

Juneau calls for superstation to beam to United States

TORONTO — A television superstation beaming Canadian programming into the United States would help counter-balance the deluge of American entertainment and news flooding Canada, CBC's president says.

Pierre Juneau, in a speech to Toronto's Canadian Club, again raised the CBC idea of a Windsor superstation that he says could be economically viable.

"Based on very realistic assessments of both cable and advertising revenue, we think it could break even in about three years and become an important source of revenue," Juneau said.

The comments come less

than two months after the Canadian Radio-television and Telecommunications Commission cautioned CBC about pursuing new goals like the Windsor superstation until separate funding for such projects is found.

Juneau said Canadians have learned to live with three U.S. commercial networks, one public network, independent stations and many specialized American networks like the Cable News Network and the Arts and Entertainment network.

"Some U.S. personalities have bravely insisted that they are not afraid of the cultural threat of Anne of Green Gables. I'm sure that their bravery could also withstand one Canadian English-language television channel..."

Juneau said American colleagues and business partners are interested from business, cultural and social points of view in such a Canadian broadcasting move.

It is not just a case of waving the flag, but an attempt to satisfy the need of Canadians to understand and speak to the rest of the world in many areas, Juneau told businessmen.

"For the first time in the history of Canadian-American relations, it would counter-balance, not fully but significantly, the overwhelming one way flow of information and entertainment in our direction from the U.S."

CBC earlier proposed the Windsor superstation in a 1985 report to the Federal Task Force on Broadcast Policy.

The report suggested the use of a range of programming consisting mainly of repackaged material taken from CBC, educational broadcasters, independent producers and the National Film Board.

But special coverage of issues central to both countries such as free trade and live coverage of some political events was also envisaged.

The report said the service should be free to American cable companies with support from both Canadian and American advertisers. Also, a financial partner should be found to help market the channel, the CBC suggested at the time.

During his speech Juneau said progress has been made in exporting Canadian information on radio. He said CBC's *Sunday Morning* is heard on

36 American public radio stations and *As It Happens* on 43 stations in the U.S.

Juneau also lamented the small number of Canadian television reporters working abroad, adding that a Canadian point of view is needed on world events.

"When somebody else sets the coverage agenda, we tend to see, in fact, a world which reflects the priorities of CBS, or NBC or The Los Angeles Times," he stated in his written remarks.

"It's obvious that there isn't a uniquely Canadian perspective on everything that takes place in the world. But often there is."

Juneau said CBC has already applied to the CRTC for a Canadian 24-hour television news channel.

CTV shows top ratings

TORONTO — Two CTV programs, *W5* and *The Campbells*, achieved top ratings for the network in mid-March.

W5, CTV's weekly public affairs show, reached an audience of more than 1.6 million viewers, which is the largest audience for the show this season.

The March 15 segment of *W5* was the most watched of CTV's Canadian prime time shows, a network news release says.

The Campbells, a Canadian pioneer adventure series, attracted an audience of more than 1.3 million for the March 12 episode. That audience represents a 32 per cent increase so far this season, CTV says.

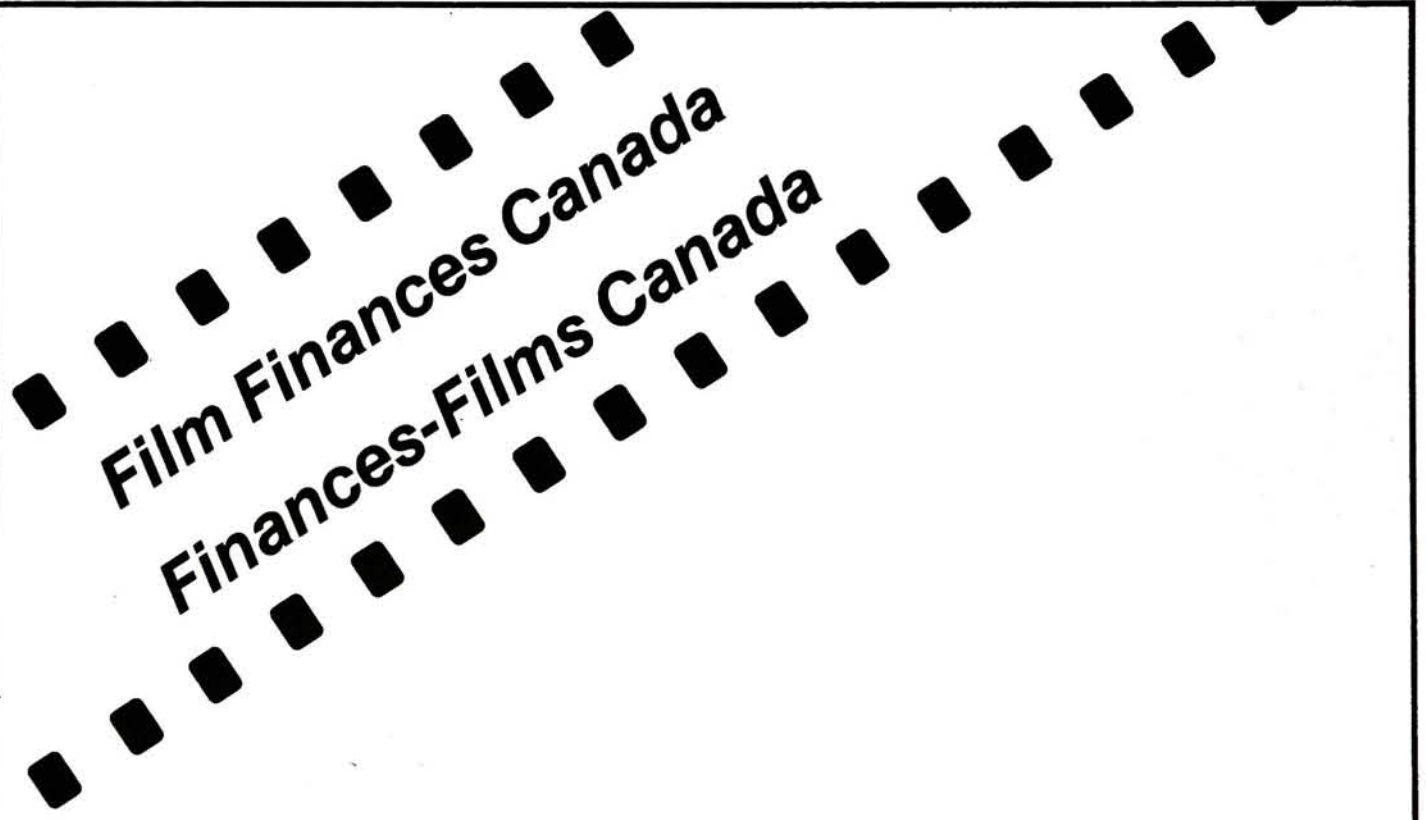
The statistics come from Bureau of Broadcast Measurement ratings for the period March 9-15.

Atlantic confab in PEI in June

CHARLETTOWN — The Atlantic Film and Video Producers Conference will be held June 24-27 in Charlottetown, P.E.I.

Sponsored by the Island Media Arts Co-op, this gathering of filmmakers will be held on the campus of the University of P.E.I. Sessions will include: Production (finance) structuring, script development and marketing, distribution, new technology.

A showcase of short films produced in the Atlantic Provinces will also be featured. Registration will be held June 24 at the delegates' reception. For more information contact Valerie Pane at (902) 892-3131.



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Michael Spencer, President
1001, de Maisonneuve Blvd. West, Suite 910
Montreal, Quebec H3A 3C8
Telephone: (514) 288-6763
Telex: 055-62276

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