

have made a considerable contribution to the country's culture and to the national identity. In addition to 35 mm and 16 mm films, the board produces and distributes other visual aids material — filmstrips, 8 mm loop films, slide sets, overhead projectuals, multi-media kits and photo stories.

The growing sophistication of film audiences and the increasing importance of film as a means of communication are reflected in the nature of the films produced — features, documentaries, informational films, films for the specific needs of government departments, and films designed for particular social purposes. The board strives to serve as innovator of new cinema techniques, as well as a recorder of the nation's day-to-day evolution. Thus, new needs and greater public sensitivity have encouraged the board's film-makers to explore new film styles and to experiment in new areas of film production, and there have been corresponding new departures in the distribution and use of films as more people turn to films as a matter of course for information and assistance in many activities.

In Canada, the board's productions are distributed through community outlets, schools and universities, television stations, theatres and commercial sales. In all these areas annual figures show a steady and, in some instances, a marked increase. A large part of the 16 mm community film audience is reached through film libraries, film councils and special-interest groups. The growing demand for films can be attributed to the wide range of subject matter available; the board's catalogue lists 60 main and sub-categories. During 1975-76, community film distribution through 27 NFB libraries alone in Canada rose to a new high of 427,000 bookings. Aside from the board's own film libraries, many public and school libraries across Canada distribute its films. New releases are shown regularly over English- and French-language television networks in Canada and in theatres across the country.

NFB film distribution outside Canada also continued to increase and, for the second consecutive year, the total world audience for NFB productions exceeded one billion. Film distribution outside of Canada is handled by the board's offices in New York, London, Paris, Tokyo and Sydney. As well, distribution is effected by 92 Post Film Libraries operated jointly with the Department of External Affairs. For greater international distribution, many of the NFB films are versioned in several foreign languages. The film board, in cooperation with the Canadian Government Office of Tourism, distributes films supporting the travel industry to audiences throughout the world. NFB films are presented at many of the world's international film festivals with an annual average of 75 awards returning to Canada.

For the United States Bicentennial in 1976 the board's Still Photography Division published a special book of photographs concentrating on the Canada-US border. After "Between Friends/Entre Amis" was presented by Prime Minister Trudeau to President Ford as Canada's official gift to the US, copies were distributed to libraries, educational institutions and government and civic leaders in both Canada and the United States and the book has since been on sale to the public in both countries.

A significant film board project was launched in 1976 when the NFB was named the organization responsible for the official film of the XXI Olympiad. As many as 30 film crews and over 160 accredited individuals covered the two-week summer event in Montreal to produce this film, which was released in May 1977.

The NFB adopted a five-year plan of action to renew and re-establish the board as the central energizing force in Canadian film. A key development has been an integrated regional production program with production offices established in Vancouver, Winnipeg, Toronto, Moncton and Halifax in order to bring total film services closer to more Canadians.

### **Canadian Film Development Corporation**

7.10.2

The Canadian Film Development Corporation was established in March 1967 to promote the development of a feature film industry in Canada, and in so doing it cooperates with federal and provincial departments and agencies with similar in-