

Canada – British Columbia Official Languages Agreement on French-Language Services Partnership Request Form

Project Title			
Capacity Building and Story Telling: Using Community Television to Capture the Past, Present, and Future of the Maillardville Community			
Identification			
	Applicant		Community Partner <i>(if applicable)</i>
Organization:	City of Coquitlam		Tri Cities Community Television (TCCTV)
Contact Name:	Steve Gauley		Roger Loubert
Title:	Community Planning Supervisor		Vice President, Board of Directors
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Application submitted on: <i>(month/day/year)</i> : February 25, 2016			
Sector(s):			
<input checked="" type="checkbox"/>	Arts and Culture	<input type="checkbox"/>	Economic Development
<input type="checkbox"/>	Communication	<input type="checkbox"/>	Health and Social Services
<input type="checkbox"/>		<input type="checkbox"/>	Justice
Funding			
Requested from Francophone Affairs Program			\$28,000
Funding match (A+B) (Total funds and in kind contribution exclusively from a BC Ministry, Crown Corporation, BC Central Agency or a municipality)			\$65,500
A. Funding match:			
BC Ministry	\$0	Crown Corporation	\$0
BC Central Agency	\$0	Municipality	\$30,000
Total Funds:			\$30,000

B. In kind match: (e.g. staff time, travel, printing)			
BC Ministry	\$0	Crown Corporation	\$0
BC Central Agency	\$0	Municipality	\$7,500
List in kind contributions:			
<ul style="list-style-type: none"> • The City's Maillardville Commercial and Cultural Revitalization Advisory Committee time and City salaries to develop the project and future input and evaluation. • Value of room and equipment bookings. 			
			Total In Kind: \$7,500
C. Other funding			
Source name	In kind (description and \$ value)		In funds
TCCTV	<ul style="list-style-type: none"> • Project Management - \$6,000 • Production Technical Support - \$2,500 • Post-Production Technical Support – \$2,500 • Equipment/Space Rentals – \$5,000 • Communications & Outreach - \$1,000 		\$10,000
			Total Other Funds: \$27,000
TOTAL PROJECT COST (A+B+C): \$92,500			

Action Plan and Budget Outline			
Activities	Deadline	Cost	\$ Requested from FAP
Development, Project, Management, and Liaison Role	Ongoing	\$13,500	\$0
Project Coordinator	Ongoing	\$14,200	\$14,200
Tri-Cities Municipal Contribution		\$30,000	\$0
Phase 1 - Outreach	Start-up: March 15 – June 2016 Ongoing	\$4,000	\$3,000
Phase 2 – Production Workshop	May – September 2016	\$11,500	\$3,000

Phase 3 – Programming	Fall 2016/Winter 2017 End date = March 31, 2017	\$19,300	\$7,800
TOTAL <i>Total of all sources of funding.</i>		\$92,500	\$28,000

Project Background

Description of overall project and why having a francophone component is an added value to the project. 400 words or less.

Project Overview

The purpose of this project is to capture the essence of the Maillardville community through its people and their stories. The community of Maillardville has a strong francophone history and plays an important role in supporting contemporary francophone culture and identity in B.C.'s Lower Mainland.

The project, led by Tri-Cities Community Television (TCCTV), will work with community residents, organizations, and businesses to identify and document the stories which together capture the cultural and physical transformation of the community. A core of the project will be a series of French and English workshops training people in community television production techniques which will then be used to capture the community's stories through six thirty-minute programs exploring the past, present, and future of Maillardville.

For this project TCCTV has received financial support from the City of Coquitlam, the City of Port Moody, and the City of Port Coquitlam. Each municipality has contributed \$10,000 to support TCCTV in the delivery of its programming.

The francophone component of this project is an added value as it will help to engage this segment of our community that has yet to take advantage of what community access television has to offer. It also will help TCCTV to reach into the collective history of the region which has a rich francophone history; this region is in many ways a microcosm of the larger Canadian experience as it is a region of strong Francophone influence that is surrounded by Anglophone influences and struggling to find itself in a future of ever changing demographics.

TCCTV Background and Proven Experience

Community access television provides media diversity and a venue to cover issues and capture stories of importance to the local community which may not otherwise be picked up by mainstream media. It contributes to creating a sense of culture and place through an accessible medium.

Tri-Cities Community Television has been laying the foundation for the return of community access television to our region for the past 10 years. TCCTV has already raised from our community the funds necessary to purchase over \$50,000 worth of professional production gear. Currently TCCTV has just over 50 members who volunteer their time to help produce programming that covers and promotes community events and organizations in the region.

In 2015 TCCTV received funding from TELUS Optik TV which it used to conduct production workshops for our volunteers in Port Moody, Port Coquitlam, and Coquitlam. These workshops were conducted in English and targeted primarily for Anglophones. TCCTV's next step is to reach out to other cultural groups in our community, such as the francophone population of Maillardville through this project.

Project Objectives and Key Points

Overall project anticipated results and distinct elements.

Phase 1 – Outreach

Timeline: March 15 – June start-up 2016, then ongoing

Phase 1 focuses on building connections within the wider Maillardville community and with the Francophone population. Priorities include developing relationships, promoting the production workshops, and identifying potential story themes and contacts for project programming. A community meeting will be held early in this process to bring potential participants together. As part of this process, TCCTV will work with the Society Francophone de Maillardville and other local community groups to engage citizens and identify workshop attendees (Phase 2) and program content (Phase 3).

Phase 2 – Production Workshop

Timeline: May-September 2016

Phase 2 consists of three workshop series to train individuals in the basics of community television. Two of these workshop series will be conducted in French and one in English.

These workshops build on another TCCTV project which held similar workshops in English across the Tri-Cities in 2015. The workshops will give participants the skills to support and develop community television programming to be aired on the TCCTV's existing programs (TriCities Magazine and ArtsConnect). Each workshop will train 10 people. Participants pay a small workshop fee and are expected to contribute volunteer hours to Phase 3 of the project for this training. Each workshop series contains four components:

- Video basic dos and don'ts, conducting an interview;
- Advanced production lighting and audio in the field;
- Editing with Final Cut Pro 10 level 1; and,
- Editing workshop

Phase 3 – Programming

Timeline: Fall 2016/Winter 2017. Project end date/final reporting - March 31, 2017

Volunteers trained through the production workshops will participate in developing six thirty minute programs to air through TCCTV's existing community access time slots. Together the programs will tell the story of Maillardville as a community using interviews, sounds, and images. The programs will be organized by theme with two programs allocated for each of past, present, and future. The programs will be a mix of English and French, with subtitles provided to ensure accessibility for a wider audience.

Each of the programs will air six times over a two week cycle with the opportunity to show this series again in the future. TCCTV's independent nature allows it to air its programs to both Shaw TV and TELUS Optik TV community channels. It is estimated the potential audience for these programs is 30,000 television viewers (based on CRTC cable penetration and Shaw's community channel viewership rates).

The programs also will be hosted on TCCTV's YouTube channel where viewers have the ability to engage in the discussion through comments. Opportunities will be explored to provide access to these programs through the City of Coquitlam website, local schools, and the public library digital catalogue. Promotion of these programs will be pursued through both Francophone and Anglophone traditional and social media approaches.

Expected Francophone Outcomes / Deliverables

Anticipated tangible or measurable francophone results.

This project is a specific attempt to reach out to both Francophones and Anglophones living in Maillardville so that they can learn to work together to tell the stories of the region. Capturing these stories through community television builds community resilience and reinforces Maillardville's unique sense of place. Through this process the project seeks to bridge cultures and histories while recognizing the community's strong francophone influences.

With respect to ongoing impact, the production workshops will train new volunteers and create new networks in Maillardville which support community television in Coquitlam and the Tri-Cities area. Through this project, a strong focus on connecting with and providing training to the local francophone community will open new doors to integrate the French language and francophone stories into future TCCTV program development. Related to this, providing production workshop training in French builds the capacity of the francophone community to tell these stories and share its history in French. Also, the six-programs developed out of this project will serve as an important resource for Maillardville and the broader community in the future.

Project Statement of Agreement

Please check the box to confirm you have read and agree with the following statement:

I understand that if funding is granted, I will have to submit an evaluation report addressing the listed outcomes/deliverables within a mutually agreed deadline.