

EPISODIC SERIES

FEATURE FILM

SOCIAL MEDIA

NARRATIVE

MARKETING

SHORTS

GAMING

STORY

TRANSMEDIA

JOURNALISM



NO MATTER HOW YOU LOOK AT IT, **WE TRAIN STORYTELLERS**

NATIONAL SCREEN INSTITUTE 2010-11 ANNUAL REPORT

NO MATTER HOW YOU LOOK AT IT, NSI TRAINS STORYTELLERS FOR A DIGITAL ECONOMY.

We are the National **SCREEN** Institute. Our students come to us with stories and ideas and we give them the tools to finesse and mold those projects for the **TV screen, silver screen, mobile screen and more.** We are market-driven. We evolve our programs to deliver what the industry demands. We provide relevant programs. We are designing new programs for the digital age. We are working with the industry to develop partnerships for innovative programs.

Throughout these pages you'll meet our board, staff, alumni, participants and faculty. They all believe in the power of storytelling across different platforms. You'll read about what inspires them, what seemingly insignificant events led to a script idea and the value in letting a story speak through a quiet moment.

It all comes down to a good story. And NSI helps to bring it to the right screen.



NSI – TRAINING STORYTELLERS SINCE 1986

The National Screen Institute (NSI) is Canada’s national training school for screen professionals. We are headquartered in Winnipeg, Manitoba.

With 96% of graduates working in the film and TV industry, NSI has clearly made its mark in the training milieu of writers, directors and producers working in film, television and digital media.

NSI develops and delivers training to meet industry need, facilitates the production of works that appeal to audiences worldwide, and helps advance careers that will grow the Canadian media arts industry, contributes to the regional and national economies and cultural sector, and stimulates employment for the long term. We incorporate digital media trends into our curricula because that is what the industry demands.

By engaging over 200 associate faculty currently working in the business to train and mentor our students, our programs represent the pulse of the industry and lead to sustainable careers for our graduates. And at the core of all that technology, mentorship and pitching practice, NSI teaches today what we did back in 1986 - *good storytelling*. The heart and success of every project lies in the story.

This past fiscal, our participants and graduates have delivered engaging stories on television, at film festivals, in commercial cinemas, via blogs and websites, in video games, through video on demand and more.

NSI continues to lead in the design and delivery of training programs for Aboriginal screen professionals and youth interested in film and television.

NSI Online continues to develop and bring short Canadian films and industry news and views to audiences visiting our website and social spaces such as Twitter, Facebook and YouTube.

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, CEO, GlassBOX Television Inc., oversees the operations of NSI. David Pollock, Interim Managing Director, reports directly to the board which is comprised of some of the leading production, broadcast and legal talents in the Canadian industry. John Gill began his role as CEO of NSI in April, 2011.

FUNDING

For fiscal 2010-11 NSI derived 42% of its total revenues from corporate sponsorships demonstrating the industry’s support of our initiatives. Another 1% came through earned revenues from our programs and the remaining 57% resulted from various federal, provincial and municipal government and agency sources, and foundations. New streams of revenue continue to be explored.

TABLE OF CONTENTS

| | |
|---|-----------|
| NSI – TRAINING STORYTELLERS SINCE 1986 | 1 |
| MESSAGE FROM THE CO-CHAIRS; NSI BOARD | 2 |
| MESSAGE FROM THE NSI HONORARY CHAIR | 5 |
| MESSAGE FROM THE INTERIM MANAGING DIRECTOR | 6 |
| MESSAGE FROM NSI’S NEW CEO | 7 |
| NSI STAFF & FACULTY | 8 |
| NSI ALUMNI | 10 |
| NSI AWARD-WINNING ALUMNI | 12 |
| NSI DRAMA PRIZE | 14 |
| NSI FEATURES FIRST | 16 |
| NSI TOTALLY TELEVISION | 18 |
| NSI GLOBAL MARKETING | 20 |
| NSI NEW VOICES | 21 |
| FEATURING ABORIGINAL STORIES PROGRAM | 22 |
| NSI ABORIGINAL JOURNALISM PROGRAM | 23 |
| NSI ONLINE SHORT FILM FESTIVAL; NSI ONLINE | 24 |
| NSI: MEETING CONTENT CREATORS | 25 |
| NSI ALL OVER THE WORLD | 26 |
| NSI SPONSORS | 27 |
| 2010-11 AUDITED FINANCIAL STATEMENTS | 30 |
| 2011-12 OPERATING BUDGET | 39 |
| NSI ASSOCIATE FACULTY | 40 |



Brad co-founded and is co-president at Maple Pictures Corp., one of Canada's leading innovative content distributors. In the ever-changing world of content production and acquisition, Brad's experience ensures that Maple Pictures remains ahead of the trends and its products remain attractive to consumers no matter what platform they choose to enjoy.

"NSI training is vital to the development of storytellers because without their voice the diversity of the Canadian cultural experience would fail to find an audience."



Seasoned digital media entrepreneur, founder of Snap Media, co-founder of QuickPlay Media and current CEO of GlassBOX Television Inc., Raja helps guide GlassBOX toward its goal of building an integrated cross-platform entertainment and lifestyle media company that speaks to, and engages, the modern consumer.

"NSI is committed to training storytellers because of the breadth and diversity of Canadian voices and the incredible untapped talent that lies within our borders. NSI will help Canada uncover, develop, and propel our next generation of great storytellers."

MESSAGE FROM THE CO-CHAIRS

The film, television and digital media industries have seen enormous change and growth since NSI's launch in 1986. To succeed and thrive, a training organization has to make its curriculum market-driven and forward-thinking and engage key people from the business to teach and mentor its students.

Perhaps the key reason NSI has succeeded is because amid all the technology changes and discoveries, a core NSI value is always present: NSI trains storytellers.

NSI trains storytellers to succeed in the digital age.

Each program evolves with the needs of the industry and we are constantly evaluating, designing and collaborating to offer our students what they need for sustainable careers.

Looking back over the past year we experienced exciting and challenging times. NSI-developed films and television series continue to screen at home and abroad. The alumni section of the NSI e-newsletter is jam-packed with success stories each week and we couldn't be more proud.

We want to acknowledge the talented and enthusiastic team behind NSI: the staff and executive: 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 bid a fond farewell to Director of Business Development Paul Moreau and NSI Drama Prize Program Manager Joy Loewen and wish them every success in their new endeavours; and welcome Melissa Kajpust as the new NSI Drama Prize Program Manager. We also thank David Pollock for his leadership role as Interim Managing Director.

As NSI Board of Directors Co-Chairs, we were proud to announce that the 2011-12 fiscal - our 25th anniversary year - would start with the appointment of John Gill as NSI's new CEO. His ability to work with the leaders in our industry will help him and NSI staff develop the most innovative and market-driven training programs in the country.

We are very proud to present the 2010-11 NSI Annual Report.

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

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

NSI BOARD OF DIRECTORS

"NSI IS COMMITTED TO TRAINING STORYTELLERS BECAUSE..."



Christine Shipton, Vice Chair
SHAW MEDIA, VICE PRESIDENT ORIGINAL CONTENT

"...they understand the creative process and the needs of the market place. It is important to identify one's audience and NSI assists creators in focusing the talents accordingly."



Jamie Brown, Past Chair
FRANTIC FILMS, CEO & EXECUTIVE PRODUCER

"...at the heart of every great film or television program is a great story. Creating an entertaining and compelling story is a blend of art and science NSI helps participants master."



Marlene Kendall, Finance Chair
MANITOBA LOTTERIES CORPORATION, ASSOCIATE DIRECTOR
AUDIT & RISK MANAGEMENT

"...a compelling story can motivate people to re-assess their journey in life and alter their course of action to enhance their life experience."



Louise Clark, Programming Chair
LARK PRODUCTIONS INC., PRESIDENT

"...storytelling is at the heart of every culture and our ability to creatively communicate with each other - even in the digital age. Because the mediums need the message."



Carole Vivier
MANITOBA FILM & MUSIC, CEO/FILM COMMISSIONER

"...good stories can change the way we see one another. Through storytelling we are connected on a human level and able to see the beauty in each other's experiences, regardless of our backgrounds or where we live."



Bruce Leslie
WINNIPEG FREE PRESS, VICE PRESIDENT, MARKETING

"...it's important that Canada's entertainment industry have a national educational institution that reflects the diversity and expanse of the industry and the country. NSI's unique approach to training Canada's storytellers where they live and where they choose to tell their stories makes it indispensable to the growth of the industry."



Cindy Witten
NATIONAL FILM BOARD OF CANADA, DIRECTOR GENERAL
ENGLISH PROGRAM

"...what can I say? It is everything."



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

"...great films and great TV are solely dependent on a good story."

NSI BOARD OF DIRECTORS

“NSI IS COMMITTED TO TRAINING STORYTELLERS BECAUSE...”



Michael A. Levine

THE HISTORICA-DOMINION INSTITUTE, EXECUTIVE VICE CHAIRMAN, and WESTWOOD CREATIVE ARTISTS CHAIRMAN

“...stories - in any medium - are the soul of a nation, from creation myths to contemporary situations, they reflect our values, our identities, our hopes and our terrors.”



Paul Gratton

FIRST WEEKEND CLUB, CHAIR

“...telling stories is what defines a country. It is a way of communicating values, of interpreting the world, of defining a people. Storytelling is even more important and potentially much richer in a multiple-mosaic country like Canada, a cultural quilt made up of many patches.”



Jean LaRose

ABORIGINAL PEOPLES TELEVISION NETWORK (APT), CEO

“...within the Aboriginal community, many stories remain to be told and they need to be told by our own Peoples. NSI has been an amazing partner in helping develop those storytellers for APTN and for the entire world to share in our stories.”



Norm Bolen

CANADIAN MEDIA PRODUCTION ASSOCIATION (CMPA) PRESIDENT & CEO

“...human narratives are still at the core of media content despite the rapid changes that are transforming how people consume media.”



Bill Roberts

ZOOMERMEDIA, TELEVISION DIVISION, PRESIDENT/CEO

“...the best story is a compelling witness to who we are, with often a wry twist on who we might become. As a country... no stories = no Canada.”



Mary Powers

MPOWERS COMMUNICATIONS, PRESIDENT

“...the world over, no matter the budget or the medium, it all starts with a good story.”



Fred Fuchs

RIVERSIDE ENTERTAINMENT, PRESIDENT

“...storytelling is a vital part of any culture. Training the next generation of storytellers to work in all the various platforms available is a huge responsibility and NSI understands the importance of this role.”



Marcia Martin

GLASSBOX TELEVISION INC., SVP CREATIVE CONTENT

“...tell us a good story and we're a captive audience... and through NSI's commitment to training tomorrow's scriptwriters our industry will continue to grow and entertain.”



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. Paul's feature film *Passchendaele* earned the Golden Reel Award for highest Canadian box office.

"Stand quietly somewhere. Let the people and the place talk to you. Listen to the story. Then follow it."

MESSAGE FROM THE NSI HONORARY CHAIR

Storytelling is such a simple concept and yet it is how we are educated, entertained, scared, touched, enraged and amused.

Sometimes it's hard to believe there was life before smart phones, DVD players, radio, television, films and computers. But at the heart of it all people have always learned, laughed, cried and been outraged by stories, especially well executed stories.

The Battle of Passchendaele was one of the great crucibles of the First World War in which thousands of Canadians took part. My grandfather was one of them. His stories about the war have resonated throughout my life.

Technology is vital to how we live and it's constantly evolving. A lot has changed since I was writing on *Due South* in the 1990s and during the years I was developing *Passchendaele* and then screening it in 2008.

This advancement of the new digital world can be frustrating and uncertain but it can be liberating, flexible and very exciting. Not so long ago a film like *Passchendaele* would have finished its run and repeated on television at some point. Now, a movie or TV series can be bought and viewed in a car or in the middle of a lake, seen in the seemingly infinite cable channel universe, or ordered through video on demand. Films have video games and interactive websites, and social media introduces an audience to a film even before it's shot.

We experience stories on so many screens. That is the challenge for storytellers today: how best to get their story out effectively and easily for their target audience.

This is what NSI does well. NSI trains content creators to share their stories for television, film, web, video game, mobile phone and whatever is coming next. They employ the best in the business to keep their curricula fluid and market-driven.

As for the stories... there are more "things" in our universe to inspire a story than ever before but often we are still inspired by a simple thing or story from the past: a photo, a time in history, a feather, a diary, a song, a teacher or a crack in the pavement.

As you read through the 2010-11 NSI Annual Report, I know you'll be inspired by the stories of the NSI family.

Paul Gross

Honorary Chair, National Screen Institute - Canada
FILMMAKER AND ACTOR



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.

"Libraries inspire me. You walk in and they are full of ideas, stories and information - you can't help but be inspired."



MESSAGE FROM THE INTERIM MANAGING DIRECTOR

As many proud new parents do, I have a "brag book" of photos of my son. And at NSI, I am happy to share our "brag book" with you: the 2010-11 NSI Annual Report.

The past year can be defined by three words: **change**, **growth** and **accomplishment**. Some highlights include:

- *Less Than Kind*, developed through NSI Totally Television, won the Gemini for Best Comedy Program or Series;
- *Todd & The Book Of Pure Evil*, developed through NSI Totally Television premiered to SPACE channel's highest ratings for an original program and season 2 was greenlit;
- *Foodland*, developed through NSI Features First, celebrated its world premiere;
- *Reel Injun*, brought to the MIP market through NSI Global Marketing, screened at the National Museum of the American Indian, and won numerous awards;
- A program of NSI Drama Prize films screened at the first Canada Film Week in Accra, Ghana;
- NSI New Voices added a journalism component to the curriculum and students worked together to produce a promotional video for Yellowquill College in Winnipeg;
- The launch of the NSI Aboriginal Journalism Program;
- Over 200 Canadian films have screened as part of the NSI Online Short Film Festival since its 2008 launch; and
- The NSI website continues to be a popular resource for industry news, trends and opinions.

These successes, and so many more showcased over these pages, are the result of many efforts. The board and staff are creative, smart, and enthusiastic with their ideas for evolving our programs, nurturing our participants and supporting our team. The associate faculty keeps us relevant and market-driven, and we are grateful for their expertise. And our sponsors... as NSI's Director of Finance, it gives me great pleasure to personally thank all our sponsors and supporters for their commitment and confidence in our programs.

As we closed fiscal 2010-11 we said goodbye to two longtime colleagues. Paul Moreau, Director of Business Development built strong relationships with our sponsors and supporters and proudly waved the NSI flag at industry events. Joy Loewen was the NSI Drama Prize Program Manager. She was a strong advocate for short filmmakers, and her enthusiasm for her students and colleagues will be missed. We wish Paul and Joy all the best in their new endeavours.

NSI starts fiscal 2011-12 with our new CEO, John Gill. The team is very happy to be working with him and tapping into his knowledge and experiences. John is a respected media executive and consultant with over 20 years experience, and we welcome him to the NSI family.

As we head into our 25th anniversary year, we will be reconnecting with alumni, supporters, staff and associate faculty, celebrating our achievements and looking to the future. It's an exciting time.

David Pollock

Director of Finance/Interim Managing Director
NATIONAL SCREEN INSTITUTE - CANADA



John was previously an independent media consultant providing strategic, business and programming consultation to various organizations. He also worked as senior vice president, dramatic content for Alliance Atlantis Communications Inc; launched BBC Canada and BBC Kids; has directed the programming for the National Geographic Channel; and was director of network scheduling at TVOntario. John's educational credentials include a MBA from the Ivey School of Business and a BA in film studies from Queen's University.

"What inspires me every day is seeing my two boys grow up and become intelligent, strong and caring people."

MESSAGE FROM NSI'S NEW CEO

So, how did you ring in the New Year? Okay, it's too long ago to discuss January 1, 2011, but in fiscal terms I don't think I'll forget any time soon how I rang in 2011-12. I started my position as Chief Executive Officer of the National Screen Institute the first week of April. And what a time it was - moving to Winnipeg from Toronto, meeting the staff and local board members and internally celebrating NSI's 25th birthday on April 7 - complete with chocolate cake and Kraft Dinner - a staff potluck favourite!

Like any traditional New Year, I'm excited about what the next 12 months will bring. This is such a dynamic time in our industry. NSI is right in the middle of it as proven through 24 years of service and over 720 alumni. The NSI board, staff and I are passionate about developing training that will create careers for writers, directors and producers working across many platforms in the film, TV and digital media industries. I'm looking forward to exploring the opportunities and to leading NSI as we create the best professional development curriculum for the Canadian industry.

I will consider my first year at NSI a success if under my leadership NSI:

- Grows its funding base through current partners and new allies in traditional and non-traditional sectors; and
- Brings all the good things about TV and film - including of course strong storytelling - into the digital space, and we really engage the digital reality.

A key goal this year is raising NSI's profile. I admire organizations that use creative ways to succeed in our industry and I plan to bring that kind of ingenuity to NSI. In January with support from the board, NSI staff undertook a strategic planning/development session to review in-depth the strengths, weaknesses, opportunities and threats facing our programs and school and to establish priorities for our next strategic and business plans. From this exercise and in consultation with the industry, we will develop models that will see NSI grow and prosper over our next 25 years.

I look forward to meeting associate faculty, students, alumni, sponsors and supporters over the next several months. You are a key reason for our success and I want to find out what sparks your ideas and inspires you.

I hope your New Year has been as rewarding as mine.

John Gill

Chief Executive Officer
NATIONAL SCREEN INSTITUTE - CANADA

NSI STAFF & FACULTY AND WHAT INSPIRES THEM IN THEIR BUSY LIVES



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. *"Receiving news of any of our alumni's recent accomplishments or achievements inspires me."*



Chris Vajcner
DIRECTOR, COMMUNICATIONS & REVENUE DEVELOPMENT

Chris has been with NSI since 2003, first as publicist and now in business development and marketing, including writing and management of the NSI Annual Report. She's been in communications for 17 years, including at WTN. *"Brainstorming inspires me. Planned or spontaneous - a period of time with no restrictions or barriers, just blue sky ideas often leads to the most creative and achievable plans."*



Liz Hover
MANAGER, DIGITAL MEDIA

Brit gal Liz has worked for NSI since arriving in Canada in 2003. Liz and her dog Sadie Shih Tzu are avid bloggers. Sadie's blog was nominated for three Canadian Weblog Awards in 2010 and won Best Design. Liz has been named one of the world's top 125 fearless female bloggers and regularly teaches social media marketing workshops. *"Reading inspires me - I read zillions of blogs. And the people I work with. We have some great idea sparring sessions."*



Brandice Vivier
MANAGER, PROGRAMS & DEVELOPMENT

Brandice runs NSI Totally Television, is co-manager of NSI Aboriginal Journalism, sits on the NSI Online Short Film Festival selection committee and helps deliver the Featuring Aboriginal Stories Program. She develops training curricula and has worked on many NSI training programs. *"My favourite part of my job is Totally TV bootcamp. Working with the always passionate and creative teams striving to strengthen their concepts inspires me to become better at what I do."*



Ursula Lawson
MANAGER, PROGRAMS & DEVELOPMENT

Ursula has been with NSI since 2004 and has worked on many NSI training programs in various capacities. She is co-manager of NSI New Voices; co-manager, NSI Aboriginal Journalism Program; coordinator, NSI Global Marketing; and executive assistant, NSI Board of Directors. *"I am inspired by the creativity and passion of our program participants and the steadfast commitment of our staff and faculty to help them succeed."*



Brendon Sawatzky
MANAGER, PROGRAMS & DEVELOPMENT

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'm inspired daily by the hard work of my co-workers at NSI and by our talented program participants, alumni and faculty."*



Lauren MacDiarmid
COMMUNICATIONS & PROGRAMS COORDINATOR

Lauren has been with NSI since 2004. In addition to working on communications and marketing collateral, she coordinates training programs including NSI Totally Television, NSI Features First, Featuring Aboriginal Stories Program, NSI Drama Prize and the NSI Online Short Film Festival as well as industry receptions and events. *"I am inspired by the passion of our participants. Their creativity and commitment to their projects never ceases to amaze me!"*



Melissa Kajpust
MANAGER, PROGRAMS & DEVELOPMENT

Melissa is an award winning author, screenwriter and playwright. She has worked on and developed programs for CTV, W, Slice, A-Channel, APTN, Treehouse, Citytv, YTV and Movie Central. Her two books for children, *A Dozen Silk Diapers* and *The Peacock's Pride* were published by Disney's Hyperion Books for Children. Melissa has worked as a development executive for Super Channel and Frantic Films. *"I am inspired by the passion, the promise, and the courage of the young filmmakers I meet."*



Glynis Corkal
MANAGER, MARKETING & COMMUNICATIONS

Glynis has worked in marketing, publicity, communications, sponsorship and fundraising in many of Winnipeg arts and not-for-profit groups. At NSI she works with the marketing, publicity and development team. *"I'm inspired by passion and clarity. Those people who know what it is they want to do, are passionate about it and have a plan to achieve it."*



Joy Loewen
PROGRAM MANAGER (until March 2011)

Joy has experience as a broadcaster, producer and was most recently the program manager of NSI Drama Prize. Prior to NSI she was an associate producer for CBC Manitoba, acquisition manager at WTN and producer of an international fashion series, *In Fashion*. *"Films - specifically short films. A clever story well told can satisfy and entertain my soul, stimulate my brain and bring joy to my heart - that's what inspires me."*



Paul Moreau

DIRECTOR, BUSINESS DEVELOPMENT
(until October 2010)

Paul was 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'm inspired by quiet moments at the lake and my children's confidence in the future."*



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'm inspired by the people I work with!"*



Sam Linton

NSI TOTALLY TELEVISION ADVISOR

Sam is director of factual content at Shaw Media. 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. *"My three sons, my dog Frank and a glass of Pinot Grigio inspire me!"*



Sam Vint

NSI NEW VOICES PROGRAM CO-MANAGER

Sam is a life-long Winnipegger, a proud Metis and graduate of the NSI New Voices program. For the last four years he has worked in various departments in the film and TV industry. *"I am inspired for the most part by history and how it relates to today. Occasionally when I read the paper I see something that fits into the context of a historic incident. While reading the news I am constantly cross-referencing what I read with what I know."*



Lisa Meeches

NSI NEW VOICES PROGRAM ADVISOR
(until July 2010)

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 national events - Truth & Reconciliation Commission of Canada. *"I am inspired by truth."*



Will Pascoe

NSI FEATURES FIRST PROGRAM CO-MANAGER

Will is a writer and director and a proud graduate of the NSI's Features First program. His work encompasses documentary, drama and comedy in both television and film. He's currently writing the pilot for a new drama series called *Reasonable Doubts* for Shaw Television and has a blind script deal for his project *Majestic* with 20th Century Fox. *"The talent and passion of the people I'm lucky to collaborate with inspires me."*



Mickey Rogers

NSI GLOBAL MARKETING PROGRAM MANAGER

As a business development coach and 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 Roads University. Clients have included Martha Stewart Omnimedia, the Directors' Guild of Canada and Creative Business Wales. *"I am always inspired by people's ability to create something totally innovative out of their imaginations be it a film, product or environmental project."*



E. Jane Thompson

NSI DRAMA PRIZE 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). *"Inspiration comes to me in quiet time alone. I just have to block out chunks of time."*



Neil Coligan

NSI ABORIGINAL JOURNALISM ADVISOR

Neil is a widely experienced journalist who has worked in radio, TV and print in various areas of Canada since the mid-eighties. Most recently he was executive producer of news and current affairs for APTN - the Aboriginal Peoples Television Network. He has also worked for CBC, CTV, Global and Citytv as well as the Government of Manitoba. *"I am inspired by those who continue to try despite the obstacles they face. They may stumble, but they've shown their spirit is strong."*



Marguerite Pigott

NSI FEATURES FIRST ADVISOR
(until September 2010)

Marguerite is head of creative development 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. *"What inspires me? When I am moved by a great film (like Incendies), I remember it's all worth it."*

NSI ALUMNI



clockwise from top left: *What's Up, Warthogs!*; *Wedding Belles*; *The Paper Nazis*; *She's the Mayor*; *Passionflower*; *Living in Your Car*; *GreenHeroes* creators John Bessai and Joan Prowse, with David Suzuki (middle); *Life from 95*; *Stained*.

We are very proud to share the accomplishments of our alumni. Each week our e-newsletter is loaded with alumni screening information, awards won and broadcast premieres. There are too many great stories to share on these pages, but here are some highlights from 2010-11:

What's Up, Warthogs!, executive produced by NSI Global Marketing and NSI Totally Television grad **Anthony Leo**, premiered on Family Channel.

Wedding Belles, hosted and produced by NSI Totally Television grad **Aubrey Arnason**, aired across Canada on Shaw Media channels.

Reel Injun, executive produced by NSI Global Marketing grads **Christina Fon** and **Catherine Bainbridge** screened at the 2010 Celebration of First Nations, Huron County, ON.

The High Level Bridge by NSI Drama Prize grad **Trevor Anderson** was licensed for exclusive Canadian distribution by CBC for TV, On Demand and internet rights.

Telefilm's Perspective Canada series at the Cannes Film Festival screened NSI alumni films:

Stained by **Karen Lam** (NSI Drama Prize and NSI Totally Television) and producers **Bob Crowe** (NSI Global Marketing and NSI Totally Television), **Wally Start** (NSI Global Marketing) and **Katie Weekley** (NSI Drama Prize and NSI Features First);

At Home By Myself... With You by **Kris Booth** (NSI Features First) and producers **Raj Panikkar** (NSI Features First and NSI Global Marketing) and **Bryce Mitchell**; and

TutuMUCH by **Elise Swerhone** (DramaLab) and writer/producers **Merit Jensen Carr** (NSI Global Marketing) and **Vonnie von Helmolt** (NSI Totally Television).

Life from 95, a documentary edited by NSI New Voices grad **Craig Guiboche** aired on CBC Manitoba.

GreenHeroes, a web/TV crossover created and produced by NSI Global Marketing grads **John Bessai** and **Joan Prowse** debuted on TVO.

ALUMNI INSPIRATIONS

Death Wish produced by NSI Features First grad **Timo Puolitaipale** was picked up by Shorts International and is available on iTunes.

She's the Mayor, created by NSI alumni **Jennifer Holness** (NSI Drama Prize, NSI Global Marketing, Telefilm Canada Spark Plug Program) and **Sudz Sutherland** (NSI Totally Television) - with Min Sook Lee, premiered on VisionTV.

The Paper Nazis, a documentary by **Andrew Wall**, included NSI Features First grads **Kyle Bornais** and **Brendon Sawatzky** as producers.

Goon, directed by NSI Drama Prize grad **Michael Dowse**, shot in Winnipeg. NSI Features First grad **Brendon Sawatzky** is a producer on the project.

Faith, Fraud and Minimum Wage and *The Corridor*, both written by NSI Totally Television grad **Josh MacDonald**, screened at the Atlantic Film Festival. Two NSI Drama Prize alumni were involved with *The Corridor*: director **Evan Kelly** and production manager **Shauna Hatt**.

High Life, by NSI Features First grads writer/director/producer **Gary Yates** and co-producer **Liz Jarvis**, is available on DVD.

Living in Your Car, co-created, co-produced and written by **Joseph Kay** (NSI Totally Television) and co-produced by **Alyson Richards** (NSI Drama Prize and NSI Features First), debuted on HBO Canada.

Passenger Side produced by NSI Totally Television grad **Corey Marr** had its theatrical debut.

Passionflower by writer/director **Shelagh Carter** (NSI Drama Prize) and producer **Polly Washburn** (NSI Features First) was shot in Winnipeg in summer 2010.

Take Me Home Tonight, directed by NSI Drama Prize grad **Michael Dowse** and starring Topher Grace (*That '70s Show*) and Anna Faris (*Scary Movie*), opened March 4.

NSI Drama Prize films *The Way It Used to Be*, *Rider Pride*, *The Curiosity of Penny Parker*, *Dual Citizen*, *For My Father*, *Countdown*, *In Between/Entre deux*, *Apparent Woes*, *Redeemable in Merchandise* and *The Auburn Hills Breakdown* screened as part of Canada Film Week in Accra, Ghana.

Read our alumni news at www.nsi-canada.ca/alumni_news.aspx for more great stories about very talented people.

"Life sparks every story idea! Which is why writing is such a tough balancing act - you need to write every day but also take time away from your laptop to live."

NICOLE DEMERSE, NSI TOTALLY TELEVISION, 2002-03

"My ideas for a story sometimes come from a great conversation that I had about a close friend, certain values/opinions that I feel very passionate about or simply from a dream I had the night before. Basically, an idea can derive from any of my most, deepest, heartfelt, creative reflections and it's just a matter of bringing those ideas to life."

APRIL SEENIE, NSI NEW VOICES, 2009

"My antiquated pressure cooker going ballistic and putting a hole in the ceiling reminded me of how I love films where the tension builds right to the end. This sparked *Megwich*, the story of an urban First Nation has-been singer-songwriter involved in a twisted hostage-taking to save some sacred dunes. Thanks to FASP and Telefilm Canada's support, I was able to buy a new hi-tech pressure cooker."

MICHELINE MARCHAND, FEATURING ABORIGINAL STORIES PROGRAM 2010-11

"I'm inspired by dark human emotions, usually a newspaper article or something more personal. But it really has to infuriate me. I don't get inspired when I'm happy."

KAREN LAM, NSI TOTALLY TELEVISION, 2007-08
NSI DRAMA PRIZE, 2006-07

"My story ideas come from life experiences, things I observe and hear that often seem too crazy to be true."

NADINE VALCIN, NSI DRAMA PRIZE, 2008-09

"Absolutely ANYTHING can ignite the creative spirit within. It can happen at ANYTIME. The trick is in listening to 'it' and then going with 'it'."

CHANTAL LING, NSI GLOBAL MARKETING, 2003

"I always try to twist reality to offer another perspective on life beyond the clichés and stereotypes. I like to think about the unthinkable, turn things upside down and inside out."

CAROLE DUCHARME, NSI FEATURES FIRST, 2002-03



NSI AWARD-WINNING FAMILY: CONGRATULATIONS!

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

GEMINI AWARDS

Canada Award: *Reel Injun* - NSI Global Marketing grads **Christina Fon** and **Catherine Bainbridge** and producers Linda Ludwick and Ernest Webb.

Best Comedy Program or Series: *Less Than Kind* (developed through NSI Totally Television) - Ira Levy, Phyllis Laing, Peter Williamson, Mark McKinney, **Marvin Kaye**, **Chris Sheasgreen**, Paula Smith, Garry Campbell.

Best Writing in a Comedy or Variety Program or Series: **Marvin Kaye**, **Chris Sheasgreen** - *Less Than Kind* - *Third Death's The Charm*.

Best Individual Performance in a Comedy Program or Series: Benjamin Arthur - *Less Than Kind* - *That's Somebody's Knish!*

Best Writing in a Children's or Youth Program or Series: **Trevor Cameron** (NSI Storytellers, Featuring Aboriginal Stories Program) - *Wapos Bay* - *The Hardest Lesson*.

Best Direction in a Documentary Program: *Reel Injun* - Neil Diamond, **Catherine Bainbridge** (NSI Global Marketing), Jeremiah Hayes.

Best Writing in a Dramatic Program or Mini-Series: *Guns* (developed through Telefilm Canada Spark Plug Program designed and delivered by NSI) - **Jennifer Holness** (Telefilm Canada Spark Plug Program, NSI Drama Prize, NSI Global Marketing), **Sudz Sutherland** (NSI Totally Television).

Best Direction in a Dramatic Program or Mini-Series: **Sudz Sutherland** - *Guns*.

GENIE AWARDS

Best Live Action Short Drama: *Savage* by **Lisa Jackson** (Featuring Aboriginal Stories Program).

DIRECTOR'S GUILD OF CANADA AWARDS

Best Direction-TV Movie/Mini-Series: *Too Late To Say Goodbye* by **Norma Bailey** (NSI Totally Television).

CANADIAN COMEDY AWARDS

TV Performance Ensemble: *Less Than Kind* (developed through NSI Totally Television).

TV Writing: Mark McKinney - *Less Than Kind*.

TV Performance Male: Dave Foley - *Less Than Kind*.

FESTIVAL AWARDS

Silver Lei Award for Excellence in Filmmaking at the Honolulu International Film Festival: NSI Drama Prize film *The Curiosity of Penny Parker* by **Paul Lachowich** and **Ryan Hanson**.

Best Super Short Film at the All Sports Los Angeles Film Festival: *30-LOVE* by **Allison Beda** (NSI Features First); and her short film *9-1-MUM* received a Legacy Award at the 2010 Women in Film & Television Festival in Vancouver.

Screenplay Giveaway Prize at the CFC Worldwide Short Film Festival: *The Last Christmas* by **Geoff Redknapp** (NSI Drama Prize, NSI Features First).

Best Feature Drama at the Vancouver Women in Film Festival: *Black Field*, by writer/director **Danishka Esterhazy** (NSI Drama Prize, NSI Features First), associate producer **Ashley Hirt** (NSI New Voices), and line producer **Polly Washburn** (NSI Features First). It also won the Honorable Mention-Best Picture award at the New Hope Film Festival in Pennsylvania.

Audience Choice Award at the 2010 Nickel Film Festival in St. John's, Newfoundland: *The Magnificent Molly McBride* by NSI Totally Television alumni **Deanne Foley** and **Iain MacLeod** (also NSI Features First grad).

Award of Excellence for Best Documentary Feature at the Los Angeles Movie Awards: *The Antarctica Challenge: A Global Warning*, co-produced by NSI Totally Television alumna **Jordana Aarons**. It also won the Kodiak Award for Best Documentary Feature Film at the Alaska International Film Festival.

2010 Rogers and MANITOBA FILM & MUSIC 15K Pitch at the Gimli Film Festival: **Ryan FitzGerald** (NSI Features First, NSI playWRITE) for his interactive web series *Bloom*.

Viewers Choice Golden Antler Award, Film North International Film Festival: *At Home By Myself... With You* by NSI Features First alumni **Kris Booth** and **Raj Panikkar**.

Runner up in The Cadillac People's Choice Midnight Madness Award at the Toronto International Film Festival: *Fubar: Balls to the Walls* by **Michael Dowse** (NSI Drama Prize).

At the American Indian Film Festival in San Francisco:

Best Director: **Jeremy Torrie** (NSI Aboriginal Cultural Trade Initiative, Featuring Aboriginal Stories Program) for *A Flesh Offering*;

Best Animation: **Trevor Cameron** (NSI Storytellers, Featuring Aboriginal Stories Program) for *Wapos Bay - The Hardest Lesson* (*Wapos Bay* was developed through NSI Totally Television); and

Best Music Video: **Marie Clements** (NSI Storytellers, Featuring Aboriginal Stories Program) for *The Road Forward*.

Drama Pitch Prize Award at imagineNATIVE Film + Media Arts Festival: **Darryl Nepinak** (NSI New Voices) and Marcel Balfour won for their project *The Band Office*.

Honorable Mention in short filmmaking at the 2011 Sundance Film Festival: **Michelle Latimer** (NSI Storytellers) for her film *Choke*.

Woman of the Year Spotlight Award - Vancouver Women in Film Festival: **Lynn Booth** (NSI Global Marketing).

nextMEDIA Interactive & Pilots Awards: three awards for NSI Global Marketing grad **Greg Hemmings**, for Hemmings House Pictures.

YORKTON FILM FESTIVAL GOLDEN SHEAF AWARDS

Best of Festival AND Best of Saskatchewan Ruth Shaw Award AND Documentary Social / Political AND Best Director (Non-Fiction) AND Best Research: **Rob King** (NSI Drama Prize) as director of *Silent Bombs: All for the Motherland*.

Children's and Youth Production: *Wapos Bay - Hardest Lesson* - producers **Dennis Jackson** (NSI Totally Television, NSI Storytellers, Featuring Aboriginal Stories Program), **Melanie Jackson** (NSI Storytellers, Featuring Aboriginal Stories Program), **Anand Ramayya** (NSI Totally Television, NSI Drama Prize, NSI Global Marketing); director **Trevor Cameron** (NSI Storytellers, Featuring Aboriginal Stories Program) (series developed through NSI Totally Television).

Documentary POV (Point of View): **Barbara Badessi** (NSI Features First) as producer of *Burning Rubber*.

Multicultural: **Lisa Jackson** (Featuring Aboriginal Stories Program) as director of *Savage*.

Best Director (Fiction): *Countdown* (NSI Drama Prize film) by producers **Jordan Canning, Laura Churchill**; director **Jordan Canning**.

WRITING AWARDS

Margaret and John Savage First Book Award and the 20th anniversary Thomas Head Raddall Atlantic Fiction Prize at the Atlantic Book Awards: **Shandi Mitchell's** debut novel *Under This Unbroken Sky*. Shandi (NSI Drama Prize, NSI Features First) was also a regional winner (Canada and Caribbean) of the Commonwealth Writers' Prize held in New Delhi, for Best First Book.

Second Annual John W. Dafoe *Winnipeg Free Press* scholarship for Aboriginal journalists: **Crystal Greene** (NSI New Voices)

Short Film Script Competition run by Los Angeles Women's International Film Festival: grad **Cara Mumford** (Featuring Aboriginal Stories Program) won for her project *Ask Alice*.

TV Drama category at the 2010 PAGE International Screenwriting Competition - Gold: **Tihemme Gagnon** (NSI Storytellers, DiverseTV) for her original TV pilot spec script *The Last Gate*.

ORDER OF MANITOBA

Norma Bailey (NSI Totally Television) is invested into the Order of Manitoba.



Shandi Mitchell at Commonwealth Writer's Prize



Norma Bailey is invested into the Order of Manitoba by The Honourable Philip S. Lee, Lieutenant Governor of Manitoba



L-r: Best Super Short Film - All Sports Los Angeles Film Festival won by Allison Boda; Sudz Sutherland and Jennifer Holness, Gemini winners

RECOGNITION FOR NSI TOO!



NSI received honourable mentions in two categories at the PRNews' Nonprofit Awards:

- "Annual Publication or Brochure" for its 2009-2010 Annual Report, and

- "Web Site" for nsi-canada.ca.

We share this acknowledgement with our partners at Doowah Design and Tactica Interactive Communications.



nsi DramaPrize

national screen institute

NSI Drama Prize is NSI's longest running training program. Up to four writer/producer/director teams receive a year of professional support, mentorship and customized training from pre-production and production through to completion of their films and launch in the marketplace.

The program begins with a one-week intensive boot camp in Winnipeg for each discipline of writing, directing and producing. Topics covered include script writing, business affairs, working with actors, social media, blocking and shooting scenes and marketing. Participants return home to continue their work. Teams selected to move forward in the program receive \$10,000 in cash support; up to

\$30,000 in services; and mentoring from established industry leaders to produce their short film (maximum 10 minutes).

NSI Drama Prize 2010-11 was led by Program Manager Joy Loewen, and 2011-12 by Melissa Kajpust. The program advisor is 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 20 cities in six countries.

See page 26 for the list.

NSI Drama Prize 2010-11 was made possible by Presenting Sponsor Telefilm Canada and Program Partners Shaw Media and The Brian Linehan Charitable Foundation.

See page 28 for a complete list of program sponsors.

NSI DRAMA PRIZE 2010-11 TEAMS



Fridge Magnet Poetry (HALIFAX, NS) by producer Shauna Hatt and writer/director Lara Cassidy. AWARD SPONSOR: Rogers Group of Funds. PROVINCIAL SPONSOR: Film Nova Scotia.

A young couple working opposite shifts discovers that keeping in touch through romantic refrigerator magnets is fun... at first. The format becomes a bit trickier when a miscommunication turns into a small "lovers spat" that escalates into a full-fledged war of magnetic words!



The Fiddler's Reel (HALIFAX, NS) by writer/director Marc Almon and producer Angus Swantee. AWARD SPONSOR: Telefilm Canada. PROVINCIAL SPONSOR: Film Nova Scotia.

In a tale of love set in depression-era Cape Breton, a meek farm girl falls for a mysterious wandering musician, and together they must challenge her domineering father and escape from a powerful bootlegger determined to have her hand in marriage.



Wait For Rain (VANCOUVER, BC) by co-writer/producer Josh Epstein and co-writer/director Kyle Rideout. AWARD SPONSOR: The Brian Linehan Charitable Foundation.

A warming planet has made water scarce, food a rarity, and wearing plants like jewelry fashionable. James, a hapless office worker, becomes obsessed with nurturing his plant in order to obtain the respect of his peers and risks everything to not Wait for Rain.

"Josh and I were acting in the same show, and during rehearsals, we were both getting water from the cooler. Josh said, "What would the world look like if water was the new oil. I joked, "People would probably start wearing plants like jewelry."

- KYLE RIDEOUT, ON THE INSPIRATION FOR *WAIT FOR RAIN*



NSI DRAMA PRIZE 2011-12 TEAMS (PHASE 1)



Barefoot (TORONTO, ON) by producer Christine Kleckner and writer/director Danis Goulet.



Henry (VANCOUVER, BC & BURNABY, BC) by writer Gillian Bennett, producer Kate Green and director Russell Bennett.



One Day You Will Paint a Sunset (TORONTO, ON) by producer Darren Kaliciak and writer/director Matt Austin Sadowski.



When You Sleep (HALIFAX, NS) by producer Martha Cooley, producer Nelson MacDonald and writer/director Ashley McKenzie.

NSI DRAMA PRIZE 2010-11 MENTORS



GARY HARVEY, MENTOR, *WAIT FOR RAIN*

"My inspiration begins with **story**. If it drives me to the next page, is unique in its form and its potential grows within, I'm on."



DAVID MILLER, MENTOR, *THE FIDDLER'S REEL*

"With independent film, it is always about **story**... It is foundation for building your team, accessing the talent, gaining the capital & distribution, and building your audience. That's where it all starts for me."



SHERI ELWOOD, MENTOR, *FRIDGE MAGNET POETRY*

"The best ideas must be **magical** and **stubborn**... that's how I know they've got a shot. They keep coming back, continuing to inspire along the rough path of finance and production."

nsi Features First

national screen institute

NSI Features First is a 10-month professional development program for writers, producers and directors working on their first or second feature film. Up to four teams are provided with customized training opportunities that will enhance their knowledge base and skill sets. The NSI Features First team works closely with the filmmakers to help prepare their projects for financing and the marketplace.

After an intensive weekend on story analysis, and two boot camps packed full of training sessions, participants continue to develop their projects in their home regions. Teams whose projects prove

market-ready by the end of the program may choose to create marketing materials and pitch packages to take to the Toronto International Film Festival.

NSI Features First is led by Program Manager Brendon Sawatzky. Marguerite Pigott was program advisor in 2009-10 and Will Pascoe joined the team as co-program manager for 2010-11. Lauren MacDiarmid is the program coordinator.

In December 2010 writer/director Adam Smoluk (2005-06) celebrated the world premiere of his caper comedy feature *Foodland*.

Writer/director Darlene Naponse and producer Joseph Mansourian (2006-07) shot their feature *Every Emotion Costs* in fall 2009 and launched its website everyemotioncosts.com in fall 2010.

NSI Features First 2009-10 was made possible by Presenting Sponsor Telefilm Canada and Program Partners The Brian Linehan Charitable Foundation and Shaw Media.

See page 28 for a complete list of program sponsors.

NSI FEATURES FIRST 2009-10 TEAMS



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



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 Redknapp.



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

*** "After watching Michael McGowan's *One Week*, with its question of "what would you do if you knew you were dying?" I was inspired to turn this same, familiar idea on its head. 'What if someone started convincing others they were dying, to show them how precious life is, and to inspire them to transform their lives for the better?' Thus, the idea of *Bitter Pills* was born. " - GARFIELD LINDSAY MILLER**

NSI FEATURES FIRST 2010-11 TEAMS



People I Hate (TORONTO & MISSISSAUGA, ON) by producer Urmi Bardhan and writer/director Naomi Ward.



Coniferous (VANCOUVER, BC & TORONTO, ON) by producer Amy Belling and writer/director A.J. Bond.



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. *Coniferous* by producer Amy Belling and writer/director A.J. Bond won the \$2,500 award for the 2010-11 program, based on their creative marketing proposal.



Sarnia (TORONTO, ON) by producer Jillian Ruby and writer/director Matt Ferguson.



The Teplitskys Are Furious (TORONTO, ON) by writer/director Sarah Lazarovic and producer Luke Bryant.



"I spotted my 60-something lawyer on College Street a couple years ago. He was **jogging** with a manic urgency, and wearing those shiny, skintight leggings, serious runner togs. I don't know why, but his look, outfit and manner really stuck out, even amidst the colour of College Street." - SARAH LAZAROVIC ON THE SPARK FOR *THE TEPLITSKYS ARE FURIOUS*



nsi Totally Television

national screen institute

NSI Totally Television is a hands-on television series development program that helps up to five strong creative writer/producer teams refine their TV series concept and secure a development deal with a broadcaster.

This two-phase, 10-month program connects teams with story editors, showrunners, broadcast executives and executive producer-mentors who teach participants about successfully sustaining a television series, market conditions, trends, viability of certain genres, marketing, cross media platforms, social media, and pitching. The program includes two Toronto-based training sessions, a week in Toronto pitching broadcasters and attendance at the Banff World Media Festival.

NSI Totally Television is led by Program Manager Brandice Vivier and Program Advisor Sam Linton. Lauren MacDiarmid is the program coordinator.

Less Than Kind by producer Chris Sheasgreen and writer Marvin Kaye (2004-05) has won many awards including the Best Comedy Program or Series Gemini. Season three will air on HBO Canada in fall 2011.

Todd & The Book of Pure Evil, by executive producers Anthony Leo and Craig David Wallace and written by Charles Picco (2004-05) debuted to SPACE channel's highest ratings for an original program in September 2010. Season two is in production.

Wapos Bay by producer Anand Ramayya and writer Dennis Jackson (2002-03) aired for five seasons on APTN. The series finale movie-of-the-week will air later in 2011. The series is also now available in French on APTN.

NSI Totally Television 2009-10 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 2010-11 TEAMS (PHASE 1)



Amnesia Girl (TORONTO, ON) by writer/producer Pat Mills (who was selected to the 2011 CTV Diverse Screenwriters Program presented by The Writers Guild of Canada with this project).



Dabbers (CALGARY, AB) by producer Ben Wong and writer David Morgan.



Pet Sounds (TORONTO, ON) by writer Simon McNabb and producer Alex House.



The Mark of Cain (WINNIPEG, MB) by writer Tammy Marlowe Johnson and producer Shaun Johnson.



The New 20 (NEW MARYLAND, NB and THORNHILL, ON) by writer Tony Sekulich and producer Jordan Gross.

NSI TOTALLY TELEVISION
2009-10 TEAM (PHASE TWO)



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



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

WHAT SPARKS A STORY IDEA FOR YOU? WHAT WAS THE CREATIVE
INSPIRATION BEHIND SOME OF THE SHOWS YOU'VE DEVELOPED?



PRODUCER MENTOR, *DITCHED*
BRIAN HAMILTON, VICE PRESIDENT AND EXECUTIVE PRODUCER
OMNI FILM PRODUCTIONS

"Inspiration for my projects has come from **eclectic sources** - revealing political injustice, exploring how technology influences culture, investigating ancient mysteries, and most recently in the dramatic television genre, linking the myths of our ancestors to how we live today."



STORY EDITOR MENTOR,
DITCHED MATT MCLENNAN

"They show up and demand to be told. I do my best to tell them. Inspired by characters, dichotomy, originality and once by a **cat**."



STORY EDITOR MENTOR,
THE GREAT PRETENDER:
DAVID BARLOW

"I'm inspired by **characters** who are on a tightrope, trying to balance personal and public lives, ambition and desire, fear and hope."



PRODUCER MENTOR, *THE GREAT PRETENDER*: LESLEY GRANT, DIRECTOR OF CREATIVE AFFAIRS, SHAFTESBURY FILMS

"**Writers**, the heart of our industry, have always been my inspiration. As stakeholders, we need to learn to trust and nurture their creative vision."



nsi Global Marketing

national screen institute

NSI Global Marketing is a four-month intensive, market-driven training and mentorship program for established Canadian television producers attending their first international market.

The program helps producers mold their projects into marketable products and connect with international partners at MIPTV in Cannes, France. The program manager works with each individual to set goals, shape projects, research and target specific international broadcasters, distributors

and/or partners and explore possible buyers. All the participants come together for a boot camp to network, practice pitching and discuss marketing strategies and digital platforms, international trends and distribution. Participants also receive daily counsel at the market.

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

Boris Ivanov (2010) took his documentary *Family Portrait in Black and White* through NSI Global Marketing. It screened at the 2011 Sundance Film Festival.

Christina Fon (2007) and Catherine Bainbridge (2005) of Rezolution Pictures took their film *Reel Injun* through the program. This past year the film won numerous accolades plus a US broadcast premiere and screening at the National Museum of the American Indian.

NSI Global Marketing 2010 was made possible by Presenting Sponsor Shaw Media and Program Partner, Telefilm Canada.

See page 28 for a complete list of program sponsors.

NSI GLOBAL MARKETING 2010 MIPTV PARTICIPANTS



Maija Leivo, Parallax Film Productions Inc. (WHITE ROCK, BC)



Sean DeVries, Force Four Entertainment (VANCOUVER, BC)



Boris Ivanov, Interfilm Productions Inc. (VANCOUVER, BC)



Maureen Marovitch, Picture This Productions (MONTREAL, QC)

2011 MIPTV PARTICIPANTS (PHASE 1)



(l to r) Ryan Lockwood, Hulo Film Inc./Hubmedia (SASKATOON, SK)
Vanessa Loewen, Animiki See Digital Productions Inc. (WINNIPEG, MB)
Leslea Mair, Zoot Pictures (REGINA, SK)
Jean du Toit, Buffalo Gal Pictures (WINNIPEG, MB)
Sheona McDonald, Dimestore Productions Inc. (VANCOUVER, BC)
Mickey Rogers, Program Manager

*** "The ideas often just fall in your lap. Suddenly you realize that it's something you were always interested in but never actually put it in words before. For documentaries, newspapers or web news are where the ideas come from. You learn something and suddenly you realize you want to know more. That's how it works for us." - BORIS IVANOV**



NSI NEW VOICES 2010 STUDENTS



Floyd Blackhorse
(CALGARY, AB)



Tyra Cox
(WINNIPEG, MB)



Erica Daniels
(WINNIPEG, MB)



Joe E. Ironstand
(WINNIPEG, MB)



Lief Palmi Johnson
(WINNIPEG, MB)



Jody-Leigh Pacey
(WINNIPEG, MB)



Waylon Sinclair
(WINNIPEG, MB)



Dion Telesky
(WINNIPEG, MB)



Colten Yuzicappi
(REGINA, SK)

NSI New Voices is a Winnipeg-based 14 week program for young Aboriginal adults aged 18 to 35. The curriculum connects the participants with film and television professionals and provides practical experiences over six weeks of skills development training and an eight week full time industry internship with minimum wages provided throughout.

This year a journalism component was included in the curriculum and the students developed and produced a promotional video for Yellowquill College in Winnipeg.

The program also offers a significant cultural component. NSI New Voices was designed in consultation with Aboriginal leaders, industry professionals and experienced Aboriginal producers. Since the program was first offered in 2005, 60 Aboriginal young people have graduated.

2006 grad Crystal Greene won the second annual

John W. Dafoe *Winnipeg Free Press* scholarship for Aboriginal journalists.

2005 grad Darryl Nepinak, with Marcel Balfour, won the Drama Pitch Prize Award at the 2010 imagineNATIVE Film + Media Arts Festival.

2010 grad Jody-Leigh Pacey's film *Sorrow's Companion* screened at the Mosaic Women's Film Project 2.0 at the Winnipeg Film Group's Cinematheque.

NSI New Voices program managers are Ursula Lawson and Sam Vint. Program coordinator is Trinity Bruce. Lisa Meeches was the program advisor for 2010.

NSI New Voices 2010 was funded by Presenting Sponsor Manitoba Culture, Heritage and Tourism and Program Partners Telefilm Canada, NBCUniversal, Centre for Aboriginal Human Resource Development (CAHRD) and RBC Financial Group.

* **"The inspiration for my (NSI New Voices) short film came from the film *My Winnipeg* by Winnipeg filmmaker **Guy Maddin**. My idea was based on his interpretation of how the native people came to bury their dead by the Red River. It became a story about the native trickster, **Nanabush**." - WAYLON SINCLAIR**

* **"The concept for my (NSI New Voices) film *The Floor* actually came from my **life**. Everything I write I've experienced in one-way or another. I might change a character's gender or take two separate incidents and make them into one story but it's all from experience. It's the only way I know how to write." - DION TELESKY**



NSI NEW VOICES
TRADITIONAL ADVISOR
COLIN MOUSSEAU

WHAT SPARKS AN IDEA FOR YOU? WHAT INSPIRES YOU?

"Medicine Wheel Teachings with the students' development at NSI. The students and staff caring and sharing."

NSI NEW VOICES 2010 INTERNSHIP HOSTS

Animiki See, APTN, Buffalo Gal Pictures, MANITOBA FILM & MUSIC, Media Rendezvous, filmmaker Noam Gonick, Pomo Project, Skywest Productions, Strongfront A/V Productions, William F. White.



FEATURING ABORIGINAL STORIES PROGRAM

The **Featuring Aboriginal Stories Program** is an initiative of Telefilm Canada in partnership with Aboriginal Peoples Television Network (APTN). For the third consecutive year, NSI designed and delivered the training component.

The program encourages established Aboriginal audiovisual professionals to move into feature film.

Training began in Toronto with a five-day intensive "Jump Start to Film Immersion." Training included seminars for the writer and producer participants led by industry experts, individual story expert consultations with each writer or writer/producer team and a speed-dating event which resulted in over 100 individual meetings with funders, distributors,

broadcasters, agents, producers and financiers from the Canadian feature film industry.

Immediately following Jump Start is a customized mentorship phase where each writer selects a story editor and each producer selects a producer-mentor.

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

The Featuring Aboriginal Stories Program is led by Liz Janzen, Program Manager Liz Jarvis and Brandice Vivier.

FEATURING ABORIGINAL STORIES PROGRAM PROJECTS:

Tombs by writer/producer Marie Clements (GALIANO ISLAND, BC); producer Michelle St. John (NORTH VANCOUVER, BC). STORY EDITOR: Elke Town. PRODUCER-MENTOR: Liz Jarvis.

The Belcher Island Killings by writer Jean-François Martel (TORONTO, ON); producers Jason Brennan and Carole Thibeault (GATINEAU, QC). STORY EDITOR: Aaron Poole. PRODUCER MENTOR: Elizabeth Yake.

Concrete Indian by writer and producer Coleen Rajotte (WINNIPEG, MB). STORY EDITOR: Marlene Rodgers. PRODUCER MENTOR: Elizabeth Yake.

Endangered Hero by writer Cara Mumford (PETERBOROUGH, ON). STORY EDITOR: Jason Long.

The Hidden Children by writer Tasha Hubbard (SASKATOON, SK); producer Laura Milliken (TORONTO, ON). STORY EDITOR: Elke Town. PRODUCER MENTOR: Kevin DeWalt.

The Incredible 25th Year of Mitzi Bearclaw by writer/producer Shelley Niro (BRANTFORD, ON). STORY EDITOR: Ken Chubb. PRODUCER MENTOR: Jennifer Jonas.

Lucky by writer Jim Compton (WINNIPEG, MB). STORY EDITOR: Andrew Berzins.

Mush Hole by writer Lisa Jackson (VANCOUVER, BC). STORY EDITOR: Aubrey Nealon.

Shawnee's Place by writer Dennis Allen (WHITEHORSE, YK). STORY EDITOR: Marlene Rodgers.

Wild Medicine by writer Adam Garnet Jones (TORONTO, ON). STORY EDITOR: Elke Town.

The World of Trickster by writer Renae Morriveau (NORTH VANCOUVER, BC). STORY EDITOR: Peggy Thompson.

Au naturel by writers Micheline Marchand and Daniel Marchildon (PENETANGUISHENE, ON). STORY EDITOR: Pierre Billon.

Kahnesatake, mon amour by writer/producer Rachel-Alouki Labbé (MONT-ST-HILAIRE, QC). STORY EDITOR: Pierre Billon. PRODUCER MENTOR: Luc Déry.

nsi  StoryTellers
national screen institute



CASHING IN

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

Cashing In was the result. This half-hour drama-comedy series set on Stonewalker First Nation, nestled comfortably beside an affluent beach community in Southern Manitoba debuted in 2009. The series was a success and now season three will be airing on APTN in 2011.



Featuring Aboriginal Stories Program was made possible by Presenting Partners Telefilm Canada and Aboriginal Peoples Television Network (APTN).

nsi Aboriginal Journalism Program

national screen institute

NSI introduced a new program for storytellers in fall 2010: **NSI Aboriginal Journalism**. The 12 week full time program gave Aboriginal students a broad profile of career opportunities available to journalists. This exposure included presentations by industry leaders and practitioners, in-class writing exercises, visits to local newsrooms, job shadowing, a four-week internship with a local media outlet and weekly individual coaching sessions. Following graduation three students received contract positions with a local media outlet.

NSI Aboriginal Journalism was led by Program Managers Ursula Lawson and Brandice Vivier. Program Advisor was Neil Coligan.

The NSI Aboriginal Journalism Program was made possible by Presenting Sponsors The Government of Canada, The Manitoba Government and Program Partners The Winnipeg Foundation, Manitoba Culture, Heritage and Tourism, Manitoba Aboriginal & Northern Affairs and Centre for Aboriginal Human Resource Development Inc. (CAHRD).

See page 28 for a complete list of program sponsors.

NSI ABORIGINAL JOURNALISM PROGRAM 2010-11 GRADUATES



Floyd Blackhorse (WINNIPEG, MB)
INTERNSHIP: Citytv



Darrell Chippeway (WINNIPEG, MB)
INTERNSHIP: *Winnipeg Free Press*



Lorne Olson (WINNIPEG, MB)
INTERNSHIP: Global Winnipeg



Amanda Smart (WINNIPEG, MB)
INTERNSHIP: CTV Winnipeg



Charlene McKay (WINNIPEG, MB)
INTERNSHIP: CJOB



"We did an exercise about who or what inspires us. I wanted to write about the many **Aboriginal people** out there changing their communities in their own way, breaking out of issues surrounding their homes. But it came down to it, I have some pretty great parents to thank in my life." - FLOYD BLACKHORSE

"I felt **art** was under-represented in the news. The massive art event called "Close Encounters," showcasing indigenous artists from around the world kicked off during my internship at Global News. I thought "this is my chance to tell an art story" and I did. It made it to air!" - LORNE OLSEN



A cornucopia of short films available to watch anytime, anywhere, from the comfort of a computer. Since its launch in 2008 NSI has presented over 200 short works from filmmakers across Canada. At least one new film is added to our website each week.

- All films are Canadian and under 30 minutes.
- Genres include drama, comedy, animation, short documentary, experimental and music video.
- Entries are screened by an NSI selection committee.
- New films are solicited four times a year.
- NSI presents the \$2,500 A&E Short Filmmakers Award to the best film, as chosen by an independent jury, four times a year.
- There is no fee to watch the films or submit a film.

The NSI Online Film Festival is managed by Liz Janzen and Liz Hover, with technical management by Lauren MacDiarmid.

The NSI Online Short Film Festival is made possible by Presenting Sponsor Shaw Media.

See page 28 for a complete list of program sponsors.

THE A&E SHORT FILMMAKERS AWARD

The \$2,500 A&E Short Filmmakers Award acknowledges exceptional works in the NSI Online Short Film Festival. This juried award is presented four times a year and is generously provided by A&E Television Networks.

All NSI Online Short Film Festival films are eligible for the A&E Short Filmmakers Award. A three member jury of screen industry leaders considers all films in each round of the festival for the prize.

AWARD WINNERS FOR 2010-11

Remote by writer/director Marc Roussel and producers Ron Basch and Mark Sanders (TORONTO, ON).

Birth Day by writers Miles Sullivan and Anthony Janssen, director Juan Riedinger and producer Wade Fennig (VANCOUVER, BC).

Pawn Shop by writer Evany Rosen, director Andrew Bush and producer Angus Swantee (HALIFAX, NS).

Bee Man by writer/directors Robert Lendrum, Morris Lum and Drew Ferguson and producer Drew Ferguson (ONTARIO).

We acknowledge and thank the jury members: Ezra Soiferman, Kellie Ann Benz, Kryshan Randel, Daniel I. Schachter, Eileen Arandiga, Dave Barber, Joanne McDonald, Sonia Sakamoto, Anthony Bortolussi, Juan Riedinger, Anneli Ekborn and Danis Goulet for their contributed expertise.

NSI ONLINE nsi-canada.ca

When is the next call for applications for NSI Drama Prize? Need advice to develop a web series? Want to learn about pitching? Which NSI alumni were nominated for Gemini Awards? When does *Less Than Kind* season 3 start? Where can I see a classic John Candy interview? Who are the industry thought leaders right now?

Where do you find the answers to these questions and so much more? The NSI website. Since its re-launch in 2008 nsi-canada.ca has become a popular place for information, advice and celebration of the industry.

Our website

- Receives triple the number of page views compared to three years ago.
- Industry interviews include Pen Densham, Erica Hargreave and Susan Brinton, Roberta Munroe, Jill Golick, Christy Dena and Chris Jones, and successful NSI alumni including Joan Prowse and John Bessai, Trish Dolman, Adam Smoluk and Josh MacDonald.
- Kellie Ann Benz is our dedicated short film and web series columnist.
- Anneli Ekborn writes a dedicated column about all things producer-related.
- Liz Hover regularly adds posts about industry trends and must-read items.



Remote



Birth Day



Pawn Shop



Bee Man

Elsewhere online

- We post exclusive content to our Facebook and Twitter accounts.
- We've successfully used Facebook to run program Q&A sessions.
- Video content on our YouTube Channel has received over 200,000 views (double from last year).
- NSI is consistently one of the most subscribed-to Canadian non-profits on YouTube.

New content is added to the website daily and the weekly e-newsletter continues to be emailed to over 5,000 contacts advising of NSI news and calls for applications, new blog posts, interviews and alumni news. Every newsletter item links directly to the relevant web page at nsi-canada.ca.

Liz Hover leads the website team and the delivery of electronic information and social media marketing for NSI. The NSI Online Industry Centre is made possible through Presenting Sponsor Telefilm Canada.

See page 28 for a complete list of program sponsors.

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. Here are some of the places we've been:

AT FESTIVALS

2010 Banff World Television Festival

NSI hosted a networking reception, spotlighting successful television series developed through NSI Totally Television.

2010 Worldwide Short Film Festival

Joy Loewen and Liz Janzen presented "Power Hour: NSI Drama Prize" intimeet; Joy developed and hosted "the Biz Know-How Sessions" for writers (moderated by Liz) and directors (moderated by E. Jane Thompson); and Joy was a participant in the Working Lab.

2010 Gimli Film Festival - Brendon Sawatzky moderated "Producer Panel Discussion: Producing Skills."

2010 Toronto International Film Festival

Joy Loewen was a panelist: "Short Cuts Connections Roundtable"; Brendon Sawatzky attended as program manager of NSI Features First.

2010 St. John's International Women's Film Festival - Joy Loewen was a panelist for "Short Film Resources Round Table."

2010 imagineNATIVE Film + Media Arts Festival

Liz Janzen introduced Thundering Whispers: Shorts Program II, co-presented by NSI.

2010 Reel Asian Film Festival - Liz Janzen and

Joy Loewen hosted "All About NSI" and a networking reception.

2010 Winnipeg Aboriginal Film Festival

NSI staff participated in the Youth Education Days Workshops. Liz Janzen presented "Once Upon a Time in Hollywood" screenwriting workshop and Joy Loewen hosted "So Ya Wanna Be a News Reporter."

2011 SlamDance Film Festival

Joy Loewen attended the world premiere screening of NSI Drama Prize film *Hangnail*.

HOSTING INDUSTRY SESSIONS IN WINNIPEG

NSI and Film Training Manitoba presented three workshops in 2010:

Pilar Alessandra - SCENEWORK writing class

Marlene Rodgers - 2010 Script Analysis Program

Roberta Munroe - "The Best Short Film Workshop Ever"

CELEBRATING ALUMNI AND PARTICIPANTS

Todd & The Book of Pure Evil (NSI Totally Television) reception for cast and crew at NSI offices.

Foodland (NSI Features First) world premiere reception support at IMAX theatre.

NSI New Voices and NSI Aboriginal Journalism Program Traditional Feasts at NSI offices to open programs.

NSI New Voices and NSI Aboriginal Journalism Program graduations at the Fairmont Hotel.

CAREER FAIRS

RB Russell High School in Winnipeg

Glynis Corkal hosted an NSI information both at the annual event.

LIZ HOVER TEACHES SOCIAL MEDIA MARKETING

New media round table at Red River College

Topic: blogging, plus Q+A with first year Creative Communications students.

Winnipeg Girl Geek Dinners

Blogging presentation

Liz and NSI grad Polly Washburn presented an overview and demonstration of some of the current tools for engaging others in the digital world.

Manitoba Writer's Guild - Social media for writers.

On Screen Manitoba ALL ACCESS

Panel: "CanCon Convergence: The Game Show."
Panel: "Online Content: Principal Role or Co-star."



top to bottom: *Foodland* world premiere reception; Roberta Munroe and NSI's Brendon Sawatzky; *Todd & The Book of Pure Evil* reception (l to r) NSI's Brandice Vivier, executive producer Andrew Rosen, creators and executive producers Anthony Leo and Craig D. Wallace (NSI Totally Television grads), Frantic Films' Shawn Watson (NSI Features First grad) and Lynne Skromeda (NSI Global Marketing grad).

NSI ALL OVER THE WORLD

ACROSS CANADA

BANFF, ALBERTA

NSI Totally Television projects *Ditched* and *The Great Pretender* were pitched at the Banff World Media Festival

GRAND PRAIRIE, ALBERTA

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

WHISTLER, BRITISH COLUMBIA

NSI Drama Prize film *The Closer You Get to Canada* screened at the Whistler Film Festival

BRANDON, MANITOBA

NSI Features First film *Foodland* screened at Evan's Theatre

WINNIPEG, MANITOBA

NSI Drama Prize films *The Curiosity of Penny Parker*, *The Recital*, *Dual Citizen* and *Les Grands* screened during the Young Artists on the Avenue event

NSI Features First film *Foodland* had its world premiere in December 2010, then theatrical run in January 2011

YELLOWKNIFE, NORTHWEST TERRITORIES

NSI Features First film *Foodland* screened at the Yellowknife Film Festival

KINGSTON, ONTARIO

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

TORONTO, ONTARIO

NSI Drama Prize film *The Closer You Get to Canada* screened at the Toronto International Film Festival

NSI Drama Prize film *In Between/Entre deux* screened at the Reel World Film Festival, Toronto Creole Film Festival, a short film event entitled "A Franco Canadian tour in shorts" and The Female Eye Film Festival

MONTREAL, QUEBEC

NSI Drama Prize film *Subway Harmonies* screened at the 2010 Montreal World Film Festival

DAWSON CITY, YUKON

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

ACROSS THE REST OF THE WORLD

SHANGHAI, CHINA

NSI Drama Prize film *Countdown* was part of the Canadian Pavilion at the 2010 World Expo in Shanghai

CANNES, FRANCE

NSI Global Marketing participants attended MIPTV

WIESBADEN, GERMANY

NSI Drama Prize films *The Auburn Hills Breakdown* and *In Between/Entre deux* screened at Exground Filmfest 23

ACCRA, GHANA

NSI Drama Prize films *The Way It Used to Be*, *Rider Pride*, *The Curiosity of Penny Parker*, *Dual Citizen*, *For My Father*, *Countdown*, *In Between/Entre deux*, *Apparent Woes*, *Redeemable in Merchandise* and *The Auburn Hills Breakdown* screened as part of Canada Film Week

NSI Drama Prize films *Subway Harmonies*, *In Between/Entre Deux* and *Les Grands* screened as part of the 2nd Canada Film Week

KUALA LUMPUR, MALAYSIA

NSI Drama Prize film *Les Grands* screened as part of National Film Development Corporation, French Language Week

MANCHESTER, UK

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Grimm Up North Festival

WALES, UK

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

LOS ANGELES, CALIFORNIA

NSI Drama Prize film *The Curiosity of Penny Parker* screened at Los Angeles United Film Festival

PALM SPRINGS, CALIFORNIA

NSI Drama Prize film *Subway Harmonies* screened at the Palm Springs ShortFest

SAN JOSE, CALIFORNIA

NSI Drama Prize film *Hangnail* screened at the Cinequest Film Festival

DENVER, COLORADO

Reel Injun screened at The Indigenous Film & Arts Festival (the project was brought through NSI Global Marketing by Christina Fon and Catherine Bainbridge)

WASHINGTON, DC

NSI Drama Prize film *The Auburn Hills Breakdown* screened at the Spooky Movie Festival

Reel Injun was presented at the National Museum of the American Indian

HONOLULU, HAWAII

NSI Drama Prize film *The Curiosity of Penny Parker* screened at the 2010 Honolulu International Film Festival

NEW YORK, NEW YORK

Reel Injun screened at The Museum of Modern Art

HOUSTON, TEXAS

NSI Drama Prize film *Countdown* screened at the 43rd Annual WorldFest - Houston International Film & Video Festival

PARK CITY, UTAH

NSI Drama Prize film *Hangnail* screened at the Slamdance Film Festival

Family Portrait in Black and White screened at the Sundance Film Festival. (The project was brought through NSI Global Marketing by Boris Ivanov)

AIR CANADA FLIGHTS

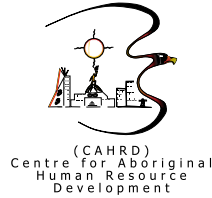
NSI Drama Prize film *The Auburn Hills Breakdown* played on Air Canada as part of the 2010 enRoute Film Festival



NSI SPONSORS 2010-11



THE BRIAN LINEHAN
CHARITABLE FOUNDATION



NBCUniversal



ZOOMERMEDIA

Canada



ROGERS
GROUP OF FUNDS



RBC Foundation®



Kodak



THE
SUZANNE
ROCHON-BURNETT
FUND

Winnipeg Free Press



Citytv



SHAW



NSI SPONSORS AND SUPPORTERS

SPONSOR SPOTLIGHT



CityLights interviews by Brian Linehan continue to be a very popular feature of the NSI website. From Clint Eastwood to John Candy and Pauline Kael to Donald Sutherland, viewers are interested in these classic exchanges. While some interviews are close to 40 years old, much of the information from them is as relevant as ever.

As a result, new generations of film fans and content creators are marvelling at the incredible research and unique interview techniques of Brian Linehan. NSI is proud to present these Canadian media gems.

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.

The National Screen Institute - Canada (NSI) operates with ongoing funding from Core Funders: Manitoba Culture, Heritage and Tourism, the City of Winnipeg through the Winnipeg Arts Council; Benefactor: Shaw Media; Patrons: Telefilm Canada, CTV and the CTV/CHUM Benefits; Builders: Rogers, The Brian Linehan Charitable Foundation; Contributors: NBCUniversal, Women in Media Foundation, The Government of Canada, The Manitoba Government; Friends: ZoomerMedia, Centre for Aboriginal Human Resource Development Inc. (CAHRD), The Winnipeg Foundation.

NSI DRAMA PRIZE 2010-11

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

Shaw Media
The Brian Linehan Charitable Foundation

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

AWARD SPONSORS

Rogers Group of Funds
NSI Alumni Fund
The Brian Linehan Charitable Foundation
Telefilm Canada

PROVINCIAL SPONSOR

Film Nova Scotia

SERVICE SPONSORS

PS Production Services Ltd.
Deluxe
Kodak Canada Inc.
Line 21 Media Services Ltd.

ALSO: William F. White International Inc.

RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc. Consultants & Insurance Brokers

NSI DRAMA PRIZE 2011-12

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

Shaw Media
The Brian Linehan Charitable Foundation

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

AWARD SPONSORS

The Brian Linehan Charitable Foundation
Rogers Group of Funds
Telefilm Canada

SERVICE SPONSORS

PS Production Services Ltd.
Deluxe
Kodak Canada Inc.
Line 21 Media Services Ltd.

ALSO:

William F. White International Inc.

RISK MANAGEMENT CONSULTANTS

MultiMedia Risk Inc. Consultants & Insurance Brokers

NSI FEATURES FIRST 2009-10

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

The Brian Linehan Charitable Foundation
Shaw Media

STRATEGIC SPONSOR

Corus Entertainment

SERVICE SPONSOR

William F. White International Inc.

NSI FEATURES FIRST 2010-11

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNERS

The Brian Linehan Charitable Foundation
Shaw Media

STRATEGIC SPONSOR

Corus Entertainment

SERVICE SPONSOR

William F. White International Inc.

NSI TOTALLY TELEVISION 2009-10

PRESENTING SPONSOR

CTV and the CTV/CHUM Benefits

PROGRAM PARTNER

Telefilm Canada

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

PROVINCIAL SPONSOR

MANITOBA FILM & MUSIC

NSI TOTALLY TELEVISION 2010-11

PRESENTING SPONSOR

CTV and the CTV/CHUM Benefits

PROGRAM PARTNER

Telefilm Canada

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

PROVINCIAL SPONSOR

MANITOBA FILM & MUSIC

NSI GLOBAL MARKETING 2010 MIPTV

PRESENTING SPONSOR

Shaw Media

PROGRAM PARTNER

Telefilm Canada

NSI GLOBAL MARKETING 2011 MIPTV

PRESENTING SPONSOR

Shaw Media

PROGRAM PARTNER

Telefilm Canada

NSI NEW VOICES 2010

PRESENTING SPONSOR

Manitoba Culture, Heritage and Tourism

PROGRAM PARTNERS

Telefilm Canada
NBCUniversal
Centre for Aboriginal Human Resource
Development Inc. (CAHRD)
RBC Financial Group

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

SUPPORTING SPONSORS

The Winnipeg Foundation
William F. White
The Suzanne Rochon-Burnett Fund
City of Winnipeg

PROVINCIAL SPONSOR

MANITOBA FILM & MUSIC

INTERN HOSTS

APTN
Animiki See Digital Productions
Buffalo Gal Pictures
MANITOBA FILM & MUSIC
Media Rendezvous
Noam Gonick, filmmaker
POMO Project
Skywest Productions Inc.
Strongfront A/V Productions
William F. White International Inc.

NSI NEW VOICES 2011

PRESENTING SPONSOR

Manitoba Culture, Heritage and Tourism

PROGRAM PARTNERS

Telefilm Canada
NBCUniversal
Centre for Aboriginal Human Resource
Development Inc. (CAHRD)

STRATEGIC SPONSORS

Rogers
Women in Media Foundation

SUPPORTING SPONSORS

The Suzanne Rochon-Burnett Fund
Manitoba Lotteries Corporation
City of Winnipeg

PROVINCIAL SPONSOR

MANITOBA FILM & MUSIC

FEATURING ABORIGINAL STORIES PROGRAM 2009-10, 2010-11

PRESENTING SPONSOR

Telefilm Canada

PROGRAM PARTNER

Aboriginal Peoples Television Network

NSI ABORIGINAL JOURNALISM PROGRAM 2010-11

PRESENTING SPONSORS

The Government of Canada
The Manitoba Government

PROGRAM PARTNERS

The Winnipeg Foundation
Manitoba Culture, Heritage and Tourism
Manitoba Aboriginal & Northern Affairs
Centre for Aboriginal Human Resource
Development Inc. (CAHRD)

MEDIA PARTNERS

APTN
CBC Manitoba
Citytv Winnipeg
CJOB/Corus
CTV Winnipeg
Global Winnipeg
NCI (Native Communications Inc.)
Red River College
Shaw Communications Inc.
Winnipeg Free Press
Winnipeg Sun

STRATEGIC SPONSOR

The City of Winnipeg

NSI ONLINE INDUSTRY CENTRE

PRESENTING SPONSOR

Telefilm Canada

SUPPORTING SPONSORS

Shaw Media
Rogers

NSI ONLINE SHORT FILM FESTIVAL

PRESENTING SPONSOR

Shaw Media

SHORT FILMMAKERS AWARD SPONSOR

A&E Television Networks

SPONSOR SPOTLIGHT

CENTRE FOR ABORIGINAL HUMAN RESOURCE DEVELOPMENT INC. (CAHRD)



(CAHRD)
Centre for Aboriginal
Human Resource
Development

The Centre for Aboriginal Human Resource Development Inc. (CAHRD) was a founding sponsor of the NSI New Voices program in 2004-05, and has continued their support of this program ever since.

The financial support is critical to the success of the program, but equally as valued is the personal support by the staff of CAHRD.

It is a tremendous compliment to students and faculty to have members of CAHRD's staff participate in the program by attendance at the Traditional Feast, graduation and as part of the speaker presentations portion of the program curriculum.

In 2010 CAHRD increased its commitment to NSI's training programs by becoming a founding sponsor of the NSI Aboriginal Journalism Program.

NSI is proud and grateful for the partnership we have with CAHRD and we look forward to many more years of working together.

FINANCIAL STATEMENTS



Auditors' Report

To the Members of National Screen Institute - Canada:

We have audited the accompanying financial statements of National Screen Institute - Canada, which comprise the statement of financial position as at March 31, 2011, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITORS' RESPONSIBILITY

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 comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors'

judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements present fairly, in all material respects, the financial position of National Screen Institute - Canada as at March 31, 2011 and the results of its operations, changes in net assets 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
June 2, 2011

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2011

| | 2011 | 2010 |
|----------------------------------|-----------|-----------|
| Assets | | |
| Current | | |
| Cash (NOTE 3) | 261,392 | 144,827 |
| Investments (NOTE 4) | 100,854 | 327,197 |
| Accounts receivable | 401,901 | 388,716 |
| Prepaid expenses | 29,104 | 31,446 |
| Memorabilia available for resale | - | 59,667 |
| | 793,251 | 951,853 |
| Capital assets (NOTE 5) | 36,235 | 50,998 |
| Restricted funds (NOTE 6) | 275,000 | 280,967 |
| | 1,104,486 | 1,283,818 |
| Liabilities | | |
| Current | | |
| Accounts payable | 113,371 | 104,705 |
| Deferred contributions (NOTE 7) | 588,774 | 719,541 |
| | 702,145 | 824,246 |
| Net Assets | | |
| Invested in capital assets | 36,235 | 50,998 |
| Restricted (NOTE 6) | 275,000 | 280,967 |
| Unrestricted | 91,106 | 127,607 |
| | 402,341 | 459,572 |
| | 1,104,486 | 1,283,818 |

Approved on behalf of the Board



Raja Khanna

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



Marlene Kendall

Finance Chair, NSI Board of Directors
Associate Director Audit & Risk Management
MANITOBA LOTTERIES CORPORATION

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 2011

| | 2011 | 2010 |
|--------------------------------------|-----------|-----------|
| Revenues | | |
| Aboriginal Journalism | 140,676 | - |
| Administration | 158,661 | 142,966 |
| Drama Prize | 224,208 | 187,771 |
| Features First | 214,444 | 263,174 |
| Featuring Aboriginal Stories Program | 267,514 | 247,209 |
| Global Marketing | 122,642 | 105,555 |
| Industry Centre | 99,000 | 90,484 |
| New Voices | 241,708 | 193,732 |
| PlayWRITE | - | 14,941 |
| Research and development | 69,899 | 56,525 |
| Short film festival | 78,867 | 69,237 |
| Totally Television | 211,094 | 160,681 |
| | <hr/> | <hr/> |
| | 1,828,713 | 1,532,275 |
| Contributions of goods and services | 76,605 | - |
| | <hr/> | <hr/> |
| | 1,905,318 | 1,532,275 |
| | <hr/> | <hr/> |

| | 2011 | 2010 |
|---|-----------|-----------|
| Expenses | | |
| Aboriginal Journalism | 133,559 | - |
| Administration | 158,661 | 205,267 |
| Drama Prize | 224,809 | 203,493 |
| Features First | 215,556 | 250,645 |
| Featuring Aboriginal Stories Program | 267,514 | 231,705 |
| Global Marketing | 120,028 | 105,344 |
| Industry Centre | 102,314 | 94,328 |
| New Voices | 238,465 | 178,955 |
| PlayWRITE | - | 15,074 |
| Research and development | 89,697 | 162,160 |
| Short film festival | 74,157 | 69,237 |
| Totally Television | 193,800 | 176,664 |
| | <hr/> | <hr/> |
| | 1,818,560 | 1,692,872 |
| Consumption of goods and services | 76,605 | - |
| | <hr/> | <hr/> |
| | 1,895,165 | 1,692,872 |
| | <hr/> | <hr/> |
| Excess (deficiency) of revenues over expenses before loss on sale of assets | 10,153 | (160,597) |
| | <hr/> | <hr/> |
| Loss on sale of assets | (67,384) | (78,316) |
| | <hr/> | <hr/> |
| Deficiency of revenues over expenses | (57,231) | (238,913) |
| | <hr/> | <hr/> |

STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2011

| | Invested in Capital Assets | Restricted | Unrestricted | 2011 | 2010 |
|--------------------------------------|----------------------------|----------------|---------------|----------------|----------------|
| Net Assets | | | | | |
| Net assets, beginning of year | 50,998 | 280,967 | 127,607 | 459,572 | 698,485 |
| Deficiency of revenues over expenses | - | - | (57,231) | (57,231) | (238,913) |
| Transfers | - | (5,967) | 5,967 | - | - |
| Investment in capital assets | 3,834 | - | (3,834) | - | - |
| Amortization | (18,597) | - | 18,597 | - | - |
| Net assets, end of year | 36,235 | 275,000 | 91,106 | 402,341 | 459,572 |

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MARCH 31, 2011

| | 2011 | 2010 |
|---|------------------|------------------|
| Cash provided by (used for) the following activities | | |
| Operating activities | | |
| Deficiency of revenues over expenses | (57,231) | (238,913) |
| Amortization | 18,597 | 19,619 |
| | (38,634) | (219,294) |
| Changes in working capital accounts | | |
| Accounts receivable | (13,185) | 34,196 |
| Prepaid expenses | 2,342 | (4,571) |
| Memorabilia available for resale | 59,667 | 88,407 |
| Accounts payable | 8,666 | (26,017) |
| Deferred contributions | (130,767) | 13,042 |
| | (111,911) | (114,237) |
| Financing activities | | |
| Repayments of obligation under capital leases | - | (11) |
| Investing activities | | |
| Advances of restricted funds | 5,967 | 12,733 |
| Purchases of capital assets | (3,834) | (4,889) |
| | 2,133 | 7,844 |
| Decrease in cash resources | (109,778) | (106,404) |
| Cash resources, beginning of year | 472,024 | 578,428 |
| Cash resources, end of year | 362,246 | 472,024 |
| Cash resources are composed of: | | |
| Cash | 261,392 | 144,827 |
| Investments | 100,854 | 327,197 |
| | 362,246 | 472,024 |
| Supplementary cash flow information | | |
| Interest paid | - | 229 |

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2011

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 collectability. 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 recorded at cost. Amortization is provided using the straight-line method at rates intended to amortize the cost of assets over their estimated useful lives.

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

Revenue recognition

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

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, 2011

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 operations 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 operations.

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 operations.

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 excess of revenues over expenses upon derecognition or impairment.

RECENT ACCOUNTING PRONOUNCEMENTS

Canadian accounting standards for not-for-profit organizations

In October 2010, the Accounting Standards Board (AcSB) approved the accounting standards for private sector not-for-profit organizations (NFPOs) to be included in Part III of the CICA Handbook-Accounting ("Handbook"). Part III will comprise:

The existing "4400 series" of standards dealing with the unique circumstances of NFPOs, currently in Part V of the Handbook; and

- The new accounting standards for private enterprises in Part II of the Handbook, to the extent that they would apply to NFPOs.
- Effective for fiscal years beginning on or after January 1, 2012, private sector NFPOs will have the option to adopt either Part III of the Handbook or International Financial Reporting Standards (IFRS). Earlier adoption is permitted. NSI expects to adopt Part III of the Handbook as its new financial reporting standards. NSI has not yet determined the impact of the adoption of Part III of the Handbook on its financial statements.

3. Cash

Cash balances are maintained in a monthly savings account with tiered interest rates ranging from 0.25% to 0.75%. (2010 - 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, 2011

5. Capital assets

| | Cost | Accumulated amortization | 2011 Net book value |
|------------------------|---------|--------------------------|---------------------|
| Computer equipment | 50,715 | 42,127 | 8,588 |
| Computer software | 9,494 | 8,453 | 1,041 |
| Furniture and fixtures | 42,838 | 25,208 | 17,630 |
| Office equipment | 57,794 | 51,004 | 6,790 |
| Leasehold improvements | 12,807 | 10,621 | 2,186 |
| Program equipment | 11,725 | 11,725 | - |
| | 185,373 | 149,138 | 36,235 |

| | Cost | Accumulated amortization | 2011 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 |

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.

7. Deferred contributions

| | 2011 | 2010 |
|--------------------------------------|---------|---------|
| Administration | 34,157 | 36,342 |
| Aboriginal initiatives | 14,856 | 53,270 |
| Drama Prize | 34,372 | 58,515 |
| Featuring Aboriginal Stories Program | 63,481 | 110,995 |
| Features First | 137,451 | 92,815 |
| Global Marketing | 40,374 | 68,305 |
| Industry Centre | 30,000 | 30,000 |
| New Voices | 61,551 | 93,773 |
| Other initiatives | 2,900 | 2,900 |
| Short film festival | 61,188 | 61,180 |
| Totally Television | 108,444 | 111,446 |
| | 588,774 | 719,541 |

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MARCH 31, 2011

8. Revenues

| | 2011 | 2010 |
|--|-----------|-----------|
| Contributions of goods and services (NOTE 2) | 76,605 | - |
| Foundations and trusts | 20,568 | 3,333 |
| Interest earned | 2,696 | 2,549 |
| Manitoba Culture, Heritage and Tourism | 366,097 | 258,657 |
| Municipal agencies | 30,000 | 25,000 |
| Private sector | 719,750 | 608,730 |
| Project revenue | 14,885 | 12,835 |
| Provincial agencies | 59,000 | 64,793 |
| Telefilm | 615,717 | 556,378 |
| | 1,905,318 | 1,532,275 |

9. Commitments

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

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

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

NSI entered into a lease agreement for office equipment on January 1, 2011. Minimum annual payments are \$3,104.

10. 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, 2011, NSI had 88% (2010 - 56%) in accounts receivable from two (2010 - one) sources. These amounts are considered collectible.

11. 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.

12. Capital management

NSI considers its capital to be the balance maintained in its Net Assets. NSI'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.

NSI 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. In order to maintain or adjust the capital structure, NSI may decrease expenses.

NSI monitors capital on a quarterly basis. During the year, NSI's strategy, which was unchanged from the prior year, was to protect capital by maintaining a small excess of revenues over expenses.

ALL PROGRAMS BUDGETED PROJECTIONS

APRIL 1, 2011 – MARCH 31, 2012

| | 2011-12 Budget | | 2011-12 Budget | | 2011-12 Budget |
|---------------------------|----------------|-------------------------------|----------------|------------------------------------|----------------|
| Revenue | | Expenses | | Expenses | |
| | | Administration | | Program Delivery | |
| Telefilm | 422,162 | Accounting/Audit | 6,000 | Advertising and Promotions | 53,303 |
| Municipal Government | 35,000 | Advertising and Promotions | 13,000 | Public Relations | 15,000 |
| Province of Manitoba | 262,029 | Public Relations | 1,000 | Office Supplies | 6,615 |
| Provincial Agencies | 60,000 | Legal | 5,000 | Postage and Courier | 4,018 |
| Foundations | 3,333 | Bank And Service Charges | 3,433 | Photocopying Costs | 630 |
| Private Sector - Other | 370,522 | Insurance | 4,450 | Communications | 12,960 |
| Private Sector - Benefits | 480,163 | Board Costs | 5,914 | Contract Projects | 290,864 |
| Project Revenue | 10,590 | Communications | 601 | Staff Costs | 449,943 |
| Interest | 2,700 | Premises Costs | 77,441 | Statutory Payroll Costs | 23,554 |
| Total Revenue | 1,646,499 | Leasing/Interest/Depreciation | 33,791 | Health Care Benefits | 23,870 |
| | | Office Maintenance/Services | 10,420 | RSP Benefits | 17,997 |
| | | Office Supplies | 699 | Travel | 194,039 |
| | | Postage and Courier | 900 | Production and Technical | 38,825 |
| | | Travel | 3,190 | Meetings and Receptions | 35,286 |
| | | Memberships | 400 | Awards and Bursaries | 175,329 |
| | | Staff Costs | 84,406 | Memberships/Festival Registrations | 28,363 |
| | | Statutory Payroll Costs | 1,673 | Venue Rental | 14,757 |
| | | Health Care Benefits | 2,058 | Total Program Delivery | 1,385,352 |
| | | RSP Benefits | 1,646 | Total Expenses | 1,646,499 |
| | | Staff Search Costs | 5,125 | Net Surplus / (Deficit) | - |
| | | Total Administration | 261,147 | | |

NSI ASSOCIATE FACULTY

Sarah Adams, Head of Development
Breakthrough Films & TV

Tom Alexander, Director, Theatrical Distribution
Mongrel Media

Helen Asimakis, Executive in Charge of Production
Comedy TV Arts and Entertainment
CBC Radio & Television

Danielle Audette, Programming Coordinator, APTN

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

Catherine Bainbridge, Co-founder, Executive Producer
Director, Writer, Rezolution Pictures

Rhonda Baker, Production Manager

Greg Barker, DOP, Cameraman/Mentor, Cameraworx

David Barlow, Story Editor/Writer, Screenpages Inc.

Paul Barnsley, Executive Producer, *InFocus* APTN

Doreen Beauchamp, Director, Yellowquill College

Mike Beauregard, Hi Mom Productions

Kim Bell, DOP, Cameraman/Mentor, Midcanada
Productions

Cam Bennett, Executive Producer
MTS - Winnipeg on Demand

John Barnard, Filmmaker, Farpoint Films

Andrew Berzins, Story Editor

John Bessai, Creative Director and Executive Producer
Bessai Transmedia

Pierre Billon, Story Editor

Ben Bishop, Director of Sales (AustralAsia & Canada)
Acquisitions Manager, Entertainment One Television
International

Kris Booth, Director, Shoes Full of Feet

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

Fred Brennan, Sound Designer

Julie Bristow, Executive Producer, Factual
Entertainment, CBC Television

Sean Buckley, Executive Producer/Director
Buck Productions

Sheri Candler, Sheri Candler Marketing & Publicity

Vince Carlin, Ombudsman, CBC Radio & Television

Gail Carr, Casting Director, CDC, Gail Carr Casting

Robin Cass, Producer, Triptych Media

Pay Chen, Host, Breakfast Television, Citytv

Ken Chubb, Story Editor

Naomi Clarke, Executive Producer, News and
Current Affairs, APTN

Richard Cloutier, On-Air Host, CJOB

Glen Cockburn, Agent, Characters Talent Agency

Kirk Comrie, Vice President, Agency 71 Inc.

Arthur Cooper, Cinematographer

Trish Cooper, Writer

Anthony Costanzo, Account Manager
Technology, Media and Life Sciences, RBC

John Couchman, Aboriginal Liaison
Film Training Manitoba

Elise Cousineau, Producer, Sienna Films

Tecca Crosby, Vice President, Drama
Temple Street Productions

Bob Culbert, Executive Producer, *The Nature of Things*

Deborah Day, Founder, Innovate by Day

Kelly Dehn, Crime Reporter, CTV Winnipeg

Marie Louise Deleau, Insurance Consultant
Multimedia Risk Inc.

Norman Denver, Producer, Denver Productions Inc.

Luc Déry, Producer

Paula Devonshire, Producer, Devonshire Productions

Kevin DeWalt, Producer, President, Minds Eye Pictures

Julie Di Cresce, Manager of Original Programming
Movie Central

Richard Duffy, 1st AD

Sheri Elwood, Writer/Showrunner

Noah Erenberg, Writer/Director

Avi Federgreen, Producer, Federgreen Entertainment

Niv Fichman, Co-founder and Producer
Rhombus Media

Leah Fontaine, Master of Arts Candidate, University
of Manitoba, Department of Native Studies

Dennis Foon, Story Editor

Andrew Forbes, Camera Assistant/Cinematographer

Claude Forest, Senior Broker/President
Multimedia Risk Inc.

Sarah Fowle, Manager, Original Programming
The Comedy Network

Anne Frank, Creative Analyst, Feature Film Unit
Telefilm Canada

Ilana Frank, President, Thump Inc. & Norstar Filmed
Entertainment Inc.

Prentiss Fraser, Vice President, Worldwide Sales
& Acquisitions, Entertainment One Television
International

Gary Furlong, Principal, Agree Inc.

John Galway, President, English Language Program
Harold Greenberg Fund

Sean Garrity, Writer/Director, Bed Bug Pictures

Tasia Geras, Film Training Manitoba

Lisa Ghione, Publicist

Bryan Gliserman, Co-President, E1 Entertainment

Marty Gold, Host, Great Canadian Talk Show
92.9 Kick FM

Jill Golick, Transmedia Storyteller

Steve Gravestock, Associate Director
Canadian Programming, TIFF

Janet Laine Green, Directing Actors

Aubie Greenberg, Director, Programming
The Movie Network

Julie Hackett, Film Editor, iSplice Films Inc.

John Hall, CEO, Gone in 30 Entertainment

Richard Hanet, Partner, Lewis, Birnberg, Hanet, LLP

Martin Harbury, Consultant, Industry Initiatives
Ontario Media Development Corp.

Rick Harp, Founder and President, Media Indigena

Gary Harvey, Producer/Director

Ron Hay, Lawyer, Stohn Hay Cafazzo Dembroski
Richmond LLP

Carol Hay, Story Editor/Writer

Victoria Hirst, Producer and Film Consultant
Victorious Films

Tina Horwitz, Owner/Agent
Vanguard Artists Management

Vera Houle, Director of News and
Current Affairs APTN

Gregor Hutchison, Post Production Supervisor

Nick Iannelli, Post Production, Deluxe

Daniel Irons, President and Producer
Foundry Films Inc.

Dwight Iwan, Managing Producer, Citytv

Dennis Jackson, Company Director
Dark Thunder Productions

Shereen Jerrett, Director/Writer

Jennifer Jonas, Producer, New Real Films

Tyson Jones, Commercial Account Manager Technology
Media and Life Sciences, RBC

Carl Karp, Executive Producer, CBC Television

Sarah Kay, Casting Agent, Lewis Kay Casting

Joanne Kelly, Host/Producer, Shaw TV

Wabanakwut Kinew, Reporter, Host
CBC Radio & Television

Karen King, Production Executive, Drama Content
Shaw Media

Glen Kirby, Writer, Broadcaster and Communications
Consultant, Kirby Communications

Bartley Kives, Reporter, City Hall, *Winnipeg Free Press*

Tracy Koga, Senior Producer/Host, Shaw TV

Catherine Kunz, Account Manager, National Bank

Jake Labow, Manager, Original Programming
The Comedy Network

Julie Lacey, Vice President of Creative
Shaftesbury Films

Kirk LaPointe, Managing Editor, *Vancouver Sun*

Peter Lauterman, Story Editor

Jani Lauzon, ACTRA Diversity Committee
Co-Chair, ACTRA

Karen Lee Hall, Founder/Producer, Heroic Interactive

Anthony Leo, Executive Producer, Aircraft Pictures

Elina Levina, Literary Agent, Harrison Artists
Management

Ira Levy, Executive Producer/Partner
Breakthrough Films & TV

Jenny Lewis, Casting Agent, Lewis Kay Casting

Sam Linton, Director of Factual Content, History
Television, Shaw Media

Jason Long, Story Editor

Jon Lovlin, News Director, Global Winnipeg

Monica Lowe, Marketing & Distribution
Winnipeg Film Group

Bob Lower, Editor

Anita Lubosch, Sound Technician

Dan Lyon, Feature Film Unit Director
(Ontario and Nunavut) Telefilm Canada

Carl Machiskinic, Key Animator, *Wapos Bay*
Dark Thunder Productions

Rob Macklin, Branch Representative, ACTRA
Chad Maker, President and Creative Director
 Agency 71 Inc.
Claudia Marcoux, Project Leader, National and
 International Initiatives and Business Development
 Telefilm Canada
Terry Markus, Lawyer
Tammy Marlowe Johnson, Writer
Corey Marr, Producer, Corey Marr Productions Inc.
Carly McGowan, Project Coordinator, COGECO/IPF
Heather McIntyre, Promotion/Production Manager
 Global Winnipeg
John McPhail, Set Etiquette, Film Training Manitoba
Lisa Meeches, Director, Events Planning and Artistic
 Programming, Truth and Reconciliation Commission
 of Canada
Kathleen Meek, Manager, Original Programming
 The Movie Network
Frank Mendicino, Senior Vice President of Marketing
 Alliance Films Inc.
Rob Merilees, President and Producer
 Foundation Features
Constable Jason Michalyszen, Public Information Officer
 City of Winnipeg Police
David Miller, Producer, DRM Productions
Jan Miller, President, Lowenbe Holdings
John Miller, Former Chair of Journalism Program
 Ryerson University
Susan Millican, Independent Consultant
Peter Miskimmin, Director of Development
 Whizbang Films Inc.
Freddie Mislawchuck, DOP, Cameraman/Mentor
 Midcanada Productions
Doug Mitchell, 1st AD
Bryce Mitchell, Producer, Shoes Full of Feet
Karen Mitchell, News Director, CTV Winnipeg
Yan Moore, Story Editor/Writer
John Morayniss, CEO, Entertainment One Television
Gigi Morin, Partner Duncan Morin LLP
Samantha Morris Mastai, Executive in Charge of
 Production, Comedy TV Arts and Entertainment
 CBC Radio & Television
Steve Morrisson, General Manager, William F. White
Colin Mousseau, Elder/Traditional Advisor
Christophe Nachtigall, Grip

M. Michelle Nadon, President & CEO, mediaINTELLIGENCE.ca
Sebastien Nasse, Senior Analyst Film, Television & Tax
 Credits, MANITOBA FILM & MUSIC
Robin Neinstein, Executive in Charge of Production,
 Drama, CBC Television
Rachel Nelson, Director, Drama Content, Shaw Media
Anna Newallo, Business Officer, Tax Credits & Financing
 Programs, Ontario Media Development Corp.
Jeff Newman, Producer, Writer, Director, Nüman Films
Sheila North Wilson, Reporter, Aboriginal Issues
 CBC Radio & Television
Forde Oliver, Instructor, Red River College
Raj Panikkar, Producer, Shoes Full of Feet/Fifth Ground
 Entertainment
Will Pascoe, Writer/Director
Karen Pauls, National Reporter, CBC Radio & Television
Carrie Paupst Shaughnessy, Creative Analyst
 Feature Film Team, Ontario and Nunavut Region
 Telefilm Canada
Jeff Peeler, President and Executive Producer
 Frantic Branded Content & Commercials
Brad Pelman, Co-President, Maple Pictures
Karen Pidgurski, Publicist
Marguerite Pigott, Head of Creative Development
 Super Channel
Milan Podsedly, DOP
Steve Pona, Associate Editor/Business Editor
Winnipeg Free Press
Aaron Poole, Story Editor
Karen Powell, Partner, Perfect Circle Productions
Peter Raymont, President, White Pine Pictures
Justin Rebelo, Director of Canadian Programming
 Super Channel
Alan Resnick, Story Editor/Writer
Jane Rimer, International Creative & Business
 Development, Insight
Ron Robinson, Former Host, *Weekend Morning Show*
 CBC Radio & Television
Karyn Robson, Manager of Acquisitions
 Maple Pictures
Marlene Rodgers, Story Consultant
Mickey Rogers, Global Media Strategist
 MRogers Media
Cecil Rosner, Managing Editor, CBC Radio & Television
Claire Ross Dunn, Story Editor/Writer

N. Bird Runningwater, Associate Director, Sundance
 Institute's Native American and Indigenous Program
Jason Ryle, Executive Director, imagineNATIVE Film +
 Media Arts Festival
Kate Sanagan, Partner and Director, Picture Box
Alita Sauvé, Cultural Consultant
Allan Sayegh, Program Manager, Shaw TV
Dino Schiavone, Sound Technician
Jenna Seguin, Loan Officer, Aver Media
Christine Shipton, Vice President, Original Programming
 Shaw Media
Tom Shoebridge, Story Editor
Desiree Single, Manager of Programming, APTN
Mark Slone, Senior VP, Marketing, Publicity &
 Acquisitions, Alliance Films
Gord Smeby, Reporter, CTV Winnipeg
Robin Smith, Founder, CEO, KinoSmith
Adam Smoluk, Community Outreach and Programs Staff
 Film Training Manitoba
Taavo Soodor, Production Designer
Tim Southam, Director
Norma Spence, Secretary/Treasurer, Anishinaabe
 Toastmasters
Lori Stefaniuk, Casting Agent, Next! Casting
Vanessa Steinmetz, Manager, Production Financing
 E1 Television
Carl Stone, Anishinaabe Toastmasters
Peter Strutt, Director of Programming, APTN
Catherine Stuart, Vice President, Aver Media
Amy Stulberg, Agent, Vanguarde Artists Management
Sheila Sullivan, Executive Producer, CTV/MuchMusic
Lisa Sychuk, Human Resources, CBC Radio & Television
Nicholas Tabarrok, Producer, President
 Darius Films Inc.
Melissa Taylor, Vice President, Business and Legal
 Affairs, Spin Master Entertainment
Bobby Theodore, Story Editor/Writer
E. Jane Thompson, Director/Writer
Peggy Thompson, Story Editor
Virginia Thompson, Partner/President/Executive
 Producer, Verite Films
Graham Thomson, Dean, School of Business
 and Applied Arts, Red River College
Kevin Tierney, Producer, President, Park Ex Pictures
Elke Town, Story Consultant, Storyworks

Chad Tremblay, Editor
Jeanette Turner, Centre for Aboriginal Human Resource
 Development Inc. (CAHRD)
Kevin Uddenberg, Film & Special Events
 City of Winnipeg
Ingrid Veninger, Filmmaker, Punk Films
Craig David Wallace, Executive Producer
 Corvid Pictures
Jesse Wente, Head of Programmes, TIFF Bell Lightbox
Trish Williams, Manager, Drama Development and
 Production, CTV
Cindy Witten, Director General, English Programs, NFB
Karen Woolridge Steward, ACTRA Toronto
Tony Wosk, Producer, Middle Child Films Inc.
Elizabeth Yake, Producer, True West Films
Rena Zimmerman, Agent, Great North Artist
 Management

PHOTOGRAPHY CREDITS

Ian McCausland - page 6, 7, 8, 9, 15, 23
 Eric Forget - page 8, 9, 16, 17, 18, 19, 20
 Liz Hover - page 8
 Devin Lund - page 10
 Tracey Goncalves, Government of Manitoba
 photographer - page 13
 Photography by George Pimental/Courtesy
 of the ACCT - page 13
 The Genie Award statuette was created by
 Sorel Etrog
 Indigo Nyx - page 13
 David Lipnowski - page 21
 Angela Kuehl - page 21
 Allan Fraser - page 22
 Jenna Neepin - page 25
 Jim Murphy photo page 17 courtesy of
 Mary Ann Murphy

We teach storytelling for film,
television and digital media
on whatever viewing device
the world brings to market

NATIONAL SCREEN INSTITUTE

Small towns, big cities,
No matter where you
live in this great
country

We train writers,
directors and producers
in film, television
and digital media
at workshops, boot
camps and on
location using working
real world industry
experts.

nsi-canada.ca

400 - 141 Bannatyne Avenue, Winnipeg, Manitoba R3B 0R3

TELEPHONE: 204.956.7800/800.952.9307

FAX: 204.956.5811

EMAIL: info@nsi-canada.ca

The National Screen Institute - Canada (NSI) operates with ongoing funding from Core Funders: Manitoba Culture, Heritage and Tourism, the City of Winnipeg through the Winnipeg Arts Council; Benefactors: Shaw Media, Telefilm Canada; Patron: CTV and the CTV/CHUM Benefits; Builders: Rogers, The Brian Linehan Charitable Foundation; Contributors: NBCUniversal, Women in Media Foundation; Friends: ZoomerMedia, GlassBOX Television Inc.

© 2011 National Screen Institute - Canada



Mixed Sources

Product group from well-managed
forests, controlled sources and
recycled wood or fiber
www.fsc.org Cert no. SW-COC-002150
© 1996 Forest Stewardship Council

Printed by The Prolific Group