

Photos: Ron Levine



Cover - Canadian media's first ladies: From the left, Thérèse Sévigny, vice-president, CBC; Joan Schafer, vice-president, First Choice; Phyllis Switzer, vice-president, First Choice; Marge Anthony, vice-president, First Choice; and Margaret Lyons, vice-president, CBC. Brandy, cigars and location courtesy of Toronto's Windsor Arms Hotel Courtyard Café.

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Women decision-makers in Canadian broadcasting

The television pioneers of the '80s have been women, as women's presence in broadcasting management has doubled in the past half-decade. Freelancer Gail Henley profiles Canadian media's leading ladies, and highlights the battles won as well as those that lie ahead. **10**

Festival fever

Cinema Canada's critics offer candid comment and Linda Hammond's indiscreet camera takes a behind-the-scenes peek at the glitter and the gore of this year's smashingly successful Montreal and Toronto film festivals. **17**

Bad reception: Making sense of Canada's pay-TV conundrum

As a mighty marketing battle shapes up between First Choice and Superchannel in the fight for subscribers, fears grow that the collapse of C Channel was only the

beginning of hard times for Canada's troubled pay-TV networks. Independent producer Lucie Hall, in the conclusion to her three-part probe of Canadian pay-TV, attended the Festival of Festivals' Trade Forum on the industry, and came away with a sobering assessment, as well as an exclusive interview with former C Channel president Ed Cowan. **14**

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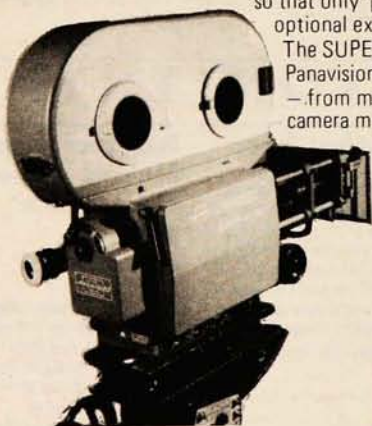
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