

Juneau/CBC need policies for TV production, not distribution

TORONTO - In an emotional departure from his prepared text, CBC president Pierre Juneau, in a luncheon address Apr. 12 to the annual general meeting of the Canadian Film and Television Association, called on Communications minister Marcel Masse's forthcoming broadcast policy task force not "to piddle around with distribution channels but, for God's sake, how we can put money back into production." Apologizing for his fervour he said, "forgive me if I get heated, but we find more ways of distributing foreign product, ignoring production."

Juneau's outburst received tepid applause from a private-sector audience unmoved by its public-sector suitor. At a number of points in his speech Juneau called for closer colla-

boration between the private and public sectors but not at the expense of existing CBC in-house production. He added the caveat that "we won't always see eye-to-eye because it is a business relationship. But we need each other; it's as simple as that."

Juneau told the CFTA that the CBC plans to stick to its ambitious Canadianization program announced last September and jeopardized by the \$85 million budget cuts. He said that CBC has set itself a goal of bringing down foreign programming in prime-time by one hour per week or 26 hours per year in the peak season until those programs represent no more than four hours a week of CBC's prime-time schedule with a significant proportion of foreign programs

coming from the U.K. and Europe rather than the U.S. He added there were similar goals for the French television network.

Juneau's timetable for replacing foreign programs is 1988-1989 at the latest. He indicated that he regarded the private sector "as our partners in this enterprise; it is still our firm intention that 50% of prime-time programs in drama, variety and entertainment generally come from private producers."

He said that by the end of February 1985, the English and French networks of CBC had committed between \$35 and \$40 million to projects co-financed by Telefilm, involving the payment of about \$17 million in cash to independent producers in 1984-85. This represented 135 productions in

drama, variety and children's programming for a total of about 400 broadcast hours. Much of this production has not yet been scheduled for telecast.

The list of upcoming productions include 22 new episodes of *Danger Bay* co-produced by Paul Saltzman with Disney Channel; *Anne of Green Gables*, co-produced by Kevin Sullivan with PBS; two features - *Toby McTeague* and *Striker's Mountain*; seven new half-hours on the children's international festival in Vancouver; six new hours of *American Century* with Michael Maclear and Ian McLeod and an international co-production on Democracy with Patrick Watson. Juneau noted that CBC is actively negotiating for two new sitcoms, eight to 10 features, two mini-

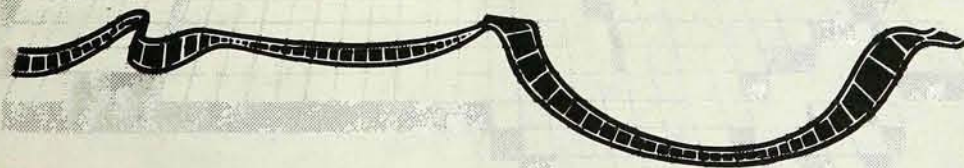
series, three or four children's series and 10 to 12 prime time variety specials. He added that the French network was just as busy. Juneau called on producers to present proposals for popular series. "We must have Canadian series with high production values which generate the same kind of interest on the part of the audience" as the American series they will replace.

Juneau noted that CBC's financial position would have to be solved if its Canadianization goals are to be met. He applauded the new rules for the Broadcast Fund but made it clear they were a one-year interim solution. He said "work has to start quickly on a longer-term financing solution." He added that the CBC has made proposals to the government and will continue efforts to reduce administrative expenses to direct more money into programming. He warned, however, that "it would be very unwise to create more work for independent producers by cancelling CBC-produced programs and bringing about more layoffs at the CBC."

He told the audience of private-sector producers and service suppliers that the proposed Toronto Broadcast Centre would not take away jobs from them. "It is not our intention to bring 'in house' any of the craft functions or services now obtained from private companies," he reassured his audience. "Second, our calculations with regard to studios and related support areas are based on a mean or base production-load and are not designed to meet the peaks of production." In other words, private sector procurement would continue to play an important part at the CBC.

Juneau concluded his speech with a final call for co-operation between the public and private sectors. "The solution will come when we stop fighting over the territory like animals and work together to develop it, when we find ways to use all the talent this country has to offer, when we can offer our audiences the quality and quantity of Canadian television they have every right to expect."

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Concordia screens student production

MONTREAL - Y.E.S., Concordia University's Film and Photography department's year-end screenings take place May 2-4 at the university's Conservatory of Cinematographic Art as students present films and photographs of their work in the academic year just ending.