OPINION

THE GREAT FIVE DOLLAR TELEVISION CONSPIRACY

by Kirwan Cox Director Canadian Filmmakers Distribution Centre

As the great "Canadian Film Industry" continues making feature films, a major problem is turning into a farce. Namely, television has not accepted any responsibility for disseminating Canadian culture at the feature film level.

The Canadian Broadcasting Corporation has shown only three Canadian features in the last year (Isabel, Luck of Ginger Coffey, and Goin' Down the Road). These are excellent films and much better than many Hollywood films seen on television. But the CBC finds it easier to show any Hollywood movie, no matter how execrable, than an independent Canadian feature that is labelled "experimental".

The CBC has lost track of why it exists. Its great bureaucracy has lost the apparent ability to make a decision to show award-winning Canadian films. Too many Canadians draw a blank when "Canadian movies" are mentioned because they are not given the option of seeing any. This is a problem that needs to be solved at the commercial theatre level as well as the television level. It is also a problem for CTV and the cable systems as well as the CBC.

But all the other groups can hide behind the fallacious logic of the dollar to excuse why they don't show Canadian movies (fallacious as shown by Mon Oncle Antoine). Luckily the CBC is not in that position. It can afford to make decisions on cultural as well as economic grounds. It has not taken enough of an initiative in this area. It has apparently fallen into the trap of lowest common denominator broadcasting which justifies the system of American networks - i.e. give them what they want and if they will watch I Love Lucy, then they will watch Petticoat Junction, and if they will watch that they will watch

I am not suggesting that the CBC has not done a great deal for independent Canadian film-makers, or feature films, or the great Canadian Dream Machine but they definitely are not doing enough.

One example of how they are not doing enough is that they say they cannot show Clarke Mackey's film, "The Only Thing You Know" (which won two awards at the Canadian Film Awards, and greatly impressed New York critic, Bosley Crowther), because it has too much skin. There is too much nudity and that can't be done on television, as everyone knows. The man who told me that that was the reason it had been refused, had not even seen the film. The print that had been shown to the CBC had been censored by the film-maker to take these sensibilities into account.

However, television isn't monolithic and there are people who are attempting to change things. One of these people is David Battle at Grand River CATV in Kitchener. He simply decided to show independent Canadian movies, and has been setting precedents ever since.

The first precedent he set was to offer one dollar a minute instead of the five dollars per film that every other CATV station offers (because that is how much the National Film Board ask and, therefore, they won't pay anymore).

The second precedent was to show an experimental film on television--Marley Markson's "Zero the Fool". Maybe you haven't heard of it. But it has won seven foreign film awards, and is now being shown at Poitiers representing Canadian cinema. But Kitchener is the only television system in the country that will show it. Next, Battle showed Larry Kent's "High" which was shown in Berlin and San Francisco and banned at the Montreal festival because of nudity.

So nudity was shown in Kitchener and Many people complained. Battle then set up a television program to allow viewers to phone in their views and talk to Larry Kent about the film. The program went on for almost two hours with clips of the film.

Another precedent, and many people said they would like to see Canadian films and "different" television. How can Grand River afford to paymore for films than the largest cable system in the world in Montreal? Why can Grand River show more Canadian features in three months than the CBC can in twelve months? Why can Kitchener viewers see experimental films, and even nudity while that is forbidden to viewers elsewhere?

The reason is one man who is taking risks to produce television that he believes in--Canadian television that is "different". Of course, he is insane. But if his insanity is not catching, then whatever differentiates this country from the one south of the 49th parallel will disappear. Some "realists" will no doubt cheer the corresponding raise in salary they hope will occur.

Some other people may ask themselves what they did when it was still possible to do something.

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