

SPARKS

DAVID
LEE
ROTH

THE CURE

SINGAPORE EXPLORED

SKINNY PUPPY

FASHION IN
THE FAST LANE

NEW
MEDIA
SPECIAL



MAX, MUCH, MTV,
COLLEGE RADIO. . .



THE SMITHS • KIM MITCHELL • CLINT EASTWOOD
MOTORHEAD • MOTOCROSS • SLOW • SID AND NANGY
RECORDS, VIDEOS, MOVIES & MORE

IT'S TIME TO
CALL FOR THE BLUE.



WHAT PEOPLE DID BEFORE MUSIC VIDEO THE '60s

1. Read magazines
2. Went to concerts and clubs.
3. Waited until their favorite group appeared in a movie, like the Yardbirds in *Blow Up* or Alice Cooper in *Diary of a Mad Housewife*.
4. Waited until their favorite group appeared on Ed Sullivan.
5. Waited until their favorite group got arrested for drugs and appeared on the evening news.
6. Watched *American Bandstand*.
7. Moved to England and watched *Top of the Pops*.



Ed Sullivan

THE '70s

Throughout most of the '70s there was still no such thing as music video as we know it, but there were programs like Don Kirshner's *Rock Concert* and *Midnight Special*. *Saturday Night Live* featured popular bands along with its regular stoned humour. Tom Snyder interviewed Johnny Rotten and Iggy Pop. Michael Nesmith, ex-Monkee, made something called "Elephant Parts," and several groups began to experiment with video shorts (as they had with film shorts in the '60s). But probably the big commercial breakthrough came after the video for Queen's "Bohemian Rhapsody" sent the song to the top of the charts, and record companies began to realize the medium's potential as a marketing tool. Finally all heck broke loose at 12:01 a.m., August 1, 1981, when MTV, an all-day, all-night video barrage, began its programming day. The first video aired was the Buggles "Video Killed the Radio Star," and the world of popular music hasn't been the same since.

Much Music

WHAT IS MUCH?

Much is the "nation's music station." On Sept. 1 it turned two. Much broadcasts 24 hours a day (eight hours live repeated twice) and plays music videos interspersed with VJ chatter and occasional bits of news. Some of Much is being sent to Europe's Sky Channel (6 million homes, 17 million potential viewers). A French sister station, Musique Plus, was recently launched in Quebec.

WHO RUNS IT?

Much is run by a rail-thin benevolent demagogue named Moses Znaimer, the master of all he surveys. He gained notoriety in the world of TV in 1972 with *The Baby Blue Movie*, a late night softcore porn show. Today he is at the helm of a small empire. His main henchman at Much is John Martin, Director of Music Programming, a chain smoking gentleman drinker who has entertained a lifelong obsession with rock music. Also important are Nancy Oliver, Director of Music Operations, and Bill Bobek, Minister of Propaganda. Much is part of CITY-TV, which, in turn is part of the CHUM Group.

HOW DOES IT DECIDE WHAT TO PLAY?

Programming decisions are made by what Martin calls a "secret and sinister committee of seven." He says there is a lot of "screaming and things thrown." In the event that a video may be too racey or weird for broadcast, it is brought before another secret and sinister committee of experienced corporate decision makers.



Mike Williams: The essence of cool?

Lawrence Kirsh

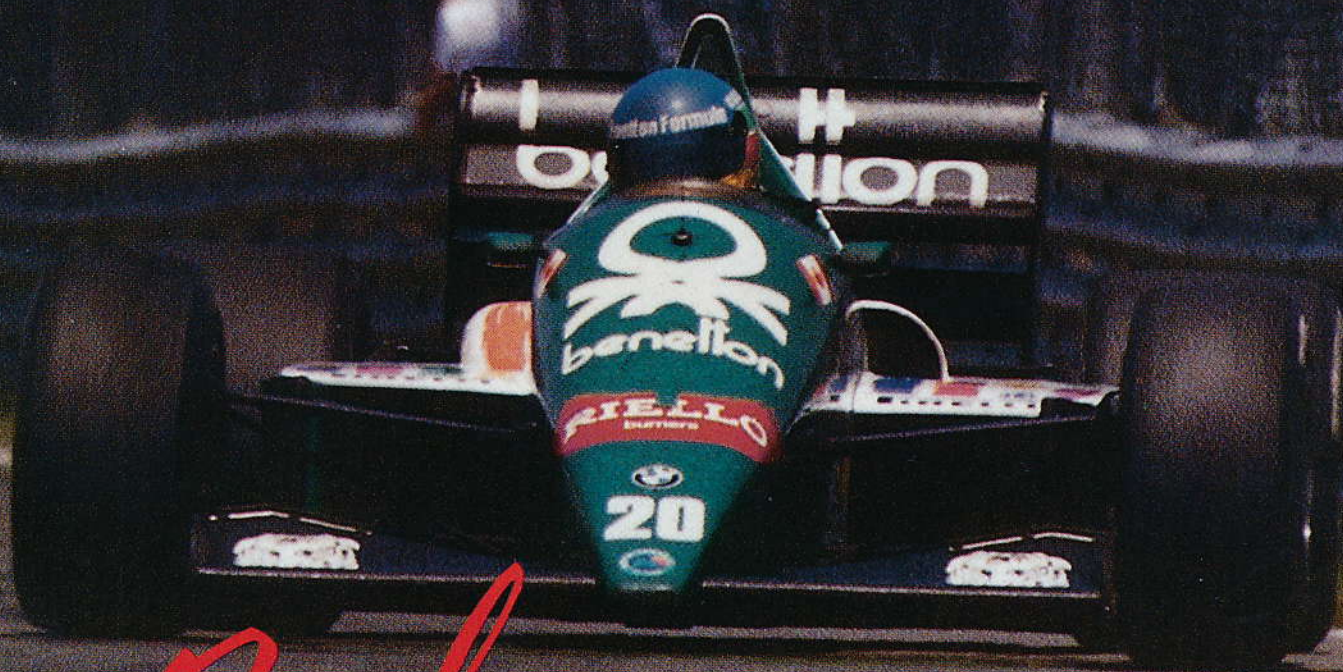


Moses Znaimer: What, me worry?

Alexander Mavboom



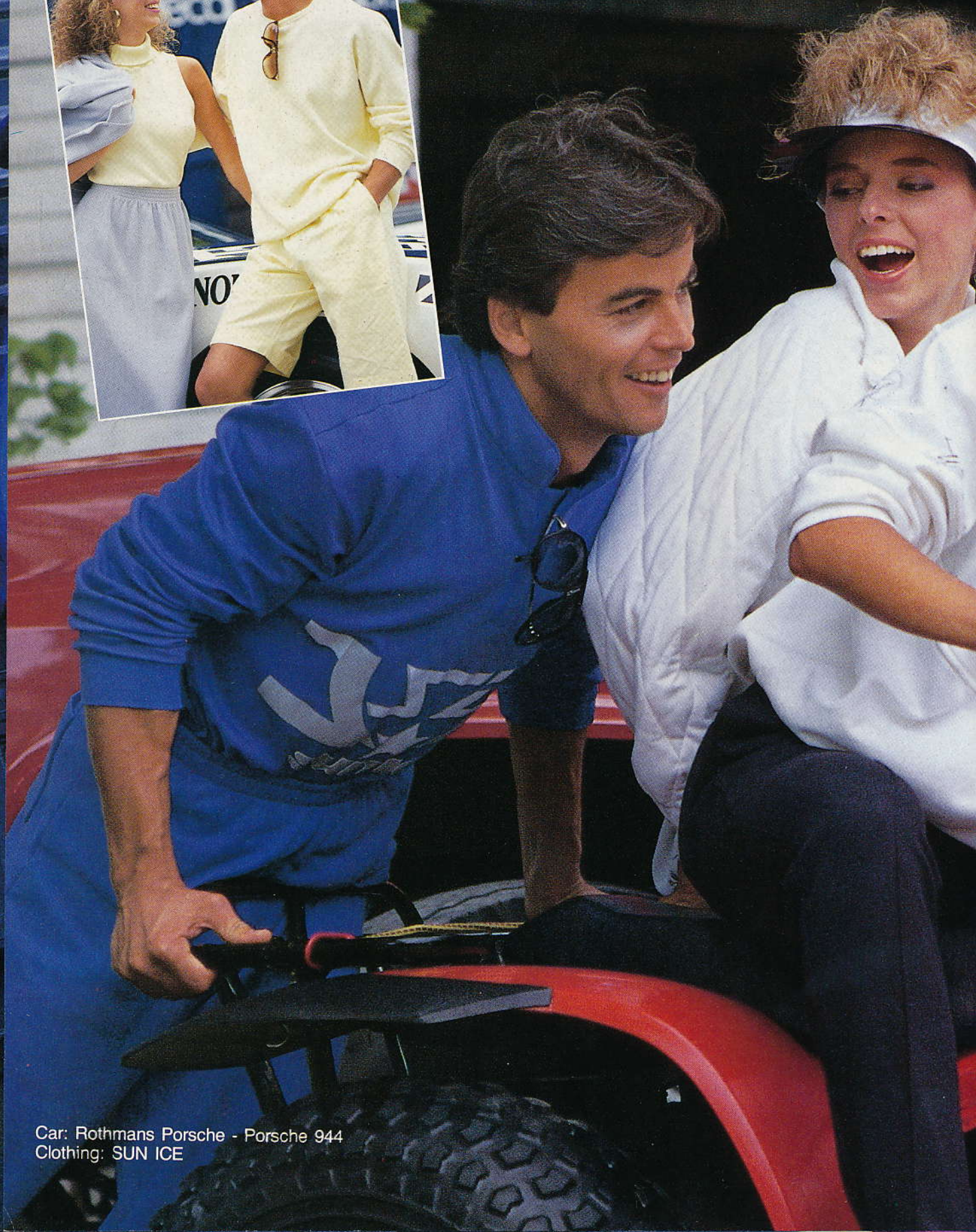
Photographer: Rick Livingston
Stylist: Karen Duncan
Hair Stylist: Shirley Lang for Shirley Lang Studios - Toronto
Makeup: Kelly Jackson
Motorsport Photography: Gridwork
Models: Joan Klucha, Debbie Ducharme, Kimberly Ward and Craig Lock
Accessories: CARRERA: Sportglasses, Visors, REEBOK, Shoes
Shot on location at Kingslake Farm, King, Ont.



Fashion

In The FAST LANE!

Car: Formula 1 - Benetton
Clothing: BENETTON

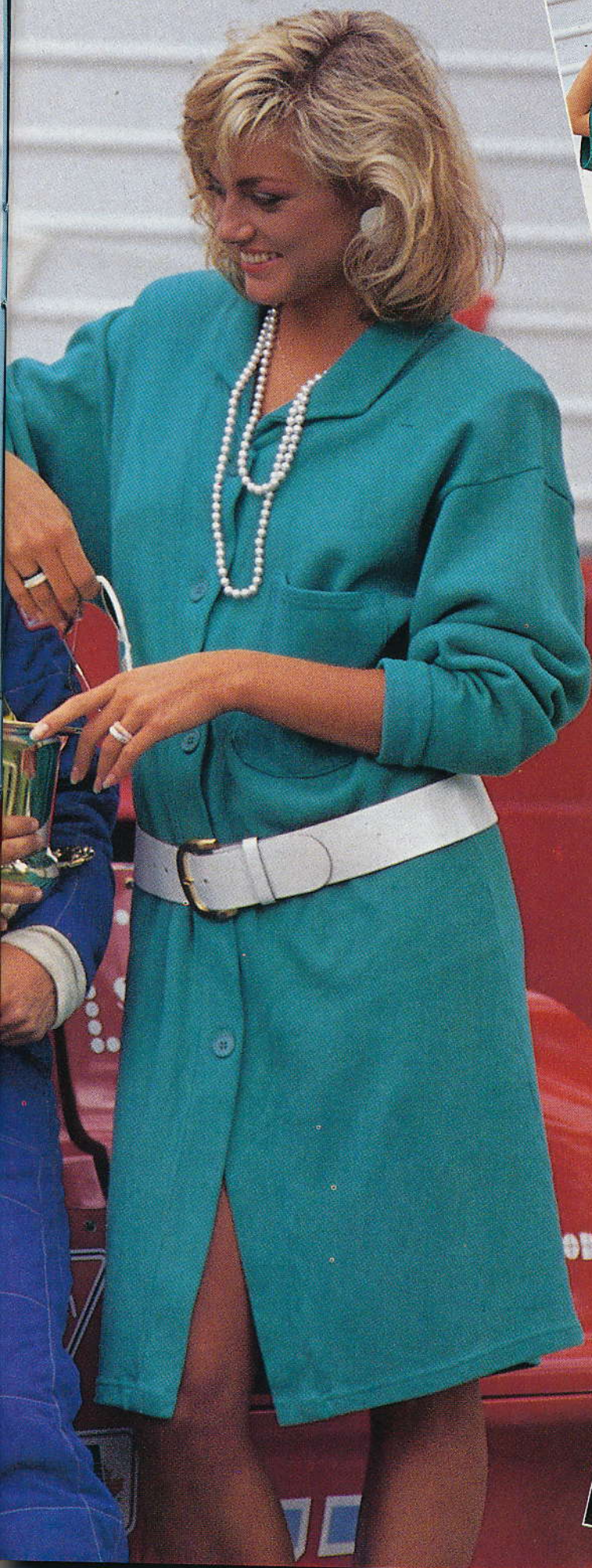


Car: Rothmans Porsche - Porsche 944
Clothing: SUN ICE



Car: Canadian Tire Formula 2000 - Swift Formula Ford
Driver: Molly Elliott
Clothing: STARDOM





Car: Players Challenge - GM Pontiac Firebird
Drivers: Jock Addison and Terry DiFrancesco
Clothing: NON-FICTION

