

One of 28 applicants

Premiere's Moses splits the Pay-T.V. scene



Elliott Lefko

"After all, if you can make things pay, you can make things work."
— Moses Znalmer

They've got the knowledge, backing, and ideas. But will they get the license? One of 28 applicants hoping to be granted a license to participate in what has been dubbed the "economic box office" — Pay-TV, **Premiere** is a consortium of highly experienced television, film and

marketing executives headed by Moses Znalmer, co-founder of City-TV, and Jean Fortier, executive director of L'Institute Quebecoise du Cinema, and former vice-chairman of the CRTC.

The main thrust of Premiere's ten-pronged plan is to establish a single national foundation service comprising two channels, one in English, and one in French.

"We're prepared to spend in excess of \$50 million dollars to

play a creative, dynamic and catalytic role in making this country's breath-taking potential come true," says Znalmer, in his preamble to his application.

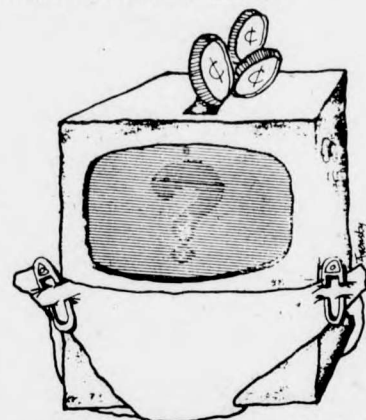
Premiere will deliver their product coast-to-coast, by satellite for a single wholesale price to exhibitors. Their programming includes full-length movies, "Big-Ticket" attractions, drama, and live theatre performances. Hour-long mini-series, Docu-dramas and documentaries are also possibilities under the Premiere program.

"We're prepared to make it work."

Premiere represents over 2 million investors from every province and territory in Canada. They are made up of business leaders (Cavendish Investing Ltd. and Allpah Limited, among others) and members of Canada's cultural communities, including personalities like Norman Jewison, Patrick Watson and Peter Newman.

In answer to what the consequences of Pay-TV will

have on conventional broadcasting, Premiere argues that networks such as the CBC should look on Pay-TV as a help rather than as a threat.



"Why couldn't the CBC, which continuously finds itself pressed for funds with which to produce the ever-more expensive dramas

that are expected of it, look to Premiere for some relief through an alliance? Is that not the freedom for which the corporation is struggling right now?" waxes Znalmer.

And according to Znalmer, Fay-TV is an invitation to "like-minded, committed, energetic, creative producers! We call on these people to join us in a major rescue operation, a holy war, a veritable Marshall plan against the crisis in Canadian drama. Because especially in English Canada, the crisis is drama."

The hearing begins on September 24 and Znalmer is realistic in his aspirations. "We're prepared to make it work. It isn't going to be easy, but since there is no defeat except in not trying, why not work to make our cross glory?"

Chowdown

E.P. Cureau



Steel chains have long been an essential for S and M devotees and snowplough operators. Restaurant chains have become equally indispensable to the rest of the population that seeks to dine out at modest prices.

One such chain, which has a dozen locations around Toronto, is Frank Vetere's Pizzeria, and like many chain operations Vetere's offers a special deal that York students may want to take advantage of.

On Wednesday nights, from 4:00 p.m. until closing, a good-sized bowl of spaghetti with meat sauce and an "all you can eat" salad bar and dinner roll can be had for as little as \$2.49.

"Three types of salad."

Naturally the spaghetti is cooked in large batches, and the sauce has been commercially prepared, but that should not put you off. It is as least as good as some of the spaghetti dishes offered in some of the more pricy restaurants in town.

Although the salad bar is plentiful, it could do with a little perking up. Some rather tired

lettuce and shredded red cabbage form its basis, which is given an assist by beets, chick peas, onions, romano beans and cucumber. Three types of salad dressing are available: all equally unpalatable. A simple oil and vinegar dressing is all that's really necessary, and the saving on ingredients could be passed along to the customer.

Dessert was not included in the \$2.49 cost, so it was not ordered — beer was. A ten ounce mug of draft costs 79¢ and a 26 ounce stein costs \$1.49.

Service at Frank Vetere's is mixed. The night Excalibur visited, the waiter (probably a York Fine Arts graduate) was friendly enough, although perhaps not as quick as his colleagues appeared to be.

The Frank Vetere's closest to the York campus is at 1113 Wilson Avenue at Keele. They will accept Mastercard, Visa and cash. Hours are from 11:30 a.m. every day, with a 10:00 p.m. closing on Sundays.



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