

CBC breaks into video market

TORONTO - Starting in December, home video consumers will be able to rent or buy dramas produced by the Canadian Broadcasting Corp. in home video stores across the country.

Guy Mazzeo, head of CBC Enterprises, which sells CBC programs internationally and markets CBC books and recordings, announced eight titles which will be available in December: *Bethune*, *War Brides*, *The July Group*, *The Dawson Patrol*, *Springhill*, *The Overlander*, *Coming Out Alive*, and *Crossbar*.

Shortly after the December

launch, Mazzeo hopes to have 11 other titles ready, including *Strawberry Ice*, starring figure skater Toller Cranston, which CBC Enterprises has already sold to 35 overseas markets.

Mazzeo said the CBC has moved into the home video market for financial gain and to "try to stimulate the industry." The video package is also being sold to distributors in England, France, Australia, Scandinavia, and South Africa.

CBC Enterprises' future home video plans include branching out into cultural and sports programming, according to Mazzeo.

First Choice & Rogers Cable sign important affiliate agreement

TORONTO - The long-awaited affiliation agreement between First Choice Canadian Communications Corp., the national entertainment pay-TV service, and Rogers Cablesystems Inc., Canada's leading cable operator, has been signed.

First Choice president Don MacPherson and Rogers president Colin Watson announced the agreement Oct. 8 in Toron-

to. The deal will offer First Choice's programming to over one million Canadians across the country. Rogers has 755,500 cable subscribers in Ontario, 78,000 in Alberta, and 369,250 in British Columbia.

First Choice has now signed affiliation agreements with 29 cable systems across Canada representing approximately two million subscribers.

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Harry Tracy goes to Astral Films

TORONTO - Astral Films has acquired distribution rights to *Harry Tracy*, the Canadian feature produced by Ron Cohen and Alan Simmonds in 1980, which stars Bruce Dern, Helen Shaver, and Gordon Lightfoot in his film debut.

The film has been entered for the 1983 Genie Awards, and Astral plans a December release in Western Canada to qualify the film for competition. A general release is scheduled for February, 1983.

Harry Tracy is directed by William Graham from an original screenplay by David Lee Henry. Executive producers are Marty Krofft and Albert Tenzer.

Clarkson consults with C-Channel

TORONTO - Festival of Festivals director Wayne Clarkson has accepted a consultant position with Canadian national pay-television operator C-Channel, the company's president, Ed Cowan, announced Oct. 27.

The announcement said Clarkson would act as C-Channel's consultant on all matters concerning feature film acquisition and programming.

Clarkson told Cinema Canada that he will continue as director of the Toronto film festival. He said that he met with the festival's board of directors and cleared up any possible conflict of interest before accepting the C-Channel post. He added the consultant role, in his opinion, would not seem to affect his position as festival director.

Clarkson is currently finishing his final report to the board of directors on the 1982 Festival of Festivals and said information on festival attendance and box office totals would be available soon.

C-Channel affiliate with Maclean-Hunter

TORONTO - C-Channel, the national lively arts pay-TV service, has signed an affiliation agreement with MacLean Hunter Cable TV Ltd., the first pay agreement signed by the cable company.

The deal will bring the C-Channel service to approximately 345,000 MacLean Hunter subscribers across English Canada. C-Channel president Ed Cowan said his company will be exceeding its original business projections for the 1983 fiscal period and anticipates the pay service will be available to over 3 million homes during its launch period. C-Channel expects to go on air February 1, 1983.

ATLANTIC ECHOES

by Mike Riggio

MONCTON - Publivision is a film production company interested primarily in the production of television commercials, industrial and documentary films. The group intends extensive use of what local talent is available - that is its first goal.

"For us using local people is very important. We have a lot of people who want to do the work and who have the need to do this kind of work professionally. And Publivision can give them that opportunity." So says Guy Babineau. Babineau and Roland Richard are the two key people behind Publivision.

The group's second goal is to produce a product of high quality. "We started to show the kind of work that can be done locally. And the sooner we make people aware of the kind of work that can be done here within the region, the sooner we can create a better atmosphere for the production of high quality material."

To prove their point Babineau and Richard put together their own money and created a 30-second ad to advertise Publivision. The ad shows the crew at work in the making of a commercial - at a cost of approximately \$5,000. "Most of the money went into equipment rentals, transportation, and cost of materials. All our equipment was rented from Montreal. The crews were all working on a deferral basis. No one was paid. Everyone invested their time and energies into the company."

Since the ad has been completed, Babineau and Richard have taken their Publivision spot to various possible prospective clients in the area. Although the response has been high, still most firms are leery to entrust their ads to a local group.

Says Babineau, "There are two kinds of firms in the area that can use ads. Those that have absolutely no budgets. With four and five hundred

dollars as a production budget - it's impossible for us to do any kind of ad for that kind of money." Then there's the problem of the larger companies. "Most of these are tied to national contracts with nationally based ad agencies and production houses coming out of Montreal and Toronto. And it's tough for us to convince these clients that they should keep the work locally."

Publvision's next logical step would be, it seems, to buy their own air time. "So far we have done our marketing campaign by the direct method." Concludes Babineau. "But we have considered the idea of buying air time."

CTV wins three at New York fest

TORONTO - The CTV Television Network was awarded three prizes for programming excellence at the 25th International Film and Television Festival of New York on November 5.

The Life and Times of Edwin Alonzo Boyd, produced by Barry Pearson and directed by Les Rose for CTV, won a Gold Medal for best dramatic special. Starring Gordon Pinsent, the two-hour program will be broadcast on CTV during the 1982-83 season.

The Littlest Hobo, a half-hour adventure series, won a Silver Medal in the action/adventure category. *Our Man in China*, hosted by Dennis McIntosh, received a Bronze Medal for documentary.

Another production televised last June by CTV, *The Accident*, produced by Radio-Television Arts and Journalism students of Ryerson Polytechnical Institute in Toronto, won a certificate of merit at the 17th Gabriel Awards in Chicago. The program was produced, written, and narrated by Rae Hull and directed by Patricia Darley with technical director Vern Freeland.

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