

J. Grafstein appointed to Canada's Senate



Prominent Toronto broadcasting lawyer, political advisor, and long-time Liberal Party worker Jerry Grafstein was among eight new appointees sworn into the Canadian Senate Jan. 16 in Ottawa.

The new senator has been involved in co-founding several Canadian broadcasting enterprises: Toronto independent UHF station City-TV; CKO-Canada All News Radio; MTV (Multilingual Television, Toronto); and CUC Ltd., a Toronto-based cable radio/TV company. He was also corporate counsel for the unsuccessful

Premiere national pay-TV application in 1981.

A graduate of the University of Western Ontario and the University of Toronto, Sen. Grafstein was admitted to the Bar of Ontario in 1960 and the Bar of the Northwest Territories in 1971. In 1973, he was appointed Queen's Counsel in Ontario.

In Ottawa, he served as executive assistant to John Turner in 1966, after founding and editing the "Journal of Liberal Thought." He has been a special advisor to several ministries and departments, and in 1974, served as founding president of Red Leaf Communications Ltd., the Liberal Party's advertising and production consortium.

Sen. Grafstein is presently on the board of the Shaw Festival and the planning committee of the Stratford Festival, as well as chairman of the O'Keefe Centre and a director of Petro-Canada. He is senior partner in the Toronto law firm of Minden, Gross, Grafstein & Greenstein.

Lawyer Nancy Morrison joins CFDC board

Vancouver lawyer Nancy Morrison has been appointed to the Canadian Film Development Corporation (CFDC) Board of Directors.

Morrison, who will represent the British Columbia region, is the sixth member of the CFDC board. The others are CFDC president Ed Prevost, David Leighton, Muriel Sherrin, Claude Bruneau and Claude Morin.

Born in Yorkton, Saskatchewan, Morrison graduated from the University of British Columbia with a B.A. in Political Science and International Studies. In 1961, she obtained a degree from Osgoode Hall Law School, Toronto, and was admitted to the Law Society of Upper Canada. She is a member of the Ontario, Saskatchewan and British Columbia Bars.

Prior to commencing full-time practice of law, she worked as a social welfare worker and reporter for a weekly newspaper. From 1963 to 1966, she was a partner with LaMarsh and LaMarsh of Niagara Falls, and from 1966 to 1970, a



partner with Morrison, MacDonald and Morrison of Yorkton, Saskatchewan.

Morrison moved to Vancouver in the early '70s where she served a year as an assistant city prosecutor. She was appointed as a Provincial Court Judge in British Columbia in 1972, presiding primarily in the Criminal Division. She took a leave of absence in 1973 to serve on the newly-constituted B.C. Labor Relations Board, and took up her Provincial Court duties again in 1976, resigning in 1981 to return to private practice in Vancouver.

Suzanne Villeneuve becomes account exec

Montreal publicist Suzanne Villeneuve has become Account Executive with David Novek Associates Inc. For the past four years, Villeneuve has been executive assistant to company president David Novek. She has collaborated closely on such accounts as the World Film Festival, Astral Bellevue Pathe and seconded Novek in the promotion and launching of numerous films, including *Les Plouffe*, *Quest For Fire* and *Maria Chapdelaine*.

In past months, Villeneuve has been responsible for the launching of numerous Twentieth Century-Fox's releases in the Montreal area, including in December, *Silkwood*, *To Be Or Not To Be*, *Two of a Kind* and in February, *Heart Like a*

Wheel, *Unfaithfully Yours*, *Reuben, Reuben*, and *Blame It On Rio*.

Villeneuve recently completed a successful campaign in Montreal for the highly-debated Quebecois film, *Bien qu'un jeu*. She also headed the promotion campaigns for the release of the film in Quebec City, Chicoutimi, Hull and other cities throughout Québec, after a seven-week play in the Montreal area.

Among her other responsibilities, she will continue to be actively involved in Le Prix L.-E. Ouimet - Molson for the Association quebécoise des critiques de cinéma, and in the World Film Festival account and as director of the Festival press office during the annual event.



general manager Joe Brown, and attended by such Canadian industry figures as Odeon president Robert Zahorchak, Astral and First Choice boss Harold Greenberg, Cineplex president Garth Drabinsky, and Harriet's father, Famous Players vice-president Jack Bernstein.

As Toronto branch manager, Bernstein will report directly to Brown and work closely with MGM/UA's Canadian district manager Vern

Haraldson. She becomes the first woman to hold an executive sales position with the Majors in Toronto since Linda Beath, now a partner in Spectrafilm, headed the U.A. Classics Canada office in 1982-83.

Bernstein, who began her career in 1970 as assistant editor of the Canadian Film Digest, worked previously as a publicist for Paramount, Ambassador, and International Film Distributors.



Nicole Boisvert to head Quebec's SGC

It was perhaps the measure of the lady that when Nicole Boisvert stepped down as president of the Association des Producteurs de Films du Québec, it took two men to replace her. As she turned her attention back to her job as vice-president of SDA Productions in 1983, after having worked furiously to get Bill 109 adopted by the Quebec National Assembly, the APFQ hired its first general director to help the incoming president cope with the work Boisvert had generated.

Now Boisvert is going to head up the Societe Generale du Cinema, Quebec's answer to the CFDC (although structured with a broader mandate than the latter). As of April 1, Boisvert and her agency will administer \$10 million, which should make a significant impact on the Quebecois film community.

Boisvert's credentials for the job run long and deep. Since 1965 she has worked in the industry, first as a distributor of (mainly) European films in the Quebec market. As vice-president of Citel

Inc., she put in her time as executive secretary of the distributors' association (then the Association Canadienne des Distributeurs Independants de Films de Langue Française), learning the ropes of political lobbying.

With one foot in distribution and the other in production, Boisvert co-produced many films with French partners in the early days, and today counts 14 feature films to her credit, among them *Bye, See You Monday* with Carole Laure and Miou Miou, *Blackout*, *Heartaches*, and the recent *Pourquoi L'Etrange Monsieur Zolock* *S'Interessait-il Tant à la Bande Dessinée* which won the first prize last year at Banff.

Boisvert served the APFQ in negotiations with the unions during the famous boycott/lock-out of 1976, and went on to become president during 1982-83, the year which gave birth of the new cinema law.

Now, as president and director-general of the SGC, Boisvert joins the ranks of the most influential women in Canadian today.

H. Bernstein named MGM/UA branch manager



Harriet Bernstein, who last February joined Major distributor MGM/UA as Canadian director of publicity and advertising, has been promoted to Toronto branch manager.

MGM/UA announced her appointment Jan. 11 in Toronto at a reception hosted by the studio's president of U.S. and Canadian distribution Richard Graff, vice-president of publicity Irv Ivers, and Canadian