

City disc jockey heads to the top on new music show

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Mississauga's J.D. Roberts can be seen across Canada as one of the "Video Jocks" on the new all-music

channel which began last week. Raised in the Erin-dale Woodlands area, Roberts

graduated from Erindale Secondary School in 1974. After some years away, he has recently moved

back into the area. Following a career as a radio disc jockey, Roberts went to CITY-TV as a station announcer and subsequently became a host of *The New Music*.

On *Much Music*, Canada's first 24-hour-a-day music channel, Roberts can be seen live from noon to 3 p.m. At the outset, *Much Music* will have live broadcasts six hours a day, and will aim for a 24-hour-a-day live broadcast.

Segments are to be rotated by satellite to cable stations across Canada.

Much Music is aiming at the audience 11 to 34 years old group. It is slanted toward rock music, but will also feature classical, country and western and reggae music.

Concerts, videos, music news and behind-the-scenes information are all part of the format.

A weekly showcase focuses on new groups from across the country. Roberts says, "We're hoping we can really give a shot in the arm to the Canadian music industry. We'll give exposure to bands who can't afford to tour the country."

He adds that *Much Music* does not feel restricted by CRTC regulations governing Canadian content. "We're proud of Canadian music," he says.

To aid the Canadian video industry, *Much Music* has assisted in the foundation of Videofact, a foundation which will

try to increase the number and quality of music videos produced in Canada, by financially assisting interested Canadians.

One thing which sets *Much Music* apart from other cable channels is that it has up to eight minutes of commercials per hour.

This makes the service cheaper to subscribers than it would otherwise be. Although the price will vary from place to place, it will not be expensive, Roberts says.