



Photographs courtesy of Citytv

Gord Martineau never looked back after joining Citytv as a *CityPulse at Six* anchor since 1977, earning a reputation as one of Toronto's favourite anchors.

David, I only see him from the waist up. David happens to be a reporter that uses a cane to keep his balance. I want him shot from the ground up just like everyone else. Any problem with that?"

At that point, Onley had been on the air for two months. "I remember thinking, 'This guy has flipped,'" Onley says.

Soon after that, Onley appeared on-camera with his cane and became the first on-air TV reporter in North America with a visible disability.

Znaimer's ability to democratize the medium is perhaps his most remarkable achievement.

He is the recipient of numerous awards, including the Human Rights Centre Gold Medal for his outstanding contribution to the promotion of tolerance and creative race relations. He was also presented with the Urban Alliance on Race Relations Diversity Award and the Human Relations Award from the Canadian Council of Christians and Jews.

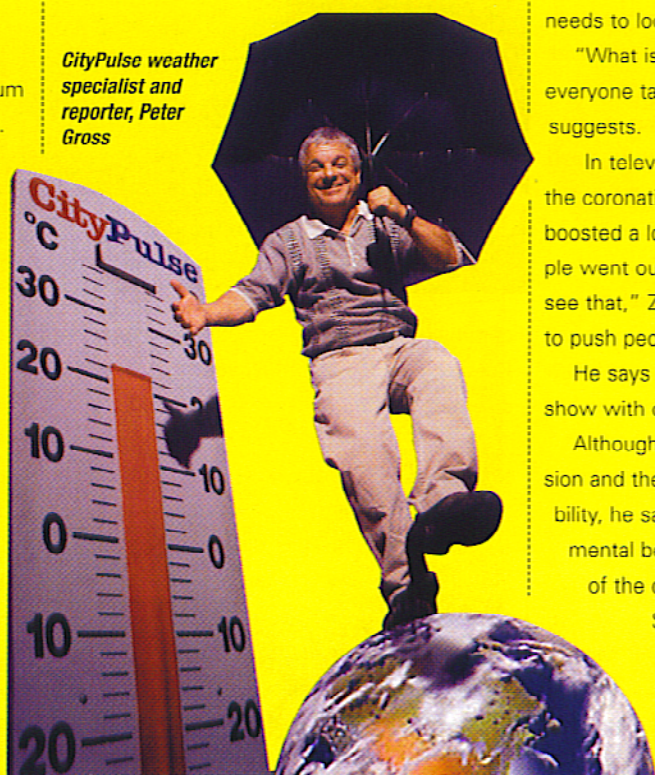
Looking ahead, Znaimer has ideas that predictably are at odds with popular perceptions. He believes the Internet is certainly a consideration in the future of television, though he has his reservations.

"It's true there may be a lot of computers in a lot of houses, but when you start clearing it away and asking the necessary

questions: 'How old is the computer? How fast is the modem? How big is the pipe?' By the time you get to a genuine high-speed connection, you may get to 10 or 15 per cent penetration. It will not go to 100 per cent," Znaimer says.

Nevertheless, Znaimer says he has a myriad of ideas about how to harness the Internet. He certainly sees it as a potential distribution medium. "I have an idea to do what I call the

*CityPulse weather specialist and reporter, Peter Gross*



'Citytv world service.' Given all the original stuff we do now, we can put together one schedule that is 100 per cent owned by us," he says.

"Maybe I'd de-emphasize the local, and emphasize the national or international. It's actually a very charming idea, but it is a pro bono idea because there is very little commercial value in that."

Meanwhile, he thinks the digital world needs to look at the Internet differently.

"What is required is not the killer app that everyone talks about, but the killer event," he suggests.

In television's early days, he says it was the coronation of Queen Elizabeth II that boosted a lot of television sales. "Tons of people went out and bought TVs so they could see that," Znaimer says. "So if you really want to push people online, create killer events."

He says that could be done by pairing a TV show with computer content.

Although interactivity between the television and the computer may be a future possibility, he says it contravenes one of his fundamental beliefs about television. "At the end of the day, television is ultimate simplicity.

So, the whole idea of trying to put computer-like applications into the television—I have my doubts." ➤