

editorial:

Thanks to all those support letters from our readership, Cinema Canada is now the recipient of a Local Initiatives Program grant. Better late than never, and we're grateful.

Our credibility is always increasing. We are now indexed by the International Index of Film Periodicals, a prestigious project of the International Federation of Film Archives, with its headquarters in Brussels, Belgium. They estimate approximately 8,000 to 9,000 entries in 1973, and are selling the service to institutions for a \$325 yearly subscription fee. (Please address subscriptions and inquiries to FIAF Secretariat, 74 Galerie Ravenstein, 1000 Bruxelles, Belgique.

The feature film community is having some financial problems, and it's not just the seasonal slack either. The government is stalling with a decision on the tax-incentive matter, the unions are beginning to realize that asking for too much money will have an adverse effect on feature production, and Canadian films still have a hell of a time getting into our theatres. Consequently, the investors aren't making adequate returns to sell them on the idea of re-investing.

Even the daily press (at least in Toronto) seems to have had second thoughts about our emerging film industry. The *Globe and Mail*, in a snotty-toned editorial, called on Secretary of State Hugh Faulkner to categorically refuse the demands of our guilds and unions (notably the Directors Guild and ACTRA) calling for bigger tax incentives and more Canadian content. We shouldn't "put the film industry on the top of our hand-out list," warns the editorial. The unintentional implication is that we should leave the big corporations there. (*After all, they support the Globe.*)

And *The Toronto Star*, usually outspoken in its support of Canadian films, now asks the editorial question: "Will anyone watch our home movies?" After acknowledging that Canada's investment in our feature industry has resulted in a great outpouring of major motion pictures, the *Star* laments that no one will know how good or bad they are unless a way is found to show them. But instead of throwing its full support behind the demands of our filmmakers, the *Star* would prefer to see additional loans or grants going to them rather than tax concessions, and suggests that when the CFDC's \$20 million is exhausted and a 'reasonable return' does not materialize, then "Canadians have to assume that we are out of our league in popular filmmaking."

We wholeheartedly disagree with the tone of pessimism reflected in these editorials. Our feature film industry is here to stay, and is entitled to the same boosts and advantages as the mining or the lumber industries. Or agriculture, for that matter. Then if the only obstacle between the public and our films is the foreign-controlled theatre chain, let's deal with that problem in a forceful and effective manner. And let's have our editorial writers attacking profiteering distributors and exhibitors, and not the reasonable demands of the film community.

Geneviève Bujold in Claude Jutra's "Kamouraska" - cover photograph by Carle-Lamy.

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