



Montreal, May 24, 2002

Telefilm Canada
360 Saint-Jacques, Suite 700
Montréal QC H2Y 4A9

Mr. Richard Stursberg
Executive Director, Telefilm

Dear Mr. Stursberg:

Recently I read the Gazette article on Telefilm's new mandate and was pleased to see that Telefilm with its new directive under your administration was to involve itself in part with more commercial film making. I then read about the fortunate producers who have benefited from it with their envelopes. The more I thought about it, the more I felt compelled to write you.

I have been a producer on the Canadian film scene since 1969 when I produced along with André Link the Quebec film Valerie – attached is a list of productions I have produced over the years, along with the budgets, the locations and the directors. You can see by the attached list of first time directors that it shows our risk-taking in developing creative film talent also played a key role in establishing a film industry in Canada. While I have not included all the other professions and crafts that apprenticed to our productions and became an experienced creative film pool for the future.

In the beginning we did have the support of the CFDC as it was called then, but harsh criticism as to our commercial attitude to film making resulted in forcing the CFDC to abandon any support. We found ourselves on our own but by making high concept, low budget films, we survived and were able to continue producing. You can see by the attached list that we put millions into the Quebec economy through our production efforts.

If you were to check Telefilm's records you might find that Cinepix Inc. returned some of the highest remunerations to Telefilm for its investment in the films it supported with us.

The following shows the history of Cinepix's evolution. Cinepix formed a company with Famous Players which became CFP – as the agreement with Famous Players did not allow production, CFP became Cinepix Film Properties – independent of Famous Players. Cinepix Film Properties was sold into Lions Gate Films along with the assets of



Cinepix. Lions Gate Films became an entity of Lions Gate Entertainment. Cinepix still exists while I operate JVJ Productions – a part owner of Cinepix.

I attempted several times to obtain funding from Telefilm for personal projects, but was never successful. They were judged too commercial while my position as an officer of Lions Gate Films seemed to prevent any interest on its part.

In spite of being always outside of the Canadian assistance provided to others we did manage to garner many of the awards attributed to Canadian producers over the years. Listed in my biography it might add some credibility to my letter.

My association with Lions Gate Entertainment ended last August 2001 and my position as Chairman of Lions Gate Films ended in March 2002.

I understand the current Telefilm regulations for commercial film productions were based on theatrical film box office revenues over the last 5 years. Unfortunately for me the films I was involved in recently while I received both producer or executive producer credit did not merit consideration, as they were Lions Gate productions. While some did get theatrical releases, the support in publicity from Lions Gate was negligible, resulting in unsatisfactory grosses.

Lions Gate has embarked on a different course of action regarding its productions – it's more centered in LA with its own American film slate. It has expressed little interest in Canadian productions. Its preference is to pick up low budget independent films made in the US with American actors and directors.

It is upsetting to think about the 40 years I've spent in film production – all of it in commercial film making in Canada - to find that there's no effective avenue for me to benefit from Telefilm's new position.

I have no wish to retire, but would like to remain active in an industry in which I have spent my entire life, formerly as an exhibitor, distributor, and now a writer producer.

This brings me to the point of the letter. With you at the current helm of Telefilm and considering its new mandate, is it worthwhile for me to request a meeting with you to discuss if there is some way I could find some assistance from Telefilm to continue in developing and producing film. I realize producing in Quebec in English has always been very difficult. Very little is available from Telefilm in Quebec for English



production while Toronto Ontario based Telefilm would never support an English production in Quebec.

Attached are some of the properties I have developed and would like to produce.

I realize this might be a special case but if you look at the enclosed material you might agree that with some support I could continue in the field for which I have a passionate attachment and continue to make a contribution to the industry.

Whatever happens I feel better that I was able to express to you my concern as well as my desire. I await your reply at your convenience.

Yours truly,

A handwritten signature in black ink, appearing to read 'John Dunning', is written over a horizontal line. The signature is stylized and somewhat cursive.

John Dunning