



January 23, 2006

Wayne Clarkson  
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Dear Wayne,

I have left you the enclosed documentation that hopefully would assist you in coming to a decision regarding my request for Telefilm's accreditation as a producer. Having been told I can no longer be considered as a producer because I have not produced a film that has played in theatres for several years I'm ineligible. Considering my major contribution to the Canadian Film industry both in the past and still wishing to produce could Telefilm not consider a grandfathering decision in my case?

I was always in the forefront of mentoring young talent – both producers and creative production personnel. Many first time directors were given directorial opportunities – as one of the enclosed lists will show. Producers like Don Carmody, Irene Litinsky, Josette Perotta, Stewart Harding and others all started with Cinepix. Presently I'm mentoring Kathy Wolf and Miranda Castravelli both experienced in production, and capable of producing a film. Without recognized accreditation I was forced to go to outside producing sources to obtain Telefilm's consideration for my projects. I went to Christal Films under Christian Larouche who was also a Cinepix graduate. It is very difficult for a producer to arouse the same passion for an outside project that will exist for one of his own. This is understandable as Christian has many of his own that he is supporting. I don't feel that our proposal for Destiny got a fair shake – as I was denied the opportunity to present it with the intensity it deserved as well as pointing out all the positive elements it contained.

Attached is Telefilm's report and refusal to consider funding a script.

There are some points I feel should be taken in consideration regarding Destiny.

1. Just one person analyzed the outline – Should not at least a committee look at such an undertaking containing such historical interest. It merited more than a phone conference where only specific people were allowed to participate.
2. Destiny was compared to the failure of New France – this comparison was not fair as New France was a historical film – relating specifically to a comparatively small French Canadian population. It had not the world-wide market appeal that would be found in Destiny. The Irish emigration is well known throughout the world. The theme of emigration is common to all countries.

3. There is the market potential of 50,000,000 people claiming Irish heritage world wide.
4. The script would include the three ethnic Quebec founders: A French Canadian family would be the pivot to the story while featuring a female Irish lead and an American male lead to appeal to the U.S. market. Two versions would be shot English and French at the same time.
5. Our marketing plan was never considered – it was to involve all Irish communities world-wide with charitable screenings – held just before St. Patrick's Day to publicize the film - as well as putting a float where possible in St. Patrick's Day parades. The success of My Big Fat Greek Wedding is related to this style of plan exploiting the Greek community first, then reaching the general population.
6. Speaking with Michael Kenneally, The Honorary Consul General of Ireland, at Concordia University, he supports the proposed film and confirms Irish representation in countries predictably the United States, Britain, Canada, and Australia as well as France, Germany, Italy, Brazil, Croatia, Hungary, Japan and Sweden, among others – What a marketing potential!

If giving me accreditation and allowing consideration for the mentoring of Kathy and Miranda I feel we could do an outstanding job with this project.

As well as bringing recognition to the three founding races of French, English and Irish of Quebec. My own personal family consisted of a French Canadian mother and a father a mix of Irish and English. Maybe that accounts for my strong desire to do this film.

My apologies if I've left you considerable documentation to study – Hopefully it might help in obtaining the recognition from Telefilm to continue my efforts in Canadian filmmaking – Age has slowed me down somewhat but the spirit is still strong and I can still impart the benefit of my experience to others.

Yours truly,

  
John Dunning