

initiate and promote the production and distribution of films in the national interest. The board's films are produced in Canada's two official languages and have made a considerable contribution to the country's culture and to the national identity. The board's head office is in Ottawa, with operational headquarters in Montreal.

The growing sophistication of audiences and the increasing importance of film as a means of communication are reflected in the nature of the board's productions — features, documentaries, informational films, animation, films for the specific needs of government departments, and films designed for particular social purposes. In response to current high interest in fitness and amateur sport, the board in 1976 produced the official film of the Montreal Olympic Games, a critical and popular success around the world, and in 1978 the official film of the Commonwealth Games, held in Edmonton.

While production had been centred in Montreal, the rapid development of communication in Canada, coupled with the need to respond to cultural differences, prompted the NFB to accelerate its regionalization program. The objective is to provide each region of Canada with the opportunity to interpret a regional subject to a national audience or a national subject from a regional point of view. Regional production studios in Vancouver, Winnipeg, Toronto, Moncton and Halifax provide the NFB with access to the best creative and technical resources at the local level and in turn provide Canadian film-making talent access to the national agency.

NFB films are distributed in 16 mm or 35 mm. In addition, all films are now available in video cassettes. The board also produces and distributes other visual aids material such as silent and sound filmstrips, slide sets, overhead projectuals, multi-media kits and photo stories. In Canada, the board's productions are distributed through community outlets, schools and universities, television stations, theatres and commercial sales. A large part of the 16 mm community film audience is reached through film libraries, film councils and special interest groups. During 1976-77, community film distribution through the 27 NFB libraries in Canada rose to a new high of 456,344 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 television networks in Canada and in theatres across the country.

NFB films are seen outside Canada on television, in theatres, in schools and in libraries, with distribution handled by the board's offices in New York, London, Paris, Tokyo and Sydney. As well, community distribution abroad is effected by 92 film libraries operated jointly with the external affairs department. For greater international distribution, many NFB films are versioned in foreign languages. The board, in co-operation with the federal government tourism office, distributes films supporting the travel industry to audiences throughout the world.

Each year, NFB films are presented at many international film festivals. In 1977, the board won 75 awards, including three Oscar nominations. Among the films which gained worldwide recognition were the features *J.A. Martin*, *Photographe* and *One Man*, and the animated short, *The Street*.

The film board now promotes and distributes selected CBC films across Canada, providing Canadians the opportunity to view these important programs. Started in 1975, there are now more than 125 English and 60 French titles, with many being added each year. Public acceptance at the community and school levels has been good, totalling more than 20,000 bookings during 1976-77.

### 7.9.2 Canadian Film Development Corporation

The Canadian Film Development Corporation (CFDC) was established in March 1967 to promote the development of a feature film industry in Canada, and in so doing it co-operates with federal and provincial departments and agencies with similar interests. It invests in Canadian productions in return for a share of the profits, makes loans to producers and assists financially in the promotion, marketing and distribution of feature films.

The corporation assisted in the production of 16 feature films during 1976-77, 12 in English and four in French. The cumulative cost of the 16 films was more than \$12.0 million, as compared with nearly \$6.2 million for 18 films in 1975-76. The corporation's