

Back to "Go" in Quebec

QUEBEC CITY — It's back to the drawing board for Quebec's controversial Cinema Law following a cabinet decision Feb. 4 to hold another round of public hearings in the hope that positions have changed since the PQ government, under American pressure, decided not to proceed with the law's distribution regulations.

The procedure entails republishing the law's regulations in the official *Gazette du Québec*, after which public hearings would be held to determine whether or not the regulations meet industry expectations. No precise time-frame for the procedure has been determined. Quebec Cultural Affairs ministry spokesman Antoine Godbout, told *Cinema Canada*, adding that he hoped any outstanding difficulties could be resolved "in the next few months."

The last round of public hearings, held in September, saw complete unanimity across the Quebec industry in support of tough controls in favour of Canadian-owned distribution companies. Objections to the regulations came

either directly from representatives of the U.S. Majors, their Canadian representatives in the Canadian Motion Picture Distributors' Association, and the now one-third American-owned Cineplex Odeon Corp. of Toronto.

Godbout told *Cinema Canada* that Quebec Cultural Affairs minister Lise Bacon was in the process of appointing a two- or three-member working group who would negotiate with the American Majors what Godbout termed "a minimum of concessions" from the Quebec side.

"We have reason to believe that the Americans have modified their position (since September)," Godbout told *Cinema Canada*, adding that the purpose of the hearings would be to hear counter-proposals from the U.S.

"So here we go again," Godbout concluded, adding that "We have every interest in bringing this dossier to a close as soon as we can."

Bravo buys Tapestry's Maggie and Pierre

TORONTO — *Maggie & Pierre*, the 90-minute TV adaptation of actress Linda Griffith's stage satire of Margaret and Pierre Trudeau, has been bought by the CBS-owned Bravo pay-TV network. The work of producer Rick Butler and Tapestry Productions, *Maggie and Pierre* stars Griffiths and completed production in January of 1984. Bravo, an arts network reaching 400,000 U.S. households, will begin showing *Maggie and Pierre* 15 times this May.

"As soon as they (Bravo officials) saw the show, they de-

cidied they wanted it, so we're pleased about that" said Butler. Butler, describing the Bravo purchase as a "moderately-priced sale," said *Maggie and Pierre* departed from other productions in which the original stage play was filmed live for television. Instead, Tapestry Productions re-designed the show for television, building 13 new sets and then filming the play to make it, says Butler, "fresh and completely new for TV."

Originally produced for First Choice pay-TV (where it aired February, 1984), *Maggie and*

Pierre was also shown twice last fall on TVOntario and this January on the Global TV Network. As well, by April, it will get a national release on videocassette by Pan-Canadian.

Kelly leaves Spectra

TORONTO — Virginia Kelly, director of advertising and publicity for distributor Spectrafilm since May, 1983, has made a move outward to broaden her horizons.

Since Feb. 1, Kelly has been on a free-lance basis for the Toronto-based company, for which she is contracted to do all its corporate film publicity. Recently, she has also been working in association with publicist Donald Martin's Promotional Yours firm on the feature film, *The Return of Billy Jack*.

Kelly, with her newly-formed company VK & Associates, has another iron in the works with her representation of Susan DePoe's Creative Technique, a two-year-old company whose 17 clients encompass craft skills from cinematographers to stuntmen.

Drabinsky takes gospel to L. A.

BEVERLY HILLS, CALIF. — Garth Drabinsky, Cineplex Odeon Corporation president and chief executive officer, appeared as guest speaker at a Feb. 27 luncheon at the Beverly Wilshire Hotel entitled "The Canadian/American Cultural Dilemma: Between Friends." Drabinsky, since last fall also the chairman, president, and CEO of the Plitt Theatres Group, is a member of the Canada California Chamber of Commerce and

was to have spoken on the sensitive issues in the bilateral relationship in light of the tentative free-trade negotiations.

The \$25-per-person luncheon was hosted by both Cineplex Odeon and the Plitt Theatres Group. Sid Sheinberg, president and CEO of MCA Inc. and one of the new directors on the Cineplex board following January's share acquisition agreement between MCA and Cineplex Odeon, was on hand to introduce Drabinsky.

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