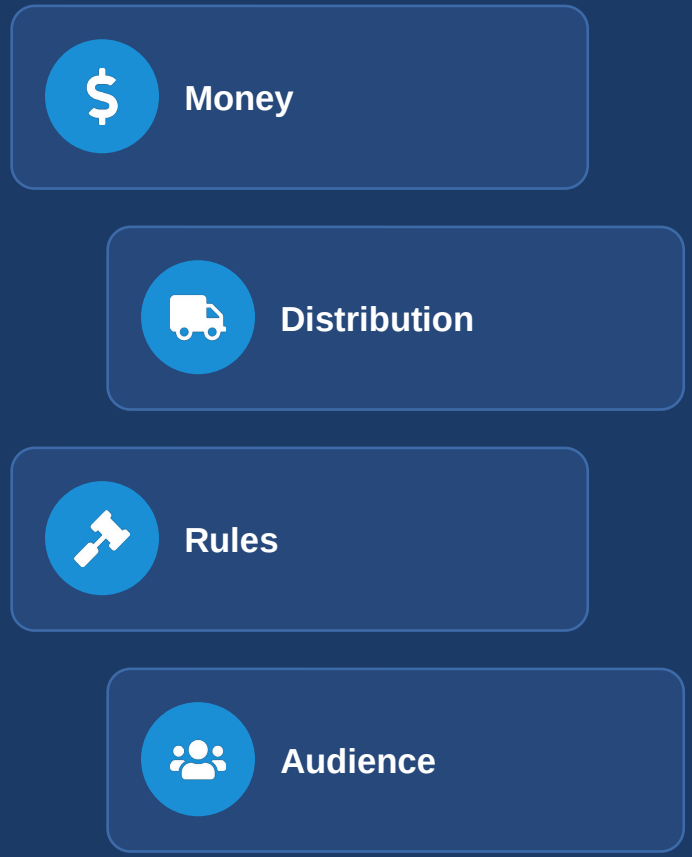
NBE3U Signal and Story, Lesson 3

The Money and the Rules

Funding, distribution and regulation



Today's goals

We are learning…

- How money, distribution and rules shape Indigenous media.
- How access affects whose stories reach audiences.

I can…

- Explain production, marketing, financing, distribution and regulation.
- Describe how one decision (funding, carriage, streaming) affected Indigenous media.
- Trace a media text's path from idea to audience.
- Explain how access and media literacy help creators reach audiences.

Today's plan

Time	What we're doing	You will…
0–8 min	**Hook**	Discuss
8–25 min	**Five factors**	Note
25–50 min	**Four cases**	Read and teach
50–65 min	**Idea to audience**	Map
65–75 min	**Access**	Write

Warm-up



You've written a great film script in your own language. What stands between you and an audience?

Sentence starters

“First I'd need…”

“A big problem would be…”

“The language might…”

How it works

- Pairs: 3 minutes.
- List as many obstacles as you can.

Big idea

Every media text depends on money, a way to reach audiences and rules about who may broadcast. Indigenous creators in Canada have fought for funding that they control, for distribution that reaches their communities and for regulations that protect Indigenous-language programming.

Five factors

production	Who makes it and controls the decisions. *Crew, language, story choices.*
marketing	How audiences find out about it. *Festivals, awards, posts, trailers.*
financing	Who pays for it. *Grants, broadcasters, funds.*
distribution	How it reaches the audience. *TV, streaming, cinemas, festivals.*
regulation	Laws and licences for broadcasting. *The CRTC.*

Jigsaw: four cases

APTN carriage

Licensed nationally in 1999; providers must carry it in basic service.

Indigenous Screen Office

Announced 2017; $65 million over five years in the 2024 federal budget.

NFB Indigenous Cinema

2018: over 200 films by Indigenous directors, free online.

Uvagut TV

Inuktut channel since 2021; added to basic TV across Canada in 2024.

Which factor?

Case	Main factors
APTN carriage	Regulation, distribution
Indigenous Screen Office	Financing, production (Indigenous control)
NFB Indigenous Cinema	Distribution, access, marketing
Uvagut TV	Regulation, language, distribution

The Online Streaming Act



In April 2023, the Online Streaming Act extended Canada's broadcasting rules to online streaming services.

Discuss: how might rules written for TV channels work, or not work, for a creator posting on a streaming platform or social media?

Map a path

On page 2, in groups:

1. Choose a film or show from today's cases.
2. Trace it from idea to audience.
3. Note which factor helped at each stage.
4. Who might still miss it?

Access

What helps

- Free streaming.
- Indigenous-language channels.
- Festivals and awards.

What still blocks

- Slow or costly internet in many northern and remote communities.
- Short funding cycles.
- Audiences who don't look.

Media literacy is part of access: knowing where to look and how to judge.

Back to the warm-up



Look at our list of obstacles. Which ones did today's organizations and decisions address? Which remain?

Sentence starters

“The ISO helps with…”

“Free streaming solves…”

“What's still hard is…”

How it works

- Whole class: 4 minutes.

Write it

On page 2:

1. How do access and media literacy affect whether a creator is seen?
2. Use one case as evidence.
3. Three to five sentences.

Exit ticket

1. The five factors.

2. One case and the factor it shows.

3. One obstacle that remains.

Next class: The Fast Runner.

Teacher reveal

The money and the rules: key points

Production: Who makes the text and controls decisions (crew, language, story).

Financing: Who pays: funds, broadcasters, grants. The ISO advocates for Indigenous creators and administers funding.

Distribution: How it reaches audiences: TV carriage, streaming, festivals. NFB Indigenous Cinema streams over 200 films free.

Regulation: The CRTC licenses broadcasters; APTN must be carried in basic service; Uvagut TV was added to basic service in 2024.

Marketing: How audiences learn about a text: festivals such as imagineNATIVE, awards, social media.

Access and literacy: Free platforms and Indigenous-language channels widen who can watch; media literacy helps audiences find and judge Indigenous-made texts.