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Cover - Canadian media's first ladies: From the left, Thérèse Sévigny, vice-president, CBC; Joan Schafer, vice-president, First Choice; Phyllis Switzer, vice-president, First Choice; Marge Anthony, vicepresident, First Choice; and Margaret Lyons, vice-president, CBC. Brandy, cigars and location courtesy of Toronto's Windsor Arms Hotel Courtyard Café.

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The television pioneers of the '80s have been women. as women's presence in broadcasting management has doubled in the past half-decade. Freelancer Gail Henley profiles Canadian media's leading ladies, and highlights the battles won as well as those that lie ahead.

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As a mighty marketing battle shapes up between First Choice and Superchannel in the fight for subscribers, fears grow that the collapse of C Channel was only the

beginning of hard times for Canada's troubled pay-TV networks. Independent producer Lucie Hall, in the conclusion to her three-part probe of Canadian pay-TV, attended the Festival of Festivals' Trade Forum on the industry, and came away with a sobering assess ment, as well as an exclusive interview former C Channel president Ed Cowan. 14



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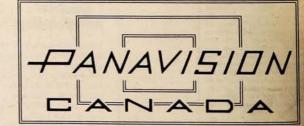
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