

COUNCIL OF CANADIAN FILMMAKERS

Box 1003, Station A,
Toronto M5W 1G5

CRTC – Canadian Content in Commercials

The Council submitted a brief and appeared before the Canadian Radio-Television Commission in Ottawa on October 9, 1974 on the subject of the proposed CRTC regulations covering Canadian content in commercials broadcast on Canadian radio and television stations.

In its brief the CCRM urged the CRTC "to institute a complete 100% Canadian content regulation for all television advertising. This means all commercials should be produced by Canadians in Canada if possible. American ads beamed to Canada on American stations should be cut out by cable substitution. Advertising directed at Canadians through American media should not be allowed a tax deduction."

In our oral presentation we stressed the need for a move to one hundred percent Canadian commercials, with exceptions where commonsense suggests that may be necessary, as soon as practical.

Meeting with CFDC

Gratien Gélinas, Michael Spencer and Ted Rouse of the Canadian Film Development Corporation were guests at a meeting of the CCFM Executive on October 10. The discussion covered a wide range of topics related to the activities of the CFDC and feature films.

Some time was spent on the problem of scripts, and script development. The CFDC was anxious to get the views of the CCFM on practical ways in which the Council felt scripts could be developed. In subsequent talks with the CFDC we have suggested that an immediate program be instituted to 1) finance the writing of screenplays; 2)



Michael Spencer

finance the purchase of options and rights on Canadian story materials of all kinds; and 3) ensure that screenplays that are prepared under such a program are made available to potential producers. Such a program should be flexible, so that work could be initiated by a producer, a writer, a director, or any combination of these. The program should also require the highest professional qualifications on the part of writers, directors and producers, and not be used as a training scheme.

The meeting also discussed short films, films for television, the question of whether one of the more practical ideas to help the feature film business is not some form of levy on current box office grosses, and the possibility of developing a publicly funded feature film program.

A further meeting of the Council and the officers of the CFDC is planned.

Conference

The CCFM plans to hold a national Conference on Canadian Film in March 1975. The main purpose of the Conference will be to publicly debate and hopefully arrive at some consensus on propositions for the solution of the Canadian film industry's many problems.

The meeting will bring together the heads of the major government agencies – the NFB, CFDC, CBC – representatives of the Secretary of State and of the provincial governments, distributors, exhibitors, technicians, and film makers of all kinds. It is hoped it will be held at Niagara on the Lake, to be co-sponsored by and using the facilities of The Shaw Festival, who would also mount a Canadian Film Festival.

Among the topics proposed for debate are:

- 1) What kind of film industry do we want? A look at philosophy and policy, markets, and funding.
- 2) The policies of the Federal Government. Items falling under this head include increased incentives to production, the proposed levy on the box office grosses, the control of exhibition and distribution.
- 3) Policies of the provincial governments: quotas; censorship; taxation; the Canadian ownership of theatres.
- 4) The Canadian Film Development Corporation. A new mandate? Its role in television, in publicly funded films in distribution and promotion, and in script development.
- 5) The National Film Board. Its future role, and possible reorganization.
- 6) Television. Its responsibility to Canadian film.

We will have full details as soon as possible. Keep it in mind and definitely plan to attend!

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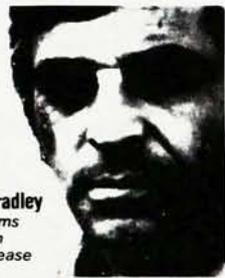
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