

L'ONF célèbre la
francophonie
en tournée!

Soyez aux Rendez-vous!
Partout au Canada du 9 au 25 mars 2012



This document is meant as an aid for potential NFB screening event organizers.

National Film Board of Canada Suggested Activities Rendez-vous de la Francophonie, March 9 – 25, 2012

The NFB is delighted to be a partner, for the seventh year running, in the celebrations of the 2012 Rendez-vous de la Francophonie. Once again, the NFB is inviting Canadians in French-speaking and Francophile communities throughout the country to enjoy free screenings of documentary films in two separate programs.

During Rendez-vous de la Francophonie 2011, 148 NFB screenings took place in 63 cities across Canada. If you are one of the many people who organized these screenings, please accept our sincere thanks for your dedicated contribution to making last year such a success!

For the next Rendez-vous de la Francophonie, the NFB has put together two programs that truly reflect the theme of this year's event: **"Understanding Builds a Better Future,"** to help you prepare free community screenings. In fact you can organize as many free shows as you wish.

Program 1

LES FROS (opening short: **ICI PAR ICI**) - General viewing audience (age 12 and up)

LES FROS (English title: *The Lumberfros*) (2010, 71 min 15 s)

This feature-length documentary tells the story of today's brush cutters, both Canadian-born and new arrivals who leave their families behind to earn a living up North in Abitibi, as in the days of Jos Monferrand. The movie's French title, **Les Fros**, is also the title of a song by Richard Desjardins describing the arrival of immigrants to Abitibi in the Hungry 30s and how they worked side-by-side in the mines with the local inhabitants. Hailing from Eastern Europe, Africa and Asia, these 21st-century lumberjacks are discovering the boreal forest, previously home to the iconic Canadian lumberjack, as they work alongside veteran, Quebec-born brush cutters, and in the process, they are contributing to the resilience of the French language. Film's French trailer can be viewed online at http://www.onf.ca/film/fros_bande_annonce.

ICI PAR ICI (English title: *Here and There*) (2006, 9 min)

In this animated short film, Diane Obomsawin (known as Obom) takes us through the major events of her early childhood years spent between Montreal and France with engaging candour and gentle humour. Revisiting Expo 67, her parents' divorce and her high school years, she succeeds in creating a family portrait that illustrates her relationship to the places and events that have shaped her youth. Film can be screened online at http://www.onf.ca/film/ici_par_ici.



Program 2

ESPRITS DE FAMILLE (opening short: **SUR LA ROUTE**) General viewing audience (age 6 and up)

ESPRITS DE FAMILLE (English title: Family Spirits) (2007, 62 min 10 s)

Three generations of a Quebec family set off to trace their origins back to the arrival of their ancestors in New Brunswick. On their journey, family members meet distant cousins ... and the spirits of their Acadian ancestors, each in their own way. **ESPRITS DE FAMILLE** is a tribute to the origins of the French-speaking community in North America, its resilience and its vision for the future. Poetic yet playful, the film suggests an answer to the question of individual and collective identity facing contemporary francophone society. More information on the film at <http://www.onf-nfb.gc.ca/eng/collection/film/?id=56839>.

SUR LA ROUTE (English title: Big Drive) (2011, 9 min 15 s)

From Anita Lebeau, director of the award-winning film *Louise* comes **SUR LA ROUTE**—the story of a family road trip across the Canadian Prairies set in the 1970s. An exuberant exploration of childhood imagination, **Sur la route** invites audiences of all ages to see the world as it appears “from the back seat.” Film’s English clip can be viewed online at http://www.onf.ca/film/big_drive_clip_1/.

The documentaries are shown in the original French or with English sub-titles. If you wish to use the subtitled version, the title and credits will also be in English. Please make sure to mention this requirement in the appropriate space on your application form.

Organizing screenings

The NFB provides you with logistical and promotional support to set up your screening venues. For each screening session the NFB provides:

- 1) DVD copies of your program selections;
- 2) Personalized posters announcing program content for publicity (maximum 30);
- 3) Descriptions of the films (information sheets) (maximum 30);
- 4) Promotion of your screening schedule on the Rendez-vous de la Francophonie’s <www.rvf.ca> and NFB’s websites, on Facebook, Twitter and YouTube (as part of the national screening schedule);
- 5) Promotion of your screenings on the Rendez-vous and NFB blogs.

As an event organizer you are expected to:

1. Screen the films only during the period of the Rendez-vous, from March 9 to March 25, 2012. No request for an extension has been taken into account;
2. Find a venue equipped with screening installations, or one that can easily be prepared (projector, DVD reader, screen);
3. Carry out required technical tests at least two weeks before screening;
4. Promote the screening event (s) in your communities to attract the greatest number of people, especially by putting up NFB posters in strategic places and by any other means at your disposal (advertising, media, etc); consult the checklist on the back of the registration form;
5. Arrange to invite a guest to lead a discussion after the screening, if appropriate;
6. Send in attendance figures to the NFB after each screening session, at the latest on **March 28, 2012** to <d.hetu@onf.ca>. This is the only way for us to gauge the success of the program offerings and to provide you with programs that both reflect the Rendez-vous theme and match your needs more effectively.
7. Return the DVDs to the NFB or destroy them. If you destroy them, please inform us by email at <d.hetu@onf.ca>.



Are you interested in organizing one or more screening sessions? Don't delay! Send your **completed** application form to <d.hetu@onf.ca> or fax it to 514-496-1895 by **January 13, 2012** at the latest. Please forward the information about these NFB suggested activities to any other organization or agency you think might be interested. The more people who get involved, the more varied we can make our selection.

I wish you a successful Rendez-vous 2012.....Let's get together and celebrate La Francophonie!



Diane Héту
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ADDITIONAL SUGGESTION – MARCH 9 – 25, 2012

If you would like to view NFB films, but are unable to organize a screening during the Rendez-vous, no problem! The NFB is breaking new ground for 2012: alone or with friends, at home or out, you can now see four of our films online at <www.rvf.ca>, on your iPhone or iPad. The available films are: ***Pour la Cause/For the Cause*** (Web premiere!), ***La dernière batture/Turning Tides***, ***Un dimanche à 105 ans/A Sunday at 105*** and ***Canada Vignettes: Instant French***. For information....and the films, go to <www.rvf.ca>.

November 24, 2011

