



April 24, 2006

The Idealist: James Beveridge, Film Guru
Directed by Nina Beveridge
TVO – The View From Here, 60 minutes
Wednesday May 17th, 10:00 pm; repeated Sunday, May 21st, 10:00 pm
A Beevision-TVO production
www.beevision.com/JAB www.tv.org/tvfh

"I always loved my Dad. Everyone did. Humor and language were his greatest gifts, and he shared them liberally with his friends and associates as he frenetically traveled around the globe on his many business pursuits."
-Nina Beveridge

James Beveridge believed in the transformative power of film, and he was barely in his twenties when he realized its potential as a catalyst for social change. As a result, Beveridge made 150 documentary films over a career that spanned 50 years, as he relentlessly traveled the world. He was the first filmmaker hired in 1939 by John Grierson at the fledgling National Film Board of Canada - the country's first war propaganda machine. In post-Independence India, he used film as a nation-building tool and was instrumental in creating a mass media communications strategy for rural education. In the United States, at the height of civil unrest in the early 1960s, he established the North Carolina State Film Board, and made films promoting integration. Back home, he founded the graduate film studies program at York University, the first of its kind in Canada.

Director Nina Beveridge journeys into the past, following her father's footsteps, in an attempt to understand and learn more about this idealistic man. In her honest look at her father, Nina ultimately asks: At what price should you pursue your ideals?

We are presently confirming interviews. Screeners and images are available upon request or by visiting the websites: www.beevision.com/JAB and www.tv.org/tvfh

FOR FURTHER INFORMATION:

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