

# For the record, the text of the National Film and Video Policy

OTTAWA—The following is the official summary that constituted the center pages of the National Film and Video Policy, released by minister of Communications Francis Fox, May 29:

## Strategic objective

The Government of Canada's new National Film and Video Policy has one fundamental objective to make available to all Canadians, in the new environment of the 1980s and 1990s, a solid core of attractive, high-quality Canadian film and video productions of all kinds through:

- a public sector thrust intended to assure a more focussed and more effective cultural and social role for the public sector – and, in particular the National Film Board – in the film and video area, and
- a private sector thrust intended to assure the economic development of a strong private Canadian film and video industry.

## Public sector thrust

The public sector in film and video will be expected to play a unique and central role, different from and complementary to that of the private sector, in contributing to a vital Canadian cultural identity. In this endeavour, the National Film Board of Canada (NFB) will have a critical role to play.

Basically, this public sector thrust recognizes and builds on the very real strengths of an NFB which has been making a significant contribution to cultural life in Canada for 45 years and has become synonymous with filmmaking excellence around the world.

### 1. The NFB – a more focussed and effective mandate

The Government of Canada has approved a new, more focussed and more effective role for the NFB

- as a world-class centre of excellence in film and video production, and
- a national training centre for advanced research, development and training in the art and technology of film and video.

The basic business of the National Film Board is, quite simply, to strive for excellence in the production of quality films. The new role for the NFB is intended to ensure that it will be able to focus much more of its energy on that fundamental job and thus be able to do it even better.

### 2. Significant changes at the NFB

As a vital step towards the full implementation of this new role for the NFB, I have ins-

tructed the NFB to prepare, and submit to me for approval, a five-year operational plan, with clear targets for implementation of this new role – including audience and programming targets – and involving:

**Changes in NFB production activities:** The NFB will em-

phasize quality productions, most of which will be systematically packaged not only for film but also for use by the new distribution and exhibition modes, while:

- contracting out most filmmaking work, but retaining full financial and creative control as producer;

- contracting out to the private sector all production sponsored by federal departments and agencies, with the ultimate intention of transferring away this function;

- contracting out technical services of a commercial or industrial character; and
- transferring elsewhere its

responsibilities in the areas of still photography and archival activity.

**Changes in NFB distribution activities:** The NFB will place systematic emphasis on having its productions delivered via the new distribution and exhi-

(cont. on p. 43)

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