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REPORT  
Regular Council Meeting  
1991 MARCH 25

TO: MAYOR AND ALDERMEN 1991 February 28

FROM: ALDERMAN, D.P. DRUMMOND, CHAIRMAN  
HERITAGE ADVISORY COMMITTEE

SUBJECT: PROCESS FOR DEVELOPING  
PROPOSED HERITAGE EDUCATION VIDEO PROJECT

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RECOMMENDATION:

1. THAT the Municipal Council approve in principle the Heritage Advisory Committee's request to proceed to advertise for bids from video production consultants to prepare written terms of reference, for production of an education video tape and instructor's guide and a proposal document as outlined in the report.
2. THAT a future report be provided to Council outlining details of the costs associated with production of the video tape and associated instructional materials.

R E P O R T

1.0 BACKGROUND

On 1990 June 25 the Heritage Advisory Committee approved a proposal to produce a Heritage Video for Burnaby Schools. Arising from that report two recommendations were adopted:

"THAT the Education Sub-committee's proposal to produce an educational video to introduce Burnaby's elementary school children to heritage be approved.

THAT staff be authorized to begin the process as outlined in this report to prepare the Terms of Reference and to issue a request for proposals and subsequently select the applicant and apply for funding from the various sources."

As a result of this request staff researched the possibility of preparing the Terms of Reference and concluded that this task should be prepared by a video consultant specialist because of the detailed technical information that is required. This report suggests an amended process to develop a heritage video for Burnaby schools.

The purpose of this report is to describe the general purpose of the Heritage Education video for Burnaby and seek approval to invite proposals with a related cost, from a consultant experienced in the production of educational video production.

This work will be undertaken in consultation with the video sub-committee of the Heritage Advisory Committee and related organizations, such as the Burnaby School Board and Burnaby Village Museum. Attached for background information is Appendix I, which was previously prepared by the chairman of the Video Committee, which describes the groups involved and their relationship to this project. The consultant will prepare detailed terms of reference for use by video production companies in the actual production of a video. The consultant will also be required to prepare a proposal document outlining the project for fund raising purposes.

## 2.0 GENERAL STATEMENT OF OBJECTIVES FOR AN EDUCATIONAL HERITAGE VIDEO ABOUT BURNABY

The Heritage Advisory Committee formed the Education Sub-committee in 1990 to advise it on developing programs for Burnaby's schools. The purpose of the proposed education video is to promote a greater level of awareness and deeper level of understanding in the study of the local history of Burnaby. The video and accompanying written teacher's guide is intended to primarily be oriented to elementary school-age children and will fit into the British Columbia education curriculum for children between grades three to seven (see Appendix II).

This project is intended to stimulate the students' awareness and encourage their participation in their community in terms of understanding and interpreting its history, and identifying features in their neighbourhood and in their modern local environment that provide connections with our heritage. Refer to Appendix I for an outline of a number of specific proposals for consideration.

The primary use of the video is intended to be in a school setting in conjunction with the written instructor's guide outlining how the video is to be presented to and discussed by the students and the instructor.

## 3.0 PHASE ONE: TERMS OF REFERENCE AND PRODUCTION DOCUMENTS

The consultant's task will be to firstly produce a Terms of Reference Document as the initial phase to define the project and its costs; and, secondly, using this document a second Proposal Document should be produced as part of the consultant's work to use for fund raising purposes by the Heritage Advisory Committee.

### 3.1 Terms of Reference Document

A Terms of Reference Document for the Heritage video project would be used to:

- Define a clear statement of the purpose of the project through working with members of a Heritage Advisory Committee sub-committee.
- Establish the type of video production (i.e. drama or documentary), prepare the concept and script and determine the approximate running length.
- Establish the intended audience(s) for the video and coordinate the B.C. Ministry of Education's curriculum guidelines with the script and content.
- Outline the printed support materials which should be produced for the use by instructors with the video.
- Establish the video production format most suitable for the project as there are many production formats with their own budgetary range and advantages. This information would include the details to produce a good quality master tape as the project would require many copies to be made for distribution.
- Establish a production schedule for the project which would indicate the starting and completion dates for the project once funding had been secured.

- Establish the copyright needed for the video as there may well be several sponsors involved in financing. In addition, the rights to the use of the production will be an important consideration for the bidding companies to consider.
- Establish the method of payment and cash flow schedule for the contractor. This might include a schedule of payments tied to performance stages of production.

### 3.2 The Proposal Document for Funding Applications

This Proposal Document must be based on the objectives developed in the Terms of Reference Document. As part of producing this document the consultant would outline potential sources of funding that are available from local, provincial, and federal funding agencies. It would then be distributed to selected funding agencies to solicit contributions to the project.

This document would include:

- An explanation of the Heritage Advisory Committee's project and the purpose of developing a heritage education video for Burnaby Schools.
- An outline of the intended audience and how the video production is to be used is required. This would include an overview of the instructional design of the video and how it relates to British Columbia's educational curriculum.
- The detailed budget and timeline for the production should be outlined along with the sources of funding that have been received.
- An indication of support for the project in the community is required. This should include letters of support from the major groups and individuals affected by the project.

### 3.3 Implementation Process for Phase One

The next steps needed to initiate the first phase of the video project would include:

- Receiving approval of the process as outlined in this report from the Heritage Advisory Committee, and
- Receiving Municipal Council's approval of the project as outlined and the expenditure of funds to hire a consultant to complete the first phase of the project.

Once approval has been received staff would initiate the process following the Purchasing Department's guidelines to hire a consultant to write the two documents as outlined.

### 4.0 PHASE TWO: FUND RAISING AND VIDEO PRODUCTION

Once the documents have been completed and the cost estimate of the video project has been identified the second phase of the project may begin. The approval of both Heritage Advisory Committee and Council would be required a second time to allow this phase to proceed, as it would require the expenditure of a portion of the Committee's funds and the application to various funding sources. This second phase can be divided into two distinct parts - fund raising and production.

#### 4.1 Fund Raising

Once the cost estimate for the Video Project has been received and approved by the Heritage Advisory Committee and Council, fund raising can be finalized for the project. A decision would have to be made by the Heritage Advisory Committee regarding its total financial commitment to the project. There will likely be a need to seek additional funds from various sources both public and private to complete this project. This would require submitting the Proposal Document to funding agencies, etc. as outlined by the consultant.

It should be noted that the reliance on granting agencies could delay the project as these organizations all have different application procedures and meeting dates to consider grants. This time factor should be figured into the project's time frame by the consultant. Some of these grants could also be limited to specific areas of the project, such as for printed materials for the classroom. Obviously, the failure to receive these funds could also mean the end for the video project if no alternative secondary plan is formulated.

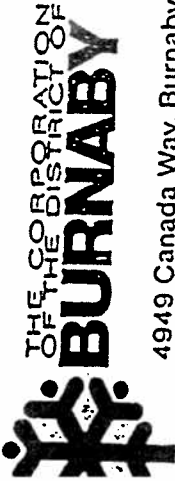
#### 4.2 Video Production

Once funding has been secured the search for an appropriate video production company can begin. This could involve select invitations to identified companies or an open notice for tenders. With a defined Terms of Reference Document this task should prove to be relatively simple process as the task will have been well defined. The process as defined in the Terms of Reference Document could also include provisions for staff and committee consultations before the final edit of the production is complete.

#### 5.0 CONCLUSION

This report presents a process to continue the education video project in a methodical phased approach. Considering the costs involved with the project, this process is necessary to ensure a product that the Heritage Advisory Committee will be proud to sponsor as an integral feature of its education programme for Burnaby's schools. If the process continues successfully, this video will be an important addition to the community studies curriculum for children in Burnaby in time for the Municipality's Centennial Celebrations in 1992.

Alderman D.P. Drummond,  
Chairman  
Heritage Advisory Committee



4949 Canada Way, Burnaby, B.C. V5G 1M2  
Department of the Municipal Clerk

Telephone (604) 294-7290

1990 September 14

Members of the Heritage Advisory Committee  
Mr. John Mitchell, Director, Burnaby Village Museum  
Dr. E.E. Froese, Superintendent of Schools, Burnaby  
Dr. O. Rostad, Deputy Superintendent of Schools, Burnaby  
Dr. Blake Ford, Director of Instruction, Burnaby School Board  
Members of the Video Committee

Re: Burnaby Heritage Video Program for Schools - Proposed Process

The following is a proposed process for the development of a video and its related materials and activities pertaining to Burnaby Heritage for schools. I would appreciate any reactions and suggestions to improve the effectiveness of the process.

- A. Burnaby Heritage Advisory Committee
1. Approval of the video project in principle.
  2. Pursuit of corporate donation(s).
  3. Application to the Burnaby Municipal Council for a grant.
  4. Application to the B.C. Heritage Trust for a grant.
  5. Provide a paid staff to carry out suitable and usual duties as part of the normal day's work.
  6. Invite bids from video companies to carry out the making of the video.
  7. Look after contracts and other legalities pertaining to the making of the video.
- B. Video Committee
1. Comprised of representatives of the Heritage Advisory Committee, Burnaby School Board staff, Burnaby Village Museum staff, Burnaby Planning Department staff.
  2. Study the procedure for the making of a video by a suitable company.
  3. Formulate the purpose, objective, content, classroom strategies, and related printed material for the video.
  4. Develop a system whereby the video and material can be made available to teachers in an orderly manner.

APPENDIX 1

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- C. Burnaby Village Museum
1. Provide a staff member, probably the Education Coordinator, to work as a part of the regular workday, on the Video Committee.
  2. This staff member, in conjunction with the regular school tour programs will develop:
    - (a) school tours and printed material related to the video;
    - (b) kits of artifacts and replicas that can be used by classroom teachers in conjunction with the video and/or tours.
- D. Burnaby School Board
1. Authorize staff to work on the Video Committee in the development of the video and related materials.
  2. Provide staff release time so that practising teachers, consultants, coordinators will be able to develop the essentials of the video and the related materials, and to work with those persons who are making the video.
  3. Authorize the distribution of the video and its related printed materials and kits through the school services.

Yours truly,

*Harry Pride*

Harry Pride,  
Heritage Advisory Committee  
3770 Fir Street  
Burnaby, B.C. (433-4797)  
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# APPENDIX 2

## SIMON FRASER UNIVERSITY

OFFICE OF THE  
UNIVERSITY ARCHIVIST



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May 8, 1990

Harry Pride  
Chair, Education Sub-Committee  
Heritage Advisory Committee  
c/o Clerk's Office  
Corporation of the District of Burnaby  
4949 Canada Way  
Burnaby, B.C.  
V5G 1M2

Dear Harry . . .

RE: Questions posed by Spectra Communications of relevance to the Video  
Committee as per letter of April 25, 1990.

As per your request for feedback on the series of questions posed by Spectra Communication, I am enclosing a set of responses and observations. Please excuse the stream-of-consciousness nature of the writing but I thought you would prefer an untidy response rather than something measured and tailored, which I would probably never get around to writing.

In my opinion each of the key questions posed by Spectra Communications is important, however I would place special emphasis on the fifth item dealing with "Principal Message".

The Heritage Advisory Committee has spent a large amount of time and debate on discussing how to define the concept of "Heritage" in Burnaby. As I understand the emerging consensus of the Committee we have reached some conclusions on what we don't want it to be and some tentative conclusions on what it should include. Further, we have recognized the defining is an ongoing process and the many communities within our municipality should actively participate in the defining and redefining exercise. Out of the above described (and rather confusingly described) context I would like to move to the issue of "principal message".



There is a realization within the Heritage Advisory Committee that the Municipal Council established the Committee for reasons above and beyond the identifications and preservation of certain examples of our built heritage. There is a recognition that through the use of heritage we can involve the citizenry, both young and old, in the public life of our community. With their involvement we will have increased participation in neighbourhood and community issues and through the process we all achieve enhanced citizenship.

It is my suggestion, therefore, that the video recognize that increased involvement and enhanced citizenship is the "principal message" (or the unstated basic premise) to be included. For the elementary students to become active participants, I believe, they will need to see their heritage as something direct to their experience and inherent in each of their neighbourhoods. It might well be advantageous in the video to attempt to use examples which would allow each viewer to find examples which they would know and recognize as possible heritage examples. In the belief that elementary students carry only a limited number of geographical references (e.g. around school, playground, church, shopping centre, etc.) it might be best to provide them with a collage of examples, some of which would be recognizable as being from their neighbourhood.

As the Burnaby Heritage Advisory Committee has this working definition of Heritage as a social actualization tool within each neighbourhood, the examples to appear in the video will need to be diverse. Burnaby's built heritage contains few and often spatially concentrated examples of high design. I would suggest particular attention be paid to providing a more accurate picture of our municipality's history. For example, there are vistas of which we are proud and which need to be protected. There are fine specimens of our native flora and many examples of craftsmanship imbedded in stone retaining walls, worker/residents homes, public buildings and monuments (example, cenotaphs).

Out of the above comments I suggest certain conclusions regarding the implementation of this video project can be drawn. There should be considerable care taken in writing the video. Consideration might be given for the hiring of a contract writer hired by either the committee or the Video Production Company. Further, because we need images from all neighbourhoods of the municipality and because many of these images (example: specimen trees) are not yet listed in any Heritage Inventory, the project will require considerable effort and time (plus money) in building the collage of examples. Again, either the Committee or the Production Company might give consideration to hiring a contractor to aid in the project.

In order to maximize the video as a teaching tool within the school system, consideration might be given for the inclusion of teacher aids to accompany the video. At its most basic level the aid might identify images in the collage which are likely to be recognized by students in each of the schools. It would also be possible to indicate to the teachers in a few short sentences some of the key influences which have shaped the pattern of development in our Municipality. For example, the east-west nature of our transportation system, which in turn is connected to our geography and economy might be of interest and utility to the teachers.



Inquiries and agreements might also be made with the production company to insure that all materials produced (including out-takes) during the project become the property of the municipality. Such photographic images, captured information and out-takes might well be of interest and value to a reworked video project or some other research/archival project at some distant time in the future. ✓

I hope the above comments provide some context to the members of the Video Committee of the larger social actualization issues which are of concern to the Heritage Advisory Committee. I believe the video project has great potential and I wish you the best in bringing it to a reality.

Yours sincerely



Jim Ross  
Member, Burnaby Heritage  
Advisory Committee

TJR/erb

cc: Spectra Communications

