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## PROPOSAL: A DISTRIBUTION AGENCY FOR INDEPENDENTLY PRODUCED VIDEO.

IN THREE SECTIONS: OUTLINE; DETAILED PROPOSALS; BUDGET.

### OUTLINE.

IT'S TIME INDEPENDENT AND LOCAL VIDEO GROUPS HAD A BREAK. FOR MANY YEARS NOW THEY HAVE BEEN THE POOR RELATION IN THE FUNDING WORLD. THEY ARE FURTHER ISOLATED BY THE LACK OF ANY EFFECTIVE DISTRIBUTION NETWORK, OR FORUM IN WHICH TO EVOLVE A CRITIQUE OF THEIR OWN PRODUCTIONS.

THIS PROPOSAL IS BASED ON THE RECOGNITION THAT THE SETTING UP OF A NATIONAL DISTRIBUTION AND INFORMATION CENTRE IS NOW ESSENTIAL FOR ANY FURTHER DEVELOPMENT OF INDEPENDENT VIDEO PRODUCTION - PARTICULARLY IN VIEW THAT VIDEO IS THE FASTEST GROWING MEDIUM IN OUR SOCIETY.

THE PROPOSAL CAN BE SUMMARISED AS FOLLOWS:

- A. TO PROVIDE A RELIABLE FULL-TIME VIDEO TAPE DISTRIBUTION AND INFORMATION SERVICE AIMED, INITIALLY, AT COMMUNITY GROUPS, TRADE UNIONS, EDUCATIONAL ESTABLISHMENTS, GOVERNMENT AGENCIES, CHARITIES, SPECIAL PROJECT GROUPS, EXHIBITIONS, VIDEO AND FILM FESTIVALS AND LIBRARIES.
- B. TO MAINTAIN A COMPREHENSIVE INFORMATION SERVICE ON GROUPS, FACILITIES AVAILABLE, TAPE USERS AND FEEDBACK TO PRODUCTION GROUPS.
- C. TO ESTABLISH - IF POSSIBLE, ON THE SAME PREMISES - A VIDEO CAFE VENUE FOR VIEWING AND DISCUSSING PRODUCTIONS. IT IS ENVISAGED THAT THIS WOULD BE A REGULAR LUNCH AND EVENING PROGRAMMED VIEWING VENUE, AND WOULD ALSO BE USED FOR PREVIEWS, PRESS SHOWS, WORKSHOPS, RESEARCH, ETC, AS WELL AS BEING OPEN TO THE PUBLIC ON A CASUAL BASIS. IT ALSO OFFERS AN OPPORTUNITY FOR CONTINUAL EVALUATION OF ALL NEW MATERIAL.
- D. TO PUBLICISE AND PROMOTE EXISTING VIDEO PRODUCTIONS AND ENCOURAGE FURTHER PROJECTS AND WORK.
- E. TO PROVIDE LIMITED TECHNICAL FACILITIES: TWO VHS PLAYBACK UNITS WITH MONITORS FOR HIRE; BASIC FACILITIES FOR DUPLICATION OF TAPES AND/OR TRANSFER FROM ONE VIDEO STANDARD TO ANOTHER, AT A COST EFFECTIVE RATE.

ALTHOUGH THE PROPOSAL IS PRIMARILY CONCERNED WITH ESTABLISHING A VIDEO AGENCY, WE HOPE THAT IT WOULD GRADUALLY GROW TO INCORPORATE AUDIO AND TAPE/SLIDE MATERIAL AND ALSO BE CROSS REFERENCED TO PHOTOGRAPHY EXHIBITIONS, ETC. FROM THE OUTSET WE WOULD INTEND TO ESTABLISH A MULTI-MEDIA INFORMATION SERVICE.

### DETAILED PROPOSALS.

#### DISTRIBUTION AND PUBLICITY.

SERVICE TO 'VIEWERS' WOULD INCLUDE COMPREHENSIVE INFORMATION ABOUT THE TAPES AVAILABLE; SUGGESTIONS FOR MULTI-MEDIA PACKAGES, OR EXHIBITIONS; VIDEO SEARCH SERVICE; RELIABLE BOOKING AND MAILING OUT SERVICE; REGULAR CHECKING OF ANY DAMAGE TO TAPES; PREVIEW FACILITIES.

SERVICE TO PRODUCERS WOULD INCLUDE PUBLICITY; ORGANISED FEEDBACK FROM TAPE USERS; ROYALTIES ON EACH HIRING. COMMON TO BOTH WOULD BE THE CONSTANTLY UPDATED INFORMATION RESOURCE REGARDING POTENTIAL VENUES, WHERE TO GET EQUIPMENT AND SUPPLIES, CURRENT PROJECTS AND GROUPS.

THE AGENCY WOULD MAKE A VARIETY OF ARRANGEMENTS WITH TAPE PRODUCERS, CONCERNING EXCLUSIVE OR NON-EXCLUSIVE DISTRIBUTION RIGHTS AND CONTRACTUAL AGREEMENT ON ROYALTIES AS A PERCENTAGE OF THE HIRE FEE.

IT WOULD ALSO SEEM EXPEDIENT TO PROVIDE TWO VHS PLAYBACK DECKS AND MONITORS BOOKABLE BY GROUPS (PROBABLY RESTRICTED TO THE GREATER LONDON AREA), IN MUCH THE SAME WAY AS FILM DISTRIBUTORS ALSO HIRE OUT PROJECTORS. THIS COULD GO SOME WAY TOWARD FILLING THE GAP BETWEEN GROUPS WANTING TO VIEW MATERIAL AND NOT HAVING ACCESS OT THE EQUIPMENT.

IN ADDITION TO A MAIL ORDER DISTRIBUTION AND SALES SERVICE, THE AGENCY COULD ALSO CONSIDER HELPING TO ORGANISE EXHIBITIONS AND SHOWINGS TO SPECIALISED AUDIENCES, AS WELL AS PROMOTING SUCH VENTURES AS A 'LIBRARY SUBSCRIPTION' SERVICE.

INFORMATION SERVICE.

IN ADDITION TO THE INFORMATION RELATED TO PRODUCTIONS AND PRODUCERS, THE AGENCY WOULD HOLD INFORMATION - LEGAL, TECHNICAL, POLITICAL, FINANCIAL ORGANISATIONS, ETC.- AS PART OF ITS SERVICES TO PRODUCER GROUPS AND EXTENSIVE FILES ON PLAYBACK FACILITIES, VENUES, AGENCIES, ETC., FOR VIEWING GROUPS.

FEEDBACK FOR THE AGENCY AND TAPE PRODUCER COULD BE A CONDITION FOR HIRE, SO THAT PRODUCERS WOULD GET MUCH MORE THAN ROYALTIES AND PUBLICITY FROM THE AGENCY, AND THE AGENCY ITSELF WOULD HAVE A PICTURE OF DEMAND AND QUALITY - INCLUDING OF ITS OWN PERFORMANCE.

PRODUCTION SERVICES.

DUPLICATION FACILITIES ARE ESSENTIAL TO PROVIDE COPIES FOR SALE AND HIRE, AND AS A SERVICE TO PRODUCERS. THE AGENCY WOULD REQUIRE, AT A MINIMUM, A U-MATIC AND PHILIPS RECORDER/PLAYER, TOGETHER WITH THE TWO VHS MACHINES ALREADY MENTIONED, IN ORDER TO OPERATE A DUPLICATING AND TRANSFER SERVICE FROM ONE TAPE STANDARD TO ANOTHER. THE MACHINES WILL ALSO BE REQUIRED TO CHECK RETURNED TAPES FOR DAMAGE.

VIEWING FACILITIES.

WE PROPOSE THAT PREMISES BE FOUND FOR THE AGENCY WHICH CAN PROVIDE A PERMANENT SPACE FOR VIEWING, PERAHPS ACCOMMODATING THIRTY TO FORTY PEOPLE.

IT COULD BE BOOKED BY GROUPS AS A VENUE, WOULD PROVIDE PREVIEW AND PRESS SHOW FACILITIES AND COULD BE ESTABLISHED AS A REGULAR LUNCH AND EVENING VIEWING VENUE WITH A PUBLISHED PROGRAMME OF SCREENINGS. COFFEE, ETC., COULD BE SOLD AS INCOME AND HIRE AND/OR ADMITTANCE FEE COULD ALSO BE CHARGED.

THE AGENCY COULD ALSO ACTIVELY PROMOTE THE SHOWING OF VIDEO ELSEWHERE BY PUBLICITY, ADVICE, ETC.

BUDGET.

ESTIMATED COSTS:

FULL TIME WORKER.....	5,500
TAPE ACQUISITION AND PUBLICITY.....	2,000
U-MATIC, PHILIPS AND VHS MACHINES.....	5,000
PREMISES.....	2,500
TELEPHONE, ELECTRICITY, ETC.....	1,500
TOTAL.....	<u>16,500</u>

PROJECTED INITIAL EXPENDITURE:

FIRST YEAR.....16,500  
 SECOND YEAR.....9,000  
 THIRD YEAR.....5,000

THE AGENCY SHOULD AIM TO BE SELF-FINANCING AFTER THREE YEARS AND SHOULD DEVELOP ITS INCOME POTENTIAL ACCORDINGLY.

SOURCES OF INCOME AT THE START OF PROJECT:

TAPE HIRE AND SALE,  
 SUBSCRIPTIONS (FROM INSTITUTIONS OR EDUCATIONAL BODIES),  
 VHS EQUIPMENT HIRE,  
 TAPE DUPLICATING AND TRANSFER FACILITIES CHARGES,  
 HIRE OF VIEWING FACILITIES,  
 VIDEO CAFE SCREENINGS INCOME (INCLUDING REFRESHMENTS),  
 CHARGES TO INSTITUTIONS FOR USE OF INFORMATION/ARCHIVE RESOURCE.

IT IS IMAGINED THAT THE WORKFORCE NEEDED TO MAINTAIN THE SERVICE WILL GROW AS THE DEMAND AND INCOME ALLOW.

IT IS PROPOSED THAT A BODY OF ELECTED, OR REPRESENTATIVE PERSONS AND THE AGENCY STAFF MEET REGULARLY TO OVERSEE DEVELOPMENTS.

NOTES.

THIS IS ONLY INTENDED AS A DISCUSSION DOCUMENT AND WE WOULD INTEND TO SOLICIT AS MANY VIEWS AND IDEAS AS POSSIBLE BEFORE TAKING IT MUCH FURTHER, BUT WE WOULD HOPE THAT THE AGENCY WOULD GET OFF THE GROUND WITHIN SIX MONTHS IF THE INITIAL IMPETUS IS NOT TO BE LOST.

MANY FUNDING BODIES WHICH HAVE SUPPORTED 'COMMUNITY MEDIA' IN THE PAST MAY WISH TO SERIOUSLY CONSIDER THE PROPOSAL IN THAT LIGHT AS A MEANS OF EXTENDING THE IMPACT AND DEVELOPMENT OF THEIR PREVIOUS INVESTMENT.

LIKewise, MANUFACTURERS OF VIDEO/AUDIO EQUIPMENT MAY BE INTERESTED IN SUPPORTING THE PROJECT, ENSURING THAT THE RANGE OF VIDEO STANDARDS ARE REPRESENTED AND , PERHAPS, SEEING IT AS A WORTHWHILE INVESTMENT ON THEIR OWN PART.

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