

Cable 10 manager sets sights on Ottawa

Matheson, Bruce

Paul Bigg BV

Like a good football coach, Cable 10 television's program manager Bruce Matheson had a three-point game plan when he settled into the job eight years ago.

He was determined to:

- Upgrade the station's level of technology and equipment;
- Increase and improve the station's volunteers;
- Re-program, so to speak, the station's philosophy.

Funny thing about game plans. Former Tampa Bay Buccaneer head coach John McKay said his team's appearance in a National Football League (NFL) conference championship was the result of his aggressive three-year game plan. His contract, you see, was for three years. If he'd signed to a five-year contract, then he would have implemented a five-year game plan.

Matheson is the first to note

he's had a free hand in running the Wolfedale Rd. community TV station owned jointly by Rogers and Maclean Hunter. It's not like he answers to George Steinbrenner or Harold Ballard, but just the same, he's produced excellent results.

He didn't go to the Super Bowl or the Stanley Cup finals but he and his staff and volunteers at the station have earned a number of regional and national awards for their election coverage and various other special efforts.

Matheson, 40, a former disc jockey from Lake Megantic, Que. (Pop. 25,000), inherited a \$40,000 budget when he moved here from Red Deer, Alta., eight years ago. This year he spent in excess of \$300,000 bringing the politics, sports and community happenings of Mississauga into out living rooms.

More than 200 volunteers are



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currently learning and working at Cable 10 studios, compared to the 60 or so interested helpers who were involved when Matheson arrived on the scene. Indeed, one of Matheson's first and most shrewd moves was to hire on Colin Baird full time to recruit volunteers.

"When I came here six years ago, I had a six-year game plan," Matheson said recently. "It actually took seven years to accomplish.

"But more than that, I came

here to live and raise my kids and be a part of the community.

"It sounds corny — I guess I've spent too much time hanging around Hazel (Mayor McCallion) — but Mississauga really is the place to be."

Then why, oh why, Bruce, are you leaving us?

"Really, for me, it's time for a new challenge and a new opportunity," he said. "I also think they need someone with some fresh ideas to take over Cable 10. Mostly, though, it's time for me to look to the future."

The new opportunity arose when Maclean Hunter purchased Selkirk Communications, owners of CHCH-TV, CFNY Radio and Ottawa Cablevision, among other things. The challenge is for Matheson to work his magic once again as program manager in Ottawa, broadcasting community programs over two stations

across the west end of the nation's capital.

Will he be missed? Well, Hazel didn't give him the key to the city, but she did give him a special certificate of recognition for his having contributed to the emergence of Mississauga as a dynamic city.

They do sound alike, don't they?

"Mississauga's loss is Ottawa's gain," the mayor continued.

Ward 3 councillor Maja Prentice, a former Cable 10 volunteer, labelled Matheson "an innovative man who was very encouraging to volunteers."

Ever so gracious, Matheson humbly deflected the praise.

"I'm just paving the way, when I go to Ottawa, for Mayor McCallion to come as prime minister," he said. Big laugh.

We could do worse, Bruce. In fact, we are. Anyway, good luck.