

"Pay TV" is published for the Council of Canadian Filmmakers by **Cinema Canada** and appears as a special section of the August issue of Cinema Canada magazine. Additional copies are available from the Council of Canadian Filmmakers.

Opinions expressed here are those of the authors and not necessarily those of the editors, the Council of Canadian Filmmakers or the publisher.

Pay-TV special issue

Editor: Kirwan Cox. Associate editors: S.M. Crean, Sandra Gathercole. Assistant editor: June Pike. Art direction: Louis Charpentier. Copy editor: Charles Shannon. Cover: cartoon by Franklin, Globe and Mail, June 4, 1976. Drawings: Harry Agensky and Dennis Pike.

The Council of Canadian Filmmakers would like to thank the Canada Council, the Pay Television Network Ltd, the Ontario Arts Council and the Canadian Film Development Corporation for their financial assistance which made this "Pay-TV" special section possible.

The Council of Canadian Filmmakers is an umbrella organization representing 8,000 English Canadian filmmakers through its member organizations: AC-TRA, British Columbia Film Industry Association, Canadian Film Editors' Guild, Canadian Society of Cinematographers, Directors' Guild of Canada, I.A.T.S.E. 644C, I.A.T.S.E. 873, NA-BET 700, Syndicat Général du Cinéma (SGCT-ONF), Toronto Filmmakers' Co-op.

Current Executive Committee members are:

Sandra Gathercole, Chairperson*, Don Wilder, Vice-Chairperson, Grant McLean, Secretary-Treasurer*

Bill Boyle, Kirwan Cox*, Pen Densham, Natalie Edwards, Jack Gray, Rod Haykin, Allan King, Harry Makin, Gordon Pinsent, Ken Post, Pattie Robertson, Patrick Spence-Thomas, Robin Spry, John Watson.

(*) CCFM Pay TV Committee

Box 1003, Station A, Toronto (416) 869-0716 (514) 272-5354

Cinema Canada, founded by the Canadian Society of Cinematographers, is published 10 times a year by the Cinema Canada Magazine Foundation. Publisher/ Editor: Connie and Jean-Pierre Tadros. Second class mail registration no. 3081, return postage guaranteed.

Box 398, Outremont Station, Montreal H2V 4N3, Canada.

CONTENTS

- 4 Editorial The Critical Questions by Kirwan Cox
- **5 "Pay Television Must Develop Canadian Production"** The Honourable Jeanne Sauvé
- 8 Premium TV for Canada: A Partnership in Production by Harry J. Boyle
- **10** The Fourth Crisis in Canadian Broadcasting by Graham Spry
- **12** The Big Picture by Hugh H. Edmunds
- **17** Pay Television and CRTC Jurisdiction by Chris Johnston
- **18** The Cable Viewpoint by Colin D. Watson

21 Pay-TV in the United States: Contradictions in Search of a Policy by Thomas H. Guback

- **26** "It Will Probably End the Motor Car" an interview with Marshall McLuhan by Kirwan Cox and S.M. Crean
- **30** A Modest Proposal by Peter Pearson
- **32** Hotel Pay TV by Philip B. Lind
- **34** The Public Interest by Douglas Baer
- **36** The Facts of Television in the Seventies by A.W. Johnson
- **38** Two American Experiences by Robert Wiesberg and Russel Karp
- **40** Glossary of Selected Terms
- 4 Selected Pay TV Bibliography