

People

Sharon Seto
rejoins *Live It Up* team

TORONTO - *Live It Up*, CTV's very successful self-help/how-to consumers show, will have a new host when it returns on air for its 12th season. Sharon Seto, formerly a production secretary and then researcher with the show, has been asked to replace the departing Alan Edmonds, who had been with the show since its inception. Producer, writer and co-host Edmonds teamed-up with executive producer and co-host Jack McGaw to create the concept for *Live It Up* back in 1977.



Since that time Edmonds and McGaw shared their on-air responsibilities with a succession of female co-hosts, including Mary Lou Finlay, Liz Grogan and Dianne Buckner. Now with Edmonds gone, there will be the two women and McGaw. Seto joined the *Live It Up* team in 1984 after graduating from Ryerson's film and television program. She left in 1987 to work a year for Global TV and freelance work in corporate videos. "I really missed it when I left," Seto told *Cinema Canada*. "People here are so wonderful that you go through a withdrawal stage when you leave *Live It Up*. It is such a close-knit group and I am absolutely delighted to be back. I'm still waiting for someone to say this is a joke. When Jack McGaw gave me a call and said 'you're it', I was

up on the ceiling. I was beyond cloud nine."

Live It Up combines fast-paced story-telling with consumer information and tongue-in-cheek humour which consistently attracts a million and a half viewers with items on the modelling business, cultivating snails, fashionable underwear, etc. "The first story I'm doing is the Brigantine Sailing School at Harbourfront," Seto said, "with a group of 35 15-year-olds who will be learning how to sail for the first time. It will be a real hoot. This is the initiation year so they are going to be pretty nasty to me. I'll be doing a story on guard donkeys. Donkeys that protect sheep on farms." *Live It Up* returns to CTV the third week of September.

Spickler:
bringing in
a new look

MONTREAL - Louise Spickler, a well-known film and television consultant in Quebec, will stress "education and promotion" as the new executive director of the 500-member Quebec wing of the Academy of Canadian Cinema and Television.

"The academy is much more than the Genies and les Gêmeaux," says Spickler. Spickler replaces Robert Roy, a former senior executive at Radio-Canada, whose term as executive director lasted seven months



before realizing that the job required more time than he could give it.

"It's going to take all my time," says Spickler. "It has to be made clear that the Academy is for everyone, every sector in the television and film industry."

Among her objectives are a move, completed on June 21, to more spacious offices at 3603 St. Denis, a newsletter, exclusive screenings of Canadian films for members, screenings of all the Gêmeaux nominations, a breakfast club.

Not only has Spickler worked as a consultant with the National Film Board, Télé-Métropole, Quatre Saisons and Radio-Canada, she was also scriptwriter and assistant director of the Radio-Canada series *Mordicus*. She directed *Les Enfants de la Télévision* for the NFB.

Jacques Payette has been acclaimed president of the executive committee. He succeeds Donald Pilon, who did not run in the last election (nominations closed June 2) after a one-year term.

Lloyd Robertson
raises money
for Sick Kids

TORONTO - Lloyd Robertson, perhaps Canada's most famous nightly news reader, hosted CFTO-TV's yearly Children's Miracle Network for Sick Children's Hospital in Toronto, June 3 and 4th. It was the 5th annual telethon. Robertson has anchored and this year they raised \$2,035 million for the hospital's trauma and emergency units.

"This is part of the Children's Miracle Network Telethon which runs all through North America, Mexico, Europe, Australia and New Zealand during that period," Robertson told *Cinema Canada*. "Our show is specifically for Southern



Ontario. We are able to plug into the international feed which runs all weekend out of Disneyland. Stations from Halifax to London, Ont., or Moose Jaw, can use this as their principal resource and plug into it if they want. Some do a lot, some do a little. For instance we do quite a lot on our own. We do half-an-hour of every hour, sometimes more. We alternate the feed.

"The Children's Miracle Network started up with the Osmond (Donny and Marie) Foundation, who provides the video feed. The feeling was that there was a great need and a weekend was set aside when the world could celebrate our young people. I was asked to anchor it five years ago and I said yes because my feeling is that if you are a successful citizen you should give something back and this is a way I can do that.

"This particular one is very

satisfying because of the kids involved. You get to know the kids and you get to know the kids' stories. It has grown so much over the last several years in terms of the contributions, but also the profile of the telethon and people's awareness of it. It's now part of the fabric and this awareness has contributed to its success. Sick Children's Hospital has such a good reputation and that helps a great deal as well. No one has any doubts about giving and the return on the calls is about 95 per cent, which is very high. Usually it is between 75-80 per cent."

Garrand: an idea
for celebrating
NFB 50th

MONTREAL - During the final days of the Salute to the Documentary - symposia and screenings of over 200 documentary film in Montreal, June 16 to 25 - Jean-Marc Garrand said he felt more like "the nerves" than "the brains" behind the event.

The head of the French-language documentary film program at the National Film Board, says the idea for this NFB sponsored event came to



him while posted in Paris as the director of NFB office in 1984.

"At first it was to be competitive," says Garrand, who recruited his friend and colleague André Paquet to use his international contacts in documentary film, "then we realized that competition would detract from the celebration of the National Film Board."

Besides raising the public profile of the NFB, the Salute to the Documentary has ended with the first steps taken towards a worldwide network for documentary films, a concerted demand spearheaded by the Association des réalisateurs et réalisatrices de films du Québec for more federal government support for the NFB and documentary filmmaking and a task force to organize a similar event at a yet undetermined date and place.

Appointments

Ellen Windemuth joins Atlantis Releasing

Ms. Ellen Windemuth has joined Atlantis Releasing B.V. as senior executive, sales and co-productions. Windemuth comes to Atlantis from Fremantle International in New York where she was vp of business affairs and co-productions. Before that she was director of acquisitions at Fremantle. Born in West Germany, Windemuth is trilingual and will be based out of Atlantis Releasing B.V.'s head office in Rotterdam, Netherlands.

Bureau on Astral board

MONTREAL - André Bureau, former chairman of the Canadian Radio-television and Telecommunications Commission, has been elected to the board of directors of Astral Bellevue Pathe Inc.

Bureau served as chairman of the CRTC from November 1983 until February 1989. He began his career as a lawyer in Trois-Rivières and went on from there to hold senior management posts with major publishing and electronic media companies.

Prior to serving as president and chief executive officer of Canadian Satellite Communications Inc. (1982-1983), he held key positions with the Telemedia group of companies and *La Presse*, a Montreal newspaper.

In March 1989, Bureau joined the Montreal law firm of Heenan Blaikie as counsel.