

D. Curtis
cc Al Rees.

Proposals for "Film Umbrella"

That it should have more independent/autonomous image. We should agree to its composition/brief and overall aims, attempting to widen them within its own limitations (mainly financial).

Give it a formal title with address and logos.

Establish a regular newsheet (two sides of A4) with info on visiting film-makers, exhibitions, new films, etc for sending out to venues, workshops, colleges, mags, newspapers etc. This could list contacts and asterisk ones where Umbrella might be able to play middle role - perhaps raising money as commission from original host institute eg Goethe inst., Canada Hse, etc.

Handle publicity, bookings for film-makers as individuals - this would be not detrimental to distributors, but as in case of co-op would perform function they cannot fulfil. Possibility of small commission from bookers for Umbrella so that it could attempt some financial income.

Establish an arrangement with a venue or gallery for regular evening or whatever when we could use venue for films, new releases. in London and perhaps other major cities. e.g. ICA rooms upstairs with rent discount.

Act as agent for films for ch.4, venues, abroad etc (e.g. Austrian TV deal earlier this year) USA etc.

Organise publicity sheets on film-makers/films when they come and act as publicity and booking agency for them. This would involve contacting individual film-makers and making sure co-op etc didnt feel threatened financially. Again, with commission which would be justified by publicity sheets, arranging dates, visiting filmmakers.

Some ideas worth discussing between us.

Mike O'Pray

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