

Media Arts
Centre for centre
Young People



d'arts
médiatiques
pour jeunes

2021-22 ANNUAL REPORT

ORGANIZATIONAL PROFILE

Freeze Frame is Manitoba's Media Arts Centre for Young People. It is a bilingual not-for-profit and charitable organization that offers educational and cultural media arts experiences to young people. Freeze Frame hosts the International Film Festival for Kids of All Ages each spring and provides hands-on workshops in a multilingual and multicultural environment throughout the year.

Mission

Freeze Frame provides educational opportunities for young people to explore the art of filmmaking and multimedia.

Vision

Freeze Frame is a leader in nourishing the minds and spirits of young people through film.

Mandate

Our mandate is to advance education in the media arts for, and with, children and young people through the organization and production of cultural and educational media projects in both official languages. We do this through two key activities:

- Freeze Frame, the International Film Festival for Kids of All Ages / Festival international de films pour enfants de tous âges
- Media production workshops

At Freeze Frame, we believe:

- Film has the power to tell stories, entertain, stimulate critical thinking and celebrate human experience.
- The collective viewing experience has value and provides opportunity for reflection that educates and inspires.
- Film has the ability to nourish minds and spirits and to cultivate a global world view that is tolerant and reflective of the diversity of the human experience.
- Children and young people have a point of view that is unique; embracing that uniqueness allows opportunities for life changing experiences through film.

Guiding Principles

1. Our programming embraces the unique point of view of young people and is age appropriate, sensitive to the needs of children and families, and stimulating to young, curious minds.
2. Our programming is multilingual and multicultural and offers an international perspective making it accessible to a wide range of young people.
3. Our international film festival provides an important platform for storytelling and reflection and is featured as a primary delivery mechanism for Freeze Frame programming.
4. Collaboration and partnerships with community stakeholders play an important role in ensuring Freeze Frame's success and sustainability.

WHAT WE DO

Freeze Frame, Manitoba's Media Arts Centre for Young People provides media arts screening and workshop experiences to inspire and empower children and youth throughout Manitoba.

Through these experiences, young people:

- Access independent media arts outside of the mainstream;
- Share in collective experiences with their peers during screenings of digital media created by Manitoba, Canadian and international artists;
- Develop media literacy and critical thinking skills;
- Develop awareness of and appreciation for the art and craft of filmmaking; and,
- Are exposed to careers in the Cultural Industries, one of the fastest growing sectors in Canada.¹

Our aim is to develop new and diverse audiences for Canadian and international film and digital media productions while fostering the next generation of Canadian media arts practitioners by providing them with media literacy skills and empowering them to express themselves creatively, whether to tell a story or to communicate their passion about a specific topic or issue.

Our international film festival serves the Winnipeg and Southern Manitoba region reaching an audience of over 6,000 people including children, youth, their families, educators, schools and community groups. Our secondary audience includes the general public from Winnipeg and surrounding communities as

well as local and visiting filmmakers, animators, directors, producers and other industry professionals. The festival is the longest running film festival for young people in Western Canada.

We recognized many years ago that it is not possible to effectively serve all Manitoba audiences from a central location and so developed Freeze Frame on the Road (FFOTR), a program that presents film and animation workshops (and sometimes screenings) to young people in remote, rural and northern Manitoba communities throughout the year, in both official languages.

Freeze Frame media production workshops provide valuable essential skills including interpersonal communication, organization & planning, written and verbal storytelling, research, analysis and logical presentation themes, arguments and issues. Our workshops build confidence and capacity in creative self-expression, as well as enhance quality of life and wellness through engagement in positive, life-affirming activities. Our 25-year track record demonstrates that Freeze Frame workshops can break the barrier of isolation by helping young people express themselves through digital media, film, and video technologies.

Workshop projects developed by Freeze Frame such as the Aboriginal Teen Video Initiative of the late 90s to the Digital Lodge project of the 2000's have shown that self-expression through film and video is a powerful tool to boost self-confidence and improve communication skills. More recent projects include online video tutorials (free online how-to make films), in-school curriculum enhancement workshops, summer early-childhood and day camp programs ensure that all young Manitobans have access to emerging and established media

¹ Conference Board of Canada, Stats Manitoba (via Wpg Chamber of Commerce)

production industry professionals. We connect youth with artists that they may flourish as filmmakers, innovators, creators, media artists and contributing members of society. To that end, Freeze Frame fosters a network of inspiring and inspired artists -front-line, local role models for the children and youth with whom we work.

Freeze Frame is the only organization in Manitoba that offers such a variety of film-related experiences to children, teens and families. From the yearly film festival to our comprehensive program of media production workshops, we expose audiences of all ages in Manitoba to the art of filmmaking both through screenings and hands-on workshop experiences.

We believe that media production, as both art form and industry, in Manitoba and throughout Canada has a promising future. We adapt our activities to reflect emerging innovations in media arts technology to ensure that our programs continue to offer relevant film and media production experiences to our young audiences, their families, educators and communities for the next 20 years.

Financial Overview

For the past 7 years Freeze Frame management has been led by Pascal Boutroy, Executive Producer and Freeze Frame Co-founder, who is largely responsible for developing a committed and competent team of independent contractors along with solidifying the financial position of the organization. Throughout this period, the Board of Directors has continued its work of refreshing and reinforcing governance practices, organizational policies, procedures and financial controls. Through these efforts, the Freeze Frame Board of Directors and management have taken decisive action and successfully improved the organization's long-term sustainability.

2021-22 was another difficult year for fundraising, with many regular contributors affected by Covid-19's impact on the film industry. Fortunately, industry players that are in a positive financial position maintained their higher contributions. Notably, IATSE 856 and DGC were strong supporters, although their contributions did not compensate for the loss of funding from other supporters. Total partnerships for the festival were \$10,800, a decrease from previous years but an amount that we were satisfied with, given the effects of Covid-19 on our sponsors.

Despite the challenges of raising sponsorship dollars, the significant structural changes in the areas of finance, governance, human resources, and operations made over the past seven years have resulted in the strong financial situation that Freeze Frame currently enjoys. Community support and contributions from all three levels of government remain strong.

The Financial Review Engagement conducted by the accountant firm Magnus LLP states that Freeze Frame has a deficit of \$ 17,259 at June 30 of its 2021-22 fiscal year. The accumulated surplus at this date is now reduced to \$39,259.00.

The saving account of Freeze Frame now sits at \$ 94 929.76, including \$40,000 to be reimbursed from the CEBA grant, when the time comes.

FREEZE FRAME ACTIVITY REPORT

2022 Festival Report

26th Annual International Film Festival for Kids of All Ages

The 26th edition of Freeze Frame's annual International Film Festival for Kids of All Ages took place March 6-13, 2022. The hybrid festival

included online screenings for schools and the general public throughout the festival and in person screenings at the CCFM on March 6, 12 and 13. The audience for online and in-person screenings, as well as festival livestreams, totaled **3247**. Livestreams included an interview with Indigenous filmmaker Tara Audibert and the awards presentation for the 2022 Youth Video Awards. As in 2021, we were not able to offer the Media Zone digital playground, Reel Jobz or the Youth Jury.

Festival Overview

Fundraising

Freeze Frame continued to receive support from community and industry partners in 2022. Although some partners contributed smaller amounts than previous years due to Covid-related financial difficulties, we had two lapsed sponsors – William White and Manitoba Film and Music – return. Manitoba Film and Music came on, not as a sponsor of the festival, but as the key sponsor for the Youth Video Contest livestream.

Total cash sponsorship for the festival: \$10,800

Communications and Media

Freeze Frame had a strong media presence in 2022 with paid advertising in La Liberté, as well as on CTV Morning Live, CBC streaming and Facebook/Instagram. Social media advertising included a streaming video ad promoting the festival as a whole and two ads promoting specific in-person screenings (*Wolfwalkers* and *Even Mice Belong in Heaven*).

Email communication was also conducted, both through the Eventive platform and through Mailchimp to Freeze Frame's list. However, open rates for email marketing through Mailchimp remain quite low.

Media Coverage

In addition to the paid media used to promote the festival (detailed on a separate report), we received a good amount of unpaid media coverage, including interviews on radio (Radio-Canada, CJUM 101.5fm & Envol), TV (CTV Morning Live), and a significant article (2/3 of a page over two pages with 5 images,) in The Winnipeg Free Press' Weekend Arts section.

Comparative Audience Figures:

Total audience for 2022 was 3247 (hybrid)
Total audience for 2021 was 4736 (on-line)
Total audience for 2020 was 4004 (on-line)
Total audience for 2019 was 3600 (in person)

Programming

The 2022 edition of the festival showcased 9 feature films from all genres (animation, live-action, documentary, drama), countries and languages targeting pre-schoolers to teenagers, their teachers, and their families. The full Festival line-up included:

- 8 dramatic live action / animation feature films
- 1 documentary film
- 3 collections of short films / programs

These feature films and collections of shorts reflected 11 different countries of origin including the Czech Republic, France, Poland, Slovakia, Canada, Germany, Luxemburg, Belgium, the Netherlands, Ireland, and Australia. Programming included:

- 3 feature length and three short Canadian films
- 15 on-demand online screenings of professionally produced films (6 in French; 9 in English or the original language and subtitled in English)
- 14 in-person screenings of professionally produced films (4 in French; 10 in English or the original language and subtitled in English)

The festival also included 1 screening of 24 amateur films (Youth Video Contest) in a livestream format.

Livestreams

In place of an in-person special guest and an in-person Youth Video Contest, we once again presented livestreams in 2022. Using the services of Collective Broadcast, we presented these offerings through Facebook Live and also posted the recordings to YouTube.

Tues, March 8, 1:30 pm – **The Importance of Dreaming with Tara Audibert.** Tara Audibert, whose short film – *The Importance of Dreaming* – was presented as part of *The Shaman's Apprentice and Other Indigenous Tales* collection, was interviewed by local indigenous film industry professional (and Freeze Frame facilitator) Amanda Kindzierski.

Thurs, March 10, 6 pm – **2022 Youth Video Contest.** 24 films submitted by youth from Winnipeg and abroad were screened and winners were announced live.

Engagement for both livestreams was good, although the majority of views for *The Importance of Dreaming* occurred after the event, while the majority of the views for the *Youth Video Contest* took place during the live presentation.

Volunteers

In 2022, 12 volunteers participated to assist with the in-person screenings on March 6, 12 and 13.

Conclusion and Looking to the Future

In conclusion, although this was another difficult year for Freeze Frame, with the festival taking place on the cusp of reopening, we were still pleased with the overall attendance, given the circumstances. Schools remained strong supporters of our programming – with an increase in school attendance in 2022 over 2021 – and the general public's viewing was divided between online and in-person screenings.

2022 provided Freeze Frame with a unique opportunity to try out a hybrid festival, however, we do not anticipate holding such a festival in the future. Not only are the costs of such a festival considerably higher, but film distributors also seem to be moving back towards offering rights for in-person screenings only.

Year-Round Workshops & Outreach Events

Our year-round film and animation workshops contribute to media production and the larger cultural landscape by giving the next generation access to the tools and techniques of filmmaking. We do this by providing instruction and mentorship from industry professionals and by cultivating a lifelong appreciation for independent film and video content from Canada and abroad.

Once again, this year, our year-round workshops were affected by events beyond our control, but in a lesser way. Most of Freeze Frame's workshops were modified in 2021/22 to be facilitated online, more schools and groups registered for our workshops, recovering from the shock of last year's COVID first impact. A substantial number of workshops were still held in person with all the safety measures.

Despite these complications, Freeze Frame did run a number of successful programs for 2021-22: Summer program, Artists in the School (for the last year), Festival des vidéastes du Manitoba, Freeze Frame en tournée, Ateliers en ligne du BEF, etc.

Other programs that ran successfully were a partnership with the Théâtre cercle Molière, Artist in Schools workshops in two separate schools and several Freeze Frame en tournée workshops in rural Manitoba. The summer daycare program also had a very successful season in 2021, with more student hours and greater revenues than in the summer of 2019.

In 2021-2022, Freeze Frame offered over 600 hours of workshops, nearly doubling last year's amount. We reached 1070 students province-wide for a total of 14,457 student-hours. This means that the average number of hours by student was higher than last year. Only 20% of the workshops were online. 77% of the workshops were held in urban settings, 17% in rural settings and 6% in northern settings (The Pas).

The breakdown of workshops French/English was significantly different than in previous years, with more workshops in French (57%) than in English (43%), because of a special program from the Bureau de l'éducation française (BEF) that was very popular with schools but just for one year.

In keeping with last year's strategic plan, we have been offering a more diverse array of workshops, but we continue to look for ways to let schools know about our offering.

We trust that the potential growth for year-round workshop is still high and that a targeted approach of the various school divisions should improve further next year's figures.

STAFF & INDEPENDENT CONTRACTORS

Executive Producer/Artistic Director: Pascal Boutroy

General Manager: Kelly Frazer

Programs Coordinator: Guillaume Allain

Communications Coordinator: Kelly Frazer

Volunteer Coordinator: Guillaume Allain

Youth Jury Coordinator: Guillaume Allain

Digital Platform Consultant: Aaron Zeghers

Program Design & Layout: Nicholas Luchak

Summer student: Mae Lestones

Workshop facilitators:

Amanda Kindzierski,

Guillaume Allain

Émilie Michalik

Vaughn Van Nest

Samuel Caron (New Brunswick)

Emily Granger

Tara Audibert (New Brunswick)

FUNDING PARTNERS

Government

Government of Canada

Province of Manitoba

Winnipeg Arts Council

The Manitoba Arts Council (Artists in the School program)

Telefilm Canada,

Corporate & Community

Ici Manitoba (Radio-Canada)

IATSE 856

Assiniboine Credit Union

The Director Guild of Canada

William F. White

La Division scolaire franco-manitobaine

The Manitoba Dental Association

Le Centre culturel franco-manitobain

La Liberté

On Screen Manitoba

Les Productions Rivard

L'université de Saint-Boniface

Manito Média

La Caisse groupe financier

Eagle Vision

ACTRA

Société de la francophonie manitobaine

REEL Friend Donors

Generous contributions from REEL Friend donors helps support Freeze Frame's year-round media literacy workshops for children and young people living in all areas of Manitoba. Gifts to the REEL Friends campaign ensures that our programming continues to reach kids who otherwise would not be able afford our fees.

Thank you 2021-22 REEL Friends:

Nicole Matiation.

MEDIA COVERAGE FOR FREEZE FRAME 2021

Media Hits for 2021

PRINT

Winnipeg Free Press – March 6, 2021

La Liberté - 3 et 10 mars, 2021

RADIO

RADIO CANADA -March 6, 2021- Pascal Boutroy
interview on Samedi ce soir.

Envol – March 7, 2021 - Guillaume Allain

CKUW (Ultrasonic Film) – March 4, 2021 - Kelly
Frazer

TELEVISION

CTV Morning Live – Monday March 9, 2021 – 8h45 –
Pascal Boutroy

ONLINE

manitobakids.ca – featured in weekly Things to Do
email.

