

GRAND ORANGE LODGE OF IRELAND



ICGS/EH

21 May 1990

Miss Maura Quinn
Central Community Relations Unit
Central Secretariat
Stormont Castle
BELFAST BT4 3ST

Dear Miss Quinn

Thank you for your letter dated 10th inst.

I enclose for your perusal a detailed plan drawn up by Mr Austin Hunter of G.C.A.S. Public Relations Ltd.

A more detailed costing can be provided, if required, but I can confirm the actual documentary will cost £102156.

I can understand that the purchase of tapes would not be eligible for grant aid, but the actual Video will be used for educational purposes to Schools, Colleges, and individuals on a world wide basis.

If further information is required please do not hesitate to communicate with me again.

Yours sincerely

I.C.G. Shilliday
GRAND TREASURER

PREPARED BY
GCAS PUBLIC RELATIONS

1990

ORANGE ORDER VIDEO

BACKGROUND

The Orange Order is the largest loyalist organisation in Northern Ireland with between 80,000 and 100,000 members. There are about five thousand members in the Irish Republic and several thousand more scattered throughout the world, notably in Canada, Australia and New Zealand.

The Order also has a large membership in England and particularly in Scotland.

The institution owes its character to the victories of King William (William of Orange) in the religious wars of the late seventeenth century. Its annual Twelfth of July demonstrations at about twenty centres throughout the province, celebrate King William's victory over King James at the Battle of the Boyne.

The Orange Order want a video, of about one hour in duration to commemorate the three hundredth anniversary of the Battle of the Boyne. They want to sell it worldwide, which would mean copying tapes into several different formats. They are also interested in selling the video to television networks in the United Kingdom, The Netherlands, Canada, United States, Australia and New Zealand.

PRODUCTION

The film would be done as a historical narrative. Interviews with Orangemen would form an important part of the production.

Beta SP is the most suitable format, especially with the possibility of selling the finished product to television networks.

They would like the video to be completed by mid November, 1990.

I would anticipate that there will be a total of approximately 15 days live filming, with another three for sit down interviews, and two days of rostrum camera work.

It is important to show the Orange Order throughout the world, particularly if the video is to have a wide sales area. Orangemen from Northern Ireland are going to several cities this year as part of the celebrations. It is planned to film in Canada, looking at Canadian, Italian and Red Indian Lodges near Toronto, and also to film in Florida where the Grand Orange Lodge of America meets in August.

Believe it or not there are black Orangemen in Togo and it would be marvellous to get some film, or even 'black and white' photographs of them.

King William is a very important part of the story and it will probably be worthwhile to film in Holland, it might also be interesting to discuss the Orange phenomena with the Dutch Tourist Board.

At least one visit to London will be necessary to visit the museums and discuss the purchase of archive material.

FILMING SCHEDULE.

There are several major events which must be filmed as part of the production.

FESTIVAL OF MUSIC. This was held in the Ulster Hall at the end of March and has already been filmed. The festival included music composed specifically for the tercentenary year.

EASTER TUESDAY. About 5,000 Junior Orangemen marched to Barnett's Park for a mass demonstration. This has already been filmed.

TWELFTH OF JULY. It would be impossible to cover all the venues so the Orange Order think we should concentrate on Belfast and Enniskillen, with all its historical implications. One camera crew would be sufficient to cover Enniskillen but Belfast would need three.

It would be necessary to spend probably two days filming around the Boyne to give us overlay material for the early history. There is a good model of the battle and a copy of the Boyne medal in the Royal Inniskillings Museum in Enniskillen.

TERCENTENARY PARADE IN SEPTEMBER. This may well be the biggest Orange parade ever seen in Northern Ireland. Orangemen from throughout the province, the Irish Republic and all over the world will converge on Belfast. This will provide the main opportunity to film Orangemen from all over Northern Ireland and it is important to ensure this geographical spread.

This size of the demonstration will be daunting but will also be impressive. It would be safe to assume that at least three crews would be necessary. It might be worthwhile using a crew to fly over the massive parade and do some aerials.

As well as these dates there are other events which will need to be covered, such as King William's landing in Carrickfergus; a re-inactment of the Battle of the Boyne, in Cookstown, with 500 participants dressed in period costume.

Quite a number of interviews will have to be done but most people can be brought to the House of Orange in Belfast to facilitate the camera crew or some can be done during the coverage of the big events.

Rostrum camera work will be needed in the museum or the House of Orange, and also at the 'Kings in Conflict' exhibition at the Ulster Museum.

Detailed costings are available but it looks as if the production of the video, all equipment, salaries, research, writing, interviewing and voicing etc, plus travel and accommodation, will cost in the region of £80,000 to £100,000. The purchase of copied video tapes will need to be added to this figure. 10,000 cassettes will cost in the region of £35,000.

AUSTIN HUNTER