

Emilio back to take on video



TORONTO - After a one-year absence, Andy Emilio has been appointed vice-president corporate development of Norstar Entertainment Inc.

The former vice-president distribution at Cineplex Odeon who left film and television in April 1987 to start what became an unsuccessful marketing venture, says it's good to be back in business. He says he is looking at "new potential" in the video market.

Peter Simpson, president and C.E.O. of Norstar has also recently appointed Tony Hooper as corporate controller and Dan Johnson, who has been with Norstar since 1985, as vice-president of business affairs.

MacGillivray takes it in stride

HALIFAX - For *Life Classes* director Bill MacGillivray, a Genie nomination for Best Picture has a bottom line.

"Publicity. That's exactly what it means. It's a game and I guess it's going our way right now."

But the game did deal one setback to the Halifax filmmaker. *Life Classes* was the Genies' only best picture nominee that did not also receive a best director nomination. (The film received five nominations altogether.) In this year's crop of *auteur* films, that amounts to something of a snub.

"I guess I don't have any friends in Toronto," joked the director, but denied any anger



at the omission. "I'm more furious that Lionel Simmons wasn't nominated for best cinematography, because it's a beautiful film, or Alex Tilley for best score.

"I'm not insulted because I don't take it that seriously. To be best means that someone else isn't as good and that's foolish."

MacGillivray's decision not to attend the awards ceremony in Toronto was based, he said, not on hurt feelings, but on time constraints. "I have a deadline to finish the script for the new picture (a rock and roll film set in Halifax) and the two conflicted. I'm just really busy."

Benner ready to give a hand-up to others



TORONTO - Years of experience have made it easier to talk to the film bosses in L.A. than to their representatives in Toronto, says Dick Benner, the Toronto-based writer/director responsible for the Canadian feature film *Too Outrageous*. Thus, he wonders how young Canadian filmmakers hope to get a foot in the door.

Benner, who is currently

waiting-out the Writers Guild strike for a chance to direct five episodes of *The Street* (a Universal/MCA police series) in New York, moved to Toronto from the U.S. in 1971 and is about to become a Canadian citizen.

The former CBC story editor says he owes a debt to Canada for his start in the business and that, in turn, he would like to help new Canadian filmmakers.

"I am lucky that at this time in my life I know who to call and can afford to get on a plane but I don't know how the younger filmmakers do it. I think it is up to my generation of filmmakers to help the next generation along," says the 42-year-old.

True to his word, Benner is currently developing a feature project called *One Hundred Miles From Nowhere* by Allan Meyers of Toronto.

He is also writing and directing the premiere episode for Laurel Entertainment's new syndicated series *Monsters*. This episode called *Body Parts* is set for shooting in the spring.

My Stepmother is an Alien starring Dan Ackroyd and Kim Bassinger was written in part by Benner and is currently shooting in L.A.

Tierney jumps from p.r. to the Rock

MONTREAL - Jacob Tierney's father Kevin will join Rock Demers early this month as head of marketing and development for Productions La Fête Inc.

A former teacher of English and Film at John Abbot College and vice-president of David Novek Associates, the senior Tierney will deal primarily with the award-winning *Tales For All* series of 15-family oriented films.

Jacob Tierney, age 8, can be seen on CTV as Nelson in the *Extra, Extra!* television



series. He has also made appearances in several feature films including *Hitting Home*, *Pin*, *The Jeweler's Shop* and *Horses in Winter*.

To market, to market with Larouche and CBC

MONTREAL - Lyse Larouche is in the hot seat. She has been appointed general manager of CBC Enterprises, effective immediately.

Larouche will develop the distribution of CBC television and radio programs and related products through foreign and domestic sales.

She leaves the position of director of marketing at Radio-Québec to join CBC where she succeeds Paul Cadieux whose contract expired Sept. 30, 1987 and was not renewed.

Over the last two years CBC Enterprises has lost close to \$10 million; however, Larouche says sales opportunities in both French and English are opening up with the government of France accepting a higher quota of Canadian television product and with promising new programs produced on the



English side like *Chasing Rainbows*.

"In the five years that CBC Enterprises has existed, a lot has been tried and a lot has failed," says Larouche.

"Although the television environment is rapidly changing, we now have a better idea of what we can do and I feel I am starting this job at the right time."

Meta launches film development fund



VANCOUVER - The British Columbia government has cleared the way for investment in feature film script development through the province's Small Business Venture Capital Act. Meta Communications of Vancouver is the first company to take advantage of recent amendments to the Act which extended the formation of Venture Capital Corporations (VCC) to the film industry. Meta is hoping to attract \$500,000 worth of private investment to its VCC which will be used for script development.

Dr. Alan Morinis of Meta, the company behind *The Outside Chance of Maximillian Glick*, believes the VCC will be the first non-government, non-broadcaster film fund in Western Canada. He says investors will benefit two ways: the VCC allows tax write-off and should, if all goes well, also pay dividends.

Under the terms of the Venture Capital Act, investors earn a 30 per cent provincial tax credit. As well, shares in a

VCC are also qualified registered Retirement Savings Plan investments and are therefore federal deductions.

Morinis emphasizes that the Meta VCC is meant to be a profitable exercise. It will acquire and develop scripts which are likely to be marketable. He says leverage is key to the plan.

"If we can't sell it early on," he explains, "then there's no point."

He points out that *Maximillian Glick* has already made enough money "on the front end to offset the risk going in."

Meta will share the risk with investors; it will own 50 per cent of the Venture Capital Corporation. The company is registered on the Toronto Stock Exchange.

Gabriele joins forces with SDA Productions



MONTREAL - Vincent Gabriele has become the first vice-president of sponsorships and commercials at SDA Productions Ltd.

As the vice-president of programming and planning at CFTM-TV (Télé-Métropole) since 1979 Gabriele planned overall programming, supervised market research and developed market strategies.

Prior to his work at Télé-Métropole he was vice-president of client services at BCP Advertising.