

Our success shows.

2003 - 2004
Annual Report

nsi 
national screen institute
www.nsi-canada.ca

Creating Success Stories is our Business!



Flower & Garnet, written and directed by Keith Behrman and produced by Trish Dolman (NSI Features First 1999–2000), has won over 10 awards since first premiering at the 2002 Toronto International Film Festival.

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

RESPONDING REFLECTING REALIZING

The National Screen Institute – Canada (NSI) has successfully delivered the best training available to emerging and mid-career content creators from across the country by following the ‘Three Rs’: Responding to industry needs; Reflecting innovative stories; Realizing viable careers.

For nearly 20 years, NSI has been delivering professional development programs in close consultation with the industry while fostering talent outside key film and television production centres. As one of four federally recognized and supported National Training Schools for emerging and mid-career writers, producers and directors, NSI now plays a leading role in preparing Canadian content creators for viable and sustainable careers, without their having to relocate to Toronto, Montreal or Vancouver for such training.

In the past two years, NSI has restructured and streamlined its core training activities to ensure greater success for our graduates. This past year, we recorded our greatest achievement yet — over 80% of NSI graduates are employed in the film and television industry and 75% have reported career advancements since completing an NSI program.

Today, our programs have been enhanced to drive greater sales of works developed and produced by NSI graduates within regional, national and international markets. These innovative and diverse film and television works have exceeded industry expectations and reached wide audiences. Our market-driven approach has also helped secure employment for NSI graduates by giving them a competitive edge. NSI is pleased to share these achievements in our 2003–2004 Annual Report.

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Profile

ROLE

Founded in 1986, the National Screen Institute – Canada (NSI) is the oldest Canadian training school for writers, directors and producers working in film and television. One of four federally recognized and supported National Training Schools for professional development in film and television, NSI plays an important role in preparing emerging content creators for viable and sustainable careers, without their having to relocate to Toronto, Montreal or Vancouver for such training.

NSI takes its programs on the road — delivering them in major centres in every region of the country. For our participants that means bringing them national level training at home. NSI also recognizes the importance of exchange with industry professionals, and presents opportunities for participants to showcase their work, develop mentor relationships and learn from the best in Canada.

Our training is provided through four core programs and a new Aboriginal initiative streamlined to meet the needs of individuals at various levels of experience. Each program is based on a project-oriented methodology where participants learn by doing. Whether producing a short film, developing a feature film or television series, negotiating a broadcast license or distribution deal, securing overseas sales or sharing the national spotlight — NSI designs its programs so that participants can leverage and exploit their own works, and embark on a rewarding career in the industry.

MISSION

The National Screen Institute – Canada supplies innovative, focused, applied professional training, leading participants to successful careers as writers, directors and producers in Canada’s film and television industry.

STRUCTURE

A 16-member Board of Directors, chaired by Laura Michalchyshyn, oversees the operations of the National Screen Institute – Canada. The Chief Executive Officer is Susan Millican, who reports directly to the Board of Directors.

FUNDING

The NSI derives 37% of its total revenues from corporate sponsorships and 3% through earned revenues from its programs. A further 25% is derived from various federal, provincial and municipal government and agency sources. The balance comes from the Department of Canadian Heritage, as administered through Telefilm Canada, in recognition of NSI’s public role as a National Training School.

Message from the Chair

It is with honour that I present the 2003–2004 Annual Report. It demonstrates the great strides made by NSI in recent years and reflects the strong leadership and vision of Carole Vivier, our Past Chair. For over five years, Carole has demonstrated her confidence in NSI to grow in a direction that meets industry demands while fulfilling career aspirations of our participants. Thanks to her dedicated work and ‘hands-on’ approach, NSI



has overcome such challenges as relocation, reorganization, budget deficits and financial constraints. Today, we see the results of her commitment as we celebrate a year of success.

I would also like to extend my congratulations and appreciation to the following exceptional individuals who served on the NSI Board of Directors with grace and dedication: Diane Chabot, Bryan Gliserman and Robin Mirsky. You share in this year’s achievements along with the current Board and NSI team under the leadership of CEO Susan Millican. Fiscal year 2003–2004 proved to be a year of transition with the recruitment of new industry professionals to our Board and Faculty. I would like to welcome Directors Christine Shipman, Nuria Bronfman, Jamie Brown, Mary-Pat Gleeson and Earl Hong Tai, and Program Managers Judith McCann, Kit Redmond, Jim Murphy and Brandice Vivier-Burns. This combined expertise will ensure NSI has continued success in delivering excellence in training and professional development in film and television.

These changes are evidence of the NSI energy and commitment to strengthening existing programs and creating new initiatives that result in career successes.

Through careful planning and effective management, NSI surpassed the strategic goals set out in our business plan. Awareness for each program is growing among participants and the industry, due in large part to the successful implementation of an ambitious marketing plan, which led to more than double publicity coverage for 2004 NSI FilmExchange Canadian Film Festival, increases in the number and quality of applicants applying to the core programs, and tremendous augmentation in website traffic and Internet-based communications. Program delivery has been streamlined, and evaluation processes have been introduced, to ensure cost-effective management and quality control of core programs and new initiatives. Our investment in research and development has provided the foundation for these improvements and successes. Studies, such as the Environmental Scan of Film and Television Training and the Economic Impact Study, and improved database management, including the implementation of an alumni-tracking system, have served as invaluable tools for ensuring the stable growth of the organization.

I am pleased to report that these measures, along with strong fiscal management, have led to the development and introduction of new projects, enhancement of existing programs and significant results for NSI graduates as evidenced in this Annual Report.

A handwritten signature in black ink, reading 'Laura Michalchyshyn'.

Laura Michalchyshyn
Senior Vice President —
Dramatic Programming
Alliance Atlantis Communications Inc.

Message from the CEO

Over 80% of NSI graduates are employed in the film and television industry.

This simply stated fact sums up all the achievements made in 2003–2004. The NSI team set out to improve our business practices, re-tool our programs, strengthen our research and development capabilities, recruit the best experts in the industry and improve access to our training for one reason only — to ensure our training leads to viable careers in the film and television industry. Well, we did that and much more!

I am pleased to report that fiscal year 2003–2004 has surpassed the goals set out in our business plan for the year. We identified strengths and weaknesses, rolled up our sleeves and got on with the task of improving what worked and replacing what did not with something new. This included taking the best elements of NSI Movie Camp and developing an effective pilot program that will deliver jobs for Manitoba's Aboriginal youth in 2004. With 50% of the Aboriginal population being under the age of 25 and barriers to meaningful career development in creative fields being formidable, NSI recognized an important need and tackled it.

We also acknowledged, along with our partners in the film and television sector, that collectively we must bring Aboriginal voices from across the country to our

screens. We can accomplish this by applying our market-driven approach and career-building objectives to new initiatives that target this wholly under-represented community, and other communities of culturally diverse people who are very much a part of the economic and cultural fabric of Canadian society. This is why NSI embarked on developing a comprehensive Cultural Diversity Partnership program.



NSI accomplishments in 2003–2004 are numerous and highlighted in this Annual Report. They demonstrate our strong commitment to responding to industry needs, reflecting innovative stories and realizing viable careers in film and television.

Our success also reflects the confidence and commitment of the Board of Directors, staff, faculty, alumni, partners and sponsors, and program participants. The quality of works produced by our graduates and the meaningful careers they enjoy provide testament to the synergy we have created together.

A handwritten signature in black ink that reads "Susan Millican". The signature is fluid and cursive.

Susan Millican
Chief Executive Officer

Year of Success

nsi ZED DramaPrize national screen institute

Since 1986, this high profile training program has introduced close to 100 Canadian short films to the screen, and trained over 100 filmmakers in cities across the country. Over the course of a year, NSI ZeD Drama Prize participants receive a broad base of training, master classes in writing, directing or producing, expert mentoring from established industry professionals and access to crucial contacts in the industry. After completing their broadcast quality films, participants attend a premiere screening of their works at NSI FilmExchange Canadian Film Festival. Teams are also coached and prepared for marketing and networking opportunities offered at this event. Overall, the NSI ZeD Drama Prize gives new filmmakers the opportunity to kick off their careers by meeting and working with established filmmakers and industry professionals at all stages of development.

Applicants must apply as a writer, director and producer team and submit a complete film project proposal (13 minutes maximum

length) including a final draft script, budget and financing plan, production plan and director's notes to qualify for this 12-month development and production program. Up to a maximum of five teams from across the country are selected by a jury composed of industry professionals and award sponsors based on the strength of each team's project proposal. Selected participants receive customized training while further developing their projects in their respective fields — week long workshops in producing, directing and/or writing that take place at NSI FilmExchange Canadian Film Festival. Participants proceed to the production phase and are assigned a mentor from their region to guide and advise them throughout the production process. Participants also receive \$8,000 in cash and over \$15,000 in production services towards the production and post-production of their short film. Completed films are premiered at the following year's NSI FilmExchange Canadian Film Festival. Teams also receive a \$1,500 national broadcast license with CBC ZeD.

CBC Television is the national presenting partner of the NSI Drama Prize Program. Films are produced with the participation of Telefilm Canada.



Any Niagara



Redeemable in Merchandise



My Original Sin



Big Mother

PROGRAM HIGHLIGHTS:

- NSI ZeD Drama Prize is the oldest program at NSI, and has resulted in the production of close to 100 short films in more than 20 communities across Canada.
- NSI ZeD Drama Prize broadcast quality films have helped launch the careers of approximately 200 writers, producers and directors since its inception.
- Over 65% of NSI Zed Drama Prize 2002 graduates reported career advancement since completing the program.
- Total proposals received for the 2004 round surpassed the previous year by 8% through more effective marketing.
- Master classes and one-on-one training were provided by producer Jeff Peeler (*Leaving Metropolis*, *The Nature of Nicholas*), story editor Frank Borg (*Da Vinci's Inquest*), screenwriter John Frizzell (*Lucky Girl*, *Angela Anaconda*) and directors Jonathan Tammuz (*Minotaur*, *Rupert's Land*) and Norma Bailey (*The Shields Stories*, *Cowboys and Indians: The Killing of J. J. Harper*, *The Atwood Stories*).
- Mentors for 2003 projects included Marilyn Stonehouse (Pebblehut Pictures), Kevin Tierny (Park Ex Pictures), Phyllis Laing (Buffalo Gal Pictures), Gary Harvey (Cold Squad) and David Doerksen (Edge Entertainment).
- Teams from 2003 represented six provinces and one territory.
- Program review resulted in further enhancements in the areas of marketing and distribution.
- NSI replaced the coordinator position with a program manager position with added responsibilities. Brandice Vivier-Burns, who has over 10 years industry experience with CTV and Manitoba Film & Sound was recruited for the position.

- After successfully re-positioning and promoting the program to add a more contemporary, market-driven edge to this flagship program in 2002, NSI conducted an extensive program review and developed an evaluation model for annual review.

GRADUATE ACHIEVEMENTS:

- Writer/director Jay Dahl won the Linda Joy/ Director's Guild of Canada Best Director Award for *The Wedding Video*, the 2001 Canadian Broadcasting Corporation Drama Prize film produced by Adam Liley.
- Vern Thiessen, writer of the 1998 Drama Prize film *Samurai Swing*, received the 2003 Governor General's Literary Award for Drama, for his play, *Einstein's Gift*.
- Meiko Ouchi, director of *Samurai Swing*, wrote and stars in the play *The Red Priest*, which opened at the Tarragon Theatre in Toronto, March 2004.
- The 1999 Shaw Children's Programming Initiative Drama Prize film *When I Was Seven*, written and directed by Jessica Bradford and produced by Andrea Bastin, won the 2003 Gemini Award for Best Short Dramatic Program. The film also won three Leo Awards (Best Short Drama, Best Direction in a Short Drama, Best Sound), the 2002 WIFVV Kodak Image Award and a 2001 Golden Sheaf Award.
- Jennifer Holness (2000 Drama Prize film *Bagatelle*) produced the feature film *Love, Sex and Eating the Bones*, which won the Citytv Award for Best First Canadian Feature at the 2003 Toronto International Film Festival.
- The 2002 Rogers Telefund NSI ZeD Drama Prize film *Exposures*, written and directed by Matt Sinclair-Foreman and produced by Allison Laing, was one of the Perspective Canada Shorts screened at the 2003 Toronto International Film Festival.
- The 2002 Global Television Network NSI ZeD Drama Prize film *Hitting Zero*, written and directed by Darlene Lim and produced by John Nadalin, screened at the 2003 Los Angeles International Short Film

Festival, and as part of Canadian Images at the Vancouver International Film Festival. It also screened at the Raindance Film Festival in London, England, and the Female Eye Film Festival in Toronto.

- The 2002 Shaw Children's Programming Initiative NSI ZeD Drama Prize film *Second Coming in the 2nd Grade*, written and directed by Smita Acharyya and produced by Rita Acharyya, screened at the 2003 Nickel Festival in St. John's and at the 2003 Calgary International Film Festival. Smita Acharyya also completed shooting the documentary *Untying the Knot*, produced by Earth to Sky Pictures,

in November 2003.

- Writer Teri Armitage (2003 Telefilm Canada NSI ZeD Drama Prize film *Big Mother*) was accepted into the Canadian Film Centre 2003 Writers' Lab Program.
- Writer/director Matt Sinclair-Foreman (2002 Rogers Telefund NSI ZeD Drama Prize film *Exposures*) was accepted into the Canadian Film Centre 2003 Directors' Lab Program.



2004 NSI ZeD Drama Prize winners introduced at NSI FilmExchange

NSI ZeD Drama Prize 2003–2004

2003 NSI ZED DRAMA PRIZE FILMS

(Premiered at the 2004 NSI FilmExchange Canadian Film Festival)

My Original Sin

(writer Bill Campbell, director Lucie Pagé, producer: Deborah MacDonald, Ontario) Canadian Broadcasting Corporation NSI ZeD Drama Prize Award Sponsor

Redeemable In Merchandise

(writer Maureen Marovitch, director-producer David Finch, Quebec) Rogers Telefund NSI ZeD Drama Prize Award Sponsor

Any Niagara

(writer-producer Lisa Celotto, director Jeffrey Moneo, British Columbia) Global Television Network NSI ZeD Drama Prize Award Sponsor

Big Mother

(writer Teri Armitage, director Torin Stefanson, producer Anand Ramayya, Saskatchewan) Telefilm Canada NSI ZeD Drama Prize Award Sponsor

2004 NSI ZED DRAMA PRIZE FILMS

(Premiering at the 2005 NSI FilmExchange Canadian Film Festival)

The King Hunt

(producer Anna Petras, and writer-director Justin Simms, Newfoundland) Canadian Broadcasting Corporation NSI ZeD Drama Prize Award Sponsor

The Snow Queen

(producer Sara Lazer, and writer-director Danishka Esterhazy, Manitoba) Warner Bros. Canada Inc. NSI ZeD Drama Prize Award Sponsor

Changing Room

(producer Kirsten Carthew and writer-

director Tyson Koschik, Northwest Territories) Global Television Network NSI ZeD Drama Prize Award Sponsor

Kathleen's Closet

(producer Diana Wilson and writer-director Sheila Jordan, British Columbia) Rogers Telefund NSI ZeD Drama Prize Award Sponsor

Noise

(producer Jason Charters and writer-director Greg Spottiswood, Ontario) Telefilm Canada NSI ZeD Drama Prize Award Sponsor

“In applying for an NSI [ZeD] Drama Prize — I was aware of NSI's reputation as a distinguished organization. So expectations matched the reputation. The welcome, hospitality and intent exceeded expectations.”

LISA CELOTTO, PRODUCER/WRITER, *ANY NIAGARA*
Any Niagara

“The entire experience truly had an affect on my career and most immediately on our film.”

ANNA PETRAS, PRODUCER, *THE KING HUNT*
The King Hunt



Goldirocks



On the Corner



Seven Times Lucky

nsi FeaturesFirst

national screen institute

NSI Features First program is an ambitious training program that was first introduced in 1997–1998 in association with Telefilm Canada. NSI Features First is targeted to emerging filmmakers, ready to develop their first or second feature film. Emphasis is placed on the professional development of above-the-line talent. Creative teams are selected on the strength of their film concepts, and the effective development and packaging of their film projects. Now in its fifth year, NSI Features First has become a proven success with almost 50% of the film projects developed through this program having advanced to various stages of production and distribution. In 2002–2003, the program was restructured to strengthen the quality of project proposals produced through NSI Features First. Greater emphasis was placed on market research and story editing, to ensure projects have a better chance of being realized as feature films. The process for admission into the program and advancement to the second phase was made more rigorous, and has resulted in admitting and graduating stronger candidates with projects that have audience appeal. In 2003–2004, teams kicked off the program year with attendance at the Vancouver International Trade Forum.

Applicants must apply as a team and submit a complete feature film project proposal to qualify for this eight-month development program. Up to a maximum of five teams from across the country are selected by a committee composed of industry professionals, based on the strength of each team's feature film concept. The program is comprised of two distinct phases and selected participants must fully complete the first phase to qualify for phase two. During phase one, participants attend an orientation session followed by a series of weeklong intensive training sessions. This consists of a combination of group training activities as well as team specific and individual sessions covering a wide range of topics from establishing a critical path, re-writing script, preliminary casting and budgeting, and creating a financing, marketing and sales plan. Participants also work with a professional story editor to deliver a final script and attend customized workshops in market research, legal requirements, pitching, financing or budgeting based on the participants' individual training plans. Phase two activities concentrate on the specific needs of participants' projects such as preliminary casting, directing actors, and tax credit calculations. Participants are invited to screen their completed films at NSI FilmExchange Canadian Film Festival.

NSI Features First presenting sponsor — Telefilm Canada
Partner — Alliance Atlantis Communications

PROGRAM HIGHLIGHTS:

- Four of the nine NSI Features First films produced are currently available as VHS/DVD rental in specialty and chain video stores, such as Rogers and Blockbusters, across the country: *Violet, Inertia, Flower & Garnet* and *Leaving Metropolis*.
- 75% of NSI Features First 2002–2003 graduates reported career advancement since completing the program.
- 78% of the films produced through NSI Feature First have garnered 19 awards and various festival and industry nominations.
- Since the inception of the NSI Features First program in 1997, nine out of 19 features developed have gone on to be produced.
- Total proposals received for the last two rounds of NSI Features First surpassed the 2001–2002 round by over 25% through improved marketing of the program.
- 2003–2004 workshops and one-on-one training were provided by producers Victoria Hirst (*Owning Mahowny, Twist*) and Alexandra Raffé (*The Lotus Eaters, I Love a Man in Uniform, I Heard the Mermaids Singing*), story editors Karen Walton (*Ginger Snaps, Queer As Folk*) and Carrie Paupst Shaugnessy (*Treed Murray, A Problem With Fear*), director of photography Steve Cosens (*Seven Times Lucky, The Art of Woo*) and director David Weaver (*Century Hotel, Moon Palace*), and various industry leaders specializing in casting, financing, marketing and distribution.
- The evaluation process resulted in further enhancements in the areas of financing and marketing.
- Jim Murphy, a seasoned industry professional with extensive experience in skills development, marketing and film distribution, was appointed Program Manager in 2003.
- After successfully restructuring the program and strengthening the selection process, NSI developed an effective model for annual program evaluation.

GRADUATE ACHIEVEMENTS:

- *Seven Times Lucky* (2001–2002 NSI Features First), written and directed by Gary Yates and produced by Liz Jarvis, had its world premiere at the Sundance Film Festival and Canadian premiere at NSI FilmExchange Canadian Film Festival.
- *On the Corner* (2001–2002 NSI Features First), written and directed by Nathaniel Geary and produced by Wendy Hyman, had its world premiere as one of the Perspective Canada Features at the 2003 Toronto International Film Festival. It screened at the 2003 Vancouver International Film Festival and won the Citytv Western Canada Feature Film Award. The film was also named Best Canadian Film at the Whistler Film Festival. *On the Corner* screened at NSI FilmExchange Canadian Film Festival, and had its European premiere at the Göteborg Film Festival 2004 in Sweden. The film will be released theatrically by TVA in June 2004.
- *Goldirocks* (2001–2002 NSI Features First), written and directed by Paula Tiberius and produced by Lisa Hayes, had its world premiere at the 2003 World Film Festival in Montreal, and screened at the 2004 NSI FilmExchange Canadian Film Festival, Calgary Film Festival, Quebec City Film Festival, Sedona Film Festival in Arizona, Sao Paulo International Film Festival, and the 2003 Cairo International Film Festival. The film will be released theatrically through Domino Films in May 2004.
- Current NSI Features First participant Kevin Shortt won the People's Choice Best Short Award for *The Watchers* at the Whistler Film Festival. It also screened at NSI FilmExchange Canadian Film Festival.
- Keith Behrman's feature film *Flower & Garnet* (1999–2000 NSI Features First) had three European premieres in July 2003: the Karlovy Vary International Film Festival in the Czech Republic, the Kinemathek Hamburg in Germany, and the Cambridge Film Festival in the U.K. In May 2003, the film won several Leo Awards: Best Feature Length Program:



Goldirocks writer-producer Paula Tiberius, music supervisor Tina Cooper, producer Lisa Hayes



On the Corner producer Wendy Human, writer-director Nathaniel Geary and NSI seminars coordinator Brendon Sawatzky



Seven Times Lucky writer-director-producer Gary Yates



2003–2004 NSI Features First participants at NSI FilmExchange

Trish Dolman, Best Director: Keith Behrman, Best Screenplay: Keith Behrman, Best Actor: Callum Keith Rennie, Best Actress: Jane McGregor, Best Supporting Actor: Dov Tiefenbach, Best Supporting Actress: Kristin Thomsen, Best Cinematography: Steve Cosens, and Best Music: Peter Allen. In March 2004 the film screened at the first annual showcase of Canadian Cinema at the Museum of Modern Art in New York.

- *Flower & Garnet* producer Trish Dolman was awarded the NFB/BC Film short documentary film initiative "Picture This." Over 100 filmmakers submitted ideas to make an eight-minute documentary.
- 1997–1998 NSI Features First writer-director Rosemary House (*Violet*) is writer-director-producer of the documentary *Bloomsday Cabaret*, that will air on Bravo!. She has also been writing, narrating and directing the documentary, *Hospital City*, produced by NSI Features First teammate Mary Sexton.

NSI Features First Film Projects

2003–2004

2003–2004 FEATURES FIRST FILM PROJECTS

The Breakup Artist
(British Columbia)
Ken Hegan and
Kevin Shortt

The Leftover Bandit
(Ontario)
Brian Hartigan, Kris Booth
and Raj Panikkar

***Love and Other
Dilemmas***
(British Columbia)
Deborah Peraya, Larry Di
Stefano and Clare Hodge

Lucky Luck
(British Columbia)
Karen Tulchinsky, Desiree
Lim and Steve Harmaty

"NSI Features First gave us the training and mentorship we needed when it really counted."

LIZ JARVIS, PRODUCER, *SEVEN TIMES LUCKY*
Seven Times Lucky

"NSI Features First program allowed us, through its curriculum requirements, to bring our feature film project to a point where we had a production ready package, and the confidence and experience to get us into production within a year. It was also a great experience and opportunity to make contacts that in the Canadian film community are extremely valuable and ongoing today."

NATHANIEL GEARY, WRITER-DIRECTOR, *ON THE CORNER*
On The Corner

nsi Totally Television

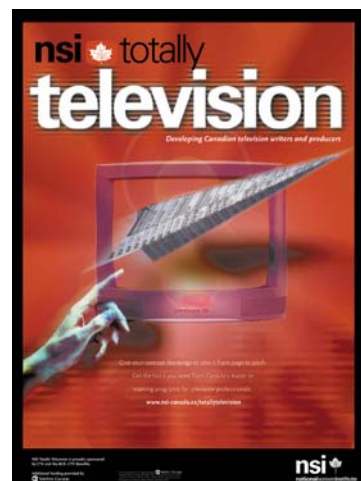
national screen institute

Launched in June 2002 at the Banff Television Festival, this intensive and individualized development program is designed to train aspiring television writers and producers through the development of their proposals for a television series in such scripted genres as drama, comedy, children's programming, animation, lifestyle, reality television and documentary. In 2003–2004, the program was fine-tuned to reflect broadcasters' needs and the selection committee was expanded to include key broadcast industry decision-makers. We also recruited a new Program Manager, Kit Redmond, who has more than 20 years experience in-front-of and behind-the-camera for such broadcasters as CBC Television, WTN and CBC Newsworld, and is currently an executive producer and creative consultant to such clients as Whalley-Abbey Media, Partners in Motion and The May Street Group. Currently, four participants are in the final stage of this program and preparing for their attendance at the 2004 Banff Television Banff.

NSI Totally Television is comprised of two distinct phases and selected writer-producer teams must fully complete the first phase to qualify for the second phase. Up to six writer-producer teams with some professional production, business affairs or distribution experience are selected to receive instruction and guidance towards the creation of a detailed development plan that will help shape initial training sessions at a one-week training session. Teams gain insights from leading industry players,

including an understanding of market conditions and trends and the viability of certain genres, as well as an appreciation of the elements needed to sustain a television series. Teams also practice marketing and pitching techniques, which they put to the test when they pitch their projects to industry representatives at the end of this preliminary training session. Over the next four to six weeks, teams are given the opportunity to refine their project packages for presentation to the program manager and programming committee for evaluation. Teams are assessed on the creative and commercial strength of their concepts and the abilities each team possesses to bring the project to completion, to determine the three teams who proceed to the second phase. Phase two participants receive advanced professional and project development guidance to focus their project, refine their pitching presentation and marketing materials, and choose a mentor. The mentor can be an agent, story editor or an executive producer for the remaining six-month period. Customized training includes financing, producing and marketing sessions required to fully develop a television series in today's competitive broadcasting market. The program culminates with one-on-one pitch sessions with broadcasters at the Banff Television Festival.

NSI Totally Television presenting sponsor — CTV and the BCE-CTV Benefits
Additional funding — Telefilm Canada



PROGRAM HIGHLIGHTS:

- All of the 2002–2003 NSI Totally Television teams (Phase two) have development deals with national broadcasters.
- Over 82% of NSI Totally Television 2002–2003 graduates reported career advancement since completing the program.
- 2003–2004 training session workshops and one-on-one training were provided by producers Peter Meyboom (*The Newsroom, More Tears*) and Sheila Hockin (*Queer as Folk*), story editors Allan Magee (*Rude, Soul Survivor, Highway 61, Roadkill, Road to Avonlea*) and Carrie Gour (*The Tourist, Taking It Off*), business and legal affairs consultant Terry Markus and executive producers Linda Schuyler (Epitome Pictures) and Ira Levy (Breakthrough Films and Television), and various television broadcast professionals representing CBC, CTV, CHUM, Corus, Alliance Atlantis, Astral Television Networks and Discovery Channel.
- Mentors for NSI Totally Television teams included Laszlo Barna (Barna-Alper Productions), John Morayniss (Blueprint Entertainment), Gerri Cook (Dinosaur Soup Productions), Howard Busgang (*An American in Canada*) and Patricia Lovoi (*Zone 3*).
- The evaluation process resulted in further enhancements in marketing, which included pitch sessions and one-hour 'speed dating' meetings with various broadcasters.
- Kit Redmond, a seasoned industry professional with over 20 years experience in project development, marketing and broadcast production, was appointed Program Manager.
- After successfully restructuring the program and strengthening the selection process, NSI developed an effective model for annual program evaluation.



NSI Totally Television participants



NSI Totally Television participants at Banff 2003: (l to r) Jason James, Laura James, Nicole Demerse, Dennis Jackson, Anand Ramayya

GRADUATE ACHIEVEMENTS:

- The following 2003–2004 Totally Television projects were approved for Phase Two of the program and are preparing for Banff: *rebound* (Ontario) and *Strange Adventures* (Nova Scotia).
- *This Space for Rent* (2002–2003 NSI Totally Television), by producer Jason James and writer Nick Citton, have signed a development deal with CBC Television.
- *The Big Switch* (2002–2003 NSI Totally Television), by producer Laura James and writer Nicole Demerse, have signed a development deal with YTV.
- *Wapos Bay — The Series* (2002–2003 NSI Totally Television), by producer Anand Ramayya and writer Dennis Jackson have signed a development deal with APTN.
- Former NSI Totally Television participant Jason James produced and directed the short film *LIGHT.RAPID. TRANSIT*, which was accepted into Clermont-Ferrand Film Festival in France. He also produced a film called *Rugged Rich and the Ona Ona*, which was broadcast on CBC ZeD.

NSI Totally Television Projects

2003–2004

2002–2003 NSI TOTALLY TELEVISION DEVELOPMENT PROJECTS

The Watchers
(Manitoba)
Rick Wagner
and Rob Hardy

**Wapos Bay —
The Series**
(Saskatchewan)
Dennis Jackson
and Anand Ramayya

The Choir
(Nova Scotia)
Floyd Kane
and Linda Jackson

This Space for Rent
(British Columbia)
Nick Citton
and Jason James

Marker
(Ontario)
Michael Cameron
and Kirk Johnson

The Big Switch
(Ontario)
Nicole Demerse
and Laura James

2003–2004 NSI TOTALLY TELEVISION DEVELOPMENT PROJECTS

Seams Revealing
(Ontario)
Karina Griffith and
Kerry Campbell

Strange Adventures
(Nova Scotia)
Jay Dahl and
Josh MacDonald

rebound
(Ontario)
Nicole Hamilton
and Karen McClellan

Office Politics
(Ontario)
Franke James
and Bill James

Boys Like Us
(Ontario)
Ed Sinclair and
David Tomlinson

Not Getting It
(Ontario)
Jordana Aarons and
Anne Marie Scheffler

“Participating in the NSI Totally Television Programme was useful in so many ways. Not only did it show that other people understood and were interested in our project, it gave us the right language to communicate our vision with others. It also gave the project great momentum, which in turn has inspired and fueled other projects.”

NICOLE HAMILTON, PRODUCER, *rebound*
rebound

“The NSI Totally Television Program helped us refine our project so we had something that was broadcaster ready.”

LAURA JAMES, PRODUCER, *THE BIG SWITCH*
The Big Switch

This innovative program was launched in 2001, and is designed to assist mid-level television producers in the development and export of their projects at their first or second attendance at key international television marketplaces. In 2003–2004, the program was restructured to focus exclusively on international markets and providing professional development and market assistance to mid-level television producers. NSI also increased its financial support for participants, covering 100% of the Canadian Pavilion umbrella registration cost for the market and 50% of travel and accommodation costs, up to a maximum of \$1,500 per participant. Jan Miller, Canada's leading pitch specialist, delivered pitching sessions which strengthened market performance for participants. Mickey Rogers was reassigned as Program Manager for NSI Global Marketing, bringing her extensive national and international television production and distribution experience to this restructured program.

NSI introduced the Aboriginal Cultural Trade Initiative (ACTI) as a sub-component of this program, and recruited Judith McCann as program manager for this initiative.

Ms McCann brings over 20 years senior executive experience in film and television in Canada, New Zealand and Australia to this position. NSI Global Marketing also continued to include the successful KickStart Program, a hands-on workshop held at MIPTV and MIPCOM, as a valuable complement of the program. Designed to foster partnerships and relationships

between like-minded producers from around the globe, KickStart consists of afternoon sessions, conducted the day prior to market opening, where producers work together in genre related groups, spend the afternoon gathering and disseminating information, and enhance their ability to develop co-productions and partnerships.

NSI Global Marketing is targeted to seriously driven mid-level television producers with projects in the form of series, mini-series, specials or movies-of-the-week (MOWs) within the genres of drama, documentary, performing arts, animation, shorts, comedy, children's, lifestyle, reality and information, attending their first or second international market. Applicants must have at minimum one 30-minute project televised nationally, three years experience in the industry (preferably as a producer), and at least three suitable projects in various stages of development with a Canadian broadcaster attached to one or more of those projects. A maximum of 10 participants are selected by a committee of industry professionals based on the strength of their projects to succeed at an international market. Participants receive training and one-on-one guidance in shaping their project for the international marketplace, preparing their pitch, understanding the latest in market intelligence, and navigating the international marketplace over the course of four months. On-site mentoring and support is provided during market attendance at MIP markets in Cannes, France.



NSI Global Marketing participants at KickStart@MIPTV



KickStart@MIPTV workshop panelists (l to r) Ron Goetz (Partners in Motion), Mickey Rogers (NSI Global Marketing Program Manager), Richard Bradley (Lion Television)



KickStart@MIPTV reception (l to r) Sonya Thissen (DFAIT), Susanne Bell (SaskFilm), Meg Villarreal (US Independents)

PROGRAM HIGHLIGHTS:

- Since its inception in 2001, four NSI Global Marketing producers have secured international sales and four have negotiated international co-production deals for projects in development.
- KickStart@MIPTV 2004 was focused on documentaries and featured the following industry leaders in panel discussions: Catherine Olson (Commissioning Editor for CBC Newsworld showcase, *The Passionate Eye*); Dr. Nikolas Huelbusch (documentary co-production manager for ZDF Enterprises); Christina Willoughby (head of international sales and co-productions for Channel 4 International); Richard Bradley (managing director and vice president of Content for Lion Television); Ron Goetz (CEO, Partners In Motion).
- 2003 and 2004 pre-market workshops and one-on-one training were provided by Sheila de La Varende (Telefilm Canada), Christian Dorsch (German Export Union), Stephen Kelly (Portfolio Entertainment), Jan Miller (Lowenbe Holdings), Brigitte Monneau (Telefilm Canada), John Morayniss (Blueprint Entertainment), Stephen Murphy (Oasis International), Bill Nemtin (Lark International), Michel Rodrigue and Anne-Marie LeMay (Distraction Formats), Dan McMullen (Royal Bank of Canada), Jim Russell (Heenan Blaikie), Adam Haight (Fireworks Entertainment), Pia Marquand (CBC Television) and Robyn Posner (Alliance Atlantis).
- Mentors in 2003 and 2004 included Sheena Macdonald (Rhombus Entertainment), Adam Haight (Fireworks Entertainment), Ira Levy (Breakthrough Entertainment), Jay Firestone (*Mutant X, Andromeda, Relic Hunter, La Femme Nikita*) and Thom Howe (THA Inc.).
- The evaluation process resulted in program restructuring and enhancements, including pitching sessions, extended workshop training and individual coaching preceding workshop sessions.
- Mickey Rogers, a founding partner of Forefront Entertainment Group with over 20 years experience as an executive producer and distributor, was appointed Program Manager.

- After successfully restructuring the program and strengthening the selection process, NSI developed an effective model for annual program evaluation.

GRADUATE ACHIEVEMENTS:

- 2003 NSI Global Marketing participant Kirk Shaw (Insight Film and Video Productions) sold *Maximum Surge* MOW to Spain and finalized a deal with an Israeli broadcaster for 26 episodes of *Drivers Seat*.
- 2003 NSI Global Marketing participant Laura Lightbown (Haddock Entertainment) sold a TV MOW to ITV, which will be an international treaty co-production with the U.K.
- 2003 NSI Global Marketing participant Mindy Laxer (Apartment 11 Productions) found a distributor for the children's series *Mystery Hunters I and II* — 52 episodes.
- 2002–2003 NSI Global Marketing Stream 1 participant Tina Hahn (Symmetree Media), was nominated for two 2003 Gemini Awards, for the program *Life's A Twitch: "Best Science, Technology, Nature, Environment or Adventure Documentary Program"* and "Best Picture Editing in a Documentary Program or Series."
- 2002–2003 NSI Global Marketing Stream 2 participant Kevin Dunn (MidCanada Production Services) sold *Avrocar! Saucer Secrets from the Past* to History U.K.
- 2001–2002 NSI Global Marketing Stream 2 participant Margarita Ramon (Terra Incognita Productions) pre-sold *Planet Revolutionaries* at MIPCOM and found an international co-producing partner from Spain for the documentary *Planet Fashion*.
- ACTI participant Shirley Cheechoo's (Spoken Song Productions) short film *In Shadow* screened at Sundance Film Festival.
- ACTI participant Dennis Jackson's NSI Totally Television project *Wapos Bay — The Series* (with producer Anand Ramayya) signed a development deal with APTN.

Global Marketing Projects

2003-2004

2003 NSI GLOBAL MARKETING STREAM 1 PARTICIPANTS — BANFF TELEVISION FESTIVAL 2003

Tanya Brunel
High Definition Pictures
(Manitoba)

Lucy DeCoutere
Arcadia Entertainment Inc.
(Nova Scotia)

Tina Hahn
Symmetree Media
(Ontario)

Chantal Ling
Bossy Pictures
(Ontario)

Colin MacKenzie
Arcadia Entertainment Inc.
(Nova Scotia)

Lynne Skromeda
Frantic Films
(Manitoba)

Stephanie Symns
Screen Siren Pictures Inc.
(British Columbia)

Semra Yüksel
Acrolect International Inc.
(New Brunswick)

2003 NSI GLOBAL MARKETING PARTICIPANTS — MIPCOM 2003

Andrew Boutilier
Brightlight Pictures
(British Columbia)

David Hansen
Autumn Productions
(Saskatchewan)

Mindy Laxer
Apartment 11 Productions
(Quebec)

Laura Lightbown
Haddock Entertainment
(British Columbia)

Tom McGillis
Fresh Animation
(Ontario)

Kirk Shaw
Insight Film &
Video Productions
(British Columbia)

2004 NSI GLOBAL MARKETING PARTICIPANTS — MIPTV 2004

Gigi Boyd
Saltwater City Films Inc.
(British Columbia)

Sarah King
The May Street Group
Film & Video Animation Ltd.
(British Columbia)

Bob Crowe
Angel Entertainment
Corporation
(Saskatchewan)

Merit Jensen Carr
Merit Motion Pictures
(Manitoba)

Jennifer Podemski
Big Soul Productions
(Ontario)

Greg Jones
Creative Atlantic
Communications
(Nova Scotia)

2003-2004 NSI ABORIGINAL CULTURAL TRADE INITIATIVE PARTICIPANTS

Shirley Cheechoo
Spoken Song Productions
(M'Chigeeng, Ontario)

Jim Compton
Rising Day Media
(Winnipeg, Manitoba)

Dennis Jackson
Dark Thunder Productions
(Saskatoon, Saskatchewan)

Katery Legault
InterINDigital Entertainment
(Cantley, Quebec)

Clarence Michon
Eclipse Media
(Thunder Bay, Ontario)

Paul M. Rickard
Mushkeg Media
(Montreal, Quebec)

Richard Story
Echo Lake Productions
(Toronto, Ontario)

Jeremy Torrie
High Definition Pictures
(Winnipeg, Manitoba)

Ernest Webb
Rezolution Pictures
International
(Outremont, Quebec)

ABORIGINAL CULTURAL TRADE INITIATIVE (ACTI)

The inaugural NSI Aboriginal Cultural Trade Initiative is an innovative, customized training program designed to help Canadian Aboriginal producers advance projects as co-productions with producers in New Zealand and Australia. This initiative provides experienced Aboriginal film and television producers, directors and writers with the guidance and information necessary to research, structure and identify potential co-production partners, co-venture opportunities, and on building business relationships necessary to move their projects into production. A range of advanced professional and project development opportunities, including a 10-day Trade Mission to both countries, are provided as key components of the program. Participants also have the opportunity to meet with potential buyers interested in their existing, completed projects. The participants receive customized training and direction, through the leadership of NSI Aboriginal Cultural Trade Initiative Program Manager, Judith McCann. Global Television Network through the CanWest Foundation, and the Government of Canada through the Trade Routes Program of the Department of Canadian Heritage and the Department of Foreign Affairs and International Trade support this program.

nsi FilmExchange

CANADIAN FILM FESTIVAL

Each winter Winnipeg plays host to Canada's oldest 100% Canadian Film Festival. This popular showcase event features a line-up of more than 40 of the best feature and short Canadian films of the year from the country's top emerging and established filmmakers. This includes the world premiere of NSI Zed Drama Prize short films and premieres of NSI Features First films. NSI FilmExchange Canadian Film Festival aims to further the development of Canadian film, television and new media by providing a forum in which filmmakers and industry professionals come together to showcase innovative works, exchange ideas and information, and negotiate deals. In 2003–2004, great efforts were made to raise the festival's local and national profile, strengthen and expand sponsorships, and attract greater numbers of delegates from outside the region. Having effectively repositioned NSI FilmExchange as a premiere event with audiences and delegates the previous year, we were pleased to record our best year ever for media visibility, both locally and nationally. The wind down of benefits commitment and the temporary economic decline in the film and television sector contributed to a 4% decrease in sponsorship revenue. Despite this setback, the 2004 festival recorded an 18% increase in overall audience figures, including a phenomenal three-fold increase in industry attendance.

The 2004 NSI FilmExchange Canadian Film Festival attracted greater numbers of film programmers and distributors than in any previous year. NSI also increased the

national profile of this event by launching National Exposure, an

expanded version of the highly successful Local Exposure competition for amateur filmmakers. Our dedication to developing young talent was also rewarded with the most successful round of our Outreach Programs for Youth, including the successful response to National Exposure. Finally, NSI continued to build on our strong commitment to cultural diversity. In 2003, NSI initiated targeted workshops and panel discussions for Aboriginal producers as part of our Industry Centre Program and added master classes for emerging Aboriginal content creators in 2004. NSI also continues to ensure wide cultural representation in the works screened at NSI FilmExchange Canadian Film Festival.

Principal events that form the core of the festival's programming include the following presentations and elements: the free outdoor SnowScreen event — shorts projected onto a screen carved out of snow; world premieres of NSI ZeD Drama Prize short films; Showcase of Short Films by independent filmmakers; Panorama of new Canadian feature films; Industry Centre featuring professional development sessions and events; and Master Classes in writing, directing and producing film, television and new media works. NSI also delivered Outreach Programs for Youth: National Exposure Amateur Video Contest and Screening; Youth Delegate Program; and Youth Screenings.





National Exposure People's Choice Award: Jannie Bananie Goes On A Martini Bender



NFB Animation on SnowScreen



Emile star Deborah Unger and Festival Director Bill Evans



Youth Outreach delegates

PROGRAM ACHIEVEMENTS:

- Film audiences increased by over 1,000 from 2003, contributing to an 18% growth in total attendance.
- The 2004 event also attracted greater numbers of film programmers and distributors than in any previous year.
- Four of the 30 youth at risk participating as delegates through the Youth Delegate Program gained direct employment in the film and television industry, as a result of their participation.
- With improved data tracking and exit surveys, NSI recorded a 12.5% response rate among film audiences and a 17.5% response rate among industry delegates.
- Over 80% of survey respondents indicated that they plan to attend the festival in 2005.
- In-kind service sponsorships increased by 300% over the previous year.
- Publicity coverage more than doubled.
- National and local media support totaled more than \$180,000 in value.
- After successfully repositioning the festival and strengthening various program elements, NSI developed an effective model for annual program evaluation.

FESTIVAL HIGHLIGHTS:

- *Seven Times Lucky* (2001–2002 NSI Features First), written and directed by Gary Yates and produced by Liz Jarvis, had its Canadian premiere at 2004 NSI FilmExchange.
- Two other NSI Features First films were screened in 2004: *Goldirocks* (2001–2002 NSI Features First), written and directed by Paula Tiberius and produced by Lisa Hayes, and *On the Corner* (2001–2002 NSI Features First), written and directed by Nathaniel Geary and produced by Wendy Hyman.

- *East of Euclid* by Jeff Solylo received its world premiere at NSI FilmExchange.
- Winnipeg films *The Saddest Music in the World* (Closing Gala Film) by Guy Maddin, *Seven Times Lucky* (2001–2002 NSI Features First premiere) by Gary Yates and *East of Euclid* by Jeff Solylo, all sold out their screenings.
- Canadian films *The Blue Butterfly* by Léa Pool and *Emile* by Carl Bessai attracted large audiences and featured Q&A sessions with stars Marc Donato and Deborah Kara Unger from each film respectively.
- SnowScreen, the festival's popular opening event featuring a free outdoor screening of shorts on a movie screen carved out of snow, was held at The Forks in 2004 and attracted over 700 people.
- The first-ever Manitoba Emerging Filmmaker Award was presented at the SnowScreen showcase event.
- The National Exposure First place People's Choice Award went to Michelle Kuly, James Swirsky, Sarah Sarsfield and Lindsay Hamel from Winnipeg, Manitoba for their film *Jannie Bananie Goes on a Martini Bender*, and Second place People's Choice Award went to David Eng from Toronto, Ontario for his film *Rising Star*.
- Master Classes with Gil Cardinal, documentary and television producer/director of *Tikignagen*, *Big Bear* and *Totem: The Return of the C'psgolox Pole*, and Laura Milliken and Jennifer Podemski, producers of the television series *Mocassin Flats*, were targeted to Aboriginal talent and were enthusiastically attended. The screening of Gil Cardinal's latest documentary, *Totem: The Return of the C'psgolox Pole*, was also well attended.
- Expanded Master Classes and Pitching with Jan Miller were enhancements to the Industry Centre Program greatly appreciated by delegates, and *A Conversation with Mark McKinney* was very popular with general audiences as well as industry delegates.
- Filmmaker Kevin Shortt negotiated a national broadcast license for his film *The Watchers* while attending the 2004 FilmExchange Industry Centre.

NSI FilmExchange photos by Charles Shilliday

OUTREACH PROGRAMS FOR YOUTH

NATIONAL EXPOSURE:

Young filmmakers from across the country* were given the challenge of producing a five-minute short film and entering to win a big screen debut at NSI FilmExchange Canadian Film Festival, along with cash and prizes, for the first time in 2004. Canada's up-and-coming filmmakers submitted a multitude of genres and themes: dramas, mysteries, comedies, music videos, clay-animation, computer animation and more. Over 100 entries from Newfoundland to British Columbia were narrowed to 12 finalists, then to five prize winners, and finally the audience's People's Choice Awards, in the first National Exposure Amateur Movie Contest, presented by Rogers.

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

YOUTH DELEGATE PROGRAM:

Launched in 2002 with the support of Human Resources Development Canada, this valuable program gives Manitobans aged 15 to 30, not currently working full time or attending school, the opportunity to explore careers in the film and television industry and increase awareness of available local resources to assist future employment. As delegates during NSI FilmExchange Canadian Film Festival, they immersed themselves in festival activities and worked closely with program coordinators to

develop professional skills. In 2004, the program was enhanced to give youth delegates post-festival training from resources in the local film community, including Video Pool, Film Training Manitoba and the Winnipeg Film Group, as well as Youth Employment Services. In designing this program, NSI placed the label and stereotype of 'at risk' aside, viewing the youth as having strengths, not 'deficits,' and great potential. Participants left the program feeling motivated, encouraged, supported in setting realistic employment goals and ready to develop their own individualized action plans.

YOUTH SCREENINGS:

Launched in conjunction with the Youth Delegate Program, this outreach initiative is committed to introducing a new generation to the best in Canadian cinema through educational screenings and interaction with film industry professionals. Teachers and students from all Winnipeg secondary schools were invited to view the Showcase of Canadian Shorts during NSI FilmExchange Canadian Film Festival. After each screening, the films' writers, directors or producers discussed their projects and answered students' questions. Students are also provided resource materials with local film and television industry information. Approximately 300 young people from the Winnipeg area benefit from this program annually.

“Manitoba is on the map with innovative events like NSI FilmExchange; this year’s edition was again an important national forum where filmmakers from across Canada had the chance to meet and build for the future.”

CHARLES BÉLANGER
Chair of Telefilm Canada

“I have been there three times now, and I think it is an important festival bringing together the Canadian film industry in a inviting and invigorating atmosphere. This relaxing environment encourages honest and open discussion which helps filmmakers at any level of their careers.”

JENNIFER WEISS
Chair of Telefilm Canada

“The NSI FilmExchange is not just the best all-Canadian film event in Canada, but one of the most important stops on the international festival scene every year.”

MICHAEL J. GHENT,
WESTERN DEVELOPMENT MANAGER,
GLOBAL TELEVISION

Producer, Luck

Moving Forward

With an eye to the future and a finger on today's pulse, NSI strives to keep its training focused on the growing demands of the film and television industry. In 2003–2004, we embarked on developing new initiatives and strengthening research and development activities that would meet the goals identified in our Business Plan. The following five initiatives and activities will further entrench and enhance our leadership role in developing quality professional talent for the film and television sector.

ABORIGINAL YOUTH PILOT PROJECT:

NSI is developing an ambitious pilot program, for Aboriginal youth in Winnipeg. Selected Aboriginal youth, who are interested in film and television careers, will receive an overview of the industry including career information, workshops, seminars, customized skills development sessions and hands-on production workshops. Participants will be encouraged to develop personal stories that reflect their language, culture and unique experiences. The initiative will culminate with an industry internship placement with a production company or broadcaster.

CULTURAL DIVERSITY PARTNERSHIP:

NSI is developing an ambitious initiative that will draw from the training offered by our core programs and increase access to audiences for content creators from communities representing a rich diversity of cultural experience, reflecting Canada's current demographic landscape. The program would consist of two broad components:

Training for content creator teams of diversity in three key areas — short film production, feature film development and television series development.

Training and professional development for Aboriginal youth as well as emerging and professional Aboriginal content creators.

Given the breadth of this program, NSI hopes to negotiate a partnership to help develop and deliver this initiative. We are confident this program will lead to the creation of more diverse stories that reflect the experiences of Canadian audiences.

RESEARCH ACTIVITIES:

NSI has been expanding its research capabilities in the past year. We have introduced improved exit survey and data tracking measures that have resulted in more extensive and reliable reporting and evaluation. We have also undertaken an Economic Impact Study and an Environmental Scan on Film and Television Training in Canada to help direct our growth and our ability to meet the demand of the industry. Similarly, we have begun the implementation of a comprehensive alumni tracking system and an integrated database management regime that will provide consistent and reliable statistics.

INSTITUTIONAL GROWTH:

Preliminary work is underway to introduce a Scholarship Fund to expand access to NSI programs while raising the educational profile of the organization. This initiative will further enhance our leadership role in the field of film and television training, as well as expand the number of qualified and gifted applicants we attract to our programs.

20TH ANNIVERSARY PLANNING:

In fiscal 2004–05, NSI is developing a comprehensive plan to promote NSI 20th Anniversary events in 2006–07. Concurrent with this initiative, NSI will embark on selecting and securing a national spokesperson of high profile and public recognition for the organization. The launch of a Scholarship Fund presents an opportunity to recruit an honorary chair to take on a spokesperson role.

Going Places...

NSI provides the first step in the process of developing and producing film and television productions that appeal to festivals, distributors, exhibitors, broadcasters and viewers — works that will reach audiences across Canada and celebrate Canadian stories throughout the world.

NSI Across Canada

BANFF, ALBERTA

NSI Totally Television projects **The Big Switch**, **Wapos Bay** — **The Series** and **This Space for Rent** were pitched at the 2003 Banff Television Festival

CALGARY, ALBERTA

NSI Features First films **Goldirocks** and **On the Corner** screened at the 2003 Calgary International Film Festival

NSI ZeD Drama Prize film **Second Coming in the 2nd Grade** screened at the 2003 Calgary International Film Festival

VANCOUVER, BRITISH COLUMBIA

NSI Features First film **Flower & Garnet** wins nine 2003 Leo Awards

NSI Features First film **On the Corner** won Citytv Western Canada Feature Film Award at 2003 Vancouver International Film Festival

NSI ZeD Drama Prize film **Hitting Zero** screened at 2003 Vancouver International Film Festival

NSI Features First film **On the Corner** screened with 2004 Moving Pictures Canadian Films on Tour

WHISTLER, BRITISH COLUMBIA

NSI Features First film **On the Corner** named Best Canadian Film at the Whistler Film Festival

WINNIPEG, MANITOBA

NSI Features First film **Seven Times Lucky** celebrated Canadian premiere at 2004 NSI FilmExchange Canadian Film Festival

NSI ZeD Drama Prize films **Redeemable in Merchandise**, **Any Niagara**, **Big Mother** and **My Original Sin** celebrated world premieres at 2004 NSI FilmExchange Canadian Film Festival

NSI Features First films **On the Corner** and **Goldirocks** celebrated Manitoba premieres at 2004 NSI FilmExchange Canadian Film Festival

ST. JOHN'S, NEWFOUNDLAND

NSI ZeD Drama Prize film **Second Coming in the 2nd Grade** screened at 2003 Nickel Festival

HALIFAX, NOVA SCOTIA

NSI Features First film **On the Corner** screened at Atlantic Film Festival

TORONTO, ONTARIO

NSI Features First film **On the Corner** celebrated world premiere at 2003 Toronto International Film Festival

NSI ZeD Drama Prize film **Exposures** screened at the 2003 Toronto International Film Festival

NSI Drama Prize film **When I Was Seven** won 2003 Gemini Award for Best Short Dramatic Program

NSI ZeD Drama Prize film **Hitting Zero** screened at 2003 Female Eye Film Festival

NSI ZeD Drama Prize film **Dermott's Quest** won ZeD People's Choice Short Award at the 2004 World of Comedy International Film Festival

MONTREAL, QUEBEC

NSI Features First film **Goldirocks** celebrated world premiere at 2003 World Film Festival in Montreal

QUEBEC CITY, QUEBEC

NSI Features First film **Goldirocks** screened at the Quebec City Film Festival



NSI Throughout the World

SEDONA, ARIZONA

NSI Features First film **Goldirocks** screened at Sedona Film Festival

LOS ANGELES, CALIFORNIA

NSI ZeD Drama Prize film **Hitting Zero** screened at 2003 Los Angeles International Short Film Festival

NSI Features First Film **Seven Times Lucky** won Best Picture and Best Screenplay awards at Method Fest Film Festival.

NEW YORK CITY, NEW YORK

NSI Features First Film **Flower & Garnet** screened at the first annual Showcase of Canadian Cinema at the Museum of Modern Art

PARK CITY, UTAH

NSI Features First Film **Seven Times Lucky** celebrated world premiere at 2004 Sundance Film Festival

GHENT, BELGIUM

NSI Features First film **Flower & Garnet** screened at Flanders International Film Festival

SÃO PAULO, BRAZIL

NSI Features First film **Goldirocks** screened at the Sao Paulo International Film Festival

KARLOVY VARY, CZECH REPUBLIC

NSI Features First film **Flower & Garnet** screened at Karlovy Vary International Film Festival

CAIRO, EGYPT

NSI Features First film **Goldirocks** screened at Cairo International Film Festival

CANNES, FRANCE

NSI Global Marketing producers attend MIPCOM 2003 with development packages

NSI Global Marketing producers attend MIPTV 2004 with development packages

HAMBURG, GERMANY

NSI Features First film **Flower & Garnet** screened at Kinemathek Hamburg

GÖTEBORG, SWEDEN

NSI Features First film **On the Corner** celebrated European Premiere at the 2004 Göteborg Film Festival

CAMBRIDGE, ENGLAND

NSI Features First film **Flower & Garnet** screened at Cambridge Film Festival

LONDON, ENGLAND

NSI ZeD Drama Prize film **Hitting Zero** screened at the Raindance Film Festival



2003-2004

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TELEFILM CANADA

Professional Leadership

MICKEY ROGERS

NSI Global Marketing Program Manager

Mickey Rogers brings 20 years of experience in film and television to the Global Marketing Program. As one of the founding partners of Forefront Entertainment Group, she was responsible for the building of an integrated film and television production and distribution company.

She launched award-winning productions such as *Madison*, *The Adventures of Shirley Holmes*, and *The Magician's House*.

Her presence in both the national and international television communities has garnered her a stellar reputation, forming key strategic alliances with broadcasters, financiers and international production houses. Previously, Mickey was the program manager for NSI Totally Television program.

JIM MURPHY

NSI Features First Program Manager

Jim Murphy started in the film business in 1970 as a founder of the Toronto Filmmakers Co-op and as office manager of the Canadian Filmmakers Distribution Centre. Since 1974, Jim has worked in commercial feature film distribution with Canadian companies Bellevue Films, Astral Films, Malofilm and Motion/T.V.A. Films. Through these companies, he has also represented a number of U.S. studios. During that time, he has been involved in the acquisition and marketing of hundreds of international productions and such disparate Canadian films as *Dead Ringers*, *Porky's*, *Margaret's Museum*, *The Road to Saddle River*, *The Lotus Eaters*, *Better than Chocolate*, *Ginger Snaps*, *The Art of War*, *Duct Tape Forever* and *Century Hotel*.

KIT REDMOND

NSI Totally Television Program Manager

Kit Redmond has more than 20 years experience in television and radio as a reporter, host, producer and production executive. Before starting her own company, Keep Rolling Productions, she worked for and with CBC Television and Radio, CBC Newsworld, WTN, History Television, CHUM, Rogers, APTN, HGTV Canada and US, Life, Oxygen, Travel US, CTV and Vision. Her work includes being the mentor for the 2003 Banff Warner Brothers WIFT mentorship program, and developing the Innoversity Open Pitch and producing the competition in 2002 and 2003. Kit recently joined with Debbie Travis and Hans Rosenstein to create RTR Media. This Toronto-based partnership brings together a wealth of lifestyle production and branding expertise to the international television market.

JUDITH McCANN

Aboriginal Cultural Trade Initiative Program Manager

Judith McCann brings over 20 years senior executive experience in film and television in Canada, New Zealand and Australia. She served as deputy director of Telefilm Canada where she was responsible for co-productions and negotiated Canada's co-production agreement with New Zealand. Subsequently, as executive director of the NZFC, she negotiated on behalf of New Zealand the 1993 amendment at the Mixed Commission where co-productions in indigenous languages were given recognition. After serving as CEO of the South Australian Film Corporation, Judith returned to Canada in 2000 and established her international consulting business mPICS (Motion Picture International Consulting Services) Group with offices in New Zealand and Australia.

BRANDICE VIVIER-BURNS

ZeD Drama Prize Program Manager

Prior to joining NSI, Brandice Vivier-Burns was the specialist for the CTV Television Programming Benefits Department where she negotiated and drafted development and license agreements for CTV, the Comedy Network and the Discovery Channel, as well as preparing compliance reports for the CRTC. She also worked in the Canadian Dramatic Programming Department where she acted as the business coordinator for independent producers on all Canadian dramatic programming developed and licensed by CTV. Prior to moving to Toronto, she held a number of positions with Manitoba Film & Sound in Winnipeg. Brandice also works at NSI as the Program and Development Coordinator, specifically responsible for coordinating the NSI Global Marketing and NSI Totally Television programs.

BILL EVANS

NSI FilmExchange Canadian Film Festival Director of Showcase

A film writer and director in his own right, Bill Evans is also an award-winning events producer, and has a broad range of film festival and programming experience including five years as the programmer of Edmonton's Metro Cinema. He has worked at Pacific Cinematheque, Vancouver Film Festival and the Moving Pictures Film Festival before joining NSI. Recently, Bill was one of the jury for Canada's Top Ten Films 2003, announced by the Toronto International Film Festival Group.



(l to r) David Pollock, Brandice Vivier-Burns, Ursula Lawson, Bill Evans



Tracy Flett and Lisa Blake



(back, l to r) Susan Millican, Bill Evans, David Pollock, (front) Marci Elliott, Brandice Vivier-Burns, Ursula Lawson



(l to r) Liz Hover, Tracy Flett, Monique Rajotte

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Senior Director, Marketing and Development

David Pollock

CMA, Director of Finance

Bill Evans

NSI FilmExchange Canadian Film Festival Director,
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Brendon Sawatzky

Training Programs Coordinator

Brandice Vivier-Burns

NSI ZeD Drama Prize Program Manager
Program and Development Coordinator

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Bruce Little
Al Magee
Michelle Marion
Terry Markus
Pia Marquand
Judith McCann
Mark McKinney
Dan McMullen
Tom McSorley
Peter Meyboom
Laura Michalchyshyn
Jan Miller
Laura Milliken
Brigitte Monneau

John Morayniss
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Bill Nemtin
Catherine Olson
Carrie Papst Shaugnessy
Jeff Peeler
Brad Pelman
David Phillips
Marguerite Pigott
Jennifer Podemski
Robyn Posner
Al Rae
Alexandra Raffe
Hilary Read
Cynthia Reyes
Alex Rice
Colin Robertson
Russ Robertson
Michelle Rodrigue
Hans Rosenstein
Jim Russell
Linda Schuyler
Bonita Siegel
Jim Sternberg
Marilyn Stonehouse
Jonathan Tammuz
Paul Thinel
Kevin Tierney
Devan Towers
Simon Urdl
Anne-Marie Varner
Simon Vaughn
Shirley Vercruysse
Carole Vivier
Michael Volpe
Karen Walton
David Weaver
Jennifer Weiss
Peter Wellington
Robert White
Christina Willoughby
Debra Wynter
Gary Yates
Volker Zielke

Auditors' Report

To the Board of Directors of National Screen Institute –Canada ('NSI')

We have audited the balance sheet of National Screen Institute –Canada as at March 31, 2004 and the statements of operations and net assets and cash flows for the year then ended. These financial statements are the responsibility of NSI's management. Our responsibility is to express an opinion on these financial statements based on our audit.

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

In common with many charitable not-for-profit organizations, NSI derives its revenues from a variety of sources, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues, including contributed goods and services, was limited to the amounts recorded in the records of NSI and we were not able to determine whether any adjustments might be necessary to these aforementioned accounts.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of revenue referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of NSI as at March 31, 2004 and the results of its operations and net assets and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



CHARTERED ACCOUNTANTS INC.
Winnipeg, Manitoba
May 18, 2004

National Screen Institute–Canada

STATEMENT OF FINANCIAL POSITION

As at March 31, 2004, with comparative figures for 2003

	2004	2003
ASSETS		
Current assets		
Cash	\$ 520,514	\$ 275,099
Investments (note 3)	16,481	16,133
Accounts receivable	520,902	638,099
Prepaid expenses	31,056	7,726
	1,088,953	937,057
Less: amount restricted	(250,000)	(250,000)
	838,953	687,057
Capital assets, net (note 4)	46,831	28,079
Restricted funds	250,000	250,000
	\$1,135,784	\$ 965,136
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	\$ 133,129	\$ 105,714
Deferred revenue (note 5)	515,356	419,489
Current portion of obligation under capital leases (note 6)	1,377	3,180
	649,862	528,383
Obligation under capital leases (note 6)	7,752	—
	657,614	528,383
Net assets		
Net assets invested in capital assets	46,831	28,079
Restricted net assets	250,000	250,000
Unrestricted net assets	181,339	158,674
	478,170	436,753
Economic relationships (note 2)	\$1,135,784	\$ 965,136

See accompanying notes to financial statements.

Approved on behalf of the Board:



DIRECTOR



DIRECTOR

National Screen Institute–Canada

STATEMENT OF OPERATIONS

Year ended March 31, 2004, with comparative figures for 2003

	2004	2003
Revenue		
Drama Prize Program	\$ 162,650	\$ 230,275
Features First Program	190,650	252,650
Movie Camp Program	—	84,257
Global Marketing Program	284,708	268,880
Totally Television Program	240,437	175,177
Showcases		
Winnipeg FilmExchange	344,952	353,572
Other Initiatives	—	60,000
Research and Development	247,000	120,000
Administration	266,031	318,477
	<u>1,736,428</u>	<u>1,863,288</u>
Contribution of goods and services	<u>350,383</u>	<u>223,102</u>
Total revenue	2,086,811	2,086,390
Expenses		
Drama Prize Program	152,710	204,142
Features First Program	164,352	188,024
Movie Camp Program	—	94,063
Global Marketing Program	307,380	208,323
Totally Television Program	157,063	150,283
Showcases		
Winnipeg FilmExchange	413,789	389,718
Other Initiatives	—	19,615
Research and Development	225,303	60,780
Administration	274,414	239,010
	<u>1,695,011</u>	<u>1,553,958</u>
Contribution of goods and services	<u>350,383</u>	<u>223,102</u>
Total expenses	2,045,394	1,777,060
Excess of revenue over expenses	<u>\$ 41,417</u>	<u>\$ 309,330</u>

See accompanying notes to financial statements.

National Screen Institute–Canada

STATEMENT OF NET ASSETS

Year ended March 31, 2004

	Invested in Capital Assets	Restricted	Unrestricted	2004
Net assets, beginning of period	\$ 28,079	\$ 250,000	\$ 158,674	\$436,753
Excess of revenue over expenses	—	—	41,417	41,417
Investment in capital assets (note 4)	18,752	—	(18,752)	—
Net assets, end of period	\$ 46,831	\$ 250,000	\$ 181,339	\$478,170

See accompanying notes to financial statements.

National Screen Institute–Canada

STATEMENT OF CASH FLOWS

Year ended March 31, 2004, with comparative figures for 2003

	2004	2003
Operating activities		
Excess (deficiency) of revenue over expenses	\$ 41,417	\$ 309,330
Item not involving a current outlay of cash		
Amortization	14,883	43,484
	56,300	352,814
Net change in non-cash working capital balances		
Accounts receivable	117,198	(265,171)
Prepaid expenses	(23,330)	30,187
Accounts payable	27,415	4,159
Deferred revenue	95,867	157,632
	273,450	279,621
Investing activities		
Purchases of capital assets	(33,636)	(5,609)
	(33,636)	(5,609)
Financing activities		
Obligation under capital lease	9,129	—
Repayments of obligations under capital lease	(3,180)	(11,632)
	5,949	(11,632)
Increase (decrease) in cash	245,763	262,380
Cash, beginning of period	291,232	28,852
Cash, end of period <i>(note 8)</i>	\$ 536,995	\$ 291,232

See accompanying notes to financial statements.

National Screen Institute–Canada

NOTES TO FINANCIAL STATEMENTS

March 31, 2004

1. GENERAL

The National Screen Institute–Canada was incorporated on April 7, 1986, under Part II of the Canada Corporations Act as a corporation without share capital.

NSI's Vision Statement: "NSI is recognized nationally and internationally as Canada's preeminent training institution serving our most promising writers, producers and directors in film, television and emerging media environments."

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

NSI has its head office in Winnipeg, Manitoba. Annually, its major event is the organization, promotion and administration of its Canadian Film Festival: "FilmExchange."

2. SIGNIFICANT ACCOUNTING POLICIES

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

a) Accounting estimates and assumptions

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenues and expenses during the reported period. These estimates are reviewed periodically, and as adjustments become necessary, they are reported in unrestricted net assets in the period in which they become known.

b) Economic relationships

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

c) Capital assets

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

- Furniture — 12.5%
- Equipment — 20%
- Leasehold improvements — 20%

d) 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.

National Screen Institute–Canada

NOTES TO FINANCIAL STATEMENTS

March 31, 2004

e) Restricted funds

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

f) Revenue recognition

Revenue recognition policy is the deferral method of accounting for contributions wherein contributions are matched to expenses by program in the period in which the expenses are incurred.

g) 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.

3. 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.

For cash, cash in trust, short term investments, accounts receivable and accounts payable, the carrying amounts of these financial instruments approximates their fair value due to their short term maturity or capacity of prompt liquidation. Unless otherwise noted, it is management's opinion that NSI is not exposed to significant interest, currency or credit risks arising from these financial instruments.

4. CAPITAL ASSETS

	2004		2003	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Furniture and fixtures	\$ 29,987	\$ 18,407	\$ 21,007	\$ 16,662
Office equipment	153,416	133,908	179,806	163,185
Leasehold improvements	39,678	23,935	27,287	20,174
	\$ 223,081	\$ 176,250	\$ 228,100	\$ 200,021
Net book value		\$ 46,831		\$ 28,079

Included in capital assets — office equipment are assets under capital leases as follows:

	2004		2003	
	Cost	Accumulated Amortization	Cost	Accumulated Amortization
Office equipment under capital lease	\$ 21,024	\$ 12,150	\$ 49,167	\$ 46,959
Net book value		\$ 8,874		\$ 2,208

National Screen Institute–Canada

NOTES TO FINANCIAL STATEMENTS

March 31, 2004

5. DEFERRED REVENUE

	2004	2003
Administration	\$ 21,500	\$ 8,000
Drama Prize Program	88,000	75,500
Features First Program	40,000	20,000
FilmExchange	10,000	—
Global Marketing Program	135,000	71,303
Totally Television Program	220,857	244,686
	\$ 515,357	\$ 419,489

6. OBLIGATION UNDER CAPITAL LEASES

	2004	2003
Agreement with Toshiba Finance bearing interest at 15% per annum, requiring blended quarterly payments of \$849 to October 2003, secured by office equipment with a net book value of \$5,993	\$ —	\$ 1,577
Agreement with Citicorp Vendor Finance bearing interest at 13.28% per annum, requiring blended monthly payments of \$208.90 to March 2009, secured by office equipment with a net book value of \$8,874	9,129	—
Agreement with Xerox Canada Ltd. bearing interest at 15% per annum, requiring blended quarterly payments of \$819 to April 2003, secured by office equipment with a net book value of \$5,146	—	783
Agreement with Xerox Canada Ltd. bearing interest at 15% per annum, requiring blended quarterly payments of \$462 to May 2003, secured by office equipment with a net book value of \$4,742	—	820
	9,129	3,180
Less: current portion	1,377	3,180
	\$ 7,752	\$ —

The total repayments on the obligations under capital leases for the next five years are as follows:

	Principal	Interest	Total
2005	\$ 1,377	\$ 1,130	\$ 2,507
2006	1,571	936	2,507
2007	1,793	714	2,507
2008	2,046	461	2,507
2009	2,342	165	2,507
	\$ 9,129	\$ 3,406	\$ 12,535

National Screen Institute–Canada

NOTES TO FINANCIAL STATEMENTS

March 31, 2004

7. REVENUE

	2004	2003
Contribution of Goods and Services (<i>note 2(c)</i>)	\$ 350,383	\$ 223,102
Foundations/Trust	15,000	5,000
Manitoba Culture, Heritage & Citizenship	148,000	148,000
Federal Agencies	99,550	131,557
Provincial Agencies	72,000	94,000
Municipal Agencies	38,500	24,000
Telefilm	688,600	657,000
Private Sector	611,406	722,520
Project Revenue	58,342	76,868
Interest Earned	5,030	4,343
	\$2,086,811	\$2,086,390

8. STATEMENT OF CASH FLOWS

Interest paid in the year, affecting cash flow is \$522 for 2004 (\$3,818 for 2003) and interest received during the year is \$5,030 for 2004 (\$4,343 for 2003).

Cash is comprised of:	2004	2003
Cash	\$ 520,514	\$ 275,099
Investments	16,481	16,133
	\$ 536,995	\$ 291,232

National Screen Institute–Canada

NOTES TO FINANCIAL STATEMENTS

March 31, 2004

9. COMMITMENT

NSI has negotiated a \$225,000 Credit Facility acknowledged October 19, 2001, with RBC available at the borrower's option: a \$25,000 corporate Visa account for miscellaneous travel and other expenses; and \$200,000 demand operating and/or overdraft loan secured by accounts receivable.

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

NSI has entered into a three-year office lease for 3,500 sq.ft. at 206–70 Arthur Street commencing November 1, 2003. Minimum annual net rent is \$29,750 per year plus GST, plus operating costs specifically identified in a commercial lease agreement executed November 21, 2003.

Future minimum lease payments:	2005 \$ 29,750 plus GST
	2006 \$ 29,750 plus GST
	2007 \$ 17,354 plus GST

National Screen Institute–Canada

ALL PROGRAMS BUDGETED PROJECTIONS

April 1, 2004 to March 31, 2005

REVENUE

Federal Government	\$ 250,633
Federal Agencies	91,200
Telefilm	595,702
Municipal Government	38,500
Province of Manitoba	148,000
Provincial Agencies	88,000
Private Sector	756,004
Project Revenue	51,020
Interest	4,500
Total Revenue	\$ 2,023,559

National Screen Institute–Canada

ALL PROGRAMS BUDGETED PROJECTIONS

April 1, 2004 to March 31, 2005

EXPENSES

Program Delivery

Advertising and Promotion	\$ 117,760
Public Relations	28,100
Office Supplies	4,506
Postage and Courier	8,564
Photocopying Costs	4,830
Communications	9,620
Contract Projects	303,512
Staff Costs	421,669
Statutory Payroll Costs	21,483
Health Care Benefits	16,193
RSP Benefits	16,536
Travel	301,195
Production and Technical	52,335
Meetings and Receptions	41,850
Awards and Bursaries	189,857
Memberships/Subscriptions	52,602
Venue Rental	29,800
International Internship	75,000
Total Program Delivery	1,695,412

Administration

Accounting/Audit	\$ 4,500
Advertising and Promotions	19,000
Public Relations	500
Legal	12,000
Bank and Service Charges	3,329
Insurance	4,000
Board Costs	22,476
Communications	1,170
Premises Costs	43,835
Leasing/Interest/Depreciation	43,465
Office Maintenance/Services	5,874
Office Supplies	1,698
Postage and Courier	900
Photocopying	200
Travel	2,950
Memberships	1,290
Staff Costs	109,915
Statutory Payroll Costs	6,780
Health Care Benefits	4,672
RSP Benefits	4,232
Contract Salaries Administration	35,000
Total Administration	\$ 327,786

Total Expenses	2,023,198
Net Surplus/(Deficit)	\$ 361

Partners and Sponsors

OPERATING GRANTS

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

NSI FILMEXCHANGE CANADIAN FILM FESTIVAL 2004

Partners — Government

The Audio-Visual Preservation Trust
Canada Council for the Arts
Canadian Heritage Trade Routes Program
Department of Foreign Affairs and International Trade
HRDC — Human Resources Development Canada
Telefilm Canada

Partners — Corporate

Global Television Network

Platinum Sponsors

A&E Television Network
City of Winnipeg
Manitoba Film & Sound Recording
Development Corporation
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Winnipeg Arts Council
The Winnipeg Free Press

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William F. White International Inc.

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MTS — Manitoba Telecom Services Inc.
Showcase

Bronze Sponsors

ACTRA Fraternal Benefits and ACTRA Manitoba and ACTRA National
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Destination Winnipeg
MMPA — Manitoba Motion Picture Industry Association
Multimedia Risk Insurance Brokers
National Film Board of Canada
Place Louis Riel
The Prolific Group
Radio-Canada Manitoba
SCN
The Sign Source Ltd.
Taylor McCaffrey Barristers and Solicitors
TVA Films
UMFM
zip.ca

Friends of NSI FilmExchange

Apple Canada
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Canadamovies.net

Le cercle de presses francophone du Manitoba
Cinémental
Deluxe Laboratories
Downtown BIZ
Mini Donuts Factory
Odeon Films
Telexperts
Urban Autopark
Winnipeg Film Group
Winnipeg Transit
WOW Hospitality Concepts
Writers Guild of Canada

NSI ZeD DRAMA PRIZE

Presenting Sponsor

CBC Television

Award Sponsors

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Rogers Telefund
Telefilm Canada
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Command Post and Transfer Corporation
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William F. White International Inc.

Provincial Sponsors

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Saskatchewan Film and Video Development Corporation
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NSI FEATURES FIRST

Presenting Sponsor

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Additional Funding by

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NSI GLOBAL MARKETING

Presenting Sponsor

Global Television Network

Additional Funding

Telefilm Canada

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Saskatchewan Film and Video Development Corporation

KICKSTART

Event Sponsor

NABET 700

Co-Sponsors

Manitoba Film & Sound Recording
Development Corporation
New Brunswick Film
Ontario Media Development Corporation (OMDC)
Saskatchewan Film and Video Development Corporation
U.S. Independents

ABORIGINAL CULTURAL TRADE INITIATIVE

Department of Foreign Affairs and International Trade
Global Television Network through the
CanWest Foundation
Heritage Canada through the Trade Routes Program
Telefilm Canada



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Website: www.nsi-canada.ca

The National Screen Institute–Canada, with headquarters in Winnipeg, is a training and development organization for the film and television industry. Programs are delivered in regions across Canada and in key locations around the world.

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