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the foundation rewards successful applicants by co-producing their videos and funding half of the video to a maximum of \$10,000. MuchMusic has donated \$100,000 or 2.4% of their gross earnings, whichever is the most, to the foundation. Thus far, artists such as Jane Siberry, The Box, Kim Mitchell, and The Extras have been awarded funds by VideoFACT. With the videos produced through the use of these funds, the artists have found success on the Canadian and international scene.

There is a problem with the distribution of VideoFACT awards, however. "We haven't had too many people from the East apply so far," says Roberts. This is a fact that is making both MuchMusic and the CIRPA unhappy. The third round of awards went to applicants from Edmonton, Montreal, Winnipeg, Toronto, and Vancouver. Part of the reason for Roberts' coming to Nova Scotia was to increase Maritime awareness about VideoFACT with hopes of obtaining more Eastern applicants.

Applicants are asked to send in a tape of their song and an idea for a video to Sutie 330, 144 Front Street West, Toronto, Ontario, M3J 2L7. The next deadline for applications is April 30th.

What does MuchMusic do besides promoting Canadian music? Why has MuchMusic become the most successful Canadian pay TV network in history? Why do people subscribe to a video network when they can see videos on regular TV day in and day out? Says Roberts, "We're 24 hours a day—turn us on at 3:00 a.m. and we'll be there. Also, our programming is, of course, broader than most hour-long video shows because we have more time to work with. We present more than top 30."

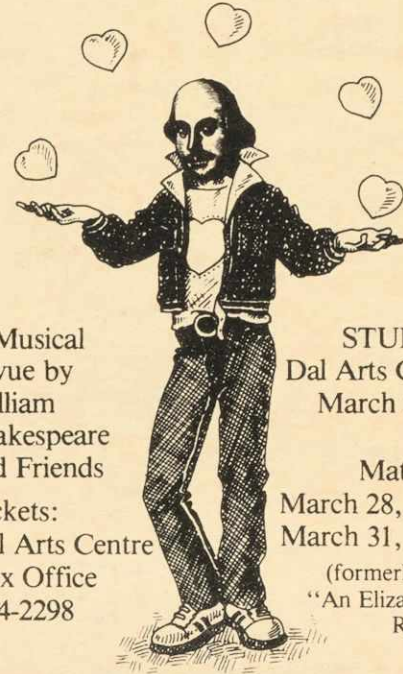
MuchMusic, as a station, has done more than boost the Canadian music industry—it has increased the revenues of a badly failing Canadian pay TV industry—an increase that was desperately needed. It has also provided a sort of "parental figure" for those who make videos. Watching and guiding the video industry, Roberts and the rest of MuchMusic have seen videos turn

from merely being tools used for advertising records into being an expression of who the groups are and what they can do. The station has watched the video clichés that were so prevalent in the beginning—like breaking mirrors and exploding roses—leave the video scene. Even violence is gradually leaving videos, according to Roberts, "It's not so much (a problem) any more as it was—it's another cliché." Roberts is also confident that video sexism will die out in time.

Roberts does not see the video industry as disappearing for quite a long time, if ever. Likening it to radio, Roberts states that "Videos can be background as well as foreground."

At the present time, however, videos are very much part of the foreground. So, if you still want to be a star, give Much Music and VideoFACT a try. They can't promise anything but if you're good, MuchMusic can at least give you some exposure.

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(formerly titled  
"An Elizabethan Romp")

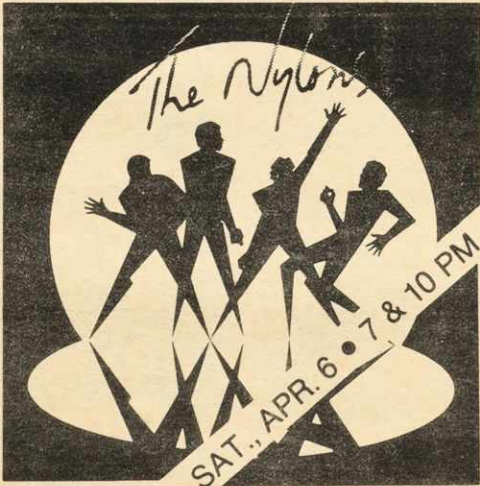
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Some positions carry honorariums. Application forms are available in Room 222 of the Dalhousie SUB. For further information contact Reza Rizvi, Room 222 of the Dalhousie SUB. All applications must be received in writing at Room 222, Dal SUB, before April 2nd at 5 pm. All nominees will be presented to council at a meeting on April 4th, 6:30 pm., Council Chambers. Please attend.