



Promoting Films By Women

Film & Video Distribution

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MANAGEMENT MEETING 18/12/91

Present: Anna Liebschner, Julia Knight, Liane Harris, Elaine Burrows, Satwant Gill, Carla Mitchel

Report back on initiatives and budget for BFI application for 92/93 funding. The review with the BFI to be held on Jan. 15th at Cinenova's office.

We have forecasted an increase of £4000 deficit compared to to the last 91/92 cashflow sent to the BFI. The decrease in self-generated income is primarily due to lack of film promotion/marketing during the Circles/COW campaign and insufficient hand-Over of Cinema of Women's titles.

We have succeeded in paying off 16,000 worth of creditors left over from previous years. Budgets will be made available at the next management meeting.

Initiatives/projects/plans:

RIVERSIDE: 3 programmes in conjunction with the London Film-makers Co-op will be screened at the Riverside Studios during International Women's week: March 7th - THE DISPLACED VIEW
(cultural displacement)

March 8th - ANIMATION BY WOMEN

March 14th - FROM KITSCH TO CROTCH
(lesbian films)

Each screening will be followed by an hour's informal discussion.

ICA: Cinenova has been offered a bi-monthly annual slot at the ICA for seasons of women's along with ICA seminars to be curated by different women programmers. Costs will be covered by the ICA.

ADDITIONAL FUNDING:

FOUNDATION FOR SPOT AND THE ARTS - We will be applying for a capital grant for a new computer and a new catalogue.

ARTS COUNCIL - An application is being made for a regional tour
reg. no. 1730697

co. ltd. by guarantee

v.a.t. no 393 7603 24

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of a package of experimental women's films.

METRO- A summer festival at the Metro Cinema in London is in the planning stages. The festival will be focused on European women film-makers. Commercial sponsorship will be sought.

STAFFING: Liane is on 4 days, Gill on 2 days and will be leaving at the end of March and Sue George is on 1 day a week.

We are budgeting for a 10 day week. It is essential to have a full staff compliment in order to carry out our aims and objectives.

Management members agreed to be involved with interview procedures, job descriptions etc.

CHARITABLE STATUS: Solicitor James Sinclair Taylor has estimated a fee of £450 and approx. 6 months for obtaining charitable status.

NVO's - need more information/research re. Cinenova's potential for accessing NVO's with material from catalogue, ie, educational packages.

MARKETING: A marketing strategy has been devised in the form of mailshots to target all groups, including 8 courses in 100 universities and polys around the country.

Discussion ensued around the Arts Council event on new technology and possible future acquisitions and funding and sponsorship.

Cinenova's business plan/application will be available at the next management committee meeting and will cover all of the above in much more detail.

Next meeting to be held at Cinenova at 7:00 on Jan. 29th, 1992.