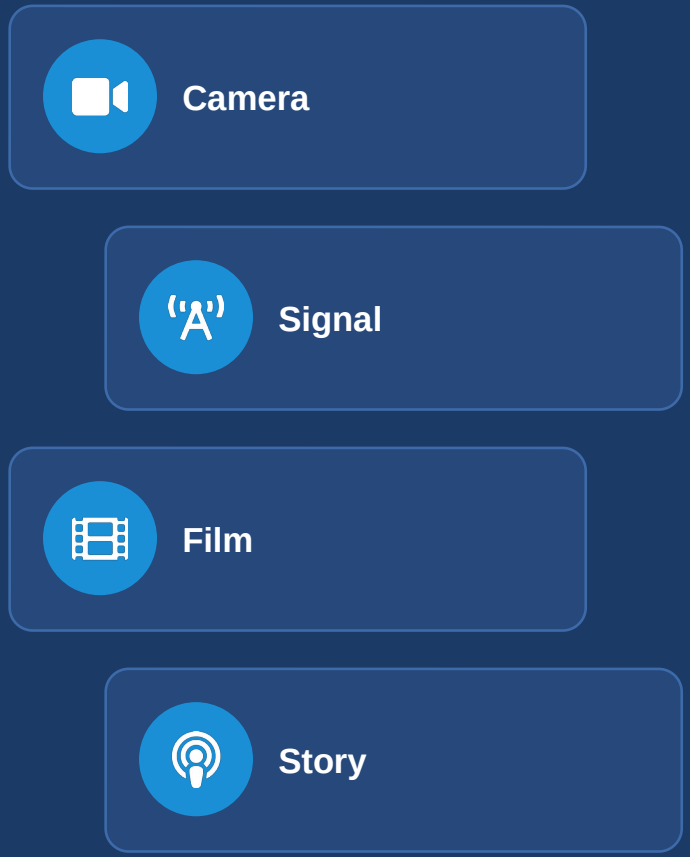
NBE3U Signal and Story, Lesson 1

From Being Filmed to Filming

Who holds the camera, and why it matters



Today's goals

We are learning…

- How First Nations, Métis and Inuit creators built their own media in Canada.
- Why it matters who controls a media text.

I can…

- Describe at least four Indigenous-led media organizations or initiatives and when they began.
- Explain how controlling production changes a media text's purpose and audience.
- Connect this unit to the representations we analysed in Unit 2.
- Write an inquiry question for the unit.

Today's plan

Time	What we're doing	You will…
0–10 min	**Hook**	Discuss
10–35 min	**Timeline**	Build the timeline
35–50 min	**Who, what, why**	Sort
50–65 min	**Why control matters**	Discuss
65–75 min	**Inquiry**	Write

Warm-up



Think back to Unit 2. Who usually held the camera in the images we analysed? Who was in front of it?

Sentence starters

“The camera was usually held by…”

“The people in the image didn't get to…”

“That changed what the audience saw because…”

How it works

- Pairs: 3 minutes.
- Share one idea.

Big idea

For most of the twentieth century, First Nations, Métis and Inuit people appeared on screens made by other people. Since the 1980s, Indigenous creators have built their own broadcasters, studios, festivals and platforms. When the people in the story also hold the camera, the story changes.

Seven milestones

Year	Milestone
1982	Inuit Broadcasting Corporation begins broadcasting in Inuktitut
1990	Igloolik Isuma Productions founded in Igloolik, Nunavut
1999	APTN launches nationally (September 1)
1999	imagineNATIVE founded in Toronto (first festival, 2000)
2017–18	Indigenous Screen Office announced; first director starts
2018	NFB Indigenous Cinema: over 200 films free online
2021	Uvagut TV: the first 24/7 channel in Inuktut

Inuit led the way

Inuit Broadcasting Corporation

Television in Inuktitut, made by Inuit, from 1982.

Isuma

An independent Inuit production company, founded 1990 in Igloolik.

Uvagut TV

Launched 2021: programming in Inuktut, 24 hours a day.

National and festival

APTN

The world's first national Indigenous broadcaster (1999).

imagineNATIVE

A Toronto festival of Indigenous screen and media art (founded 1999).

NFB Indigenous Cinema

Over 200 films by Indigenous directors, free online since 2018.

Sort the contributions

On page 2, in pairs:

1. Sort what you've learned into people, organizations and initiatives.
2. Add one name you already know (a musician, filmmaker or creator).
3. Circle the one you most want to learn more about.
4. Be ready to explain your choice.

Words for this unit

broadcaster	An organization that sends programs to an audience. *APTN, IBC, Uvagut TV.*
production	Making a media text: funding, crew, decisions. *Who decides what is filmed?*
distribution	How a text reaches its audience. *TV, streaming, festivals, social media.*
narrative sovereignty	A people's control over its own stories. *A phrase many Indigenous media makers use.*

About us vs by us

Made about

- Outsiders choose the story.
- Audience: often non-Indigenous viewers.
- Language: usually English or French.

Made by

- Creators choose the story.
- Audience: their own communities, and everyone.
- Language: may be an Indigenous language.

Which differences matter most? Is “by us” automatically more accurate?

Talk it out



Why might it matter that Inuit broadcasting in Inuktitut started in the North before there was a national network?

Sentence starters

“Language matters because…”

“Northern communities needed…”

“A national network had to…”

How it works

- Groups: 5 minutes.
- One reporter per group.

Your inquiry question

On page 2:

1. Write one question this unit could help you answer.
2. Factual: who, what, when?
3. Comparative: how is A like or unlike B?
4. Causal: what effects did it have?

Check yourself

Be honest. This helps you choose what to work on next.

Success criteria	Not yet	Almost	Got it
I can describe four Indigenous-led media organizations or initiatives.			
I can explain how control changes a media text.			
I can connect this unit to Unit 2.			
I can write an inquiry question.			

Exit ticket

1. One milestone and its year.

2. One way control changes a media text.

3. Your inquiry question.

Next class: On Air.

Teacher reveal

From being filmed to filming: key points

Before: For decades, film and TV images of Indigenous peoples were made by outsiders, often as stereotypes (Unit 2).

1982: The Inuit Broadcasting Corporation begins broadcasting in Inuktitut.

1990: Igloolik Isuma Productions, an Inuit-owned independent production company, is founded.

1999: APTN launches nationally on September 1; imagineNATIVE is founded in Toronto (first festival 2000).

2017–2018: The Indigenous Screen Office is announced (2017); NFB Indigenous Cinema puts over 200 films online free (2018).

2021: Uvagut TV launches as the first 24/7 Inuktut channel.

Why it matters: Control of production shapes purpose, audience, language and which stories get told.