

WINNIPEG FILM GROUP: PLAN 2013

June 11, 2013

ABOUT THE WINNIPEG FILM GROUP

Incorporated in 1974, the Winnipeg Film Group is a charitable, artist-run organization committed to promoting the art of cinema.

Objects / the legal goal of the organization /

The Winnipeg Film Group was incorporated in 1974 “to encourage the production of films of a social, artistic and educational nature; to make such films; and to enhance the production and appreciation of filmmaking.”

Mission / the current framework of the organization; how it achieves its legal goal /

The Winnipeg Film Group is an artist-run education, production, exhibition and distribution centre committed to promoting the art of cinema.

Vision / the impact the organization aspires to have; where it seeks to be in the future /

The Winnipeg Film Group dares to be the Canadian vanguard in the creation and promotion of diverse cinematic forms and to ignite a community of artistic exploration.

Values / concepts that drive the organization’s strategies /

- ***Artist-Run:*** Promoting artistic achievement and excellence
- ***Diversity:*** Reflective of our community
- ***Film:*** fostering the use and appreciation of motion picture film as an artistic medium, alongside supporting work in digital approaches
- ***Independence:*** Providing a platform for expression to a wide range of voices and approaches, supporting the filmmaker as an artistic creator
- ***Innovation:*** Fostering creativity and new directions and ideas

BACKGROUND TO PLAN 2013

This is the fifth consecutive strategic plan for the Winnipeg Film Group (WFG) since 1998. In developing the 2013 plan, the organization decided to build upon the 2007 and 2010 plans, which articulated a focus on upgrading equipment and facilities, on increasing fundraising and earned revenue capacity, on focusing on audience and member development and on improving marketing and communications practices. While much has been achieved over the past six years, the organization recognizes there is the opportunity to further improve in some key areas.

HIGHLIGHTS OF ORGANIZATIONAL ACHIEVEMENTS SINCE 2010

Key achievements from the 2010 plan include:

- **The establishment of a more efficient staff structure**, where each programming wing – Cinematheque, Distribution and Production – has its own dedicated leadership structure. Historically, multiple staff from each department reported to the Executive Director, however this structure started to become a limiting factor to the WFG’s stated aspirations to build in more staff positions.
- **The evolution of the board structure to focus on governance work**, with committees now focused on work to be completed by the board itself. This follows on the heels of a consultancy scope undertaken by the WFG’s Executive Committee with Chornoboy Consulting, which clarified the formal structure of communication for the organization as an important mechanism for avoiding both confusion and the unnecessary duplication of efforts by different work groups.
- **The creation of three new full time and one part time positions**, to assist in meeting key objectives. These new positions – the Cinematheque Programming Director, Head Projectionist, Technical Coordinator and Executive Assistant – were achieved through project funding, budgetary planning and other internal measures.
- **Major facility developments for our production and distribution centres**, including the construction of a climate controlled vault for our media artwork collection, and new digital edit suites and a digital lab workshop facility centralized on the third floor to serve as resources for filmmakers.
- **The commission and completion of a new, portable building plan** in conjunction with partners Artspace and Urban Shaman Gallery, creating a vision for a new building in Winnipeg dedicated to the media arts that will guide the organization’s facility development needs into the future.
- **An unprecedented major equipment purchase cycle** focused on improving digital technology capacity in all programming areas, including the acquisition of new HD/SLR cameras and multiple digital edit suites for the Production Centre, and HDCAM/Digibeta tape deck and a 4K DCP Christie projector for Cinematheque, specialized digital media shelving for the Distribution Centre’s archival vault, and a high speed FTP server to accommodate the film transfer needs of all three departments.
- **Major administrative systems upgrades**, including migrating to a modern contact management database system to support planned new community engagement initiatives and upgrading to a new, in-house phone system, providing a 50% savings in the phone bill yearly versus historic costs.
- Also included in the WFG’s 2010 plan was the desire to see an assessment process by which to **benchmark the organization’s standing among the peer community**. As this objective was established just as the organization was heading into a major, three-year review with the Canada Council for the Arts – the WFG’s single largest funder – this agency’s assessment of the organization served to meet this objective. In the summer of 2011, the Canada Council released its assessment notes, which revealed that the Winnipeg Film Group has an exceptional reputation nationally – *“The Winnipeg Film Group is a significant, reputable organization providing excellent support to media artists through a multitude of services.”*

PLANNING TO PLAN

As noted previously, the WFG's overall intention in developing the 2013 plan was to build on objectives articulated in the 2007 and 2010 plans, acknowledging that while much has been achieved by the organization in the past six years, there is the opportunity to improve on key, pre-identified areas. For this reason, the major themes of the 2007 and 2010 plans were revisited as a starting point in planning to plan, as well as considering comments and suggestions provided to the organization through a comprehensive online survey process.

Additionally, we consulted with an established filmmaker focus group on March 6, 2013 through a process facilitated by an outside consultant, to obtain some targeted feedback in the following key areas – the first three of which were put forward by staff, and the fourth item which was brought up independently by the focus group. The session's facilitating consultant provided a written summary of the results of the session, and highlights of key points are listed below:

- (1) ***The board's connection to fundraising*** – There was significant support for the evolution of the WFG's board structure to provide room for individuals who have the networks and connections to facilitate private source fundraising, so long as there is a balance of representation among independent filmmakers. Additionally, it was recommended that the board consider how it communicates related to its governance role with established filmmakers, as although established filmmakers may not want to be on the board, they do want to assist in organizational development where they are able. A formal communication process could take the form of constituting an established filmmaker advisory committee, as an example.
- (2) ***The production centre's priorities (in order of priority)*** – The Production Centre's marquee programs are its equipment / facility rentals program and its workshops programming. In light of declining external funder support for the Production Centre's general filmmaker funding programs, this group felt the organization should try to communicate to its own funders as to why contributions to the WFG's filmmaker funding programs are vital. The equipment program has had many historical challenges and, while the organization has improved in this area, the Production Centre still needs to improve as access to affordable and functioning modern equipment is critical for independent filmmakers.
- (3) ***Presentation as a production centre service*** – Access to professional presentation and related programming is seen as an in-demand Production Centre member service. There is, at times, the belief that the WFG's Cinematheque exhibition wing should offer more (non-curated) screening opportunities for Production Centre members, even though the Cinematheque wing is not a member service of the Production Centre but rather a parallel department with its own distinct objectives. The group re-iterated that curation, with professional standards, is an important touchstone for determining work chosen for programming outside of the Production Centre's member premieres program.
- (4) ***Cinematheque's business viability and a potential new facility*** – The group expressed concern for the Cinematheque's ongoing business viability. There was discussion of a number of long-recognized facility and location issues that are problematic in its current premises. Issues brought up include perceptions related to parking and safety. There was also discussion that the Cinematheque could benefit from a more upscale venue and that the organization would benefit from engaging in long term planning in the area of facility and researching any options that could provide the organization with an improved situation.

Finally, an overall recurring theme of this focus group that carried through all topics discussed was the need for improved communications specifically to raise the WFG's profile within the community. It was repeatedly highlighted that the organization is doing great things for filmmakers, cinemagoers and various communities, but that few people know about it, including some in the focus group. One comment that encapsulated this feeling was, ***"Communicating what is being done is almost more important than the activity itself."***

WINNIPEG FILM GROUP PLAN 2013

1. DEEPENING COMMUNITY CONNECTIONS – To develop a larger and more engaged audience, member and supporter base from the community, and to extend the WFG’s reach within Manitoba beyond Winnipeg				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(1a) Develop the “Manitoba Films in Schools” initiative that will see the development of thematic lesson plans based on films from the WFG catalogue to be used in Manitoba classrooms.	<ul style="list-style-type: none"> • Distribution Director • Executive Director 	<ul style="list-style-type: none"> • Planning and Lesson plan development complete by Dec 31, 2013 • Initiative launched by Jun 30, 2014 	<ul style="list-style-type: none"> • Staff time • \$35,000 in dedicated project funding to initiate 	<ul style="list-style-type: none"> • This service is developed and launched • This service is accessed by educators • This service creates new markets for Manitoba films
(1b) Develop off-site, pop-up and regional (Manitoba) screening, production training and outreach programming to complement new online initiatives	<ul style="list-style-type: none"> • Cinematheque Programming Director • Production Centre Director • Executive Director 	<ul style="list-style-type: none"> • Program plan developed by Dec 31, 2013 • Pilot program launched by Jun 30, 2014 	<ul style="list-style-type: none"> • Staff time • \$15,000 in dedicated project funding to initiate pilot • Budgetary planning to support this as an ongoing initiative 	<ul style="list-style-type: none"> • Cinematheque has a comprehensive off-site programming stream, to support new audiences • WFG and Cinematheque have a provincial presence
(1c) Develop a high profile programming plan to celebrate the WFG’s 40 th anniversary in 2014 as a means of fostering increased community support	<ul style="list-style-type: none"> • Executive Director • Department Heads 	<ul style="list-style-type: none"> • Plan in place by Dec 31 2013 • Anniversary celebrations around the 40th anniversary in December 2014 	<ul style="list-style-type: none"> • Anticipated project budget in the range of \$25,000 to \$200,000, depending on the final programming scope 	<ul style="list-style-type: none"> • The WFG has a high profile 40th anniversary program that garners broad public attention
(1d) Develop special Cinematheque programming initiatives to better support young audiences and seniors, as well as to develop opportunities for expanded daytime programming	<ul style="list-style-type: none"> • Cinematheque Programming Director • Executive Director 	<ul style="list-style-type: none"> • Plan in place by Jun 30, 2014 • Anticipated pilot launch in 2014/2015 fiscal year 	<ul style="list-style-type: none"> • Staff time • Dedicated funding through grant requests or budgetary allocations 	<ul style="list-style-type: none"> • Cinematheque is engaging new audiences • Cinematheque programming is reaching young audiences and seniors
(1e) Improve diversity participation by placing priority emphasis on programs and services that support indigenous, culturally diverse and Manitoba filmmakers working in a minority language situation, as well as deaf and disabled filmmakers	<ul style="list-style-type: none"> • Department Heads • Executive Director 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Priority allocations made through department programming budgets 	<ul style="list-style-type: none"> • The WFG’s client and member base is reflective of the diversity of our local community

2. RAISING THE PROFILE OF THE WFG AND THE PROGRAMS AND SERVICES IT OFFERS – To ensure that the WFG is effectively communicating to its members, audiences and the community at large about what the organization does, how it benefits the community and why it merits support				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(2a) Assess the strategic marketing and communications needs of the organization	<ul style="list-style-type: none"> Executive Director 	<ul style="list-style-type: none"> Dec 31 2013: plan in place June 30, 2014: launch 	<ul style="list-style-type: none"> Project funding of \$10,000 to contract consultant to develop the plan 	<ul style="list-style-type: none"> An actionable strategic marketing plan is developed
(2b) Create a Marketing and Communications position for the WFG, tasked with overseeing the continuance of identity management and community engagement objectives for the organization in a sustained manner	<ul style="list-style-type: none"> Executive Director 	<ul style="list-style-type: none"> Plan in place by Jan 30, 2014 Hired within the 2014/2015 fiscal year 	<ul style="list-style-type: none"> Staff time Anticipated yearly budget of \$40,000+ for salary and related office expenses 	<ul style="list-style-type: none"> The position is in place Is able to act on the strategic marketing plan for the WFG to gain an improved profile within Winnipeg and Manitoba
(2c) Document programs and services in an ongoing manner, so as to support the creation of a video spot that is updated on a bi-annual basis	<ul style="list-style-type: none"> Executive Director Department Heads 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Staff time Allocations from department budgets 	<ul style="list-style-type: none"> The WFG is posting online video documentation of the work it does The general community and donors alike have a better understanding of what the WFG does and why it merits support

3. GOVERNANCE DEVELOPMENT – To ensure the WFG’s board is focused on functioning as a governance board, is engaging the community to bring in more volunteer leadership and financial support to the organization, and is completing governance planning and assessment.				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(3a) Develop a governance plan with both an annual and a three to five year calendar, with strategic elements. Among items to consider in this scope include initiating a government relations committee and developing a process to regularly update and assess the achievement of the terms, schedules and objectives for the board’s committees.	<ul style="list-style-type: none"> President Chair of the Board Development Committee 	<ul style="list-style-type: none"> Consultant contracted by Oct 31, 2013 Plan in place by March 31, 2014 	<ul style="list-style-type: none"> \$7,500 in project funding to contract a governance specialist 	<ul style="list-style-type: none"> The board has an actionable yearly plan with three to five year objectives The board understands how it contributes to the WFG’s development
(3b) Develop a plan for the board to develop the capacity to contribute to the organization with a target of 10% of the WFG’s annual operating budget (approximately \$90,000 yearly), through volunteer-led efforts	<ul style="list-style-type: none"> President Chair of the Community Engagement Committee 	<ul style="list-style-type: none"> Plan complete by Dec 31, 2013 Full fundraising scope initiated by Dec 31, 2014 	<ul style="list-style-type: none"> Board time Community volunteers 	<ul style="list-style-type: none"> The board is contributing to the WFG by engaging in fundraising The WFG has additional funds to support objectives

4. ONLINE INITIATIVES – To ensure the WFG is taking advantage of new technologies and web-based platforms to support its programming and services.				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(4a) Plan and launch the iCinematheque.com project, to see an extension of Cinematheque’s programming, with a focus on works by Manitoba directors	<ul style="list-style-type: none"> • Cinematheque Programming Director • Executive Director 	<ul style="list-style-type: none"> • Beta framework developed by Dec 31, 2013 • Public curated program launched by Jun 30, 2014 	<ul style="list-style-type: none"> • Staff time • \$40,000 in dedicated project funding to initiate • Budgetary planning for ongoing programming 	<ul style="list-style-type: none"> • The new portal is launched and functions as intended • The curated programming is accessed by audiences
(4b) Contribute to the Canadian Coalition of Independent Media Arts Distributors (CIMAD) online marketing initiative to support the development of a new digital distribution platform to serve as a resource to the filmmakers we distribute and to the WFG to support expanded markets and revenues for distribution catalogue holdings	<ul style="list-style-type: none"> • Distribution Director • Executive Director 	<ul style="list-style-type: none"> • Development work to Oct 31, 2013 • Stage 1 of platform complete by Jun 30, 2014 • Stage 2 of platform completed by Dec 31, 2014 	<ul style="list-style-type: none"> • Staff time • Dedicated funding from the CCA 	<ul style="list-style-type: none"> • Site is launched to the public • Greater international visibility for the filmmakers and works in our collection • Sales are triggered as a result of the platform • Catalogue collection size is increased
(4c) Develop an online production centre member service platform that offers an array of user-generated services, including public profiles, bulletin board and referral services.	<ul style="list-style-type: none"> • Production Centre Director • Executive Director 	<ul style="list-style-type: none"> • Plan developed by Mar 31, 2014 • Platform launched by June 30, 2015 	<ul style="list-style-type: none"> • Staff time • Dedicated funding through grant requests or budgetary allocations 	<ul style="list-style-type: none"> • The new online service is launched • This service is accessed and used by members

5. DEVELOPMENT OF PRODUCTION CENTRE PROGRAMMING AND SERVICES FOR FILMMAKERS – To ensure that the production centre is effectively evolving its programming and service offering to ensure it is getting ready for the next generation of filmmakers				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(5a) Review and re-strategize the professional development series to support the needs of a new generation of filmmakers, developing a new training model that considers expanded support in creative development and aesthetic concepts	<ul style="list-style-type: none"> • Production Centre Director • Executive Director 	<ul style="list-style-type: none"> • Plan in place by Jun 30, 2014 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • The WFG workshops program is being accessed by a new generation of MB filmmakers

ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(5b) Complete a review of the Production Centre's filmmaker funding programs in light of the needs of the next generation of filmmakers and develop an action plan (which could mean re-structuring the programs, infusing more funding or keeping them as is)	<ul style="list-style-type: none"> Production Centre Director Executive Director 	<ul style="list-style-type: none"> Review completed by Jun 30, 2014 	<ul style="list-style-type: none"> Staff time Budgetary planning may be required 	<ul style="list-style-type: none"> The production "funds" program are reviewed to ensure effectiveness The production funding programs are being accessed by filmmakers
(5c) Create a pilot Special Events contract position for the Production Centre, to support the development of special programming and networking initiatives such as production incubators, member premieres and other events	<ul style="list-style-type: none"> Production Centre Director Executive Director 	<ul style="list-style-type: none"> Job description developed by Dec 31, 2013 Pilot program complete by Dec 31, 2014 Assessment and review complete by Mar 31, 2014 	<ul style="list-style-type: none"> Staff time Dedicated internal budgetary allocations 	<ul style="list-style-type: none"> The production centre is engaging a new generation of filmmakers through special programs These programs are accessed by members

6. COLLECTIONS MANAGEMENT – To ensure that the WFG is adequately managing its distribution collection holdings so as to ensure they are available for research and presentation into the future				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(6a) Develop a plan and budget to digitize a selection of film prints and video works in the distribution catalogue, focusing on a strategic order of importance to the action plan	<ul style="list-style-type: none"> Distribution Director Production Centre Director Executive Director 	<ul style="list-style-type: none"> Plan to identify works and means for digitization by Oct 31, 2013 Complete by Dec 31, 2014 	<ul style="list-style-type: none"> Dedicated CCA project funding Work plan Staff time Technical resources by Oct 31, 2014 	<ul style="list-style-type: none"> A selection of historically-significant MB and prairie films and videos in our collection are digitized

7. FACILITY AND TECHNOLOGY DEVELOPMENT – To ensure that the WFG's facility and technology holdings are sufficiently supporting the organization's mandate, considering the evolution of technology and audience expectations, and adaptable to future needs.				
ACTION ITEM	OWNER	TIMEFRAME	RESOURCES REQUIRED	MEASURE OF SUCCESS
(7a) Develop a three year equipment acquisitions plan and budget for the WFG	<ul style="list-style-type: none"> Executive Director Department Heads 	<ul style="list-style-type: none"> Three year plan created by October 1, 2013 Plan covers July 1, 2014 to June 30, 2017 	<ul style="list-style-type: none"> Staff time 	<ul style="list-style-type: none"> The WFG has a 3-year equipment plan in place by Oct 1, 2013, which it is able to communicate to funders
(7b) Plan for future facility solution opportunities to provide the WFG with the capacity to ensure it is adequately supporting its mandate into the future, including working with Artspace	<ul style="list-style-type: none"> Executive Director Board of Directors 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Staff time Board time Other misc resources 	<ul style="list-style-type: none"> The WFG is actively seeking and uncovering appropriate opportunities to develop its facility so that it is able to fully meet its mandate into the future.

FOCUS GROUP PARTICIPANTS

Invitations to participate in the focus group session on March 6, 2013 were extended to all established independent filmmakers (directors) from the community.

The intention through this process was to seek knowledgeable and informed feedback, as this group knows first-hand what it takes to develop and sustain careers as independent filmmakers, and they additionally have direct experience with the Winnipeg Film Group over decades, having seen its development capacities over the years. Many of the focus group members have been board members of the organization in the past.

The focus group participants contributed a wide perspective of the WFG that spanned its near forty years of existence and reflected a number of different aesthetic practices.

Facilitator:

- Randy Joynt

Focus Group Participants:

- Norma Bailey
- Shelagh Carter
- Noam Gonick
- John Kozak
- Heidi Phillips
- Elise Swerhone

WFG Staff and Board in Attendance:

- Cecilia Aranedo
- Kevin Lee Burton
- Ivan Hughes
- Monica Lowe
- Connie Wachsmann

HIGHLIGHTS OF WEB SURVEY RESULTS

DEMOGRAPHIC OVERVIEW

The web survey released in January 2013 garnered 155 responses:

- 45 of the respondents, or 29%, self-identified themselves as filmmakers (with at least one credit as director)
- 81 of the respondents, or 53%, self-identified themselves as cinephiles, who love to watch films
- The remaining 29, or 18% indicated that they had loose ties to the WFG, either by virtue of having taken workshops in the past, or by working in the local film industry

Among the 89 individuals who responded to the survey identifying themselves as members of the Winnipeg Film Group, the following strong demographic trends appeared:

WINNIPEG FILM GROUP MEMBERS

- Over 60%, are under the age of 35; while 81% are under 45
- Over 70% are male; 30% are female
- The average household income of over 67% of these members respondents is between \$0 and \$49,999
- Over 77% have a level of education varying from high school to a completed under-graduate degree

CINEMATHEQUE MEMBERS

- Over 61% are over 45; while over 45% are over 55
- 53% are female; 47% are male
- The average household income of the majority of the member respondents was disbursed almost equally from \$0 to \$99,999; while 10% of these members indicated their average household income ranged from \$150,000 to \$199,999.
- Over 61% of Cinematheque members have a graduate or professional degree; while over 74% have at least one university degree

SNAPSHOTS OF FEEDBACK

CONSIDERING YOUR EXPERIENCE WITH ALL OUR PROGRAMMING WINGS (CINEMATHEQUE, PRODUCTION AND DISTRIBUTION), WHAT IS THE MOST IMPORTANT FUNCTION OF THE WINNIPEG FILM GROUP TODAY?

- "Giving local filmmakers encouragement and offering them the opportunity to make films and the chance to be part of a community of like-minded people"
- "Access to functioning equipment is a great thing for this city. Having great staff that is welcoming and helping is a great way to keep the momentum of a film project. The distribution department seems to be developing very well. Less artist charges are coming through, thanks to a focus on distributing to festivals that pay artist fees instead of charging application fees"

CONSIDERING YOUR EXPERIENCE WITH ALL OUR PROGRAMMING WINGS (CINEMATHEQUE, PRODUCTION AND DISTRIBUTION), WHAT WILL BE THE MOST IMPORTANT FUNCTION OF THE WINNIPEG FILM GROUP TEN YEARS FROM NOW?

- “To continue to provide low-cost access to filmmaking equipment and increase grant support to all levels of filmmakers in Manitoba. It will be very important to maintain analog film equipment in the future”
- “Cinematheque to continue its great programming for the public viewing of Canadian and international independent films, including having filmmakers present their work”

IF YOU HAVE ATTENDED IN THE PAST YEAR, WHY DO YOU ATTEND CINEMATHEQUE?

- “Great alternative programming. Enjoy programs with Q&A and panel discussions”
- “The sense of community, every time I go there I see people who I have taken workshops with or within the film industry. The different types of movies. Seeing movies not everyone else will have a chance to”

IF YOU ARE A CURRENT MEMBER OF THE WINNIPEG FILM GROUP, WHAT MOTIVATES YOU TO RENEW YOUR MEMBERSHIP?

- “Access to Production Funds, access to equipment, member rates on workshops, and the incredible supportive production staff”
- “I love the Winnipeg Film Group. I would never have made one film if it wasn’t for the wonderful, approachable people and the truly supportive infrastructure”

WHAT EXTERNAL OPPORTUNITIES SHOULD CINEMATHEQUE BE TAKING ADVANTAGE OF? AN OPPORTUNITY IS SOMETHING POSITIVE THAT IS HAPPENING OUTSIDE OUR ORGANIZATION THAT WE MIGHT BE ABLE TO TAKE ADVANTAGE OF.

- “Collaborations with university researchers / depts. Integrate screening with university courses”
- “Local musicians (I love screenings with live scores)”
- “Use the mobile Cinematheque – get out there and screen in interesting locations: pop-up cinema, events outside of the physical space of the building”
- “Retrospectives”

GIVEN THAT CINEMATHEQUE NEEDS TO MAKE CHANGES, WHAT ARE THE MOST IMPORTANT CHANGES IT SHOULD MAKE?

- “Offer a downloadable program guide for tablets or make an app”
- “Offer a streaming services for local and foreign and indie films”

IS THERE SOMETHING THAT CINEMATHEQUE COULD DO TO IMPROVE HOW IT COMMUNICATES UPCOMING PROGRAMMING? IF SO, PLEASE DESCRIBE.

- “Perhaps selecting community members to be ‘spokes persons’ for a film program/screening – that way, it doesn’t always come from the WFG/Cinematheque, as it often gets blurred into the mass of information that gets distributed weekly. Targeting the audience through local filmmakers.”
- “I also like the fact that I get the newsletter and am connected to the industry in some way. Being as I am starting out, it’s nice to have some sort of constant connection.”