
TO: CITY MANAGER **DATE:** 2007 October 10

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 77000-30
*Reference: Exemplary in Both - A
Multimedia Project*

SUBJECT: ***“FROM THE HEART: THE FREEMAN LEGACY”***
A MULTIMEDIA PROJECT

PURPOSE: To provide Council with an update on project activities, information on the Chris Awards, and the dates of upcoming television broadcasts.

RECOMMENDATION:

1. **THAT** Council forward copies of this report to Freeman Don Brown, Freeman Alan Emmott, Lillian Herd, Freeman James Lorimer, and Freeman George McLean; Dr. Michael Stevenson, President, Simon Fraser University; Dr. Bill Krane, Associate Vice-President Academic, Simon Fraser University; David Kaufman, Director, Learning and Instructional Development Centre, Simon Fraser University; Heather Hart, District Principal, Burnaby School District 41; Martin MacDonald, Regional Director, Canada Remembers Division, Veteran Affairs Canada; Darrell Carr, Partnership Officer, Canada Remembers Division, Veteran Affairs Canada; and the Burnaby Community Heritage Commission.

REPORT**1.0 INTRODUCTION**

The purpose of this report is to provide Council with an update on the status of the project and particularly information on the Chris Awards, and the dates of upcoming television broadcasts on Knowledge Network.

2.0 BACKGROUND

Council, at the Open Council meeting held on 2005 November 28, authorized the production, duplication and distribution of *“From The Heart: The Freeman Legacy”* – a multimedia project. This project was undertaken as collaboration between the City of Burnaby and Simon Fraser University, with the support of Veterans Affairs Canada and the Burnaby School District 41.

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In recognition of the Federal contribution to the project, French language versions of all project elements were created in accordance with the spirit and intent of the *Official Languages Act*.

3.0 PROJECT OVERVIEW

"*From the Heart: The Freeman Legacy*" tells the story of five World War II veterans from Burnaby, British Columbia, who served their country with distinction during the war. Once home, all five veterans had to readjust to civilian life and went on to serve their community with distinction and steadfast dedication for many years. Each was subsequently awarded honorary title of "Freeman" by the City of Burnaby – the City's highest honour. Don Brown, Alan Emmott, Dave Herd, Jim Lorimer and George McLean demonstrate how service to one's community can last a lifetime.

From The Heart uses a modular approach. All project modules (documentaries, education kits, website, and video games) have been geared for three target audiences – elementary schools, secondary schools, and the general public/special interest groups. All project elements were produced in both English and French language versions to support French Immersion with the Burnaby School District 41 locally and increase the national appeal of the project.

The centerpiece of the project is a 47 minute feature television documentary entitled *From the Heart*. The feature documentary has five chapters:

- *Before the War* - peaceful, but often difficult;
- *Build-up to the War* - things begin to change;
- *War (WW II)* - conflict and sacrifice;
- *Coming Home* - readjusting to civilian life; and
- *Community Service* - making a difference.

To reach specific audiences, the feature television documentary was re-edited into shorter versions to suit elementary school audiences (22 minute version) and secondary school audiences (28 minute version).

These DVD/VHS documentaries are complimented by two education kits (elementary and secondary) which provide supporting material to be used before and after viewing the documentaries. Each education kit contains the documentary on DVD and/or VHS, educational video games, a 31-page teacher's guide (which contains suggested activities, strategies, worksheets), and high interest memorabilia (replica dog tag, seven colour 11" x 17" World War II posters, and a collection of other documents).

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4.0 PROJECT STATUS

4.1 Production

All project elements as described in Section 3.0 are now complete and were produced on time and on budget. All of the English project elements were completed on or before November 2006 and all the French project elements were completed on or before March 2007.

4.2 Distribution

4.2.1 Screening

Over 250 people attended the sold out Public Premiere for the 47 minute English versions of the feature television documentary held on November 1, 2006 at the James Cowan Theatre, Shadbolt Centre of the Arts in Burnaby, BC.

4.2.2 Broadcast(s)

On 2007 March 7, the City of Burnaby entered into a broadcast contract with Radio-Canada. Radio-Canada has committed to three (3) regional television broadcasts (to the four western provinces) and one national television broadcast of *De tout cœur – L'héritage de citoyens d'honneur* (the French language version of *From The Heart: The Freeman Legacy*). The first of the three regional broadcasts (BC, AB, SK, MB) took place via Radio-Canada, on Monday, 2007 March 26 at 10:30 p.m. The date/time of the remaining regional broadcasts and national broadcast via Radio-Canada have yet to be confirmed.

On 2007 September 13, the City of Burnaby entered into a four year broadcast contract with *Knowledge Network* for the 47 minute English feature television documentary. The first two broadcasts by *Knowledge Network* (channel 5 locally on Shaw cable) will be on Saturday, November 10th at 11 p.m. and on Sunday, November 11th (Remembrance Day) at 6 p.m.

4.2.3 DVD's

400 copies of the education release DVD have been ordered by the *BC Social Studies Teachers Association* as part of a bulk order. These DVD's will be distributed to the teachers attending their upcoming conference at Byrne Creek Secondary, Burnaby, BC on 2008 October 19. One DVD will be issued to each conference teacher-delegate.

4.2.4 Education Kits

On 2006 November 2, 100 education kits were issued to Burnaby School District 41 (at no cost to the District) as part of the project budget. This provided Burnaby School District 41 with two (2) copies for each school (82 for the 41 elementary schools, plus two (2) extra and 16 for the eight (8) secondary schools). At the request of the school district, these education kits included both DVD's and VHS tapes of the documentaries.

BC Social Studies Teachers' Association (BC SSTA)

In the summer of 2007, the education kits were endorsed by the BC Social Studies Teachers' Association.

BC Teachers Federation (BCTF)

In the spring of 2007 the education kits were approved by the BC Teacher's Federation (BCTF) as "lesson aids" and the BCTF has since agreed to distribute the four versions¹ of the education kits on a consignment basis as part of its "lesson aids" program. This should significantly increase the profile of the education kits within the public school system across British Columbia.

ERAC

In the spring of 2007, both the English and French versions of the Elementary education kits were submitted by Burnaby School District 41 to the education Resource Acquisition Consortium (ERAC) review process. This submission was made in response to previously identified "gaps" in approved educational resources. On 2007 August 17, the City was notified that ERAC had "approved" both the English and French versions of the Elementary education kits as educational resources. These two "ERAC-approved" learning resources have now been submitted to the Ministry of Education to be considered for Grade Collection in specific curriculum.

4.2.5 Web-site(s)

Two project websites (English and French) have been designed and released for the project and they are located at the following urls:

- www.burnaby.ca/fromtheheart
- www.burnaby.ca/detoutcouer

¹ English Elementary, English Secondary, French Elementary, French Secondary

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These two web-sites contain on-line versions of the documentaries, digital versions of the memorabilia libraries, PDF versions of the Teacher's Guide, and on-line versions of the video games developed for the project.

4.2.6 Post-release evaluation

As part of the project, LIDC completed a detailed post-release evaluation of the project with teachers who had used the materials, members of the public which had viewed the documentary, and members of the project Steering Committee who were involved in producing the project elements. Based on this first hand feedback, the post-release evaluation deemed the project to have been a "success" as an educational resource.

4.2.7 Awards

Educational Technology Users Group (ETUG)

On 2007 April 23, the project was nominated for a 2007 BC Innovation Awards in Educational Technology by the Educational Technology Users Group (ETUG).

55th (2007) Columbus International Film & Video Festival (Chris Awards)

On 2007 September 19, the City was informed that "From The Heart: The Freeman Legacy" had won top spot in two categories and honourable mention in an additional three categories at the 55th (2007) Columbus International Film & Video Festival, also known as The Chris Awards.

"The Columbus International Film & Video Festival, aka "The Chris Awards" have been conducting competitions continuously for 55 years. The Chris Statuette is a highly respected award, and is proudly displayed in the offices of many of the leading film and video makers around the world."

"Since its inception, the object(ive) of the Film Council has been to encourage and promote the use of 16mm motion pictures and, subsequently, media in all forms of education and communication, not only in the local community but throughout the world."

This year, close to 400 entries from twelve different countries were judged at the 55th (2007) Columbus International Film & Video Festival. The City of Burnaby submitted the *From the Heart: The Freeman Legacy* interactive website, school educational kit of print materials, and three versions of the video documentary (general release, secondary school release, and elementary school release) for consideration.

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The interactive website, designed by SFU's Learning and Instructional Development Centre, won the prestigious "**Silver Chris Award**" for best overall interactive online experience.

The secondary school education kit of print materials, authored by Charles Hou and designed by the City of Burnaby, won the top "**Ben Franklin Award**" for demonstrating outstanding design in print materials.

The general release, secondary school release, and elementary school release documentaries, produced by SFU's Learning and Instructional Development Centre, won **honourable mentions in three categories** respectively: The Humanities, Education and Information, and Children and Youth.

These awards will be presented at the Columbus International Film Festival (Chris Awards) ceremony in November.

5.0 CONCLUSION

From the Heart: The Freeman Legacy is a multimedia educational resource which uses contemporary technology (documentaries, websites, and educational games) to deliver and distribute a virtual education kits (general audience, elementary, and secondary versions).

"*From The Heart: The Freeman Legacy*" received rave reviews at the public premiere; has been picked up for regional and national television broadcast; has been deemed as success as an educational resource; and all elements of the project have been recognized by an internationally respected film festival. A great deal of this success is owing to:

- The **technology** is accessible and adaptable to classrooms and home learners across the country.
- The **content** has been organized so that it is appropriate to a range of ages, from elementary students who may not be aware of the events their grandparents and great grandparents lived through, to adult learners who may have knowledge of World War II, and seek to put faces and names to the war-time experience.
- The project's **message** is both timely and timeless: that individual effort and dedication to the principles of exemplary citizenship can indeed make a difference; can help to build a better world for all.

This award-winning multimedia project was the result of a collaboration between the City of Burnaby and Simon Fraser University, with the support of Veterans Affairs Canada and the Burnaby School District 41.

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This project is the latest in a series of successful collaborative projects completed by City of Burnaby and Simon Fraser University under the terms of the *Memorandum of Understanding for Ongoing Research between the City of Burnaby and Simon Fraser University*, signed in 2002.



B. Luksun, Director
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