

BCMPA commissions economic study

VANCOUVER – The B. C. Motion Picture Association, along with unions and government, is commissioning an \$80,000 study of industry employment patterns and needs. William Wedley, associate dean of business administration at Simon Fraser University, is chairing the study committee. He says it's needed in order to prepare for the day visiting American production goes elsewhere.

"There are three real things this province has to offer," he told *The Vancouver Sun*, "scenery, a good exchange rate that makes labour costs lower and people skilled in the industry."

"The scenery will be here for a long time to come, but the exchange rate is beyond us. The only real thing we have to control is our skills."

Wedley says the study will look at production and post-production labour, not writing or performing. He estimates there are 3,500 direct jobs already at stake making film one of the fastest-growing aspects of B. C. employment creation; the BCMPA says total spending in 1988 was about \$200 million, up from \$153 million in 1987 and \$87 million the year before.

"We're aiming at something that will say where these jobs have come from, where they're going to come from," says Wedley, "It's an economic study (which) will be used by the industry, by unions and we hope it will serve a use in policymaking."

The Study Committee includes representatives of the BCMPA, unions including IATSE, federal and provincial governments. Employment & Immigration Canada and the B. C. Ministry of Advanced Education are contributing to the report, due next summer.

Couelle joins FUND board

TORONTO – Marcia Couelle has joined the board of directors of FUND (The Foundation to Underwrite New Drama for Pay Television) and will replace Ted Riley, Atlantis Television International, who is now based in England.

The appointment was made recently by Phyllis Yaffe, chairperson of FUND.

A Montreal-based producer and consultant, Couelle has worked with Cinepix, Les Productions Prisma and has advised both federal and Quebec governments on issues of cultural policy.

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Suite 1200-1185 West Georgia St.
Vancouver, British Columbia
Telephone (604) 684-3323
Fax (604) 684-9004

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Schein and Lightburn form new distrib. co.

VANCOUVER – Leonard Schein has resurfaced in a new Vancouver-based distribution company with partner Tom Lightburn, former vice-president of programming for Cineplex-Odeon.

Lightburn is the chief executive officer and Schein is vice-president.

Schein is the founder and former executive

director of the Vancouver International Film Festival. He was executive director of Toronto's Festival of Festivals in 1986 and director of special programming for the Montreal World Film Festival in 1987/88.

The company's first national release is *Buster*, a British film starring Julie Walters and Phil Collins, which opened Dec. 16 in Famous Players theatres.

Festival Films Ltd. is a Canada-wide distributor with offices in Edmonton and Toronto.

Mount Royal Group renewed in L. A.

LOS ANGELES – The Quebec government will retain the services of the Mount Royal Entertainment Group in West Los Angeles for a second year.

Headed by Pierre Godbout, the entertainment group serves as a promotional office for locations and production resources in Quebec.