
EDITORIAL

Foxhole Filmmaking

Michel Brault recently voiced his suspicion that the most important method used to counter our struggle for indigenous cinema involves keeping filmmakers writing briefs and lobbying rather than making films.

No wonder so much of this magazine reads like reports from war correspondents! Here's the latest from the battlefield:

Québec and Canada vs. The Majors and The Mandarins

Federal film agencies have been playing Québécois and Canadian lobbies off against each other for too many years. Now it looks like this will no longer be possible: representatives from the Québec Filmmakers Federation and the Council of Canadian Film Makers recently decided to join forces on issues of primary importance to both contingencies. It was decided that our mutual opposition consists of foreign economic domination and government inaction. We don't have to be federalists to fight together for indigenous cinemas — we know who the enemy is.

Poisoned Popcorn

The immediate emergency prompting that meeting was the Québec government's tabling of the long-awaited Film Bill. The present bill, placing all power under ministerial discretion, is unacceptable since it can only legislate no change or total political control over film — depending on the "minister's discretion". Passage of this Bill would not only hinder Québécois cinema, it would set a dangerous precedent for the other provinces now considering legislation. With the lobbying in Ontario, Manitoba and Alberta gaining increased impetus, we must all strongly oppose legislation which ranges from impotence to totalitarianism.

CinemAlchemy

Now is the time to transform encouragement into cash! Our last editorial outlined our plans for the continued survival, growth, and improvement of this magazine. We are giving it all we've got, but we won't play Martyrs to The Cause.

Programs and policy changes already underway include the increase in sales price and subscriptions, considerable discounts offered to advertisers who pay in advance, massive work in fund-raising, setting up national distribution, and constantly improving the magazine itself. We can't do it alone — we need our readers.

Hand-to-Mouth vs. Money-to-Mouth

Cinema Canada Magazine Foundation is now offering Sponsorships for \$25 per year, Memberships for \$100 per year, and Lifetime Memberships for \$500. All donations are tax-deductible (Canadian Charitable Organisation Number 044-1998-2213) and will include subscriptions, receipts and listings in the magazine.

We know we can make this an excellent magazine devoted to Canadian Cinema — but encouragement is not enough. We need cash.

Cards on the Table: Either this magazine gets rolling this year, or we will all have to cease pretending that Canada's film community needs its own magazine. "It's now or never, la la de da . . .". Note — we still love you, but there's a lot to be said for the politics of realism.