CINEMAG

CanCon wins CBC primetime slot

TORONTO — Viewers tuning into CBC's English television service during prime time this fall will, for the first time, see more Canadian than American drama.

But CBC officials say funding cutbacks have prevented the network from reaching a 95 per cent goal for total Canadian content during peak hours. Total Canadian content during prime time remains at 80 per cent, unchanged from last year.

The CBC's 1987-88 fall and winter schedule contains seven hours of Canadian drama and 5.5 hours of imported productions each week between 7 p.m. and 11 p.m. Last season, 5.5 hours of Canadian drama were shown each week during prime time.

Denis Harvey, vice-president of CBC English television, said despite the fragmentation of television audiences, Canadians continue to tune into the CBC.

"Our prime-time audience share has increased while our

major competitor has lost audience," Harvey said. A CBC news release states that of the 18 Canadian television series with audiences of more than 1 million, 13 are on CBC. Also, nine of the top 10 Canadian television series are on CBC.

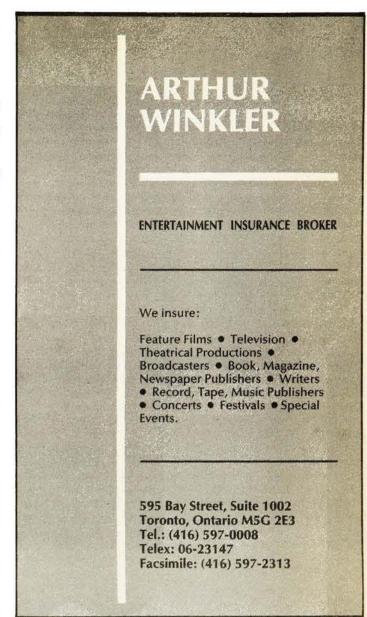
CBC spokesman Glenn Luff said the increase in Canadian drama will not cost more, because overall Canadian content remains the same. Also, some Canadian drama such as the **Degrassi Junior High** series have been shifted into prime-time from other time slots.

The CBC has tried to maintain its service during a period of budget restraint, but with no more money from Parliament to support the network the goal of 95 per cent total Canadian content has been put on hold, Luff explained.

Some program highlights of CBC's upcoming season include: Chasing Rainbows, a 14-hour drama set in Montreal

in the 1920s, which is the first series in the world shot in highdefinition television; Anne of Green Gables - The Sequel, the two-part, five-hour series. The 1985 broadcast of Anne of Green Gables on CBC attracted more than 5 million Canadian viewers Mackenzie King, a four-hour special on the Canadian prime minister by Donald Brittain; Not My Department!, a new comedy series based on life within the world of Ottawa politics and the federal civil service; Street Legal, about three young trial lawyers, returns for a second season as does the hockey series He Shoots, He Scores! three new American shows: Hooperman, Slap Maxwell and the Oldest Rookie will be shown this year.

Luft said that about 35-40 per cent of the prime-time drama scheduled is independently produced or a co-production between independents and the CBC







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