

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 **De-grassi 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 1+ hour drama set in Montreal

in the 1920s, which is the first series in the world shot in high-definition 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.

Luff 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.

ARTHUR WINKLER

ENTERTAINMENT INSURANCE BROKER

We insure:

- Feature Films
- Television
- Theatrical Productions
- Broadcasters
- Book, Magazine, Newspaper Publishers
- Writers
- Record, Tape, Music Publishers
- Concerts
- Festivals
- Special Events

595 Bay Street, Suite 1002
Toronto, Ontario M5G 2E3
Tel.: (416) 597-0008
Telex: 06-23147
Facsimile: (416) 597-2313



L'Union des Artistes

Depuis 50 ans,
le seul syndicat professionnel
des artistes-interprètes
francophones au Canada.

Cinquantième anniversaire
1937-1987

Comédiens, cascadeurs, chanteurs, mannequins,
mimes, danseurs, artistes de variétés...

Plus de 6000 artistes-interprètes pigistes
au Québec et ailleurs au Canada en font partie,
qu'ils se produisent au cinéma, à la scène,
à la télévision, à la radio ou sur disque

Pour tout renseignement, communiquer avec le siège social de
l'Union des Artistes, à Montréal 1290 rue Saint-Denis
Montréal (Québec)
H2X 3J7
Téléphone 1-(514) 288-6682

Autres bureaux de l'Union

à QUÉBEC
444, boul. Saint-Cyrille ouest
2^e étage
Québec G1S 1S3

à TORONTO
2 College Street
nos 206 et 207
Toronto M5G 1K3

Il existe un repertoire des membres de l'Union
que l'on peut obtenir en s'adressant au siège social

Car and Truck Rental Company with star quality wants a part in your next movie



Contact
Steve Hacker
Diane Somerville
(416) 763-5591

SOMERVILLE

Car & Truck Rental Ltd.

1968 Bloor St. W., Toronto, Ont. M6P 3K9

