

SHOOT ALBERTA

by Linda Kupecek

The March culture ministers' conference held in Montreal has provoked mixed reaction from the film and video community in Alberta, some of whom were taken aback by former Alberta Culture Minister Mary Lemessurier's remarks as quoted in the *Globe and Mail*. Although she spoke strongly for regional representation in the new Telefilm Feature fund, the respected Lemessurier (who recently went down to defeat by the NDP candidate in the provincial election) questioned two vital issues: Canadian ownership of distribution companies, and Canadianization of the publishing industry. At that time she was quoted as saying, "I need convincing that ownership of distribution companies is the only way to get Canadian movies into the theatres."

As Edmonton dramatist Pete White, chairman of the National Council of the ACTRA Writers Guild, commented, "Obviously Mary Lemessurier pays more attention to the American film lobby than to Albertans in the film and television industry." White (who is currently working on scripts for *Beachcombers*, *Danger Bay* and *The Campbells*) added, "As to her fear in respect to 'Buy Canadian' book procurement policies in our schools, what is she worried about? That our kids will find out they're not Americans?" White is national director for the Alberta branch of the ACTRA Writers Guild, which had submitted its views to the minister prior to the conference.

On May 7, the Museum of Movie Art opened in a modest warehouse in northeast Calgary. Inside the doors, the visitor is greeted with an astounding collection of over 4,000 original movie posters, 1,000 vintage movie cards, and over 30 giant billboard posters. Billed as the world's largest collection - worth \$10-15 million - the only museum of its kind is the latest project of Sol Candell, general manager of Consolidated Theatre Services. Established in 1950 as the Theatre Poster Exchange, Consolidated Theatre Services leases movie posters and advertising accessories to the motion-picture industry in western Canada, as well as operating a mail-order business for posters and lobby cards.

On the other hand, the board of the Alberta Motion Picture Industries Association (AMPIA) could not come to agreement on the issues (nor did it send a formal submission to the minister), as some members, according to AMPIA president Michael Hamm, agreed with the minister's reservation.

Hamm, whose company Frame 30 has just wrapped a series of Edmonton Tel commercials, says, "I personally am in full favour of the feature film fund and believe there should be an allotment to the regions, set up similarly to AMPDC." He supports the idea of a fund with a ceiling geared toward low budget and the regions: "It should be Canadian product and not downtown Macleod looking like someplace else."

Frame 30 recently lensed commercials for West Edmonton Mall (35mm for the U.S. market) in addition to the six 30-second spots for Edmonton Tel.

Bob Willis of On/Film Productions in Calgary has finished a series of nine 30-second census spots for Stats Canada, featuring personalities like Ian Tyson and John Vernon (urging you to "count yourself in"). The former Canawest producer lensed the spots (slated for national television) from Vancouver to Newfoundland.

The Southern Alberta Branch of ACTRA hosted a double-barrelled retirement party on May

26, honoring retiring branch representative Peggy Goth, and ACTRA General Secretary Emeritus Paul Siren, who has been touring the country visiting the branches for farewell fêtes. National president Gino Marrocco and recently appointed general secretary Garry Neil joined Siren on the trip from Toronto, moving on to the Banff Television Festival. The Southern Alberta Branch, headed by president Douglas Riske, thanked Goth for her many years of service, noting that the branch had grown from a small group of semi-professionals to a community of professional performers, writers and broadcast journalists in her seventeen years of service. Joining the festivities were William Marsden of the Film Industry Development Office for Alberta Economic Development, who delighted the gathering with an account of how, years ago,

he was partly responsible for the establishment of the branch by shooting *West to the Mountains* in the area, and accidentally falling under the umbrella of ACTRA. Greg Rogers, CBC radio-drama producer, Glenn Ludlow, former film officer for Alberta, and Gene Packwood of ACCESS also attended. The Branch paid tribute to the revered Paul Siren, thanking him for the vision and integrity with which he has united the branches of ACTRA.

Toronto film women

TORONTO - Toronto Women in Film and Video, a 100-member professional group dedicated to promoting the role of women in the film industry, raised \$3,000 at a May 14 benefit screening of director Joyce Chopra's *Smooth Talk* at the Cinema Lumiere theatre.

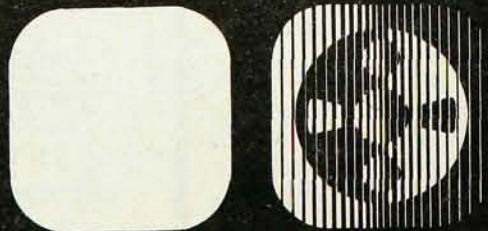
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