

Talking Pictures

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www.keswickfilmclub.org

Autumn programme 2013

So our fifteenth film club year begins, starting on Sunday 22nd September.

Please renew your subscription by returning the enclosed slip - £7 gets you a pound off every film you see all year, including the festival.

Getting the job done before the opening evening is tremendously helpful: there's no need to fill in your contact details if they haven't changed.

You might like to think too about the advantage of buying an autumn pass: you can see **all 15 films this autumn for only £35**

We'd like to invite you as usual to have a start of season drink with us, so please do come along at **4.15 p.m. on 22nd September** and tell other members what you have been doing since we last met up. See you there!

If the questionnaire results - see over - showed us one thing it is that we will never be able to please all of you every week. 'Good news', we said, as this means we can carry on trying to keep our programme as wide as possible to keep as many members happy as we can. Hopefully this season will continue to do this; American, Arabic, Argentinian, British, French, Hebrew, Italian, Japanese, Romanian, Russian, Spanish, Turkish - a positive kaleidoscope of world film!

We start with 'Therese', a beautiful French 20's drama to get us in the mood, before returning to Argentina for Pablo

Trapero's latest film 'White Elephant'. During the season, we have several films from new British directors and hope to be able to bring at least a couple of them to talk to us.



As Rheged has promised us they have finally got the heating working, we couldn't resist trying to repeat the experience of last year's 'Samsara', by getting Ron Fricke's previous film 'Baraka', which had even greater world acclaim. Several films have won

accolades from festivals, including a couple of films by the same cinematographer Oleg Mutu - 'In the Fog', 'Beyond the Hills'; the directors tend to get all the credit, let's see what the cameraman can do!

We run up to the end of the season with a 'gorgeous' Italian film - 'The Great Beauty' - which is my tip for film of the season - before ending with an-



other 'first' - 'Wadжда' - the first all Saudi film and the first made there by a woman. We hope you all enjoy the journey

An interview with... Stephen Brown, KFC website Facebook & Twitter supremo



Most of you will have seen our award winning website, but probably won't know the man behind it all. Stephen., how did you become our web man?

I first came to a film in Autumn 99, but it was really the first Film Festival that made me aware of the Club. The world wide web was still young. I wanted to build a real website and the Film Club seemed like an obvious candidate, so I put together a page for the current programme.

From tiny acorns...

I contacted the film club and asked if they'd like to use my site as the club website. Years later, when I moved back to Leeds, I wondered if that would mean

leaving the Film Club behind; 10 years later I'm still maintaining the website! The only problem is I don't get along to many films but that only makes the Festival more special. I especially enjoy my involvement as a judge for the Osprey shorts

You seem to love film; what sort of films do you like?

I love all types of films, and I try not to pre-judge them based on their genre and will watch anything if I think it's going to be good. I have to admit that by the end of June I'd already watched nearly 200 films!

How have you made our website so good?

I've always tried to keep the website simple. Too many websites try to be flashy and end up being harder to use as a result. I've always tried to use the technology in the simplest way to create an effective design. Each time I redesigned the site I've been happy with how it looked but it quickly ages. The current site is really due for a refresh...

What do you have in mind?

I would like to add an archive of all the old brochures to the archive of all 794 films that have been shown. It's a shame that nobody uses the comment functionality on

the film pages - I always hoped a community would build around the website."

Maybe Twitter or Facebook are taking over this role?

The Festival Facebook Page and Twitter account is a great way to promote the festival and reach out to a wider audience. It's a shame the Club page isn't so widely used. For many people Facebook is the first port of call when looking for something online so it's important people, who might not otherwise be aware of the film club or festival, can find us and what we're doing.

Through Twitter, I can see what other film clubs and cinemas are doing. It's always good to see films we've shown being well received elsewhere. Twitter really feels like a community, assuming you're following the right people, and it's great to get involved with discussions with interesting people. Even though I'm in Leeds I often feel I know what's going on in Keswick because I see people talking about it.

Thanks, Stephen.. I think the website is the best club site still...and I'm even beginning to use Twitter thanks to your lead!

Questionnaire: What do you think of our club? Your responses
- Ian Payne, Secretary

46 people replied to the email (thank you!), most of whom have been members for over 3 years, which is good news, but only 2% recent joiners points to the fact that we need to attract new Members - please spread the word.

Membership and its benefits

The benefits were seen as principally financial, through the ability to purchase discounted tickets on club nights (68%), half season passes (39%) or a festival pass (55%), although 55% also appreciated the weekly Club e-mail and Talking Pictures.

Communications

There were high levels of satisfaction with the brochure, website and weekly e-mail, with the exception of some plot spoilers. We

will try to avoid giving the game away in future. We will also include the finish time of the programme in the emails.

Talking Pictures was less popular. Hopefully if you are reading this you may be changing your mind but please send us any ideas for improvement. It was perhaps unsurprising that Facebook and Twitter was less well-used; however they are both excellent ways to communicate with visitors to the area and festival attendees and its a good way of generating debate on the films that have been screened.

Filmgoing

Respondents were fairly evenly split between those who saw over 20 films in a season (28%) , 15 – 20 films (30%) and 7 – 15 (25%), all of whom should benefit from Membership of the club. 90% attended the Festival. We were surprised that there weren't many who went to the Alhambra on non Club nights, given the varied programme that Tom puts on. We will try and update you more regularly on the Alhambra programme, particularly when Tom is showing a film that we would have shown.

The Programme

Now this was fascinating! For every view expressed, there was an equal and opposite opinion; so... some wanted showings of Classics, others wanted the Club to show just new films that can't be seen elsewhere. Someone said that a description of 'heart-warming' in the brochure was reason to stay away, others wanted more feelgood films and no sex or violence.

Clearly we cannot satisfy all the members all the time, so continuing with the eclectic mix that is the KFC programme seems the best option and we regard that as a positive step, rather than simply maintaining the status quo for the sake of it.

A number of people liked the idea of a theme during the season but the valid counter-view was that if the theme did not appeal, you would miss out on a number of Sundays over the season. We will try to find some complimentary films (like the Ken Russell weekend or a short followed by a feature length film by the same director) and screen them, possibly on the same day. This might also help with the call for more socialising (or in particular more wine before films!).

You will be pleased to know they have fixed the heating at Rheged (Hurrah!) which just leaves why go at all? Well, it depends on the film. If there is a film on our list that screams out for their big screen or 3D (remember Pina?) we will use Rheged, but not just as a matter of routine. Should we start Club nights later (or earlier!)? We have to tie in with Tom's show at 8.15pm, so, on balance a 5.00pm start time gives us the flexibility to put on a short film, or the occasional longer film. Sorry... Short films do polarise the audience! 38% don't like short films, 31% enjoy them and 33% would like to see them if they complement the main feature. Only 7% wanted them to be made by local filmmakers. Short films are a way of seeing a film-making talent develop and we will look out for shorts that compliment the main feature in future.

Activities

There was little appetite for visits to Festivals elsewhere but the idea of the Club growing and loaning out its DVD collection did find favour. Watch this space for further developments.

SO.. We hope you thought this was worthwhile; the committee certainly did. Please send us your comments any time.

KFC Spring 2013

The Hunt	90.93%
Cloud Atlas	84.00%
Amour	82.71%
No	81.08%
Margaret	78.57%
Bullhead	75.00%
When Pigs Have Wings	73.73%
Safety Not Guaranteed	72.89%
Diva	72.67%
Elena	58.57%
Tabu	57.50%
Holy Motors	49.62%
Saragossa Manuscript	46.05%

Average audience size: 98

Roger Ebert RIP

One of the club's most quoted film critics, Roger Ebert died in April. He came to fame back in 1967 writing for the Chicago Sun-Times. At the same time, Philip French has announced his retirement as The Observer film critic. They will both be sadly missed; who will we quote now?