICES 2009****PRESENTING SPONSOR**

Manitoba Culture, Heritage and Tourism

**PROGRAM PARTNERS**

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Centre for Aboriginal Human Resource Development (CAHRD)

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The Winnipeg Foundation

The Suzanne Rochon-Burnett Fund

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MANITOBA FILM & MUSIC

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Buffalo Gal Pictures

Citytv

Les Productions Rivard

Manitoba Lotteries

Merit Motion Pictures

Noam Gonick, filmmaker

**NSI NEW VOICES 2010****PRESENTING SPONSOR**

Manitoba Culture, Heritage and Tourism

**PROGRAM PARTNERS**

Telefilm Canada

NBC Universal

Centre for Aboriginal Human Resource Development (CAHRD)

RBC Financial Group

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Aboriginal Media Education Fund (AMEF)

The Winnipeg Foundation

The Suzanne Rochon-Burnett Fund

William F. White International Inc.

The City of Winnipeg

**PROVINCIAL SPONSOR**

MANITOBA FILM & MUSIC

**FEATURING ABORIGINAL  
STORIES PROGRAM  
2008-09, 2009-10****PRESENTING SPONSOR**

Telefilm Canada

**PROGRAM PARTNER**

Aboriginal Peoples Television Network (APTN)

**NSI ONLINE INDUSTRY  
CENTRE****PRESENTING SPONSOR**

Telefilm Canada

**FOUNDING SPONSORS**

Telefilm Canada

Canwest

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MANITOBA FILM & MUSIC

**NSI ONLINE SHORT FILM  
FESTIVAL****PRESENTING SPONSOR**

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**A&E SHORT FILMMAKERS  
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A&E Television Networks

**ADDITIONAL CONSIDERATION**

The Prolific Group

Avenue 4 Communications Group

Contempra Signs

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Chris Reardon for VisionTV/Halifax Films - page 19

Ben Mark Holzberg - page 19

Allen Fraser - page 19

Asad - page 22

Jim Murphy photo page 14 courtesy of Mary Ann Murphy

The Foundation photo page 10 courtesy of Showcase

# FINANCIAL STATEMENTS



## 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, 2010 and the statements of operations, changes in 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, 2010 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*Meyus Norris Penny LLP*

Chartered Accountants  
Winnipeg, Manitoba  
May 6, 2010

# STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2010

	2010	2009
<b>Assets</b>		
<b>Current</b>		
Cash (NOTE 3)	144,827	341,514
Investments (NOTE 4)	327,197	236,914
Accounts receivable	388,716	422,912
Prepaid expenses	31,446	26,875
Memorabilia available for resale	59,667	148,074
	951,853	1,176,289
Capital assets (NOTE 5)	50,998	65,728
Restricted funds (NOTE 6)	280,967	293,700
	1,283,818	1,535,717
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable	104,705	130,722
Deferred contributions (NOTE 7)	719,541	706,499
Current portion of capital lease obligations	-	11
	824,246	837,232
<b>Net Assets</b>		
Invested in Capital Assets	50,998	65,728
Restricted (NOTE 6)	280,967	293,700
Unrestricted	127,607	339,057
	459,572	698,485
	1,283,818	1,535,717

Approved on behalf of the Board



**Raja Khanna**

Co-Chair, NSI Board of Directors  
CO-CEO, GLASSBOX TELEVISION INC.



**Marlene Kendall**

Finance Chair,  
Associate Director Audit & Risk Management  
MANITOBA LOTTERIES CORPORATION

# STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 2010

	2010	2009
<b>Revenue</b>		
Administration	142,966	259,330
Drama Prize	187,771	157,622
Featuring Aboriginal Stories Program	247,209	219,812
Features First	263,174	191,595
Global Marketing	105,555	125,059
Industry Centre	90,484	103,207
New Voices	193,732	204,365
playWRITE	14,941	107,893
Research and development	56,525	394,537
Short film festival	69,237	53,786
Storytellers	-	168,508
Totally Television	160,681	188,483
	1,532,275	2,174,197
<b>Contributions of goods and services</b>	-	182,100
	1,532,275	2,356,297

	2010	2009
<b>Expenses</b>		
Administration	205,267	245,970
Drama Prize	203,493	157,135
Featuring Aboriginal Stories Program	231,705	219,812
Features First	250,645	191,175
Global Marketing	105,344	113,346
Industry Centre	94,328	103,207
New Voices	178,955	195,124
playWRITE	15,074	107,893
Research and development	162,160	273,170
Short film festival	69,237	53,786
Storytellers	-	159,423
Totally Television	176,664	192,532
	1,692,872	2,012,573
<b>Consumption of goods and services</b>	-	182,100
	1,692,872	2,194,673
<b>Excess (deficiency) of revenues over expenses before loss on sale of assets</b>	(160,597)	161,624
<b>Loss on sale of assets</b>	(78,316)	-
<b>Excess (deficiency) of revenues over expenses</b>	(238,913)	161,624

# STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2010

	Invested in Capital Assets	Restricted	Unrestricted	2010	2009
<b>Net assets</b>					
Net assets, beginning of year	65,728	293,700	339,057	698,485	536,861
Excess (deficiency) of revenues over expenses	-	-	(238,913)	(238,913)	161,624
Transfers	-	(12,733)	12,733	-	-
Investment in capital assets	4,889	-	(4,889)	-	-
Amortization	(19,619)	-	19,619	-	-
<b>Net assets, end of year</b>	<b>50,998</b>	<b>280,967</b>	<b>127,607</b>	<b>459,572</b>	<b>698,485</b>

# STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MARCH 31, 2010

	2010	2009
<b>Cash provided by (used for) the following activities</b>		
<b>Operating activities</b>		
Excess (deficiency) of revenues over expenses	(238,913)	161,624
Amortization	19,619	18,910
	(219,294)	180,534
<b>Changes in working capital accounts</b>		
Accounts receivable	34,196	91,231
Prepaid expenses	(4,571)	29,765
Memorabilia available for resale	88,407	38,954
Accounts payable	(26,017)	70,260
Deferred contributions	13,042	(221,299)
	(114,237)	189,445
<b>Financing activities</b>		
Repayments of obligation under capital leases	(11)	(2,334)
<b>Investing activities</b>		
Advances of restricted funds	12,733	(25,000)
Purchases of capital assets	(4,889)	(20,294)
	7,844	(45,294)
<b>Increase (decrease) in cash resources</b>	<b>(106,404)</b>	<b>141,817</b>
<b>Cash resources, beginning of year</b>	<b>578,428</b>	<b>436,611</b>
<b>Cash resources, end of year</b>	<b>472,024</b>	<b>578,428</b>
<b>Cash resources are composed of:</b>		
Cash	144,827	341,514
Investments	327,197	236,914
	472,024	578,428
<b>Supplementary cash flow information</b>		
Interest paid	229	436

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

# NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2010

## 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

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include 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. Memorabilia available for resale are adjusted annually to the appraised value. Provision is made for amortization of capital assets 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. Capital assets are amortized using the straight line method at the following annual rates:

	Method	Rate
Computer equipment	straight-line	20 %
Computer software	straight-line	20 %
Furniture and fixtures	straight-line	12.5 %
Office equipment	straight-line	20 %
Leasehold improvements	straight-line	20 %
Program equipment	straight-line	20 %

### Revenue recognition

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

### 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.

# NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2010

## 2. Significant accounting policies

(CONTINUED FROM PAGE 35)

### 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.

## 3. Cash

Cash balances are maintained in a monthly savings account with tiered interest rates ranging from 0.25% to 0.75%. (2009 - 0.25% to 0.75%)

## 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.

# NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2010

## 5. Capital assets

	Cost	Accumulated amortization	2010 Net book value
Computer equipment	48,487	35,974	12,513
Computer software	8,862	7,783	1,079
Furniture and fixtures	42,838	19,854	22,984
Office equipment	57,127	47,809	9,318
Leasehold improvements	12,500	7,396	5,104
Program equipment	11,725	11,725	-
	181,539	130,541	50,998

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

Office equipment includes assets under capital lease with a gross cost of \$21,024 (2009 - \$21,024), and accumulated amortization of \$21,024 (2009 - \$21,024).

## 6. 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 the restricted cash has been set aside to cover the expected costs to sell off the memorabilia.

## 7. Deferred contributions

	2010	2009
Administration	36,342	43,000
Aboriginal initiatives	53,270	48,833
Drama Prize	58,515	124,690
Featuring Aboriginal Stories Program	110,995	17,298
Features First	92,815	128,435
Global Marketing	68,305	95,270
Industry Centre	30,000	48,448
New Voices	93,773	60,319
Other initiatives	2,900	33,654
playWRITE	-	14,941
Short Film Festival	61,180	34,525
Totally Television	111,446	57,086
	719,541	706,499

## 8. Obligation under capital lease

	2010	2009
Agreement with Citicorp Vendor Finance bearing interest at 13.28% per annum, requiring blended monthly payments of \$209 to May 2009, secured by office equipment with a net book value of \$0 (2009 - \$0).	-	11
Less: current portion	-	(11)
	-	-

# NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2010

## 9. Revenue

	2010	2009
Contributions of goods and services (NOTE 2)	-	182,100
Federal agencies	-	24,696
Foundations and trusts	3,333	1,666
Interest earned	2,549	7,387
Manitoba Culture, Heritage and Tourism	258,657	241,043
Municipal agencies	25,000	25,000
Private sector	608,730	781,709
Project revenue	12,835	9,720
Provincial agencies	64,793	74,707
Telefilm	556,378	1,008,269
	1,532,275	2,356,297

## 10. 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.

## 11. Financial instruments

NSI as part of its operations carries a number of financial instruments. It is management's opinion that the 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, 2010, NSI had 56% in accounts receivable from one source. These amounts are considered collectible.

## 12. Economic dependence

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

## 13. Capital management

The Organization's objective when managing capital is to safeguard the entity's ability to continue as a going concern, so that it can continue to provide training in the film, television and interactive media sectors.

The Organization sets the amount of capital in proportion to risk and manages the capital structure and makes adjustments to it in light of changes to economic conditions and the risk characteristics of the underlying assets, as well as with consideration of externally imposed capital requirements.

## 14. Comparative figures

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

# ALL PROGRAMS BUDGETED PROJECTIONS

APRIL 1, 2010 – MARCH 31, 2011

	2010-11 Budget		2010-11 Budget		2010-11 Budget
<b>Revenue</b>		<b>Expenses</b>		<b>Expenses</b>	
Telefilm	720,079	Administration		Program Delivery	
Municipal Government	40,000	Accounting/Audit	6,000	Advertising & Promotions	66,279
Province of Manitoba	352,440	Advertising & Promotions	13,000	Public Relations	15,300
Provincial Agencies	64,000	Public Relations	1,000	Office Supplies	9,035
Foundations	75,000	Legal	7,200	Postage & Courier	6,057
Private Sector	929,662	Bank & Service Charges	2,837	Photocopying Costs	1,940
Project Revenue	36,330	Insurance	4,850	Communications	14,015
Interest	2,100	Board Costs	10,842	Contract Projects	461,619
<b>Total Revenue</b>	2,219,611	Communications	569	Staff Costs	584,498
		Premises Costs	75,665	Statutory Payroll Costs	34,165
		Leasing/Interest/Depreciation	40,036	Health Care Benefits	25,482
		Office Maintenance/Services	10,252	RSP Benefits	22,380
		Office Supplies	603	Travel	278,081
		Postage & Courier	900	Production & Technical	167,616
		Production & Technical	268	Meetings & Receptions	50,765
		Travel	3,240	Awards & Bursaries	188,634
		Memberships	724	Memberships/Festival	26,264
		Staff Costs	46,985	Registrations	
		Statutory Payroll Costs	1,819	Venue Rental	22,425
		Health Care Benefits	1,508	<b>Total Program Delivery</b>	1,974,554
		RSP Benefits	1,009	<b>Total Expenses</b>	2,219,611
		Contract Salaries Admin	750	<b>Net Surplus / (Deficit)</b>	-
		Staff Search Costs	15,000		
		<b>Total Administration</b>	245,046		

# NSI ASSOCIATE FACULTY

A national training resource of 200+ professionals

**Nat Abraham**, Head of Distribution  
Breakthrough Entertainment

**Sarah Adams**, Head of Development  
Breakthrough Films & Television

**Tom Alexander**, Director, Theatrical Distribution  
Mongrel Media

**Julie Arnal**, Post Production Supervisor  
Les Productions Rivard

**Andrew Austin**, Distribution, Maple Pictures

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

**John Bain**, Sr. VP Acquisitions & Distribution  
Maple Pictures

**Rhonda Baker**, Producer, RGB Productions

**Greg Barker**, Cameraman, Mentor, Cameraworx

**Paul Barkin**, Producer, Alcina Pictures

**David Barlow**, Writer, Story Editor, Screenages Inc.

**William Barron**, Business & Legal Affairs, Lead Analyst  
for Ontario and Nunavut Region, Telefilm Canada

**Kim Bell**, Cameraman, Mentor

**Cam Bennett**, Executive Producer  
MTS - Winnipeg on Demand

**Andrew Berzins**, Story Editor

**Beverley Bettens**, Manager, CTV Benefits, CTV

**Pierre Billon**, Story Editor

**Kate Blank**, Sales Executive  
Breakthrough Entertainment

**Jenna Bourdeau**, Co-President, Buzz Taxi

**Deidre Bowen**, Casting Director  
Deidre Bowen Casting Inc.

**Kenny Boyce**, Film & Special Events, City of Winnipeg

**Fred Brennan**, Sound Designer

**Chad Burris**, Producer

**María Campbell**, Author, Filmmaker

**Sheri Candler**, Marketing and Publicity Specialist  
Sheri Candler Marketing and Publicity

**Lorne Cardinal**, Actor, Director

**Tyson Caron**, Producer

**Robin Cass**, Producer, Triptych Media

**Jennifer Chen**, Director of Programming, Channel Zero

**Ken Chubb**, Story Editor

**Kirk Comrie**, VP Motion Director, Agency 71

**Arthur Cooper**, Cinematographer

**Tricia Cooper**, Writer

**Elise Cousineau**, Associate Producer, Sienna Films

**Marie-Hélène Cousineau**, Producer

Arnait Video Productions

**Tecca Crosby**, Vice President, Drama

Temple Street Productions

**Bob Culbert**, Culbert Production & Consultation

**Norman Denver**, Line Producer

**Stephanie Despierres**, International Sales, Ouat Media

**Nicki Dewar**, Cultural Trade Commissioner

Canadian Heritage - Trade Routes

**Ken Dhaliwal**, Lawyer, Entertainment Division  
Heenan Blaikie

**Julie Di Cresce**, Manager of Original Programming  
Movie Central

**Damon D'Oliveira**, Producer, Conquering Lion Pictures

**Richard Duffy**, 1st Assistant Director

**Danielle Dumesnil**, Assistant Director

**Rosemary Dunsmore**, Actor

**Tara Ellis**, VP, Showcase and Drama Content  
Canwest Mediaworks

**Noah Erenberg**, Writer, Director

**Leah Erum**, Casting Agent, Kari Casting

**Danishka Esterhazy**, Writer, Director

Koshka Productions

**Kristine Estorninos**, Distribution, Ouat Media

**Niv Fichman**, Co-Founder and Producer

Rhombus Media

**Sarah Jane Flynn**, Director, Factual Content  
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**Dennis Foon**, Story Editor

**Andrew Forbes**, Cinematographer, Forbes Film

**Claude Forest**, Senior Broker, President  
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**Sarah Fowlie**, Program Supervisor  
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**Brad Fox**, Producer, Strada Films

**Anne Frank**, Creative Analyst, Feature Film Unit  
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**Eric From**, Writer, Story Editor

**Rachel Fulford**, Vice President, Creative Affairs  
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**Ron Hay**, Stohn Hay Cafazzo Dembroski Richmond LLP

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**Victoria Hirst**, Producer, Victorious Films

**Tim Hogan**, Producer, Dreamstreet Pictures Inc.

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**Liz Hover**, Digital Media Manager, National Screen  
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**Gregor Hutchison**, Post Production Supervisor

**Daniel Irons**, President and Producer  
Foundry Films Inc.

**Kyle Irving**, Vice President Production, Eagle Vision

**Madeline Ivalu**, Filmmaker

**Dennis Jackson**, Company Director, Dark Thunder  
Productions

**Melanie Jackson**, Company Director, Dark Thunder  
Productions

**Liz Jarvis**, Producer, Buffalo Gal Pictures

**Shereen Jerrett**, Writer, Director, WindRose Media

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**Melissa Kajjust**, Executive in Charge of Development  
Scripted Programming, Frantic Films

**Mike Kaspro**, Vice President, Creative Director  
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**Jennifer Kawaja**, Producer, Sienna Films

**Marvin Kaye**, Creator, *Less Than Kind*

**Karen King**, Production Executive, Dramatic  
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**Susan King**, International Co-Production Analyst  
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Isuma Productions

**Catherine Kunz**, Account Manager, TV & Motion Picture  
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**Phyllis Laing**, President and Producer  
Buffalo Gal Pictures

**Peter Lauterman**, Writer, Story Editor

**Veronique Le Sayec**, Deputy Director - Initiatives Delivery National & International Business Development, Telefilm Canada  
**Rick LeGuerrier**, Producer, Dreamstreet Pictures Inc.  
**Caroline Lennox**, CL Communications  
**Ira Levy**, Executive Producer, Partner Breakthrough Films & Television  
**Jenny Lewis**, Casting Director, Lewis Kay Casting  
**Sam Linton**, Director of Original Production History Television  
**Rose Logan**, Cultural Consultant  
**Anita Lubosch**, Sound Technician  
**Dan Lyon**, Feature Film Unit Director (Ontario and Nunavut Region), Telefilm Canada  
**Rob Macklin**, Branch Representative, ACTRA  
**Matt MacLennan**, Writer, Story Editor  
**Susan Maggi**, Picture Editor  
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**Scott McEwan**, Executive in Charge of Development Drama, CBC/Radio-Canada  
**Carly McGowan**, Project Coordinator, COGECO/IPF  
**Michael McGowan**, Director  
**Dan McMullen**, Senior Relationship Manager Media & Entertainment, Royal Bank of Canada  
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**Rob Merilees**, President and Producer Foundation Features  
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**Darko Milivojevic**, Vice President, Industry Development, Interactive Ontario

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**Jan Miller**, President, Lowenbe Holdings  
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**Kit Redmond**, Executive Producer, RTR Media  
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**Alan Resnick**, Writer, Story Editor  
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**Kari Rieger**, Casting Director, Kari Casting

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**Chris Sheasgreen**, Creator, *Less Than Kind*  
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**Kari Skogland**, Director  
**Mark Slone**, Senior VP, Marketing, Publicity & Acquisitions, Alliance Films  
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**Agata Smoluch Del Sorbo**, Festival Expert  
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**Taavo Soodor**, Production Designer  
**Tim Southam**, Director  
**Norma Spence**, Toastmasters International  
**Leslie Stafford**, Publicist, National Film Board

**Vanessa Steinmetz**, Manager, Production Financing E1 Television  
**Michael Storey**, Cinematographer  
**Anna Stratton**, Partner and Producer, Triptych Media  
**Peter Strutt**, Director of Programming, APTN  
**Amy Stulberg**, Agent, Vanguarde Artisits Management  
**Peter Sussman**, Partner, Aver Media  
**Heather Swartz**, Mediator, Agree Incorporated  
**Melissa Taylor**, VP, Business Affairs Cookie Jar Entertainment  
**Robert Thirkell**, Creative Consultant  
**E. Jane Thompson**, Director  
**Kim Todd**, President and Producer, Original Pictures  
**George Toles**, Professor, University of Manitoba Film Studies Program  
**Linda Tooley**, Film & Special Events, City of Winnipeg  
**Elke Town**, Story Consultant, Storyworks  
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**Gary Yates**, Writer, Director  
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