

<h1>TETBURY ADVERTISER</h1>	
<h2>Two True-Life Stories</h2>	

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If something is not working, put it down – but never give up!

- 1 We have some truly great things in our town. One of these assets is Tetbury Film Society, which shows films to members at the Dolphins Hall.
- 2 As well as showing films, the Society holds an annual fundraising film screening event and supports local causes including Longfield Hospice, Tetbury Hospital, the Feoffees, Tetbury in Bloom and Tetbury Lions.
- 3 Tetbury Film Society Membership is open to anyone who is 16 or over. Once joined, members can take up to three guests to a film, including children - as long as the film has an appropriate certificate, obviously.
- 4 The seven films being shown this season can be seen on the website for [Tetbury Film Society](#).
Films are chosen on the basis of being independently made, produced by people who can express themselves freely, unrestricted by big box-office commercial demands.
Many of the films are projects of passion, driven by an artistic vision. The most recent has given our world not one, but two, great true-life stories.
- 5 "Lad: A Yorkshire Story" is a British film based on a true-life story of a thirteen-year-old boy, struggling to come to terms with his father's death. After getting into trouble with the police, he helps to repair paths and build stiles.

The film's writer and director, Dan Hartley, set out to make a small intimate drama that paid tribute to a man who was a mentor to him when he was a teenager - and to the stunning Yorkshire Dales where Dan lived.
- 6 The true-life story of the film is equally dramatic, in a different way, and I strongly recommend reading it on [the film's website](#).

Dan Hartley tried for five years to get this film he had made in front of people. But nobody would market this small film with its cast of unknowns. Sales agents, distributors and middlemen are not interested in low-budget films.

Dan finally gave up, put down the film and turned his focus to his young family.
Then something truly wonderful happened.

7 Dan received an email from a man in Australia, who thanked him for a "beautiful and convincing drama."
Another email arrived, this time from America.
And another.
And another.

8 How had this happened?

A copy of the film had leaked and was on YouTube.
Suddenly, thousands of people were watching "Lad" and sharing their opinions of the film.
Then it was tens of thousands.

The comments that people left about the film, Dan says, were incredible. He realised that, against the odds, the film had somehow found the audience that the gatekeepers told him didn't exist.

9 In one year, based on word of mouth alone, "Lad" has been viewed over a million times.
Its [IMDB rating](#) is 7.9 out of ten – I'd call that excellent.

This means that, in theory, it should be in the top ten British films of all time!
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10 But there's still a problem. IMDB only includes a film in their rankings if more than 25,000 people have rated it. The message to smaller films, which don't have the marketing clout of the big studios, is "you don't count."

IMDB is at the heart of the Hollywood system and the source of its information. Could this be the reason, Dan asks, that the studios continue to make such similar films?

This is a great question. I suspect that the answer is yes, although there is more to Hollywood than most people realise and it isn't all good... but back to Dan and his film.

11 Dan has made a number of short films, including BAFTA-nominated "Love you, Joseff Hughes."
He is in development on "Resurgence," a thriller set in a remote Yorkshire community.
As well as directing, he has worked on big-budget studio films, including Harry Potter and Star Wars, as video assist operator and set editor.

About his film "Lad," Dan says:

"If we can get "Lad" onto the world stage we can disrupt a movie making system intent only on franchises, superheroes and brand affiliation and try to move the goalposts so as to give the little guys a chance and allow audiences greater say in the sort of films that they want to watch."

Dan's goal is to get 25,000 votes on [IMDB](#) and get "Lad" officially ranked.

Please help him, by rating the film on IMDB.

CONNECT'S Maxim and Oath

Connect is only interested in finding and sharing the TRUTH.
In search of that TRUTH, we only pose questions – we have no answers.

By: Helen King

Source: Tetbury CONNECT: [Magazine](#)

[LINK](#): Tetbury Film Society

[LINK](#): LAD: A Yorkshire Story

[LINK](#): LAD: A Yorkshire Story - IMDB

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