

# cinema Canada

# 54

\$1.25



**report on film education in canada  
one-way street of tv distribution**

CANADIAN FILM TELEVISION ASSOCIATION  
ASSOCIATION CANADIENNE DE CINÉMA-TÉLÉVISION



CFTA has prepared a position paper analyzing the failures of the NFB and suggesting how it might be reorganized. It is deliberately a provocative and challenging document that we hope will prompt debate about the future of the Board.

The following are some excerpts from:

THE NATIONAL FILM BOARD- MAKING THE CONCEPT WORK

*Why has the NFB failed?*

The real tragedy is that those who should monitor the Board's performance have usually accepted the Board's effort without question. . . The public is shortchanged because the Board is permitted to transform mountains of money into molehills of film. . . The Board's monopolistic position on sponsored films of all types has had a negative effect on the use of film by government departments in general, even when film should be considered as the ideal communication tool. . . Board filmmakers are often expensive and not very responsive to departmental needs. . . The Board, through a multitude of actions, has shown that it has no sense of responsibility for the welfare of the industry. Industry laboratories, for example, have been asked to make costly changes to compete for Board work at rock bottom prices. Shortly after they have done so and received contracts the Board withdraws the work to its own in-house facilities, apparently as an economy measure. . . The private industry cannot accept the Board as a channel to the government in matters of film policy; the NFB is a roadblock, not a bridge. . . The Board tends to reduce its problems to one: a need for more money. We contend that the main problems at the Board have little or nothing to do with money.

*Some Recommendations*

- "The NFB should be a funding agency which develops programs and facilitates film and media production and distribution that is well conceived and relevant to Canadian needs."
- "The private sector should carry out virtually all government sponsored film and media production."
- "The Board should not have any filmmakers or distribution or laboratory personnel as such as staff."
- "It should require virtually no in-house production facilities."
- "The Board should provide funds...for talented or potentially talented individuals and groups to carry out specific projects that look promising. Such work should be funded on a project by project basis, not as a permanent job."
- "We see the Board as a body which would spend the bulk of its funds on actual work done, very largely outside the organization."
- "The revitalized Board would also operate as a kind of graduate film institute."
- "There will be a very significant advantage to the Canadian cultural community -and to all other Canadians."

Copies of the position paper are available to members free of charge. Please send stamped, self-addressed envelope. Available to non-members: \$2.00

For membership information Contact:

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STOP PRESS:  
CBC Seminar: Members Only  
May 28, 1979 - all day session.  
(includes Peter Harndorf and TV-2 presentation team)  
Further details will be mailed to all members.