

News of the arts

Ontario increases funds to support film industry

Ontario's fast growing film industry will receive increased funding through a greatly expanded support program stressing film location promotion and film location services.

Following recommendations by a five-man committee representing major film associations, the Ontario Government is doubling its budget in support of the industry and will increase its marketing efforts for Ontario-made film through participation in three major film trade shows.

Immediate attention is being given to boosting Ontario's film location promotion activities through expanded advertising in selected film trade publications, an updated film industry directory and a complete remake of Ontario's film locations guide illustrating potential film sites in the province.

The provincial government will also work with two Federal Government agencies, the Canadian Film Development Corporation and the Festival Bureau, in order to avoid duplication of support. Ontario will concentrate on directing its

marketing support to television film, considered the fastest growing segment of the industry.

This will be done mainly through Ontario exhibits at selected film trade shows such as the International Television Program Market (MIP) in Cannes, the largest television film market in the world; the National Association of Television Program Executives (NATPE) in California, attended by U.S. syndicators of television film and the International Film, TV Film and Documentary Market (MIFED) in Milan, the world's second largest television film market.

The film industry working committee, which has indicated total support of the program, is composed of William Marshall, president, Canadian Association of Motion Picture Producers; Ralph Ellis, president, Canadian Television Program Distributors' Association; Robert Barclay, president, Directors Guild of Canada; Millard Roth, executive director, Canadian Motion Picture Distributors' Association and Findlay Quinn, president, Canadian Film and Television Association.

Canadian Cultural Centre receives British Columbia gift



A 13-foot high totem pole, a symbol of Nootka art, was presented to the Canadian Cultural Centre in Paris by the representative of British Columbia in London, Lawrence Wallace (left). The top of the pole representing a mythical firebird with wings outstretched is in red, black, yellow and green, the basic colours used by western Canadian Indians. The Canadian Ambassador to France Gérard Pelletier and the director of the centre Alice Legrand receive the gift.

Famous people in New York

Famous People Players, a Toronto-based black-light theatre troupe, will appear at New York's Radio City Music Hall, beginning in early April.

The 12-member troupe will appear at the famed music hall for four weeks. The Players will perform *The Sorcerer's Apprentice* — which they gave its *première* last June in Toronto — with actor Lorne Greene as narrator. Before the New York engagement, the group will make another of its appearances in Las Vegas with pianist Liberace.

The 12 young puppeteers have become known over the years for their comic portrayals of such celebrities as Anne Murray, Barbra Streisand, Elvis Presley and Liberace.

Arts briefs

Canada's ambassador to Iran, Kenneth Taylor will be the special guest of honour at this year's Juno awards. Ambassador Taylor will present the Hall of Fame award, which goes to the performer who has "contributed to the betterment of the Canadian music industry on an international basis".

A University of Victoria professor of creative writing W.D. Valgardson won the short story category of the second Canadian Broadcasting Corporation (CBC) literary competition, it was announced recently. Mary Di Michele of Toronto won the poetry category and Bill Scherbrucker of Vancouver and the poet Morgan Nyberg of Surrey, British Columbia, shared top prize in the memoir category. The winners, chosen from 3,000 entries, will receive almost \$18,000 in prizes and have their entries broadcast on CBC Radio's *Anthology* series this June. A third literary competition will be held this summer.

Glen-Warren Productions Ltd. has acquired the rights to *The Courage of the Early Morning*, the biography of Air Marshal Billy Bishop. Bishop was a Canadian flying ace during the First World War. Glen-Warren's rights give the company both the theatrical and television rights to the book, which was written by Bishop's son, Arthur. The company plans to begin shooting this summer on what will eventually be either a television or motion picture production.