



GroupeMédia
web | télé



2010-2011 Annual Report

Cover:

Audacieusement éducatif! promotional campaign

Dundas Square, Toronto

Photo: Patrick Leduc, March 2011

As this report went to press, the Ontario French-language Educational Communications Authority (OTÉLFO) was awaiting approval from the Management Board of Cabinet of the Government of Ontario for the name change by which it will become known as GroupeMédia TFO web-télé instead of TFO.

Setting a New Course

2010-2011 Annual Report
(Translation)



GroupeMédia
web | télé



Table of Contents

- | | |
|---|--|
| 2 A Message from Gisèle Chrétien,
Chair of the Board of Directors | 11 GroupeMédia TFO Organization Chart |
| 3 A Message from Glenn O'Farrell,
President and Chief Executive Officer | 12 Web/TV Content:
an interview with Marie Masse |
| 4 Who we are
Our vision
Our mission
Our organizational values
Our strategic objectives | 28 Marketing, Communications
and Community Relations:
an interview with Pascal Arseneau |
| 5 Board of Directors | 36 Information and Technology Systems:
an interview with Éric Minoli |
| 8 Our Strategic Shift:
an interview with Christiane Scher | 40 TFO Education:
an interview with Christine Larouche |
| | 48 Financial and Legal Services:
an interview with Johanne Joly |



A Year, A Vision, A Strategic Shift

The year 2010-2011 saw a number of major events that underscored the position that TFO has achieved as the first-choice educational and cultural media outlet for French-speaking Ontario.

One such event occurred in August 2010, when Claudette Paquin stepped down from the position of CEO. It was under her leadership that TFO achieved full autonomy, in April 2007. It was also her leadership that enabled an independent, home-grown Franco-Ontarian television production industry to develop and assert its presence not only on the provincial stage, but also nationally and internationally. I want to thank her for her dedication and perseverance in the fight to enable French language and culture to flourish in Ontario.

For the Franco-Ontarian community, 2010 was also the year that the leading Franco-Ontarian associations (ACFÉO/ACFO/AFO) held a Gala Celebration to mark their 100th anniversary. As a partner in organizing this celebration, TFO affirmed its essential role in the economic and cultural development of French-speaking Ontario. We also took advantage of this occasion to renew our commitment to the community by updating our flagship public affairs program and giving it a new name, RelieF. Through its content, and the way it presents information, and its distinctive visual stamp, this program reflects the image of a modern French-speaking Ontario focused resolutely on the future.

This year also saw a period of significant introspection about the future path of our organization. We knew that TFO had to continue serving its traditional client communities, but also had to raise

its profile in the broader media world. In the process, true to its educational and cultural mandate, TFO would have to reach out beyond conventional television broadcasting and become more and more accessible to people who expect to consume media content anytime and anywhere they like.

To chart this new path, TFO, together with its Board of Directors and the Ontario Ministry of Education, began steps to recruit a new leader. In September 2010, Glenn O'Farrell joined the organization as President and CEO. Drawing on his 20 years' experience in the Canadian broadcasting industry, Mr. O'Farrell was quick to articulate a clear vision for the future of TFO: consolidate past achievements, distribute content from multiple new platforms, and ensure that this content remains relevant.

Under Glenn's leadership, TFO has developed and implemented a new organizational structure that reflects the realities of today's media environment. At the end of fiscal year 2010-2011, with the new teams and innovative operating methods in place, TFO prepared to launch its first application for mobile devices: the Mini TFO game for iPhone and iPad. This marked a giant step toward seizing the opportunities afforded to TFO by new distribution technologies.

I am convinced that such initiatives will enable GroupeMédia TFO to reach new heights without ever losing sight of its mission, stimulating French life in Ontario and elsewhere and continuing to produce and distribute quality French-language educational and cultural media content and services.


Gisèle Chrétien



Innovating Through Accessibility and Relevance

In this age of digital television and of rapid advances that are revolutionizing both the distribution and the consumption of content traditionally designed for television, I consider it essential for GroupeMédia TFO to seize every chance it can to maximize its reach and the use of its educational and cultural content.

To respond to this revolution in media consumers' habits, and to the rapid, profound changes in the media universe, media companies must re-examine their positioning within it. Meanwhile, consumers will be shaping this digital shift through the ways they relate to information. This relationship is now based on a new principle: interactivity. What platforms will consumers choose? Will they decide to share their opinions via a Twitter feed, or to host a discussion about some community news on a blog, or to follow the activities of their favourite TV hosts on Facebook?

Like every other media outlet, TFO now finds itself at a crossroads where it must decide which distribution platforms offer the most promising future. The challenge we face is to analyze the environment accurately, and then make choices that will ensure our clients both easier access and a richer, more engaging experience. Let us consider for a moment TFO's role as a library in the heart of our community: a repository of resources and knowledge as well as a forum for discussion, a reliable means of accessing content that stimulates and entertains us intelligently.

Over the years, TFO has built its expertise in the development of educational and cultural content for broadcast on television. More recently, TFO has developed expertise in producing interactive content for distribution on the Web. This year, to respond to the changing realities of the marketplace and the changing nature of work in the media, we have revitalized our organizational structure.

Our goal is to make more effective use of our resources, in particular by integrating our content, technology, and service workflows. At the same time, we have updated the organization's brand image and adopted the name GroupeMédia TFO to better reflect the interdependence and complementarity of our product lines.

We have also made good use of the past few months to take opportunities to explore new technologies and new ways of distributing our content. Here are some examples: each month we now publish *La Vigie technologique*, an on-line newsletter about new technology trends, aimed at the general public; we have set up a "tech corner" where employees can try out new technology tools; we have created a YouTube channel (youtube.com/TFOGroupeMedia); and we have signed a partnership agreement with the Swedish public educational broadcasting company, UR, to share expertise and ultimately to form an alliance of public educational media companies around the world.

This annual report is intended not only as a look back at the year 2010-2011 but also as a look ahead to the future of GroupeMédia TFO. That future will be based on the strong foundations that we have already established, including our enviable reputation in the world of French-language education. And as you will see as you read this report, in that future, the needs of our audience will be more central to our concerns than ever.

For all of us at TFO, the strategic technological shift that we are making presents a stimulating challenge. For everyone who is looking for quality French-language educational and cultural products, whether on television or on the Internet, it presents an opportunity not to be missed.

A handwritten signature in black ink, appearing to read 'Glenn O'Farrell'.

Glenn O'Farrell



Who we are

GroupeMédia TFO produces and distributes quality French-language educational and cultural media content as well as additional supporting content to meet the needs and aspirations of its target clientele. Thus TFO contributes to the civic and cultural development of Ontario's Francophone community and makes its content available on a large number of media platforms.

Our vision

TFO is recognized as an indispensable institution for the Franco-Ontarian community.

Our mission

TFO stimulates French life in Ontario and elsewhere by providing high-quality educational and cultural multimedia content and services.

Our organizational values

- Respect
- Teamwork
- Creativity and initiative
- Professionalism
- At the service of the Francophone communities in Ontario

Our strategic objectives

Be recognized as the most important producer and distributor of media content in French Ontario's educational and cultural communities

Deliver products and services that match the expectations of our target audiences

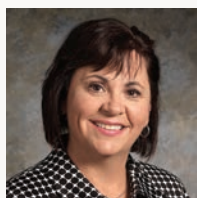
Establish targeted, strategic partnerships that support TFO's vision, mission, and values

Play a key role in the sustainable development of French Ontario's human and economic resources

Maximize TFO's operational efficiency and ensure its financial viability.

Board of Directors

Ontario French-language Educational Communications Authority (OTÉLFO)



Gisèle Chrétien

Chair
(Hanmer)

After serving as Dean of Cambrian College, Ms. Chrétien took over as President of Collège Boréal from 1998 to 2006. She is currently a member of the Higher Education Quality Council of Ontario and of the Greater Sudbury Development Corporation. Ms. Chrétien was Vice-Chair of the OTÉO Board of Directors until April 1, 2007, when she was appointed Chair of the new OTÉLFO (TFO) Board of Directors. Her term ends on July 24, 2014 .

* 1-C; 2-M; 3-M; 4-M

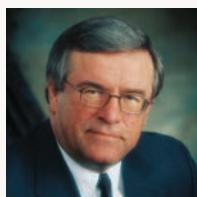


Pierre C. Bélanger

Director
(Toronto)

Dr. Bélanger is a Full Professor in the Department of Communications at the University of Ottawa, with cross-appointments to the university's Institute of Canadian Studies and School of Information Studies. A specialist in media industries and the psycho-sociology of technological innovation, he has been widely published and acts as a consultant to various media companies. Mr. Bélanger was a member of the OTÉO Board of Directors and was appointed to the OTÉLFO (TFO) Board on April 1, 2007 for a term ending on July 24, 2011.

*2-M

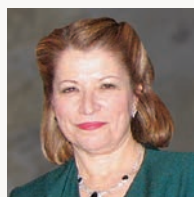


Alain-Michel Sékula

Vice-Chair
(Ottawa)

Having held executive positions in a variety of financial companies, Mr. Sékula now holds the position of National Senior Vice-President, Business Development Strategic Partnerships in the Office of the Chair of the Board, President and Chief Executive Officer of Mouvement Desjardins. He is also Vice-Chair of the Board of Directors of Ottawa's Montfort Hospital. He became Vice-Chair of the OTÉLFO (TFO) Board of Directors on June 20, 2007 for a term that will end on July 24, 2011 .

* 1-M; 3-C; 4-C



Diane Desaulniers

Director
(Ottawa)

After 20 years in the federal public service, Ms. Desaulniers founded the firm Groupe Vision Management Consulting in 1995. She participates actively in the social and economic life of her region, particularly as a member of The Ottawa Partnership. Ms. Desaulniers sits on the Board of Directors of the Caisse populaire Trillium and was a member of the OTÉO Board of Directors until April 1, 2007, when she was appointed to the OTÉLFO (TFO) Board for a term ending July 24, 2013.

* 3-M

Board of Directors

Ontario French-language Educational Communications Authority (OTÉLFO)

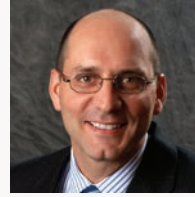


L. Anne Gagné

Director
(Penetanguishene)

For over 30 years, Ms. Gagné held important positions in the Ontario education system. Her much acknowledged and appreciated experience has been an asset to schools, school boards, and the Ministry of Education. Since her retirement in 1995, Ms. Gagné has been very active in the community on the local, provincial, and national levels. She served as President of Penetanguishene's public library and community radio station, as well as of the Clé d'la Baie Community Centre. In 2009, she received the title of Chevalier de l'Ordre de la Pléiade for her contribution to Ontario's Francophone community. She also served as a member of the OTÉO Board of Directors from October 2004 until April 2007, when she was appointed to the OTÉLFO (TFO) Board for a term ending June 30, 2011.

* 1-M; 3-M

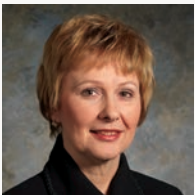


Paul Lalonde

Director
(Toronto)

An attorney with Heenan Blaikie, Mr. Lalonde is also co-director of the firm's National Trade and Competition law group and an associate in its Business Law group. Mr. Lalonde is a leader in the practice of international trade law and government contract law in Canada, and he has published numerous articles in these fields. He is the former Chair of the International Law Section of the Ontario Bar Association and Vice-Chair of the National Section on International Law of the Canadian Bar Association. He is also an active member of the American Bar Association and the International Bar Association. He was a member of the OTÉO Board of Directors from January 2006 to April 2007, when he was appointed to the OTÉLFO (TFO) Board of Directors for a term ending July 24, 2013.

* 2-C; 4-M



Janine Griffore

Director
(Chatham)

In 2004, after holding several different positions as a teacher and principal in the Ontario educational system, Ms. Griffore became Superintendent and Secretary of the Conseil scolaire de district des écoles catholiques du Sud-Ouest.

Ms. Griffore is known for her expertise in school programming at the elementary and secondary levels, as well as in special education and school supervision.

She has also worked for the Ontario Ministry of Education and continues to participate in a significant number of regional and provincial committees. Ms. Griffore became a member of the OTÉLFO (TFO) Board of Directors on June 13, 2007, and her term ends on July 24, 2013.

* 2-M; 4-M



Jacques Schryburt

Director
(Orléans)

Mr. Schryburt was Executive Director of the Association des enseignantes et des enseignants franco-ontariens from 1974 to 1992 and of the Canadian Teachers' Federation from 1992 to 1998. He has also served as President of the Caisse populaire Rideau, sat on several boards of directors, and been a member of the Sectoral Commission on Education of the Canadian Commission for UNESCO. Since retiring in 1998, he has done consulting work for the Rendez-vous de la francophonie, the federal Department of Canadian Heritage, and several not-for-profit organizations. He has served as a member of the Board of Directors and President of the French Language Health Services Network of Eastern Ontario, and a member and President of the Festival franco-ontarien. Mr. Schryburt was appointed to the OTÉLFO (TFO) Board of Directors on August 10, 2010 for a term ending on June 30, 2013.

*3-M; 1M

Board of Directors

Ontario French-language Educational Communications Authority (OTÉLFO)



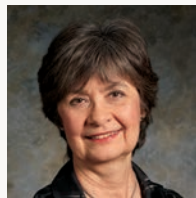
Léonie Tchatat

Director
(Mississauga)

Ms. Tchatat founded the Centre des jeunes francophones de Toronto in 1993; this organization is now known as La Passerelle, and she is its current Executive Director. Ms. Tchatat was appointed to the National Steering Committee of Citizenship and Immigration Canada in 2002. She was a delegate to the World Conference against Racism in 2001 and an organizer of the first provincial discussion of Francophone racial and ethno-cultural minorities in 2004. She received the Youth Pioneer Award in 1997, the Action Canada Fellowship in 2003, the title of Chevalier de l'Ordre de la Pléiade in 2005, the Mayor of Toronto Award in 2007, and, most recently, the Exceptional Woman Award at the Nuit des Dames Gala in October 2009. Ms. Tchatat was appointed to the OTÉLFO (TFO) Board of Directors on June 13, 2007 for a term ending on July 24, 2013.

* 4-M

** Liaison between the Board of Directors and the Provincial Community Committee



Olga Kuplowska

Secretary of the Board of Directors
(Toronto)

Ms. Kuplowska worked for the Ontario Educational Communications Authority (TVOntario) for over 30 years. She joined the organization as a Research Officer, testing children's and students' reactions to concepts and pilot programs. She then became Managing Director of Policy, Research and Planning Services before becoming Secretary of the Board of Directors and Director of the Secretariat and the Regional Councillors' Advisory Board. She also represented the organization in various international forums, participated in international research projects, and gave guest lectures at various universities. Ms. Kuplowska continues to serve as the Secretary of the OTÉLFO Board of Directors and contributes to the development of the organization's policies.

* Board of Directors Committees

1 Executive Committee

2 Finance and Performance Committee

3 Audit Committee

4 CEO Selection Committee (ad hoc)

M Committee Member

C Committee Chair

The total compensation paid to the members of the Board of Directors (including the Chair) in fiscal year 2010-2011 was \$21 262.50, which is the amount recommended by the Lieutenant Governor in Council.

Our Strategic Shift



"The new roles and workflows are better integrated."

Christiane Scher
Vice-President and Chief Operating Officer

In January 2011, TFO entered a new stage in its development with a restructuring in which it redefined itself as GroupeMédia TFO.

With this restructuring, the organization is now positioned as one of the most important players on the educational and cultural media scene in Canada.

What challenges has the new structure been designed to meet?

We wanted not only to continue to develop and produce relevant, quality content, but also to extend its reach by catering more closely to the media-consumption habits of our target audiences.

To meet this challenge, TFO revitalized its organizational structure by integrating its content, technology, and service workflows so as to make more effective, productive use of its human, physical, and financial resources. One of the biggest changes in the new structure was that we incorporated Web content developers into our television content teams and Web technical services staff into our television technical services teams.

From the very start of the restructuring, TFO's employees participated in the discussions so that everyone could better understand the kind of environment that a media group represents and the roles played by the various units within it.

We then made job descriptions and statements of qualifications mandatory for all positions within the organization and undertook an extensive effort to improve these documents and adapt them to this new vision of the organization. As a result, a number of new kinds of jobs were created, such as web producer and quality assurance specialist. We also established customized training plans to enable employees to receive the professional development that they need to do their jobs.

What are TFO's new objectives?

TFO's main strategic objectives remain the same; it is in the ways that we achieve them that we will distinguish ourselves. We still want to be recognized as the most important media producer and distributor in French Ontario's educational and cultural communities. Another priority is to deliver products and services that match the expectations of our target audiences, which quite simply means that we want to continue to offer quality content and products and make them available on the platforms where our audiences want to consume them.

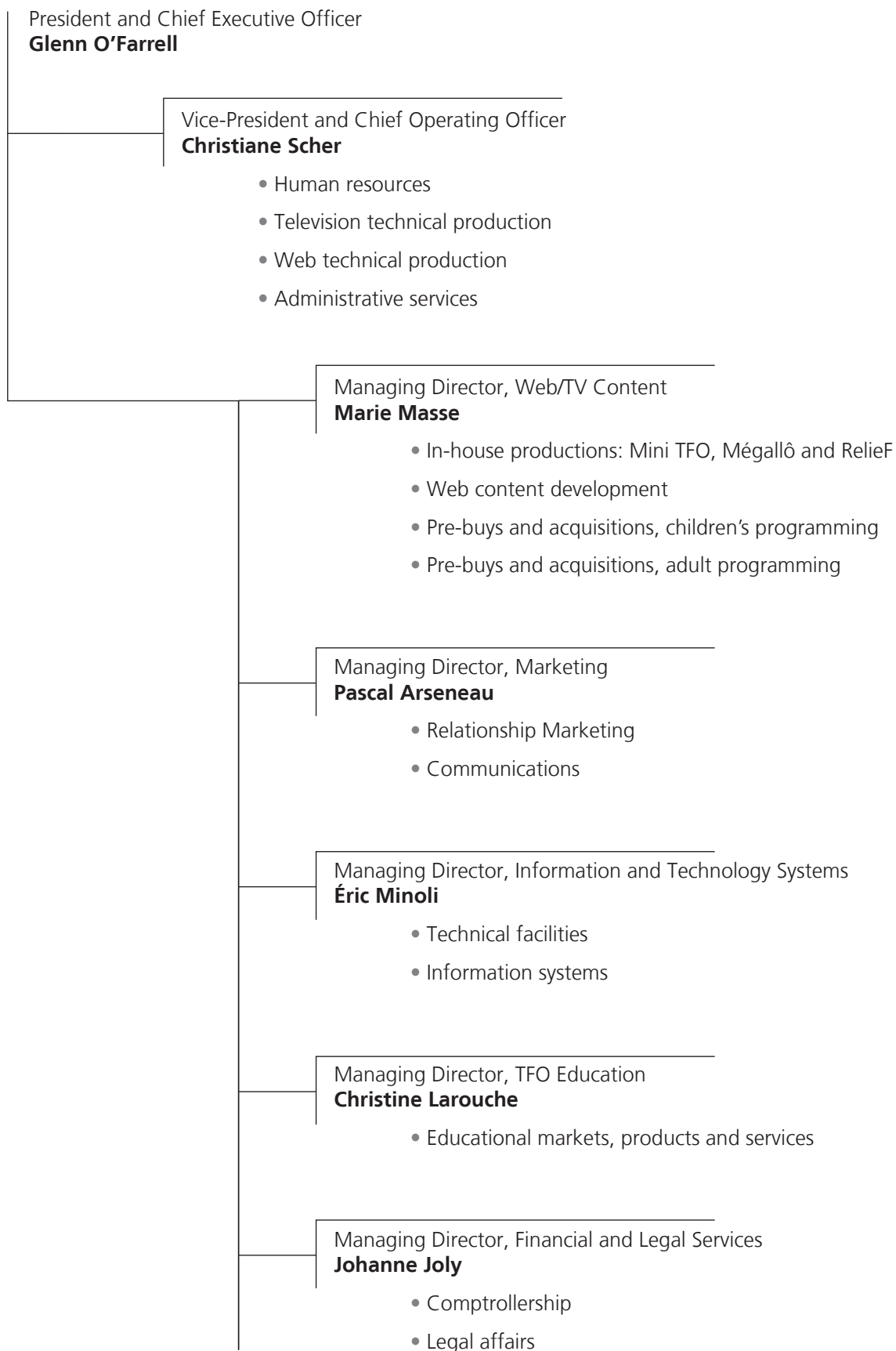
How will we measure the success of this strategic shift?

I think that the great success that we have already achieved is the way that TFO's employees have committed to this process. We want to maintain a respectful, human approach so that everyone feels proud of belonging to TFO. I have worked in television production all my life, and I know that in the production of content, every member of the team is important.

What has TFO done to maintain jobs through the restructuring?

Since the restructuring was announced, we have created or remodelled 43 positions. Before the restructuring, TFO had 25 contract positions. We successfully maintained many of these jobs by converting 17 contract positions into permanent ones. Today, TFO has a total of 160 permanent and contract employees. - Marion Bonafos, Director of Human Resources

GroupeMédia TFO Organization Chart



Web/TV Content



“The strategic shift will make all of our content more accessible on television, on the Web, and through social media.”

Marie Masse
Managing Director, **Web/TV Content**

The moment we start designing our content, we also start designing strategies for distributing it on appropriate platforms.

To meet our audiences' needs, we now offer our content not only on television, but also on several alternative platforms, including the Web, mobile devices, and social networks.

This encourages dialogue with our consumers and involves them in the content that they consume.



Dino train

Pre-schoolers

What were the greatest strengths in TFO's programming for pre-schoolers in 2010-2011?

One of the biggest accomplishments in our programming for pre-school children this year was the overhaul of the Mini TFO web site, **tfo.org/mini**. In 2010-2011, we had 512 600 visits to this site, 80.1% more than in 2009-2010!

Our team also successfully obtained exclusive broadcast rights for the French versions of a number of children's educational series. Our youngest viewers were delighted with these new shows, which included *Le Dino train*, *Chloé magique*, *Le petit royaume de Ben et Holly*, and *Wonder Choux*, while continuing to enjoy popular favourites such as *Caillou*, *Carmen à la Campagne*, *Charlie et Lola* and *Super machines*.

Toward the end of 2010-2011, GroupeMédia TFO began to develop its very first application for mobile devices: the Mini TFO application, based on the image and content of our children's television program of the same name. This application offers entertaining educational games in French for children ages 2 to 6.

Have you had any direct contact with your young audiences?

In summer 2010, the TFO theatrical production Mini spectacle toured 10 cities in Ontario, entertaining and educating nearly 7 000 children. This tour provided a special chance to meet children and their parents. It made us realize just how important what we do is and how much we need to work even harder to keep providing a quality educational product for children. We are also in the process of considering how we might develop content for parents that gives them the opportunity to express themselves as experts on children.



Caillou



Thomas le petit train

On iPad and iPhone

Mini TFO is a stand-out in the world of apps!

"This is a natural step in offering our products on a greater variety of platforms. Our content is available not only on the air, but also increasingly on the Web, and now on intelligent mobile devices as well. Our goal is to make our products available beyond our television broadcasts. Thanks to this first application, released in April 2011, our clients can access our content wherever they want to."

– Glenn O'Farrell, President and CEO, GroupeMédia TFO



tfo.org/mini

Children discover the world of Marianne and Dino starting at 6 AM every day.



A post from the mothers' blog Mamanbooh: "Why I like mini-tfo!"

Because my children love it, and because it is the only television station I know of that broadcasts quality children's programs in French, with a catchy, enriching variety of host segments in between, starting at 6 AM every day of the week (...)."

<http://mamanbooh.blogspot.com>



Kids and Pre-teens

What were the big moments for your viewers ages 6 to 9 this year?

We aired a number of television series for this age group, including the third season of *Sam Chicotte*. To meet the growing needs of this audience, we will soon be launching several other initiatives, including a series designed exclusively for this age group, to offer young Franco-Ontarians content in which they can recognize themselves.

And what successes can you report in your programming for kids ages 9 to 12?

For our audiences ages 9 to 12, we focused this year on interactivity and blogs. Our web site for this age group, *Mégallô*, received 214 335 visits this year, up nearly 25% from the year before. In the coming year, we plan to make *Mégallô* an even more interactive platform. We are in the process of developing content that will include a *Mégallô* application for iPhone and iPad, due to launch in Fall 2011.

Mégallô

Mégallô, hosted by Sébastien, Sandy and Caroline, offers an exciting array of games and contests for kids ages 6 to 12. It is broadcast live every Thursday and Friday at 5:00 PM.





On TV and on the Web

Exclusive series for ages 6 to 12

Ages 6 to 9

Sam Chicotte, 3 tfo.org/samchicotte

Sam Chicotte, an eight-year-old boy, meets Edgar, a little ghost whom only he can see. This dramatic series goes right to the heart of the questions that children ages 6 to 8 ask themselves and helps them to become independent thinkers.

Ages 9 to 12

RadArt, 2 - exclusive tfo.org/radart

Michel Bénac, leader of the Franco-Ontarian band Swing, presents *RadArt*, a youth series profiling Francophone teens from Ontario who practice various forms of art.

Musimission, 2 - exclusive tfo.org/musimission

Musimission is a magazine-style series that explores the mysteries of song, performance, the singer's craft, and everything about music. The show's young investigators penetrate into places such as concert halls and recording studios to find the answers to questions about music, then report the answers like TV journalists!

Moitié Moitié, 3 and 4 - exclusive tfo.org/moitiemoitie

This very funny Franco-Ontarian series presents the comical situations that teenage twins Mahée and Matisse find themselves in as they divide their time between their recently divorced parents.

Mégallô: now even more interactive!



Mégallô.tv

A post on the Mégallô blog from rosemarie - Sherbrooke

June 3, 2011 at 4:42 PM EDT

"I love Mégallô, and the blogs are really cool. Bye!"

The hosts of *Mégallô* offer a humorous, creative take on a wide variety of topics in areas such as reading, music, and culture.

Over the 2010-2011 season, *Mégallô* hosted two authors of French-language books for youth: **Amy Lachapelle**, who writes *Le monde de Khélia*, a series of novels about a teenage girl, and Richard Petit, who writes and illustrates *Zoombira*, a series of novels set in a fantasy world. This year *Mégallô* also presented two special programs on reptiles and natural disasters.

Online at megallo.tv, young fans discussed topics of concern with the program's hosts on their blogs and viewed videos of shows that they might have missed or wanted to watch again. For example, in the October 2010 edition of her blog, *Mégallô* host Sandy discussed **bullying** and explained how to recognize bullying situations, bullying comments, and signs that someone is feeling bullied. In her November 2010 blog, Caroline talked about **Justin Blais**, a young singer-songwriter from Alberta, and in March 2011, she gave her young fans the chance to learn more and express their thoughts and feelings about the disastrous tsunami and earthquake in Japan.

In 2010-2011, the hosts of *Mégallô* participated in cultural and community events such as *Winterlude*, the 2011 Prix Tamarack awards for young readers and the Fondation franco-ontarienne telethon.

Public Affairs

Relief approaches information from multiple angles: political, social and cultural

Relief is a program that presents a wide variety of information from a number of different perspectives. It offers debates on topics of current interest, features on social issues, reviews of the flourishing Francophone cultural scene and reports on Francophone communities in Ontario and elsewhere. In August 2010, Claude Sauv , then TFO's Director of Programming, described *Relief* as follows: "The communities of French Ontario are changing and evolving. We want to be even closer to them and represent them in an authentic way, and that is why we have developed *Relief* from an inclusive perspective that will strengthen the vitality and cohesiveness of Francophone communities throughout the province."

Relief, totally multi-platform



Relief.tv

What did *Relief* achieve this year?

To meet our goal of staying close to the Franco-Ontarian communities that we serve, we made *Relief* accessible on more and more platforms, including television and simultaneous webcast, and increased our presence on social media such as YouTube, Facebook and Twitter. We want to continue enhancing our programming by offering a variety of reports to these communities on the subjects that concern them, while also of course continuing to increase our presence on various media platforms.

Unquestionably one of the program's most striking successes this year was the series *Relief sur la route* (*Relief* on the road). In Summer 2010, *Relief* visited several Franco-Ontarian cities, from Sudbury, Hearst and Timmins in the north, to the Festival du loup in Lafontaine on the Penetanguishene Peninsula, east to Cornwall, and many other places in between. In each city, *Relief* host M lanie Routhier Boudreau met with two spokespersons for the local Franco-Ontarian community to discuss and share their successes, achievements and concerns. The resulting series, which aired in Fall 2010, gave French Ontario's communities a genuine chance to discover one another through portraits of some of the appealing, generous individuals who live in them.

Relief sur la route

While filming in Kingston, M lanie Routhier Boudreau meets Luc Lafleur and Christine Dallaire.



The print media are talking about *Relief*!

TFO highlights Franco-Ontarian communities in *Relief* Guillaume St-Pierre, Le Droit, Ottawa

"This fall, TFO, the educational and cultural television network for Ontario's Francophones, will be offering a good dose of intelligent entertainment that will make audiences laugh and think at the same time."

RELIEF

audacieusement francophone!

du lundi au vendredi 19 h
Relief.tv

Jeudi *tout en culture*

Table ronde sur le cinéma, la musique,
le théâtre et la littérature.

Le rendez-vous pour vos sorties branchées

animé par Gisèle Quenneville



GroupeMédia
web | télé



Relief advertising campaign, Fall 2010

Pour l'amour du cinéma

Du lundi au samedi 21 h



Katyn

Vous n'avez pas TFO?

Demandez-le à votre télédiffuseur
ou contactez-nous au **1 800.387.8435**



GroupeMédia
web | télé

Campaign promoting TFO's film programming in Quebec, Winter 2011



24 000 **Passeport cinéma**
TFO film programming guides
distributed in 2010-2011



© Janet Kimber

Lucie Amyot

Cinéma

tfo.org/cinema

What was noteworthy about TFO's film programming this year?

Our film programming was highlighted by the first North American airings of several French-language films. We also launched an advertising campaign to promote our film programming in Quebec. This campaign strengthened TFO's presence outside of Ontario and promoted our television offerings to distributors elsewhere in Canada.

In preparation for the upcoming season, we have developed some new time slots, so more hours of airtime will now be devoted to film. These additions are the result of our increased investments in this area, in which we believe a great deal.

Lucie Amyot, the head of film programming at TFO, gives movie lovers the chance to discover films that they will not see in the theatres.

Films in French from around the world



Posts from Marc-André Lussier's blog

Tuesday, January 4, 2011

A journalist for the Montreal French-language daily La Presse since 1995, Marc-André Lussier is also mad about the movies.

2010 Palme d'or winner at Cannes airs on TFO tonight!

A word of advice to film lovers: program your PVRs, because tonight (January 5), at 9:00 PM, TFO, Ontario's French-language public TV network, will be airing the French-language version of the Thai film *Uncle Boonmee Who Can Recall His Past Lives*, directed by Apichatpong Weerasethakul and winner of the Palme d'Or, the top award at the Cannes Film Festival, in 2010. Article: "The Palme d'Or to Uncle Boonmee? A courageous choice. Very."

Column by Marc Cassivi: "Uncle Boonmee: The zen Palme d'Or".

unholy_ghost January 4, 2011

TFO is the best TV channel in Canada for art films. Have you ever interviewed their head of programming? Also, I think it would be great to publish background pieces promoting upcoming films of note.

taktik1 January 5, 2011

I have been a TFO subscriber for about a year, and it has let me discover several masterpieces of the film art. I must watch about 12-15 movies every month on this channel. Also, at the start of the season, TFO mails me a little guide that provides descriptions of all the films they will be showing.

<http://blogues.cyberpresse.ca/moncinema/lussier/2011/01/04/la-palme-dor-2010-a-tfo-demain/>

Even more films!

Arrêt court and *Hors champ*

On *Arrêt Court*, Yves Étienne Massicotte presents his selection of Canadian short films by emerging and established filmmakers.

On *Hors Champ*, Yves Étienne presents clips from films that have won awards or have recently been released in theatres.



Uncle Boonmee by Apichatpong Weerasethakul



35 rhums by Claire Denis



36 vues du Pic Saint-Loup by Jacques Rivette



Even more culture!

Documentaries

In 2010-2011, TFO offered exclusive airings of several documentaries in French, including *Terre en vue*, *Parcours réussi* and *Kadhafi, notre meilleur ennemi*. Our premiere run of the series *La ruée vers l'or* was such a huge hit that we will be airing it again in Summer 2011. Other docs aired exclusively on TFO this year included *Sauver sa peau*, *Les origines de la pomme*, *Aliens des fonds marin*, *Trashopolis* and *Les éclaireurs*.



Kadhafi, notre meilleur ennemi

Muammar el-Qaddafi was Public Enemy No. 1 in the Western world in the 1980s and has been one of the primary sponsors of international terrorism. How did he become someone with whom the West was willing to do business?



Terre en vue

A captivating series that takes viewers on a voyage to discover exceptional landscapes and fascinating history throughout Ontario and the rest of Canada.



La ruée vers l'or

At the end of the 19th century, some 10 000 French Canadians caught "gold fever" and became part of the Klondike Gold Rush. In this reality-based series, ten adventurers leave their families and all modern comforts behind to relive the exciting history of the gold rush under the same conditions as in 1898.

Parcours réussi

This documentary series takes a look at a little-known contemporary phenomenon: people who immigrate from other countries to Canada and make a success once they arrive.





Art d'œuvres

Dance, opera and other performances

The TFO series **Art d'œuvres** presents operas, ballets and other fine examples of the performing arts. Notable new productions aired for the first time this year included the danced operas *Caravaggio*, *Le docteur Ox*, *Le roi nu* and *Orphée et Eurydice* (a magnificent retelling of one of the most famous Greek myths), as well as the performance of Cirque Éloize *Nebbia*.

Cirque Éloize : *Nebbia*



Météo +, Season 4,
Last season aired in January 2011

Drama

TFO promotes and contributes to the cultural and artistic development of independent producers of television drama who work in Francophone minority communities in Ontario and elsewhere in Canada. TFO also makes a major contribution through its commitment to and active participation in Franco-Ontarian culture and its support for Franco-Ontarian values.



Variety

The variety series **Makusham** presents new concerts and other performances that give viewers the chance to get to know and enjoy contemporary Aboriginal singers.

TFO Awards in 2010

PromaxBDA Design Awards

- **Interactive Media**

Gold Award:

Network/Station Website, for **tfo.org** Redesign

- **Television/Video Presentation**

Silver Award:

Art Direction and Design: Promo – General Entertainment, for
Cette saison vous êtes à TFO, arts et spectacles/cinéma

Gémeaux (French Gemini Awards)

- **Best Research: Youth**

Christopher Ellis, researcher

Episode: Filles-mères, *VOLT*

Gala d'excellence de l'Alliance pour l'enfant et la télévision (AET)

- **Grand Prize for Best Program**

Le printemps de Mélie

- **Award of Excellence**

Sam Chicotte

TFO programs nominated for 2011 Prix Gémeaux!

Each year, the Prix Gémeaux reward quality, originality, innovation, creativity and excellence in French-language television in Canada.

La ruée vers l'or (Slalom/Les productions Rivard)

- Best Documentary Series
- Best Direction in a Public Affairs Documentary Series
- Best Photography in a Public Affairs Documentary (all categories)

Naufragés des villes (Blim Télé)

- Best Documentary Series
- Best Direction in a Public Affairs Series
- Best Photography in a Public Affairs Documentary (all categories)
- Best Editing in a Public Affairs Documentary Series

RadArt (Balestra Productions)

- Best Youth Variety/Magazine Program or Series

Aliens des fonds marins (Idéacom International/MC4)

- Best Nature or Science Documentary

Petit lapin blanc (Carpediem Film, TV/Plan and Nemo Animation/Scrawl Studios)

- Best Animated Program or Series

Sam Chicotte (Productions Point de Mire)

- Best Performance in a Supporting Role in a Youth Program or Series
- Best Web Site for a Youth Program or Series

Musimission II (Productions La Fête)

- Best Research for a Youth Program or Series

Nebbia (Écho Média/Morgane Production)

- Best Costume Design (all categories)
- Best Photography or Lighting in a Humour or Variety Program or Series (all categories)

On est tous des artistes (Season 2) – (Groupe PVP)

- Best Web Site for a Public Affairs, Documentary, Magazine, or Sports Program or Series

Du Big Bang au vivant (Groupe ECP, we+are interactive)

- Best Web Site for a Public Affairs, Documentary, Magazine, or Sports Program or Series



TFO

Canadian content

TFO exceeded all CRTC requirements for Canadian content:
66% of our total programming was of Canadian origin;
53% of our prime-time programming was of Canadian origin.

Closed-captioning for the hearing impaired

TFO met all CRTC requirements:
95% of our total programming was closed-captioned;
92% of our prime-time programming was closed-captioned.

tfo.org

In 2010-2011, the **tfo.org** web site was even more popular than last year:

1 304 615 visits
5 484 567 page views
686 082 unique visitors

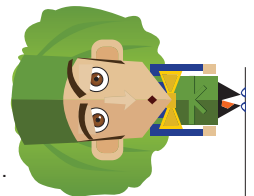
The vast majority of the site's visitors, **87%** were from **Canada**:
51% from **Ontario** (including cities such as Ottawa, Windsor, Toronto, and Sudbury)
and 36% from Quebec (including Montreal and Quebec City).

On-line games

The online games section of TFO's web site continues to be the most visited.
This section's home page, **tfo.org/jeux**, was viewed **2 673 526** times.

Most-viewed online games

Le grenier de Bisou, Le château magique, Wumpa and Carmen à la campagne



In-house productions

The sections of the web site devoted to in-house productions were increasingly popular.

tfo.org/mini 512 600 visits

megallo.tv 214 335 visits

tfo.org/education 214 288 visits



Marketing, Communications and Community Relations



“We are doing everything we can to offer our audiences content that makes them feel intelligently entertained.”

Pascal Arseneau
Managing Director of **Marketing**

GroupeMédia TFO's new Marketing division, established as part of our strategic restructuring, serves as the interface between us and our audiences.

The realities of today's marketplace and changing media-consumption habits demand innovative promotional approaches that take full advantage of the new communication platforms provided by social networks. Along these same lines, TFO is also emphasizing initiatives that clearly signal TFO's repositioning as a leader in the Canadian educational-media landscape.

Why was it so essential to increase the focus on marketing to go along with the restructuring?

It was essential to create a Marketing division to provide the President/CEO and TFO's other divisions with advice and support for their production, programming, distribution and promotion decisions so that we can act strategically to reach our target audiences and increase our market share. The Marketing division encourages an approach that covers all aspects of our products, from design through distribution. The objective is no longer simply to offer content, but to make it as relevant as possible.

How do you plan to do a better job of identifying your audience's needs?

Marketing provides an interface where TFO can conduct an ongoing dialogue with its viewers. That is why we place so much emphasis on audience research. To refine our knowledge of our audiences, we are developing performance metrics based on our strategic objectives. These indicators may include traffic statistics for our web sites, numbers of hours of content distributed on our various platforms, audience satisfaction figures, or data on brand awareness, and all of them help us to make wise, responsible decisions.

What are your main priorities for the coming year?

One of our priorities is get our audiences to make more and more use of GroupeMédia TFO's products. One way we plan to do that will be to increase our presence on all media platforms so that users have more ways of accessing products such as mobile applications, games, web sites, and in-house productions. We are also going to make substantial efforts to strengthen our brand image. We also plan to become more interactive, by increasing our presence on social media. We want to stay close to our audiences by enhancing our presence in the community and developing new partnerships. Lastly, in Fall 2011, some of our other big projects will include a major audience-loyalty initiative and preparations to celebrate TFO's 25th anniversary in 2012.

In December 2010, GroupeMédia TFO launched its **YouTube channel**.



GroupeMédia
web | télé

Venez nous voir sur



RELIEF

Mégalo

mini tfo

How would you describe your audiences' commitment to TFO?

Our Franco-Ontarian audiences recognize the value that we provide. They express their appreciation and commitment in many ways that are not just symbolic but that tangibly help us to enhance our product line—for example, by using our products and services in their daily lives, by making donations (which come from individuals, institutions and businesses), and by talking about us in their social networks and on social media.

Why is having a Franco-Ontarian television network so important for Ontario?

As an educational organization, we have a unique mandate and a social responsibility with regard to the communities we serve, and we focus our efforts on providing quality products to our audiences. We also have a responsibility to contribute to the long-term survival of the French language and Franco-Ontarian culture and to the economic development of French Ontario, which comprises people from a wide variety of backgrounds with a wide range of interests. We take this role very seriously. It is both a privilege and the most rewarding mission that I can imagine.

Main marketing campaigns in 2010-2011

In 2010-2011, TFO conducted marketing campaigns on multiple platforms to enhance its presence in print media, on the web, and on social media such as YouTube, Facebook and Twitter.



Osez

A TV and Web-based campaign to launch the 2010-2011 season

Relief

Print launch campaign, adapted for TV, the Web and radio

Audacieusement éducatif sur les routes de l'Ontario

Billboard campaign on Ontario highways, adapted for TV and the Web

La ruée vers l'or

Campaign adapted for social media and the Web

Le cinéma de TFO

Print campaign to promote TFO's film programming in Quebec

Météo +

Print campaign for this program's fourth and final season, adapted for the Web and radio



La météo ne sera plus jamais la même!

Art d'œuvres



Opéra *Le chanteur de Mexico*

Dimanche 20 h HE



tfo.org

TFO est offert au Québec.
Contactez votre fournisseur
pour obtenir TFO.

Le chanteur de Mexico

Lopez, Karoui, Jordi
Le 3 octobre

Trois étoiles à Berlin

Armiliato, Domingo, Netrebko
Le 10 octobre

L'étoile

Chabrier, Viala, Lafont
Le 17 octobre

Roméo et Juliette

Shakespeare, Gounod, Séguro
Le 24 octobre

Eugène Onéguine (2008)

Tchaïkovsky, Kwieciën, Monogarova
Le 31 octobre

Grand premiere in 2010-2011 and success of the year:
La ruée vers l'or (The Gold Rush)

LA RUEE VERS L'OR

Ten brave souls leave their families and all modern comforts behind to relive the exciting history of the Klondike Gold Rush, under the same conditions as in 1898. Trekking for three months from Skagway, Alaska through the Rockies to Dawson City, in the Yukon, they experience the ultimate adventure of their lives, under the most extreme conditions: 800 kilometres braving rivers on makeshift rafts, 1 100 kilometres portaging 5 000 pounds of equipment and period provisions. The story of the 10 000 French Canadians who caught Klondike gold fever is narrated by Georges Hébert Germain.




"Thank you for this program. The brave participants have enabled us to understand the harsh realities endured by the people who actually participated in the Klondike Gold Rush of 1898."

Mgr Aimegé

The advertising campaign for La ruée vers l'or relied chiefly on the Web and social media, with "roadblock" ads on major media web sites such as **Voir.ca** and **cyberpresse.ca**. It targeted an audience of reality-TV fans, adventure lovers, thrill seekers, outdoor enthusiasts, and people fascinated by history and exploration.

Community Relations

As a Franco-Ontarian organization, we want to strengthen our position as a key player in the sustainable development of the human and economic resources of French Ontario.

Partnerships established in 2010-2011

Community

- ACFO Ottawa, Prix Grandmaître
- AfroCulture, Le Festival des cultures
- National Capital Commission, Bal de Neige/Winterlude 2011
- FESFO, Jeux franco-ontariens
- Fondation franco-ontarienne, Vins et fromages 2011 (Toronto)
- Fondation franco-ontarienne, 2011 telethon
- Hôpital Montfort

Media

- Association de la presse francophone, APF (Ottawa)
- Alliance des radios communautaires du Canada (Ottawa)
- CJFO FM (Ottawa)

Cultural

- Cabaret Africain/African Cabaret (Sudbury)
- Théâtre Action, Festival Théâtre Action (Ottawa)
- Kompa Zouk Creole Festival (Toronto)
- Mississauga International Drum & Dance Festival
- Festival franco-ontarien (Ottawa)
- Festival du loup (Sudbury)
- Francophonie en fête (Toronto)
- Franco-fête (Toronto)
- Réseau Ontario (Ottawa)
- Semaine de la Francophonie (Toronto)
- Les rendez-vous de la Francophonie (Ottawa)
- La nuit sur l'étang (Sudbury)
- Salon du livre de Hearst (Hearst)
- Salon du livre de Toronto (Toronto)
- Théâtre français de Toronto (Toronto)

Notable partnerships in 2010-2011

GroupeMédia TFO marked the **100th anniversary** of the Assemblée de la francophonie de l'Ontario (**AFO**) through a media partnership with this organization. The partnership's activities included producing short videos on Francophone pride that were aired on TFO and posted on the Internet and YouTube, as well as a video highlighting the AFO 100th-anniversary celebrations in Francophone communities throughout the province. This video was shown at the gala evening that ended the year's festivities.



GroupeMédia TFO also partnered with Ottawa's Francophone hospital, Hôpital Montfort, in a project entitled **À la découverte de l'Everest** (discovering Everest). Short videos shot by the Montfort team that climbed Mount Everest were posted on **tfo.org**, and TFO's flagship public affairs program, **Relief**, aired a report on the preparations for the expedition.

GroupeMédia TFO and **Réseau Ontario** renewed their partnership, in which TFO produces and broadcasts promotional advertising for the productions that this network of centres for the performing arts puts on throughout French Ontario.

TFO, proud partner in Canada's biggest festivals showing films in French

- Montreal World Film Festival
- Festival International du Cinéma de Francophonie en Acadie (FICFA)
- Cinefest Sudbury International Film Festival
- Festival du Nouveau Cinéma de Montréal
- European Film Festival (Toronto)
- Toronto Creole Film Festival
- Vues d'Afrique (Montréal)
- Cinéfranco (Toronto)

Provincial Community Committee

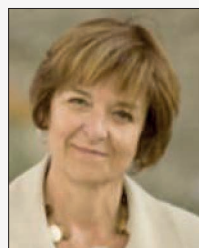
GroupeMédia TFO's Provincial Community Committee works with its Board of Directors. A major part of the committee's mandate is to support TFO's promotional activities and other efforts throughout the province.

In 2010-2011, this committee had seven members. Each member represented one region of Ontario and was responsible for maintaining relations with its local Francophone communities. In the course of this year, the committee members played their role as community leaders by serving as TFO ambassadors to their regions and by helping TFO to develop local partnerships within them.

As ambassadors for GroupeMédia TFO, the committee members represented TFO at various events in their communities and gathered public comments on TFO's local presence and TV/Web content. The committee members also helped TFO to establish partnerships with local organizations in their communities and encouraged Franco-Ontarians to support TFO's mission by becoming members of TFO.



Gisèle Pham
Chair
Central Ontario
Mississauga



Nicole Beauchamp
Vice-Chair
Eastern Ontario
Ottawa



Joseph Bisnaire
Southwestern Ontario
Windsor



Réjean Belcourt
Northwestern Ontario
Penetanguishene



Pierre Ouellette
Northern Ontario
Kapuskasing



Richard J. Léger
Eastern Ontario
Embrun



Imane Ricard
Northeastern Ontario
Sudbury



J'appuie TFO
Je deviens membre



La campagne «Devenez membre de TFO» bat son plein. Pour des cinéphiles et fins connaisseurs de cinéma comme vous, TFO veut continuer à offrir une programmation de qualité et des œuvres à la hauteur de votre passion. Pour la qualité du cinéma à regarder, appuyez TFO et devenez membre.

Le cinéma de TFO n'attend que vous !



tfo.org/membre



audacieusement éducatif!

Advertisement for TFO membership drive targeting film lovers

Information and Technology Systems



“We are constantly adapting our technologies to keep us connected with the market and with consumer demand.”

Éric Minoli
Managing Director, **Information and Technology Systems**

It is essential for us to adapt technologies so that we can convert our content for distribution on many different platforms.

In 2010-2011, our division revised its mission by adapting its technology resources to facilitate the digital transfer of content by powerful information and technology systems that convert information so that it can be used on multiple platforms.

It is no longer the media that decide how content will be conveyed. The audience itself decides the platforms on which it wishes to view the content.

Integrating Our Workflows

After becoming independent in 2007, TFO gained recognition throughout the industry for having made a seamless transition to a 100% tape-free, high-definition environment, from production to distribution. Then, in January 2011, TFO's Information and Technology Systems division revised its objectives to prioritize the optimization of the organization's technological capabilities.

"What makes our approach so powerful is the consistency with which we have integrated the broadcast function and information technologies."

"The restructuring has succeeded, because it has provided an effective solution for adapting to the new needs of TFO and its audiences."

Éric Minoli

The race to acquire better technologies in the marketplace ORION network market

In 2010-2011, GroupeMédia TFO initiated a study on the feasibility of connecting to the Ontario Research and Innovation Optical Network (ORION), an ultra-fast network for sharing information on research and education. All Ontario universities, most Ontario colleges, and a growing number of Ontario school boards are already connected to this network. Each of these institutions can use this network to easily deliver content and share it with the others, so that all of them can interact and exchange ideas more rapidly.

For TFO, the direct benefit of belonging to this advanced research and education network is that it puts us at the same level of technological capability as all these institutions so that we can share our educational content with them.

A new Web-development environment

From the audience's perspective, in a real world made of images and sounds, the importance of optimizing information technologies and information systems is that these powerful machines let us rebroadcast a program such as Relief or make it available simultaneously on multiple platforms, such as the TFO YouTube channel, the relief.tv web site, and mobile devices. Audiences can thus access our information from a variety of sources.

In more specifically technological terms, the great achievement of the restructuring was that we consolidated all of our content-handling operations, including our editing rooms and central archives, onto a single storage area network (SAN) with a single production server. In addition, we have acquired new video-file transcoders that facilitate rapid distribution of content on multiple platforms.

In day-to-day practice, these enhancements of our SAN server's capabilities streamline communication between our television and web departments. As Éric Minoli, TFO's Managing Director, Information and Technology Systems, explains: "We have now structured our workflows so as to meet the needs and support the interactions of all our operational divisions. This structure lets us keep abreast of these divisions' changing requirements and adjust our workflows to accommodate them as the need arises.

"These new technologies provide the sound infrastructure needed for the systems that we use to develop, produce, and distribute multiplatform content. They increase our productivity by integrating our content into an interactive operational environment."

Opening of *Coin Techno* (tech corner)

In March 2011, TFO launched *Coin Techno*, a facility at TFO's offices where employees and visitors can try out new technologies.



TFO's Storage Area Network (SAN) production server

Vigie technologique



GroupeMédia
web | télé



© Rolf Venema

Vigie technologique (technology watch) is a monthly online newsletter that TFO produces and publishes about the latest products and technologies to come out on the market. It was launched in December 2010, and it is distributed to TFO employees and members of the public who are interested in technology issues. This newsletter is written by several TFO employees, and its editors in chief are Éric Minoli and Christine Larouche, managing directors of TFO Information and Technology Systems and Education, respectively.



“We help teachers to make the best use of new technologies in their classrooms by offering them multi-platform content adapted to their specific needs.”

Christine Larouche
Managing Director, **TFO Education**

TFO Education works closely with the Ontario Ministry of Education and with Ontario's 12 French-language school boards to support French-language education and to design and produce resources and tools that meet the needs of teachers in the 21st-century classroom.

Introduction of information and communication technologies in schools

As information and communication technologies are increasingly being introduced into the classroom, Ontario's teachers must make their own strategic shift, in the methods that they use to teach. The Ontario Ministry of Education has defined new priorities that emphasize training teachers in how to incorporate new technologies into their teaching.

TFO is helping to make teacher access to these technologies a reality through fruitful partnerships such as the one that it established in 2010-2011 with the Consortium d'apprentissage virtuel de langue française en Ontario (CAVLFO: consortium for French-language virtual learning in Ontario).

One example of such a technology is the interactive whiteboard (Smartboard), which is finding a place in more and more classrooms. This technology lets teachers do more with the educational resources available at tfo.org/education, but teachers do not necessarily know how to make best use of it.

This is where TFO Education's three education officers come in. Each of them serves one region of Ontario and visits its schools to train teachers in how to make optimal use of these educational resources. This year, the officers will focus on mastering the functionalities of interactive whiteboards so as to better meet teachers' training needs.

In the second half of 2010-2011, TFO Education delivered more than 150 training workshops in French-language schools in conjunction with various education-related events, as well as in university education faculties to help train the teachers of the tomorrow.

As TFO Education's Managing Director, Christine Larouche, explains, "We want to celebrate and share the experiences of teachers who successfully incorporate multimedia resources from TFO into their classroom, because in so doing, these educators are displaying admirable adaptability and creativity."

This year, the *Prix d'enseignement de TFO* (TFO French-language teaching award) went to Ms. Gilberte Bissonnette, who teaches at Le Carrefour, a school in Ottawa. As of March 2011, this award has been renamed the **Prix TFO Multimedia à l'école** (TFO award for multimedia in the schools), and its purpose is now defined as being to recognize the work of teachers who make successful use of TFO multimedia resources in their teaching strategies. It will be awarded for the first time in Fall 2011.



How does TFO Education support teachers?

TFO Education combines its knowledge of educational resources with its expertise in project development to support teachers in a manner consistent with the strategies set out by the Ontario Ministry of Education.

One of the most important ways that TFO Education does this is by providing teachers with access to **4 000 educational videos, 100 web sites, and 300 teaching guides**. All of these tools were developed in accordance with the curriculum documents, priorities, and initiatives of the Ontario Ministry of Education and are catalogued in the Répertoire de ressources pédagogiques (inventory of French-language teaching resources) that TFO Education distributes in the schools.

All teachers in French-language classrooms in Ontario, from kindergarten through Grade 12, can go to our web site, **tfo.org/education**, to access the many simple, creative resources that we offer to help them plan their lessons. We support teaching in French, and we support teachers in the pursuit of their objectives.

As part of this effort, we work continuously with Francophone education partners such as the Association canadienne d'éducation en langue française and the Association des enseignants francophones de l'Ontario to promote our educational resources to teachers. We also work with Francophile organizations such as Canadian Parents for French to maximize the reach of our resources.

These resources are available for free in Ontario's French-language schools, from computer servers operated by their school boards. TFO has also developed a business strategy to offer subscription-based access to its resources to French-immersion schools and other potential clients throughout Canada. In 2010-2011, our subscription revenues totalled nearly \$50 000.

Getting ready for school in French

In January 2011, TFO Education produced a kit designed to help parents get their children ready for kindergarten.

We produced 10 500 versions in French, which were distributed to French-language schools in Ontario and Manitoba, and 24 500 versions in English, which were distributed to schools with French-immersion programs in the same two provinces.

Fall 2011

**Helping your child
Get ready for
French Immersion**

Fun learning activities in French
for your child and you

TFO
Groupe Média
web | télé

French multimedia activity kit

Online activities in French at **tfo.org/mini**

TV programs in French for 2-to-6-year-olds
starting at 6 am every day.

miniTFO
Marianne and Dino

A leading developer of interactive educational content

As a supplier of business-to-business services, TFO Education also designs and produces customized, multi-platform educational resources, in French and English, to meet the needs of clients in the public, parapublic and private sectors.

Examples of TFO Education custom projects include atelier.on.ca/eworkshop.on.ca (a bilingual online resource for elementary school teachers) and ibou.ca (an online search engine for French-language teaching resources), both created for the Ontario Ministry of Education .

TFO Education custom projects

ibou.ca

Designed, produced and host this on-line search engine for French-language teaching resources suitable for use with the curriculum documents of the Ontario Ministry of Education.

www.langueetculture.ca

Designing, producing and will be hosting this umbrella site for implementing a cultural approach to teaching in French-language schools. Funded by the French-Language Education Policy and Programs Branch of the Ontario Ministry of Education.

Ontario Early Childhood Learning Framework

Designing and producing this Government of Ontario web site, in French and English, that will highlight the new practices to be developed under Ontario's new framework for early childhood learning. Funded by the Ontario Ministry of Education.

Formation à l'ère du numérique

(training in the digital age)

Develop and distribute high-impact interactive content based on courses offered at the University of Ottawa. Funded by the French-Language Education Policy and Programs Branch of the Ontario Ministry of Education, in partnership with the University of Ottawa.

TFO Education recognized in 2010 by the International Academy of Visual Arts

W³ Award

for superior creativity in developing web sites

Gold Communicator Award

for childcarelearning.on.ca/infogarderies.on.ca
Government Category

Silver Communicator Award

for childcarelearning.on.ca/infogarderies.on.ca
Education Category

Des ressources simples et créatives pour préparer vos leçons

De la maternelle à la 12^e année

tfo.org/education

4000 émissions éducatives, 100 sites web et 80 guides pédagogiques



Les mystères d'Alfred

Sid le petit scientifique



RadArt



Musimission



Les artisans du changement



Caillou

Pour vous abonner au visionnement en ligne,
contactez-nous à tfoliaison@tfo.org ou au 1 800 387-3877 poste 8.
Des conditions spécifiques s'appliquent.

audacieusement éducatif!



GroupeMédia
web | télé

Education partnerships established in 2010-2011

- Annual Conference of the Association canadienne d'éducation en langue française (ACELF)
- Annual Conference of the Association franco-ontarienne des conseils scolaires catholiques (AFOCSC)
- Ontario Provincial French Competition (University of Ottawa)
- Français pour l'avenir
- Annual Conference of Parents partenaires en éducation (PPE)
- Annual Conference of the Association des directions et directions adjointes des écoles franco-ontariennes (ADFO)
- Annual Conference of the Association francophone des parents du Nouveau-Brunswick (AFPNB)
- Conseil scolaire Viamonde
- Conseil scolaire de district catholique Centre-Sud

An international agreement

In March 2011, GroupeMédia TFO signed an agreement with the Swedish educational broadcasting company UR. The purpose of this alliance will be to pool the expertise of public educational media companies around the world so as to optimize the transfer of the knowledge that they develop and thereby to enhance the educational content that they offer to their audiences.

Glenn O'Farrell, President and CEO of GroupeMédia TFO
and Erik Fichtelius, Director General, UR Group





ibou.ca

Une multitude de ressources pédagogiques au bout des doigts!

Accédez gratuitement à plus de 10 000 ressources
pédagogiques en lien avec les programmes-cadres
du ministère de l'Éducation de l'Ontario.

Simple et efficace, **ibou.ca** vous permet de
repérer facilement les ressources pédagogiques
que vous pouvez utiliser dans votre salle de classe.

votre moteur de recherche

Produit par TFO en collaboration avec le ministère de l'Éducation de l'Ontario



Financial and Legal Services



"We have developed a budgetary process in which we consult the other divisions, so as to ensure consistency between our overall budgetary vision and the realities that they face."

Johanne Joly
Managing Director, **Financial and Legal Services**

Financial services are the key tool
for ensuring viability and accountability
at GroupeMédia TFO.

Through sound management,
we will ensure that the organization
grows and flourishes.

What are the major decisions that were implemented after the restructuring?

The big change in our approach as a result of the strategic shift is that we have now developed a budgetary process in which we consult the other divisions, so as to ensure consistency between our overall budgetary vision and the realities that they face. We have also created the position of Assistant Comptroller to put our financial accounting on an even sounder basis. This new position will also let us balance our resources more effectively among our pay, budget, finance and legal affairs units.

How has the restructuring affected the operations of Financial and Legal Services?

From the outside, Financial and Legal Services don't look any different, even with the restructuring. But inside, the overhaul of the organizational structure has caused a lot of operational changes. For example, we have had to define a new chart of accounts to support this new structure.

My division team works continuously to update our processes and develop new methods of doing things.

What are your objectives?

We have three kinds of objectives: strategic, operational and project-management.

As regards our strategic objectives, we are responsible for ensuring TFO's ongoing viability, developing strategies to minimize corporate risk and evaluating the allocation of our resources.

In terms of our operational objectives, we are working on things such as maintaining and developing our financial accounting processes and updating our internal management controls.

Lastly, as regards our project-management objectives, one of our plans is to develop our financial systems as much as we can so as to automate some redundant functions and modify the way that we present our financial statements, so as to meet new requirements for the public sector.



**Ontario French-language Educational
Communications Authority (OFLECA)**

**Financial Statements
March 31, 2011**

Management's Report	2
Independent Auditor's Report	3 - 4
Financial Statements	
Operations	5
Changes in Net Assets	6
Cash Flows	7
Financial Position	8
Notes to Financial Statements	9 - 21

Management's Report

The financial statements of the Ontario French-language Educational Communications Authority (OFLECA) are the responsibility of the Authority's management and have been examined and approved by its Board of Directors. These financial statements were prepared by management in accordance with Canadian generally accepted accounting principles and include some amounts that were based on management's best estimates using careful judgment. The selection of accounting principles and methods is management's responsibility.

The Authority maintains internal control systems designed to ensure that financial information is relevant and reliable and that assets are safeguarded.

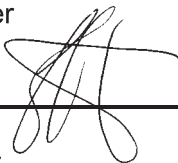
Management recognizes its responsibility for conducting the Authority's affairs in a manner that complies with the requirements of applicable laws and accepted financial standards and principles and for maintaining proper standards of conduct in its activities.

The Board of Directors supervises the financial statements and other financial information through its audit committee, which is comprised solely of non-management directors.

This committee's role is to examine the financial statements and recommend them for approval to the Board of Directors, to examine the internal control and information protection systems and all other matters relating to the Authority's accounting and finances. In order to do so, the audit committee meets periodically with the independent auditors, either with or without the Authority's management, to review respective audit plans and discuss the results of their examinations. This committee is responsible for recommending the appointment of independent auditors or the renewal of their engagement.



Glenn O'Farrell
Chief Executive Officer



Johanne Joly, CMA
Chief Financial Officer

Toronto, Ontario
June 24, 2011



**Raymond Chabot
Grant Thornton**

Independent Auditor's Report

Raymond Chabot Grant Thornton LLP

2505 St-Laurent Blvd.
Ottawa, Ontario K1H 1E4

Telephone: 613-236-2211
Fax: 613-236-6104
www.rcgt.com

To the Board of Directors of the
Ontario French-language Educational Communications Authority

We have audited the accompanying financial statements of the Ontario French-language Educational Communications Authority, which comprise the statement of financial position as at March 31, 2011 and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Ontario French-language Educational Communications Authority as at March 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Raymond Chabot Grant Thornton LLP

Chartered Accountants,
Licensed Public Accountants

Ottawa, Ontario
June 24, 2011

Ontario French-language Educational Communications Authority (OFLECA) Operations

Year ended March 31, 2011

	<u>2011</u>	<u>2010</u>
	\$	\$
REVENUE		
Contributions		
Government operating grants (Note 13)	16,965,000	15,956,946
Corporate and government funding (Note 14)	6,428,140	5,107,343
Other revenue (Note 15)	3,626,269	3,057,830
Amortization of deferred contributions - broadcast rights (Note 11)	1,411,287	973,344
Amortization of deferred contributions - capital assets (Note 12)	2,717,264	2,634,393
	<u>31,147,960</u>	<u>27,729,856</u>
EXPENSES		
Content and programming	18,087,555	15,474,087
Production and technology	6,566,831	5,355,894
Administration	2,700,289	2,955,277
Amortization of capital assets	2,843,279	2,743,793
Employee future benefits (Note 8)	700,430	617,500
Write-down of capital assets		106,510
	<u>30,898,384</u>	<u>27,253,061</u>
Excess of revenue over expenses	<u>249,576</u>	<u>476,795</u>

The accompanying notes are an integral part of the financial statements and Note 4 provides other information on operations.

Ontario French-language Educational Communications Authority (OFLECA)

Changes in Net Assets

Year ended March 31, 2011

	2011				2010	
	Invested in Capital Assets	Invested in Broadcast Rights	Restricted Accrued Pension Asset	Internally Restricted - TVOntario Foundation	Unrestricted	Total
	\$	\$	\$	\$	\$	\$
BALANCE, BEGINNING OF YEAR	387,924	9,846,973	126,600	1,519,008	616,057	12,496,562
Excess (deficiency) of revenue over expenses	(126,015)	(4,949,270)	(700,430)		6,025,291	12,019,767
Net acquisition of capital assets	(41,115)				41,115	476,795
Net investment in broadcast rights		4,126,174			(4,126,174)	
Contributions to the pension plan			786,330		(786,330)	
Restriction - pension fund (Note 6)			249,576		(249,576)	
BALANCE, END OF YEAR	220,794	9,023,877	462,076	1,519,008	1,520,383	12,746,138
						12,496,562

Ontario French-language Educational Communications Authority (OFLECA)

Cash Flows

Year ended March 31, 2011

	2011	2010
	\$	\$
OPERATING ACTIVITIES		
Excess of revenue over expenses	249,576	476,795
Non-cash items		
Net changes in working capital items (Note 3)	3,116,883	(488,557)
Write-down of capital assets		106,510
Employee future benefits	48,300	85,700
Amortization of capital assets	2,843,279	2,743,793
Amortization of deferred contributions - capital assets	(2,717,264)	(2,634,393)
Amortization of deferred contributions - broadcast rights	(1,411,287)	(973,344)
Amortization of broadcast rights	6,360,557	5,724,202
Cash flows from operating activities	<u>8,490,044</u>	<u>5,040,706</u>
INVESTING ACTIVITIES		
Acquisition of capital assets	(1,137,338)	(1,175,904)
Acquisition of broadcast rights	(6,465,909)	(7,074,240)
Cash flows used in investing activities	<u>(7,603,247)</u>	<u>(8,250,144)</u>
FINANCING ACTIVITIES		
Transition funds received		500,000
Grant - programming	3,419,000	2,000,000
Capital grant	1,150,000	30,000
Cash flows from financing activities	<u>4,569,000</u>	<u>2,530,000</u>
Net increase (decrease) in cash	<u>5,455,797</u>	<u>(679,438)</u>
Cash, beginning of year	6,498,506	7,177,944
Cash, end of year	<u>11,954,303</u>	<u>6,498,506</u>
CASH REPRESENTED BY		
Unrestricted cash	5,016,261	2,379,587
Restricted cash (Note 6)	<u>6,938,042</u>	<u>4,118,919</u>
	<u>11,954,303</u>	<u>6,498,506</u>

The accompanying notes are an integral part of the financial statements.

Ontario French-language Educational Communications Authority (OFLECA) Financial Position

As at March 31, 2011

	2011	2010
	\$	\$
ASSETS		
Current assets		
Cash	5,016,261	2,379,587
Accounts receivable (Note 5)	4,445,723	3,292,330
Prepaid expenses	184,195	251,813
	9,646,179	5,923,730
Restricted cash (Note 6)	6,938,042	4,118,919
Broadcast rights (Note 7)	12,955,106	12,849,754
Accrued pension assets (Note 8)	212,500	126,600
Capital assets (Note 9)	13,649,231	15,355,172
	43,401,058	38,374,175
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities (Note 10)	5,844,371	3,079,407
Deferred contributions	2,853,460	1,415,766
	8,697,831	4,495,173
Employee future benefits (Note 8)	1,101,700	967,500
Deferred contributions - broadcast rights (Note 11)	5,667,494	3,659,781
Deferred contributions - capital assets (Note 12)	15,187,895	16,755,159
	30,654,920	25,877,613
NET ASSETS		
Invested in capital assets	220,794	387,924
Invested in broadcast rights	9,023,877	9,846,973
Restricted - accrued pension asset	462,076	126,600
Internally restricted - TVOntario Foundation	1,519,008	1,519,008
Unrestricted	1,520,383	616,057
	12,746,138	12,496,562
	43,401,058	38,374,175

The accompanying notes are an integral part of the financial statements.

On behalf of the Board,

Chair of the Board

Vice-President of the Board
and President of the Audit Committee

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

1 - GOVERNING STATUTES AND PURPOSE OF THE AUTHORITY

The Ontario French-language Educational Communications Authority (the Authority) is a Crown corporation created by a decree on April 1st, 2007. The Authority, an independent French language broadcasting network, is a charitable organization and therefore exempt of income taxes. The Authority's main objectives are to provide French language educational broadcasting and telecommunications to the general public, to provide for the francophone community's interests and needs, and to develop the knowledge and skills of this community.

2 - ACCOUNTING POLICIES

Basis of presentation

The financial statements are prepared using the historical cost method, except for certain financial instruments accounted for at fair market value. No information on the fair market value is presented when the carrying amount is a reasonable approximation of the fair market value.

Accounting estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts recorded in the financial statements and notes to financial statements. These estimates are based on management's best knowledge of current events and actions that the Authority may undertake in the future. Actual results may differ from these estimates.

Revenue recognition

Contributions

The Authority follows the deferral method of accounting for contributions.

Under this method, contributions restricted for future period expenses are deferred and are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Subscriptions

Revenue gained from signal subscriptions is recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

2 - ACCOUNTING POLICIES (Continued)

Financial assets and liabilities

The Authority has chosen to apply the recommendations of Section 3861, "Financial Instruments – Disclosure and Presentation", of the *Canadian Institute of Chartered Accountants' Handbook* with respect to the presentation and disclosure of financial instruments.

On initial recognition, all financial assets and liabilities are measured and recognized at their fair value. Transaction costs from available-for-sale financial assets and held-to-maturity investments increase the carrying amount of the related financial assets. Regular-way purchases or disposals of financial assets are recognized at the transaction date.

Subsequently, financial assets and liabilities are measured and recognized as follows.

Held-for-trading financial assets

Cash is classified as a held-for-trading financial asset and is measured at fair value.

Loans and receivables and other financial liabilities

Accounts receivable are classified as loans and receivables. Accounts payable are classified as other financial liabilities. These financial instruments are measured at amortized cost using the effective interest method (including any impairment in the case of financial assets).

Impairment of long-lived assets

The Authority tests capital assets and broadcast rights for impairment when events or changes in situations indicate that the carrying amount may not be recoverable. The carrying amount of long-lived assets is not recoverable if it exceeds the sum of the undiscounted cash flows expected to result from the use and eventual disposition of the assets. In such a case, an impairment loss is recognized and is measured at the amount by which the carrying amount of the long-lived assets exceeds their fair value.

Amortization

Capital assets are amortized over their estimated useful lives according to the straight-line method over the following periods:

	Period
Transmitters	17 years
Transmitter monitoring equipment	7 years
Technical equipment	7 years
Computer equipment	5 years
Office furniture and equipment	15 years
Leasehold improvements	Lease term of 10 years

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

2 - ACCOUNTING POLICIES (Continued)

Broadcast rights and production costs

Broadcast rights and production costs are accounted for as follows:

Current productions and promotional programs are recognized as expenses as costs are incurred.

All the other programs produced by the organization and under co-production, pre-purchase, and acquisition contracts are accounted for at cost and are amortized over a period of four years on a straight-line basis.

Pension and other post-retirement benefit plans

The Authority accrues its obligations under employee defined benefit plans, net of the fair value of plan assets. In order to do so, the organization has adopted the following policies:

- The actuarial determination of the accrued benefit obligations for pensions and other retirement benefits uses the projected benefit method prorated on service. This determination incorporates management's best estimate of future salary levels, other cost escalation, retirement ages of employees and other actuarial factors;
- For the purpose of calculating the expected return on plan assets, those assets are valued at fair value;
- An actuarial gain (loss) arises from the difference between the actual long-term rate of return on plan assets for a period and the expected long-term rate of return on plan assets for that period or from changes in actuarial assumptions used to determine the accrued benefit obligations. The excess of the net accumulated actuarial gain (loss) over 10% of the greater of the benefit obligations and the fair value of plan assets is amortized over the average remaining service period of active employees. The average remaining service period of the active employees covered by the pension plan is 11 years. The average remaining service period of the active employees covered by the other retirement benefit plan is 15 years.

Foreign currency translation

Monetary assets and liabilities in foreign currency are translated at the exchange rate in effect at the balance sheet date, whereas other assets and liabilities are translated at the exchange rate in effect at the transaction date. Revenue and expenses in foreign currency are translated at the average rate in effect during the year, with the exception of revenue and expenses relating to non-monetary assets and liabilities, which are translated at the historical rate. Exchange gains or losses on financial assets and liabilities are recognized in operations.

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

2 - ACCOUNTING POLICIES (Continued)

Contributions received in the form of supplies and services

The Authority accounts for the contributions received in the form of supplies and services when the fair value of these contributions can be reasonably estimated, and when the organization should have obtained the supplies and services for its regular operations in another way.

Cash and cash equivalents

The policy of the Authority is to present investments with a term equal to or less than three months in cash and cash equivalents.

Excess financing

Government ministries can require the reimbursement of any excess funding. All such reimbursements will be accounted for in the financial year in which they occur.

3 - INFORMATION INCLUDED IN CASH FLOWS

Changes in working capital items are as follows:

	2011	2010
	\$	\$
Accounts receivable	(1,153,393)	(1,429,203)
Prepaid expenses	67,618	44,933
Accounts payable and accrued liabilities	2,764,964	(265,491)
Deferred contributions	1,437,694	1,161,204
	<u>3,116,883</u>	<u>(488,557)</u>

4 - INFORMATION INCLUDED IN OPERATIONS

	2011	2010
	\$	\$
Amortization of broadcast rights	6,360,557	5,724,202
Exchange loss	6,288	22,454

5 - ACCOUNTS RECEIVABLE

	2011	2010
	\$	\$
Governments	2,404,669	2,545,290
Subscriptions	421,350	268,264
Commodity taxes	943,422	
Others	676,282	478,776
	<u>4,445,723</u>	<u>3,292,330</u>

**Ontario French-language Educational
Communications Authority (OFLECA)
Notes to Financial Statements**

March 31, 2011

6 - RESTRICTED CASH

	2011	2010
	\$	\$
Restricted cash for capital renewal (a)	1,759,458	1,759,458
Restricted cash - Pension and other retirement benefits (b)	849,576	
Restricted cash - TVOntario Foundation (c)	1,519,008	1,519,008
Restricted cash for the acquisition of subtitling	360,000	
Restricted cash for the acquisition of broadcast rights	2,000,000	812,000
Restricted cash for the acquisition of capital assets		28,453
Restricted cash for the acquisition of training services	300,000	
Restricted cash - transition	150,000	
	<u>6,938,042</u>	<u>4,118,919</u>

(a) A portion of the funding received annually can be set aside to ensure that the Authority's technical capital assets keep pace with technological changes and can be maintained or replaced

(b) During the year, the Authority chose to restrict the period's surplus for additional contributions to the pension fund. These contributions will be paid in the 2011-2012 fiscal year.

(c) During the 2008-2009 fiscal year, the Authority decided to restrict contributions obtained from the dissolution of the TVOntario Foundation, which were received during a previous year. To this effect, these restricted funds may be used for purposes determined by the Board of directors from time to time, and only with the approval of the Board.

7 - BROADCAST RIGHTS

	2011		
	Cost	Accumulated amortization	Net
	\$	\$	\$
Broadcast rights and completed productions	30,251,062	20,109,943	10,141,119
Work in progress	2,813,987		2,813,987
	<u>33,065,049</u>	<u>20,109,943</u>	<u>12,955,106</u>
	2010		
	Cost	Accumulated amortization	Net
	\$	\$	\$
Broadcast rights and completed productions	22,821,993	13,749,386	9,072,607
Work in progress	3,777,147		3,777,147
	<u>26,599,140</u>	<u>13,749,386</u>	<u>12,849,754</u>

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

8 - PENSION AND OTHER RETIREMENT BENEFIT PLANS

Description of pension and other retirement benefit plans

The Authority has a number of funded and unfunded defined benefit plans, as well as defined contribution plans, that provide pension, other retirement and post-employment benefits to most of its employees.

The pension plan to which most of the Authority's employees contribute is made up of two components. The first component consists of a defined benefit plan entirely funded by the Authority. According to this plan, pension benefits are based on the number of years of service and the employee's salary at the end of his or her career. Every year, the pension benefits are grossed-up in accordance with the rate of inflation, up to a maximum of 3%. The second component consists in defined contribution plan, with contributions paid by both the Authority and the participants. Other retirement benefit plans are contributory health care, dental and life insurance plans.

Total cash payments

Cash payments made for future employee benefits, consisting of cash contributed by the Authority to its funded pension plan, cash payments directly to beneficiaries on account of its unfunded other benefits plan, and cash contributed to its defined contribution plans, amounted to \$736,800 (\$830,300 in 2010).

Defined benefit plans

The Authority measures its accrued benefit obligations and the fair value of the plan assets as at March 31 of each year. The most recent actuarial evaluation of the pension plan, for funding purposes was as of March 31, 2010, and the next required evaluation will be as of March 31, 2013.

Reconciliation of the funded status of the benefit plan to amounts recorded in the financial statements

	2011	
	Pension benefit plan	Other benefit plans
	\$	\$
Accrued benefit obligations	8,427,900	999,200
Fair value of the plan assets	8,364,700	
Funded status of plans - plan deficit	(63,200)	(999,200)
Unamortized actuarial loss (gain)	275,700	(102,500)
Accrued pension asset (liability)	212,500	(1,101,700)

**Ontario French-language Educational
Communications Authority (OFLECA)
Notes to Financial Statements**

March 31, 2011

8 - PENSION AND OTHER RETIREMENT BENEFIT PLANS (Continued)

	2010	
	Pension benefit plan	Other benefit plans
	\$	\$
Accrued benefit obligations	7,063,600	1,018,500
Fair value of the plan assets	7,449,900	
Funded status of plans - plan surplus (deficit)	386,300	(1,018,500)
Unamortized actuarial (gain) loss	(259,700)	51,000
Accrued pension asset (liability)	126,600	(967,500)

Plan asset components

At the measurement date, i.e. March 31 each year, the plan assets consist of the following:

	2011	2010
	%	%
Asset category		
Equity securities	61	62
Debt securities	34	36
Other	5	2
	100	100

Employee future benefit costs recognized in the year and benefits paid

	2011	
	Pension benefit plan	Other benefit plans
	\$	\$
Employee future benefits costs recognized	494,700	146,200
Benefits paid	325,900	12,500

	2010	
	Pension benefit plan	Other benefit plans
	\$	\$
Employee future benefits costs recognized	491,000	133,100
Benefits paid	117,900	6,600

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

8 - PENSION AND OTHER RETIREMENT BENEFIT PLANS (Continued)

Significant Assumptions

The significant assumptions used are as follows (weighted-average):

	2011	
	Pension benefit plan	Other benefit plans
	%	%
Accrued benefit obligations		
Discount rate	6.00	6.00
Rate of compensation increase	3.50	4.00
Benefit costs		
Discount rate	6.50	6.50
Expected long-term rate of return on plan assets	5.75	
Rate of compensation increase	4.00	4.00
		2010
	Pension benefit plan	Other benefit plans
	%	%
Accrued benefit obligations		
Discount rate	6.50	6.50
Rate of compensation increase	4.00	4.00
Benefit costs		
Discount rate	7.25	7.25
Expected long-term rate of return on plan assets	5.75	
Rate of compensation increase	4.00	4.00

Assumed health care cost trend rates are based on the following:

	2011	2010
Initial health care cost trend rate	8.76%	9%
Cost trend rate declines to	4.5%	4.5%
Year that the rate reaches the rate it is assumed to remain at	2030	2030

Defined contribution plan

The total expense recognized in relation with the defined contribution plan amounts to \$242,100 (\$291,900 in 2010).

**Ontario French-language Educational
Communications Authority (OFLECA)
Notes to Financial Statements**

March 31, 2011

9 - CAPITAL ASSETS

	2011		
	Cost	Accumulated amortization	Net
	\$	\$	\$
Transmitters	118,714	118,714	
Transmitter monitoring equipment	910,683	816,801	93,882
Technical equipment	10,218,036	3,827,805	6,390,231
Computer equipment	5,029,619	2,468,027	2,561,592
Office furniture and equipment	1,100,437	197,361	903,076
Leasehold improvements	5,044,773	1,344,323	3,700,450
	22,422,262	8,773,031	13,649,231
	2010		
	Cost	Accumulated amortization	Net
	\$	\$	\$
Transmitters	118,714	118,714	
Transmitter monitoring equipment	910,683	798,477	112,206
Technical equipment	9,621,251	2,429,552	7,191,699
Computer equipment	4,528,478	1,616,577	2,911,901
Office furniture and equipment	1,092,297	124,469	967,828
Leasehold improvements	5,013,501	841,963	4,171,538
	21,284,924	5,929,752	15,355,172

10 - ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

	2011	2010
	\$	\$
Accounts payable	5,210,305	2,378,064
Accrued wages and benefits	634,066	573,242
Other		128,101
	5,844,371	3,079,407

11 - DEFERRED CONTRIBUTIONS - BROADCAST RIGHTS

	2011	2010
	\$	\$
Balance, beginning of year	3,659,781	1,523,500
Add:		
Projects related to broadcast rights	1,419,000	1,299,625
Grant - programming (Note 13)	2,000,000	1,810,000
Less:		
Amortization	1,411,287	973,344
Balance, end of year	5,667,494	3,659,781

**Ontario French-language Educational
Communications Authority (OFLECA)
Notes to Financial Statements**

March 31, 2011

12 - DEFERRED CONTRIBUTIONS - CAPITAL ASSETS

	<u>2011</u>	<u>2010</u>
	\$	\$
Balance, beginning of year	16,755,159	18,881,498
Add:		
Contributions deferred during the current year (Note 13)	1,150,000	508,054
Less:		
Amortization	<u>2,717,264</u>	<u>2,634,393</u>
Balance, end of year	<u><u>15,187,895</u></u>	<u><u>16,755,159</u></u>

13 - CONTRIBUTIONS - GOVERNMENT OPERATING GRANTS

	<u>2011</u>	<u>2010</u>
	\$	\$
Provincial		
Ministry of Education		
- Base grant	16,200,000	15,900,000
- Grant - programming	2,000,000	2,000,000
- Transition funds	300,000	500,000
- Capital grant	1,000,000	30,000
- HD Signal	765,000	
- Retirement benefit plans	600,000	
- Training	300,000	
- Subtitling	360,000	
Less:		
Deferred contributions - broadcast rights (Note 11)	(2,000,000)	(1,965,000)
Deferred contributions - capital assets (Note 12)	(1,150,000)	(508,054)
Deferred contributions - retirement benefit plans	(600,000)	
Deferred contributions - training	(300,000)	
Deferred contributions - transition	(150,000)	
Deferred contributions - subtitling	<u>(360,000)</u>	
	<u><u>16,965,000</u></u>	<u><u>15,956,946</u></u>

Ontario French-language Educational Communications Authority (OFLECA)

Notes to Financial Statements

March 31, 2011

14 - CONTRIBUTIONS - CORPORATE AND GOVERNMENT FUNDING

	2011	2010
	\$	\$
Provincial projects		
Ministry of Education		
- Early Reading and Early Math	231,920	232,938
- Subtitling		200,000
- Transition		722,924
Project funding	2,593,856	
Funds deferred from previous year	1,802,260	2,858,741
Funds deferred to future years	(1,439,337)	(1,802,260)
	<u>3,188,699</u>	<u>2,212,343</u>
Federal Projects		
Training	497,772	
Official languages program	2,605,000	2,605,000
	<u>3,102,772</u>	<u>2,605,000</u>
Corporate Projects		
Financing received during the year	140,792	290,000
Funds deferred to future years	(4,123)	
	<u>136,669</u>	<u>290,000</u>
	<u>6,428,140</u>	<u>5,107,343</u>

15 - OTHER REVENUE

	2011	2010
	\$	\$
Signal subscriptions	3,085,366	2,937,523
Sale of products	26,305	26,157
Sublease	80,668	77,830
Interest revenue	115,668	16,320
Litigation settlement and other	318,262	
	<u>3,626,269</u>	<u>3,057,830</u>

16 - RELATED PARTY TRANSACTIONS BETWEEN AGENCIES

As sponsor of the Ontario French-language Educational Communications Authority Pension plan, the Authority has undertaken to pay certain costs of the pension plan, including compensation of employees, actuary fees and costs associated with the use of premises and other associated costs.

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

17 - FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES, AND FINANCIAL RISKS

Financial risk management objectives and policies

The Authority is exposed to various financial risks resulting from both its operations and its investment activities. The Authority's management manages financial risks.

The Authority does not enter into financial agreements including derivative financial instruments for speculative purposes.

Financial risks

The Authority's main financial risk exposure and its financial risk management policies are as follows:

Credit risk

The carrying amount on the balance sheet of the Authority's cash and accounts receivable, net of any applicable provisions for losses, represents the maximum amount exposed to credit risk.

The Authority's is exposed to concentration risk attributable to cash since it only trades with one financial institution.

Exchange risk

The Authority is exposed to exchange risk due to cash and receivables denominated in US dollars. As at March 31, 2011, cash in US dollars totalled USD \$110,753 (CAD \$107,630) (USD \$60,015 and CAD \$59,138 in 2010) and receivables totalled USD \$Nil (USD \$100,000 and CAD \$98,464 in 2010).

The Authority does not enter into forward exchange contracts to cover its exchange risk exposure.

Liquidity risk

Liquidity risk management serves to maintain a sufficient amount of cash and cash equivalents. To ensure that the Authority has the necessary funds to fulfil its obligations, the Authority's management establishes budgets, but does not prepare cash flow forecasts.

Ontario French-language Educational Communications Authority (OFLECA) Notes to Financial Statements

March 31, 2011

18 - CAPITAL MANAGEMENT POLICIES AND PROCEDURES

The Authority's capital management objectives are:

- To ensure the Authority's ability to continue as a going concern;
- To fulfil its financial obligations.

The Authority manages its capital by seeking contributions from provincial and federal governments and by restricting a portion of its net assets for specific uses.

In order to maintain or adjust the capital structure, the Authority may adjust the amount of expenses forecasted for the realization of certain of its activities.

19 - COMMITMENTS

The Authority has entered into an operating lease agreement expiring in August 2017 which calls for lease payments of \$7,667,410 for the rental of office space. The minimum lease payments for the next five years are \$1,124,698 in 2012, \$1,177,268 in 2013, \$1,214,818 in 2014, \$1,214,818 in 2015 and \$1,214,818 in 2016. The lease contains a renewal option for two additional periods of five years, which the Authority may exercise by giving a nine-month notice. The Authority has entered into other operating lease agreements expiring in 2014 which call for monthly lease payments of \$104,167 for access to communications services. The minimum lease payments for the next four years are \$1,250,000 in 2012 and 2013 and \$937,500 in 2014.

As at March 31, 2011, the Authority had committed an amount of \$2,791,356 in 2012 and \$238,616 in 2013 to acquire broadcasting rights.

20 - CONTINGENCIES

A lawsuit in the amount of approximately \$1,750,000 has been filed against the Authority with regards to copyrights. It is impossible at this time to estimate the outcome of the claim. As a result, no provision has been recorded in the financial statements.

A grievance have been filed against the Authority on behalf of an ex-employee for undeterminable amounts. In the opinion of management, this grievance is without basis and accordingly no provision has been recorded in this respect.

21 - COMPARATIVE FIGURES

Certain comparative figures have been reclassified to conform with the presentation adopted in the current year.



GroupeMédia
web | télé

21 College Street
6th Floor
PO Box 3005 STN F
Toronto ON M4Y 2M5
Canada

416.968.3536
1.800.387.8435

100 Queen Street
Suite 1440
Ottawa ON K1P 1J9
Canada

613.569.8395

21 Lasalle Boulevard
Sudbury ON P3A 6B1
Canada