



Promoting Films By Women

Film & Video Distribution

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2ND AUG 1992

Dear *Julia*,

The last management meeting was on Aug. 26th. This was an 'informal' meeting as the only members present were Satwant Gill, Carla Mitchell, Liane Harris and Kate Norrish.

Kate and I took the opportunity to air some of the problems we are having with working for Cinenova. The problems are not new and have been discussed at other Management meetings but we feel that the situation has reached the point where radical changes in the organisation must now take place.

As you know, the work load far exceeds the capabilities of two workers. More of a problem though is the overwhelming sense that Cinenova lacks direction. We feel that 'women's films' has lost meaning as our markets are so broad and we have lost sight of what our objectives are. This makes most of the projects we're working on and any promotion we do about the company itself a nebulous task. Basically our energy is drained from this.

A few ideas were thrown around during the meeting re. changing Cinenova. It was felt that we need to rid ourselves of what Circles and Cow were (while ofcourse not dismissing this history) and narrow down our objectives. One idea was to focus on PROMOTING WOMEN'S FILMS. In effect, put aside distriubtion and raise funds to organise screenings and events of women's films from other distributors including work we already hold. How we would generate our own income is another question but this kind of radical change is what we need to look at.

There will be an 'emergency' meeting at Cinenova on WEDS. 9TH SEPT. at 6:30. It is very important that you attend!

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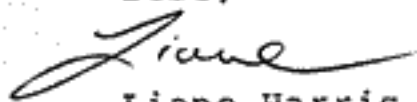
Kate and I will work on a detailed list of all the problems we feel exist in the organisation and will present this at the meeting. At the meeting we hope to come to some firm decisions about what Cinenova is and what changes need to take place.

The 1st item we will be discussing is what each member thinks Cinenova is about. This will be used as a starting point to discuss what changes need to occur. Some items to consider are: 1) ways YOU think Cinenova can 'transform' itself to make it a viable company given the actual resources we have 2) at what stage we should implement this change and 3) where the cutting off point should be with regard to projects already underway.

Please send apologies prior to the meeting if you are unable to attend as we would like to know who will be there.

We look forward to hearing your ideas.

Best,



Liane Harris