

**TV**Ontario



Annual Report Card 2002-03



# TVOntario Annual Report Card 2002-03 – Priorities

TVOntario's mandate is to serve as an adjunct to the formal education and training systems in Ontario, by using television and other communications technologies to provide high

quality educational programs, curriculum resources and distance education courses in English and in French.

## Independent Learning Centre

- ✓ Integrate the ILC into the E-Learning division, and develop a new vision and business plan for an enhanced, Web-based distance education service.
- ✓ Leverage opportunities with professional associations, business, and industrial sectors to provide professional development, skills training, and lifelong learning resources.
- ✓ Extend the availability of hours for *Ask a Teacher*, and take other appropriate steps to ensure accessibility for everyone.
- ✓ Strengthen partnerships with libraries, homework clubs, and other organizations to better meet the needs of students facing barriers to access.

## English programming

- ✓ Provide quality, non-commercial, educational programming reflecting the citizens of Ontario, that educates, enriches and enlightens, while maintaining significant audiences: Television that Matters.
- ✓ Show a marked increase in diversity in terms of on-air guests and subject matter in *Studio 2*, *Imprint*, and *More to Life*.
- ✓ Use the broadcast vehicle to promote TVOntario's non-broadcast educational products available through other technologies.
- ✓ Produce more curriculum-based interstitials for the children's blocks to ensure their educational uniqueness.

## French Programming

- ✓ Support the French-language cultural and lifelong learning needs of the Franco-Ontarian community by providing high quality, engaging, and informative programs: La télé bien pensée.
- ✓ Reinforce the broadcast day with new media educational products focused specifically on the Ontario curriculum.
- ✓ Increase partnerships with the Franco-Ontarian independent production industry in both television and new media.
- ✓ Develop and implement a French as a Second Language initiative for French Immersion schools and adults interested in the French language.

## Revenue & Development

- ✓ Increase earned revenues from all sources, excluding provincial base grant, to at least 33% of total revenues by 2002-03
- ✓ Develop and implement a multi-year earned revenue strategy that improves gross earned revenues and reduces the cost of raising a \$1.00 of revenue.
- ✓ Revitalize the TVOntario membership base.
- ✓ Develop a plan for revenue generation through major gift activities via the TVOntario Foundation.

## General Operations

- ✓ Continue to improve business practice and streamline the costs of operating the organization to maximize investment in programming.
- ✓ Develop a capital plan that prepares the organization for technical convergence within the next five years.
- ✓ Show a measurable improvement in extending brand awareness and usage of products and services to new education markets.
- ✓ Introduce an innovation fund for creative new projects in the annual budget process.

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, 2002, to March 31, 2003. This is done in accordance with Section 12 (1) of the Ontario Educational Communications Authority Act.

This Annual Report outlines the priorities and successes for the year 2002–03 during which we continued in our unique capacity of providing necessary and useful educational resources through broadcast and online technologies to the people of Ontario. In this year we created a new television programming strand called UTVO that uses our network to broadcast special course-related programs in partnership with Ontario colleges and universities that also appeal to general interest viewers. We integrated the province's Independent Learning Centre – Ontario's elementary and high school distance education facility – into the TVOntario family, launched the Lifelong Learning Challenge Fund projects and refined the services of our Independent Learning division to provide more online educational aids for children and adults throughout Ontario.

I invite you to review the 2002–03 educational programming and independent 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 mandate is to serve as an adjunct to the formal education and training systems in Ontario, by using television and other communications technologies to provide high quality educational programs, curriculum resources, and distance education courses in English and in French.

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 ongoing developments in e-learning. This is achieved by linking our educational television programming to the Ontario curriculum, by creating integrated program and interactive online services, and by developing post-secondary credit courses and online skills training products in partnership with colleges and universities, all in support of Ontario's education system.

### A message from the Chair and Chief Executive Officer

This Annual Report Card covers the period of 2002-03, wherein we completed the final year of the 2000-03 three-year business plan and introduced a new set of strategic directions to guide the organization into its next three-year strategy.

#### 2002-03 Priorities

The year began with a focus on three core priorities set by the TVOntario Board of Directors for the fiscal year 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.**

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

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

At a Board retreat in May of 2002, the Board put a stronger focus on the creation of programs designed to meet formal educational needs and to reach a more diverse set of audiences and on building stronger strategic partnerships to support our core business.

These new directions established the framework for our 2003-06 business plan, and at the same time improved the programs and services we provided to Ontarians in 2002-03.

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.

#### Looking Ahead 2003-04

TVOntario enters the fiscal year 2003-04 with its second three-year business plan, one that clearly defines the strategy for meeting our renewed educational mandate.

This plan will build on the successes of the past three years and correct our weaknesses. It will continue the emphasis on meeting Ontario's formal education needs, and will put the focus on all issues from an Ontario perspective. It also establishes a new priority: to better promote the increasing diversity of Ontario society and to broaden the reach of TVOntario's programs and services to previously under-served communities in the province.

By the end of this three-year plan in 2005-06, TVOntario will demonstrate that we play a distinctive role. We will not duplicate other broadcasters but provide a unique service as an invaluable adjunct to the formal education and training systems in Ontario. The chart on the opposite page outlines TVOntario's strategic directions.

## Strategic Directions and Key Deliverables, 2003-06

Strategic Directions	Key Deliverables
1. Adjust the broadcast schedule to meet the formal education needs of key target audiences.	<ul style="list-style-type: none"> <li>• All children's and youth programming, on air or online, will be tied to the Ontario curriculum.</li> <li>• TVO will broadcast programs that are part of accredited college and university courses in Ontario, to help meet the needs of the "double cohort" and other formal education priorities.</li> </ul>
2. Develop and implement a French as a second language initiative for French Immersion schools and adults interested in the French language.	<ul style="list-style-type: none"> <li>• The reach of TFO's educational services will be extended to students in French Immersion programs and adults seeking to learn French in Ontario.</li> </ul>
3. Promote diversity to reach a significantly broader market and reflect the changing reality of Ontario society.	<ul style="list-style-type: none"> <li>• The increasing diversity of Ontario society will be reflected in TVO's and TFO's on-air hosts and guests, the subject matters dealt with on air, the design of online resources and independent learning courses, and the make-up of the workforce.</li> </ul>
4. Increase access to programs targeted at those facing barriers to high quality educational programs and resources.	<ul style="list-style-type: none"> <li>• TVO and TFO will provide closed captioning for all programs where it is feasible and possible to do so.</li> <li>• Online resources and distance education resources will be designed to ensure easy access for those facing technological or other barriers.</li> </ul>
5. Build partnerships with teachers, post-secondary institutions, other provincial agencies, and the private sector, that support TVOntario's new educational mandate.	<ul style="list-style-type: none"> <li>• A range of new partnerships with teachers, libraries, colleges and universities, community groups, other provincial agencies, and the private sector will be in place to support core business activities and promote use of our programs and services.</li> </ul>
6. Develop a new marketing and communications strategy to promote awareness and use of TVOntario products.	<ul style="list-style-type: none"> <li>• A new communications strategy targeted at key stakeholder groups will increase the brand awareness and use of TVO, TFO, and Independent Learning Centre products.</li> <li>• A stronger emphasis on community outreach will increase the use of TVO, TFO, and ILC programs and services among a more diverse range of communities in Ontario.</li> </ul>
7. Develop a stable, renewable resource base that builds greater financial self-sufficiency.	<ul style="list-style-type: none"> <li>• The Membership base will be increased to over 100,000 and the TVOntario Foundation will raise \$2.5 million annually in gifts to support and enhance educational programming.</li> <li>• New sales and licensing revenue streams will be developed, including revenues from independent learning products, to increase TVOntario's self-sufficiency.</li> </ul>
8. Build a learning organization that fosters innovation and promotes creativity and risk-taking in ways that strengthen our core business.	<ul style="list-style-type: none"> <li>• Investments in digital technologies and training will improve the effectiveness of TVOntario's operations and the quality of its educational products and services.</li> <li>• An Innovation Fund will be introduced, to take advantage of the best ideas from throughout the organization.</li> <li>• The educational effectiveness of all products will be rigorously evaluated.</li> </ul>

As is demonstrated by the Report Card for 2002-03, and these exciting new directions for 2003-06, TVOntario remains committed to sustaining a strong and vital organization to provide necessary and valuable educational resources to the people of Ontario.



Isabel Bassett  
Chair and CEO



Sarah Irwin  
Managing Director  
Independent Learning Centre

# Independent Learning Centre

In 2002-03 TVOntario's Independent Learning Centre (ILC) was created by integrating the Ministry of Education's Independent Learning Centre with TVOntario's E-Learning Division. The new ILC now focuses on utilizing the flexibility and reach of the Internet to offer courses, student support and links to other educational opportunities across Ontario in an easily accessible, interactive environment.

## 2002-03 Priorities

- Become the destination of choice for lifelong learning resources and services on the Internet for Ontario children at home, their parents, elementary and secondary students, and adult learners.
- Integrate the ILC into the E-Learning division, and develop a new vision and business plan for an enhanced, Web-based distance education service.
- Partner with the educational community to create and deliver educational e-learning resources supporting Ontario's educational priorities.
- Leverage opportunities with professional associations, business, and industrial sectors to provide professional development, skills training, and lifelong learning resources.
- Extend the availability of hours for *Ask a Teacher*, and take other appropriate steps to ensure accessibility for everyone.
- Strengthen partnerships with libraries, homework clubs, and other organizations to better meet the needs of students facing barriers to access.
- Ensure ILC programs meet the needs of new Canadians.

## Successes

- We moved the ILC to the TVOntario building, integrated the Centre into the TVOntario organization, developed 14 new courses, and ended the year with over 22,000 students enrolled in courses, all with no disruption to the existing service.
- We doubled the number of hours live tutors are available on the *Ask a Teacher* Web site to service the increased demand.
- We added 200 job descriptions to the *CareerMATTERS* Web site and we now have over 500 job descriptions.
- *CareerMATTERS* added a Resources section that includes a curriculum planner to assist students in planning Ontario high school courses.
- *CareerMATTERS* entered into a new partnership with CON\*NECT Ontario, and placed 35 new videos – with corresponding job and education paths representing Ontario colleges of applied arts and technology – on the *CareerMATTERS* Web site.
- The Lifelong Learning Challenge Fund delivered six of the eight funded courses – in partnership with private sector and educational institutions and co-funded by the Ministry of Training, Colleges and Universities – launching them officially at an event at Centennial College.

## Looking Ahead 2003–04

The ILC will launch four online courses and increase the availability of its online resources in 2003-04 to those facing barriers to access, by partnering with libraries, adult education centres, industry associations, employment centres, and community groups. The LLCF, as a result of a second government fund, will also focus on a new series of online apprenticeship and skilled trades programs throughout Ontario, in partnership with the Ministry of Training, Colleges and Universities and the private sector.

## Key Numbers

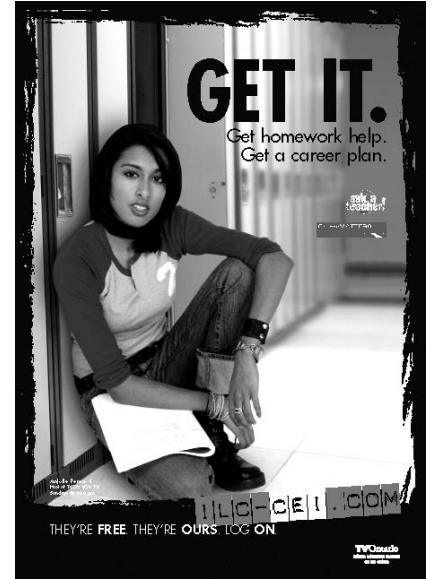
Number of students enrolled	22,466
Number of courses completed	6,237
Number of new courses introduced	14
Number of successful GED candidates	2,695
Number of high school graduates	147
Number of units and tests completed by students	38,531



Lifelong Learning Challenge Fund

TVOntario Chair Isabel Bassett (right) and MTCU Minister Dianne Cunningham look on as Angelo Voulkos (electronics training co-ordinator at George Brown College) demonstrates one of the newly completed online courses at TVOntario's Lifelong Learning Challenge Fund launch at Centennial College.

The Independent Learning Centre created a highly successful province-wide transit ad campaign, featuring VOX host Anjulie Persaud, for its Ask a Teacher and CareerMATTERS Web sites, targeted to students across Ontario.



The Web site for Ask a Teacher – TVOntario's free homework help online service.



Presented by



Presented by





Beth Haddon  
Managing Director  
English Programming Services

# English Programming

## 2002-03 Priorities

- Provide quality non-commercial educational programming reflecting the citizens of Ontario, that educates, enriches, and enlightens, while maintaining significant audiences – *Television that matters*.
- Refine the schedule to reflect a greater emphasis on lifelong learning, with a special focus on children's programming based on the Ontario educational curriculum, and adult prime time programming that meets the lifelong learning needs of adults.
- Use the broadcast vehicle to promote TVOntario's non-broadcast educational products available through other technologies.
- Develop and implement a successful model for creating high school curriculum content available online to students and teachers – curriculum content that is linked to selected broadcast content.
- Beginning in September 2002, pilot and evaluate three post-secondary programs in low view times targeted at the "double cohort."
- Create a teacher advisory committee with representatives from both the public and non-public sectors for curriculum and adult programs.
- Produce more curriculum-based interstitials for the children's viewing blocks to ensure their educational uniqueness.
- Show a marked increase in diversity in terms of on-air guests and subject matter in *Studio 2*, *Imprint*, and *More to Life*.
- Build more biographies into interstitials for the adult viewing blocks.
- Increase the regional coverage on *Studio 2*.
- Refocus *More to Life* and *Imprint* to reflect the new mandate in formal education, with a clear focus on Ontario.
- Adjust the broadcast schedule to meet the formal education needs of key target audiences.

## Looking Ahead 2003-04

For 2003-04 TVO is dedicated to strengthening the educational value and distinctiveness of all our programming blocks, with a special emphasis on children's and youth programming and the tvokids.com and VOX Web sites. We will increase the number of UTVO programs and continue to focus all in-house productions to offer in-depth looks at the social and cultural diversity of Ontario.

## Successes

- Maintaining the longstanding tradition of providing unparalleled educational programming, TVO continued to use the television medium to educate, enlighten, and inform. With continuing partnerships with Ontario universities and educational institutions, TVO maintained its commitment to providing programming that is Ontario-focused and promotes education, cultural diversity, and lifelong learning.
- *TVO Kids* produced convergent projects that focused on education.
- *TVO Kids* continued to seek input from parents and educators, and a tvokids.com council was established to collect feedback for the educational direction of online content.
- tvokids.com page views have climbed to over 9 million per month.
- *The Nook* produced a number of new series that were tied to the Ontario curriculum.
- *More to Life* increased its focus on education and produced four hour-long, "More to Life @ Class" prime time specials.
- *Imprint* entered its 14th season and featured a variety of panel discussions that included a debate on how Canadian literature is taught in Ontario high schools.
- *Studio 2* focused on regional coverage with full-edition specials that reflected life in Northern Ontario – "Living with Bears" in Kenora and "The End of the Road" in Pickle Lake – and also held the annual Town Contest search for the Best Main Street in Ontario (awarded to The Beaches district in Toronto).
- The documentary unit produced programs that focused on diversity and culture in Ontario. These included McLuhan Week, which featured a variety of documentaries on Canadian media guru Marshall McLuhan.
- UTVO, TVO's university-based programming created partnerships with several colleges and universities including:
  - University of Toronto – *Studio 2's* "Going Global" was required viewing for "Networks, Nations and Global Politics" – POL108Y;
  - University of Guelph – the TVO series *Death: a Personal Understanding* was required viewing for a third-year online psychology course – 3570;
  - Carleton University – *Diplomatic Immunity* was required viewing for the School of Journalism and Communications: "Journalism and International Reporting" – 421C;
  - York University – *Saturday Night at the Movies* "The Interviews" was required viewing for the first-year film studies course: "Hollywood: Old & New" – 1701; and *Imprint* for the second-year "Introduction to Creative Writing" – 2900;
  - Humber College – *Imprint* was required viewing for the Humber School for Writers post-graduate certificate program.





The Nook continued its commitment to quality, educational programming and produced a number of new series including Lotta Numbers Live to reinforce number recognition and illustrate many topics from the mathematics portion of the Ontario Kindergarten curriculum.



Canadian media guru Marshall McLuhan was the subject of McLuhan Week on TVO, a series of documentaries produced and aired by TVO's documentary unit.



TVO Kids and tvokids.com introduced *Time Trackers*, an innovative media convergence initiative exploring Canada's history. Each *Time Trackers* story consists of four episodes offering children the basic understanding of a Canadian figure and to help them discover the fascination of history. Then they can go online and create their own mini-movie.

**Programming Output**

**Canadian and foreign**

	TVO hours
In-house production	833.9
Canadian co-productions, pre-buys, and acquisitions	248.7
Foreign co-productions, pre-buys, and acquisitions	520.5
<b>Subtotal</b>	<b>1,603.1</b>
Question Period	70.8
<b>Total</b>	<b>1,673.9</b>

**Captioning**

Captioned programming broadcast	4,197.8
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Claudette Paquin  
Managing Director  
French Programming Services

# French Programming

## 2002-03 Priorities

- Support the French-language cultural and lifelong learning needs of the Franco-Ontarian community by providing high quality, engaging, and informative programs – *La télé bien pensée*.
- Develop educational programs that support educational priorities for French-language elementary and secondary schools for use in the classroom and at home.
- Reinforce the broadcast day with new media educational products focused specifically on the Ontario curriculum.
- Increase partnerships with the Franco-Ontarian independent production industry in both television and new media.
- Develop and implement a French as a second language initiative for French Immersion schools and adults interested in the French language.

## Successes

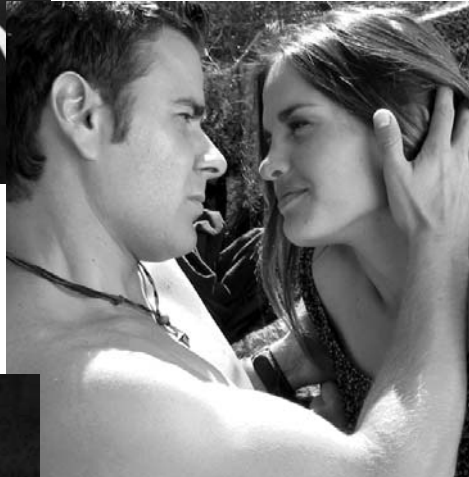
- TFO completed a major brand repositioning to represent Ontario's French citizens of various origins, and to build a bridge between francophiles and francophones.
- *MÉGA TFO*, TFO's programming for 8-12 year-olds, produced curriculum-based series used as teaching tools in classrooms across Ontario.
- *Panorama-arts* returned for a second season to promote arts and culture in Franco-Ontario.
- All in-house productions ensured a greater regional and ethnic diversity in their coverage of events or topics and their choice of on-air guests.
- TFO continued to focus on the co-production and acquisition of curriculum-linked programming for children and tweens.
- TFO offered a "language school" on air, starting with French as a Second Language, Spanish, and French grammar courses.
- TFO distributed greeting kits for parents as they register their children in kindergarten to help prepare the child for school, with a guide for parents on how to use the *Bisou* Web site with their child.
- TFO produced two books of short plays for kindergarten-level children based on the *Bisou* Web site and created teaching guides for its curriculum-linked French and arts programs for elementary level students. TFO created teaching guides for the series *Coup de théâtre* and *Histoire Max III* for secondary students.
- TFO's Nouveaux médias partnered with Ontario's French School Boards to offer *SOS Devoirs*, an online and telephone homework help service for Franco-Ontarian students.
- TFO produced *FranCœur*, the first prime time drama series set and made in Franco-Ontario.
- TFO and CFORP (Centre franco-ontarien de ressources pédagogiques) partnered to offer training to teachers and distance learning courses for secondary school students.

## Looking Ahead 2003–04

Over the course of 2003-04 TFO is committed to support the delivery of curriculum to French-language schools in Ontario through television programs, teacher resources, workshops, and the TFO Web sites.



*MÉGA TFO* produced a number of series, based on Ontario curriculum, that were used in the classroom as teaching tools for 8-12 year-olds.



*FranCœur* is TFO's prime-time drama series – the first French drama series of its kind to be produced in Ontario.



*Panorama* continued to promote arts and culture in Franco-Ontario with the second season of the *Panorama-arts* feature.

**Programming Output**

	TFO hours
<b>Canadian and foreign</b>	
In-house production	345.7
Canadian co-productions, pre-buys, and acquisitions	312.0
Foreign co-productions, pre-buys, and acquisitions	301.9
<b>Subtotal</b>	<b>959.6</b>
Question Period	30.9
<b>Total</b>	<b>990.5</b>
<b>Captioning</b>	
Captioned programming broadcast	1,701

# Community Outreach

TVOntario developed and participated in a wide variety of community events and cultural outreach programs in 2002-03.

## Appearances and Events

- With the 2002-03 Fall Season Launch Event, we reached out to key stakeholders in the education community, inviting representatives from the Ontario Parent Council, Ontario Library Association, Ontario School Libraries Association, Ontario Public Libraries Association, Student Super Council (TDSB), Ontario Principals' Council (public boards), and Catholic Principals' Council of Ontario.
- TVOntario participated in the annual Toronto "Word on the Street" literary festival, showcasing educational programs for Ontarians such as the *TD Reading Rangers*, *Imprint*, *Saturday Night at the Movies* and *MÉGA TFO*.
- We reinforced our role as an adjunct to Ontario's education system at the Festival of Ontario in honour of the Queen's Jubilee visit. Among the programs we featured were *Ask at Teacher*, *CareerMATTERS*, *tvokids.com* and *tfo.org*.
- We showcased the eight LLCF online skill programs at a launch event at Centennial College. Attendees included representatives from Ontario colleges, major corporations, associations, and unions for the skilled trades, guidance counselors, employment centres, and mainstream, community, and trade media.
- Over the 2002-03 broadcast season the *TVO Kids* "Don't Sit Still" Tour, powered by Scotiabank travelled to 24 Ontario communities, thrilling thousands of young fans with the message that healthy bodies lead to active minds.
- *TVO Kids* profiled amazing kids around Ontario who are making change in their community and awarded them *TVO Kids* Agent of Change statuses.
- With OPHEA (the Ontario Physical Health Education Association), *TVO Kids* awarded the Crawlspace Cup to Ontario schools that involve the entire school in keeping active.
- TFO sponsored a variety of educational events celebrating Franco-Ontarian culture, including French film festivals, book festivals, the Théâtre Action college theatre festival, the annual Jeux de la Francophonie, and the Festival Franco-ontarien.
- The *MÉGA TFO* hosts delighted young fans at Ottawa's annual Bal des Neiges, as well as during school visits in North Bay, Sturgeon Falls, and Ottawa.
- The hosts of TFO's *Volt* took the show on the road to several secondary schools including Macdonald Cartier (Sudbury) Franco-Cité (Sturgeon Falls), and Collège catholique Algonquin (North Bay).

## Outreach to Community Groups

- TVOntario created targeted e-campaigns to build awareness of specific educational programs, and reached out to diverse audiences including elementary and high schools (principals, math and literature department heads, guidance counselors); university faculties; the hearing impaired community and ASL educators; mental health professionals; book clubs and literacy organizations and environmental organizations; adoption agencies; and ethnic and cultural associations.
- We established a promotional partnership with Contact North to enable more people in over 40 centres across Northern Ontario to access information about the educational services available through TVOntario.
- To reach Ontario libraries, TVOntario participated in the Ontario Library Association's annual conference and held a special reception to introduce our educational products to Chief Librarians. TVOntario's Regional Councillors across Ontario then met with their local libraries to present information kits on the ILC's online educational resources.



HM, Queen Elizabeth and The Honourable Ernie Eves, Premier of Ontario, visit the TVOntario booth at the Festival of Ontario in honour of the Queen's Jubilee visit.



The *TVO Kids* (pictured here as *The Reading Rangers*) made several appearances across Ontario in 2002-03 including 24 stops on the Don't Sit Still Tour and Toronto's annual Word on the Street festival. They also profiled amazing kids around the province who made contributions to their community as part of the Agents of Change.

## Awards

Having been honoured with over 850 awards and prizes in the past 33 years, TVOntario was once again recognized for its commitment to excellence. In 2002–03 TVOntario received the following honours:

NHK Japan  
Best Web Prize  
tvokids.com

Gemini Award  
Best Editing in a Documentary Program  
*Never Coming Back*

New York Festival  
Best Short Documentary  
*Chinese Daughters*

Registered Nurses Association of Ontario (RNAO) Media Award  
Excellence in Health Care Reporting in Television  
*Your Health*, Janet Aronoff

Tema Conter Memorial Trust Media Award  
Outstanding Media Coverage of Critical Incident Stress  
Paula Todd

Francophone Alliance for Children and Television  
Award of Excellence for Programming for ages 9-12  
*Les Debrouilles* (co-production with Zone 3)

Banff Rockie Awards  
Telefilm Canada Prize for Independent Canadian Production in French  
*Hugo le dragon* (co-production with Arico Productions)

As part of TVOntario's presence, TFO participated in the Ontario Libraries Association conference and introduced librarians to our wide range of learning products.



The TVOntario "Don't Sit Still" Tour travelled throughout Ontario encouraging children to get up and get active.

## Advisory Councils

TVOntario's unique province-wide volunteer advisory network is an integral part of the corporation's community outreach. Regional Councillors provide invaluable support by helping to deliver our educational message to Ontarians in urban and rural centres throughout the 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, libraries, community associations, and friendship centres.

### Northwestern Regional Council

Sabrina DeGagne, Atikokan  
Susan Flemming, Fort Frances (until June 2002)  
Tony Gaspar, Manitowadge (from June 2002)  
Carolyn (Mollie) Isaac, Red Lake  
Chris Joubert, Terrace Bay (*Vice-Chair*)  
Richard Moore, Keewatin (from June 2002)  
Paul Morralee, Thunder Bay  
Jocelyn Paquette, Thunder Bay (*Chair*)  
Paul Pirie, Fort Frances (from June 2002)

### Northeastern Regional Council

Peter Desilets, Sudbury  
Andrew Elgee, South Porcupine (*Chair*)  
Debora Fleming, Moose Factory  
Pauline Lefreniere, Mattawa (until November 2002)  
Rick McCutcheon, Little Current  
David Shier, Sault Ste. Marie  
Edmund Metatawabin, Fort Albany (until January 2003)  
Bruce MacLeod Thomson, Bracebridge (*Vice-Chair*)

### Southwestern Regional Council

Paul Boin, Kitchener (until December 2002)  
Christopher Ellison, London (until February 2003)  
Elise Harding-Davis, Harrow (from June 2002)  
Chester Langille, Brantford (*Vice-Chair*)  
Rosemary Rognavaldson, Gorri  
David Shortt, Sarnia  
Graham Steeves, Port Elgin (*Chair*)  
Timothy Tunks, Chatham (from June 2002)

### Southcentral Regional Council

Jorge Campos, Willowdale (from June 2002)  
Heather Kenny, Bailieboro (*Chair*)  
Gerry Manno, Oakville  
Ian McLellan, Aurora (from June 2002)  
Cynthia Meyrick, Penetanguishene  
Lynn Robinson, Cayuga  
Charlene Tehkummah, Toronto (*Vice-Chair*)  
Benjamin C. Thornton, Mississauga (until January 2003)

### Eastern Regional Council

Coralie Bartley, Richmond  
Gregory Dunlop, Nepean  
Joanne John, Ottawa (from June 2002)  
George Hodgkinson, Pembroke (*Chair*)  
Gail Lynn Sproul, Plainfield (*Vice-Chair*)  
Randy Way, Ottawa (until March 2003)  
Carole Weir, Kingston

### Francophone Advisory Council

Ronald Boivin, Cochrane  
Georges Boudreau, Hanmer (until March 2003)  
Jean Boulakia, Ottawa (until February 2003)  
François Guérin, Toronto (*Vice-Chair*)  
François Gontard DeLanauze, Orléans (until February 2003)  
Jacques Labelle, Rockport (until December 2002)  
André Messier, Elliot Lake  
Johanne Sylvain, Sarnia  
Nicole Wirtz, Dundas (*Chair*)



David Shea  
*Managing Director  
 Revenue and Development*

# Revenue and Development

TVOntario's Revenue and Development is responsible for securing funds beyond those that are provided by the government. Fundraising is a critical component for the organization as TVOntario continues to develop a stable, renewable resource base that provides greater financial self-sufficiency.

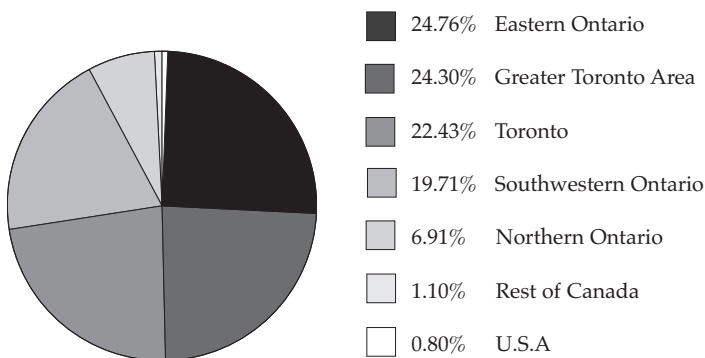
## 2002-03 Priorities

- Increase earned revenues from all sources, excluding provincial base grant, to at least 33% of total revenues by 2002-03
- Develop and implement a multi-year earned revenue strategy that improves gross earned revenues and reduces the cost of raising a \$1.00 of revenue.
- Revitalize the TVOntario Membership base.
- Develop options for marketing TVOntario products and services.
- Provide opportunities for partnerships in order to leverage limited financial resources.
- Develop a plan for revenue generation through major gift activities through the TVOntario Foundation.
- Secure \$2.5 million in donations for the TVOntario Foundation.
- Launch the Curriculum Resource Bank, a repository for TVOntario educational resources.

## Successes

- TVOntario's earned revenues from all sources, excluding provincial base grant, represented 35.2% of the total 2002-03 budget.
- In 2002-03 the Revenue & Development department generated gross revenues of \$9.8 million, while we reduced the total cost to raise a dollar from 54 cents in 2001-02 to 47 cents in 2002-03.
- Members numbered 85,682 in 2002-03, and donated \$6.511 million, continuing the trend of an increase in the average individual gift. The Membership and Annual Giving program continues to offer the greatest growth potential for TVOntario fundraising, and we are still on target to reach our benchmark of 100,000 Members by December 2004. We introduced a very successful TFO on-air campaign, which will be used as a template for future on-air events for both TFO and TVO.
- We increased Sponsorship and Corporate Project funding from \$1.155 million in 2001-02 to \$1.820 million in 2002-03, and we entered into several multi-year partnerships.
- The Sales and Licensing division introduced the new Curriculum Resource Bank, a service that will offer more than 100 hours of TVOntario's renowned educational products in a digital format to our current and new clients across North America.
- We revitalized the TVOntario Foundation and recorded revenues of \$3.280 million for the year. Of this, \$3.2 million were the proceeds of the sub-lease of excess satellite capacity. The OECA Board committed these funds to the TVOntario Foundation in order to create a Matching Gifts Fund, a key component of the upcoming TVOntario Foundation \$10 million campaign.

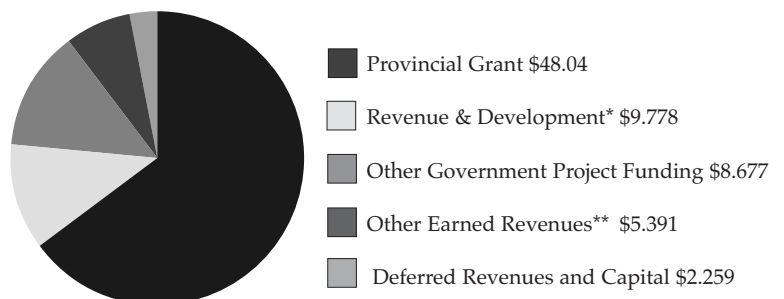
Membership across Ontario and beyond:



## Looking Ahead 2003-04

In 2003-04 TVOntario's Revenue and Development will continue to seek out increased corporate and Member support in an effort to become more self-sufficient financially. By consistently meeting our fundraising targets, TVOntario will ensure that it will be able to deliver the very best in educational programming and products to the people of Ontario.

Revenues (millions):



\*Fundraising, program sales, sponsorships and corporate project funding  
 \*\*Rental and maintenance contracts, student enrolment fees, cable revenues

## TVOntario Corporate Sponsors 2002-03

Over the past year, TVOntario has received great support from the corporate and community sectors across Ontario. We would like to thank those companies and organizations that have helped to enrich the lives of Ontarians of all ages through their commitment to lifelong learning at TVOntario.

### Lead Sponsors

TVOntario recognizes the following corporations for their outstanding leadership and commitment to our mandate of providing quality educational programming, both on air and online:

### Career Sponsor

BMO Financial Group is the proud sponsor of TVOntario's acclaimed *CareerMATTERS* Web site.

### Online Education Sponsor

RBC Financial Group is the proud sponsor of *Ask a Teacher*.

### Healthy Minds - Healthy Bodies Sponsor

Scotiabank is the proud sponsor of the province-wide *TVO Kids Don't Sit Still* tour.

### Children's Literacy Sponsor

The TD Bank Financial Group is the proud sponsor of *TVO Kids Reading Rangers*.

### Nutrition Sponsor

The Dairy Farmers of Ontario are the proud sponsors of *TVO Kids The Bod Squad*.

### Early Learning Sponsor

Invest in Kids is the proud sponsor of TVOntario's *Parent Matters*.

### Social Responsibility Sponsor

The LCBO is the proud sponsor of a strong message to the people of Ontario, designed to reduce the incidence – and toll – of drinking and driving.

### Energy and Environment Sponsor

Ontario Power Generation is the proud sponsor of TVOntario's Energy and Environment educational shorts.

### Presenting Sponsors

TVOntario would like to thank the following companies and organizations for their support in helping TVOntario present quality educational programming to the people of Ontario:

Bell Canada  
Canadian Opera Company  
Four Seasons Hotels  
George Weston Limited  
Hydro One  
The Kiwanis Club of Casa Loma  
Lexus Canada  
Maxell Canada  
Miele Limited  
Newfoundland & Labrador Tourism  
Ontario Savings Bonds  
Ontario Tourism Marketing Partnership  
The Responsive Marketing Group  
University of Toronto Munk Centre for International Studies

### Community Sponsors

TVOntario would like to thank the following companies and organizations for their generous support over the past year through donations of in-kind goods or services towards TVOntario's Membership fundraising activities:

Casa Loma  
Cedar Springs  
Cott  
Great Canadian Bagel  
Kolter Property Company  
Mysteriously Yours Dinner Theatre  
National Ballet of Canada  
Pizza Pizza  
Starbucks Coffee

Mr. & Mrs. Rodger Bishop  
Elizabeth Blackstock  
Myrtle Blair  
Stephen Boddy  
Ruth Bolt  
Edward J. Bond  
Edward & Joan Boswell  
Rita Bourne  
Anthony Branch  
Albert R. Brandt Jr.  
Robert & Gail Brent  
Reg Bronskill & Helen Findlay  
F. J. Brooks-Hill  
Annie Broughton  
Elizabeth Brown  
Morley Brown  
D'Arcy Brownrigg  
Iris Buckland  
Shirley Buckley  
Frank C. Buckley  
Marilyn Budd  
Jane Bugdale  
C.R. Burtchall  
Warren Butler  
John Button  
Tom Calwell  
Peter Cameron  
Barbara Camm  
Mark Cannon  
John B. Capindale  
Wendy Carruthers  
Elizabeth Carson  
Gordon G. Caudwell  
Ivan Cavric  
Dorothy Chambers  
Mr. & Mrs. Valerie Christie  
Alice Chrysler  
Christine M. Clement  
John Coburn  
Margaret E. Cockshutt  
Ellen T. Cole  
Cynthia Cooch  
Cody Cooper  
David Cope  
Maurice G. & Enid E. Corbett  
Chris and Susan Corbin  
Patricia Cordingley  
J. L. Cornick  
John Corp  
Roy Cottier  
Bernard Coughlan

## Stars TVOntario

STARS is a special program for those who want to play a significant role in furthering the excellence of educational learning products. Members who donate \$500 or more join our circle of major donors. In recognition of this generosity, we offer a first-hand behind-the-scenes look at TVOntario. As of March 31, 2003:

Bernd Aders  
Isobel M. Adey  
Eris Albright  
Clive & Barbara Allen  
Laurel Allum  
P.M. Anderson  
Anne-Marie H. Applin  
Helen A. Argiro  
Alexandra & James Arnett  
Edward Atienza  
Robert and Angela Baker  
Annette Balgord  
Babs Bady (in memorial)  
William E. Barnett  
Francine & Robert Barrett  
Isabel Bassett  
Marion Bassett  
Diana Bavington  
Noel & Estelle Baxter  
Ronald Bayne  
Beryl Bayne  
Suzanne Bedard  
John Belyea  
Christie Bentham  
Louisette Bevans  
Ron Bidulka  
Peter Bird  
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Elizabeth Blackstock  
Myrtle Blair  
Stephen Boddy  
Ruth Bolt  
Edward J. Bond  
Edward & Joan Boswell  
Rita Bourne  
Anthony Branch  
Albert R. Brandt Jr.  
Robert & Gail Brent  
Reg Bronskill & Helen Findlay  
F. J. Brooks-Hill  
Annie Broughton  
Elizabeth Brown  
Morley Brown  
D'Arcy Brownrigg  
Iris Buckland  
Shirley Buckley  
Frank C. Buckley  
Marilyn Budd  
Jane Bugdale  
C.R. Burtchall  
Warren Butler  
John Button  
Tom Calwell  
Peter Cameron  
Barbara Camm  
Mark Cannon  
John B. Capindale  
Wendy Carruthers  
Elizabeth Carson  
Gordon G. Caudwell  
Ivan Cavric  
Dorothy Chambers  
Mr. & Mrs. Valerie Christie  
Alice Chrysler  
Christine M. Clement  
John Coburn  
Margaret E. Cockshutt  
Ellen T. Cole  
Cynthia Cooch  
Cody Cooper  
David Cope  
Maurice G. & Enid E. Corbett  
Chris and Susan Corbin  
Patricia Cordingley  
J. L. Cornick  
John Corp  
Roy Cottier  
Bernard Coughlan

Diane Cox  
Geoff Cross  
Michael Cummings  
Nick Cybuchowski  
John Darrock  
Sheila Davis  
Warren Day  
Marc Delisle  
Mary L. Denson  
Tom Dibblee  
Lucila Dickson  
Blair Dimock  
Catherine Donnelly  
Mathew Downey  
Geoffrey Downie  
Michael Drainie  
Sydney M. Duder  
William H. Durrant  
Linda Eccleshall  
Diane Edginton  
Arnold Edinborough  
Thora B. Edwards  
Pamela J. Edwards  
Robert H. Elder  
Lyyli Elliott  
Charles Elson  
Ernie Eves  
Evelyn Felstead  
Mary Fickel  
Karen Finnemore  
Sue B. Finnigan  
Diana S. Fleming  
Dean Flemming  
Richard Fraser  
Pamela Frid  
Douglas Frosst  
Peter Froud  
Ross E. Fullerton  
Bridget Gallagher  
John & Roberta Garcia  
Currie Gardner  
Lawrence Geller  
Gilbert Gerhard  
Rob Giberson  
John Gibson  
Sylvia Gibson  
Lillian B. Gilbert  
Jane L. Glassco  
Sandra Glaze & Taylor Train  
Doug Goldring  
Edwin Goodman  
Lorraine Gordon  
Karen Gordon & Howard Goodman  
Gail Gorham  
Neil Gover  
Carol Graham  
Suzanne Graham  
Doug Grant  
Vince Gray  
Susan L. Gray  
Mr. & Mrs. Philip Greaser  
Dave Greenwood  
Bonnie M Greer  
Ruth Guest  
Robert Gullins  
Gary Gunning  
Elizabeth Hamilton  
Darryl H. Hansen  
Anne Hansman  
Olive Hant  
Claire & James Harford  
Susan S. Harkins  
James M. Harper  
Floyd & Karla Harriott  
Herb Hartwig  
Mr. & Mrs. Herbert and Mary Harvey  
Brenda Haugen  
R. M. Hayes  
Robin & Diane Hayman  
Lydia Hayne-Jenkins  
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Teresa Hilborn  
Joan M. Hoad  
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Marian Hofmann  
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Barbara Holt  
Bill & Ruth Hopper  
Rebecca Horwood  
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Mr. & Mrs. C. Hughes  
William S. Hunter  
Mitzie J. Hunter

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 Barbara Jackel  
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 Donna Johnston  
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 Derek Jubb  
 Margaret Kalin  
 Nellie Kamstra  
 Marion Kane  
 Selia Karsten  
 T. Kavanagh  
 Donald Kaye  
 Blair Keefe  
 Dr. Patricia Keeling  
 Susan Keen  
 Jill Kehoe  
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 Claire Kennedy  
 Melissa Kennedy  
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 H. C. and Anne Lockwood  
 D. G. Macdonald  
 Patricia MacDonald  
 John A. & Linda Macdonald  
 Margaret Machell  
 Patricia MacLean  
 Ian MacLeod  
 Clarice Madigan  
 Bernard J. Mahler  
 Patricia E. Malcolmson  
 Kirk D. Maltby  
 Oliver Mariano  
 Carol Markham  
 Stephen Marsh  
 Joseph E. Martin  
 Robert & Lori Martin  
 Albert & Phyllis Maskell  
 Mary & Michael Mason  
 James E. Matthews  
 Paul Mayall  
 N Isabel and William McCormack  
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 Maris McDonald  
 John R. McDonald  
 Jil McIntosh  
 Alexander McIntyre  
 Jay McKie  
 Kenneth McKinlay  
 Joyce McMurray  
 John & Nancy McNeil  
 Donna McPhail  
 J. T. McVeigh  
 John Meisel  
 Douglas Melega  
 Phyllis Mendes  
 Winston Meyer  
 M. Nadia Miller  
 Frank Miller  
 Louise Milligan  
 Fred Milner

Doug & Gwen Milton  
 Kathryn and Cameron Minor  
 Geoffrey & Sandra Moon  
 Margaret Morison  
 Donald Morrison  
 Lloyd Morrison  
 Robert & Julia Morton  
 Blair Morton  
 Katharine Mosher  
 William Motz  
 Steve Munro  
 Alex & Laura Murray  
 Clara Muskat  
 Margery Myers  
 R. F. Near  
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 W. Danial Newton  
 Tony Nield  
 Carol Nixon  
 Lois Nobbs  
 Janet V. Noel  
 Margaret A. Noone  
 John S. Nordstrom  
 Jane Olvet  
 Elsie Ovenell  
 Steve Paikin  
 Kevin Paradis  
 Gerald Parowinchak  
 Philemon Parquette  
 Colleen Parrish  
 M. Eileen Parrish  
 Millie Patterson  
 Margaret A. Pattison  
 Ellen M. Pearson  
 John Pearson  
 Eric Penwill  
 Richard Perrin  
 Thomas V. Phillips  
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 W. Plachta  
 Barbara Pollard  
 W.R. Poole  
 Murray & Ezma Porte  
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 Richard Preece  
 Dr. M. Preston & Dr. H. Howard-Lock  
 Hugh L. Prichard  
 Anil Purandaré  
 Joe Puszynski  
 Rita Pylypczuk  
 John & Ene Querney  
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 Donald Reid  
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 Elaine Reid  
 Gordon C. Rennie  
 Paul Reynolds  
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 George Richards  
 Barbara Richardson  
 Adelaide Richter  
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 Trevor Roberts  
 Duncan & Barbara Robertson  
 Margery Robertson  
 Lee L. Robock  
 Brenda Robson  
 Ian Rogers  
 Lillian Roth & Mary E. Roth  
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 Jeanne Sabourin  
 Pamela Samuels  
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 Ravi Seethapathy  
 David Sgayias  
 Ms. R. Patrick & Bernice Shaw  
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 Vanessa Sheppard  
 Risa Shuman  
 Jim E. Simpson  
 Patricia E. Smith  
 Stephen Smith  
 Glenn Smith  
 Monty J. Smith  
 Tolson Smith  
 James Smyth  
 David Sniderman  
 Ann Southam  
 Dr. Elaine Spencer

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 Gordon & Valerie Stap  
 Edward Stewart  
 Douglas C. Stewart  
 June Stilborn  
 David Stockwood  
 Richard Storr  
 Diana N. Stott  
 Doris Strathopolous  
 Norman Struthers  
 John & Barbara Sutherland  
 James & Ethel Swail  
 Mr. & Mrs. Graham Swan  
 Cheryl Swanson  
 Catherine Sylvester  
 John S. Tener  
 V. Teska  
 Valerie A. Thomson  
 Mr. & Mrs. Kirk Thornton  
 Meredith Todd  
 R. Toivonen  
 Jonathan Toll  
 Alexander C. Topalov  
 D. Kenneth Tucker  
 Barbara Turner  
 Duncan & Linda Twaelee  
 John & Patricia Tyson  
 Ruthanne Urquhart  
 Christina Vadeboncoeur  
 John Valteau & Jean Smith  
 Michael A Van Leeuwen  
 Bruce Vance  
 John E. Vanneste  
 Richard Vernon  
 Peter & Jane Vickery  
 Raymond Vokey  
 Elizabeth D. Wangenheim  
 Robert Washington  
 Edith Wasson  
 Owen B. Watts  
 Ronald and Donna Watts  
 James Waugh  
 Linda Waywell  
 Peter Webb  
 Richard Webb  
 Amelia Wehlau  
 Jillian Welch & Paul Fraser  
 Fitzroy Welstead  
 Martin Westmacott  
 Cheryl Wheeler  
 J. Whitmore  
 Carol Williams  
 Larry & Maggie Williamson  
 Samuel Wilmott  
 Robert Wilson  
 George Witte  
 Fay Wood  
 T. Robert Woods  
 Joan Workman  
 David & Elizabeth Wray  
 Leslie Wright  
 Stephen York  
 Ernest R. Zimmermann

Bickette Limited  
 Budd Sugarman Foundation  
 Clarica  
 Communications, Energy and  
 Paperworkers Union of Canada  
 Communications, Energy and  
 Paperworkers Union of Canada,  
 Local 72M

Dynamic Fund Foundation  
 Flower City Kiwanis Club, Brampton

Jackman Foundation  
 Justin & Elisabeth Lang Foundation  
 Kiwanis Club of Mississauga South  
 Kiwanis Club-Division 7  
 Kiwanis Club of Casa Loma  
 Kiwanis Club of Toronto  
 Mulvey & Banani Int'l Inc.

OPG Employees' & Pensioners'  
 Charity Trust  
 Pearson Canada  
 Pratt & Whitney Canada Inc.

Rotary Club of Port Elgin  
 Royal Bank Financial Group Employees'  
 Charity Trust

The George Lunan Foundation  
 The Norman & Margaret Jewison  
 Charitable Foundation  
 The Responsive Marketing Group Inc.  
 The School Sisters of Notre Dame  
 The Silver Tree Foundation  
 United Way Centraide  
 United Way Of Greater Toronto  
 W. C. Kitchen Family Foundation





Lee Robock  
General Manager and  
Chief Operating Officer

## General Operations

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This year TVOntario's General Operations groups continued to improve upon our technology infrastructure and move to a more rigorous product development process that requires risk-taking. In 2002-03 we were committed to developing a long-term strategy to address the needs of the organization.

### 2002-03 Priorities

- Continue to improve business practice and streamline the costs of operating the organization to maximize investment in programming.
- Position the workforce to meet the challenges brought by new technologies and changes in the workplace through training, succession planning, and skills development.
- Develop a capital plan that prepares the organization for technical convergence within the next five years.
- Show a measurable improvement in extending brand awareness and usage of products and services to new education markets.
- Establish the E-learning Centre\* as a brand and ensure overall brand consistency.
- Introduce a more rigorous product development process that encourages risk-taking.
- Introduce an innovation fund for creative new projects in the annual budget process.

*\*Renamed the Independent Learning Centre in October 2002*

### Successes

- We conducted a review of TVOntario's IT technologies, with a particular focus on security and reliability. By the end of the year, the server room was reconfigured, a more robust firewall was installed, and we introduced new policies and protocols to protect our systems and our users and improve the service and reliability to our viewers.
- We completed Phase 2 and 3 of the Capital Upgrade project and the organization went from two independent analog master control rooms to a single automated digital master control for both the TVO and TFO networks.
- We reorganized our library and removed over 10 tonnes of obsolete video tape to free up space.
- We developed an IT strategy to renew and upgrade systems applications throughout the organization over the next five years.
- We developed a new three-year business plan that reinforces and advances our mandate as an adjunct to the formal education and training systems in Ontario.
- We began the process to create an educational branding strategy to better position TVOntario as the provider of unique, relevant, and necessary educational services.

### Looking Ahead 2003-04

Next year we will move towards a "Learning Organization" that encourages innovation, explores the use of technology to enhance our learning products, and engages all of our staff in pursuit of our mandate. In 2003-04 we will also put in place a marketing and communications strategy to strengthen awareness of our educational products and to cross-promote online learning resources, including ILC courses.

## OECA Board of Directors

April 1, 2002 to March 31, 2003

**Isabel Bassett**  
Chair and CEO, Toronto (until December 2005)  
(ex-officio member of all Board Committees)

**Blake Wallace QC**  
Vice-Chair, Toronto (until June 2003)  
Vice-President and General Counsel,  
Murray and Company  
1, 2

**Anne-Marie H. Applin**,  
Toronto (until June 2004)  
President, Applin Marketing  
and Communications  
1, 2, 3-C, 5, 6

**Vala Monestime Belter**  
Mattawa (until June 2005)  
Director of Nursing/Asst. Administrator,  
Algonquin Nursing Home  
3, 4

**John Belyea**  
Toronto (until June 2003)  
Vice-President, Creighton & Co.  
Insurance Brokers Ltd.  
3, 4-C, 5

**\*Gisèle Chrétien**  
Sudbury (from September 2002 until June 2005)  
Présidente, Collège Boréal  
1, 4-VC, 6

**Michel Gingras**  
Alfred (until June 2004)  
Directeur général, Caisse Populaire  
d'Alfred Limitée  
1-C, 2-C, 5

**Mitzie J. Hunter**  
Toronto (until June 2004)  
Vice-President, Marketing, Goodwill  
3, 4, 6-C

**\*\*Melissa J. Kennedy**  
Toronto (until June 2002)  
Manager of Litigation, Enforcement Branch,  
Ontario Securities Commission  
5-C

**\*\*Lise Marin**  
Timmins (until June 2002)  
Retiree of Air Canada  
3, 4

**Joseph E. Martin**  
Toronto (until June 2003)  
Executive in Residence and Adjunct Professor,  
Rotman School of Management,  
University of Toronto  
2, 4, 5

**\*\*John David Querney**  
Sudbury (until June 2002)  
Principal, Muirhead Stationers Inc.  
3-C, 5

**Ravi Seethapathy**  
Toronto (until June 2004)  
Audit Associate Manager, Hydro One  
Networks Inc.  
1, 2, 5-C, 6

**\*Nancy Smith**  
Toronto (from March 2003 until June 2005)  
Chief Executive Officer, The NextMedia  
Company Limited  
4

**John E. A. Tyson**  
Clifford (until June 2003)  
Medical Director, C.A.R.E. Health Resources  
1-VC, 2-VC, 3

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

*Total honorarium paid to board members  
(exclusive of the Chair) during the 2002–2003  
fiscal year was \$37,400. This amount corre-  
sponds to recommended levels of remuneration  
set by the Lieutenant Governor in Council.  
Board members contributed \$10,738 in dona-  
tions to the TVOntario Membership campaign.*

### Legend:

\*New Appointments in 2002–2003  
\*\*Departures in 2002–2003

Board Committees served on:

1 - Finance  
2 - Audit  
3 - Revenue & Development  
4 - Programming  
5 - Strategic Planning & Priorities  
6 - Ad Hoc Communications  
C - Committee Chair  
VC - Committee Vice-Chair

## TVOntario Planning and Priorities Group

April 1, 2002 to March 31, 2003

**Isabel Bassett**  
Chair and Chief Executive Officer

**Robert A. Baker**  
Managing Director, Revenue and Development  
(to July 19, 2002)

**Blair Dimock**  
Director, Strategic Planning

**Beth Haddon**  
Managing Director,  
English Programming Services

**Sarah Irwin**  
Managing Director, Independent  
Learning Centre\*

**Claudette Paquin**  
Managing Director,  
French Programming Services

**Lee Robock**  
General Manager and Chief Operating Officer

**David Shea**  
Acting Managing Director, Revenue and  
Development (from July 24 to September 2, 2002)  
Managing Director, Revenue and Development  
(from September 3, 2002)

*\*E-Learning was changed to Independent  
Learning Centre, effective October 2002*

## 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 2002.

**Clara Arnold**  
Director, Human Resources  
Salary paid \$110,400  
Taxable benefits \$1,105

**Isabel Bassett**  
Chair and Chief Executive Officer  
Salary paid \$115,000  
Taxable benefits \$13,298

**Russell Blackburn**  
(Professional name: Pierre Granger)  
Host/Producer  
Salary paid \$125,581  
Taxable benefits \$850

**Rudy Buttignol**  
Creative Head, Documentaries,  
Drama and Network  
Salary paid \$111,063  
Taxable benefits \$1,161

**Ellen T. Cole**  
Director, Communications  
Salary paid \$101,641  
Taxable benefits \$1,063

**Pat Ellingson**  
Creative Head, Children's  
and Daytime Programming  
Salary paid \$113,821  
Taxable benefits \$1,193

**Doug Grant**  
Creative Head, Current Affairs  
Salary paid \$119,200  
Taxable benefits \$1,249

**Beth Haddon**  
Managing Director, English  
Programming Services  
Salary paid \$126,822  
Taxable benefits \$1,330

**Steve Paikin**  
Host/Producer  
Salary paid \$170,821  
Taxable benefits \$2,406

**Claudette Paquin**  
Managing Director,  
French Programming Services  
Salary paid \$116,316  
Taxable benefits \$1,217

**Lee Robock**  
General Manager and  
Chief Operating Officer  
Salary paid \$134,000  
Taxable benefits \$3,347

**Pamela Taylor**  
Director, Legal Services  
Salary paid \$106,981  
Taxable benefits \$1,105

**Paula Todd**  
Host/Producer  
Salary paid \$160,870  
Taxable benefits \$1,951

*Prepared under the Public Salary Disclosure  
Act, 1996 Date: March 12, 2003*

## Executive Management Committee

April 1, 2002 to March 31, 2003

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

**Shelley Kapitan**  
Director, Information Technology  
(from October 28, 2002)

**Wally Longul**  
Director, Business Affairs

**Ray Newell**  
Director, Operations and Technology

## TVOntario Foundation Board of Directors

**Eric Jackman** – Chair  
Toronto  
President, Invicta

**Anne-Marie H. Applin**  
Toronto  
President, Applin Marketing  
and Communications

**Isabel Bassett**  
Toronto  
Chair & CEO, TVOntario

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

**Barry Campbell**  
Toronto  
Chairman, APCO Worldwide

**Navin Chandaria**  
Toronto  
President & CEO, Conros Corporation

**André Galipeault**  
Toronto  
President, The Galipeault Group

**Erin Rankin-Nash**  
London

**John Querney** – President  
Sudbury  
Principal, Muirhead Stationers Inc.

**Gerry Schwartz**  
Toronto  
President & CEO, Onex Corporation

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

## TVOntario Foundation Honorary Board of Directors

**Honourable William G. 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, 2003 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, 2003 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 30, 2003

## Management's Responsibility for Financial Statements

The accompanying financial statements have been prepared by management in accordance with the Canadian generally accepted accounting principles. 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.

The 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, 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.

Isabel Bassett  
Chair and Chief Executive Officer

June 10, 2003

# The Ontario Educational Communications Authority

Financial Statements for the year ended March 31, 2003

## Statement of Financial Position

as at March 31, 2003

	2003 (\$000s)	2002 (\$000s)
<b>Assets</b>		
<b>Current Assets</b>		
Cash and short-term investments (note 3)	11,525	15,155
Accounts receivable (note 4)	3,349	2,642
Inventories	451	577
Prepaid expenses	521	678
	<b>15,846</b>	<b>19,052</b>
Deferred pension charges (note 5)	4,579	4,342
Investments held for Capital Renewal (note 6)	3,811	8,034
Net Capital Assets (note 7)	20,955	16,484
<b>Total Assets</b>	<b>45,191</b>	<b>47,912</b>
<b>Liabilities and Equity</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	9,948	9,106
Deferred revenue (note 8)	3,223	3,032
Lease obligations (note 9)	64	106
	<b>13,235</b>	<b>12,244</b>
<b>Non Current Liabilities</b>		
Lease obligations (note 9)	38	93
Employee future benefits (note 5)	1,770	1,133
Deferred capital contributions (note 10)	19,341	20,279
	<b>21,149</b>	<b>21,505</b>
<b>Equity</b>		
Invested in capital assets	5,324	4,040
Restricted - Deferred pension charges (note 5)	4,579	4,342
Unrestricted	904	5,781
	<b>10,807</b>	<b>14,163</b>
<b>Total Liabilities and Equity</b>	<b>45,191</b>	<b>47,912</b>

Commitments and Contingent Liabilities (notes 14 and 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, 2003

	2003 (\$000s)	2002 (\$000s)
<b>Revenues</b>		
Government grants and funding (note 11)	56,717	52,092
Earned revenue (note 12)	15,169	14,028
Amortization of deferred capital contributions (note 10)	1,775	2,114
Deferral of pension charges (note 5)	237	733
Capital revenue and renewal fund, net	247	235
	<b>74,145</b>	<b>69,202</b>
<b>Expenses</b>		
Program services (note 13)	60,338	52,968
Cost of earned revenue (note 12)	5,271	6,258
Administrative services	5,719	4,958
Amortization of capital assets	2,973	3,379
	<b>74,301</b>	<b>67,563</b>
Excess/(Deficiency) of revenues over expenses	(156)	1,639
Equity, beginning of year	14,163	12,524
Gift to TVOntario Foundation	(3,200)	0
<b>Equity, end of year</b>	<b>10,807</b>	<b>14,163</b>

See accompanying notes to financial statements.

## Statement of Changes in Equity

for the year ended March 31, 2003

	Invested in Capital Assets	Restricted Deferred Pension Charges	Unrestricted	2003 (\$000s) Total	2002 (\$000s) Total
Balance, beginning of year	4,040	4,342	5,781	14,163	12,524
Excess/(Deficiency) of revenues over expenses	(1,198)	237	805	(156)	1,639
Gift to TVOntario Foundation	0	0	(3,200)	(3,200)	0
Investment in Capital assets	2,482	0	(2,482)	0	0
<b>Balance, end of year</b>	<b>5,324</b>	<b>4,579</b>	<b>904</b>	<b>10,807</b>	<b>14,163</b>

See accompanying notes to financial statements.

## Statement of Cash Flows

for the year ended March 31, 2003

	2003	2002
	(\$000s)	(\$000s)
<b>Operating Activities</b>		
Excess/(Deficiency) of revenues over expenses	(156)	1,639
<b>Add/(deduct) non-cash items:</b>		
Amortization of capital assets	2,973	3,379
Amortization of deferred capital contributions	(1,775)	(2,114)
Deferral of pension charges	(237)	(733)
Employee future benefits	637	590
(Gain)/Loss on disposal of capital assets	(27)	28
<b>Net change in non-cash working capital:</b>		
Accounts receivable	(707)	1,697
Inventories	126	(26)
Prepaid expenses	157	(101)
Deferred revenue	191	1,252
Accounts payable and accrued liabilities	842	1,206
<b>Cash provided by operating activities</b>	<b>2,024</b>	<b>6,817</b>
<b>Investing and Financing Activities</b>		
Capital asset additions	(7,472)	(3,338)
Current year's deferred capital contributions	5,060	2,380
Proceeds from disposal of capital assets	55	41
Lease obligations	(97)	(83)
Gift to TVOntario Foundation	(3,200)	0
<b>Cash used in investing and financing activities</b>	<b>(5,654)</b>	<b>(1,000)</b>
<b>Net increase/(decrease) in cash position during the year</b>	<b>(3,630)</b>	<b>5,817</b>
<b>Cash and short-term investments, beginning of year</b>	<b>15,155</b>	<b>9,338</b>
<b>Cash and short-term investments, end of year</b>	<b>11,525</b>	<b>15,155</b>

See accompanying notes to financial statements.

## Notes to Financial Statements

March 31, 2003

### 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
Transmitters	17 years
Transmitter Monitoring Equipment	7 years
In House Technical Equipment	7 years
Leasehold Improvements	5 years
Computer Equipment	5 years
Office Furniture & Fixtures	15 years
Office Equipment	10 years
Vehicles	5 years

### (d) Revenue recognition

- Revenue from the licensing of program material is recognized when the rights to the program material are sold.
- Membership contributions are recorded on a cash basis.
- Grants and revenues received in the year for special purposes are deferred until the related expenses have been incurred.
- Revenue from contributions restricted for the purchase of capital assets is deferred and amortized over the same period as the related capital asset.
- Student fees for courses and General Education Development testing are recognized as revenues at the time of registration.

### (e) 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 \$11,525,000 (2002 - \$15,155,000) include \$8,311,000 (2002 - \$11,560,000) of investments maturing within 60 days, yielding 2.7% (2002 - 3.3%) on average during the year, with a market value that approximates carrying value.

#### 4. Accounts Receivable

	2003 (\$000s)	2002 (\$000s)
Project funding	1,937	1,396
Trade	830	881
Other	582	365
	<b>3,349</b>	<b>2,642</b>

#### 6. Investments Held for Capital Renewal

Since 1984, a portion of the funding received each year has been set aside to ensure that the Authority's technical capital assets keep pace with technological changes and can be maintained or replaced when needed. Available funds are invested in short-term deposits. The changes in the fund were as follows:

	2003 (\$000s)	2002 (\$000s)
Balance, beginning of year	8,034	9,380
Allocation of grants from the Ministry of Training, Colleges and Universities (note 11)	961	961
Interest earned	122	308
Drawing for capital acquisitions	(5,306)	(2,615)
<b>Balance, end of year</b>	<b>3,811</b>	<b>8,034</b>

#### 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 \$4,579,000 (2002-\$4,342,000). The Authority's deferral of pension charges for the year was \$237,000 (2002-\$733,000). No employer contributions were made to the plan during the year, and pension benefits paid were \$2,282,000 (2002-\$2,237,000).

The Authority made no contributions to the defined contribution pension plan during the year (2002-\$9,000).

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 \$1,770,000 (2002-\$1,133,000). The post retirement benefits paid by the Authority during the year were \$87,000 (2002-\$75,000). The Authority's post retirement benefits expense for the year was \$724,000 (2002-\$665,000).

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2003 (\$000s)	2002 (\$000s)	2003 (\$000s)	2002 (\$000s)
Market value of plan assets	68,455	71,617	0	0
Accrued benefit obligation	67,842	62,617	5,349	4,632
<b>Plan surplus/(deficit)</b>	<b>613</b>	<b>9,000</b>	<b>(5,349)</b>	<b>(4,632)</b>

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

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2003	2002	2003	2002
Discount rate	6.50%	6.55%	6.50%	6.55%
Expected investment return on plan assets	8.00%	8.00%	0	0
Rate of compensation increase	4.50%	4.50%	N/A	N/A
Health cost increase	N/A	N/A	8.50%	7.50%
Dental cost increase	N/A	N/A	4.50%	4.00%

Effective January 1, 2003, the pension plan covering most employees was amended to allow an unreduced pension benefit when the sum of the member's age and credited service equals 80 years or more rather than 85 years or more. The minimum age requirement remains at 55 years. Eligible members of the plan may also take advantage of an early retirement window that offers unreduced pension and bridge benefits if they retire between January 1, 2003 and January 1, 2004. The costs of this early retirement window option have not been factored into the fiscal year's actuarial results pending confirmation of participation levels.

#### 7. Net Capital Assets

Capital assets consist of the following:

	Cost	Accumulated Amortization	2003	2002
			Net Book Value (\$000s)	Net Book Value (\$000s)
Land	236	0	236	236
Buildings	4,735	2,884	1,851	1,991
Transmitters	26,932	22,023	4,909	5,735
Transmitter monitoring equipment	1,090	820	270	122
In house technical equipment	23,307	17,919	5,388	2,514
Leasehold improvements	5,336	3,139	2,197	878
Computer equipment	5,286	3,113	2,173	2,015
Office furniture and fixtures	2,338	1,651	687	446
Office equipment	1,150	905	245	247
Vehicles	534	352	182	259
Construction in progress	2,817	0	2,817	2,041
	<b>73,761</b>	<b>52,806</b>	<b>20,955</b>	<b>16,484</b>

#### 8. Deferred Revenue

	2003 (\$000s)	2002 (\$000s)
Provincial government programming project funding (note 11)	3,098	2,963
Corporate project funding and other revenue	125	69
	<b>3,223</b>	<b>3,032</b>

Expenditures related to the above deferrals have been budgeted for the 2004 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:

	2003 (\$000s)	2002 (\$000s)
Lease obligations, beginning of year	199	282
Less: Payments made on existing capital leases	(97)	(74)
Retirement of capital leases	0	(9)
<b>Lease obligations, end of year</b>	<b>102</b>	<b>199</b>
Current lease obligations	64	106
Non-current lease obligations	38	93
	<b>102</b>	<b>199</b>

## 10. Deferred Capital Contributions

Deferred capital contributions represent contributions received for the purchase of capital assets and are recorded as revenue in the Statement of Operations and Equity where the related capital assets are amortized.

The changes in the deferred contributions balance are as follows:

	2003 (\$000s)	2002 (\$000s)
Deferred capital contributions, beginning of year	20,279	21,359
Add: Allocation of grants from the Ministry of Training, Colleges and Universities	961	961
Interest earned	122	308
Current year's Deferred capital contributions	5,060	2,380
Less: Drawing for capital acquisitions	(5,306)	(2,615)
Amortization of capital contributions	(1,775)	(2,114)
<b>Deferred capital contributions, end of year</b>	<b>19,341</b>	<b>20,279</b>

## 11. Government Grants and Funding

### Provincial

	2003 (\$000s)	2002 (\$000s)
Ministry of Training, Colleges and Universities – Base grant	48,040	48,040
Less: Amount allocated for capital renewal (note 6)	(961)	(961)
	47,079	47,079
<b>Programming project grants and funding:</b>		
<i>Ministry of Education</i>		
– Independent Learning Centre grant	6,421	0
– Independent Learning Centre transition funds	500	0
<i>Ministry of Training, Colleges and Universities</i>		
– Life Long Learning Challenge Fund	0	3,250
Others	494	707
Funding deferred from prior year	2,963	1,740
Funding deferred to future year (note 8)	(3,098)	(2,963)
	<b>7,280</b>	<b>2,734</b>
<b>Total Provincial</b>	<b>54,359</b>	<b>49,813</b>

### Federal

<b>Programming project grants and funding:</b>		
Heritage Canada	2,305	2,150
Others	53	129
<b>Total Federal</b>	<b>2,358</b>	<b>2,279</b>
<b>Total government grants and funding</b>	<b>56,717</b>	<b>52,092</b>

## 12. Earned revenue and cost of earned revenue

	2003 (\$000s)		2002 (\$000s)
	Revenue	Cost*	Net Revenue
Sales and licensing	1,947	1,775	172
Membership & annual giving	6,511	2,958	3,553
Sponsorships & corporate project funding**	1,820	352	1,468
Cable revenue	1,763	39	1,724
ILC student fees	1,681	0	1,681
Others	1,447	147	1,300
	<b>15,169</b>	<b>5,271</b>	<b>9,898</b>

	Revenue	Cost*	Net Revenue
Sales and licensing	3,123	2,553	570
Membership & annual giving	6,488	3,135	3,353
Sponsorships & corporate project funding**	1,155	432	723
Cable revenue	1,476	26	1,450
ILC student fees	0	0	0
Others	1,786	112	1,674
	<b>14,028</b>	<b>6,258</b>	<b>7,770</b>

\*Cost includes dedicated costs and allocated overhead costs, except for the ILC student fees (see note 16).

	2003 (\$000s)	2002 (\$000s)
** Sponsorships and corporate project funding:		
Revenue received in the year	1,855	1,188
Revenue deferred from prior year	36	3
Revenue deferred to future year	(71)	(36)
	<b>1,820</b>	<b>1,155</b>

## 13. Program Services

	2003 (\$000s)	2002 (\$000s)
Broadcast services	43,739	39,876
Non-broadcast learning services	9,078	4,752
Technical support	4,183	5,117
Communications and branding	2,492	2,388
Audience measurement and research	846	835
	<b>60,338</b>	<b>52,968</b>

## 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)
2004	1,978
2005	1,926
2006	1,435
2007	945
2008	399
	<b>6,683</b>
2009 and beyond	7
<b>Total future lease payments</b>	<b>6,690</b>

The total interest payable included in the amount is \$8,000.

## 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 fund raising 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

Under the terms of an agreement executed March 7, 2002 with the Ministry of Education and the Ministry of Training, Colleges and Universities, the Independent Learning Centre (ILC) was transferred to the Authority effective April 1, 2002.

The 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 supports children who may not be able to access elementary day school programs. The General Education Development (GED) testing is also available through the ILC.

Funding for these activities include grants from the Ministry of Training, Colleges and Universities and student fees. Grants are deferred until the related expenses net of student fees revenue, have been incurred.

	2003 (\$000s)
Activities were funded by:	
Ministry of Education ILC grant (note 11)	6,421
ILC student fees (note 12)	1,681
	8,102
Total costs of ILC operations (included in Non-broadcast learning services - note 13)	5,813
Ministry of Education grant deferred to 2003/04	<b>2,289</b>

## 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 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 the 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 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 Canadian generally accepted accounting principles, the accounts of the Foundation are not consolidated in the financial statements of the Authority. The financial position and results of operations for the year ended March 31, 2003 were as follows:

### The TVOntario Foundation

#### Financial Position as at March 31st

	2003 (\$000s)	2002 (\$000s)
<b>Assets</b>		
Cash and short term investment	3,330	54
<b>Total assets</b>	<b>3,330</b>	54
<b>Equity</b>		
Restricted (Matching Gift Fund Campaign)	3,225	0
Unrestricted	105	54
<b>Total Equity</b>	<b>3,330</b>	54

#### Results of operations for the year ending March 31st

	2003 (\$000s)	2002 (\$000s)
<b>Revenues</b>		
Donations	55	16
Restricted Gift from OECA	3,200	0
Interest income from Restricted Gift	25	0
<b>Total revenue</b>	<b>3,280</b>	16
Disbursement to OECA	4	0
<b>Excess of revenue over disbursement to OECA</b>	<b>3,276</b>	16
<b>Equity, beginning of year</b>	<b>54</b>	38
<b>Equity, end of year</b>	<b>3,330</b>	54

The Board of Directors of the Authority has approved the funding of the Foundation's operating expenditures through the Authority until the Foundation is self-sufficient. The Foundation's net expenditures absorbed by the Authority were \$38,000 during the year ended March 31, 2003 (2002 - \$27,000).

The Foundation contributed \$4,000 to the Authority which is equivalent to its disbursement quota for the fiscal year in compliance with the Income Tax Act.

On December 20, 2002, the Board of Directors of the Authority approved the appropriation of \$3,200,000 from the unrestricted equity balance to support the establishment of a Matching Gift Fund Campaign within the Foundation. Use of the funds is subject to the terms outlined in the Deed of Gift and approval by the Board of Directors of the Authority.

The Matching Gift Fund earned an average interest rate of 2.8% since the funds were appropriated.