

## Descriptions of Program Objectives

Here we present a selection of how we presented our Program Objectives from our proposals, mostly from our proposals to the Canada Council for the Arts. The objectives were written with the accent being on artistic merit and featuring Canadian independent films, with less on mental health themes.

### Circa 2003

- To showcase Canadian independent shorts, documentaries and feature films both in festivals and throughout our weekly Movie Monday programme.
- *In the festivals*, to provide a critical framework for films and opportunities for independent filmmakers to present their works and discuss their portrayals of characters and issues depicting mental illnesses and recovery.
- *In the weekly programme*, to include independent Canadian films with artistic merit that provide thematic programs on community issues, tying into community special events addressing issues of marginalization. To contextualize the program by bringing together innovative filmmakers, their challenging issues and speakers from the local community affected by the issues.
- To especially seek out and promote films depicting the inter-relatedness of mental illnesses to issues relevant to First Nations peoples, immigrant and refugee communities, gay, lesbian and transgendered communities and people surviving childhood abuse.
- To develop audience awareness and appreciation of local filmmakers works that explore critical community issues.
- To widely publicize the festival in mainstream and alternative media outlets thereby better publicizing Canadian film and filmmakers.
- To document post-film discussions on video, in written articles and via the Internet.
- To integrate these objectives into an eclectic mix of films, including new popular releases and other Canadian film. This program of high quality films not only encourages a broad audience to come habitually to our venue, and thereby also developing an audience for the mix of innovative, independent releases it is also increasing the film literacy in our community.

### Circa 2006

#### **Our Programming Objectives:**

- To showcase Canadian independent shorts, documentaries and feature films both in special events and throughout our weekly Movie Monday programme.
- To program independent Canadian films with artistic merit that provide thematic programs on community issues, tying into community special events addressing issues of marginalization. To enrich the program by bringing together innovative filmmakers, their challenging issues and speakers from the local community affected by the issues.
- To especially seek out and promote films depicting the inter-relatedness of mental health issues to topics relevant to First Nations peoples, immigrant and refugee communities, gay, lesbian and transgendered communities and people surviving childhood abuse. To seek films that portray people challenged with mental illnesses.

- We especially highlight their positive accomplishments such as creativity, rather than the usual pathologizing of the condition and seek to show elements in their recovery.
- To develop audience awareness and appreciation of local filmmakers works that explore critical community issues.
  - To widely publicize film events in mainstream and alternative media outlets thereby better publicizing Canadian film and filmmakers.
  - To document post-film discussions on video, in written articles and via the Internet and to encourage this process in other venues.
  - To integrate these objectives into an eclectic mix of films, including new popular releases and other Canadian film. This program of high quality films not only encourages a broad audience to come habitually to our venue, and thereby also developing an audience for the mix of innovative, independent releases it is also increasing the film literacy in our community.

There has been a great deal of interest from Victoria based independent artists and arts supporters to be involved in our festivals and in special events throughout the year. Movie Monday organizer Bruce Saunders has been actively building bridges with filmmakers, film libraries, festivals and distributors over the last several years. The result of his work has been beneficial not only to the Movie Monday audiences but also to filmmakers welcoming the opportunity to show their work, discuss their work with an audience and receive payment for their participation.

Last year, we presented Canadian films throughout our schedule. As noticed in the listings, we focused on works with regional importance. Our scheduling includes Canadian features and documentaries that are not considered to be fully independent as they had the participation of the NFB or Vision TV for example. Often films have been produced independently and then picked-up after completion by NFB or others. We have realized that these films are often created by filmmakers who relish the contact with our audience. With the support of Canada Council we also have had the time and funds to locate more works from emerging artists and pay for the rights and even have them participate. We feel that our high ratio of Canadian films in our programming – independent or not – demonstrates our enthusiasm for home-grown films and artists.

### **Circa 2010**

The artistic vision of Movie Monday includes programming Canadian independent films with artistic merit that provide thematic programs on community issues. We address issues of diversity and marginalization and especially seek out and showcase films and filmmakers depicting the inter-relatedness of mental health issues to topics relevant to Aboriginal peoples, immigrant and refugee communities, gay, lesbian and transgendered communities and others facing stigma.

- To present innovative films in a critical context, specifically by engaging media artists and audiences in dialogues to facilitate the use of film as a medium to explore issues of stigma and marginalization.
- To seek films that convey authentic voices with artistic merit and dignity that approach subjects that are traditionally marginalized or stigmatized by popular media.

- To develop new audiences for innovative, independent films that explore challenging issues facing our communities through eliminating financial barriers to participation for audiences, facilitating the travel and participation of filmmakers to join our audience in dialogue, and by creating a safe, alternative venue welcoming of diverse audiences.
- To sustain local access to critical films by facilitating distribution partnerships with filmmakers and distributors for inclusion in the Movie Monday Film Collection.
- To provide a weekly program with a mix of films that will be entertaining and engage broad audiences.

### **Circa 2013**

#### **Objectives:**

**Research & Development:** To conduct a curatorial program that seeks out and locates media artists and artworks of high quality with program relevance and with potential to engage and impact audiences.

**Acquisition:** To acquire suitable rights to media art works for dissemination and possible distribution through fair payment of fees to artists and distributors.

**Dissemination:** To screen innovative Canadian independent media art within Movie Monday's weekly film program, at special events and through collaborations with other relevant programs and events be a responsive media arts venue.

**Presentation:** To facilitate the participation of media artists and other relevant guests in the presentation of films in a high quality, theatre setting.

**Relevance & Diversity:** To showcase impactful, innovative media artists and their works that is inclusive of Aboriginal media artists, local filmmakers, and films and filmmakers producing art that is of relevance to Movie Monday's thematic mandate – to address issues of mental illness and recovery, marginalization, stigma and voice.

**Accessibility:** To ensure media artists and their works are presented in a pro-actively accessible venue that is inclusive of people experiencing poverty and social isolation, people living with mental health issues, addictions and physical and mental disabilities, and others who may face challenges accessing innovative films about issues relevant to their life.

**Promotion:** To promote participating media artists and their works through partnerships with media, collaborators, co-promotion of events, electronic medias, and advertisements.

**Interpretation & Documentation:** To present innovative films in a critical context through facilitating dialogue between media artists and audiences and integrating media artists and films within a local context.

**Collaboration:** To effectively collaborate with; media artists and distributors, media arts partners, media outlets, community agencies and other sustaining funding partners.

**Distribution:** To facilitate the payment, rights and acquisition of innovative films for inclusion in the Movie Monday Film Collection and through partnership with a local video outlet enable distribution of these hard-to-find titles to the public.

**Administration:** To maintain the administrative, financial and governance stability of the Movie Monday Society to enable us to effectively achieve these objectives.

### **Circa 2017**

**Accessible Programming:** Movie Monday's mandate is to facilitate access to Canadian independent films for those groups less well served by traditional media arts venues. We ensure media artists and their works are presented in a pro-actively accessible venue that is inclusive of people experiencing poverty and social isolation, people living with mental health issues, addictions and physical and mental disabilities, and others who may face challenges accessing innovative films about issues relevant to their life. We continue to provide all events 'by donation' and link media artists showing films from diverse communities with audiences experiencing diversity, stigmatization or marginalization.

**Arts from the Margins:** Movie Monday's programming mandate is explicitly dedicated to the presentation and critical dialogue of media arts that express the voices of individuals and populations that are too often marginalized or stigmatized from mainstream society. This mandate is inclusive of Aboriginal media artists and films that express Aboriginal voices. We provide a constantly responsive venue for local filmmakers who often are using film to express locally relevant stories. Our definition of diversity includes diverse cultures and sexual orientations, as well as a diversity based on social status, income, mental, physical and emotional health status. When media artists with diverse lived experiences present their artworks in our theatre they are very often sharing their story with others who have also lived similar experiences. The shared interpretation of the artwork and the issues it raises is equally rewarding for the artists and audience.

**Artists/Audience Engagement:** The foundation of Movie Monday's interpretive activities is the effective facilitation of dialogues between media artists and audiences. Our program is recognized as an opportunity for dialogue; where innovative films are discussed and debated. The range of interpretative dialogue include three main focuses; 1) the artistic process and outcome, 2) the thematic content, and 3) the local relevance of the film to speak to the issues raised by the artists. These dialogues are enabled through providing travel fees to media artists and the use of video call programs to directly connect distant artists and local audiences. Our website also enables interpretative activities with film information and links updated weekly and archived on-line.

**Weekly film program:** Movie Monday is a weekly film program and while we add special events and the occasional film series we are an alternative to the traditional annual film festival format. The weekly format ensures every show is a unique opportunity to fully focus on a film and the filmmaker(s). We are able to singularly promote the event to the media and frequently secure radio and print media coverage for the artists. Our film events can be integrated within community events such as Pride Week, or a current issue such as the overdose crisis. Audiences seem to appreciate the weekly format rather than the exhaustion of a festival schedule and as programmers we also support a weekly schedule as a sustainable and less frenzied format for enjoying films and engaging artists with audiences.

**Commitment to Diversity:** The core mandate of the Movie Monday program is to showcase media arts that represent marginalized voices and diverse communities. Our arts programming has uniquely emerged within a stigmatized setting; within an underused theatre in Victoria's mental health facility. Now twenty-four years later, we continue to showcase critical films

exploring issues related to mental health, recovery and coping with adversity and stigma. As part of our accessible setting we have experimented with audio description for audience members who are visually impaired as well as screening subtitles for those who may be hard of hearing. We continue to be committed to exploring newer technologies to implement within our venue.

Movie Monday's programming mandate is explicitly dedicated to the presentation and critical dialogue of media arts that express the voices of individuals and populations that are too often marginalized or stigmatized from mainstream society. The programming goals are inclusive of Aboriginal films and artists. Similarly, we seek out and showcase locally relevant films exploring cultural diversity, frequently in collaboration with local groups and events.

When presenting media arts that address issues of diverse communities, marginalized voices and stigmatized issues we see the importance of seeking out films that include characters and stories of overcoming adversity and resilience. These strong voices can be critical in ensuring that groups and issues are not only portrayed as victims or problems and with bad endings, but to ensure representation of diverse realities through the struggles and achievements from within the community.

Outreach and audience development is facilitated by sustaining partnerships with diverse communities and linking our programming of independent films with communities' events. These partnerships have included PFLAG and Pride Screenings, a media arts partner in the local Asian Heritage Month, Bridges for Women, University of Victoria Trans Archives, the Greater Victoria Youth Orchestra, la Société Francophone de Victoria Society, local Alzheimer's and Brain Injury Societies and others.

### **Circa 2019**

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**Commitment to Diversity:** While we do not use this language, we expect our programming fits Canada Council's definition of a disability arts organization engaging people with disabilities or with mental illness to explore concepts of disability and mental illness through media arts specifically including disability media arts created by people with disabilities or with mental illness.

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