



**FISM**<sup>TM</sup>

Fédération Internationale des Sociétés Magiques  
International Federation of Magic Societies

## FISM Newsletter

**Nr. 15 – November 2012**

**To all Presidents of the FISM member-societies,  
and Delegates in the GENERAL ASSEMBLY of the FISM**

Dear Mr. President, Dear Friend in Magic,

The Presidium had its second meeting in Abano – Italy on 19<sup>th</sup> October 2012. The main topic of discussion was the collaboration of FISM with the organizers of the WCM2015 in Rimini as far as the media exposure of the event is concerned. Hoping that the next FISM convention will really be “the best one ever”, there is a constant contact between the Convention Organizing Committee and the Presidium.

In addition to all other topics under discussion, the promotion of magic in the broadcasting media is given special attention.

After a long meeting with Walter Rolfo, President of the Organizing Committee, he sent us the proposal which follows. It's the wish of the Presidium to ask the members of the General Assembly for their opinion and to call for a formal vote in January. Till then we are at your disposal to answer all further questions you may have.

### **WCM 2015:**

**The following lines from Walter Rolfo are important, so please read them carefully.**



“At the general meeting I listened carefully to the wise words of many Presidents and Delegates.

What was evident is the need to create a new way of communicating magic, to increase media coverage around our activities, to involve the media, to let the world know of the existence of the WCM and the FISM. This essential course has to go through a thorough and modern use of the Internet and of social networks, but initially it has to strike out upon new paths

of television with an international distribution of a television project related to our World Championship. We all have a moral and material duty to ensure that this can happen: our future goes through this process of renewal, a process that, now more than ever, is essential and definitely ought to be supported by all. For this, following your wishes, my first thought was to

find a way to create and implement a real **Communication Project** related to the world of FISM and its WCM. My main job is that of a producer of television programs and in this period we have just produced the largest program of magic related to young talents ever: it will be broadcast on *Canale 5*, the main Italian channel, and it will be a talent show which has been entered by 40 of the youngest and most talented magicians in the world. I thought about the possibility of creating a product that sees as players not only the competitors of the WCM, but all of the WCM itself.

The transmission will talk about the competition, but also about all the emotions (which we know well!) that are experienced during the 7 incredible days of the Convention. We will narrate the World Championship from the inside, through the stories and the magic of the participants and these stories will be the common thread that will connect the performances of the competitors. Not, as in the past, a series of acts recorded in an independent way, but a television program in 8 episodes with stories, contests, emotions and moments of the show.

The cameras will 'talk' about the 7 days of the Convention; we will have a Magic Corner, with a fixed set, where everyone will be able to perform and be part of the transmission. We will then live the WCM competition from the inside.

Discreetly, without revealing tricks or distracting competitors, we will record the Competition and also the emotions of those who have just left the stage, with dedicated interviews. We will also care for the jury panel which may comment the performance on video giving a technical and competent opinion.

In this way we can create a truly magical and emotional excitement that goes beyond the simple trick in itself: a real program with a narrative and not just a series of magic acts in themselves, which are of no interest to the broadcasting corporations of the world, as has been the case until now.

This could make 4 dreams come true:

- to finally be able to convince the International networks to transmit, for the first time in history, a program devoted to FISM.
- to have the opportunity to make a leap forward in history, in technology and the techniques of the stage of the World Championship: for the first time we will have a highly spectacular television stage, sound and light as we have never seen in a live show as well as the on-stage assistance of the best technicians in the world.
- to have ultra-professional recordings for the Competitors who, receiving the video, will themselves be the engine of a new promotion of magic: actually we will show to the world Champions of undisputed skill, contextualized in a very modern and professional way.

Last but not least...

- Ensure the WCM 2015, media visibility and the great advertising return we all want for FISM.

All the filming will take place so as not to slow down or hinder in any way the events of the WCM. The Gala itself will be recorded in a special session at the end of Convention so as not to have the delegates lose the taste of attending a real show.

The cameras will record the Convention as a whole and then, in an important and fundamental post-production step, we will produce the shows for the TV.

**For this we will have to obtain the authorization by the attendees to be recorded in the Convention Center (with an implicit authorization linked to warning signs inside the center itself) and the authorization by competitors to extend the rule of the Competition that limits to only 3 minutes the use of images of the competition (as per current rules) to the full length.**

**Contractual arrangements will be exactly the same as all TV programs aired in countries all over the world, from "Nation's" Got Talent to the X Factor, the magicians will see respected their magical creativity, and will sign to the production a release form, inserted in the Rules of the Competition, which authorizes the transmission of recorded images**

worldwide. FISM will benefit only from the benefits related to the transmission and will be relieved from the contractual part which will involve only the production company. These are some changes, which should allow FISM to initiate a period of **profound renewal and integrated communication**, by having tremendous benefits in terms of communication: if this is our goal, it must be obvious to everyone that the well-being of the community and of the team supersedes the well-being of individuals. I am enclosing a show-reel of the many international programs we have done in 4 years of magic so that you can better understand the level of show and the quality we have in mind.

<https://vimeo.com/53843484> - password fism2015private

Warmest regards

Walter Rolfo

President Organizing Committee WCM 2015”

### WCM 2018:



We are glad to inform you that we already received the official candidature of the Magic Union Korea for the organization of the 2018 WCM in Busan (South Korea).

### NEWSLETTERS:

We have the pleasure to announce that from now on the newsletters will also be sent out in Spanish. Mr. Tony Montana (Argentina) will be so kind to take care of the translation. Together with all “*hispanicohablantes*” in FISM we are most grateful for his offer to be of help.

Kind Regards,

Domenico Dante  
International President