

# MAP: The Marketing Assistance Program

# Canadians at Monte Carlo

TORONTO - Telefilm has announced a new program to place Canadian exporters of film and television product on the map. Telefilm's Marketing Assistance Program (MAP) will pay half the exporters' advertising costs at foreign markets. The trial program will begin with the Monte Carlo market (Feb. 9-15) through to Cannes in May. Margo Raport has been hired on a contract basis to administer the program.

Ian McLaren, Telefilm's director of distribution, told Cinema Canada that Telefilm "will take the ads of exporters who want to go into the trade press and share costs with them - thereby increasing ads. In many instances we will help create the campaign. We will work with groups who maybe cannot afford a campaign on their own but with combined product could participate."

McLaren noted "block-booking and one-step shopping gives us more clout to have editorial copy in the trade papers. We will be providing editorial copy. It also gives us a 15% agent's discount which can increase the amount of money to spend on such activities." He estimated that roughly \$100,000 would be spent on the program.

Raport said that the objec-

tives of the advertising program are:

1) to help Canadian export companies with direct advertising to primary target audiences;

2) to schedule media efforts in support of sales companies key promotions throughout the year;

3) to select media vehicles that satisfy target market reach, have flexibility in market selection and weight distribution;

4) to help increase export sales of Canadian TV and film programming; and

5) to increase the visibility of Canadian export companies in the international marketplace.

Both McLaren and Raport emphasized that the concerned companies would have advertised with or without Telefilm's program, they said, is to extend the exporter's efforts. The program is open to all Canadian products, not just Telefilm-funded ones. Five Canadian exporters will be attending the Monte Carlo market. All have indicated their participation in the new program.

Telefilm continues to re-evaluate its international role. McLaren made it clear that Telefilm does not want to duplicate the

efforts of other agencies such as the Ontario Film Office or the Alberta Film Development Corporation. "We will not have stands at MIP or Cannes," said McLaren, "because we do not feel the money is well spent. But we will collaborate with exporters to host a cocktail party for buyers. We will create catalogues of our products for informational purposes for each of the major markets."

Telefilm will continue to maintain its liaison role. To help establish Canadian product internationally, new Telefilm offices are being opened. Marcel Masse opened a Paris office early in January. A London office is scheduled to open February 4 and a New York office in the spring. The offices are modelled on the highly successful one in Los Angeles.

On distribution and marketing activities within Canada McLaren noted that the monies set aside in the film policy for test marketing (\$300,000) and promotion and advertising (\$1.7 million) would not be fully spent by the end of Telefilm's fiscal year on March 31. Leftover funds will lapse. McLaren said there would be

## ATLANTIS TV INTERNATIONAL

### REP: TED RILEY

#### The Bradbury Trilogy

Three half-hours for primetime from sci-fi master Ray Bradbury. Starring William Shatner (*The Playground*), James Coco (*Marionette's Inc.*), Nick Mancuso (*The Crowd*). Available for selected European territories. Series licensed by HBO in U.S. New.

#### The Elephant Show

13 half-hour series for children. Starring Sharon, Lois and Bram and international guest stars. New.

#### Rainbow

Already sold in 20 markets. Returning with 12 new episodes in family category.

#### Northern Lights

Family series returning with 26 half-hours available. Stories of love and humour about a family and the community around it.

## LES FILMS CINAR INC.

### REP: MICHELINE CHAREST

#### Hockey Night

Feature film already aired on CBC.

## FILMOPTION INTERNATIONALE

### REP: MARYSE ROUILLARD

#### Un amour de quartier

Half-hour primetime French-track series about the adventures of 60-year-old Alice who leaves an old-age home for a new life. English pilots planned for the 13-episode series. New.

#### Livre ouvert

13 12-minute episodes for children featuring stories and legends. New.

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# Bruce G. Kyle, Inc.

## Personal Management

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## The 1984 Edition of the Montreal International Jazz Festival

Available in stereo sound recording. Five new concerts, including Stephane Grappelli and John Mayall. Primetime special.

### Karvonen's Spectacular

Wildlife series featuring five episodes, available for selected European markets. Confrontations with nature from renowned cinematographer Albert Karvonen. New.

### Child Abuse: The Ongoing Tragedy

French-track docudrama. Three 58-minute segments (Physical Abuse, Psychological Abuse and Sexual Abuse) done by dramatic reconstruction interspersed with actual testimony from victims. A powerful series about the growing problem of a terrifying epidemic. New.

## ISME BENNIE INTERNATIONAL

### REP: ISME BENNIE

#### Size Small

65-episode series for pre-schoolers with songs, stories, games and arts and crafts. New.

#### Size Small Country

Complementary series to Size Small. 26 half-hours set at the Ole Stampede Ranch. New.

### Neon: An Electric Memoir

A witty and entertaining 26-minute montage recounting the history, art and business of neon. New.

### Kids of Degrassi Street

Award-winning children's series returns with 6 new shows. Already sold to several networks, including HBO, Disney

### Leonard Cohen's I Am A Hotel

Winner of the Golden Rose in Montreux in 1984 and silver medalist at the International TV festival in New York. 30-minute primetime special.

### Wildfire: The Legend of Tom Longboat

An hour-long tribute to the Canadian who became the fastest runner of his time. Already aired on the CBC.

### Floating

60-minute musical special with Levon Helm and Gordon

Lightfoot, among other musicians. Shot while flying over the Canadian wilderness.

### It's Hell To Be An Astronaut

Information special on the trials and tribulations of the space program.

## FILMS TRANSIT

### REP: JAN ROFEKAMP

#### The Dog Who Stopped The War

90-minute comedy which grossed \$600,000 at the Quebec box office in its original French-track theatrical release. Sold in several markets. Kids and family.

#### Walls

Explosive 90-minute prison drama starring Winston Robert (*Agnès of God*).

#### The Turbulent Zone

60-minute special report about the geo-political importance of the Indian Ocean. Available in English and French. Documentary.

#### Breaking The Ground For Freedom: The Philippines

25-minute current affairs program on the social revolution in the Philippines countryside.

#### Next of Kin

75-minute award-winning comedy.

## VISUAL PRODUCTIONS LTD.

### REP: BEVERLEY SHENKEN,

### LIONEL SHENKEN

#### Shock Chamber (Rushes only)

New 96-minute telepic produced by Visual as part of its made-for-TV catalogue.

#### Death in Hollywood (Rushes only)

New 96-minute telepic produced by Visual as part of its made-for-TV catalogue.

#### Just Jazz

26 new shows in primetime special featuring jazz greats.

#### Nine Made-For-TV Movies

Returning library of telepics already sold in various international markets.

## Academy/Kelly dance

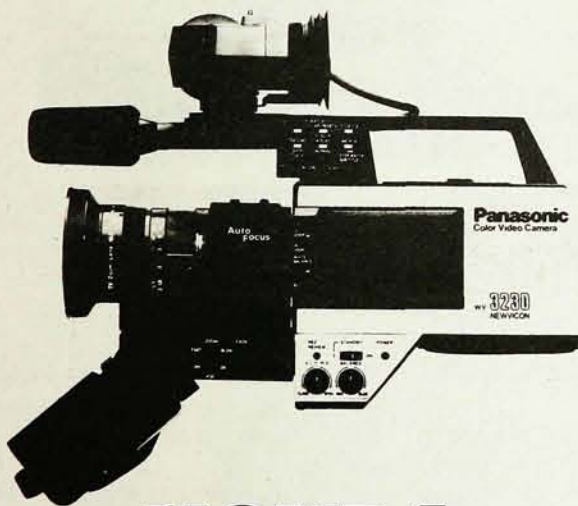
TORONTO - The Academy of Canadian Cinema held its first benefit dinner dance here Jan. 15 at which it honoured veteran American actor, singer, dancer Gene Kelly. The \$125 plate evening was kicked off with the Canadian premiere of MGM's *That's Dancing* at the Sheraton Centre theatre and was followed by a dinner dance at the Royal York's Imperial Room.

With a sold-out attendance of over 300, including such luminaries as Jane Fonda, Norman Jewison and Ann Bancroft, Andra Sheffer, the Academy's executive director, was delighted with the evening. "We made about \$5 000 profit," she told Cinema Canada. The money will bolster the Academy's educational program.

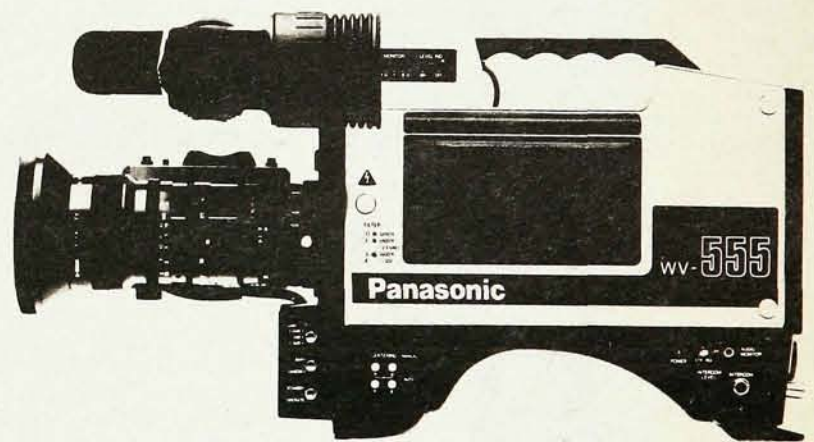
Scheffer said she had no qualms about honouring an American star at such an evening: "Gene Kelly's father is Canadians." She added that "it was no problem to honour such a film and such a great star. Gene Kelly came to do it specially for the Academy. He cancelled other engagements to come."

The Academy has an annual budget of \$650,000 derived from members, corporate sponsors, all levels of government and advertising revenues. The Academy runs the annual Genie awards.

## AVINDA ELECTRONIC PRESENTS



# HONDA.



# FERRARI.

If you're looking for an economical compact with excellent handling characteristics, the Panasonic Pro-Line WV-3230 color camera is for you. It's quick, responsive, high resolution Newvicon® tube resists burning and comet tailing under bright light. And produces clear images in light as low as 1 footcandle.

The WV-3230 is fully automatic, too. Leave the hard-to-focus low-light and low-contrast conditions to Ultra-sonic Auto-Focus. Lock onto moving subjects and pan with an 8X Auto Focus lens (or opt for the 12X Manual). And fade both audio and video up or down with the push-button automatic fade control.

Flip up the WV-3230's fold-away control panel and you'll find a lot of other extras: a built-in character generator for two frames of 7-color video titles, Time/Date/Stopwatch readouts; Neg/Pos picture reversal, and more.



As for options, the Panasonic NV-8420 2-hour professional VHS portable VCR is a natural. Smooth microprocessor-controlled operation of playback



modes include still-frame, frame-advance, 1/4 to 1/8 variable slow (via remote control), fixed slow (1/6), and bi-directional speed search.

And you can get up to 2 hours of recording time on a single battery charge.

On the other hand, you may be after an all-out performance machine. A sleek new Panasonic WV-555.

Take a look at the specs. A three-tube Saticon® system and precise prism optics produce an impressive 600 lines horizontal resolution (G-Channel) and 54dB S/N ratio. With a minimum of blooming, comet tailing or lag.

And fast? You can shoot in light as low as 8 footcandles at 1/1.4.

The WV-555 knows its way around circuits, too. One-touch Auto-centering, as well as auto white and auto black. Both with memory. An iris that automatically changes with vary-

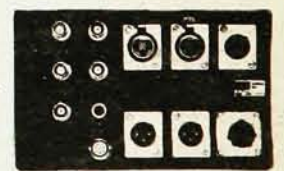
ing light. And a 1.5" viewfinder with LEDs for automatic settings, low battery, high gain and more.

All this finely-tuned technology is mounted onto a lightweight magnesium alloy chassis that gives maximum protection against outside RF interference. And the WV-555 is also convertible to studio configuration.

On the recording end, an NV-9450 3/4" portable VCR is equally impressive. Soft-touch solenoid con-

trols and video confidence heads for shooting versatility. Automatic back-space assembly editing with a frame servo for clean scene transitions. Plus multiple connection terminals for TBC and SMPTE time code generator interfacing.

Economy compacts and all-out performance machines are only part of a complete line of professional Video equipment engineered by Panasonic. So get some hands-on experience, soon.



Because you'll be surprised what you can do at the controls of a Panasonic Video System.



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