editorial:

This being our fourth issue, we are in a better position now to evaluate publishing matters, than we were in January when we first started.

Our findings indicate that unless we get some government support, we'll be forced to cut back tremendously in the size and quality of CINEMA CANADA. It's not a question of asking for an easy handout, it's merely a recognition of the facts of life concerning Canadian publications.

We were naïve when we started, and in terms of advertising revenue, we hoped for a much bigger response from the Canadian motion picture industry. It's as hard to separate a hard-nosed businessman from his hard-earned dollar, as it is to get him thinking in terms of his responsibilities to support the creative arts of his country. (It really hurts to see double page spreads costing fifteen hunded dollars in U.S. publications paid for by the same Toronto production facility, that previously had turned us away with a flat no. And our full page ads cost less than one-tenth that amount!)

The fact is that without the CFDC and the NFB, there would hardly be a feature film industry worth mentioning in Canada. In the same way, government money is necessary to spur small, independent publications, as well as the entire Canadian publishing industry, so that one day they too can stand on their own feet.

Grants of course are worthless if not coupled with legislation to return control of periodical (and film) distribution to Canadian hands, and if other segments of the mass media neglect their duty to serve and nurture the ever-growing surge of Canadian consciousness. A surge which one day may result in the average citizen of this country actually being aware of his own culture.

We still think that CINEMA CANADA provides a unique forum for the members of the Canadian film community to express themselves, and that it is the only publication on the market which the average person can buy to find out what's happening on the Canadian film scene. If this role does not entitle us to government support, then we're at a loss as to what we could do to qualify.

Take the case of TAKE ONE magazine: it is receiving grants from the Canada Council, the CFDC, and the Province of Ontario Council of the Arts. TAKE ONE, although published in Montreal, is an international film-buff oriented magazine edited in San Francisco. It's Canadian coverage consists of at most one or two out of its forty or so pages. If that little, token Canadian content entitles TAKE ONE to three grants, then CINEMA CANADA should get substantially more Canadian government support.

We would appreciate letters of support from our readers, who recognize the valuable service our magazine offers to the Canadian film community.

Cover photograph by Jean-Paul Bernier :

Paul Almond on location, working on the script of **Journey**.

cinema canada

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Resignation:

Philip McPhedran resigned from Cinema Canada on August 8th, 1972 due to personal reasons.