



▲ IEDEN WALL

BAYVIEW TALK SHOW HOST LAUGHS HIS WAY TO THE TOP

BY GREG MACDONALD

Moments after the broadcast of *Off The Wall with Ieden Wall*, the usually dormant phone lines at Rogers Community 10 cable station come alive.

Callers are responding to this five minute segment featured on *Word*, Cable 10's youth magazine. Nothing else like it has attracted so much viewer response.

In his part of the show, Wall goes on to Toronto streets and with his abrasive, witty, ad lib style, interviews unsuspecting strangers.

He has conducted interviews in obscure places such as a bowling alley, a scrap yard and the CNE.

Wall says he realizes some people feel uncomfortable with his aggressive interviewing style (he usually puts a microphone in their faces and spontaneously interviews them). He adds, however, his finest work comes out of this spontaneity.

"My humour is best when I'm with a person who is awkward with the situation," he says. The results are often hysterical. In fact, Wall helped *Word* capture the Ontario Production Television award for

best youth show in Ontario.

Now, viewers are getting the chance to see more of this 21-year-old Bayview and Finch resident. Ieden Wall's own 30-minute talk show began airing at 11:30 p.m. on February 25, on Cable 10's Ontario Network. The debut featured an interview with CityTV's John Mahjor and a trip to Bagel World, a local favourite restaurant.

Despite cable television's low budget and low profile, Wall says he believes he has identified a need not being met by major television stations. "I know that people here yearn for a good Canadian talk show that can give them what they want. And what they want is 'balls' and wit and a lot of personality."

Having his own late-night talk show would be the realization of a dream that Wall has been pursuing for years. While attending Northern Secondary School, he put together and hosted the school's first live talk show. Morning radio man Wally Crouter and television personality Dini Petty were his guests.

Although short-lived, the experience confirmed Wall's confidence in his abilities. "In the back of my mind, I knew it was something I could do, that I have the ability."

The show at Northern Secondary School was also a learning experience. "Everyone dreams. It's natural. I learned that few people really believe that their dream is only as far away as the hard work they want to put into achieving it. Becoming a talk show host is a tremendous challenge. But I never, for a split second, considered it unattainable. It is just a question of paying the price."

As far as his future is concerned, Wall realizes "that it is pretty unrealistic and unlikely that someone would give me a chance at this stage. All I really want is to get my foot in the door somewhere where I can proceed to work my way up the ladder."