

Resource Guide

Best Practices: How to Include the FrancoFUN Communities Within your Festival

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This resource guide is to assist festival organizers through the execution of the five proposed best practices regarding the inclusion of francophone communities within your festival. Each section includes helpful links, tips or directions that you can follow.

1. Communications

Translating key communication items is essential to developing ties with the francophone population and media. Here are some resourceful links to help you in that direction:

Funding programs for translation:

- Official languages funding programs (Government of Canada)
 - o <https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/linguistic-duality.html>
- Support for Translation and Interpretation Programs (Government of New Brunswick)
 - o http://www2.gnb.ca/content/gnb/en/services/services_renderer.201129.Programme_d_ap_pui_à_la_traduction_et_l_interprétation.html
- Market Access Strategy for Official Language Minority Communities (Canada Council for the Arts)
 - o <http://canadacouncil.ca/funding/strategic-funds/market-access-olmc-fund>

Multiple language options – Facebook:

- <https://code.facebook.com/posts/597373993776783/building-a-better-way-to-write-posts-in-multiple-languages/>
- <https://www.facebook.com/help/181155025579876?helpref=related>

Bilingual (and successful) Festival Web Site Examples:

- The *Acadie Rock* festival is a francophone-Acadian event held yearly in Moncton. They do not translate all of their Facebook posts, but they do offer a completely bilingual Web Site;
 - o <http://www.acadierock.ca/en/>
- *Osheaga* is a bilingual music festival yearly held in Montreal (QC);
 - o <https://www.osheaga.com/en>

2. Programming

As previously mentioned, hiring a larger number of francophone musicians as well as bilingual hosts and workshop facilitators would increase the level of francophone representation in your festival. Here are some ideas of where to find them:

Bilingual/Francophone Showcases & Networking events:

- *Festival 506*
 - o Bilingual
 - o Migrating event in NB
 - o October
- *FrancoFête en Acadie*
 - o French
 - o Dieppe (NB)
 - o November
- *Pop Montréal*
 - o Bilingual
 - o Montréal (QC)
 - o September

List of francophone artists (that could totally fit in your line up!):

Acadie:

- | | |
|--------------------------|-------------------------|
| - Les Hôtesses d'Hilaire | - Seconde Nation |
| - Lisa Leblanc | - LGS (Le groupe swing) |
| - Les Hay Babies | - Shaun Ferguson |
| - Caroline Savoie | - Parabole |
| - Menoncle Jason | - Pony Rouge |
| - Cédric Vieno | - Cy |
| - Spoutnique | - Vishten |
| - Nebullama | - Trans Akadi |
| - Papa Ya | - Maggie Savoie |
| - Les Moontunes | - Electric Vibes |
| - Les Jeunes d'Asteure | |
| - Simon Daniel | Quebec: |
| - Thomé Young | - Les Deuxluxes |
| - Pierre Guitard | - Caravane |
| - Kevin McIntyre | - Chocolat |
| - Joey Robin Haché | - Émeraude |
| - Laura Sauvage | - Le Couleur |
| - Julie Aubé | - Raton Lover |
| - Isabelle Ouellet | - Orloge Simard |
| | - Canaille |

Examples of francophone and/or bilingual organisations that could possibly offer workshops at your festival:

- Ferme Terre Partagée
- La récolte de chez nous
- Music/Musique NB
- Arts NB
- Nature NB
- Tourism NB
- Craft NB/Métiers d'Art NB
- Festival FRYE Festival
- Moncton River of Pride
- Multicultural Association of the Greater Moncton Area
- Multicultural Association of Fredericton Inc.
- FICFA (Festival international du cinéma francophone en Acadie)

3. Bilingual Volunteers

Finding bilingual volunteers can imply a little research and might require some networking with your francophone friends. Unfortunately, there is no specific tools or links to help you with this section. However, here are a few tips to help you find bilingual volunteers:

- Identify and approach francophones who normally attend your festival and ask them to be part of your volunteering team
 - o Or ask them for a list of bilingual festivalgoers who could possibly be interested in volunteering at your festival
- Post a bilingual volunteer call on your social medias
 - o The content of this post should be presented in both languages
- Get in touch with francophone associations and municipalities in your region who could already have a list of potential volunteers

4. Adding francophone representatives on your team

Many professionals of the event & music industry in the province are bilingual and have the necessary qualifications to execute quality work in both official languages. If you decide to go forward with this project, it would be beneficial for your team to add Francophone and/or bilingual representatives such as:

- Administrators on the Board of Directors
- Stage managers
- Volunteer coordinators
- Francophone members on your selection committee
- Etc.

5. Resources available for you

Multiple resources are available for organizations and businesses to help promote the linguistic duality and francophone representation in our province and on a national level. You are invited to look them up, analyse them, and decide if and/or how you want to apply them to your festival. Most of the resources are listed in the previous sections. However, here are some extra links and information as a complement if you should choose to move forward with this initiative:

Potential partnership, funding & sponsorship:

Francophone and Bilingual Organisations:

- RADARTS
- SANB
- FCFA
- AAAPNB
- MNB
- ARCF de Saint-Jean
- Musicaction
- RIDEAU
- ROSEQ
- Réseau Ontario
- Canada Council of the Arts
- ANIM

Festivals:

- FrancoFêtes en Acadie
- Festival Acadie Rock
- FRYE Festival
- Festival acadien de Caraquet
- Festival International de la chanson de Granby

Municipalities:

- City of Moncton
- City of Dieppe
- City of Bouctouche
- City of Fredericton
- City of Saint John
- City of Miramichi

Other institutions:

- UNI Financial Cooperation (Formerly named *Caisses populaires acadiennes*)
- Université de Moncton
- CCNB
- Centre culturel Aberdeen (Moncton)
- Centre culturel Kent Sud (Bouctouche)

Francophone Media in NB:

Radio Stations:

- ICI Radio-Canada Première (Moncton, Fredericton, Saint John)
- CJPN 90.5 (Fredericton)
- Bo FM 90.7 (Moncton)
- CKUM-FM (Université de Moncton)
- CHQC-FM (Saint John)
- CKLE-FM (Bathurst)
- CKRO-FM (Caraquet)
- Route 17 (Restigouche-Ouest)
- CJEM-FM (Edmundston)

Newspapers:

- L'Acadie Nouvelle (Moncton)
- L'Étoile (Moncton)
- Le Madawaska/L'Étoile (Edmundston)
- L'Étoile Chaleur (Bathurst)
- L'Étoile de Kent (Richibucto)
- Le Saint-Jeanois (Saint John)

Television station:

- ICI Radio-Canada SRC (Moncton)
- Télévision Rogers (Moncton, Beresford, Grand Falls)
- CIMT-TV, TVA (Edmundston)

Translation organisations:

Canadian Translators, Terminologists and Interpreters Council:

<http://www.cttic.org/mission.asp>

CLS Lexi-tech:

<http://www.cls-lexitech.com/index.php?/en/home>

Corporation of Translators, Terminologists and Interpreters of New Brunswick:

http://www.ctinb.nb.ca/index.php?option=com_content&view=frontpage&id=0&Itemid=1&lang=en

Alianco (formerly known as Traduction NB Translation Inc.):

<http://alianco.ca>

The Federal Government offers a lot of interesting resources regarding bilingualism and the linguistic duality:

Celebrating Canada: A Guide to a Successful Bilingual Event:

<http://www.officiallanguages.gc.ca/en/publications/celebrating-Canada>

Roadmap for Canada's Linguistic Duality 2008-2013 – Acting for the Future:

<https://www.canada.ca/en/canadian-heritage/services/official-languages-bilingualism/roadmap/2008-2013.html>

«Making your organization bilingual» - Practical tools & resources:

http://publications.gc.ca/collections/collection_2015/pc-ch/CH4-1-31-2014-eng.pdf

Osez! Dare!:

<http://osez-dare.aadnc-aandc.gc.ca/eng/1400778485610/1400779863483?pedisable=true>