

Education is not confined to children:

*in fact liberal education is mostly adult education,
and goes on all through life.*

George Bernard Shaw

... education must start from birth.

Maia Montessori

*The information highway will alter
the focus of education from*

the institution to the individual.

Bill Gates

education
Where matters
on-air, online

Learning is a lifelong process

and a public right and a public good.

The electronic media must be used

to provide education for people of all ages.

Ran Ide, Founder of TVOntario

What can TV do that the classroom cannot?...

The answer is: TV can illustrate

the interplay of processes and growth.

Marshall McLuhan

Investment by all sectors of society
in the early years is as important
as our investment in education to ensure Ontario
has a highly competent and well-educated population.

Margaret McCain & Dr. Fraser Mustard

New Media tools offer great promise
for a new model of learning - one based
on discovery and participation.

Don Tapscott

To the Honourable Dianne Cunningham
Minister of Training, Colleges and Universities
Queen's Park

I take pleasure in submitting the Annual Report of the Ontario Educational Communications Authority (TVOntario) for the fiscal year April 1, 2001, to March 31, 2002. This is done in accordance with Section 12 (1) of the Ontario Educational Communications Authority Act.

This Annual Report outlines the milestones for the year 2001–02, during which we continued to provide TVOntario's educational resources through broadcast and other technologies. In this year we created more curriculum-linked programs and refined the services of our E-Learning Centre to provide educational aids for children and adults, and information on educational resources for career options throughout Ontario.

I invite you to review the 2001–02 educational programming and e-learning accomplishments in the pages that follow.



Isabel Bassett
Chair and Chief Executive Officer
Ontario Educational Communications Authority

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Isabel Bassett
Chair and Chief Executive Officer

Mandate

TVOntario’s mission is to support lifelong learning in Ontario by providing quality educational programming services in English and French using television and other communications technologies.

In 1970, TVOntario was established as the Ontario Educational Communications Authority. As defined by our mandate, TVOntario initiates, produces, and provides uninterrupted programming and access to interactive media resources that educate, inform, and enrich all Ontarians.

TVOntario is committed to educational strategies that incorporate and support quality lifelong learning opportunities for adults and children, using the power of educational television programming and the recent developments in e-learning. This is achieved by linking our educational television programming to the Ontario curriculum, by developing skills training products, and by offering a range of educational interactive online resources to support Ontario’s education system.

A message from the Chair and Chief Executive Officer

This has been a year of progress for TVOntario. As we continued to fulfill our educational mandate, we completed the second year of a three-year business strategy that focuses on making lifelong learning available to all Ontarians.

Last year we ensured that all of our children’s programming and much of our adult prime time programming were linked to the K–12 curriculum. In addition to these links, in 2001–02 *Saturday Night at the Movies* and the *Studio 2/Munk International Centre Going Global* specials were an integral part of university credit courses.

This year we streamlined our E-Learning Centre to include only those products that serve a useful and necessary purpose in Ontario’s education system. In keeping with TVOntario’s mandate to be an adjunct to the province’s formal education programs, our products are all interconnected and provide a continuum of learning.

The *Eureka! Ask a Teacher* free homework online service is available five nights a week and also provides help with the provincial competency tests in literacy and math.

The Independent Learning Centre came under the auspices of TVOntario at the end of this fiscal year. The ILC provides Ontarians with the opportunity to acquire a high school diploma through distance education. This most certainly puts TVOntario in the education business.

TVOntario’s *CareerMATTERS* is a comprehensive Web site offering job descriptions, and a list of the educational courses required to achieve any number of careers.

The Lifelong Learning Challenge Fund – TVOntario’s partnership with Ontario institutions and the private sector – is developing skills upgrades courses for workplaces across the province for delivery to students next year.

This means that anyone in Ontario can achieve a high school diploma through the ILC. They can look to *Eureka!* for free help with homework. They can discover what high school, university courses, and apprenticeship programs are available in Ontario to lead to their career goals with *CareerMATTERS*. And then they can enhance their career skills through the LLCF program.

At TVOntario, this is our definition of convergence, for, in addition to our educational Web sites, we have the benefit of the air-waves on TVO and TFO to bring Ontarians educational and enriching programs, which in turn are complemented by their own Web site activities. The award-winning tfo.org/bisou and tvokids.com sites are two examples.

To reinforce the focus on our educational mandate, our English language network, TVO, created an enriching series of educational shorts and developed the informative parenting series *Planet Parent*. We continued to focus on Ontario-wide issues on *Studio 2* and *More to Life*, and brought the innovative *Big Ideas*, an intellectual alternative, to our Sunday afternoon schedule.

Our French network, TFO, developed a range of in-house productions that focused on the cultural life of our Franco-Ontarian community, most particularly through *Panorama-Arts*. We extended our line of new media products and CD-ROMs, developed the innovative *Biographies* Web site, and presented a series of professional development workshops for teachers.

Our Revenue and Development department has continued in its efforts to improve TVOntario’s self-sufficiency by increasing our Membership numbers and revenues. They have also made tremendous inroads into the corporate sector by developing partnerships to underwrite our children’s outreach programs and our educational Web sites.

I am pleased to welcome Sarah Irwin, our new Managing Director of E-Learning to the TVOntario management team. She joins Beth Haddon, Managing Director of TVO, and Claudette Paquin, Managing Director of TFO, along with Lee Robock, General Manager and Chief Operations Officer, and Bob Baker, Managing Director of Revenue and Development.

In the pages that follow, you will find a review of the year’s activities for each individual programming and revenue area, outlining our priorities, our targets, and our achievements.

Goals for 2002 - 03

*Education is of all our advantages
The only one immortal and divine.
Plutarch*

The final year of our current three-year plan builds on the success of the past year, increases our focus on education, and sets out clear priorities to reinforce and better publicize our educational mandate. The Board of Directors is already engaged in a planning exercise to map out the priorities for the next three-year plan, one that starts in 2003-04 and takes us to year 2005-06.

This is what we aim to achieve in 2002-03.

1. Reinforce the emphasis on formal education in lifelong learning through our broadcast and new media products and markets to provide the best quality educational and curriculum-based service to Ontario.

Our goal is to deliver more useful and necessary educational products both on air and online that support Ontarians in the province's education system. We aim to make all Ontarians more aware of TVOntario's value to them as an educational resource. We are increasing the number of programs on the broadcast schedule that are linked to the Ontario curriculum and expanding collaboration between our broadcast and e-learning divisions to promote our educational products in both areas.

And, we aim to ensure that all program services, from conception to completion, adhere to TVOntario's corporate vision as a unique adjunct to the province's education system.

On TVO this will mean a stronger focus on children's programming based on the Ontario K-12 curriculum, a fine-tuning and refocusing of all our adult in-house programming to provide useful and necessary knowledge about Ontario issues, events, and people from an Ontario perspective. Where feasible, we will introduce more formal educational programming and partnerships with academic institutions, as we are now doing with *Going Global* at the Munk Centre.

On TFO we will continue to support the French-language cultural and educational needs of the Franco-Ontarian community by providing high quality, engaging, and informative programs tied directly to the Ontario curriculum.

The E-Learning Centre will continue to develop only those products that directly support our Ontario education system, such as *Eureka!* *Ask a Teacher*, our free online help-with-homework site and *CareerMATTERS*, the Web site that provides comprehensive information on the courses in Ontario required for various career choices.

The Independent Learning Centre will improve the course materials, services, and results for the 26,000-plus students studying the Ontario curriculum through distance learning. The Lifelong Learning Challenge Fund courses we have been developing for the past two years will begin accepting students in 2002-03.

Our new emphasis on accountability will be met through monitoring these services and testing all e-learning products against their learning outcomes.

2. Improve our self-sufficiency through the development of new revenue streams, leveraging opportunities, and partnerships.

We intend to increase earned revenues to 36% of total revenues in 2002-03. A critical portion of this goal will be met by expanding the total Membership base to 95,000 members from the current 87,580.

The TVOntario Foundation will launch a \$10-million campaign in September 2002, and Sales and Licensing will explore new opportunities for licensing our products in digital format.

3. Develop a corporate culture that is efficient, entrepreneurial, and dedicated to the provision of the highest quality service.

It is our intention to position the workforce to meet the challenges brought by new technologies and changes in the workplace through training, succession planning, and skills development.

As part of the capital renewal project, we will complete the upgrade to the post-production plant to prepare the organization for technical convergence. We also intend to conduct a thorough "needs assessment" of the state of the organization's business systems with a view to revamping those most critical to supporting the current and future needs of TVOntario.

As you can see, we are committed to a strong and vital organization that is an important adjunct to the Ontario education system.

Our goal is to provide essential educational services that enhance the quality of learning for the people of Ontario.



Isabel Bassett
Chair and CEO

Sarah Irwin
Managing Director
E-Learning Centre



E - Learning Centre

Our Priorities

- Become the destination of choice for educational resources and services on the Internet for Ontario children at home, elementary and secondary students, and adult learners
- Refocus the New Media division to develop formal educational resources linked directly to the provincial curriculum
- Partner with the educational community to create and deliver educational e-learning resources supporting Ontario's educational priorities
- Leverage opportunities with professional associations and industrial sectors to provide professional development, skills training, and lifelong learning resources

Our Successes

- Reconfigured the New Media division and renamed it the E-Learning Centre
- Launched the *CareerMATTERS* Web site to help Ontarians chart their education path to the career of their choice
- Secured sponsorship for the *CareerMATTERS* Web site from the Bank of Montreal and George Weston Group Limited
- Finalized negotiations with the eight successful proponents of the Lifelong Learning Challenge Fund
- Achieved recognition from the education industry for innovation and excellence for the help-with-homework Web site *Eureka! Ask a Teacher*
- Signed an agreement to bring the Independent Learning Centre (ILC) into TVOntario's E-Learning Centre. The ILC formerly operated under the auspices of the Ministry of Education

Creating online learning opportunities for Ontarians of all ages

The E-Learning Centre emerged from a restructuring of the New Media division with a focus on developing educational initiatives unique to the Web. The E-Learning Centre is committed to harnessing the potential of the Internet to offer interactive and innovative courses, student support, and links to other educational opportunities across the province. The Centre provides the most effective learning experience possible by developing the highest quality resources and using the most appropriate tools to enable learners to achieve their academic goals.

Finding a career path starts here

The *CareerMATTERS* Web site was launched in March 2002 to the widespread acclaim of organizations working to help individuals pursue the career of their choice. Developed with information and resources from the Ontario Ministry of Training, Colleges and Universities, the site informs youth and adults of the educational options associated with specific jobs and careers. Youth and adult training centres, new immigrant groups, cultural organizations, parents, and high school guidance counsellors are among the target groups who have used and come to value this resource.



CareerMATTERS is the most comprehensive, free-access career resource Web site in the province. It offers over 300 job and career profiles, many also on video. These videos first aired in TVO's *Job Matters*, a series of short educational programs (E-shorts). By connecting the high school curriculum with post-secondary opportunities, apprenticeship training, and distance education programs, *CareerMATTERS* clearly directs students, and others, to the educational path required to qualify for a variety of careers. *CareerMATTERS* was launched with the generous support of the Bank of Montreal and George Weston Group Limited.

Partnering for workplace training

The Lifelong Learning Challenge Fund (LLCF) was created in July 2000 through a special grant from the Ministry of Training, Colleges and Universities. The Fund has invested \$5 million and project partners from the educational and private sectors have provided matching funds to develop online skills training programs.

To date, the LLCF has funded eight post-secondary online courses designed to help fill identified gaps in the labour market. We have partnered with educational institutions, businesses, unions, and industry organizations to develop a flexible source of learning and training that Ontarians can use in their homes, workplaces, and communities. The courses in development include a degree completion for registered nurses, e-commerce for small business, blueprint reading for construction workers,

*... the new media
improves student performance,
not to mention motivation, collaboration,
and communication skills*
Don Tapscott



Thanks to a partnership with the London Public Library and IBM, local students now have access to TVOntario's free, 24-hour homework help Web site, *Eureka! Ask a Teacher*. Orchard Park students demonstrate the site for Dianne Cunningham (left), Minister of Training, Colleges and Universities, Veronica Sadowski of IBM, and Isabel Bassett.

electronic engine diagnostic skills, safe food handling, electronics training, welding theory and safety, and workplace skills for the automotive manufacturing industry. The first course prototypes were completed and evaluated this year, and the courses are expected to begin in 2002-03.

Homework help online

The *Eureka! Ask a Teacher* Web site is a free help-with-homework service. Five nights a week from 6:30 to 8:30 p.m., certified Ontario teachers are logged on to the site to help students with complex questions. In addition to teacher support, content on the site was organized into math, science, and

literacy components and provided students with 24-hour assistance in these subjects. *Eureka!* has also become an important tool for Ontario students as they prepare for the provincial standardized tests. This year, students were able to better prepare for the Education Quality and Accountability Office (EQAO) tests in both Grade 9 math and Grade 10 literacy with sample exercises as well as the support of teachers available in real time. Feedback from students who have used this resource has been consistently positive. Site demonstrations at community centres and libraries have provided the *Eureka!* development team with many insights into the needs of users.

tvokids.com

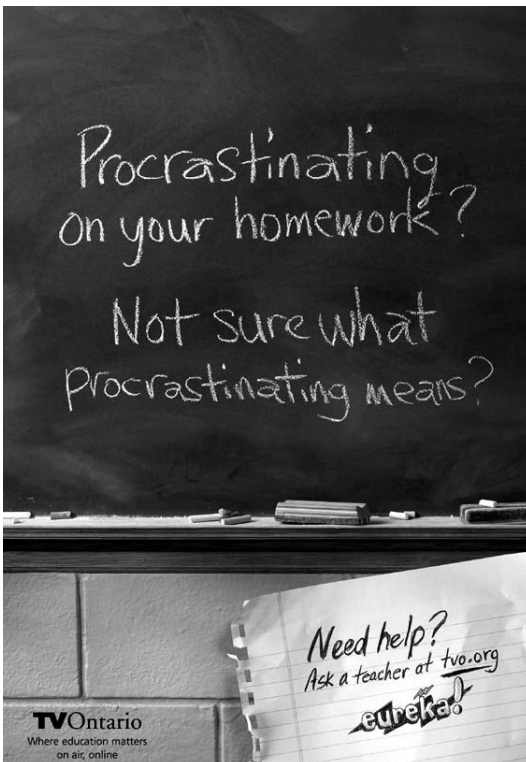
The educational Web site tvokids.com began its life under the auspices of the E-Learning Centre, capturing the 2001 Gemini Award for "Most Popular Web site." The site was transferred to TVO English Programming Services so that it would live within the programming for TVO Kids and the two creative teams could work together to plan and program the on-air broadcast along with this complementary online educational component.

Independent learning comes to TVOntario

This fiscal year saw the successful completion of negotiations for the integration of the Independent Learning Centre (ILC) into TVOntario. The transfer of the ILC from the Ministry of Education will enable TVOntario to offer a full roster of elementary and high school courses at a distance. TVOntario can now combine the ILC's acquired knowledge in distance education programs with its own expertise in e-learning to deliver a useful service of electronic and paper-based courses to all of Ontario.

Quality assurance improves online delivery

TVOntario has long been associated with excellence in educational programming. Our delivery of online courses and services comes with the same assurance of quality. We integrate into the development process four methods to ensure that every resource offered is of the highest possible calibre. We establish advisory committees – of community stakeholders, industry experts, instructors, and end-users – to advise us of user needs and industry trends. We conduct focus groups to ensure that as resources are developed, they remain in sync with the needs of the learner. We commission heuristic evaluations and usability studies to ensure that the content, the method of delivery, and the presentation are effective, intuitive, and appropriate.



The *Eureka! Ask a Teacher* transit shelter ad encourages students to visit the free Web site for homework assistance and help with the provincial literacy and math tests from Ontario teachers, online at specific times.

Visit www.tv.o.org to find *Eureka!*, *CareerMATTERS*, and the Lifelong Learning Challenge Fund.



Beth Haddon
Managing Director
English Programming Services

English Programming

Our Priorities

- Increase the emphasis on educational programming while maintaining competitive audiences
- Develop programming partnerships to offer university-level learning experiences to Ontarians
- Become more effective at reflecting Ontario to Ontarians
- Introduce a parenting program in prime time
- Link television programming to Web content via the career profiles featured in the *Job Matters* Educational Shorts (E-shorts)
- Increase interdepartmental collaboration in support of children's programming
- Strengthen on-air membership programming in support of fundraising

Our Successes

- Launched *Big Ideas*, an innovative educational programming block designed for an audience in search of knowledge and intellectual stimulation
- Partnered with York University and University of Toronto to link two signature series – *Saturday Night at the Movies* and *Studio 2's Going Global* – with credit courses
- Offered a range of programming that provided insight into the issues affecting Ontarians and that reflected the province's diversity
- Developed new programming such as the informative parenting series *Planet Parent* to enhance the skill set of Ontarians as they meet daily challenges
- Incorporated many of the career profiles featured in TVO's *Job Matters* E-shorts series into the new *CareerMATTERS* Web site designed to guide individuals in their search for a career, and created on-air promos to support the *Eureka! Ask a Teacher* online help-with-homework site
- Strengthened the on-air membership campaigns with programming that both enriched viewers' minds and increased financial support for TVOntario
- Increased the offering of fun learning activities found on tvokids.com, with support from private-sector partnerships

TVO – Television That Matters

For 2001–02, TVO rooted its programming strategy in its founding vision to use the power of television to educate, enlighten, and inform. As the province's educational broadcaster, accessible to 98.5% of Ontario, TVO serves all ages with a special emphasis on curriculum-linked children's programming and Ontario-focused adult programming that encourages learning.

Programming that nurtures young minds

TVO Kids continued to engage faithful fans and new audiences with a captivating lineup of television programming and Web content. Corporate partnerships also contributed significantly to our community outreach efforts and learning initiatives. The *TVO Kids Don't Sit Still Tour* powered by Scotiabank took the five ever-popular *TVO Kids* hosts into 25 communities, meeting 20,000 fans, and delivering the message that an active lifestyle creates healthy minds and healthy bodies.

The Reading Rangers was launched in partnership with TD Bank. The televised series and Web games were designed to promote literacy with an emphasis on language skills and social development. Whether they choose novels, short stories, encyclopedias, or magazines, *The Reading Rangers* are reading enthusiasts who foster in young viewers a love of reading and an appreciation of our libraries.

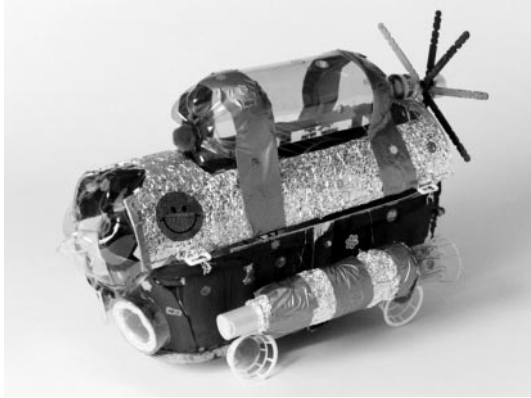


Reading Ranger Julie 2 tips her hat to the joys of reading. *The Reading Rangers* television series and Web games, produced in partnership with TD Bank, feature the *TVO Kids* hosts as dauntless heroes promoting literacy.

New episodes of such favourites as *Arthur*, *The Magic School Bus*, and *Polka Dot Shorts* returned to TVO, and the *Bod Squad's Food Flicks*, sponsored by the Dairy Farmers of Ontario, promoted the importance of eating a balanced diet with selections from the four major food groups.

We aired a number of new programming favourites. *The Hoobs*, an innovative and inspiring series from the Jim Henson Company, encourages young children to question, explore, and examine their world and to communicate with confidence. *Sagwa: The Chinese Siamese Cat*, based on the book by Amy Tan, is an animated series that gently leads viewers to recognize the importance of family, relationships, and self-confidence, and to become aware of a different ethno-cultural background. *The Big Bang* discovers the exciting world of science, and *CG Kids* explores the vast geography that Canada has to offer.

TVO Kids programming continued to challenge our young viewers' creativity. This past year, *TVO Kids* called on children and their parents to build an environmentally friendly vehicle for Tumbleweed, our pet hamster. More than 2000 entries were received, with submissions ranging from simple drawings to lavish full-sized inventions. "Go Green" was presented in collaboration with Hewlett Packard, which presented two winners with computers for home and school use.



During National Engineering Week, *TVO Kids* invited viewers to "Go Green" by building environmentally friendly vehicles for pet hamster Tumbleweed. Thousands of vehicles and designs were received.

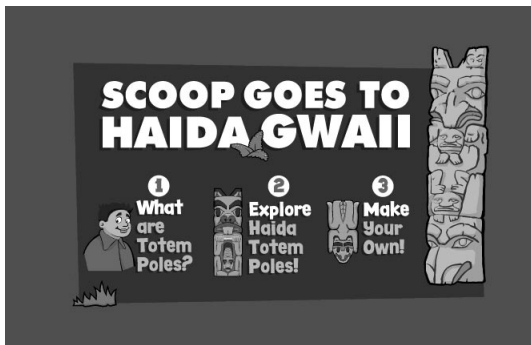
In 2001-02, tvokids.com came into its own. Working in collaboration with the talented team from the E-Learning Centre, we developed what has truly become the premier educational Web site for children. With more online educational activities than ever before, the milestones included a redesign that was both exciting for kids and offered extensive information for parents and caregivers, helping them to understand the educational value of *TVO Kids* and to participate fully in their child's learning.

Educational "pop-ups," written by teachers, included ideas to help parents and caregivers maximize a child's learning with specific connections to the Ontario curriculum.

Building on the *TVO Kids Don't Sit Still Tour* powered by Scotiabank, "Don't Sit Still with Pinky" encouraged children to get up off the couch and get active. Site activities included tips and tricks for learning how to improve one's skills at sports, ideas for new games to play at recess, and the ever popular "Pinky's Bowling," where kids learned to apply scientific concepts like force and angles to sports.

"Scoop Goes to Haida Gwaii," produced with the support of the Canadian Department of Indian and Northern Affairs, helped focus children's attention on Native Canadian issues by exploring a unique

icon in Canadian history, the Haida totem pole. Through a series of online activities, children were introduced to the traditional history of totem pole carving in Haida Gwaii, and encouraged to explore the detailed imagery used in these carvings. Then they could have fun designing their own "totem," to represent the history, events, and people that make their own family interesting.



Produced with the support of the Canadian Department of Indian and Northern Affairs, the Web game "Scoop Goes to Haida Gwaii" teaches children about the totem poles of the West Coast Haida culture and encourages kids to design their own totems.

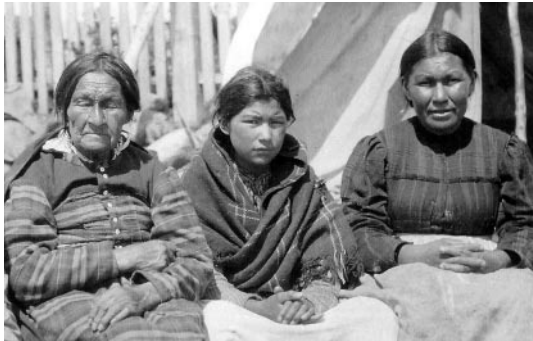
Tvokids.com won the public's vote as "Most Popular Web site" at the 2001 Gemini Awards. The activities on the site were also recognized at the FlashInTheCan

Awards, in one of the most competitive categories of any new media competition. Voted on by a jury of new media experts from Canadian and international companies, this award was a further indication that TVOntario excels not only in educational content, but also in the technical expertise to create innovative educational Web sites.

Exploring youth issues

The Underground, TVO's Sunday afternoon tween block of programming for young people aged 11–14, reached out to new audiences with a series of hour-long specials devoted to the concerns of preteens and their parents. These extended editions of *VOX*, TVO's weekly half-hour educational magazine-style show, tackled racism and youth violence, encouraging teens to explore their ideas, their issues, and the world around them. Through the season, the show explored the life-changing experiences learned through Outward Bound.

Superteachers used the world as its classroom as it took viewers into the lives and insights of those special people who venture beyond the ordinary, to test the limits of imagination and explore the mysteries of the universe.



Through engaging interviews and narration, the 60-minute *Studio 2* documentary "Legend and Memory" delved into the many native cultures of Ontario to present a unique portrayal of aboriginal history from a First Nations' perspective.

The prime time alternative

This year, TVO offered a range of programming for academic credit and for general interest learning.

Studio 2, TVO's nightly flagship program, hosted by Steve Paikin and Paula Todd, continued to draw impressive audiences – a direct result of the increased emphasis on stories about Ontario and its citizens. "Legend and Memory," an hour-long *Studio 2* documentary, was unique in its portrayal of Ontario's aboriginal history from a First Nations' perspective. A biography of

John Robarts told the life story of the late Ontario premier and chronicled a critical chapter in the province's economic history.

For the second consecutive year, *Studio 2* had townsfolk across Ontario digging into the life of their communities to teach the rest of us what makes their town a great place to live. Viewers were asked to nominate the "Most Historic Town." The winning town of Cobalt was featured in a *Studio 2* documentary in June.

In partnership with the University of Toronto's Munk Centre for International Studies, *Studio 2* presented *Going Global*, four hour-long programs, this year exploring Canada/U.S. relations. *Going Global* became required viewing for over 800 students enrolled in the University's first-year political science course, "Networks, Nations and Global Politics." The live broadcasts and classroom sessions were accompanied by a full online component, including a live Web cast, message board, and post-show online chat. This course won the University of Toronto's 2002 Northrop Frye Award of Excellence for its innovative educational approach.

In the wake of the terrorist attacks on the United States on September 11, 2001, record numbers of viewers tuned in to *Diplomatic Immunity*, TVO's weekly international affairs program, as Ontarians sought to make sense of the crisis by learning about the politics and the history of those involved.

TVO's landmark film series, *Saturday Night at the Movies* (SNAM), is now part of an online credit course offered by York University. This year, enrolment for "Hollywood: Old and New" topped 170 students. In addition to screening the films, students could work and study online through the York and SNAM Web sites. Interview segments from the extensive archives of *Saturday Night at the Movies* augmented the lectures and readings.

This past season, *Sunday Night at the Cinema* doubled its viewership with the introduction of more English-language artistic films such as *Howard's End* and *Enchanted April* (Britain), *Strictly Ballroom* (Australia), and *Romero* (U.S.A.).

Beginning in July 2001 – and following through on a partnership with the Ontario Media Development Corporation’s “Al Waxman Calling Card” program that began in the year before – TVO was proud to broadcast a slate of works from the next generation of great Canadian filmmakers.

Thought-provoking and esteemed documentaries remained a TVO staple. A highlight of the 10 p.m. weeknight documentary hour was *Masterworks*, which established Thursday evenings as a night to learn about Canadian and international art and artists. The award-winning *Hands of History* profiled First Nations women artists and revealed how their work is intrinsically linked to their culture and tradition.

The *Human Edge* strand of international documentaries presented *Jung (War): In the Land of the Mujaheddin*, a sobering account of life under the Taliban regime as told through the story of an Italian surgeon and a war correspondent who set up a hospital for land mine victims.

In recognition of Black History Month, *History on TVO* presented *Journey to Justice*, a National Film Board production that celebrates the tireless efforts of Black Canadians who fought against racial segregation in Canada during the 1930s, 40s, and 50s, illuminating a little-known chapter in Canadian history.



With outstanding performances from Daniel (Harry Potter) Radcliffe and Bob Hoskins, TVO brings Charles Dickens’ *David Copperfield*, among other classic works of literature, to the small screen.

TVO aired dramas based on great works of literature (William Thackeray’s *Vanity Fair*, Henry Fielding’s *Tom Jones*, Charles Dickens’ *David Copperfield*, Jane Austen’s *Pride and Prejudice*, Wilkie Collins’ *The Woman in White*). Fine contemporary dramas starring John Thaw and David Janson, were also brought to the small screen to captivate and enrich our viewers’ understanding of times past and present.

Learning is more than academic

Big Ideas, our new innovative Sunday afternoon programming block, was just one of many intelligent alternatives presented by TVO. Hosted by television personality and journalist Irshad Manji and featuring both documentaries and lectures, *Big Ideas* covered a range of topics from the realm of politics, art, literature, and economics. A highlight of the

Big Ideas season was *Robert Adams Presents*, offering literary reviews and contextual analysis of the world’s great novels.

Imprint, a staple of TVO programming, is the longest-running book show in North America. Canadian and international writers who presented insights into their work included feminist writer Naomi Wolf, Giller Prize–winner David Adams Richards, British novelist Margaret Drabble, rising Canadian newcomer Michael Redhill, and the late broadcaster Peter Gzowski.

Planet Parent is the only prime time parenting program in Canada. This half-hour information show, with its accompanying Web site, was aimed at teaching good parenting skills to parents and caregivers. It was produced in partnership with Telefactory, an independent production company based in Toronto.

During Education Week, May 2001, TVO presented *moretolife@class*, a week of special programming dealing with funding, teacher morale, and meeting the needs of students with learning disabilities. The highlight of the week was a live phone-in with Education Minister Janet Ecker, which allowed viewers to discuss a range of education issues.

Your Health presented the documentary “The Home Care Crisis,” which chronicled the compelling personal struggle of Rose Giglio to provide at-home care for her ailing parents with scant resources and little help. This piece was recognized by the Registered Nurses Association of Ontario for Excellence in Health-Care Reporting.

The vertical integration that has swept the communications industry has presented TVO with a special opportunity to provide more distinctive offerings and an independent Ontario perspective. The recent proliferation of television channels, specialty and otherwise, has not come with a corresponding increase in alternatives that challenge the mind. News and public affairs programming are in decline and regional and local content are among the most threatened programming. Now, more than ever, viewers need an intelligent alternative, and TVOntario is proud to provide this service.

Investment in the Canadian production industry is a priority for TVOntario. This table reflects the volume of new programming that was produced, co-produced, or acquired in the past year.

Programming Output	TVO hours
Canada	
In-house production	855.8
Co-produced and independently produced programming	356.5
Total Canadian	1,212.3
Foreign	
Co-productions, pre-buys and acquisitions	461.8
Total Programming Output	1,674.1
Captioning	
Captioned programming broadcast	3,853.7

Claudette Paquin
Managing Director
French Programming Services



F r e n c h P r o g r a m m i n g

Our Priorities

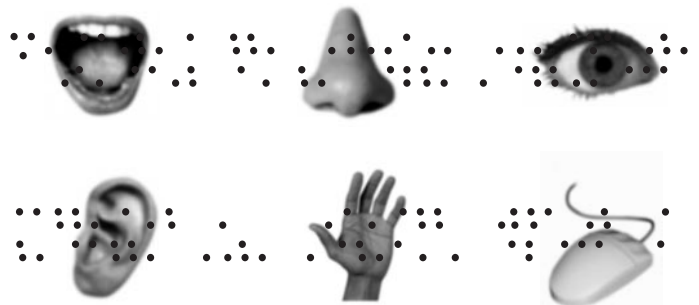
- Support the cultural and lifelong learning needs of the Franco-Ontarian community by providing high quality, engaging, and informative programming
- Develop programming and activities for at-home and school use that support the educational priorities of French-language elementary and secondary schools
- Reinforce all programming with new media products developed according to the curriculum set by the Ontario Ministry of Education
- Increase partnerships with the Franco-Ontarian television and new media industries

Our Successes

- Developed new in-house productions and co-productions focusing on the cultural life of the Franco-Ontarian community. The nightly public affairs show *Panorama* presented the monthly feature *Panorama-Arts* and *MÉGA TFO* produced *Fou d'art* a new arts series for children
- Presented a wide range of programming that responds to the lifelong learning needs of Franco-Ontarians in such areas as parenting, science, and the arts
- Extended our line of new media products by making many of the fun learning activities, once only accessible online, available on CD-ROM
- Enhanced the TFO Web site with the development of the innovative *Biographies* site that focuses on great French-Canadian figures of the 20th century
- Presented a range of professional development workshops to increase teachers' understanding of the best ways to incorporate TFO resource materials in the school curriculum
- Partnered with a variety of organizations in the Franco-Ontarian community to launch television programs and community outreach initiatives that respond to the lifelong learning needs of Franco-Ontarians of all ages
- Highlighted the diversity of the francophone community with a focus on French-speaking immigrants who are changing the face of the community. *Voyage à Essipit* cast the spotlight on French Canada's First Nations culture

TFO – La connaissance passe par les sens

TFO launched its season with the theme “Wake up your senses with TFO,” a concept that highlights the fact that TFO programming informs as it engages all the senses. TFO continues to strive to make information, arts, and culture accessible to Franco-Ontarians. In turn, the Franco-Ontarian community has come to expect TFO's commitment to providing quality educational programming for children, tweens, teens, and adults and are assured that the diversity and richness of their culture will be presented in their own language and from their own unique perspective. TFO is the only French-language network, based outside of Quebec, to provide such a service.



Media campaign for “La connaissance passe par les sens”

Dedicated to education and youth

TFO's children's programming continued to excel at blending education and creativity with the medium of television. The new *MÉGA TFO* production *Fou d'art* is a perfect example of programming that combines learning and fun while fulfilling the requirements of the Ontario school curriculum. This program familiarizes young viewers with the arts and with careers in this field. *Mythologie grecque* is a new series of vignettes that introduces today's young minds to ancient Greek mythology. *Thalès et Milet, les génies des maths*, set to air next season, was produced this year and follows the adventures of two youthful math geniuses as they encourage children to use math concepts to overcome obstacles. *MÉGA TFO* came



The dynamic series *Fou d'art* explores the arts and the work of artists from the painter's inner sanctum to that of the opera diva. In every episode, *Méga TFO* host Marianne (pictured above) is joined by two young artists in a step-by-step creation of a piece of art.

to viewers from a new set this year. It continued to host *Mégallô*, a phone-in program that encourages children to participate in a wide range of interactive educational activities.

For the second consecutive year, *MÉGA TFO* partnered with Northern Indian Affairs to produce *Voyage à Essipit*, a program that raises awareness of the Montagnais First Nations culture. To further heighten children's understanding and appreciation of Canada's native peoples, TFO also presented the Canadian series *Les Histoires de l'Indien*.

An important demographic in TFO's program development is the tween market, children aged 10 to 12. This is an age of self-discovery and also of curiosity about the world. TFO responded to this quest for knowledge with *Le Monde à la loupe*, a series that uses humour and innovation to delve into some of life's mysteries. We aired the third series in *Histoire Max*, which focuses on Canada's history and is directly linked to the intermediate and secondary school curriculum. This year, production began on *Le Canada à la carte*, focusing on Canadian geography, and *Coup de théâtre*, a behind-the-scenes look at the steps involved in bringing a play to life, from script to stage.



From ballet to hip hop, *Pirouette Cacahouète* showcases young dancers performing dance styles from around the world. As viewers learn about different styles they also gain an appreciation of the characteristics common to all forms of dance.

TFO continued to answer the call from French schools for classroom resources, this year with two compelling dramatic arts series. *Pirouette Cacahouète* invites children to explore various dance styles from around the world. *Le Château magique*, co-produced with an independent producer based in Ottawa, casts the spotlight on the relationships among an eclectic assortment of characters who make their home in a castle.

As host of *Volt*, Mathieu Pichette continued to provoke and prod teens to think outside the box.

Live talk shows and new live Web chats provided viewers with an open forum to share their insights on a wide range of issues with the host and journalists. *Télé-Litté* is a TFO co-production for teens that features dramatic re-enactments of books authored by French Canadians.

Guiding viewers through life

TFO is committed to becoming the lifelong learning partner of Franco-Ontarians. *L'Art d'être parent* focuses on helping parents cope with various parenting challenges and issues. The original series *C'est mathématique* demonstrates how basic math principles are used in everyday life. TFO's various documentaries give viewers the opportunity to make new and amazing discoveries: the series *Chasseurs de gènes* examines the evolution of genetics and its future impact on science.

On TFO's cinema front, viewers were invited to learn more about famous movie directors that have marked the international film industry. Among those featured were Claude Lelouch and Claude Chabrol. Famous Italian directors were celebrated in a retrospective.

In collaboration with an independent producer, TFO began production of *Les Francœur*, the first major dramatic French series to be created outside of Quebec. The series will follow the daily struggles and triumphs of life in a Franco-Ontarian community.

The changing face of Franco-Ontario

The Franco-Ontarian community looks to TFO for in-depth coverage and analysis of issues that have direct impact on their lives. TFO's public affairs program *Panorama* responded by presenting *Panorama-Arts*. This new monthly feature gave the francophone arts and cultural community a platform for discussion. *Panorama* also presented a special series on



In its focus on the new Franco-Ontarians, the nightly current affairs show *Panorama* featured French-speaking immigrants, who are changing the face of Ontario.

the new Franco-Ontarians – French-speaking immigrants from around the world – who are changing the face of Ontario. *Espaces franco-ontariens* examined the demographics of French Ontario and served as an introduction to this series. *Le Pays dans l'âme* was another TFO co-production, this one highlighting some of the important moments in French Canadian history.

Educational vignettes

To further enhance its inventory of original information programming, TFO created several new educational shorts. *Échos* focuses on events, places, and people that have marked Ontario's history. Scheduled for broadcast in 2002–03, another series of short clips, *Sorties de secours*, highlights the work of Franco-Ontarian poets and showcases their inspirational work in an avant-garde format.

New media initiatives to tickle the brain – Les nouveaux médias bien pensés

In preparation for TFO's 15th anniversary celebrations in September 2002, we created a significant new educational component for the TFO Web site. *Biographies* focuses on key 20th-century French-Canadian figures, many from Ontario, in various fields who have made an outstanding contribution to society.

Exciting new and educational children's activities were added to megatfo.com to complement the corresponding television programs: *Pêle-Mêle* for school-aged children and *Le Château magique* for the preschool set.

Cinéquiz challenges site visitors on their knowledge of TFO's cinema programming, while *Croisade* doubles as a crossword puzzle and quiz that requires insight into the issues covered by *Panorama*.

To increase access to its array of educational resources, TFO has made many of its Web products for teachers (*TFO à l'école* and *Le Canada dans l'espace*), children (*Bisou*), and tweens (*MÉGA TFO*) available on CD-ROM.

A resource for educators and parents

This year, TFO partnered with SAMFO (Service d'apprentissage médiatisé franco-ontarien) to reach students attending French high schools in small, remote regions. TFO seized the opportunity to partner with SAMFO to make a wider range of academic courses available to students in Grades 11 and 12 through distance education.

TFO's Educational Services developed a new initiative to prepare children for their first year in school. These "greeting kits" were distributed to 8,000 parents. *Télé-Web Guides* were also created to encourage children to watch French television and participate in French Web activities during the summer months.

Its inventory of more than 3,000 programs designed with the Ontario curriculum in mind has made TFO an important educational partner for all French-language schools. TFO's educational products are housed in the media centres of these schools.

Additional resources included more than 100 teachers' guides, curriculum link summaries, and bimonthly information bulletins (*TFO Liaison*). Educational material could also be downloaded from the TFO Web site, tfo.org/ressourcestfo. Teachers could search the system's database according to grade and subject matter. Detailed curriculum-related information was also available for Grades 9, 10, and 11.

For many years, TFO has worked with school boards to provide professional development workshops for teachers. Utilisation officers with extensive knowledge of the current curriculum support all teachers – experienced, new, and student – with consultations and demonstrations of TFO's print and multimedia resources. This year, the officers provided 121 workshops, visited 125 schools, and offered training to 1,750 teachers.

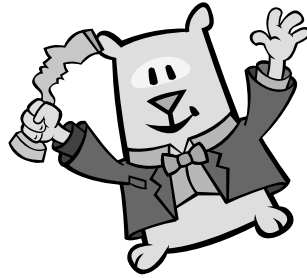
Educators had access to all video material through our televised downloading schedule from 3 to 5 a.m., seven days a week, eleven months a year. As usual, in July, the site was updated with material for the coming school year. TFO also offered downloading "à la carte," an added service that allowed teachers to request and videotape specific programs they may have missed or need in advance.

Partners of these and other TFO initiatives included Le Centre franco-ontarien de ressources pédagogiques, Le Regroupement des centres et réseaux, consultants from the French language school boards, as well as French-language consultants from the Ministry of Education.

Investment in the Canadian production industry is a priority for TVOntario. This chart reflects the volume of new programming that was produced, co-produced, or acquired in the past year.

Programming Output

	TFO hours
Canada	
In-house production	400.0
Co-produced and independently produced programming	318.1
Total Canadian	718.1
Foreign	
Co-productions, pre-buys and acquisitions	352.7
Total Programming Output	1,070.8
Captioning	
Captioned programming broadcast	1,701.0



A w a r d s

TVOntario has won national and international acclaim for program excellence over the last 30 years. It is the proud recipient of more than 850 awards and prizes.

In 2001–02 TVOntario received the following honours:

Gemini Awards

Most Popular Web site
tvokids.com

British Academy Children's Film and Television Awards (BAFTA)

Best Pre-school Live Action Program
The Hoobs – co-production with The Jim Henson Company and DECODE Entertainment

Interaction 2001 Prize from *Print*, America's Graphic Design Magazine

Innovative Interaction Design
Volt

PROMAX / 2001 BDA

Silver Award for Best In-house Music Package/Sound Design/Post Score or Instrumental Theme
Ô Zone

Prix Gémeaux

Best Youth Program or Series (6–12 years): all categories
Les Débrouillards – Co-produced with Zone 3

Best Editing in a Documentary or Documentary/Information Series
Grandir dans la rue: 12 ans plus tard – Produced by Adobe Productions

Best Research: Lifestyle Series
Branché – Co-produced with Radio-Canada

Rogers Communications Inc. Prize, Canadian Conference of the Arts

Best Media Coverage of the Arts
Ô Zone

Excellence in Health-Care Reporting, Registered Nurses Association of Ontario Awards

Television, Best Local or Regional Coverage
Your Health: The Home Care Crisis

FlashintheCan, a Canadian educational and inspirational festival dedicated to supporting and showcasing Flash technology

Top prize in the Games category
tvokids.com

Information Highways, Canada's e-content magazine and conference

2001 Most Innovative Application Award
Eureka! Ask a Teacher

Francophone, Alliance for Children and Television

Award of Excellence, Children 9–12 years
Les Débrouillards: Les Robots

Epilepsy Toronto HOPE (Helping Out People with Epilepsy) Award

2001 H.O.P.E. Award
TVOntario for a body of work including the *Studio 2* documentary "Seizure Dogs," the *Your Health* report "Sudden Death from Epilepsy," and *More to Life's* in-depth coverage and phone-in show on epilepsy

Canadian Teachers' Federation and Centrale des syndicats du Québec

Voted Best Kids' Program by 2,000 Canadian children
TVO's *The Magic School Bus* and TFO's *Le Bus Magique*

Prix Roberval

Prix Roberval Télévision
C'est pas sorcier: Le clonage

*The real contribution of digital media to education
is flexibility that could allow every individual
to discover their own personal paths to learning...
With new technologies the kid is able to explore
much more knowledge by direct exploration.*

Seymour Papert

Community Outreach

*Education is not the filling of a pail,
but the lighting of a fire.*
W. B. Yeats

Connecting with Ontario Communities

TVOntario developed and/or participated in a wide variety of community events and cultural programs in 2001–02. Thousands of TVOntario fans enjoyed these initiatives. Here are some highlights:

Celebrating Ontario's diversity

- Through profiles and live studio interviews, *TVO Kids* invited viewers to learn about the triumphs of famous African Canadians.
- During Black History Month, TVO and TFO presented several important documentaries. TVO aired the National Film Board's *Journey to Justice*, profiling the unsung heroes of the Canadian Civil Rights movement who challenged Canada's laws from the 1930s to 1950s. TFO celebrated the cultural, social, economic, historical, and political contributions of Blacks through a series of films and documentaries including a *Panorama* special on the Lincoln Alexander Award and a profile of a Franco-Ontarian award recipient.
- With the contribution of aboriginal historians and community leaders, *Studio 2* produced the documentary "Legend and Memory," exploring Ontario's rich aboriginal history through the eyes of First Nations people.
- *Studio 2's* "Most Historic Town" Contest celebrated Ontario's history. The northern mining town of Cobalt won for its key economic role in transforming the Ontario landscape.
- *Panorama* featured a special 10-episode series on the new Franco-Ontarians, which culminated in a live on-air celebration of the community's diversity.
- The TFO-produced children's program, *Voyage à Essipit*, showcased the Montagnais community situated on the north shore of the St. Lawrence River.
- *VOX*, TVO's interactive production for youth, continued to provide a voice for teens, encouraging them to explore the world they live in, and the one they will have a hand in creating.
- The Gemini-Award-winning *tvokids.com* Web site launched a series of new activities including "Scoop goes to Haida Gwaii," a feature encouraging kids to learn about totem poles of the West Coast Haida culture and to build their own.

Appearances and events

- Over the 2001–02 broadcast season the *TVO Kids Don't Sit Still Tour* powered by Scotiabank travelled to 25 Ontario communities with the message that healthy bodies lead to healthy minds.
- The E-Learning Centre launched a partnership with the London Public Library and IBM, enabling wider access to the help-with-homework Web site, *Eureka! Ask a Teacher*.
- The *CareerMATTERS* Web site was launched, with a hands-on demonstration, to dozens of Ontario organizations that assist youth and adults in their career and job search.

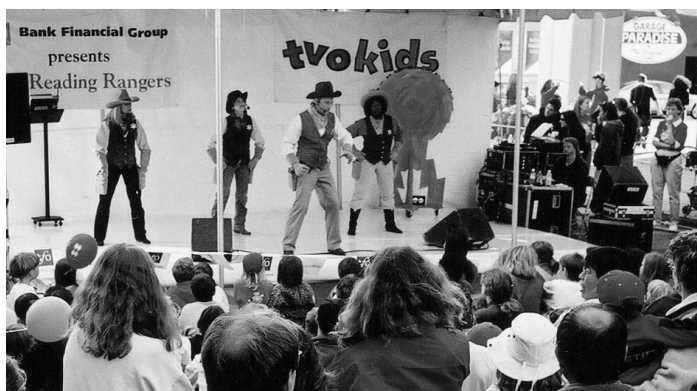
Scotiabank is the proud sponsor of the TVO Kids Don't Sit Still Tour!
Let's keep the kids of Ontario active and healthy! See the show! Participate! Free stuff! Chance to win a \$1000 RESP!

For details:
• stay tuned to TVO Kids
• log on to www.tvokids.com or
www.scotiabank.com/tvokids
• call 1.800.463.6996

Scotiabank
Where education matters—in all online.

TVOntario
Where education matters—in all online.

The *TVO Kids Don't Sit Still Tour* powered by Scotiabank was on the move to 25 Ontario communities to encourage kids to get active. The TVO Kids hosts shared the stage with local athletes and sports celebrities to promote an active lifestyle and a healthy mind.



Word on the Street, Toronto, was the perfect setting for *The Reading Rangers* to spread the word about literacy and the joy of reading everything from novels to short stories.

- The Word on the Street literary festival, which featured *Imprint*, *Saturday Night at the Movies*, and a *Eureka!* demo, was also a wonderful springboard for *TVO Kids* to launch the *Reading Rangers* television series and Web site, introducing “Western”-style characters with a penchant for reading.
- The hosts of *TVO Kids* and *MÉGA TFO* enjoyed a strong presence at Ottawa’s Winterlude/Bal des Neiges, made public appearances in schools, and celebrated the International Children’s Day of Broadcasting, as official ambassadors for Unicef.



In one of many school visits during the year, the *MÉGA TFO* hosts engage young fans with information about TFO’s wonderful lineup of fun and educational television programming and Web activities.

- TFO sponsored a variety of educational events celebrating Franco-Ontarian culture. These included film, book, and community theatre festivals and Jeux de la Francophonie.
- Through a special *Membership Matters* sweepstakes campaign, members were able to visit our studio, meet the hosts of TVOntario programming, and mingle with their favourite Canadian authors in support of TVOntario.
- With the support of our Regional Councillors, *TVO* and *TFO* mascots (Dudley the Dragon, Frimousse) appeared at community events across Ontario, including Ottawa, Hamilton, Red Lake, Penetanguishene, Timmins, and Red Lake.

Advisory Councils

Integral to TVOntario’s community outreach, is the role of our unique province-wide volunteer advisory network. Regional Councillors provide invaluable support helping to deliver our educational message to Ontarians in urban and rural centres and the most remote regions of the province. They provide local community feedback on the effectiveness of our programs and services, and are our pipeline to regional interest groups such as educational institutions, community associations, and friendship centres.

2001–02 Advisory Councils

Northwestern Regional Council

Sabrina DeGagne, Atikokan
 Susan Flemming, Fort Frances
 (Vice-chair)
 Jackie Green, Thunder Bay
 (until November 2001)
 Carolyn (Mollie) Isaac, Red Lake
 Chris Joubert, Terrace Bay
 Paul Morralee, Thunder Bay (Chair)
 Jocelyn Paquette, Thunder Bay
 (from November 2001)
 David Ward, Dryden (until June 2001)

Northeastern Regional Council

Peter Desilets, Sudbury
 Andrew Elgee, South Porcupine
 (Vice-chair)
 Linda Erskine, Little Current
 (until June 2001)
 Debora Fleming, Moose Factory (Chair)
 Marliese Gause, Parry Sound
 Edmund Metatawabin, Fort Albany
 Bruce MacLeod Thomson, Bracebridge

Southwestern Regional Council

Paul Boin, Kitchener
 Raymond Dilling, Ilderton
 (until June 2001)
 Christopher Ellison, London
 (from November 2001)
 Chester Langille, Woodstock
 Ron McNamara, Windsor
 (until June 2001)
 Chris Nanni, Blenheim
 Rosemary Rognvaldson, Gorrie
 (from November 2001)
 David Shortt, Sarnia (Chair)
 Graham Steeves, Port Elgin (Vice-chair)
 Joan Turner, London (until June 2001)

Southcentral Regional Council

Michelle Goulbourne, Dundas
 (until October 2001)
 Heather Kenny, Bailieboro (Chair)
 Elsie Kossatz, Oakville (until June 2001)
 Gerry Manno, Oakville
 (from November 2001)
 Cynthia Meyrick, Penetanguishene
 Jennifer Moore, Mississauga
 Lynn Robinson, Cayuga
 Charlene Tehkummah, Toronto
 (Vice-chair)
 Benjamin Carter Thornton, Mississauga
 (from November 2001)

Eastern Regional Council

Coralie Bartley, Richmond
 Gregory Dunlop, Nepean
 George Hodgkinson, Pembroke (Chair)
 Narda Iulig, Brighton (until October 2001)
 Lucien Lapointe, Ottawa (until June 2001)
 John MacLeod, Lansdowne
 Charles Massey, Brockville (Vice-chair)
 Gail Lynn Sproul, Plainfield
 Carole Weir, Kingston
 (from November 2001)

Francophone Advisory Council

Ronald Boivin, Cochrane
 (from December 2001)
 Georges Boudreau, Hanmer
 Jean Boulakia, Ottawa
 (from December 2001)
 Liliane Chrétien, Sudbury
 (until November 2001)
 François Guérin, Toronto (Vice-chair)
 François Gontard Delanauze, Orléans
 (from November 2001)
 Jacques Labelle, Rockport
 Nicole Legault, Sturgeon Falls
 (until October 2001)
 Luc Marchand, Thunder Bay
 (until January 2002)
 André Messier, Elliot Lake
 Lise St-Louis, Ottawa (until June 2001)
 Johanne Sylvain, Sarnia
 Nicole Wirtz, Dundas (Chair)

Bob Baker
 Managing Director
 Revenue & Development



Revenue & Development

Our Priorities

- Improve the organization's self-sufficiency
- Increase revenues and reduce the cost of raising a dollar of revenue
- Develop the TVOntario Foundation to increase overall fundraising revenues

Our Successes

- Increased department revenue to \$10 million, a 19.4% increase over 2000-01
- Exceeded sales target with Sales and Licensing revenue topping \$3 million
- Increased Member donations to \$6.48 million in gifts, from a total of 87,580 members
- Secured \$787,600 in corporate donations with a commitment of \$691,400 towards 2002-03 through major gifts and sponsorship

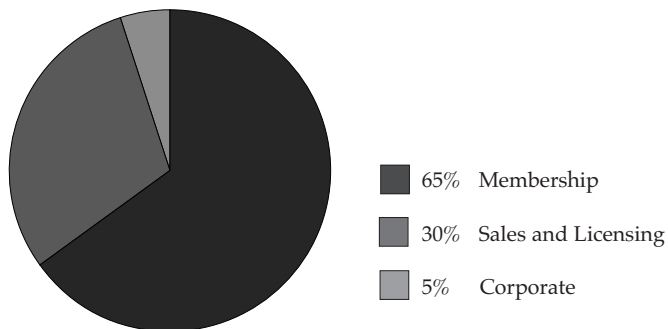
Overview

Revenue and Development is responsible for securing revenues beyond those provided by government funding. These additional funds make up approximately 15% of our total income (excluding amortization and deferral of pension and capital revenues), a further 13% coming from other sources. Fundraising is a critical priority for TVOntario and allows us to sustain and increase our investment in programming.

The Revenue and Development division operates two main areas of business: the sales and licensing of programming to other broadcasters and educational institutions; and fundraising initiatives. These include major gifts and sponsorships from corporations to support our various educational initiatives, and most importantly, Member donations from those loyal viewers who support our television networks, TVO and TFO.

TVOntario had a very successful year, with a 19.4 % growth in gross revenues and a 46 % increase in net contribution to the organization. This substantial increase was a direct result of our Membership campaigns, renewed support from corporations for various educational projects, and sales and licenses to a number of new Canadian digital service clients.

Revenue and Development breakdown by activity:



During on-air membership campaigns, volunteers are key to securing pledges from thousands of Ontarians who support TVOntario programming and initiatives.

Membership and Annual Giving

Membership and annual giving programs held the greatest growth potential for TVOntario fundraising. We are on track to meeting our objective of 100,000 members by 2004.

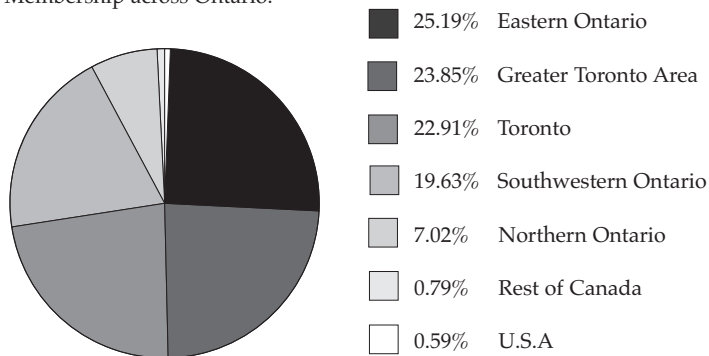
The exciting news is that TVOntario now boasts a Membership base of 87,580 Members, a 24.4% increase over last year. In 2001-02, Members donated \$6.48 million through a number of very successful campaigns. For the first time, our flagship on-air campaign in November raised over \$1 million in pledges, due in large part to a fully integrated direct mail campaign that complemented the on-air strategy. More members chose to renew their membership this year, and special membership clubs grew in popularity. Family Membership now has more than 4,000 families participating, and Mystery and Drama Partners has doubled its numbers to 1800. Finally, over 700 donors are now TVOntario Stars, contributing \$500 or more annually to TVOntario.

We are often asked where our Members live. The chart to the right shows that our Membership spans the province. This is an important indicator that our programming meets the needs of all the citizens of Ontario. In addition, thanks to satellite services, we are gaining Members in other provinces and in border states.

Major Gifts

This year was a landmark year for corporate gifts in support of TVOntario’s educational mandate. In addition to the \$787,600 in gifts recognized in this Annual Report, we confirmed several multi-year gifts that will contribute to programming in the coming years. Three major banks made combined multi-year pledges of more than \$1 million in support of children’s literacy, career planning and development for youth, and health education for children. We are very grateful to TD Financial Services, Bank of Montreal, and Scotiabank for their leadership in supporting such TVOntario initiatives. Please see the complete list of all our corporate partners on page 18.

Membership across Ontario:



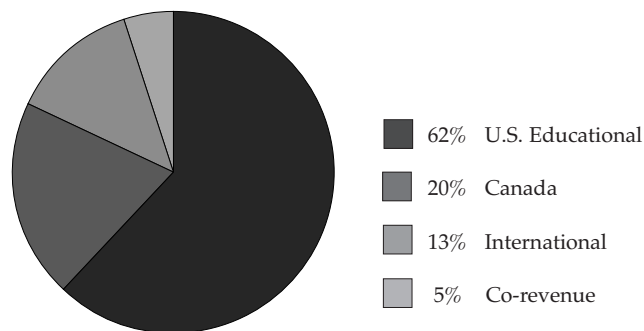
The CareerMATTERS Web site, sponsored by Bank of Montreal was launched with a demonstration of how to access the site’s 300+ career profiles, with job videos and information about high school courses and apprenticeship programs. Standing L to R: Isabel Bassett, Sarah Irwin and Rose M. Patten, Executive Vice-president, Human Resources, Bank of Montreal.

Sales and Licensing

This year, we secured \$3 million through licensing TVOntario products to other broadcasters and educational institutions in the U.S. and other parts of the world. In fact, 70% of our sales are to the U.S. educational market and we remain the number two supplier of educational videos to the U.S. TVOntario’s high quality broadcast products have been very successful with the newly licensed digital networks launched this past year. Increasingly, our clients are looking for digital versions of our educational videos, and we hope to be able to meet this need next year.

2001–02 has proved to be a successful year for the Revenue and Development division. We look forward to even more corporate and Member support in the coming year to ensure that TVOntario can continue to deliver the very best educational products and programming to Ontarians.

Sales by market:



**TVOntario Corporate Sponsors
2001-02**

Over the past year TVOntario received tremendous support from the corporate sector across Ontario. We would like to take this opportunity to thank those companies who helped to educate, entertain, and enrich the lives of Ontarians of all ages through their commitment to lifelong learning at TVOntario.

Lead Sponsors

The following corporations have demonstrated outstanding leadership and commitment to TVOntario's mandate of providing quality educational programming both on air and online:

Children's Literacy Sponsor



The TD Bank Financial Group was the proud sponsor of *TVO Kids Reading Rangers*, a new on-air and online series that promotes books, reading, and libraries. Boosting literacy, language skills, and social development, the series features the five popular *TVO Kids* hosts as daring and dauntless heroes of the Wild West who make books their business.

Career Sponsor



The Bank of Montreal was the proud sponsor of TVOntario's new *CareerMATTERS* Web site. Designed for high school students and others considering their career path, CareerMATTERS presents job profiles and detailed information on a wide range of high school courses and post-secondary opportunities in Ontario to get career seekers on the right path.

Healthy Minds - Healthy Bodies Sponsor



Scotiabank was the proud sponsor of the *TVO Kids Don't Sit Still Tour* powered by Scotiabank. The Tour featured the five *TVO Kids* hosts in a live stage show that promoted a healthy and active lifestyle for kids of all ages.

Nutrition Sponsor



The Dairy Farmers of Ontario were the proud sponsors of TVO's *The Bod Squad*, a series of educational short programs that promote healthy eating from the four food groups.

Presenting Sponsors

The following companies supported TVOntario in presenting quality educational programming to the people of Ontario:

- George Weston Limited
- Hydro One
- Ontario Tourism Marketing Partnership
- Altamira Canada
- Ontario Society of Professional Engineers

Sustaining Sponsors

The following companies demonstrated their generosity, support, and commitment to "TVOntario - Where education matters":

- Xerox Canada
- RMG
- Group Telecom
- Lucent Technologies
- Canadian Media Guild
- Empire Life
- Bearskin Airlines
- Kolter Properties
- Sun Life Financial
- Manulife Financial
- Maxell Canada
- Royal Bank of Canada (RBG)
- Ontario Power Generation
- Microsoft Canada
- National Capital Commission
- Canadian Media Guild
- Royal Trust
- Phillips, Hagar & North
- UNUM Canada
- Maxell Canada
- Delta Chelsea Hotel

Community Sponsors

The following companies generously supported TVOntario over the past year:

- Art Gallery of Ontario
- African Lion Safari
- BMG Music Canada
- Canadian Opera Company
- McMichael Canadian Art Collection
- Royal Ontario Museum
- Stoddart Publishing
- Stratford Festival of Canada
- Westover Inn
- Hannah's Kitchen
- Redwood Grille
- Swiss Chalet
- KFC Canada
- Pizza Pizza
- Cedar Springs Water
- National Ballet of Canada
- Movenpick (Richtree Group)
- The Friendly Greek

Stars TVOntario

STARS is a special program for those who want to play a significant role in furthering the excellence of educational television. Members who donate \$500.00 or more are invited to join our inner circle of major donors. In recognition of this generosity, we offer a wide variety of benefits providing a first-hand, behind-the-scenes look at TVOntario. As of March 31, 2002:

- Katherine Adams
- Isobel Adey
- Lenora Aedy
- Eris Albright
- Alastair Allan
- Mr and Mrs Clive Allen
- P M. Anderson
- Neil Antman
- June Ardiel
- Helen Argiro
- Dr. William Armstrong
- Anita Arndt
- Jonathan and Joanne Arnel
- James and Alexandra Arnett
- Pascal Arseneau
- Mr. & Mrs. Walter Atkinson
- Robert and Angela Baker
- Hugh and Colleen Balders
- William Barnett
- Robert Barney
- Isabel Bassett
- Marion Bassett
- Hewitt Bayley
- Kathryn Beaton
- Suzanne Bedard
- Alex and Eleanor Beelich
- Robert Bell
- Vala Monestime Belter
- John Belyea
- Christine Bentham
- Elizabeth Bertram
- Dr. R. Hugh Best
- J. Bienenstock
- Peter Bird
- R. Bishop
- Elizabeth Blackstock
- Colin and Ann Blyth
- Stephen Boddy
- Ann and Douglas Bodley
- Edward and Joan Boswell
- Rita Bourne
- Margaret Bower
- Dr. Andrew Boyko
- Anthony Branch
- Albert R. Brandt Jr.
- Robert and Gail Brent
- Ted Britton
- E. Brown
- Frances Browning
- Frank Buckley
- Shirley Buckley
- Marilyn Budd
- Nicholas Busing and Cathy Aitken
- Margaret and Rudy Buttignol
- Dr. John Button
- Peter Cameron
- Barbara Camm
- John Capindale
- Betty Carlyle
- Shelley Carrigan
- Nancy Cartier
- Peter Carver
- Dr. Gordon Caudwell
- Mary Caudwell
- Mr. & Mrs. Delmar Cobban
- John Coburn
- Margaret Cockshutt
- Ellen T. Cole
- Cynthia Cooch
- Chris and Susan Corbin
- Stanley and Barbara Cotterill
- Roy and Jean Cottier
- Bernard Coughlan
- Robert Crandall
- Anne Crawford
- Margaret Cross

Geoff Cross
 David Currie
 John and Christine Darrock
 Frances Daunt
 Edgar Davidson
 Darryl Davies
 Sheila Davis
 Warren Day
 Claudia De Ritis
 Marc Delisle
 William Dempsey
 Mary Denson
 Tom Dibblee
 Cletus Dickey
 John Dickson
 M. Downey
 Geoffrey Downie
 David Duyvestyn
 Linda Eccleshall
 Arnold Edinborough
 Pamela Edwards
 Pat Ellingson
 Dorothy Elliott
 George Elliott
 H. J. Evans
 Lee Feldman
 Evelyn Felstead
 Mary Fickel
 Karen Finnemore
 S. Finnigan
 Diana Fleming
 Rick Forrest
 Ann Foster
 Evelyn Fotheringham
 Carol Francom
 Richard Fraser
 Pamela Frid
 Douglas Frosst
 R. Fru
 Ross Fullerton
 Alda Futhy
 Dr. Bridget Gallagher
 John and Roberta Garcia
 L. Geller
 Gilbert Gerhard
 Rob Giberson
 Michel Gingras
 Donna Gitt
 Jane Glassco
 Mira Godard Bennett
 Louise and Manfred Goldschmidt
 Neil Gover
 Carol Graham
 Doug Grant
 John and Judith Grant
 Vince Gray
 Susan Gray
 Mr. and Mrs. Philip Greaser
 Bonnie Greer
 Reverend June Greig
 John Griffin
 Mr and Mrs Phil Grignon
 Anne Haalboom
 Elizabeth Haddon
 Alice Haigh
 Dr. CM Hall
 Dr. Patricia Hames
 Elizabeth Hamilton
 Dr. Darryl Hansen
 Anne Hansman
 Justine Hare
 Claire and James Harford
 Susan Harkins
 Marvin Harper
 James Harper
 Herb Hartwig
 Herbert and Mary Harvey
 Brenda Haugen
 R. M. Hayes
 Lydia Hayne-Jenkins
 D. E. Hazelton
 James Helyar
 George Hervey
 Leonore Hetherington
 Verna Higgins
 Frances Hill
 Joan Hoad
 George and Marcella Hobbs
 I. Hodgkinson
 Mr and Mrs Norbert Hoeller
 David Hogarth Smith
 William Hogue
 Elizabeth Holden
 P. V. Holmes

Barbara and Earl Holt
 Frank Hopkins
 Bill and Ruth Hopper
 Gustave Hurtubise
 Margaret Hutcheson
 Arlene Ide
 Clement Ings
 Mildred Jackson
 Mr and Mrs Lars Jakobsen
 Bengt Jansson
 Claude Jarry
 Nora Jeffery
 Sara Jenkins
 Gordon Johnson
 Donna Johnston
 E Johnston
 Stephen Jones
 Harold E. and E M M Jones
 Hillery Joslin-Lloyd
 Derek Jubb
 David Jubb
 M Kalin
 Donald Kaye
 Doris Keeping
 Claire Kennedy
 Kathryn Kennedy
 Melissa Kennedy
 Mr. and Mrs. Robert Kerr
 Frederick Ketchen
 Frederick King
 Margot King
 Martin E. King
 Mary Kitchen
 Penelope Klinck
 June Knudsen
 Estate of John Korinek
 Olga Kuplowska
 Marc-Andre Lachance
 C. A. Lacroix
 Murray and Sheila Lang
 Harold Lapointe
 Michelle LaPointe
 Gregory Latremaille
 William B. Lawrence
 D. Leigh
 Mike Leo
 Gloria Lepcio
 Anne Lindsey
 Jim Livingston
 Diane Longtin
 Mr and Mrs Peter Lord
 Patricia Macdonald
 John A. and Lynda Macdonald
 Margaret S. Machell
 Stewart MacLeod
 Ian MacLeod
 Gerard MacLeod
 Clarice Madigan
 Patricia Malcolmson
 Jefferson and Sally Mappin
 Oliver Mariano
 Lise Marin
 Pamela Marshe
 Mr and Mrs William Martin
 Robert Martin
 Margot Martin
 Joseph E. Martin
 Albert and Phyllis Maskell
 Elizabeth Mason
 Mary and Michael Mason
 James Matthews
 Brian McBurney
 Donald McCartney
 Dr. Alen McCombie
 Isabel McCormack
 Rick and Julia McCutcheon
 Martha McEwen
 William McGorman
 John and Margaret McKay
 Loreena McKennitt
 Kenneth McKinlay
 Eleanor McLeish
 Joyce McMurray
 Mr and Mrs J.K. McNeil
 Donna McPhail
 John Meisel
 Evelyn Metke
 Winston Meyer
 Fred Milner
 Kathryn and Cameron Minor
 Richard Mitchel
 D M. Moog
 Sandra and Geoffrey Moon
 Gabrielle Moreau

Margaret Morison
 Ward Morrison
 Donald Morrison
 Margaret Morrison
 Blair Morton
 Robert and Julia Morton
 Katharine Mosher
 William Motz
 Steve Munro
 Alex and Laura Murray
 Elspeth Murray
 Margery Myers
 Robert Myers
 William Neville
 Ray Newell
 Sarah Nicholls
 Tony Nield
 Walter and Margaret Noble
 Emily Noble
 Michael O'Brien
 Jane Olvet
 Elsie Ovenell
 Steven Page and Carol Ricketts
 Steve Paikin
 Nigel Palmer
 P. Parquette
 Claudette Paquin
 Kevin Paradis
 Rachel Park
 Gerald Parowinchak
 L. Paterson
 Margaret Pattison
 Sev Peloso
 Eric Penwill
 Lillian Perry
 Mr and Mrs Jerome Pier
 W Plachta
 Murray and Ezma Porte
 Patrick Powers
 M. Preston and Helen Howard-Lock
 L. Prinsen
 Keith Profit
 Rodney Pruss
 Anil Purandaré
 John and Ene Querney
 Daniel Quinn
 Mohan Ramachandran
 Cheley Randall
 Elinor and Edward Ratcliffe
 Suzanne Regnier
 Barbara Richardson
 Adelaide Richter
 Paul J. and Dorothy Ringer
 Reverend R. C. S. Ripley
 Jamie Risk
 Margery Robertson
 Lee L. Robock
 Philip Robson
 Shelagh Rogers
 Ian Rogers
 Mr and Mrs H Rogers
 Ted Rogovein and Ilana Waldston
 Richard Rooney
 Lillian and Mary Roth
 Paula Royce
 Elmer Running
 Randall Russe
 Pamela Samuels
 Robert Savaria
 Alastair and Joanna Scarth
 Jane Schoonmaker
 Arthur Scott
 Dr. Grace Scott
 Diana and Paul Sealy
 Paul and Alice Sears
 David Sgayias
 David Shea and Janet O'Sullivan
 Sandra Shearer
 Judge Alan Sheffield
 Keith and Carol Sheppard
 V. Sheppard
 Risa Shuman
 Jim Simpson
 Wendy Sirkin
 Jacob Siskind
 Kathleen Skinner
 Patricia Skippon
 Monty Smith
 Glen Smith
 Jim Smyth
 David Sniderman
 Mabel Soper
 Dr. Elaine Spencer
 Isabelle Spragge

Nancy Sprott
 Doreen Stanton
 Mary Start
 Michael Stephenson
 Harold and Pauline Stewart
 Edward Stewart
 J. Stillborn
 Shirley Stokes
 Diana Stott
 Neil Strickland
 James Stuart
 M Sullivan
 Bruce Sully
 Margaret Sutton
 G and R Swan
 James and Ethel Swail
 Fred Sward
 John Tener
 V. Teska
 Julie Teskey
 Nicole Tevlin
 Gordon and Louise Thompson
 Kirk and Mary Thornton
 Meredith Todd
 Paula Todd
 R Toivonen
 Alexander Topalov
 Martha Toupin
 Barbara Turner
 John and Patricia Tyson
 Roy Underhill
 Ruthanne Urquhart
 Dr. Christina Vadeboncoeur
 John Vanneste
 Richard Vernon
 Richard and Margaret Vipond
 Raymond Vokey
 David Wagner
 Blake Wallace
 Dr. Joseph Walmsley
 John Walsh
 Elizabeth D. Wangenheim
 Robert Washington
 L. Waywell
 Arthur Webb
 Amelia Wehlau
 Jillian Welch and Paul Fraser
 Wendy and Margaret Wesley
 Myrna Westcott
 Martin Westmacott
 Cheryl Wheeler
 Hon Eugene Whelan
 Alex White
 Pamela White
 J. Whitmore
 Grace Wiegand
 Martin Wilkins
 Carol Williams
 Robert Wilson
 Michele Wilson
 John Wilson
 Evelyn Wishart
 George Witte
 Dr. Michael Wodlinger
 Aileen Wolff
 Robert Woods
 Frederick Woodward
 Joan Workman
 David and Elizabeth Wray
 Leslie Wright
 Joseph Youssef
 Dr. Ernest Zimmermann
 Edward and Charles Zurbrigg
 J. P. Bickell Fdn.
 The Isabel H Silverman Foundation
 Rotary Club of Port Elgin
 Nanometrics Inc
 Dynamic Fund Foundation
 Bickle Limited
 Royal Bank Financial Group Employees' Charity Trust
 Ontario Securities Commission
 OPG Employees' and Pensioners' Charity Trust
 The Norman and Margaret Jewison Charitable Foundation
 N.A. Taylor Foundation
 The W.C. Kitchen Family Foundation
 Justin and Elizabeth Lang Foundation
 Lac-Mac Limited
 Draka Elevator Products Inc.
 The Paul P. Murray Foundation
 Bud Sugarman Foundation

Lee Robock
General Manager
and Chief Operating Officer



General Operations

Our Priorities

- Develop a unique corporate culture that is efficient, entrepreneurial, and dedicated to the provision of the highest quality service
- Improve business practices and streamline the cost of operating the organization in order to maximize the investment in programming
- Implement Phase 1 of a multi-year broadcast plant renewal that takes advantage of new technologies and moves the organization towards digital conversion
- Prepare the workforce to meet the demands of new technology and help them keep pace with the changing needs of the organization

Our Successes

- Improved the leadership and strategic planning activities of the organization with the creation of the Planning and Priorities Group to discuss and agree on business strategy and corporate-wide organizational issues
- Increased staff knowledge and appreciation about our business, through the introduction of “Lunch and Learn” sessions on new organizational initiatives, industry events, and new technologies
- Launched a new positioning campaign around the educational value of all our products and services with a special focus on e-learning resources
- Implemented Phase 1 of the post-production plant capital renewal project, on time and on budget
- Started extensive orientation, training, and skills renewal for all individuals affected by the new post-production technology
- Undertook extensive review, in addition to training, of all the processes supporting Master Control and non-linear editing to ensure we exploit the capability of the plant and operate most effectively
- Reconfigured our firewall and servers with a view to improving the stability of our Internet-based products and the security of our data
- Achieved an in-year operating surplus through ongoing cost-reduction studies, that will be reallocated to programming in the coming year
- Negotiated an agreement for the transfer of the Independent Learning Centre from the Ministry of Education to TVOntario, including service delivery expectations and all aspects of the operations

TVOntario is now firmly established as an adjunct to the educational system in Ontario, and has, over the past year, reoriented many of its programs and services to tie directly into the Ontario curriculum or to support the educational priorities of the province. The organization had restructured itself to address its educational goals the previous year, and it was now able to focus on improving the quality and relevance of its programs and services.

This year, the General Operations groups spent a great deal of time assessing their delivery of key services to the organization and evaluating how this could be improved and enhanced without adding overhead costs. While this is an ongoing process, major improvements have been implemented during the year.

The word is education

One of the challenges we faced was getting our message out to our audiences. We wanted all of Ontario to be aware of, and benefit from, our educational products and services. Our educational positioning strategy was developed around our slogan, “Where education matters – on air, online.”

We began by establishing contacts throughout the educational community with students, teachers, schools, boards, parent councils, and libraries. We gained a better understanding of their needs for educational services. We then matched our products to these needs, resulting in a huge increase in the demand for *Eureka! Ask a Teacher*, a Web site that offers free help with homework and assistance in preparing for the standardized tests in the provincial school system.

The use of other Web products like *CareerMATTERS*, *tvokids.com*, and TFO’s *Biographies* is increasing, and we are receiving daily feedback and suggestions about their educational importance.

The increased educational focus led to a number of initiatives. *TVO Kids* toured the province in the *Don’t Sit Still Tour* powered by Scotiabank and encouraged reading through TD Bank’s *Reading Rangers*. *MÉGA TFO* produced *Fou d’art*, a new arts series, and continued to host the phone-in *Mégallô*, which offered a wide range of interactive educational activities. Curriculum links were developed for all children’s programs and many others in the schedule. Lifelong learners were offered a new thought-provoking series, *Big Ideas*, and credit courses through York University and University of Toronto. TVOntario now has a range of vehicles through which to promote our educational message.

Renewing resources

During the year, our Board of Directors approved final plans for a major upgrade to our post-production plant. Phase 1 of the capital renewal project got underway in November and included the installation of three Avid non-linear editing suites, and the start of the automation of our Master Control system, which will be fully operational for our season launch in September 2002. Introducing new technologies has given us the opportunity to review all of the processes that feed our plant. This will result in better-defined procedures, more consistently conveyed information, and a significant integration of databases that feed our Master Control.

With our growing inventory of e-learning products and increased reliance on our information technology (IT) infrastructure, we conducted a critical assessment of our IT resources. This led to a full reorganization of our server room and a plan to consolidate the platforms we use to run our various systems. The result has been improved reliability of our servers and our ability to deal with high demand, such as when tvokids.com launches a new activity for their legion of loyal fans.

With this element complete we are now in the process of conducting a needs assessment of our most critical business systems, involving all departments throughout the organization. This will lead to an upgrade of the quality of information relayed to staff and will ensure our business systems can adapt to the changing requirements of our organization.

Workplace training emphasized

Another critical priority for the year was to ensure our workforce had the tools and knowledge to stay competitive and to take advantage of the benefits the new technologies have to offer. We concentrated on two aspects: training for the new post-production plant; and information sharing of industry knowledge.

We held a number of intensive training sessions for both our editors and our producers on non-linear editing, which will ensure our edit suites are in full operation. We also introduced "Lunch and Learn" sessions on a variety of broadcast-industry and education-related topics. These sessions invariably attracted standing-room-only crowds and generated much discussion about how we remain at the top of our game. There is new-found respect for the work of other departments and the level of expertise that exists among our very talented staff.

Increased efficiencies

The ongoing review of fixed expenditures and ways to reduce operating costs resulted in the acquisition of less expensive and more efficient photocopiers, replacement equipment in the print shop more suited to our needs, fewer printers and fax machines throughout the organization, and more energy-efficient lighting.

By posting job vacancies through the Workopolis.com site, we expanded our outreach to new recruits. A review of legal requirements significantly reduced the cost of external legal services. Not only did these changes improve our quality of life, they also saved us operating dollars we could reinvest in our programming.

Next year promises to be equally exciting. Many of our departments will support the Independent Learning Centre, which transferred to TVOntario from the Ministry of Education on April 1, 2002. We are looking forward to a totally revamped Web site for tvo.org that provides more timely and relevant information about TVO programming. Phase 2 of the capital renewal project will be completed, and we will be implementing some of the recommendations of our business systems needs assessment.

To ensure that our workforce has the right tools to be successful, we will look at expanding our training and skills-upgrade program. And finally, we will be developing a business plan for the next three years that will take TVOntario to the next level of success in providing Ontario with excellent educational products and services.

*The direction in which education starts a man
will determine his future life.*

Plato

OECA Board of Directors

April 1, 2001 to March 31, 2002

Isabel Bassett
Chair and CEO, Toronto
(ex-officio member of all Board Committees)

Blake Wallace QC
Vice-Chair, Toronto
Vice-President and General Counsel,
Murray and Company
1, 2

***Anne-Marie H. Applin**
Toronto (from July 2001)
President, Applin Marketing
and Communications
1, 2

Vala Monestime Belter
Mattawa
Director of Nursing/Asst. Administrator,
Algonquin Nursing Home
3, 4

John Belyea
Toronto
Vice-President, Creighton & Co.
Insurance Brokers Ltd.
3, 4-C

Michel Gingras
Alfred
Directeur-général, Caisse Populaire
d'Alfred Limitée
1-C, 2-C, 5

****Paul J. Greenhalgh, C.A.**
Richmond Hill (until April 2001)
Partner, Broadcast Video Systems
1-C, 2-C, 3

***Mitzie J. Hunter**
Toronto (from September 2001)
President, Mitcom Communications
3, 4

Melissa J. Kennedy
Toronto
Manager of Litigation, Enforcement Branch,
Ontario Securities Commission
5-C

Lise Marin
Timmins
Retiree of Air Canada
3, 4

Joseph E. Martin
Toronto
Executive in Residence and Adjunct Professor,
Rotman School of Management, University
of Toronto
4, 5

John David Querney
Sudbury
Principal, Muirhead Stationers Inc.
3-C, 5

***Ravi Seethapathy**
Toronto (from September 2001)
Audit Associate Manager, Hydro One
Networks Inc.
1, 2, 5

John E. A. Tyson
Clifford
Medical Director, C.A.R.E. Health Resources
1-VC, 2-VC, 3

Olga Kuplowska
Board Secretary and Director,
Board Secretariat

Total honorarium paid to board members (exclusive of the Chair) during the 2001-02 fiscal year was \$28,840.50. This amount corresponds to recommended levels of remuneration set by the Lieutenant Governor in Council. The Board Members contributed \$11,512.50 in donations to the TVOntario membership campaign.

Legend:
*New Appointments in 2001-2002
**Departures in 2001-2002
Board Committees:
1 - Finance
2 - Audit
3 - Development
4 - Programming
5 - Strategic Planning & Priorities
C - Committee Chair
VC - Committee Vice-Chair

TVOntario Planning and Priorities Group

April 1, 2001 to March 31, 2002

Isabel Bassett
Chair and Chief Executive Officer

Robert A. Baker
Managing Director, Revenue and Development

Blair Dimock
Director, Strategic Planning

Beth Haddon
Managing Director,
English Programming Services

Sarah Irwin
Managing Director, E- Learning
(from September 10, 2001)

Claudette Paquin
Managing Director,
French Programming Services

Lee Robock
General Manager and Chief Operating Officer

Executive Management Committee

April 1, 2001 to March 31, 2002

Executive Management Committee members include the members of the Planning and Priorities Group and the following individuals:

Clara Arnold
Director, Human Resources

Yvonne Carey-Lee
Director, Finance and Administration

Ellen T. Cole
Director, Communications

***Wally Longul**
Director, Business Affairs

Ray Newell
Director, Operations and Technology

***Olga Kuplowska**
Director, Board Secretariat,
Councils, and Research

*ex-officio

Salary Disclosure

In 1996, the Government of Ontario instituted the Public Sector Salary Disclosure Act. Under the provisions of this act, TVOntario is required to post the total compensation package of employees earning over \$100,000 for the calendar year of 2001.

Clara Arnold
Director, Human Resources
Salary paid \$101,175
Taxable benefits \$1,129

Robert Baker
Managing Director, Revenue & Development
Salary paid \$110,000
Taxable benefits \$1,278

Isabel Bassett
Chair and Chief Executive Officer
Salary paid \$115,000
Taxable benefits \$13,420

Russell Blackburn
(Professional name: Pierre Granger)
Host/Producer
Salary paid \$129,079
Taxable benefits \$904

Rudy Buttignol
Creative Head, Documentaries,
Drama and Network
Salary paid \$104,449
Taxable benefits \$0

Pat Ellingson
Creative Head, Children's
and Daytime Programming
Salary paid \$111,392
Taxable benefits \$1,273

Doug Grant
Creative Head, Current Affairs
Salary paid \$119,025
Taxable benefits \$1,336

Beth Haddon
Managing Director, English
Programming Services
Salary paid \$124,200
Taxable benefits \$1,419

Steve Paikin
Host/Producer
Salary paid \$169,783
Taxable benefits \$2,459

Claudette Paquin
Managing Director,
French Programming Services
Salary paid \$113,688
Taxable benefits \$1,300

Gisèle Quenneville
Series Producer
Salary paid \$100,938
Taxable benefits \$1,011

Lee Robock
General Manager and
Chief Operating Officer
Salary paid \$130,199
Taxable benefits \$3,429

Pamela Taylor
Director, Legal Services
Salary paid \$104,047
Taxable benefits \$1,177

Paula Todd
Host/Producer
Salary paid \$158,006
Taxable benefits \$1,623

Prepared under the Public Salary Disclosure Act, 1996. Date: March 12, 2002

TVOntario Foundation Board of Directors

Eric Jackman
Toronto
TVOntario Foundation Chair
President, Invicta

John Belyea
Toronto
Vice-President, Creighton & Co.
Insurance Brokers Ltd.

Barry Campbell
Toronto
Chairman, APCO Worldwide

Erin Rankin-Nash
London

John Querney
Sudbury
Principal, Muirhead Stationers Inc.

Gerry Schwartz
Toronto
Chairman, Onex Corporation

John Tyson
Clifford
Medical Director, C.A.R.E.
Health Resources

TVOntario Foundation Honorary Board of Directors

Honorable William Davis
Former Premier of Ontario

Norman Jewison
Film Director

Elwy Yost
Former Host,
Saturday Night at the Movies



Auditor's Report

To The Ontario Educational Communications Authority
and the Minister of Training, Colleges and Universities

I have audited the statement of financial position of The Ontario Educational Communications Authority as at March 31, 2002 as well as the statement of operations and equity, the statement of changes in equity and the statement of cash flows for the year then ended. These financial statements are the responsibility of the Authority's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Authority as at March 31, 2002 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Erik Peters, FCA
Provincial Auditor
Toronto, Ontario
May 24, 2002

Management's Responsibility for Financial Statements

The accompanying financial statements have been prepared by management in accordance with generally accepted accounting principles, and in accordance with the accounting policies described in Note 2 to the financial statements. Where estimates or judgements have been required, management has determined such amounts on a reasonable basis in conformity with generally accepted accounting policies.

Management is responsible for all information in the financial statements and has certified that all information connected with the financial statements has been provided to the Provincial Auditor.

To assist management in the discharge of its responsibilities, The Ontario Educational Communications Authority (OECA) maintains internal controls that are designed to provide reasonable assurance that its assets are safeguarded, to enable only valid and authorized transactions, and to ensure that accurate, timely, and comprehensive financial information is prepared.

OECA has an internal audit unit whose functions include reviewing and commenting on internal control.

The OECA Board of Directors is responsible for ensuring that management fulfills its responsibilities. The Board has appointed an audit committee from among its own members. The audit committee meets periodically with management, including the director, Internal Audit, and the Provincial Auditor, to discuss audit, internal control, accounting policy, and financial reporting matters. The financial statements were reviewed jointly by the audit and finance committees before approval by the Board of Directors.

The Provincial Auditor conducts an annual audit in accordance with Section II of the Ontario Educational Communications Authority Act. The auditor's report outlines the scope of the auditor's examination and opinion.

Lee L. Robock
General Manager &
Chief Operating Officer
May 24, 2002

The Ontario Educational Communications Authority

Financial Statements for the year ended March 31, 2002

Statement of Financial Position


as at March 31, 2002

	2002 (\$000s)	2001 (\$000s)
Assets		
Current Assets		
Cash and short-term investments (note 3)	15,155	9,338
Accounts receivable (note 4)	2,642	4,339
Inventories	577	551
Prepaid expenses	678	577
	19,052	14,805
Deferred pension charges (note 5)	4,342	3,609
Investments held for Capital Renewal (note 7)	8,034	9,380
Net Capital Assets (note 6)	16,484	16,594
Total Assets	47,912	44,388
Liabilities and Equity		
Current Liabilities		
Accounts payable and accrued liabilities	9,106	7,900
Deferred revenue (note 8)	3,032	1,780
Lease obligations (note 9)	106	83
	12,244	9,763
Non Current Liabilities		
Lease obligations (note 9)	93	199
Employee future benefits (note 5)	1,133	543
Deferred capital contributions (note 10)	20,279	21,359
	21,505	22,101
Equity		
Invested in capital assets	4,040	4,333
Restricted - Deferred pension charges (note 5)	4,342	3,609
Unrestricted	5,781	4,582
	14,163	12,524
Total Liabilities and Equity	47,912	44,388

Commitments and Contingencies Liabilities (note 14, note 17)

See accompanying notes to financial statements.

On behalf of the Board:


Chair


Director

Statement of Operations and Equity

for the year ended March 31, 2002

	2002 (\$000s)	2001 (\$000s)
Revenues		
Government grants and funding (note 11)	52,092	50,226
OECA earned revenue (note 12)	14,028	12,513
Amortization of deferred capital contributions (note 10)	2,114	2,422
Deferral of pension charges (note 5)	733	807
Capital revenue and renewal fund, net	235	164
	69,202	66,132
Expenses		
Program services (note 13)	52,994	51,852
Administrative services	4,961	4,804
Cost of OECA earned revenue (note 12)	6,229	5,609
Amortization of capital assets	3,379	3,503
	67,563	65,768
Excess of revenues over expenses	1,639	364
Equity, beginning of year	12,524	12,160
Equity, end of year	14,163	12,524

See accompanying notes to financial statements.

Statement of Changes in Equity

for the year ended March 31, 2002

	Invested in Capital Assets	Restricted Deferred Pension Charges	Unrestricted	2002 (\$000s) Total	2001 (\$000s) Total
Balance, beginning of year	4,333	3,609	4,582	12,524	12,160
Excess of revenues over expenses	(1,265)	733	2,171	1,639	364
Investment in Capital assets	972	0	(972)	0	0
Balance, end of year	4,040	4,342	5,781	14,163	12,524

See accompanying notes to financial statements.

Statement of Cash Flows

for the year ended March 31, 2002

	2002 (\$000s)	2001 (\$000s)
Operating Activities		
Excess of revenues over expenses	1,639	364
Add (deduct) non-cash items:		
Amortization of capital assets	3,379	3,503
Amortization of deferred capital contributions	(2,114)	(2,422)
Deferral of pension charges	(733)	(807)
Employee future benefits	590	543
Loss on disposal of capital assets	28	112
Net change in non-cash working capital:		
Accounts receivable	1,697	1,306
Inventories	(26)	90
Prepaid expenses	(101)	170
Deferred revenue	1,252	1,571
Accounts payable and accrued liabilities	1,206	826
Cash provided by operating activities	6,817	5,256
Investing and Financing Activities		
Capital asset additions	(3,338)	(3,024)
Proceeds from disposal of capital assets	41	204
Current year's deferred capital contributions	2,380	1,476
Lease obligations	(83)	(187)
Cash used in investing and financing activities	(1,000)	(1,531)
Net increase in cash position during the year	5,817	3,725
Cash and short-term investments, beginning of year	9,338	5,613
Cash and short-term investments, end of year	15,155	9,338

See accompanying notes to financial statements.

Notes to Financial Statements

March 31, 2002

1. Authority and Mandate

The Ontario Educational Communications Authority (the Authority) is a provincial Crown Corporation that was created in June 1970 by an act of the Ontario Legislature. In accordance with the act, the Authority's main objective is to initiate, acquire, produce, distribute, exhibit or otherwise deal in programs and materials in the educational broadcasting and communications fields.

The Authority is a registered charitable organization which may issue income tax receipts for contributions. As a Crown Corporation of the Province of Ontario and a registered non-profit organization under the Income Tax Act, the Authority is exempt from income taxes.

2. Summary of Significant Accounting Policies

(a) Basis of accounting

The financial statements of the Authority have been prepared in accordance with Canadian generally accepted accounting principles.

(b) Inventories

Program support materials are valued at the lower of cost or net realizable value where cost is determined on a weighted average basis. Stores and supplies are valued at cost, where cost is determined on a first in, first out basis and is net of an allowance for obsolescence. Video and audio tapes are valued at the lower of cost or net realizable value, where cost is determined on a first in, first out basis.

(c) Capital Assets

Capital assets are recorded at cost less accumulated amortization. Capital assets are amortized on a straight line basis over the following terms beginning the year following acquisition:

Building	30 years
Office Furniture & Fixtures	15 years
Office Equipment	10 years
Leasehold Improvements	5 years
In House Technical Equipment	7 years
Transmitter Test & Monitor Equipment	7 years
Transmitters	17 years
Computer Equipment	5 years
Vehicles	5 years

(d) Revenue recognition

1. Revenue from the licensing of program material is recognized when the rights to the program material are sold.
2. Membership contributions are recorded on a cash basis.
3. Grants and revenues received in the year for special purposes are deferred until the related expenditure has been incurred.
4. Revenue from contributions restricted for the purchase of capital assets is deferred and amortized over the same period as the related capital asset.

(e) Employee Future Benefits

Effective April 1, 2000, the Authority prospectively applied the new accounting recommendations for employee future benefits. The Authority accrues its obligations under employee defined benefit plans and the related costs, net of plan assets. The transitional asset and obligations are being amortized over the expected average remaining service period of active employees expected to receive benefits under these plans. The cost of pension benefits and other post retirement benefits for the defined benefit plans are actuarially determined by independent actuaries using the projected benefit method prorated on services and management's best estimates. Pension plan assets are valued at market value.

(f) Use of Estimates

The presentation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingencies at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

3. Cash and Short-term Investments

The Authority's investment policy restricts short-term investments to securities issued by or guaranteed as to principal and interest by Ontario, any other province of Canada, Canada or the United Kingdom, securities issued by the United States of America or deposit receipts, deposit notes, certificates of deposit, acceptances and other similar instruments issued or endorsed by any chartered bank to which the Bank Act (Canada) applies.

Cash and short-term investments of \$15,155,000 (2001-\$9,338,000) include \$11,560,000 (2001-\$6,829,000) of investments maturing within 60 days, yielding 3.3% (2001-5.5%) on average during the year, with a market value that approximates carrying value.

4. Accounts Receivable

	2002 (\$000s)	2001 (\$000s)
Project funding	1,396	3,288
Trade	881	650
Other	365	401
	2,642	4,339

5. Employee Future Benefits

The Authority maintains non-contributory defined benefit pension plans and a defined contribution pension plan for its employees.

Under its defined benefit pension plan, the Authority had an accrued benefit asset at March 31 of \$4,342,000 (2001-\$3,609,000). The Authority's deferral of pension charges for the year was \$733,000 (2001-\$807,000). No employer contributions were made to the plan during the year, and pension benefits paid were \$2,237,000 (2001-\$2,174,000).

The Authority's contributions during the year to the defined contribution pension plan were \$9,000 (2001-\$234,000).

The Authority also offers non-pension post retirement benefits such as health care to employees through defined benefit plans on a cost sharing basis.

At March 31, the unfunded post retirement benefit plan had a net accrued benefit liability of \$1,133,000 (2001-\$543,000). The post retirement benefits paid by the Authority during the year were \$75,000. The Authority's post retirement benefits expense for the year was \$665,000.

Additional information about the Authority's defined benefits plans at March 31, in aggregate is as follows:

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2002 (\$000s)	2001 (\$000s)	2002 (\$000s)	2001 (\$000s)
Accrued benefit obligation	62,617	56,115	4,632	3,963
Market value of plan assets	71,617	71,976	0	0
Funded status – plan (surplus)/deficit	(9,000)	(15,861)	4,632	3,963

The significant actuarial assumptions adopted in measuring the Authority's accrued benefit obligations are:

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2002	2001	2002	2001
Discount rate	6.55%	7.00%	6.55%	7.00%
Expected investment return on plan assets	8.00%	8.00%	0	0
Rate of compensation increase	4.50%	5.00%	5.00%	0

With respect to the post retirement benefit plan, for measurement purposes, a 9.0% increase per year in 1999 in the cost of covered health care benefits reducing to 5.0% by the year 2007, a 4.0% increase in dental care benefits, and no increase in life insurance costs are assumed.

6. Net Capital Assets

Capital assets consist of the following:

	Cost	Accumulated Amortization	2002 (\$000s) Net Book Value	2001 (\$000s) Net Book Value
Land	236	0	236	236
Buildings	4,718	2,727	1,991	2,136
Transmitters	26,839	21,104	5,735	6,704
Transmitter test and monitor equipment	920	798	122	69
In house technical equipment	20,054	17,540	2,514	3,204
Leasehold improvements	3,619	2,741	878	1,299
Computer equipment	4,672	2,657	2,015	1,718
Office furniture and fixtures	1,994	1,548	446	530
Office equipment	1,062	815	247	338
Vehicles	534	275	259	360
Construction in progress	2,041	0	2,041	0
	66,689	50,205	16,484	16,594

7. Investments Held for Capital Renewal

	2002 (\$000s)	2001 (\$000s)
Balance, beginning of year	9,380	9,538
Grants from the Ministry of Training, Colleges and Universities (note 11) - base grant allocation	961	961
Interest earned	308	521
Drawing for capital acquisitions	(2,615)	(1,640)
Balance, end of year	8,034	9,380

A portion of the funding received each year has been set aside since the 1984 fiscal year to ensure that the Authority's technical capital assets keep pace with technological changes. It provides funds for future maintenance and replacement of technical capital assets when needed. Available funds are invested in short-term deposits.

8. Deferred Revenue

	2002 (\$000s)	2001 (\$000s)
Provincial government programming project funding (note 11)	2,963	1,740
Corporate project underwriting and other revenue	69	40
	3,032	1,780

Expenditure related to the above deferrals has been budgeted in the 2003 fiscal year.

9. Lease Obligations

Lease obligations represent the balance of the commitments made under capital leases. The changes in the lease obligations balance are as follows:

	2002 (\$000s)	2001 (\$000s)
Lease obligations, beginning of year	282	469
Add: new capital leases	0	209
Less: payments made on existing capital leases	(74)	(148)
retirement of capital leases	(9)	(248)
Lease obligations, end of year	199	282
Current lease obligations	106	83
Non-current lease obligations	93	199

10. Deferred Capital Contributions

Deferred capital contributions represent contributions received for the purchase of capital assets. The amortization of deferred capital contributions related to capital assets is recorded in the Statement of Operations and Equity. The changes in the deferred contributions balance are as follows:

	2002 (\$000s)	2001 (\$000s)
Deferred capital contributions, beginning of year	21,359	22,463
Add: Capital renewal fund received and interest earned	1,269	1,482
Current year's Deferred capital contributions	2,380	1,476
Less: Drawings from Capital renewal fund	(2,615)	(1,640)
Amortization of Capital contributions	(2,114)	(2,422)
Deferred capital contributions, end of year	20,279	21,359

11. Government Grants and Funding

Provincial

	2002 (\$000s)	2001 (\$000s)
Ministry of Training, Colleges and Universities Base grant	48,040	48,040
Less: Amount transferred to investments held for capital renewal (note 7)	(961)	(961)
	47,079	47,079

Programming project grants and funding:

Ministry of Training, Colleges and Universities – Lifelong Learning Challenge Fund	3,250	1,750
Other Province of Ontario Ministries & Agencies	707	767
Funding deferred from prior year	1,740	70
Funding deferred to future year (note 8)	(2,963)	(1,740)
	2,734	847

Total Provincial **49,813** 47,926

Federal

Programming project grants and funding:

Heritage Canada	2,150	2,041
Others	129	259
Total Federal	2,279	2,300

Total government grants and funding **52,092** 50,226

12. OECA earned revenue and cost of OECA earned revenue

	2002 (\$000s)		2001 (\$000s)
	Revenue	Cost*	Net Revenue
Program sales	3,123	2,553	570
Membership	6,488	3,135	3,353
Corporate project underwriting **	1,155	432	723
Other income	3,262	109	3,153
	14,028	6,229	7,799
			2001 (\$000s)
	Revenue	Cost*	Net Revenue
Program sales	2,982	2,368	614
Membership	5,323	2,827	2,496
Corporate project underwriting **	1,046	262	784
Other income	3,162	152	3,010
	12,513	5,609	6,904

*Cost includes dedicated costs and allocated overhead costs.

** Corporate project underwriting revenue:

Revenue received in the year	1,188	998
Revenue deferred from prior year	3	51
Revenue deferred to future year	(36)	(3)
	1,155	1,046

13. Program Services

	2002 (\$000s)	2001 (\$000s)
Broadcast services	38,615	38,900
Learning services	6,039	4,610
Technical support	5,117	4,700
Research and planning	835	899
Advertising and promotion	2,388	2,743
	52,994	51,852

14. Commitments

The Authority has entered into capital and operating leases covering transmission facilities, offices, warehouses and equipment. Future lease payments are as follows:

Year ending March 31	(\$000s)
2003	2,028
2004	1,919
2005	1,867
2006	1,392
2007	915
	8,121
2008 and beyond	380
Total future lease payments	8,501

The total interest payable included in the amount is \$25,000.

15. Contributed Materials and Services

The Authority uses the services of volunteers to assist primarily in the membership area. The Authority also receives contributions of materials for use mainly in fundraising activities. Due to the difficulty of determining their fair value, contributed materials and services are not recognized in the financial statements.

16. The Independent Learning Centre

An agreement dated March 7, 2002 to transfer the Independent Learning Centre (ILC) to the Authority was executed among the Ministry of Education, the Ministry of Training, Colleges and Universities, and the Authority. The actual transfer of ILC operations to the Authority will be April 1, 2002. ILC will be added to the Authority's E-Learning Centre.

ILC provides a wide range of distance education courses, in English and in French, that allow adults to earn secondary school diploma credits, upgrade their basic skills, or study for personal development. It also offers an elementary program for children who may not be able to access day school programs. All products and services that are being offered by ILC will continue to be available after the transfer. The General Education Development (GED) testing will also be available through ILC.

17. Contingent Liabilities

Contingent liabilities refer to possible legal claims that have been made against the Authority. Although the ultimate outcome of these claims cannot be ascertained at this time and the results of legal proceedings cannot be predicted with certainty, adequate provisions have been made for those liabilities that in the opinion of management may result in future settlements. Differences between provisions and actual settlements will be accounted for at time of settlement.

18. Comparative figures

Certain of the comparative figures have been reclassified to conform to current presentation.

19. The TVOntario Foundation

The Authority controls The TVOntario Foundation (the Foundation) which became designated as a public foundation effective April 1, 1998. The board of directors of the Foundation is appointed by the board of directors of the Authority. The Foundation is incorporated under the Canada Corporations Act and is a registered charity under the Income Tax Act. The objectives of the Foundation are to receive and maintain a fund or funds and to pay all or part of the principal and income to the Authority provided that the Authority maintains its status as a registered charity and continues to have as its objective the promotion of educational and/or children's programming.

In accordance with accounting standards the accounts of the Foundation are not consolidated in the financial statements of the Authority. Financial summaries of the Foundation are as follows:

The TVOntario Foundation Financial Position as at March 31st

	2002 (\$000s)	2001 (\$000s)
Cash on hand	54	38
Total Assets	54	38
Fund Balance	54	38

Results of operations for the year ending March 31st

	2002 (\$000s)	2001 (\$000s)
Revenue		
Donations	16	5
Total revenue	16	5
Total expenses*	0	0
Excess of revenue over expenses	16	5
Fund balance, beginning of year	38	33
Fund balance, end of year	54	38

*The board of directors of the Authority has approved the funding of the Foundation's expenditures through the Authority until the Foundation is self-sufficient. The funding provided is net of interest earned on the Foundation's assets. The Foundation's net expenditures absorbed by the Authority were \$27,000 during the year ended March 31, 2002 (2001 – nil).