

THE BLACK EXPERIENCE LAUNCH

This will take place at the Commonwealth Institute (Gallery) on Friday 7th February between 6-9pm. 2,000 Invitations have gone out(see attached list)

Speakers; Tony Banks MP
Professor Stuart Hall

Entertainment provided by Courtney Pines and His Jazz Quartet and Uthingo Dance Company.

Tables, screens and chairs have been organised for all commissioned projects to display publicity material. Setting up time will be from 3.30pm onwards, the latest time that groups can arrive is 5.45 to set up. We would be supplying car park passes for each group. Commissioned groups are encouraged to bring ample publicity with them, and at least 2 representative to be on hand on the night to answer questions from the general public and press about their particular project.

Publicity done before Xmas;
Posters(Black Experience & Film Script) and Leaflets to:
GLC Funded Groups
Black Crafts List
Ethnic Press List
Black Arts Organisations
Film Officers
Carnival/festivals List
Black Womens Groups
Film societies
London Boroughs
RAA's

Flyposting 1,000 Double Crown Black Experience Posters
300 Film Script Posters

Internal: Approx 6 Black Experience Posters and 100 Leaflets to;
Grants Co-ordination Unit
Art and Rec Committee
Ethnic Minorities Unit
Greater London Training Board
Planning Committee
Greater London Enterprise Board
Police Committee
Public Services and Fire Brigade Board
Police Committee
Staff Committee
The Urban Programme
GLC Bookshop
5 Westminster Bridge

150 Black Experience & 50 Film Script posters were put up around GLC Parks and premises.

1,000 Leaflets were sent out via ILEA to schools.

Commissioned groups have received approx 100 Posters and 1,500 Leaflets.

Commonwealth Institute- 1 box leaflets amd 100 Posters
Brixton Recreation " "

Borough Distribution Network - Camden, Lambeth, Wandsworth, Lewisham

Black experience leaflets were sent in the Dance Circuit Mailout.

Material has been sent to individuals and organisations that have contacted us.

1,500	Launch	Invitations	sent out 23/24/27th January
500	"	"	out to the press via Positive Publicity

Black Experience Brochure ready first week in february.

Brochure mailout

Leaflets and Posters: Local Ethnic Groups; Wandsworth, Croydon, Lewisham, Southwark, Lambeth

Black Media Workers groups

YOUTH Theatre/Venues/Companies

Community Arts Venues

Ethnic Publishers

GLC
1981-1986
Working for London



Ethnic Music List
 Universitites and Colleges
 Art Colleges
 Youth Clubs
 Dance/Drama Colleges
 Art Galleries
 Photographic Galleries
 Funding Bodies
 Mainstream Art Institutions
 Embassies

Material Left;	Black Experience Double Crown Posters	750
	" " A2	9,000
	" " Leaflets	30,000

Boroughs Left to do Tower Hamlets, Southwark, Haringey, Newham, Islington, Hackney

General Progress

There was some rumoured concern of lack of progress on the project, but when we visited CFL, Leila Hassan and Levene were able to show us all that the material had been collected. They said they were awaiting consultation with the exhibition designer to decide on the size of enlargements and lamination processes etc. A mock-up panel has now been prepared and we can visit CFL's premises to see it. They had planned to do this at Riverside but will not have access for the space concerned until a few days before the exhibition.

They were able to give us a rough plan of the proposed exhibition space design which is going to have as it's central theme (which is also the central isle of the exhibition) a cricket pitch. Off to the sides of the cricket pitch will be the carousel-type display panels organized by period of his life. A copy of this is attached and can be explained in more detail. They are yet to finalise details of the seminars. Films have yet to be finalised also, but these will be running continuously throughout the exhibition at the seated area at the top of the space, behind the main exhibition area.

Riverside

CFL have been meeting again recently with Riverside who say they cannot provide, seating, film projection or any other equipment at part of the hire fee and was going to Riverside to negotiate the matter last week. We are awaiting a report from them.

Launch

CFL had promised us a budget for the launch, but were unable to provide it as they still had to negotiate with Riverside over corkage. Leila Hassan reported on the phone that Riverside want 50p corkage free on each bottle of wine, and that this would have to be included in the launch budget.

Publicity

We accidentally saw a copy of R.Ts first issue for 1986 which carried 2 advertisements: one for The Black Jacobins and one for the LLR Jones Exhibition. Neither advert carried the logos or even mentioned the Black Experience. (see attached) CFL said they were hastily drawn up ads just before Christmas where the logos had been overlooked and it wouldn't happen again. They did reiterate their refusal to include the Roundhouse Logo on their publicity. We told them the excuse was feeble and that all publicity required not only the logo, but the wording about the Black Experience and the mention of the RCU as in our letters of December 20 and January .

Nonetheless, they have now produced leaflets and posters with the logo but no other mention of the Black Experience (which incidentally we ^{say} by accident while visiting Riverside) and which they have not even sent to us for information. They were advised again of the requirement to credit the Black Experience and after initially agreeing to do stickers for their posters, later rang back to say they felt they have not legally obliged to mention any wording we dictated and were going to seek legal advice. (I had warned them that if they were not prepared to mention the fact that the project was part of the B.E. then, it was possible that the Council would not allow us to release any more funds).

Other publicity activities were:-

(A) Announcement about the Exhibition already sent to:-

- Afro-Caribbean Societies in Colleges and Universities
- Schools
- Magazines and other selected publications

(B) Press Statements were to be prepared and released by 18 January 1986.

We need to chase for completion date of programme brochure and mention of Black Experience to be included.

General Progress

Efficient administration and general organization with few internal problems or hiccups. Rehearsals have started and are progressing well. The production as a whole is on schedule.

One major problem at the moment is that Riverside would like to include in their contract to Talana a clause claiming % of royalties if the show goes to the West End or if it is made into a film etc. The Riverside will be getting 30% of the Box Office while the show is at their venue and will not be putting anything (services etc) into this production that they will not be paid for. The issue of royalties outside of this event was never discussed at the initial meetings with Charlie Hanson, and have only now surfaced Nick Owen (Talana's Administrator) have written to us asking for a comment on this considering the high level of funds we are putting into this production. However, it seems unlikely that we will be able to intervene on their behalf as Talana will be holding the rights to the play after the Riverside performances. The contract has been sent to our Legal Department for their advice as to whether or not we can say anything to Riverside on this issue.

Publicity

This has been delayed because of design inadequacies from R.T. Studios who have designed and produced the posters and leaflets. Test was difficult to read etc. and leaflets had to be re-done also posters.

Talana, like CFL have included the logo's but have not mentioned the Black Experience or the Race Equality Unit, nowhere on the leaflets makes that omission appear even more obvious (although the administrator assures me it is not deliberate). They argue that they did not know it was a condition of the Commissions as the Commissioning letter only stated the inclusion of the logos, and it was in subsequent letters that direction about wording on publicity was given to them. They finally (reluctantly) agreed to print stickers to go on all their posters. The leaflets had already gone out for distribution, thus there was little CFL were quite agreeable to this and Leila was asked to pay £750 to Talana from the money they had received for the brochure. This has been done and we are now waiting to see these programme brochures.

General Progress

The team is installed and working in Room 679. They have secured the venue - Brixton Recreation Centre and booked the stalls they require. They have advertized for potential stall holders and have produced their publicity pack about the fair, giving very detailed information and it is intended for all potential participants (copies attached). They will also be producing a programme brochure/ leaflet once the Live Fair Seminars and Concert arrangements are finalized, which will be for the general public ie. visitors to the Fair.

Mirdern

Ricky (The Artistic Director) and Esther one of the Admin team went to the Mirdern International Music Fair in France this weekend to publicise the Black Music Fair, secure some participants who may be interested in coming to the London Fair and to pick up any information which may be useful in the organization of the London Fair. The next progress report will carry specific information about the value of the trip.

Disputes

These have been frequent and very worrying. They tend to be between the Artistic Director and the rest of the team. The latter complain constantly about not being kept informed about decisions concerning expenditure in various areas - notably publicity (various) and hire of stalls, and about the text, wording, names mentioned on some of the publication. The Artistic Director argued that he needs to make snap decisions at times and cannot always consult with the team. We (Wilf, Praveen, Seema and June) have had numerous meetings to help sort the problems which all seemed to stem from some source, basically - lack of adequate communication between the Artistic Director and the rest of the team. We pointed out that both parties had to be sensitive to the needs of the other and that they should all bear in mind their principle purpose - ie. to produce a first-class, professional and successful Music Fair. If they continued squabbling and required so much direction this would inevitably jeopardize the potential success of the event.

During this time 2 female members of the team left the programme without a word. We have tried to contact them by phone without success. We will have to write to them asking why they left.

The initial problem of how money was to be paid for the group's expenditure was resolved when it was pointed out that all invoices had to be paid through REU, but that they could have a small Petty Cash account (also passed through REU). The admin group were concerned that they would not get the accounting and budget management experience they needed, but this was eventually satisfactorily resolved.

The admin team have organised among themselves responsibility for specific tasks and each person worked with the artistic director around the particular area of their responsibility - although there is close liaison for all the arrangements as a whole.

Publicity

Apart from the pack and brochure mentioned above, they intend to produce posters and have already produced a logo design which is featured on their letterhead and will be on all publicity. It looks very professional and should help in presenting the venture as a serious and well-organised event.

The group still requires close supervision and guidance and to be reminded of the elements of the Fair still to be finalized, and the prioritization of arrangements still to be made.

We need to get from them projected schedule for finalization of elements outstanding and production and distribution of publicity.

LIVE FAIR
SEMINARS
CONCERT

POSTERS
BROCHURE/LEAFLET
ADS.

The Black Cultural Archives are documenting on tape 6 members of London Afro-Caribbean Community and is a contribution to on-going research into the history and development of Black Settlements in London that Black Cultural Archives are doing. The project would be specifically looking at the period from 1945 onwards to the present the interviews would be structured to look at what people did before they came to Britain, trace developments since then.

The finished tape presentation comes with display boards which provide supplementary information to the tape interviews.

The B.C.A. would be setting up their own tour to community organizations and schools.

PROJECT ORGANISERS
GRAHAM DE SMIDT
GAVIN JANTJES

SIGNS OF RESISTANCE

The above have been commissioned to produce a (anti-racist) mural tape slide - a total of 6 artist have been interviewed about their works. Transcripts have been completed and it is now at the stage of being edited. The subject area itself has generated a lot of dialogue which undoubtedly means a lot of editing will need to be done.

The script will be written in conjunction with the interview material plus additional information.

The finish project would comprise of 15 minute commentary and synchronised slides. The project would be ready in mid-March, a revue needs to be found and excerpts from the work in its present form will be shown in the break.

STRUGGLES FOR BLACK COMMUNITY - SCREENINGS

General Progress

The ABW have been commissioned to organise this programme and have engaged David Lawson as co-ordinator. He is directed by a working group from the Association with specific responsibility for this project.

They have accepted the commission, with the subject of a commission fee to the Association still pending. This should be resolved this week.

They have booked the Metro Cinema for 28 February to 6 March. Seating capacity is 80 but they are planning 2 programmes per night and at 50% capacity aspect to have a total of 480 attendances throughout the one-week period. Tickets will be priced at £1 and £1.50.

At the time of my visit to them (14 January 1986) they had confirmed 10 films and were in the process of chasing others on their list. I made some suggestions for additional films to be considered (Go Tell It On The Mountain/ Sometimes I Look at My Life (Belafonte) Shadow/ Sweet Sugar Rage/Anita) and have been helping the co-ordinator to check possibility of booking these.

The most up-to-date list of the films in the programme is attached. They expect to finalise the programme by the end of this week.

Co-ordinator requires a lot of guidance and the working group which meets once a week to direct the organization of the season needs to keep in close contact with him between their weekly meetings. We need to keep a close eye on this progress as time is short.

Publicity

Posters and leaflets are being designed and they are planning to have these ready for distribution by the middle of February. They will also be ensuring listings in the London press and the Black press.

We may have to help secure certification clearance for some films being brought in just for the season.

THE REMNANT: DOUBLE EDGE THEATRE COMPANY

Dates confirmed;
2-6th April Battersea Arts Centre
9-13th April Interchange Theatre
17th-19th April Yaa Asantewa Arts Centre
24-26th April Theatro Technis

General Progress;

Everything on schedule, waiting to start

Rehearsals 10th to 28th March, Actors have signed contracts, rehearsal space is booked.
Set; need some new props others need repair and repainting.

Double Edge are at the moment negotiating ticket prices at £2.80 £2.00(concessions)
with the venues. Time of shows 7.30 to be confirmed.

Publicity,

Posters and Handbills artwork to printers 27th January.
Programme to come later in March

Double Edge have themselves contacted local press and have generated interest.

FORCES AND FIGURES IN ASIAN HISTORY: SAAAC

Venue; Featherstone High School 21st March for 1 week
Looking for other venues to tour exhibition

General Progress;

Emphasis on issues and the figures prominent in those issues.
Some of the issues; Immigration, Labour movement, Racial Harrasment, Defence committees
and campaigns, women's struggles, cultural aspect Asian writers(needs more research)
Will include figures such as; M K Ghandi, Mrs Desai, Afia Begum, Bhagat Singh.

Have pinpointed research areas, yet to select which areas to focus on. Not collected
information or photos.

Approx 16 A2 size panels

Photos to be ordered in February.

February; Artwork/enlarging/ design of Exhibition

Everything to be completed by 12th March

This project needs-constant follow up.

General Progress;

Venuw Cockpit Gallery, Princeton St, London W1
Dates April 17th to May 16th

Have Located all materials(information, Photographs, Posters, newspaper cuttings)
for exhibition.

Placing orders for photographs and materials

Exhibition to be mounted on approx 60 3x3 panels

Designer to start work mounting/displaying exhibition at the beginning of february.

Narrative to be edited

Exhibition to be arranged on 2 levels; the historical and also focussing on major
issues.

PUBLICITY

Advert in IRR issue Race and Class (Winter 86)

Everything to be ready for end of march, Mailout via GLC

AURAT SHAKTI(Breaking the Silence)

3-26th March, Cockpit Gallery

General Progress;

Exhibition about ordinary Asian women(not heroines) living in England now; who have
done outstanding work for their community. These women are working in areas not
usually associated with Asian women. This seems to be a really interesting feature
of this exhibiton.

Panels to include photos and text edited from interviews with Asian women.
Most of the interviews and photographs have been done.

Arrangement of exhibition;

1 panel introduction and historical setting

1 panel each on the women they have interviewed which include; a journalist,
Dancer/scientist, teacher, stall holder in Whitechapel, Greenwich Asians Womens
Group, Restaurant owner, homeopath, laundry worker, artist, builder, youth worker
2 panels about the organisers themselves which will include old photos

Publicity;

Designer to do poster in february

Leaflets should be ready for the launch.

FROM GENERATION TO GENERATION (OBAALA ARTS COLLECTIVE)

Brixton Recreation Centre.

Impact & Influences

This exhibition was completed last year and was shown at the Black Art Gallery. The Black Art Gallery have sent in a budget to the Black Experience Arts Programme to cover the following;

- a construction
- b transport
- c publicity

From Generation to Generation focusses on 2 rooms; the first room representing a somewhat typical; living room area of the early mid sixties and the second, representing again a somewhat generalised room from the early mid eighties.

The exhibition originated from discussions, that a number of artists engaged in last year, concerning their relationships with their respective parents.

BLACK VISUAL ARTIST FORUM:

As part of the Black Experience Arts Programme, the Black Visual Artists Forum will be organising a series of seminars(5 in total), studio visits, workshops and presentations.

The programme will include seminars and accompanied with slide material and a series of meeting with gallery directors.

The Black Visual Artists Forum has been in existence since January 1985 and was set up by the Race Equality Unit with the prime objective of investigating, researching, documenting and producing the work of black artists.

Venue and dates to follow.

CARIBBEAN LABOUR IN REVOLT: THE 1930's AND ITS AFTERMATH (exhibition)

Organisers; Cecil Gutzmore and Lance Watson

Monday 24th February - Friday 7th March

Race and Labour History

The above exhibition is organized by Cecil Gutzmore and Lance Watson for the Caribbean Visual History Resource Project of the University of London Institute of Education.

Money from the Black Experience budget has enabled additional panels to be added and for previous ones to be repaired where necessary and for a redesign and reprint of the catalogue.

This exhibition when complete will provide key insights into the background to the struggles of the Caribbean community in the United Kingdom since the 1930's.

FILM SCRIPT COMPETITION

Contemporary Initiatives

Organiser; Prabhu Guptara

The Film Script Competition is open to all who live, study or work in the Greater London Area and it is aimed at aspiring rather than professional playwrights. Its aim is to elicit work about the experiences of people who are of Afro-Caribbean, Asian, Chinese or of non-European origin. The writer, however may be black or white.

The 4 judges for the competition are; Lord Birkett of Ulverston,

Cherry Potter-Gandy National Film School

Tony Dinner-Assistant Head, BBC TV Drama Scripts

Trevor Phillips London Weekend Television

REFLECTIONS OF THE BLACK EXPERIENCE PHOTOGRAPHIC EXHIBITION

1st - 28th March
Brixton Art Gallery, 21 Atlantic Road, London SW9 8HX

General Progress;

Last date for photos 9th Feb
Selection 10/11th Feb

Move into Art Gallery to set up on 24th Feb. Mounting to be done by Monika, Eddie and Johnny.

Special profile in exhibition on Armet Francis.

Publicity;

Black and White posters quantity 2,000
Selection of photos for poster on Mon 27th Jan, Artwork to designers on wed 29th Jan. Posters should be out for launch.

Brochures to be ready in february, Quantity 1,000

Mailout to photographic venues/organisations and local Brixton groups and venues.

NOTES FOR A LIFE: LIFE AND WORKS OF RAJANI PALME DUTT: EXHIBITION

No venue; possibilities Commonwealth Institute, Shaw theatre, Institute of Education, Polytechnic of Central London.

General Progress;

Approx 50 3x3 Panels.

Have pinpointed sources of information, waiting to put in orders for photographs and original documents.

Main focus of exhibition on Palme Dutt's written works with historical material. Also to include interviews with Palme Dutt's comrades.

Interviews to be edited.

Exhibition to be divided into four sections;

- 1 Birth to World War 1
- 2 World War 1 to World War 2
- 3 1948 Visit to India
- 4 World War 2 to his death

Publicity;

Booklet; quantity 2,500.

to include photo's, bibliography, historiography, information on the organisers

Posters and leaflet to be done

No money has yet been given to the organisers of the exhibition.

POSITIVE PUBLICITY

VANESSA SUMMERS, EVA , YVONNE THOMPSON
153 Praed St, London W2
723 1558

Positive Publisity has been in existence for the last 3 years as a black Public Relations Agency, based in Paddington. Positive Publicity have been engaged by the GLC's Race Equality Unit to handle some of the Marketing and Public Relations element of the Black Experience Arts Programme.

Positive Publicity's brief is as follows:

- a General advertising in mainstream white media and black newspapers.
- b Radio advertising around black programmes, arts progr., on LBC, Capital Radio & BBC Radio and TV.
- c To ensure as much editorial in the press, radio and TV (including Teletext and specialist press).
- d To prepare a press pack which would be used in conjunction with the central programme catalogue produced by REU. This will be ready for the launch on 7 Feb. 1986.
- e Issue frequent press releases on the Black Experience Arts Programme.
- f Present marketing strategy brief for the next 6 weeks - to look at how to counter alternative events and audience building.
- g Devise brochure insertion in City Limits.
- h Ensure the press attend the events and review them.
- i Visit commissioned projects so as to better understand the aim of the Black Experience Arts Prog.

How this can be achieved;

- Regular flow of information from REU with any changes to the programme.
- Daily phone calls to and from REU
- Weekly briefing meetings.
- Groups themselves ringing through for advice help and assistance regarding promoting their events.
- Ring in with details about publications for additional editorial - or any publicity stunts.
- Contacts you might have with (Black) freelance journalists, and ensuring events are reviewed.

Positive Publicity are currently working on; weekending 31st January;

- 1 Launch details
- 2 Press edition/passes
- 3 Focus on CLR James
- 4 Insertion in City Limits
- 5 Special coupon to an event
- 6 Other events forward publicity.