



*This all makes me feel really mad that we will not get this in P.Q.*

*mothe*

**Joan Irwin's view**

# Innovative shows stud Global's lineup

A brand new television signal will light up the screens Sunday in Ontario when Global Television goes on the air for the first time.

It's taken Al Bruner, Global's president and creator, eight years to turn his idea into reality. The long haul against heavy odds has added a little grey to his hair, but it hasn't dimmed the energy or enthusiasm of the ebullient, cigar-smoking former executive of CFTO-TV in Toronto and the independent CHCH-TV in Hamilton.

"We've found out that there's just as much Canadian talent looking for an outlet as we thought there was . . . We've been able to hire top-quality staff in all departments, people who were looking for a chance to try something new and different . . . And we'll go on the air within six per cent of the capital budget that was worked out in 1971 . . . Yes, I'm optimistic and I'm proud of what we've been able to accomplish so far."

Global TV isn't really a network though it's usually called one. It's a grid of six interconnected UHF and VHF stations from Ottawa in the east to Windsor in the west, an area containing about 7.5 million potential viewers.

A seventh station at Maxville near the Quebec-Ontario border was part of the Global application, but the CRTC deferred a decision on it on the grounds that Montreal's English language audience didn't warrant a third TV station before the much larger French-language audience had one.

Now that applications have been heard for a third French TV outlet in Montreal it may be that the CRTC will approve the Maxville transmitter and let the Global signal into Montreal in a year or so.

In the meantime, the Global program service looks as interesting and as innovative as Bruner promised it would be.

The service, which runs from 3:30 p.m. to about midnight, will include 29 hours a week of Canadian shows. Among them is a weekly Canadian film to be shown in prime time, many of them Quebec-made and dubbed into English at Global's expense.

There are 36 Canadian films in the Global bank at the moment, 30 of them from Quebec.



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Another Global "first" is a five-a-week 90-minute variety and talk show featuring Catherine McKinnon, Moe Koffman, Mike Darrow and Norm Crosby. All except Crosby are Canadian, though Darrow has worked almost exclusively in the U.S. for some years.

The show, called Everything Goes, will be produced in a theatre before an audience, and will be under the direction of Frank Papiat and John Aylesworth, two Canadians who have become major producers of TV variety shows in the U.S.

Pierre Berton returns to TV in a big way with two Global series — The Great Debate, a live one-hour discussion with informed guests, and My Country, a series about people and events in Canadian history.

Patrick Watson is also back, in Witness to Yesterday, interviewing historical figures played by Canadian performers, and as producer of a daily afternoon information-cum-entertainment series called This Program is About Sex.

Bernie Braden, the Vancouverite who became a roaring hit on the BBC, brings his successful format to Global and will deal entertainingly with consumer problems each week. A more serious weekly consumer series is called Beware.

Yet another once-familiar television personality will be seen again when Stanley Burke's series on Canadian lifestyles appears on

Global. And former Montreal broadcaster and journalist Peter Desbarats will be Ottawa anchorman of the nightly Global news with Peter Trueman holding down the Toronto news desk in the two-city show.

There's not enough space to tantalize you further with Global's program schedule, but if only half the Canadian productions are as fresh and lively as they sound the new TV service will be a success.

Of course there also are sports and imported programs, the latter a promising group from England and the U.S.

Global will carry only eight minutes an hour of commercials, all of them national advertising. One of the reasons the CRTC approved the Global application was in the hope of repatriating some of the millions of dollars' worth of advertising currently spent on U.S. border stations.

If Al Bruner has his way, and there's little reason to suppose that he won't, Global programs will shortly begin to appear on stations outside Ontario. Bruner sees Global as a production centre and plans later to feed programs to other TV stations across the country via the Canadian satellite Anik.

In the meantime, even if we can't see the programs, we welcome Global to the Canadian broadcasting scene and wish the new venture every success.

*not lost*