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Film Circuit Newsletter

Winter 2018

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Letters



CEO, TIFF

Each year I look forward to the Toronto International Film Festival because, in addition to celebrating great works of cinema, it provides me with the opportunity to meet with many of you at the annual Film Circuit Summit. This past September, as in previous years, I was struck by your passion for film and dedication to serving your communities by bringing the best of Canadian and international film back to your local audiences. We at TIFF are so grateful for the grassroots work you do, and for your efforts to support the Canadian film industry.

See you at the movies,

Piers Handling

Director & CEO
TIFF



Senior Manager, Theatrical Programming

Winter is at our doorstep, and cinema — the number-one escape — is here to gather us.

This is a huge season for some of the best art-house and specialty films being released, and many of you are also entering your most successful and engaging screening period. It is undoubtedly a strong year for film, and the variety to choose from for your audiences is exciting. In *Meditation Park* and *The Leisure Seeker* (both of which screened at this year's Film Circuit Summit; for more information, see our recap on page 14), we found engaging crowd-pleasers that elicited meaningful conversations among viewers. *Call Me By Your Name* is an absolute art-star of a film that is bound to receive award nominations and become one of the key films of the season. Extraordinary master auteurs who are an integral part of their national cinemas have created some of the best work of their careers: Aki Kaurismaki's *The Other Side of Hope* (also at the Film Circuit Summit) and Agnès Varda and JR's *Faces Places* are two of the most affecting and beautiful films we have seen this year. We can't wait for you to share such high-quality films with your audiences throughout the winter season. Thank you for your incredible work in making cinema-going a vibrant experience.

Magali Simard



Manager, Film Circuit

It's always wonderful to be able to reconnect with a number of you at our TIFF Film Circuit Summit, and at other Canadian film festivals across the country during this busy fall season. It's the perfect time for our team to take the temperature of Film Circuit and see what successes and challenges were top of mind over the past year.

With work for 2018 underway, we are taking a closer look at the suggestions and feedback we've received so far, with the aim of prioritizing items that are beneficial to you running your series. We start that process with our improved release schedules, which you have by now received. You'll notice that we have made it more user-friendly by adding Canadian- and francophone-content icons and tagging films with key words that can help shape your programming. We have also increased both the quality and quantity of films, while balancing depth with some lighter-fare films.

Personally, I am extremely excited about Mina Shum's new film *Meditation Park*. As a second-generation Chinese Canadian who grew up in Vancouver, I found that the film really resonated with me and reflected some of the strong, independent women that I grew up with. Please help us share this crowd-pleasing story with your audiences.

Ming-Jenn Lim



Manager, Film & Digital Print Services

Hello, and welcome to Film Circuit's winter season!

The Film & Digital Print Services department is looking forward to a completely storm-free winter!

Just kidding. Storms are inevitable, and so we must be prepared and make room for their disruption of our transfers between venues. Your programming team aims to keep a buffer between bookings, but we need you to ensure you're following shipping instructions closely to maintain these timelines. Please take the time to notify us of any potential delays due to local weather. We can usually come up with alternative solutions if we are aware of the full scope of the situation.

And, please don't hesitate to copy any of us at FDPS in the event of an issue. We will always ensure the right people are informed ASAP. However, one way to head off many potential problems is to ensure you have **one** print traffic address on file with Film Circuit where shipments can be received during regular business hours. This is also a good time to remind you that in the event of an emergency, you can use any of our mobile numbers to reach someone on the team. Should one of us be unavailable, other team members can assist.

Jen MacFarlane



Senior Manager, Marketing & Strategy

'Tis the season to love film!

Winter is coming, bringing with it both the Holidays and the cold weather, so now is the time to position your Film Circuit location as one of the best things to do this season. Newspapers, blogs, and community web pages are a great resource — with holiday roundups, event listings, end-of-year top 10 lists, and more entertainment- and lifestyle- focused content. When pitching these outlets, consider a movie's theme and who may be interested: are there local community groups, businesses, and blogs that you can connect with? With a great selection of family-friendly films, thought-provoking documentaries, and intense dramas, there is a range of themes you can tap into. Both media and audiences love a unique selling point. Share some stories behind the making of our upcoming films that can help you pitch these as must-see events — for example, *Loving Vincent*, the world's first fully oil-painted feature film; *Faces Places*, a beautiful collaborative film from 89-year-old feminist filmmaker Agnes Varda and French street-artist JR; and *The Breadwinner*, a touching story that is exec-produced by UNHCR goodwill ambassador Angelina Jolie.

Michelle Lemmon

Film and Digital Print Services Staffing Changes

After four years of service, Logan MacDonald moved on from TIFF last August to share his great artistic talent with students in his native Newfoundland. Many of you would have had the opportunity to meet Logan in person at our annual Film Circuit Summits, or over email as he oversaw the shipment of thousands of films for Film Circuit screenings. While we'll miss Logan deeply, we wish him nothing but the best in his new job.

Hitting the ground running at the busiest time of the year, Adam Singer took over the Coordinator, Film and Digital Print Services position just prior to the start of the 2017 Toronto International Film Festival. He will be overseeing shipments for a number of distributors and this list can be found on our website, along with Adam's contact information. Joining us after working with Cineplex, Adam has a keen understanding of Canadian geography and FDPS protocols, making him a great addition to our team. Welcome, Adam!

Film Circuit at a glance

Welcome, new groups!

Apsley, Ontario (August 2017)
Haida Gwaii, BC (September 2017)

Welcome back!

Castlegar, BC (September 2017)

British Columbia

Bella Coola
Campbell River
Chilliwack
Courtenay
Cranbrook
Duncan
Fernie
Fort St. John
Gibsons
Golden
Grand Forks
Invermere
Kamloops
Kelowna
Langley
Maple Ridge
Merritt
Mission
Nanaimo
New Westminster
North Vancouver
Penticton
Port Alberni
Port Moody
Powell River
Prince George
Prince Rupert
Quadra Island
Qualicum Beach

Quesnel
Revelstoke
Salmon Arm
Saturna Island
Smithers
Surrey
Trail
Vancouver
Vanderhoof
Vernon
West Vancouver

Alberta

Banff
Blairmore
Calgary
Cochrane
Drumheller
Edmonton
Fort McMurray
Grande Prairie
High River
Jasper
Lacombe
Legal
Lethbridge
Medicine Hat
Nordegg
Olds
Pincher Creek

Red Deer
Rocky Mountain
House
Spruce Grove
Stettler
Sylvan Lake

Saskatchewan

Estevan
Kindersley
Moose Jaw
Prince Albert

Manitoba

Boissevain
Brandon
Flin Flon
Gimli
Portage La Prairie

Ontario

Ajax
Alliston
Ancaster
Aurora
Bancroft
Barrie
Belleville
Bracebridge
Bramford

Brockville
Cambridge
Campbellford
Chatham
Cobourg
Collingwood
Cornwall
Fenelon Falls
Forest
Goderich
Gravenhurst
Haliburton
Halton Hills
Hamilton
Hanover
Huntsville
Kincardine
Kingston
Lindsay
Madoc
Markham
Midland
Milton
New Liskeard
Newmarket
Niagara-on-the-Lake
North Bay
Oakville
Orangeville
Orillia
Oshawa

Ottawa
Owen Sound
Palmerston
Parry Sound
Pembroke
Perth
Peterborough
Picton
Port Hope
Renfrew
Richmond Hill
Sarnia
Sault Ste. Marie
Simcoe
Smiths Falls
St.Catharines
Stittsville
Stouffville
Stratford
Thunder Bay
Timmins
Uxbridge
Welland
Windsor
Woodstock
Quebec
Hudson
Potton
Newfoundland
Corner Brook

New Brunswick

Fredericton
Saint John
Woodstock

Nova Scotia

Annapolis Royal
Bridgewater
Liverpool
New Glasgow
Shelburne
Wolfville

Prince Edward Island

Charlottetown
Summerside



RUMBLE: The Indians Who Rocked the World



A Man Called Ove



Their Finest

By the numbers



Maudie

We're very pleased to announce that *Maudie* is now the highest-grossing Film Circuit title of all time!

Thank you so much to all the Film Circuit organizers who joined us in celebrating this Canadian title and bringing it to your local communities, and a big thank you to producer Mary Young Leckie, executive producer Heather Haldane, and actor Zachary Bennet, who played Maud's brother Charles, for joining us on the road to share their incredible stories with our Film Circuit audiences. Thank you to Mongrel Media for providing us with this film and early access to it for our Film Circuit locations.



The Trip to Spain

Film Circuit's Top 10 highest-grossing films of 2017

January 1 – September 30, 2017

<i>Maudie</i> 🍁	1
<i>Manchester by the Sea</i>	2
<i>The Eagle Huntress</i>	3
<i>I, Daniel Blake</i>	4
<i>Their Finest</i>	5
<i>Lion</i>	6
<i>Moonlight</i>	7
<i>A Man Called Ove</i>	8
<i>Denial</i>	9
<i>The Dressmaker</i>	10

Film Circuit attendance leaders for 2017

January 1 – September 30, 2017

Collingwood	12,978
Charlottetown	8,910
Ancaster	7,508
Barrie	5,780
Wolfville	5,621
Orangeville	5,454
Thunder Bay	5,137
Belleville	4,899
Midland	4,778

Film Circuit's most-anticipated films for 2018

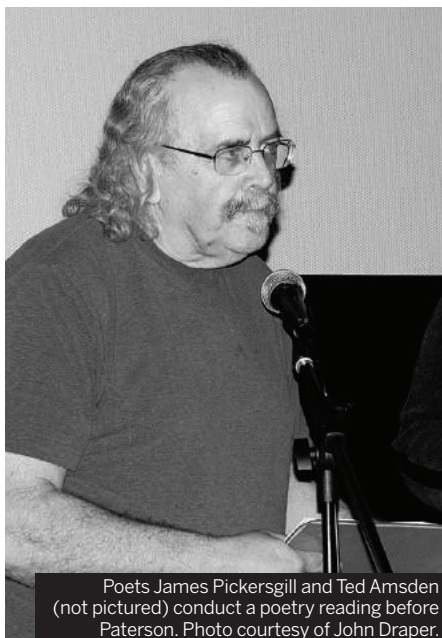
Please contact your programmer for availability.

Meditation Park 🍁
Call Me by Your Name
The Other Side of Hope
C'est la vie
The Leisure Seeker
Mary Shelley
The Rider

Special mention

Congratulations to Annapolis Royal, Nova Scotia, for their record-breaking screening of *Maudie* in Spring 2017 bringing over 1300 people in to see the film!

Film Circuit spotlight



Poets James Pickersgill and Ted Amsden (not pictured) conduct a poetry reading before *Paterson*. Photo courtesy of John Draper.

Poetry is alive, well, and living in Cobourg!

On April 9, as part of TIFF Circuit Cobourg's 2017 Northumberland Film Sundays Spring Series, we had the pleasure of screening *Paterson*, Jim Jarmusch's lovely film starring Adam Driver as a military man-turned-bus driver who writes poetry in response to daily life and the world he sees and feels around him.

In honour of the screening, and with April being National Poetry Month, we thought what better way to bring poetry to the forefront of this cinematic afternoon than to extend an invitation to two of Cobourg's brilliant local poets to deliver the opening remarks preceding *Paterson*.

Ted Amsden, Cobourg's Poet Laureate, and local poetry impresario James Pickersgill both addressed the audience with their poetic energies.

Ted's response following the film: "I was moved to tears a few times by the gentle truth of it. I thought the absence of self-important drama common with many films was notable."

James also liked the film very much. "It gave that feeling of how extraordinary those things can be in life that so many of us cannot see as anything beyond the ordinary," he said.

Thank you, Ted and James, for contributing to the extraordinary success of *Paterson* — one of our TIFF Circuit films!

Glenda Jackson
Northumberland Film Society



Timmins Film Society bursary recipients (left to right) Brian Ansara, Thomas Sebalj, and Riley Paradis

Timmins Film Society awards its first scholarships

The Timmins Film Society announced the first recipients of their scholarship program, a fund which was newly created this year to support and encourage local students to pursue a post-secondary education in film and the arts. TFS members felt strongly about wanting to give back to the community in a tangible way, and saw the scholarship program as an opportunity to draw attention to our young local artistic talent which is often overlooked.

Committee members reached out directly to contacts at the local secondary schools in order to find candidates for the scholarship. All applicants had to be enrolled in a postsecondary program related to the dramatic arts, film studies, or film

production, in addition to submitting a short essay expressing their interest in film or the dramatic arts. A committee of Timmins Film Society members evaluated the applications and chose three award winners — Brian Ansara, Thomas Sebalj, and Riley Paradis — based on the quality of their submissions.

The scholarships were made possible in part by funding received through our screening sponsorships program. As long as we are able to maintain support from our local businesses and organizations, we hope to continue to offer the scholarships in the future.

Meagan Sinclair
Timmins Film Society

2017 Spinning Reels Bursary Award

We are happy to announce that the ninth annual Spinning Reels Bursary was presented to two different local students: John Kang, of Bracebridge and Muskoka Lakes Secondary School, and Jesse Ricottone from St. Dominic High School. The awards include \$1,000 for each student.

Spinning Reels Bracebridge is a local not-for-profit group of volunteers that brings independent movies to Muskoka and provides filmgoers in under-served communities with transformative experiences through Canadian and international film.

The Spinning Reels criteria states that candidates must be students in their final year of secondary-school study and seeking admission to first-year undergraduate studies at a university or college in one of the following disciplines: Film Studies, Motion Pictures Arts & Sciences, Animation Arts Programs, Film and Television Production, Theatre Arts – Production or Performance, Digital Media Arts.

John attended BMLSS and actively participated in making short films and music videos. He will attend Ryerson University to study film editing. He was pleased and appreciative for the bursary, noting: "Thanks to Spinning Reels, I will be able to buy equipment for school to make the videos I love."

Jesse attends St. Dominic and states that he has been running live video broadcasts throughout the school for over a year. Says Jesse: "It's amazing that we have boards like Spinning Reels who support the arts and students like me to attend university, and offer the support available for students to give back to the community."

Jesse also has been involved in making short films and videos. He wants to attend postsecondary school for cinematography and create films and videos that are creative and make people laugh.

The board of Spinning Reels is happy to contribute this bursary to the education of local students, knowing it will make a difference to the students and to the arts in Bracebridge and beyond.

Maria Duncaif-Barber

Sponsorship Chair
Spinning Reels Bracebridge



Sandy Yudin of Spinning Reels Bracebridge, Jesse Ricottone, Maria Duncaif-Barber of Spinning Reels Bracebridge, and John Kang



Producer Mary Young Leckie poses next to Maud Lewis' great-granddaughter Melissa Muise

Maudie tours Film Circuit

From the effusive reaction *Maudie* received at its screening during the 2016 Film Circuit Summit, the Film Circuit team knew that we had a potential hit on our hands. What we didn't know at the time was the incredible support we would receive from the *Maudie* team. Since that screening, *Maudie* has gone on to become Film Circuit's highest-grossing film of all time, with over 25,000 people attending screenings across the country. Bolstering these numbers was the amazing guest visits to a total of 10 Film Circuit locations across Ontario. Beginning in 2016, the Windsor International Film Festival welcomed the film's producer Mary Young Leckie, executive producer Heather Haldane, and the actor Zachary Bennett, who played the brother of title character Maud (Sally Hawkins).

Mongrel Media generously provided Film Circuit with early access to *Maudie*, allowing many Film Circuit locations to begin screening the film for their audiences in April, prior to the film's official

theatrical release. Once again, the *Maudie* team came out in full force to support the release, with Mary and Charlotte Vincer, who accompanied Mary on the tour visiting Perth, Smiths Falls, and Fenelon Falls in an ambitious four-screening tour. Three days later, Mary was back on the road to Cobourg for the Northumberland Film Society's screening, and then to Welland for an intensive four screenings in one evening. Later that May, Heather travelled to the Quinte Film Alternative in Belleville for an introduction and Q&A.

The team continued their support, with Heather visiting Bancroft in June, and Mary helping the Jack's Lake Film Association ring in their inaugural festival this August in the Apsley Boat Barn. Their touring continued into the fall, when Mary visited Halton Hills and Gravenhurst for screenings in November. After a whirlwind season, we would like to send a big thanks to the whole *Maudie* team for their outstanding support.

On the road with Maudie:

An interview with Mary Young Leckie



Producer Mary Young Leckie spoke to us about the creation of her Film Circuit blockbuster *Maudie*, and her travels across Film Circuit communities

Can you please tell us how this project began? What initially brought Maud Lewis to your interest as a potential subject?

I was in Halifax filming *Shattered City*, a drama about the Halifax Explosion of 1917, in which 2,500 people were killed and 9,000 more injured. My mum was five years old at the time and survived the blast; she became a character in my script. She died during prep, and I flew home [to Ontario] and saw her off, and then returned to Halifax to work. A dear friend, our camera operator, took me to the Maud Lewis Gallery at the Art Gallery of Nova Scotia to cheer me up. I looked at Maud's little house, which is now in the gallery, wandered through her paintings, and then watched the NFB doc on a loop about three times. Glenn says he saw a light bulb go on and I said, "I have to make her story!"

Was it important for you to work with a female writer and director for this film?

Sherry [White, *Maudie's* screenwriter] was new to the writing scene when I first read her script for *Crackie*, her first feature. Her particular voice, her

take on the world, her clear love for the most marginalized of characters, just seemed a perfect fit for *Maudie*. I don't think I thought too much about her gender. Aisling [Walsh, *Maudie's* director], too, came to me based on other work of hers — *Song for a Raggy Boy*, *A Poet in New York*, *Fingersmith* — character-driven storytelling. Maybe women are more drawn to the details of a life? I don't know; that feels like a bit of a generalization. But if you look at my body of work, women do tend to be in many, if not most, of the key creative roles. I love working with women. For some reason I am not great at dealing with "power politics" — never have been. I just don't know how to play those games. And, in general, I find my female colleagues don't want to go there. Filmmaking is a hard job. But it can be fun, really fun. Making *Maudie* was fun!

What has been the most rewarding part of creating *Maudie*?

Without a doubt, the audience responses; I have never received so many "love letters" to a film in my career, either directly or via my other colleagues, Aisling, Sherry, the cast, the crew.... This



Mary Young Leckie introduces *Maudie* at Perth Film Nights screening

film is touching hearts. And the outpouring from our Canadian audiences — just extraordinary. Our anglophone-Canadian audiences are much more reluctant to see a Canadian story (generally) than an American or British film. The fact that *Maudie* has been breaking box-office records here at home is even more gratifying than our considerable international success.

Are there any special memories from the production that you would like to share?

Just watching a tiny crew of deeply talented creative folks like Trysha Bakker, our costume designer; MarySue and Peggy, who did the period hair and makeup; John Hand, who did the production design. It really was a tiny crew — almost guerilla filmmaking, we were so small — everyone at the top of their game, bringing a lifetime of skills to make our film. We could tell even on set, really from day one, that we were doing something very special. And the Newfoundland weather gods smiled on us every day. We even got snow the days we needed it. Like, we're talking a huge snow dump. I think Maud had a hand in that!

***Maudie* has been hugely popular on the Film Circuit since it was screened for our organizers at the 2016 Film Circuit Summit, and has now become Film Circuit's highest-grossing film of all time. Since then you've visited a number of locations for introductions and Q&As. What has the experience been like?**

I think doing the TIFF Film Circuit is one of the most amazing experiences of making this film; to meet people and to talk to them afterward. That face-to-face for a filmmaker, well, it makes all the hard stuff so worthwhile.

How does the film's reception at Canadian and international film festivals compare to its reception at Film Circuit locations? Are there any special or memorable moments from your time on the road with Film Circuit?

The big film festivals are all about the stars. The festivals have to sell tickets and sell sponsorship, and those ticket holders and sponsors want to meet the stars. So my job is usually a cross between babysitter, shrink, and shepherd at the festivals — in a nice dress.

Film Circuit is about the filmmakers and for that I say THANK GOD!

I was raised in Willowdale, Ontario, and in Ome-mee, Ontario. So going to show the film at the high school in Fenelon Falls [part of the City of Kawartha Lakes, as is nearby Omeme] was a big deal. In my wildest dreams I never imagined that moment. There were people in that audience who, unbeknownst to me, had been following my career. And the last time I had seen them may have been at the Sandbar on Pigeon Lake or at a dance in Greenhurst, I'm talking 40 years ago. That was just wild!



Film Circuit programmer Charlotte Vincer, North of Seven Film Festival's Heather Brough, welcomes Executive Producer Heather Haldane to Bancroft

2017 Guest Calendar

Screening Date	Guest Names	Relation to Film	Film Title	City/Group	
January 16, 2017	Will Woods	P	<i>Mean Dreams</i>	Timmins	ON
January 25, 2017	Nettie Wild	D	<i>Koneline</i>	Kelowna	BC
February 5, 2017	Tiffany Hsiung	D	<i>The Apology</i>	Barrie	ON
March 2, 2017	John Walker	D	<i>Mon Pays</i>	Hudson	QC
March 2, 2017	Brigitte Berman	D	<i>The River Of My Dreams: Portrait Of Gordon Pinsent</i>	Kingston	ON
March 3, 2017	Brigitte Berman	D	<i>Breaking In: Starting A Career In Film And Media</i>	Kingston	ON
March 3, 2017	Marie-Claude Guerin	A	<i>Nelly</i>	Kingston	ON
March 4, 2017	Matthew Miller	P	<i>Operation Avalanche</i>	Kingston	ON
March 4, 2017	Hugh Gibson	D	<i>The Stairs</i>	Kingston	ON
March 4, 2017	Roxanne Smith	S	<i>The Stairs</i>	Kingston	ON
March 4, 2017	Michael McNamara	P	<i>Celtic Soul</i>	Kingston	ON
March 4, 2017	Eoin O'Callaghan	D	<i>Celtic Soul</i>	Kingston	ON
March 4, 2017	Marie-Claude Poulin	P	<i>Pays</i>	Kingston	ON
March 4, 2017	Marie-Claude Guerin	A	<i>Nelly</i>	Kingston	ON
March 5, 2017	Peter Raymont	P	<i>All Governments Lie</i>	Kingston	ON
March 5, 2017	Peter Raymont	P	<i>All Governments Lie</i>	Kingston	ON
March 5, 2017	Vincent Biron	D	<i>Prank</i>	Kingston	ON
March 5, 2017	Hugh Gibson	D	<i>The Stairs</i>	Kingston	ON
March 5, 2017	Roxanne Smith	S	<i>The Stairs</i>	Kingston	ON
March 5, 2017	Simon Lavoie	D	<i>Those Who Make Revolutions Halfway</i>	Kingston	ON
March 5, 2017	Mathieu Denis	D	<i>Those Who Make Revolutions Halfway</i>	Kingston	ON
March 2 - 5, 2017	Thom Ernst		<i>Kcfff Moderator</i>	Kingston	ON
March 2 - 11, 2017	David Ray	D	<i>Grand Unified Theory</i>	Kamloops	ON
March 5, 2017	Brigitte Berman	D	<i>The River Of My Dreams: Portrait Of Gordon Pinsent</i>	Belleville	ON
March 19, 2017	Becky Parsons	C	<i>Weirdos</i>	Charlottetown	PEI
April 5, 2017	Kirsten Carthew	D	<i>The Sun At Midnight</i>	Bridgewater	NS
April 5, 2017	Kirsten Carthew	D	<i>The Sun At Midnight</i>	Bridgewater	NS
April 12, 2017	Alain Deneault	S	<i>The Price We Pay</i>	Welland	ON
May 7, 2017	Sebastien Chabot	D	<i>The Gardener</i>	Hudson	QC
April 25, 2017	Mary Young Leckie	P	<i>Maudie</i>	Fenelon Falls	ON
April 26, 2017	Mary Young Leckie	P	<i>Maudie</i>	Perth	ON
April 26, 2017	Mary Young Leckie	P	<i>Maudie</i>	Perth	ON
April 27, 2017	Mary Young Leckie	P	<i>Maudie</i>	Smith Falls	ON
April 30, 2017	Mary Young Leckie	P	<i>Maudie</i>	Cobourg	ON
May 11, 2017	Mary Young Leckie	P	<i>Maudie</i>	Welland	ON
May 11, 2017	Mary Young Leckie	P	<i>Maudie</i>	Welland	ON
May 11, 2017	Mary Young Leckie	P	<i>Maudie</i>	Welland	ON
May 11, 2017	Mary Young Leckie	P	<i>Maudie</i>	Welland	ON
May 24, 2017	Heather Haldane	P	<i>Maudie</i>	Belleville	ON

Screening Date	Guest Names	Relation to Film	Film Title	City/Group	
June 13, 2017	Heather Haldane	P	<i>Maudie</i>	Bancroft	ON
June 13, 2017	Heather Haldane	P	<i>Maudie</i>	Bancroft	ON
July 27, 2017	François Jacob	D	<i>A Moon Of Nickel And Ice</i>	Gimli	MB
July 28, 2017	François Jacob	D	<i>A Moon Of Nickel And Ice</i>	Gimli	MB
July 29, 2017	Attiya Khan	D	<i>A Better Man</i>	Gimli	MB
July 30, 2017	Attiya Khan	D	<i>A Better Man</i>	Gimli	MB
July 28, 2017	Daniel Warth	D	<i>Dim The Fluorescents</i>	Gimli	MB
July 30, 2017	Daniel Warth	D	<i>Dim The Fluorescents</i>	Gimli	MB
August 12, 2017	Mary Young Leckie	P	<i>Maudie</i>	Apsley	ON
September 1, 2017	Joey Klein	D	<i>The Other Half</i>	North Bay	ON
October 13, 2017	Jennifer Podemski	Host	<i>Rumble: The Indians Who Rocked The World</i>	Barrie	ON
October 15, 2017	Charlotte Salisbury	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Lucina Armstrong Hall	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Delphina Roussel	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Harrison Tanner	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Kerri Rutledge	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Brad Linton	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Ingrid Berto	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Hallie Switzer	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Christopher Bolton	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Jacqui Brown	A	<i>Porcupine Lake</i>	Barrie	ON
October 15, 2017	Dr. George Karasmanis	A	<i>Porcupine Lake</i>	Barrie	ON
October 14, 2017	Tim Johnson	Artist	<i>Rumble: The Indians Who Rocked The World</i>	Hamilton	ON
October 25, 2017	Val Fulford	Ani	<i>Loving Vincent</i>	St. Catharines	ON
October 30, 2017	Charlotte Salisbury	A	<i>Porcupine Lake</i>	Windsor	ON
November 2, 2017	Val Fulford	Ani	<i>Loving Vincent</i>	Windsor	ON
November 6, 2017	Val Fulford	Ani	<i>Loving Vincent</i>	Aurora	ON
November 14, 2017	Mary Young Leckie	P	<i>Maudie</i>	Halton Hills	ON
November 14, 2017	Melissa Muise	Subject's descendent	<i>Maudie</i>	Halton Hills	ON
November 21, 2017	Mary Young Leckie	P	<i>Maudie</i>	Gravenhurst	ON
November 1, 2017	Michelle McLeod	A	<i>Don't Talk To Irene</i>	Hamilton	ON
November 29, 2017	Val Fulford	Ani	<i>Loving Vincent</i>	Belleville	ON

TIFF Share Her Journey



Here at TIFF, we've made a five-year commitment to increasing participation, skills, and opportunities for women behind and in front of the camera. We will prioritize gender parity with a focus on mentorship, skills development, media literacy, and activity for young people.

With this in mind, we thought we would pass along a few tips about how you can both support the endeavour and spread the Share Her Journey message in your communities.

What you can do:

Program films directed, written, edited by, and starring women.

This year at the Film Circuit Summit, we took special care to offer three films in which women held key creative roles: *Mary Shelley*, written and directed by Haifaa al-Mansour and edited by Alex Mackie; *The Rider*, written and directed by Chloe Zhao; and *Meditation Park*, written and directed by Mina Shum and edited by Daria Ellerman. When planning your winter season, keep an eye on the films' key talents and try to offer your audiences an even split of films with women and men in these roles.

Consider donating proceeds from your screenings to a bursary fund for young women interested in the film production and media-literacy programs.

We're proud that many of our Film Circuit committees regularly give back to their communities and start young film lovers on the right path. When choosing recipients for these bursaries, aim to award 50% to young women interested in the industry. In addition, consider mentoring young people in the community interested in the arts, or providing volunteering opportunities to local high-school students.

See more films by women.

Though women receive fewer directing opportunities, you can vote with your wallet and make a conscious effort to see films directed by women on your own time. Luckily, this still provides opportunities to see a wide variety of films, including the ones mentioned above!

Please reach out to your programmer to let us know how you're Sharing Her Journey in your community! We always love to hear from you, and learn more about the exciting things you and your Film Circuit organizers are doing on the ground.

Share Her Journey Through Short Film

As part of TIFF's campaign to champion female storytellers, this season we presented a collection of short films from some of the world's most exciting emerging female voices at TIFF Bell Lightbox. A portion of the proceeds from the screening was donated to TIFF's Share Her Journey campaign, a five-year commitment to increase participation, skills, and opportunities for women behind and in front of the camera. Learn more at tiff.net/shareherjourney

The gender gap continues to grow dramatically in the space that typically exists between short and feature filmmaking. You can help to close that gap by supporting female filmmakers at the beginning of their careers in the hopes that they will continue to transform the way we see the world through film! You'll find a number of female-directed shorts from the Share Her Journey Short Film Pro-

gramme and the Winter 2018 Release Schedule. Feel free to reach out to short-film programmer Laura Good at lgood@tiff.net with any questions.

Did you know you can also donate your proceeds to support Share Her Journey? TIFF has an ambitious target to raise \$3 million over five years, including \$500,000 in 2018 to create and support programming that will help to provide more opportunities for women behind and in front of the camera. To learn more about TIFF's Share Her Journey initiative, please visit tiff.net/shareherjourney

Focus on Festivals



Gimli Film Festival

This summer, we celebrated our 17th annual Gimli Film Festival and we enjoyed it with a bigger and better festival than ever. This year we screened 149 films and for the first time extended the festival to five full days of programming. As part of Canada's 150th anniversary, we were happy to feature a number of Canadian films as well as a series of work by Canadian Indigenous filmmakers, including our first-time collaboration with the new local Indigenous Filmmakers Association of Manitoba. Including 20 new films made for our perennial 48-Hour Film Contest, we had over 70 Manitoban films at this year's festival. It was our largest and most diverse festival to date!

The Gimli Film Festival is founded on the idea that film has the potential to educate, engage, inspire and empower. That's why the Gimli Film Festival strives annually to present critical and innovative

works of art from diverse cultures, expressing important issues of today while giving us a deeper understanding of the past. At this year's festival, we had a number of great discussions with filmmakers in Q&A sessions after their films, including attending filmmakers Attiya Khan (*A Better Man*), François Jacob (*A Moon of Nickel and Ice*), Daniel Warth (*Dim the Fluorescents*), Mike Hoolboom, Emily Vey Duke, and Cooper Battersby, all attending from out of province. We also had 36 Manitoba filmmakers attend the festival to speak on behalf of their films and answer audience questions.

Locally, our festival draws a lot of media attention for the legendary 11-metre-tall beach screen that we annually build in the shallows of Lake Winnipeg. Thousands nestle on the beach nightly to watch our free public screenings. Of course, the true film fanatics are more familiar with our four indoor film

venues, where the best critical contemporary cinema from the past year can be seen. This includes our flagship venue, the Gimli Theatre, a retro 250-seat theatre in downtown Gimli.

As a charitable organization, we need to spend any profits we make. Our goal is to always do our best to break even, to — OF COURSE — pay proper IMAA fees and travel stipends to all filmmakers who attend, and to contribute toward our 18th annual festival next year!

Aaron Zeghers
Gimli Film Festival
Gimli, Manitoba



Reel Rave Film Festival

The Reel Rave Film Festival is held at the vacation-town site of Waskesiu Lake in the beautiful boreal forest of Prince Albert National Park. We are a small volunteer-based organization providing the people of Northern Saskatchewan with a venue that caters to the movie-goer in all of us. Waskesiu has two conjoined theatres with a seating capacity of just over 200 each. The festival is held annually on the weekend after Labour Day and runs for three days, Friday night through Sunday afternoon. Our aim is to present award-winning films that would not otherwise be easily accessible to our attendees. Any profits generated have been donated to Waskesiu Lake community projects.

We have a reception on Saturday night at a local hotel after the last screening of the evening. Lively film discussion occurs at the reception, but attempts to set up more formal panels have not been successful yet. As part of Film Circuit, we offer access to Canadian and international films by screening those films at the Twin Pine Theatre

in Waskesiu. Six films are screened, with each film showing twice.

This year we screened *Maudie*, *The Wedding Plan*, *Abu*, *Good Time*, *The Big Sick*, and *The Divine Order*. The most popular were *Maudie* and *The Divine Order*; *The Big Sick* and *The Wedding Plan* were also well-received.

We have screened shorts in the past and may again in the future but we did not show any this year. Our total attendance for the weekend in 2017 was up. We hope to continue to grow. Reel Rave is definitely a group effort. We couldn't do it without the help of our sponsors and volunteers. The festival will celebrate its 15th anniversary this coming year. We would love to have you join us. Mark your calendars for September 7 to 9, 2018!

Pamela Cuelenaere

Reel Rave Film Festival
Prince Albert, Saskatchewan



Cinéfest Sudbury International Film Festival

This year, the 29th edition of the Cinéfest Sudbury International Film Festival took place from September 16 to 24 in beautiful Sudbury. Known as "The People's Festival," Cinéfest Sudbury prides itself on being accessible and inclusive, serving passionate filmmakers and avid cinema-goers alike. Featuring over 130 titles, this year's programme featured a phenomenal lineup of Canadian and world talent with highlights such as *Loving Vincent*, *Call Me By Your Name*, *Lucky*, *Mary Shelley*, *Un sac de billes (A Bag of Marbles)*, *Meditation Park*, and *Don't Talk to Irene* (with that film's director, Pat Mills, and lead actress Michelle McLeod in attendance).

Over 50 TIFF Film Circuit delegates from across the province and the country flocked to Northern Ontario to preview what great cinema the year ahead has in store, and connect over brunch through Film Circuit-moderated roundtables. Thanks to all of the TIFF Film Circuit delegates who joined us as well as to executive director Tammy Frick and her team for hosting us at yet another world class event!

Laura Good

Senior Programming Coordinator, Film Circuit



Black Cop

Calgary International Film Festival

September 20 – October 1, 2017

The 2017 edition of the Calgary International Film Festival rolled out its red carpet to showcase 200 films including short films from over 40 countries. Audiences of over 40,000 filled the Globe Cinema and the Eau Claire theatres over 12 non-stop days of screenings. The party started with a bang with opening-night film *When They Awake*, a documentary focusing on the Indigenous music scene and its history, and featuring legends Buffy Sainte-Marie and Robbie Robertson. The top prize at the festival this year went to Cody Brown for *Gregoire*, a coming-of-age film that follows a community of teenagers in Fort McMurray.

Congratulations to Executive Director Steve Schroeder, Programming Manager & Senior Features Programmer Brenda Lieberman and their team on another fantastic edition, and thank you for hosting Film Circuit delegates.

calgaryfilm.com

Ming-Jenn Lim

Manager, Film Circuit

FIN: Atlantic International Film Festival

September 14–21

The 2017 FIN: Atlantic International Film Festival once again offered an exemplary set of Canadian, international, and local films to Maritime film lovers. Between September 14 and 21, the organizers at FIN generously opened their doors to our local Film Circuit organizers to screen some of their over-200 feature and short film offerings, including many local films. In addition to celebrating their 37th year, FIN convened a jury of directors including Aisling Chin-Yee, Aram Collier, and Jay Dahl to award the many local films, filmmakers, cast, and crew attending the festival. Films *Black Cop* by Corey Bowles, *Thug* by Daniel Boos, *The Crescent* from Seth A. Smith, and Jacquelyn Mills' *In the Waves* earned multiple wins.

Congratulations on another great festival, and a huge thank you to the FIN: Atlantic International Film Festival team for hosting our Film Circuit organizers from across the Atlantic provinces.

finfestival.ca

Lauren Coughlan

Programming Coordinator, Film Circuit

Vancouver International Film Festival

September 28 – October 13, 2017

For its 36th year, the much-anticipated Vancouver International Film Festival presented films from around the world, as well as right here at home in Canada. Over the course of 16 days, the festival showed more than 340 films from 69 countries, ranging from enlightening documentaries, genre-defying films and previews of the best upcoming films. Local talent Mina Shum's East Vancouver–set *Meditation Park* kicked off the festival with an opening night gala. Other highlights include the Most Popular International Feature honour being awarded to *Loving Vincent*, and the Most Popular International Documentary prize going to Agnès Varda and JR's *Faces Places*. British Columbia–produced feature *Never Steady, Never Still* took home three awards the Sea to Sky Award, which recognizes outstanding work by a female key creative on a B.C.-produced featured or short, the Emerging Canadian director award, and the B.C. Emerging Filmmaker Award.

Congratulations on another successful edition and a sincere thank you to Jacqueline Dupuis and her team of staff and volunteers for hosting nearby Film Circuit delegates.

viff.org

Ming-Jenn Lim

Manager, Film Circuit

Film Circuit Achievement Awards

Film Circuit would not be possible without the hard work of our partners and organizers. We are constantly impressed by the tremendous effort, time, energy, and dedication the local organizers put into bringing the best of Canadian and world cinema to your local communities year round. We regularly hear of the many creative techniques Film Circuit committees use to promote your series and screenings, and we're so happy to recognize, encourage, and celebrate this work with our annual Film Circuit Achievement Awards.

Prior to the screening of *Mary Shelley* at this year's Film Circuit Summit, we were thrilled to announce the winners of this year's awards for Volunteer of the Year, Best Special Event, and Best Community Promotion of a Canadian Film. Thank you to everyone who submitted nominations, and good luck to next year's nominees!

Best Promotion of a Canadian Film

The promotion of Canadian film is really at the heart of what Film Circuit does. We were very proud to present the award for Best Promotion of a Canadian Film to the Kawartha Lakes Film Circuit in Fenelon Falls, Ontario. In celebration of their screening of *Maudie* and guest visit with producer Mary Young Leckie, the Kawartha Lakes Film Circuit committee organized a showcase of local artists' work, which not only complemented their screening well, but also provided the opportunity for the audience to support their own local artists.



Best Special Event

After a season of many great events, including some exemplary community outreach, fundraising, and parties, Midland Film Series was awarded Best Special Event at this year's Achievement Awards for their screening of *The Messenger*. The committee coordinated a visit with Alice the Snowy owl, from the Wye Marsh Wildlife Centre, and Katelyn West, a handler and a technician at the centre, who greeted the audience and provided information about local wildlife.



Volunteer of the Year

After many years of volunteer service to her local series, we were so happy to award Kim White of Langley Film Nights this year's Volunteer of the Year award, and present it to her in person at the Film Circuit Summit. Kim has repeatedly provided the Film Circuit team with an example of what a great volunteer should be. Her enthusiasm, passion, and dedication to her community and to transforming lives through film inspires us all. Congratulations, Kim!



Film Circuit Summit 2017



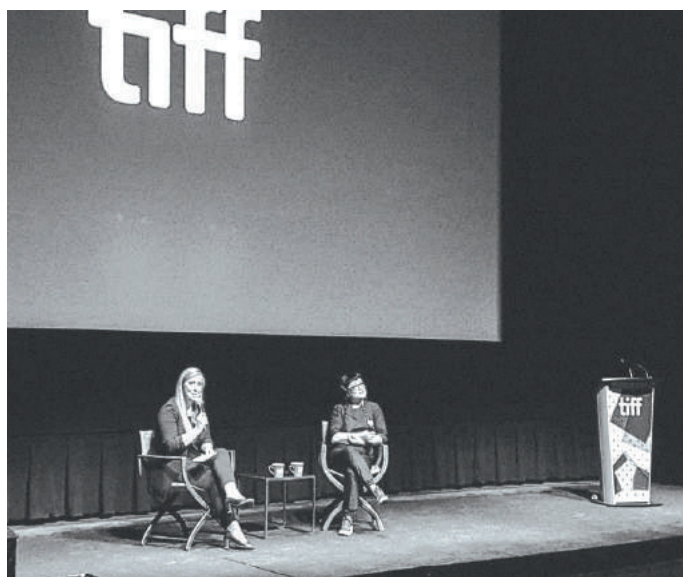
Film Circuit Summit Recap

Film Circuit proudly welcomed over 100 delegates from locations across the country to our annual Summit on September 15 and 16, during the 42nd Toronto International Film Festival. We were excited to start off the weekend once again with our roundtable sessions, where delegates had the opportunity to connect with Film Circuit and Film and Digital Print Services teams, as well as fellow organizers, to discuss the successes, challenges, and highlights from the past year. Representatives offered marketing tips and tricks, strategies for audience diversification, and best print traffic practices for attendees to take back to their festivals and series. Following our roundtable sessions, delegates were eager to join us in kicking off one of five private screenings that provided an exclusive look at this season's exciting programming ahead. We were first treated to an introduction by Mongrel Media's Hussain Amarashi and

Canadian director Mina Shum about her latest feature, *Meditation Park*, as well as a post-screening Q&A, led by our Senior Programming Coordinator, Laura Good. We are particularly proud that female directors led the way this year, with other Summit-exclusive previews including Chloe Zhao's *The Rider* and Haifaa al-Mansour's *Mary Shelley*. Representatives then joined us to eat, drink and be merry, while mingling with other committee members and TIFF staff for the Film Circuit Summit cocktail reception held at The Citizen. The weekend came to a close with the Closing Night Gala Film, *C'est la vie!*, from *The Intouchables* directing-duo, Olivier Nakache and Éric Toledano. Thank you so much to everyone who joined us on our TIFF 2017 ride — we can't wait until next year!

Lauren Zavitz

Administrative Assistant, Theatrical Programming



TIFF 2017

September 7–17

This past September saw another fabulous Toronto International Festival! As awards season is upon us, we look back on the many achievements TIFF celebrated this year, with local and international filmmakers alike. For its third year of the Platform programme, which focuses on fast-emerging auteurs, the Festival welcomed an international jury to select the Toronto Platform Prize, which was awarded to Australian director Warwick Thornton for *Sweet Country*. The Short Cuts award for Best Canadian Short Film went to Marc-Antoine Lemire's *Pre-Drink*, while the Short Cuts award for Best Short Film went to Niki Lindroth von Bahr for *The Burden (Min Borda)*. Wayne Wapeemukwa took home the City of Toronto Award for Best Canadian First Feature Film for *Luk' Luk'I*, and the Canada Goose Award for Best Canadian Feature Film went to Robin Aubert for *Les Affamés*. The Grolsch People's Choice Documentary Award was awarded to Agnès Varda and JR's *Faces Places*. Finally, this year marked the 40th year that Toronto audiences were able to cast their ballots for the Grolsch People's Choice Award. The highly anticipated award went to Martin McDonagh's *Three Billboards Outside Ebbing, Missouri*.

Lauren Zavitz

Administrative Assistant, Theatrical Programming

Canadian film at TIFF '17

The 2017 Toronto International Film Festival should be remembered as a watershed year for homegrown talent. Rarely has TIFF offered such a stellar selection of first- and second-time Canadian filmmakers, and 2017 featured a record amount of work from Western Canada — British Columbia in particular.



Remarkable for their maturity, craft, and formal and thematic risk-taking, the Canadian films in the lineup took on subjects ranging from racism and policing (Cory Bowles' audacious and gutsy *Black Cop*, which won prizes at the Atlantic and Vancouver festivals) to overprotective parents and the heartbreak of high-school romance (Kyle Rideout's charming comedy *Adventures in Public School*, starring Daniel Doherty, Judy Greer, and Russell Peters); from a young woman's struggle to find her place in the face of sexism and repression (Sadaf Foroughi's beautifully crafted *Ava*, winner of TIFF's FIPRESCI Prize for best Discovery feature) to a mother's battle with Parkinson's (Kathleen Hepburn's profoundly moving VIFF prize winner *Never Steady, Never Still*, starring Shirley Henderson); from surreal adventures about all-inclusive resorts (Ian Lagarde's *All You Can Eat Buddha*) to slow-burn examinations of troubled characters (Carlos and Jason Sanchez's *Allure*, starring Evan Rachel Wood and Julia Sarah Stone); from addiction and messy families (Molly McGlynn's sharp *Mary Goes Round*, starring Aya Cash) to a mother's return home after serving her sentence for a disturbing crime (Grayson Moore and Aidan Shipley's powerful *Cardinals*, starring

Sheila McCarthy) to even messier families (see *Those Who Make Revolutions Halfway Only Dig Their Own Grave* co-director Simon Lavoie's first solo feature, *The Little Girl Who Was Too Fond of Matches*, a stylized gothic piece about repression and religious fanaticism set in 1930s Quebec).

Matt Embry's second feature-length doc, *Living Proof*, courageously explored the failings of the medical industry in dealing with MS. Tarique Qayumi's second feature, *Black Kite*, examined decades of Afghanistan's history through the affecting story of a single family, while Pat Mills' second feature, *Don't Talk to Irene*, solidified his reputation as one of Canada's most gifted comic directors. Seth A. Smith's eerie second feature, *The Crescent*, stretched the narrative possibilities of the horror film in a tale about a mother and son terrified by an unidentified threat.

Western Canada's strong showing included Best Canadian First Feature Award winner *Luk Luk'l*, from indie director Wayne Wapeemukwa. For most of his career, Wapeemukwa has worked with actors in one of the toughest neighbourhoods in Canada, often working with non-actors as well

as professionals. (The energy and honesty of the performers contributed to a most unique and memorable post-screening Q&A session at TIFF.)

Not that the veterans were taking the year off. The TIFF jury gave the Best Canadian Feature prize to veteran director Robin Aubert for *Les Affamés*, his visceral and unique take on the zombie genre. The slate also included films by the legendary Alanis Obomsawin (*Our People Will Be Healed*); Oscar-nominated filmmaker Kim Nguyen (*Eye on Juliet*); iconic veterans Mina Shum (*Meditation Park*) and Ingrid Veninger (*Porcupine Lake*); acclaimed director François Girard (*Hochelaga*, Canada's Academy Award submission); iconoclastic veteran Alan Zweig (*There is a House Here*). Jennifer Baic-hwal and Nicholas de Pencier provided the Festival with one of its most emotional moments in its 41-year history with *Long Time Running*, a chance for the city to honour the work of beloved rock icon Gord Downie and his band The Tragically Hip.

Steve Gravestock
Senior Programmer, TIFF



Long Time Running



Allure



Luk Luk'l

Upcoming film festivals

Fernie Film Festival | Fernie, BC
January 26–28, 2018
reelfilmfest.ca

Northumberland Film Sundays Winter Film Festival | Cobourg, ON
January 19–21, 2018
northumberlandfilm.ca

Aultsville Film Festival | Cornwall, ON
January 26–28, 2018
aultsvilletheatre.com/english/upcoming-events/film/aultsville-filmfest-4.html

Milton Film Festival | Milton, ON
January 26–28, 2018
miltonfilmfest.com

Barrie Film Festival Reel Stories | Barrie, ON
February 2–4, 2018
barriefilmfestival.ca/festivals/reel-stories

Rendez-Vous French Film Festival | Vancouver, BC
February 1–11, 2018
rendez-vousvancouver.com

Powell River Film Festival | Powell River, BC
February 12–18, 2018
prfilmfestival.ca

Shadows of the Mind Film Festival | Sault Ste. Marie, ON
February 26–March 4, 2018
shadowsfilmfest.com

Kingston Canadian Film Festival | Kingston, ON
March 1–4, 2018
kingcanfilmfest.com

Shuswap International Film Festival | Salmon Arm, BC
February 2018
shuswapfilm.net

Port Moody Film Festival | Port Moody, BC
March 8–11, 2018
pmfilm.ca

Rockies Film Festival | Cranbrook, BC
February 22–24, 2018
rockiesfilmfest.com

Kamloops Canadian & International Film Festival | Kamloops, BC
March 1–10, 2018
kamloopsfilmfest.ca

Hudson Festival of Canadian Film | Hudson, QC
March 1–4, 2018
hudsonfilmsociety.ca/film-festival

How to start a Film Circuit location: Apsley, Ontario



This year, TIFF CFO Douglas Allison decided to add a new title after his name. As Creative Director of the Jacks Lake Film Association in Apsley, Ontario, Douglas has helped the Film Circuit team expand our reach and has provided a great primer on everything that went into their inaugural festival.

Equipment

This past year was the Jack's Lake Film Association's first try as a Film Circuit venue. We had a lot of ideas about what films we wanted and how to reach out to the community. What we didn't have was technical savvy, so there were a few things to work out. We received some good advice and did a lot of testing, and I believe in the end presented a spectacular film experience. We were very lucky, especially considering that our venue hall was an old barn that initially didn't even have electricity.

Here's how it all came about.

My first piece of advice is to know someone like Andrei Gravelle, TIFF's Senior Technical Manager, who provided pretty much every piece of advice I am about to share. Luckily, the Film Circuit staff is happy to reach out to Andrei on your behalf to answer any technical questions.

Projection – We purchased an InFocus IN-3138HDa projector, which cost about \$1,500 including tax and delivery. It has proven to be a tremendous workhorse, putting out a powerful 4,000 ANSI lumens.

Screen – We opted for a vinyl sheet that can be ordered online (we used bannerbuzz.ca). The screen size was dictated by the size of the barn, but more so by the image quality we could expect to draw from 4,000 ANSI lumens. If you have cinema conditions your target is 14 foot-lamberts (fL), but in a barn, which has some light bleed during the day, we aimed for 20 fL. Knowing we were using vinyl and not a proper cinema screen, we assumed a loss of 20% of the light, referring to a .8 gain in cinema parlance. Doing some math, this then dictated a total screen area of 160 square feet (4,000 ansi lumens x 0.8 gain divided by 20 fL). We ended up going a little bigger, with a 10x17-foot screen to get the right ratio. That cost us less than \$500.

Sound – We knew we were not going to get Dolby surround sound but we did go for a quality set of powered speakers for the front: Yorkville NX-300 have served us well with good volume and clarity. A simple mixer (highly recommend: the Mackie four-channel mixer) worked well to take in the feed from the Blu-ray player; it also allows us to jump between it and our own playlist on my phone for pre-show music. The professionals at a local audio store were incredibly helpful in

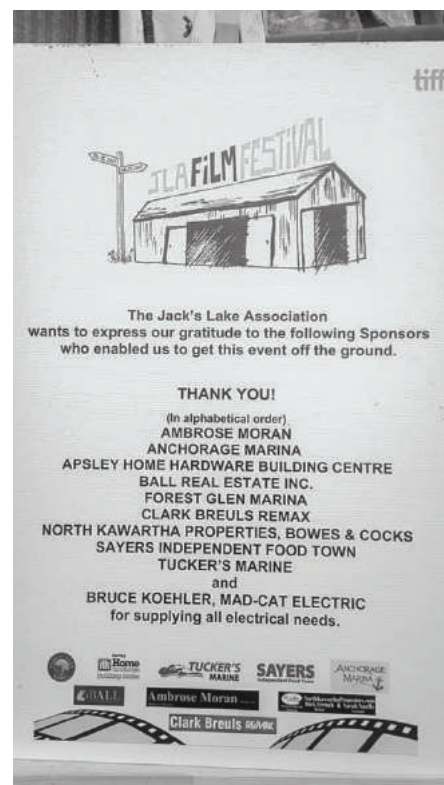
making sure we had all the right cabling and connections. Being in a barn, we also need to hang some large curtains to ensure the sound did not reverberate too much and negate this hard work. The speakers were not cheap, but with the mixer cost around \$1,000, plus cabling.

Some other time I will tell you about the diesel generator we use to get power to the barn, and how important proper ventilation is.

Douglas Allison

CFO, TIFF

Artistic Director, Jack's Lake Film Association



First year of the Jack's Lake Film Association

In the autumn of 2016 our local lake association was brainstorming ideas for fundraisers to generate resources for our environmental work around the lake. The idea of a film festival was suggested and, seeing everyone's enthusiasm for it, we knew off the top that this would be our initiative. We quickly reached out to TIFF's Film Circuit team and got as much advice as we could. One of the most valuable pieces was around the key positions that our committee needed, and included key responsibilities like:

- Film programming (selecting the films and coordinating with the Film Circuit programmer)
- Finance (treasurer, box-office reporting and ticket sales, invoicing and receipts, corporate partnerships)
- Promo (marketing, community outreach, receiving posters, updating social media)
- Technical Execution and Print Traffic (see our other article on the technical aspects of our first year)

Unfortunately, we did not have the numbers to assign a person to each role so each of us took on two or three, but this certainly helped articulate the variety of responsibilities that were necessary.

One of our most critical elements was corporate partnerships, since we knew we would have significant set-up costs for a lot of the technical elements. Luckily, we already had a strong relationship with local businesses through advertising in our semi-annual lake magazine. It being our first year, we did our best to build a package that articulated the elements of promotion they would get (local signage; programme book; website; deadcard before screening) and put in a couple festival passes for their own hosting. That said, what I think sold them the most was the idea of a community event and wanting to be part of something that helped enhance and connect the local families. I believe it was as much philanthropy as it was advertising. It's a credit to our local community businesses that we had immediate support when we approached them with this offering. It is tough to centre out any business since they all leaned in so enthusiastically, but the local realtors and marinas really stepped up and this

essentially covered all of our start up costs; it will hopefully be a significant part of the contribution to our environmental work in the future.

With the equipment covered off and TIFF's help picking films, the other big need was an audience. We have to credit the local businesses again, as three of them volunteered to run box offices for us that helped both in getting tickets out there and in getting the community informed about the event. Other key elements were sandwich-board signage around town, mentions at other community events, and running ads in local publications.

When it all came together on our festival weekend the audience reaction was incredible. They loved the venue, they loved the films, and the pre-screening cocktail party really brought the community together. The reaction and the level of connection it helped create convinced us that we have to do this again in 2018 and planning is well underway. Wish us luck.

Douglas Allison
CFO, TIFF
Artistic Director, Jack's Lake Film Association

Managing your series

Busy schedule? Did you know that you can schedule your social media ahead of time? We recommend setting aside one day at the beginning of each month to schedule posts that will coincide with your upcoming screenings and events. You can always add posts when inspiration strikes!

For Facebook — Craft your post in the dialogue box at the top of your page's timeline, attach an image, link or video then hit the downward arrow next to the "Publish" button and hit "Schedule." Then simply select the "Publication" box and enter the date and time you would like your post to appear. If your post is time-sensitive (such as a contest) and you would like it to disappear from newsfeeds after a certain date, you can check the "Stop News Feed Distribution" box (directly underneath), then enter the time and date you would like your post to stop being shown.

Don't forget that posts with a visual component get twice the engagement!

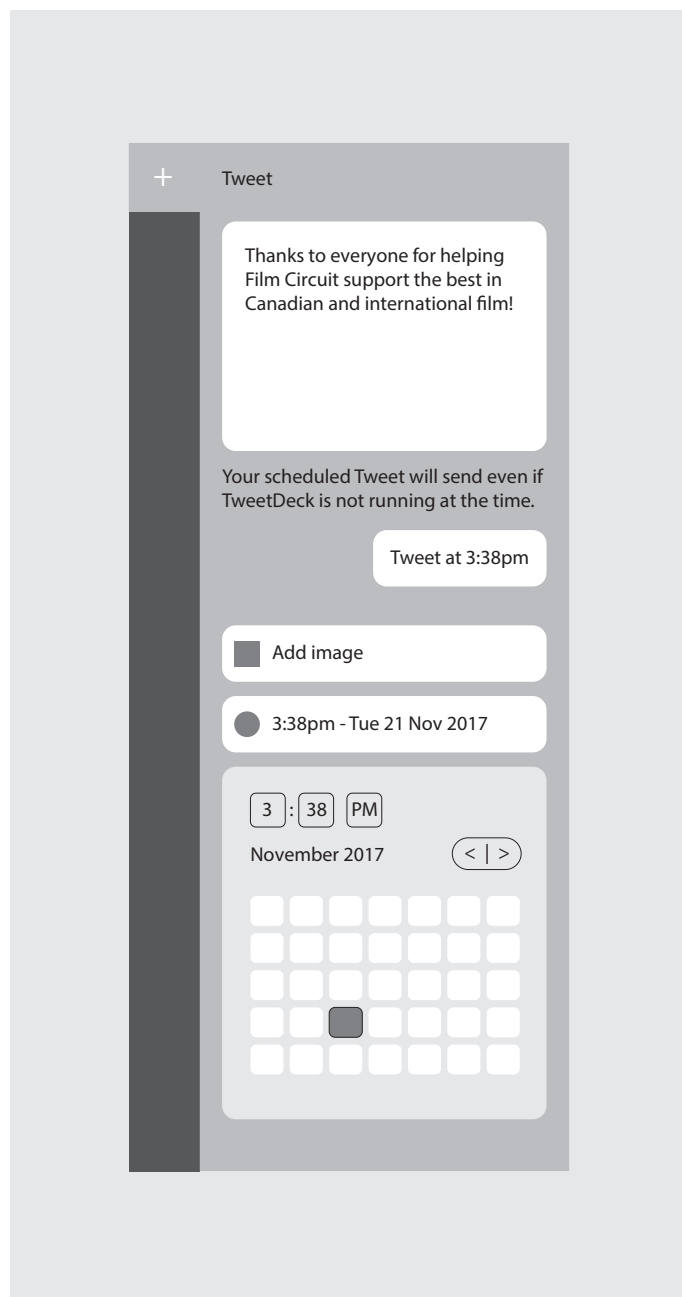
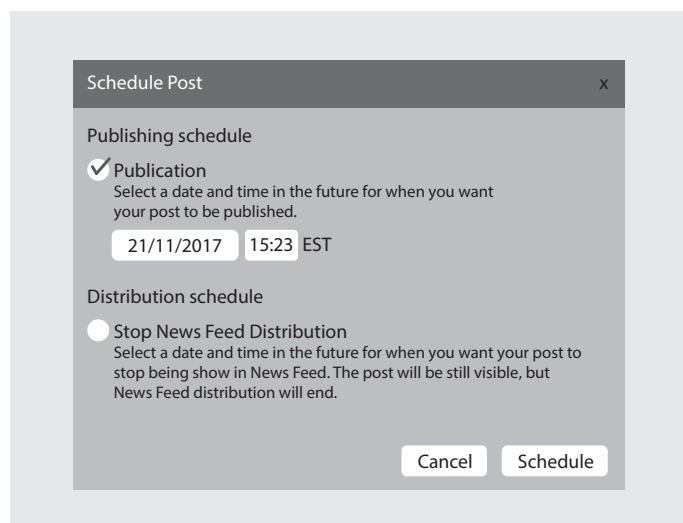
For Twitter — Go to Tweet Deck (tweetdeck.twitter.com) and enter your usual login information for Twitter. Tweet Deck is a one-stop shop to help you manage your Twitter account, allowing you to track notifications, see messages, track your activity trends, and see upcoming scheduled messages all in one convenient layout. Hit the blue button with a white feather on it in the upper left corner to create your tweet, add an image, video or link then hit the "Schedule Tweet" button. Next, select the date and time at which you would like your tweet to appear, then click the button that says "Tweet at (your desired date)." Don't forget that a quick and effective way to bolster your Twitter activity is to retweet posts from accounts with similar content or goals.

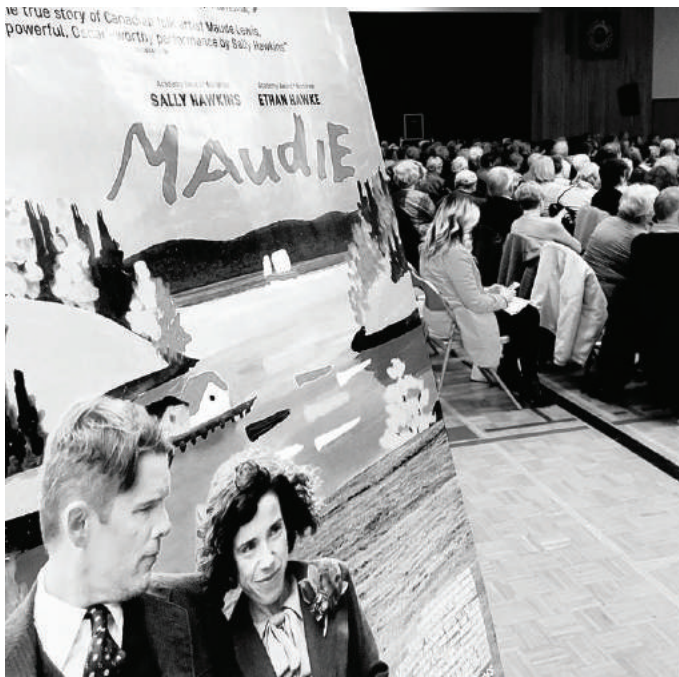
Don't forget to like TIFF Film Circuit on Facebook and follow us on Twitter so that you can engage with the Film Circuit community.

Just like that, a year's worth of social media can be covered in 12 days. Happy scheduling!

Laura Good

Senior Programming Coordinator, Film Circuit





With limited time, energy, and resources, it's easy for us in the movie screening industry to put promotion aside, thinking "if you show it, they will come." However, that is not the case from the biggest Hollywood pictures to the small Indies. We have to remind ourselves that the average promotion cost that is spent is around 50% — 150% of the production budget! We wanted to focus on the essentials to ensure that you are setting your screenings up to capture your audience.

Posters

For each confirmed screening, the Film Circuit office sends one (when provided by distributors) hard-copy movie poster for your use. If you need additional copies, please visit the Film Circuit FTP site to download a digital poster for your use. You can also use our generic branded "Northern Lights" poster that we sent out to brand your series to your audience. If you need more information on how to use this generic branded poster, please contact Charlotte Vincer (cvincer@tiff.net).

Facebook event

Creating a Facebook event around 10–15 days before the event is a good way of notifying or reminding audiences of your upcoming screenings. It's best to include the synopsis of the film, the trailer, three to four stills and also any awards/accolades the film might have received. Then, periodically before the screening in regular intervals, share interesting articles, cast interviews, strong reviews on your event page, to keep people intrigued and excited. Two days before the screening, post another reminder on your Facebook event page.

Email updates to your members

Depending on how frequently you screen, you should consider sending an email update to your members that have signed up for an email update service, notifying them of upcoming screenings and also including the information that you have posted in your Facebook event post, as well as linking to the Facebook event. Remember to remind people how much tickets cost and how to purchase!

Trailers in cinema

One of the best ways to get your members excited about your upcoming films is to show the trailers at your most current screening. Audiences will usually tolerate two to three trailers before their screening — don't do more than that!

Following these promotion best practices will set a good foundation towards a healthy screening.

Checklist

Two weeks or more before your screening

- Check the Film Circuit FTP site for your upcoming films' trailers (two to three upcoming films). Pass the files to your theatre and kindly ask them to play the trailers before your next screening.
- Create a Facebook event and include: synopsis, digital movie poster, trailer, three to four stills, and award/accolades.
- If you have received the poster for your film, pass along to the theatre owner to put up in the movie display. If not, put up the Generic "Northern Lights" branded poster and/or update with the upcoming film's details.
- Depending on your screening interval, send an email update to members that have opted in for this update service (at a regular interval e.g. once a month). Include information that you have included on your Facebook event page as well as a link to the event so that people can share with their friends.

One week before your screening

- Continue updating your Facebook event at regular intervals by sharing articles, cast interview, premiere photos, and reviews.

Two days before your screening

- Post a reminder and itinerary update on your Facebook event about the screening and ask people to share with their family and friends.

Ming-Jenn Lim

Manager, Film Circuit



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