

Getting Real 7

Documentary Organization of Canada

September 2023



Appendices

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Appendix A. Interviewees

10 interviews were conducted with documentary producers across Canada. The interviewees are included in the table below.

Appendix A - Fig. 1

Name	Company	Province of Operation	Primary Language of Produced Content
Trish Dolman	Screen Siren Pictures	British Columbia	English
Rosvita Dransfeld	ID: Productions	Alberta	English
Connie Edwards	Souleado Entertainment	Alberta	English
Andrée-Anne Frenette	Terre Innue	Quebec	French
Ngardy Conteh George	OYA Media Group	Ontario	English
Victoria Lean	Parrhesia Media	Ontario	English
Teresa McInnes	Sea to Sea Productions	Nova Scotia	English
Kelly Milner	Shot in the Dark Productions	Yukon	English
Leena Minifie	Stories First Productions	British Columbia	English
Don Young	Moorpark Productions	Saskatchewan	English

Appendix B. Survey Questions

Introduction

1. **How long have you been involved in the documentary sector?**
2. **In which province/territory do you live?**
3. **In which language(s) do you create documentary films?**
Please select all that apply.
 - English
 - French
 - Spanish
 - Mandarin
 - Cantonese
 - Punjabi
 - Arabic
 - Tagalog
 - Indigenous language (please specify)
 - Other language (please specify)
4. **How many documentaries in the following formats have you made between 2017-2022?**
 - Series under 30 minutes
 - Series 30 minutes and over
 - One-off short (under 15 minutes)
 - One-off medium (20-40 minutes)
 - Television hour
 - Feature (75-210 minutes)
 - Interactive documentary
 - Other (please specify):
5. **Have you made a documentary about yourself, your family, or your community?**
 - Yes
 - No
6. **How would you best describe the purpose of your current involvement in the documentary industry?**
Please choose one option.
 - as a source of income

- as a way to inform others about a topic important to me
- as a way to share my identity or heritage/culture
- other, please specify:

Economics

7. What was your total production volume for each of the following between 2017 and 2022?

Please round to the nearest \$10,000.

8. Please include your total pre-tax income earned in a typical non-COVID year from any documentary-related sources, both formal and informal (e.g., cash donations, cash merchandise sales, etc.).

Please round to the nearest \$10,000.

9. In a typical non-COVID year, what proportion (%) of your income comes from any activity related to your work in the documentary industry?

- None (0%)
- A little bit (1% - 24%)
- Some (25%-49%)
- Over half (50% - 74%)
- Most (75% - 99%)
- All (100%)
- Prefer not to answer

Making Documentaries in Canada

10. How would you define "Canadian content"?

- Content where the IP is owned by Canadians
- Content where Canadians occupy a majority of key creative roles
- Other (please specify)

11. Which of the following strategies have worked best in helping you reach audiences?

Please select your top 2.

- Impact producer (someone responsible for designing and implementing strategic impact and education strategies around social impact documentaries)
- Hiring a publicist
- Online promotion strategy
- Influencer/brand partnerships
- I have not used any of the above strategies
- Other (please specify)

12. Where were your projects shown?

Please select all that apply.

- On TV
- Streaming platform
- In theatres
- In schools
- In communities
- At film festivals
- On social media
- Other (please specify)

13. In a typical non-COVID year, what would you identify as the top 3 barriers/challenges you experience as a documentary creator?

- Accessing funding to make your film (e.g., availability/lack of seed funding, overall public investment/support from government to documentary sector, access to/eligibility for grants, etc.)
- Accessing funding to market and promote your film
- Salary caps or low rates for above the line/below the line positions
- Difficult in filling crew positions/difficulty in finding work
- Unhealthy or unsafe work environments (e.g., lack of work/life balance, lack of health or other insurance benefits, lack of physical accessibility infrastructure, etc.)
- Prejudice/discrimination related to my race, ethnicity, culture, gender identity, sexual orientation, age, language, disability, and/or religion
- Navigating the bureaucracy of the current mainstream public funding systems
- Limited or no opportunities for career advancement

14. Which (if any) of the following would you say are barriers you face when applying for public funding?

Please select all that apply.

- Meeting eligibility criteria
- Lack of acknowledgment/awareness of my culture/my production structures in public funding models
- Lack of awareness of funding programs
- Difficultly accessing and understanding guidelines
- Lack of accessibility support in applications
- Lack of time/resources
- "By invitation only" policies of funders

- Lack of access to operating funding
- Restrictive timing of funding deadlines
- I did not experience any of these barriers/challenges
- Other (please specify)

15. Please describe some of the strategies you have used to help overcome these barriers/challenges?

16. How often do you typically retain the rights to your Intellectual Property (IP) for projects you initiate?

- Always (91% - 100% of the time)
- Most of the time (76% - 90% of the time)
- Often (51% - 75% of the time)
- Sometimes (31% - 50% of the time)
- Rarely (11% - 30% of the time)
- Never (0% - 10% of the time)
- Not applicable
- Prefer not to answer

17. Please explain why you chose not to retain your IP, or what barriers you experienced in retaining the rights to your Intellectual Property (IP) for projects you initiated.

Funding

18. From which of the following did you access funding for documentary projects between 2017 and 2022?

- National funders
- Provincial funders
- Canadian broadcaster and broadcast-owned platforms
- Arts councils
- Canadian digital platform not affiliated with a Canadian broadcaster
- Independent Production Funds
- International funding
- Federal Tax Credits
- Provincial Tax Credits
- Private Financing
- Donations/crowdfunding
- Personal/self-financing

- Digital Platforms
- Other (please specify)

19. Please select the funders you received funding from for documentary projects between 2017-2022.

National Funders

- Telefilm Canada
- Canada Media Fund (CMF)
- National Film Board (NFB)

Provincial Funders

- Creative BC
- Manitoba Film and Music
- Nunavut Film
- Film PEI
- Creative Saskatchewan
- Ontario Creates
- Screen Nova Scotia
- SODEC
- NB Film, Television & New Media Support Program
- NLFDC
- Yukon Media Development
- Alberta Media Development

Other Funders

- Hot Docs
- Rogers
- The Bell Fund

Broadcasters

- Canadian Broadcasting Corporation (CBC)
- TV Ontario (TVO)
- Knowledge Network
- Superchannel
- Telus
- Bell Media

- Quebecor
- TV5/Unis
- Tele-Quebec
- Accessible Media Inc. (AMI)
- Société Radio-Canada
- Bell - English
- Bell - French
- Corus
- TFO
- Savoir Media
- APTN
- Other

Arts Councils

- Provincial Arts Councils
- National Arts Councils
- Other (please specify)

20. For all the funding sources you accessed between 2017 and 2022, what approximate portion of your project budgets did each provide?

[Only those selected above will be shown.]

- Primary source (50% or more)
- Major source (21% - 49%)
- Minor source (6% - 20%)
- Nominal source (5% or less)

21. Are you able to interim finance the proportion of your projects that you want to interim finance?

- Yes
- No

22. Which (if any) of the following sustainable production practices have you proactively employed to reduce your company or project's environmental/carbon footprint?

- Creating your set and props from natural or upcycled, repurposed materials.
- Using energy-efficient equipment

- Banning single-use plastics
- Hiring crew locally where possible
- Hiring/having a designated Eco Manager on set
- Other, please specify:

Demographics

23. Please check all groups that describe how you identify.

- Black (e.g., African, Caribbean, North American)
- East Asian (e.g. Chinese, Japanese, Korean)
- European
- Indigenous (e.g. First Nations, Inuit, Métis)
- Indigenous outside of Canada (e.g., Māori, Quechua people, Sami, Indigenous, Australian)
- Indo-Caribbean (e.g. Trinidadian with origins in India)
- Latin American (e.g. Argentinean, Chilean, Costa Rican)
- Middle Eastern (e.g. Egyptian, Iranian, Palestinian, Syrian)
- South Asian (e.g. Indian, Pakistani, Bangladeshi)
- Southeast Asian (e.g. Indonesian, Thai, Vietnamese)
- White
- An identity not listed (please specify)
- Prefer not to answer

24. Which of the following best describes your gender identity?

Please select all that apply.

- Agender
- Cisgender man
- Cisgender woman
- Genderfluid/Genderqueer
- Intersex
- Non-binary
- Transgender man
- Transgender woman
- Two-spirit
- An identity not listed, please specify:
- Prefer not to answer

25. Which of the following best describes your sexual orientation?

Please select all that apply.

- Asexual
- Bisexual
- Gay
- Heterosexual or straight
- Pansexual
- Lesbian
- Queer
- Two-spirit
- Other, please specify:
- Prefer not to answer

26. Do you identify as a person living with a mental or physical disability?

- Yes
- No
- Prefer not to answer

27. Please indicate your age by selecting from the appropriate range in the drop-down menu below.

- Under 18
- 19-24
- 25-36
- 37-49
- 50-64
- 65 and over
- Prefer not to answer

Conclusion

28. Is there anything else you would like to share about your experience as a documentary creator in Canada?

Appendix C. Profile of Survey Respondents

Introduction

The Getting Real 7 survey launched on March 27th and closed on May 26th, 2023, receiving 132 complete out of 234 overall responses. This document is intended to provide an overview of survey respondents and, where possible, an understanding of how the survey profile compares with DOC's broader membership.

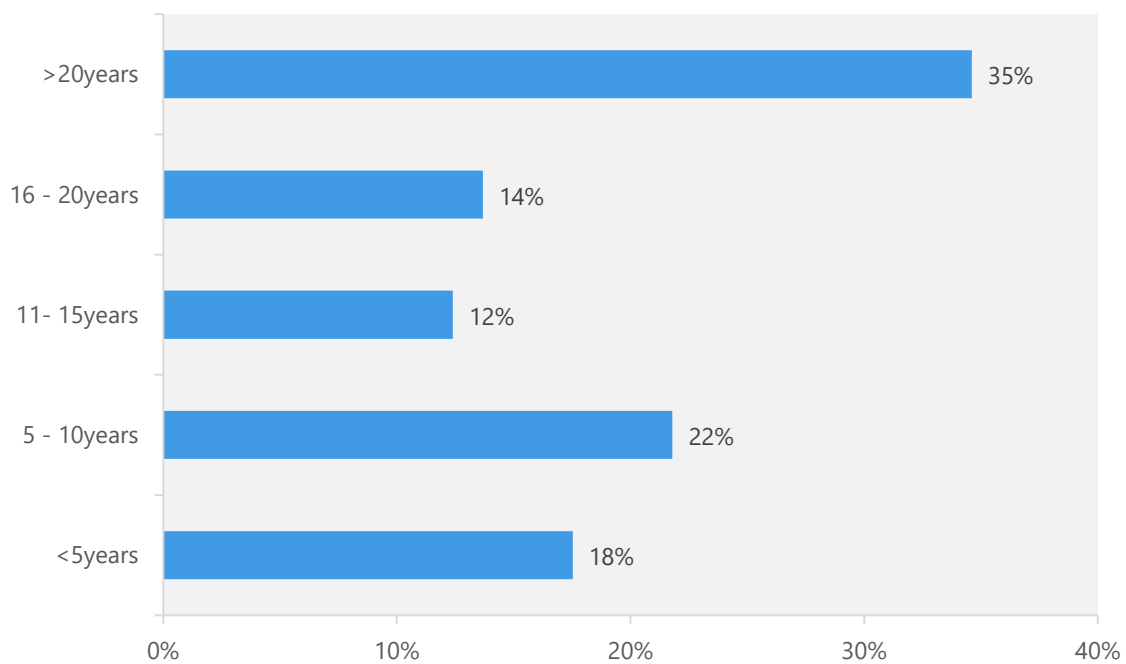
Survey results suggest that the majority of participants have been involved in the documentary sector for over 10 years (61%), with a weighted average of 14 years of experience making documentaries. In addition, most survey participants are residents of Ontario (33%), British Columbia (24%) and Quebec (24%) corresponding with the location of DOC membership. Typical survey respondents identified as white (51%), cis-gender women (44%), and heterosexual or straight (63%). Furthermore, 14% of survey participants identified as people living with a mental or physical disability. While the survey did not receive responses from people under the age of 24, the results indicated a weighted average age of 48 years.

The following section presents a detailed profile of survey responses.

Survey Profile

As depicted in Figure 1, survey responses demonstrate a mixed range of involvement with a weighted average of 14 years of experience in the documentary sector. Over a third of survey participants have been involved in the documentary sector for over 20 years (35%), while nearly a fifth of respondents are relatively new to the sector, having been involved for less than five years (18%).

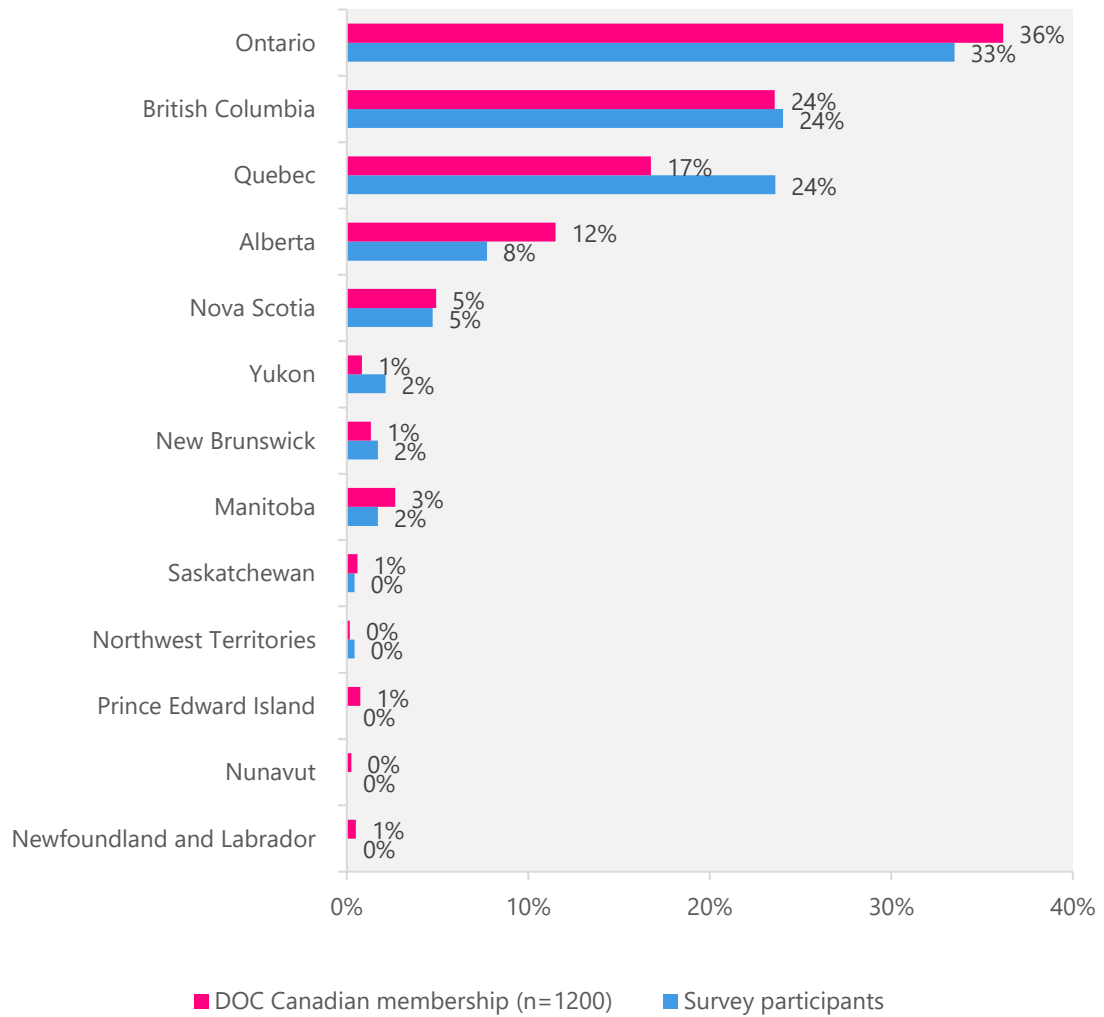
Appendix C - Fig. 1: How long have you been involved in the documentary sector? n=234



Source: DOC Getting Real 7 Survey

Figure 2 portrays a third of survey respondents live in Ontario (33%), while nearly a quarter live in British Columbia (24%) and Quebec (24%) respectively. The survey received limited to no response from five provinces (i.e., Saskatchewan, Northwest Territories, Prince Edward Island, Nunavut, and Newfoundland and Labrador).¹⁸ The location of survey respondents corresponds with the location of DOC membership across Canada.

Appendix C - Fig. 2: In which province/territory do you live? n=233

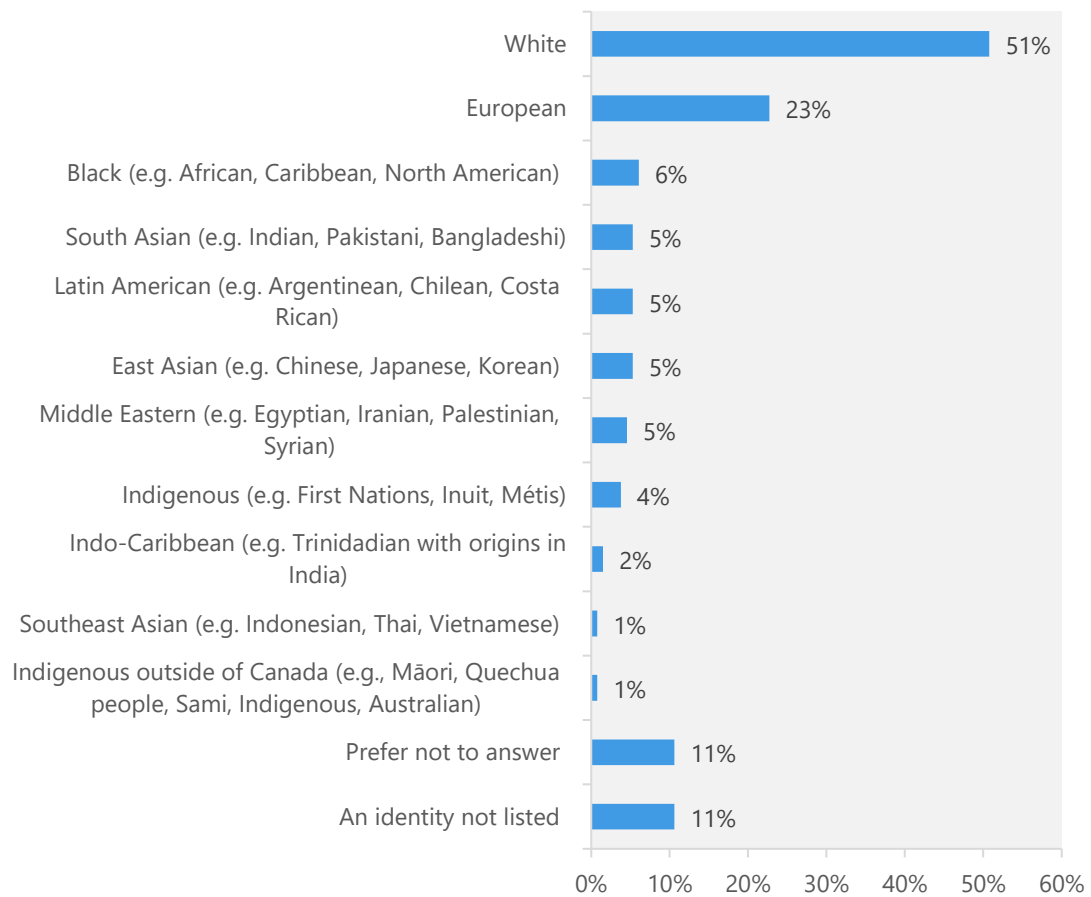


Source: DOC Getting Real 7 Survey & DOC Membership Data

¹⁸ Saskatchewan (1 response), Northwest Territories (1 response), Prince Edward Island (no response), Nunavut (no response), and Newfoundland and Labrador (no response).

While the survey heard from a variety of groups, half of respondents identified as white (51%) (Figure 3). While respondents were permitted to choose as many identities as were relevant, no single marginalized racial identity made up greater than 6% of the results. Given that, as of June 6th, 2023, 40% of DOC membership identify as Indigenous or Black & Persons of Color,¹⁹ the survey results are not fully representative of racialized documentary filmmakers in Canada.

Appendix C - Fig. 3: Please check all groups that describe how you identify. n=132



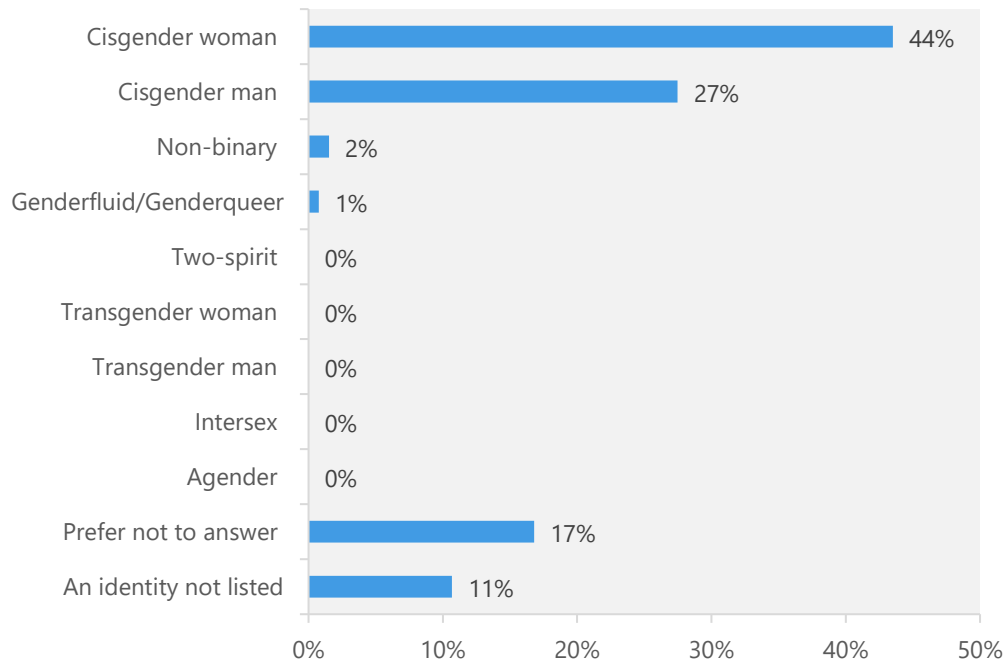
Source: DOC Getting Real 7 Survey

Figure 4 reports the gender identification of survey respondents. Participants typically identified as cisgender women (44%) or cisgender men (27%). 3% of respondents identified as “Non-binary” or “Genderfluid/genderqueer”, while a significant portion of respondents indicated that

¹⁹ 483 out of 1212 total membership. Source: DOC Membership Data

they preferred not to answer the question (17%) or that their gender identity was not listed (11%).

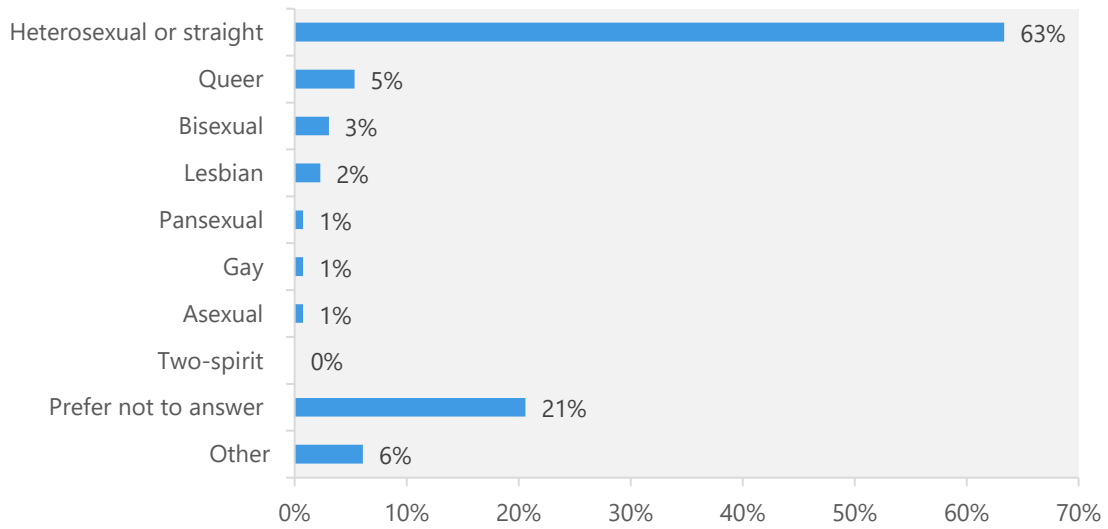
Appendix C - Fig. 4: Which of the following best describes your gender identity? n=131



Source: DOC Getting Real 7 Survey

Figure 5 presents the sexual orientation of participants. Most respondents identified as heterosexual or straight (63%). 13% of survey respondents identified as "Queer", "Bisexual", "Lesbian", "Pansexual", "Gay", or "Asexual". A significant portion of respondents indicated that they preferred not to answer the question (21%) or that their sexual orientation was not listed (6%).

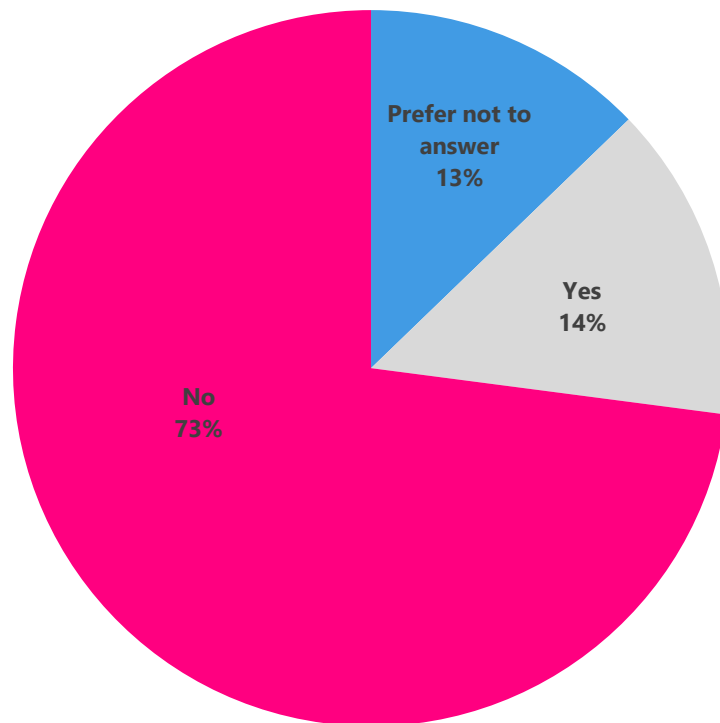
Appendix C - Fig. 5: Which of the following best describes your sexual orientation? n=131



Source: DOC Getting Real 7 Survey

Figure 6 reports 14% of respondents identified as persons living with a mental or physical disability.

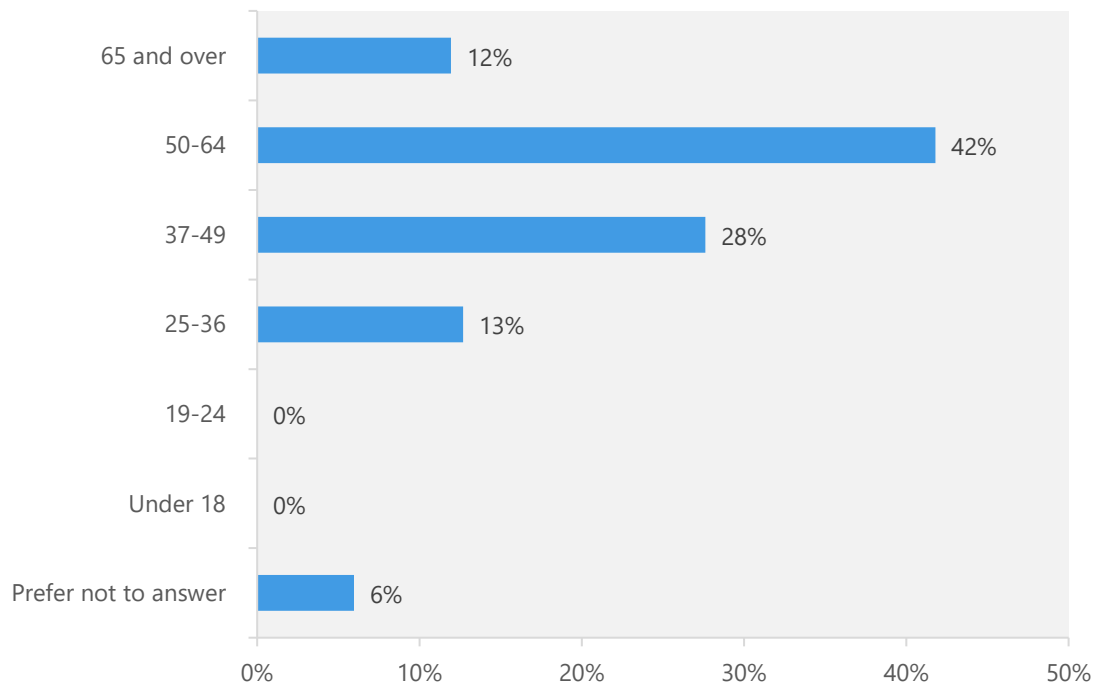
Appendix C - Fig. 6: Do you identify as a person living with a mental or physical disability? n=133



Source: DOC Getting Real 7 Survey

As indicated in figure 7, more than a third of survey respondents were within the ages of 50 to 64 (42%). The weighted average age reported for survey participants was 48 years. Note, the survey did not report any participants under the age of 24 years.

Appendix C - Fig. 7: Please indicate your age by selecting from the appropriate range in the drop-down menu below. n=134

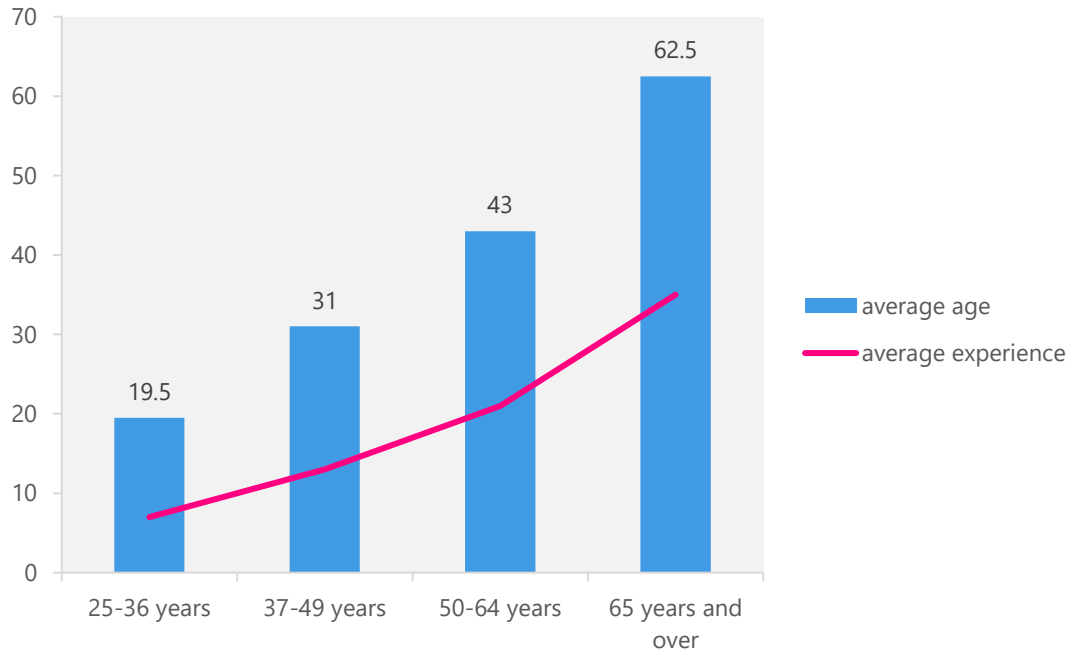


Source: DOC Getting Real 7 Survey

Figure 8 presents a comparison of participants' age with years of experience.²⁰ As expected, there is an increasing trend in years of experience in making documentaries along with participants' age.

²⁰ Using data for participants who reported both age and years of experience in the documentary industry for the Survey.

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Source: DOC Getting Real 7 Survey

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