

Much Music works the Maritimes

By JANICE WALSH

YOU WANT TO BE a star? But you're from Canada. Worse yet, you live in Nova Scotia; and you know what happens to potential stars who live in

Nova Scotia. They either play at The Palace for the rest of their lives, do vocals for Kentucky Fried Chicken commercials, or hang up their guitars and become chartered accountants.

This was the harsh reality



Photo: John Davie, Dal Photo

of all comes from the artists," says J.D. Roberts, one of the four MuchMusic video-jockeys and one of the main reasons why MuchMusic is subscribed to by over 500,000 viewers nationally (30,000-35,000 in Nova Scotia alone). Roberts, a veteran of the Canadian music scene despite his youth, was recently in Halifax to promote MuchMusic and, at the same time, to promote Canadian music and video.

The 'pats' J.D. refers to are hung on the studio walls at MuchMusic—three gold albums from Helix, Cory Hart, and Honeymoon Suite. These artists have recognized the importance of exposure through videos in today's music market and are using it to its fullest potential.

The station doesn't have to play all the Canadian material that it does. While radio programs must contain at least 30% Canadian content, the CRTC has regulated that MuchMusic's format need only contain 10% Canadian material until the Canadian video industry gets off the ground. "But we're playing 29-30% because it's good and we'll gladly play more when we get it," says Roberts.

But first they have to get it—and making videos is not an inexpensive venture. So VideoFACT, a foundation to assist Canadian talent, has been brought into existence. Sponsored by MuchMusic Network and administered by the Canadian Independent Record Production Association,

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musicians had to face not too long ago. Then along came pay television, specifically, MuchMusic, and since that time, C.A.'s everywhere have been putting away their balance sheets and blowing the dust off their guitars.

MuchMusic, Canada's 24-hour music station, has been the biggest boost the Canadian record-

ing industry has received since the invention of the phonograph. Once a depressing country to live in if you wanted to gain financial success by playing music, now Canada can boast many other international successes besides Anne Murray. And we should all be very thankful for that.

"The greatest pat (on the back)

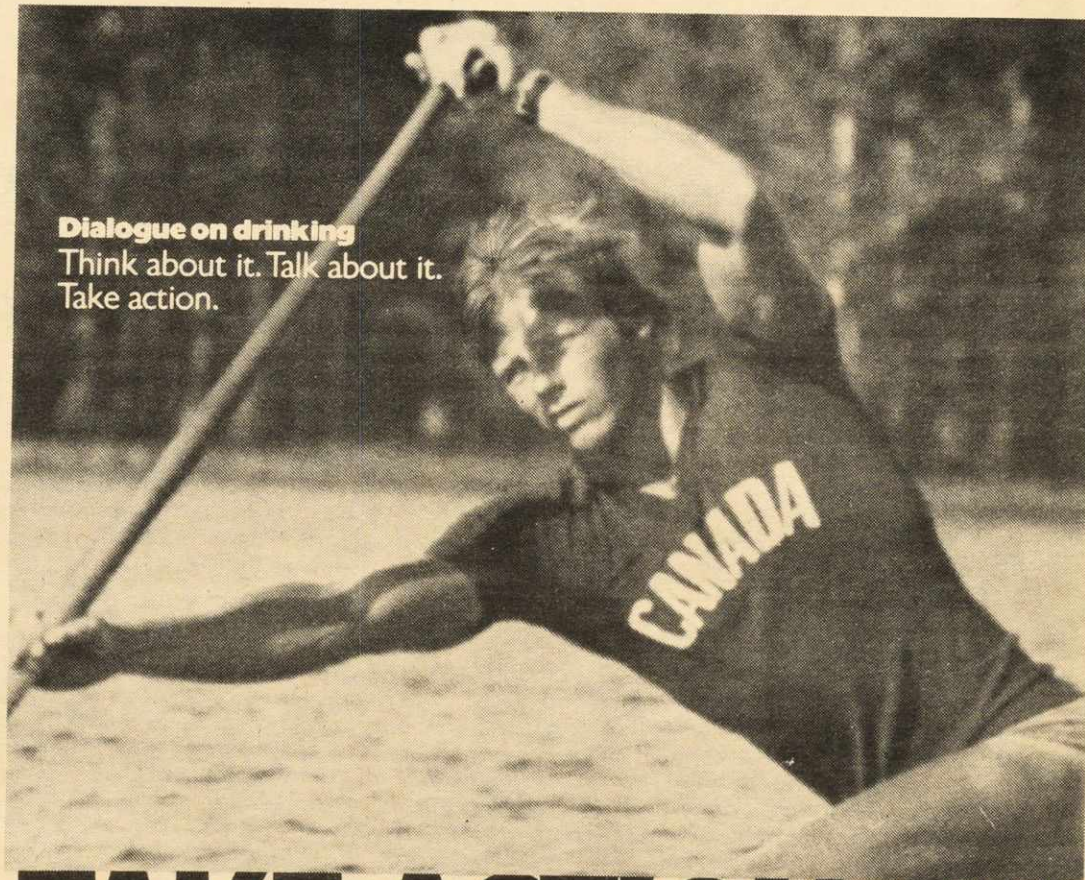
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"I like the taste of a cold beer on a hot day, but I certainly don't think you have to get the gang together with a couple of cases of beer just to celebrate the fact you've had a bit of exercise."

JOHN WOOD
OLYMPIC SILVER MEDALLIST

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