

W H E R E E D U C A T I O N
M A T T E R S
o n a i r , o n l i n e

A n n u a l R e p o r t 2 0 0 0 - 2 0 0 1



TVOntario

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

I take pleasure in submitting the Annual Report of the Ontario Educational Communications Authority (TVOntario) for the fiscal year April 1, 2000, to March 31, 2001. This is done in accordance with Section 12 (1) of the Ontario Educational Communications Authority Act.

This Annual Report outlines the milestones for the year 2000–01, during which we reinforced the return to our original educational mandate, using broadcast and other technologies. In our 30th Anniversary year we also increased our use of new media technologies to provide educational and curriculum-linked programs for children and families, and skills training for the workforce of Ontario.

I invite you to review the 2000–01 educational programming and new media accomplishments in the pages that follow.



Isabel Bassett
Chair and Chief Executive Officer
Ontario Educational Communications Authority

Table of Contents

Page 1	A Message from the Chair and Chief Executive Officer, <i>Isabel Bassett</i>
Page 3	New Media, <i>Blair Dimock</i>
Page 5	English Programming Services, <i>Beth Haddon</i>
Page 8	French Programming Services, <i>Claudette Paquin</i>
Page 10	TVOntario Awards
Page 11	Community Outreach
Page 12	Revenue & Development, <i>Bob Baker</i>
Page 14	TVOntario Stars
Page 15	General Operations, <i>Lee Robock</i>
Page 16	OECA Board of Directors Executive Management Committee Salary disclosure
Page 17	Management Responsibility Report Auditors Report
Page 18	Financial Statements



Isabel Bassett

WHERE EDUCATION MATTERS

Mandate

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

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

TVOntario is committed to delivering new media strategies that incorporate and support quality lifelong learning opportunities for adults and children, using the power of educational television programming and the recent developments in interactive learning. This is achieved by linking our educational television programming to the Ontario curriculum, through skills training, and interactive multimedia resources.

TVOntario

A Message from the Chair

This has been a year of transition and change for TVOntario. We have moved closer to the goals of the educational mandate as originally laid out by the Ontario Government and the founders of the Ontario Educational Communications Authority.

Founded in 1970, TVOntario celebrated its 30th Anniversary in 2000–01. As the province's educational broadcaster, our primary goal in this Anniversary year was to focus on our core business – to foster lifelong learning via all available media technologies.

That means that in 2000–01 all of our children's programming and much of our adult prime time programming is now linked to the K–12 curriculum and our new media activities are set up to link with and reinforce our broadcasts, such as *Parenting Matters*, TVO Kids.com, *camPuce* and *Voies Parentales*. We set out to create a new media strategy to focus on three distinct areas: credit courses and formal education as well as skills training through the Lifelong Learning Challenge Fund; support for schoolwork through our Ask a Teacher (*Eureka!*) Homework Online service; and enhancement of our existing broadcast programs through linked Web activities.

This year also saw the renewal of our CRTC licence to August 2007. The decision recognized TVOntario's value as an educational broadcaster both in English and in French. In the Commission's words:

"Educational television services such as TVO and TFO provide programming distinctly different from that which is generally available to the public. The Commission fully supports the unique and valuable role they play in the Canadian broadcasting system."

As part of this year of change, we appointed new Managing Directors of programming for both the English and French network services – Beth Haddon for TVO and Claudette Paquin for TFO – and launched our New Media strategy under Acting Managing Director Blair Dimock. We also appointed a new General Manager and Chief Operating Officer, Lee Robock and welcomed the new Managing Director of Revenue & Development, Bob Baker.

At our English language network TVO we reinforced the branding for Television that Matters, with a series of educational segments focusing on our "Matters" campaign, with topics such as Parenting Matters, Family Matters, Jobs Matter, and Health Matters as well as our new "Membership Matters" campaign. We created a new "tween/teen" block; increased the Ontario-wide focus of *Studio 2*; introduced Web-linked educational shorts and interstitials to attract viewers to our Web sites; and introduced *Sunday Night at the Cinema*. In the process we increased our viewership by 74% in prime time over fall and winter of the previous year!

Our French network, TFO, refined its links with the community to reflect the reality of Franco-Ontarian life. We reinforced our commitment to educational programming, expanded the linkage of children's programming to the Ontario French curriculum and increased our investment in projects for French Canadian independent producers outside Quebec. As well, every children's program broadcast on TFO is marketed to French classrooms across the province through our teachers' television guide, *Horaire Scolaire*.

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

G O A L S F O R 2 0 0 1 – 0 2

In keeping with our commitment to accountability, I would also like to give you a sense of our future goals and objectives so that the successes of TVOntario's priorities can be measured in future documents.

This is what we hope to achieve in 2001-02.

• To reinforce the emphasis on educational lifelong learning, in both our broadcast and new media products and markets, in order to provide the best quality, educational and curriculum-based service to Ontario – a service that is not only popular and offers value, but is also unique.

We will do this by strengthening the TVOntario program brand and identity as Ontario's educational broadcaster in order to emphasize our quality educational content on a wide range of delivery systems, wherever they are appropriate.

In new media we will implement a strategy that will focus strictly on formal education and the lifelong learning mandate in Ontario, including distance education and skills training.

In broadcasting we will increase the emphasis throughout the TVO and TFO schedules on early childhood education and lifelong learning programming, and we will continue to establish curriculum links to all our educational programs, resources and organizations both in the children's and adults' schedules, daytime and prime time, throughout the province.

The strategy for TVO is to provide quality, non-commercial, educational programming reflecting the issues of importance to the citizens of Ontario – programming that educates, enriches, and enlightens, while maintaining significant audiences: *Television that Matters*.

The TFO broadcasting strategy will continue support for the French-language cultural and lifelong learning needs of the Franco-Ontarian community by providing high quality, engaging, and informative programs: *La télé bien pensée !*

• To improve our self-sufficiency through the development of new revenue streams and leveraging opportunities and partnerships.

We plan to put in place the strategies to achieve this by increasing self-generated revenues to at least 33% of total revenues by 2002-03.

We will continue to revitalize the TVOntario membership base (70,400 at year end) and increase that base to 100,000 by 2004.

We are in the process of developing options for marketing TVOntario products and services to various markets around the world.

And we will develop a plan for revenue generation through major gift activities via the newly re-established TVOntario Foundation. For 2001-02 we have established a target \$1.5 million to be raised through a combination of endowments, gifts, and current funds.

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

This last priority is among our most important commitments since without it none of the former goals can be met.

We plan to continue improving business practice and streamlining the costs of operating the organization, to maximize investment in programming.

We will endeavour to position the workforce to meet the challenges brought by new technologies and changes in the workplace through training, succession planning, and skills development.

And we will develop a capital plan that prepares the organization for technical convergence within the next five years.

As you can see, we are committed to a strong and healthy organization that will provide educational services through the most economic means and to the highest standard – the one for which TVOntario has been recognized for the last 30 years.

The new millennium is full of challenges and opportunities. As Ontario's educational broadcaster, TVOntario's goal is to build our children's audiences, attract adult learners, and become the destination for children and families, business partners and institutions looking for a unique educational experience, both on air and online. In the process we will continue to be accountable to all our stakeholders – the people of Ontario.



Isabel Bassett
Chair and Chief Executive Officer



Blair Dimock
Acting Managing Director,
New Media

NEW MEDIA

Our Priorities

- Develop an implementation plan for new media strategy, once approved by the Board of Directors
- Identify and consolidate all new media activities in the organization under one umbrella
- Review all activities with respect to their relevance to the new media strategy and proceed, cancel, or reposition as necessary
- Develop a multi-year business plan for new media that identifies revenue potential and partners, for approval by the Board of Directors

Our Successes

- In the fiscal year 2000–01, our New Media division was established and its strategy and direction received Board approval
- All English language new media activities were consolidated in one division
- All previous activities were assessed for relevance and adherence to our educational mandate. Several new programs were developed, in particular the Lifelong Learning Challenge Fund and *Eureka! Ask a Teacher*
- The multi-year business plan was established and in the first year we were successful in implementing several projects. *Eureka! Ask a Teacher* and the Lifelong Learning Challenge Fund were two projects that went to the Board Program Planning Committee and were approved for development by the TVOntario Board of Directors



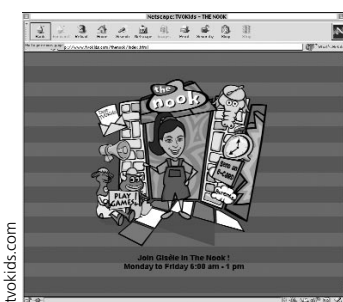
In response to growing demands by Ontario learners for more flexible access to lifelong learning and distance education opportunities, as well as to enhance our educational broadcast programming, TVOntario established its New Media division in the fiscal year 2000-2001. It is our mission to become the destination of choice for lifelong learning products and educational services on the Internet for all Ontarians.

The New Media division aims to deliver online educational resources and services linked to the Ontario curriculum, by partnering with the educational community – schools, colleges, and universities – and the private sector. If this proves successful, we hope to continue to provide a variety of training opportunities, many of which will be created by TVOntario.

We are using the Internet to enrich and enhance key educational broadcast programs offered on TVOntario's two networks, TVO and TFO. Many of these programs, particularly in the children's block, are tied into the provincial curriculum. With that in mind we have made the following changes in the past fiscal year:

For Kids

- We redesigned the tvokids.com Web site in order to align online branding with on air programming to give greater profile to *The Nook*, *The Crawlspac*, and *The Underground*. This site receives up to 700,000 page views per month, and features mainly interactive activities like *Alphabet Goop* and *Polkaroo's Number Wonders* that are all tied to the provincial kindergarten curriculum.



- We launched *Eureka! Ask a Teacher*, a free online homework service for grade 7 and 8 math students in Ontario. This new Web site has been expanded to include the Ask a Teacher service, which provides live online homework help from Ontario teachers, and a variety of

resources to support elementary math students as well as those preparing for the new provincial grade 10 literacy test.

- The New Media division continues to deliver French-as-a-second-language (FSL) projects funded by the federal department of Canadian Heritage. This year we changed our focus to the development of innovative Web-based activities for elementary FSL students in order to offer them a state-of-the-art teaching and learning tool.

For Parents

- We introduced *The Parent Break*, a new Web site for parents, which provides up-to-date information on a variety of issues of concern to Ontario parents, a schedule of local family events around the province, online discussions moderated by experts, and a variety of other resources for parents in Ontario.



For Educators

- *Curriculum Connections* shows teachers and parents how to use TVO programs that are linked to the curriculum effectively. The *Learning Zone* offers a variety of curriculum videos based on leading series like *Studio 2*, as well as

teachers' guides to promote their effective use. The PDOnline Web site for teachers provides a range of professional development resources linked to the new provincial curriculum.

Online Skills Training

Quality distance education is an integral part of our mandate and our New Media division has laid the groundwork to provide new programs to support lifelong learning and skills training using the Internet and new multimedia capabilities.

The Lifelong Learning Challenge Fund, launched in July 2000, offers one-time matching funds of \$5 million to attract private and public partners to work with TVOntario in developing new online workplace training programs. The Fund, made possible by special funding from the Ministry of Training, Colleges and Universities, successfully provided incentives to the private sector to become involved in new approaches to training skilled workers that will help fill critical gaps in today's labour market.

Eight projects are being funded from over 130 proposals reviewed by an independent panel of experts. The result will be almost \$10 million in new investments from TVOntario and its partners. These new online programs will provide skills upgrades to the construction, health, food services, and automotive sectors, among others.

Career Development

With the encouragement of the Ministry of Training, Colleges and Universities, TVOntario's New Media division is also developing a one-stop career portal to complement the stories on careers shown on the broadcast side. Here young people and adults will be able to find all the information they need for career advancement. The first instalments were for *Looking for Work*, a Web site designed to help people looking to re-enter the workforce by improving their employability skills. *Learning Matters* is a Web site featuring links to all post-secondary education and training opportunities available in Ontario, including distance learning courses. This enables the user to increase awareness about career opportunities and the resources available in Ontario to advance career success.

Further Distance Learning Opportunities

In the final months of the fiscal year 2000–01, the Ministry of Education announced that the Independent Learning Centre (ILC) will become part of TVOntario. This will extend TVOntario's mandate to include the delivery of elementary and secondary school credit courses to Ontarians who need a more flexible alternative to attending classes in an institutional setting. Distance learning allows them to access these credit courses anywhere in the province and at any time. The ILC will join us in the next fiscal year, adding an exciting new dimension to our existing range of educational products.

For further information, please visit our family of Web sites at www.tvo.org



Beth Haddon
Managing Director, TVO

ENGLISH PROGRAMMING

Our Priorities

- Increase emphasis on non-commercial, non-violent educational children's programming to contribute to early childhood education
- Re-brand the television service to strengthen the Television that Matters brand and exploit "interstitial time" as education time
- Redevelop the on-air membership programming to support fundraising
- Redevelop the Sunday schedule
- Reflect Ontario to Ontarians on *Studio 2* and strengthen coverage of education issues
- Develop an arts programming strategy to showcase Ontario talent
- Strengthen prime time programming to become more enriching and educational while increasing ratings

Our Successes

- Increased the children's programming block by a half hour each day; also created a new tween/teen block, *The Underground*, including new signature program *Vox*
- Created prime time "E-shorts – educational shorts" as part of "Television that Matters" campaign
- Launched new on air membership program for fall and winter, both of which exceeded their budget targets
- Launched new Sunday schedule including new *Sunday Night at the Cinema* and *The Underground*
- Presented *Studio 2* features such as "Roads North," "The Prettiest Town in Ontario," and various educational forums, attracting new audiences; *Studio 2* audience almost doubled over the previous year
- Created new arts strand *On Stage* from *Studio 2* material
- Prime time ratings up 74% over fall/winter 1999–00



TELEVISION *that* MATTERS

In 2000–01 our objective was to clearly establish our unique niche in the broadcast spectrum: TVO is Ontario's educational network. For the last 30 years, TVO has been providing Ontarians with quality educational programming and in the year 2000, TVO celebrated its 30th anniversary on air with a new look created from its

traditional educational roots in Ontario. The redesigned *Television that Matters* campaign included visual presentation incorporating social ideals, such as literacy, diversity, imagination, and knowledge.

In addition, an on-screen listing guide told viewers about upcoming shows and a TVO "bug" reminded them that they were tuned in to Ontario's educational programming, helping to establish brand loyalty. Our viewers came to our network, stayed and knew they were watching TVO.

TVO Is for Kids

TVO Kids continues to be driven by our educational mandate, making our children's programming number one with families in Ontario. In the preschool block, *The Nook*, hosted by our "TVO Kid" Gisèle, programs are based on the Ministry of Education's Kindergarten Curriculum priorities: language, math, science and technology, personal and social development, and the arts.

This was the year that Polkaroo received long overdue recognition: after 30 years on air, his most recent live incarnation, *Polka Dot Shorts*, received a Gemini Award for Best Children's Series. That's why this season we expanded on the success of *Polkaroo's Number Wonders* and produced *Polkaroo's Awesome ABCs*. Last year we animated Polkaroo, this year we added an animated Marigold.



We also introduced several new series to the preschool block aimed at teaching cognitive learning as well as social skills. These included *Fetch the Vet*, *Bear in the Big Blue House*, *Rockabye Bubble*, *The Wiggles*, and *Babar* to name a few. Old favourites included *Zoboomafoo*, *Blues Clues*, *Teletubbies*, *PB Bear*, *Elliot Moose*, and *Dream Street*.

What makes TVO unique is its presentation and context. We offer commercial-free, non-violent, educational programming, set up by our hosts, the TVO Kids. Gisèle Corinthios, Phil McCordic, Patty Sullivan, Julie Patterson and Julie Zwillich present inventive educational segments between the programs, encouraging children to participate and learn. These are the "stars" for a whole generation of television children.



In the afternoon *Crawlspace*, where programming is presented for a broad range of ages and grade levels, the children's schedule is designed to foster a love of learning and to motivate and inspire children to perform better at school. Numerous studies have shown that children who watch educational television perform better than their peers on math, vocabulary and school readiness tests.

The afternoon block, which runs from 3:30 pm to 7:00 pm included classics such as *Anne of Green Gables* (the animated version), *Fun Food Frenzy*, *George Shrinks*, *Timothy Goes to School*, and *Corduroy Bear*. Among the popular returning series were *Arthur*, *Magic School Bus*, and *Popular Mechanics for Kids*.



Vox

In 2000–01 we launched a tween/teen block on Sundays from 6:00 p.m. to 8:00 pm called *The Underground*. By grouping a series of shows directed to this age group we were able to focus on the issues important to them. *The Underground* included the career series *Get a Life!*; *The Tribe*, a teen drama series from New Zealand; the TVO-created science series *Inquiring Minds*; plus a new in-house production, *Vox*.

Vox included 15 original half-hour programs with a teen perspective, with hosts Patty Sullivan and new TVO personality, Quddus. We also produced five one-hour live phone-in specials covering topics such as body image, teen sex, and family relationships.

Educational partnerships have always been a priority at TVOKids. We created many new multimedia products involving both on air and interactive Web site components, often in partnership with key sponsors.

- *The Bod Squad*, in association with The Dairy Farmers of Ontario, encourages healthy eating.
- *Engineers Are Everyday Heroes*, in association with Professional Engineers of Ontario, promotes engineering. This partnership has helped popularize and educate children on the subject of engineering. For the first time this year we had a live Webcast of the kick-off to Engineering Week, from the Ontario Science Centre, Toronto.
- *The Double J Detective Agency*, a series of E-shorts produced in collaboration with Indian and Northern Affairs Canada, educates children about Aboriginal lifestyles and cultures.

Serving Adult Learners

True to its mandate, TVO broadcasts adult programs that emphasize education and lifelong learning. Our programming continues to be distinctive, entertaining, thought provoking, and, above all, educational.

More to Life, TVO's live, interactive phone-in program, hosted by Maureen Taylor, remained extremely popular. This season we added three banner days: on Mondays, *More to Parenting*; Wednesdays, *More to Health*; and Fridays, *Finance and Family*. We also produced five one-hour specials in May 2000 to celebrate Education Week.

Maureen Taylor also hosted the second season of *Your Health*, the only weekly TV health-oriented magazine on air right now. TVO produced 26 new original episodes, as well as a one-hour special on breast cancer, both of which were sold to Prime Television. TVO also followed the hugely popular cooking show, *Two Fat Ladies*, with the new, upbeat *The Naked Chef*, starring Jamie Oliver, providing ongoing informal cooking classes to our loyal audiences.



A Touch of Frost

The 9:00 pm slot included a number of extremely well-received British mysteries and dramas like *A Touch of Frost*, *Rebus*, and *Monarch of the*



Heartbeat

Glen as well as Friday night's ever-popular *Heartbeat*. On the weekend, at 8:00 pm *Pride and Prejudice* was a welcome addition to the Sunday evening slot during our Winter Membership campaign. Introducing a new unhosted format, *Saturday Night at the Movies* and *Sunday Night at the Cinema* were warmly received, and the newly revamped *The Interviews* saw a large increase in viewership.

Book lovers continued to enjoy *Imprint*, TVO's Gemini-nominated book show. In its 12th season, with a new half-hour format and new host, Tina Srebotnjak, *Imprint* featured such stimulating and diverse authors as Leon Rook, Michael Palin, J.K. Rowling, Susan Musgrave and Jane Urquhart.

Studio 2, TVO's nightly flagship Ontario perspectives program has proved to be a ratings winner, which demonstrates that Ontarians want to know what's going on in their province. Now in its seventh season, the Gemini award-winning program, hosted by Steve Paikin and Paula Todd, is increasingly an Ontario favourite.

As part of Ontario's "education station," *Studio 2* devotes special coverage to the broader issues in education – its philosophical underpinnings and changing character. In this past season a *Studio 2* documentary special examined the issues facing post secondary education in Ontario – from private financing to the value of liberal arts, to the issue of brain drain. In March a special feature on learning disabilities attracted an audience of nearly 100,000 and more viewer mail than just about any other program.



Studio 2



Studio 2 – Going Global

Studio 2 in partnership with the University of Toronto's Munk Centre for International Studies presented a four-part series of live broadcasts that were required viewing for U of T students enrolled in first-year Political Science. *Going Global* focused on globalization and its effect on Canada, with audience participation and an interactive Web site.

Diplomatic Immunity, our program on international affairs, covered a wide range of issues from the Far East to the Middle East to the United States and finished the season with a hugely successful phone-in show on international travel tips.

As well as being educational, these programs also attracted viewers and members to TVOntario. TVO captured a total audience share of 3.0% of English station viewing in Ontario during the 2000–01 season, up 11% from the previous year. In the course of the year audiences for *Your Health* increased by 50%; *Studio 2* nearly doubled its audiences and experienced its highest overall season audience ever; and in the Monday to Friday 9:00 pm drama slot audiences doubled over last year. This meant that TVO's 2000–01 weekday prime time share of 3.3% was up 74% from last year.



Documentaries supplied an ongoing opportunity for independent Canadian filmmakers to showcase their work and provide Ontarians with lifelong learning from diverse perspectives. *The View From Here* aired leading-edge documentaries such as *Kim Campbell: through the Looking Glass*, *Train on the Brain*, and *Hank & Jimmie: A Story of Country*, while previously commissioned documentaries such as *In Time's Shadow*, *Hitman Hart: Wrestling with Shadows*, and *Let It Come Down: The Life of Paul Bowles* all won awards.

During the 2000–01 season we took the initial steps to establish the weeknight 10:00 pm slot as a showcase for documentary programming with each night dedicated to a different theme: Mondays – History; Tuesdays – Science; Wednesdays – point-of-view documentaries from *Human Edge* and *The View From Here*; and Thursdays – the new arts strand *Masterworks*. This latest innovation is dedicated to the arts, celebrating and exploring the life, work, and creative process of some of our most innovative and influential writers, musicians, and visual and performing artists.

To date, TVO's prime time Canadian documentary fund has commissioned 84 documentaries, with more in development. By 2000–01 TVO had committed \$4.1 million to documentary production since the inception of its documentary initiative in the fall of 1993. This financing triggered an estimated \$300 million in original production and resulted in approximately 90 hours of Canadian documentary programming with “first-window” broadcast on TVO.

Filmmakers of the Future

To celebrate the new millennium as well as TVOntario's 30th anniversary, several new partnerships were created to assist with professional career development in film. One was The Canadian Millennium Television Series with Sheridan College and another the Ontario Media Development Corporation Calling Card Program.

The result of the Sheridan collaboration was a six-hour series that focused the camera on five themes designed by Canada's Millennium Bureau to encourage celebration of the new century.

Created by ten Sheridan alumni with the assistance of twelve Sheridan students, the series recorded the voices of elders and visitors, and captured the achievement of Canadians. The series addressed issues such as our heritage, advancing Canadian innovations, our National Parks and youth participation in bringing communities together.

The second ongoing initiative was the Drama Calling Card Program co-funded by the Ontario Media Development Corporation (OMDC). This program provides an opportunity for emerging Ontario film producers and directors, who are poised to make their first broadcast production, to create a half-hour “calling card” for television. The goal of the program is to help these emerging filmmakers hone their skills, demonstrate their abilities, and prove their readiness to make commercial length market-supported projects.

The completed films and the talent of the creative teams will be promoted through a program-sponsored industry screening and a premiere broadcast on TVO during the summer of 2001. TVO is also commissioning four half-hour “calling card” documentaries to be co-funded by the OMDC.

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

Canadian and Foreign Programming Output	TVO hours
In-house Production	1,167.3
Canadian co-produced and independently-produced programming	362.5
Foreign co-productions and acquisitions	701.9
Subtotal	2,231.7
Question Period	90.1
Total	2,321.8

Programming Output	TVO hours
Productions	1,167.3
Co-productions	218.3
Acquisitions	846.1
Subtotal	2,231.7
Question Period	90.1
Total	2,321.8

Captioning	TVO hours
Captioned programming broadcast	3,140.1



Claudette Paquin
Managing Director, TFO

FRENCH PROGRAMMING

Our Priorities

- Reflect the diversity and richness of our Ontario regions throughout the schedule, including programming on cultural events, regional stories, tours into francophone communities, providing a community bulletin board
- Strengthen the children's schedule with high quality, relevant educational children's programming that reinforces the curriculum set by the Ontario Ministry of Education
- Provide teens with a programming alternative based on francophone culture and interests
- Strengthen science programming for youth and adults through co-productions and acquisitions

Our Successes

- Focused clearly on Ontario-based and educational programming, particularly in prime time. *Voyage à Maliotenam* was commissioned by the Federal Department of Indian Affairs and has benefited from international exposure during the Sommet de la francophonie
- Maximized linkage of children's programming to the Ontario French curriculum
- Developed dynamic and educational French language new media products such as the "Bisou" Web site based on the television series *Le Grenier de Bisou* and the communication skills kit *La trousse de Bisou*. These products support the development of language skills of children aged 2 to 7 years old
- The youth program *Volt* addressed, in a somewhat irreverent package, the issues and interests that attract this age group
- New media launched initiatives including a TFO resource Web site with information regarding the current implementation of Ontario's grade 10 curriculum
- Introduced on-air hosted programs to bring added value and lifelong learning context to the prime time schedule
- Increased investment in projects from French Canadian independent producers within Ontario



la télé bien pensée!

TFO continues to provide quality programming for children and adults seven days a week. It strives to make information, arts and culture accessible to Franco-Ontarians in their own language and from their own unique perspective. TFO is the only French language network, outside of Quebec, to provide such a service.

TFO's children's programming (7:00 to 10:00 a.m. and 3:00 to 6:30 p.m. Monday to Friday) is both educational and creative. *MÉGA TFO* is designed to help five- to 12-year-olds sharpen their logic, reading, and listening skills, while encouraging creativity and social interaction. An extremely popular co-production with Northern Indian Affairs on Innu culture, *Voyage à Maliotenam*, was produced this season by the MÉGA TFO production team.

Le Grenier de Bisou, a television series for children between the ages of 2 and 5 years, proved to be so popular that the animated puppet, *Bisou*, got his own interactive Web site. Created for pre-schoolers, this is one of the few Web sites aimed at children as young as two and designed to be used by parents and children together. The Web site features alphabet and number games and develops cognitive, spatial, and other skills in young children.



Bisou



MÉGA TFO

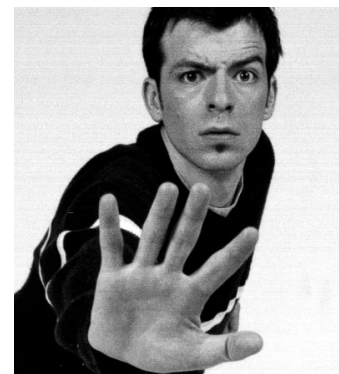
For the preteen age group, we presented *Les Débrouillards*, *Sciences point com*, *Au Max*, *C'est pas sorcier*, and *Unique au monde*. These series were designed to pull the young viewer into the world of science.

Charged with its own electrifying brand of zany madness, *Volt*, our magazine dealing with youth culture, continued to meet the needs of Ontario's young francophones. The host, Mathieu Pichette, would

up the ante by experimenting, investigating, imitating and discussing. Phone lines were open to give young people their say on fashion, music, influences, and trends. A spectacular new interactive Web site was developed around this program and created with sponsorship partners Sony and SEGA.

Another popular and dynamic series, *Grouille-toi*, gave high school students a glimpse into what the future can hold for them. The series focused on the process of choosing a career and profiled young adults in a great variety of fields of work.

Lifelong learning at TFO was as easy as following our four essential documentary strands. TFO has excelled on the scientific front with *Exploration* and *Science et Vie*.



Volt



Biographie painted the portraits of celebrities from Ontario and elsewhere. Among other offerings this year, *Histoire* presented the scintillating co-production *Francophonies d'Amérique*, four documentaries on the status of the French communities in North America. Those interested in the art of dance saw *L'Histoire des grands ballets*, which provided a background on the history of dance.

TFO's telemagazines, *Ô Zone*, *Bouillon de culture*, *Des Fourmis et des Hommes*, and *Branché*, stimulated debate as they covered arts, culture, society, the environment, and technology.

Panorama continued to bring in-depth coverage and analysis of the issues and events that have a direct impact on Franco-Ontarians. In its eighth season, Ontario's number-one francophone public affairs program provided news and analysis of Ontario society. The hosts, Pierre Granger and Gisèle Quenneville, involved the audience in an open and healthy debate on a number of topics. The award-winning series *Collection*, presented on *Panorama*, reflected the work of new Canadian producers and directors.

TFO's *Cinema* presented high-calibre feature films seven nights a week. Canadian and foreign cinema, classic American productions and fine mini-series were all found on our schedule.



Panorama

Providing Resources for Educators

Our continued push and emphasis on New Media allowed a redesign and new activities for our Web site *L'Îlot tfo*. This site offers children even more opportunities to develop their French language skills, while amusing themselves in a respectful, non-violent and culturally sensitive new media environment. Sympatico-Lycos, AOL Canada, and AOL FRANCE also distribute the contents of this program.

Convergence has been a priority for TFO. It is in this spirit that a site like *Espacité*, complementing the TV series *Demain l'espace*, has seen the light of day on tfo.org. *Espacité* offers an engrossing new media environment in which teens and young adults can learn about space while viewing spectacular images and video clips and participating in highly imaginative educational activities.

Ressource/tfo delivers several resources for teachers, including *Horaire Scolaire*, a very popular online database of TFO's educational programming. *Francophonies* is an information-rich Web site that offers anecdotes, video clips of interviews and historical timelines of Franco-Ontarian communities. *Sociomédia* is a Web site devoted to media literacy.

With an inventory of more than 3000 programs that can be used in the classroom, TFO is an important educational partner for all French-language schools. All elementary and secondary schools in Ontario have TFO educational products on site. A larger inventory of resources is available to them through their media centres.

CamPuce, an internationally recognized Web site for teachers, is a part of our virtual school community. *CamPuce@tfo.org/camPuce*, is a gathering place for innovative educators and resources.

Print materials for schools include more than 100 teacher's guides, curriculum link summaries as well as a bi-monthly information bulletin (TFO liaison). Educational material is available for downloading from the TFO Web site *tfo.org/ressourcestfo*. The database format of this Web site allows teachers to search the TFO catalogue according to grade and subject matter. High school teachers can also find detailed curriculum-related information for grades 9 and 10.

TFO offers school boards professional development workshops for teachers. A team of utilisation officers with extensive knowledge of both the current curriculum and corresponding TFO educational resources supports teachers with consultations, demonstrations, and print and multimedia resources. These services are available on demand. In addition, utilisation officers from TFO offer intensive training to students attending faculties of education in Ontario.

Educators have access to all video material through our televised downloading schedule from 3:00 am to 5:00 am, seven days a week, eleven months a year. In July the site is updated with additional material for the following school year.

Partners of these and other TFO activities include Le Centre Franco-ontarien de ressources pédagogiques, Le regroupement des centres et réseaux, Chic+communications, consultants from the French-language school boards as well as French-language consultants from the Ministry of Education.

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

Canadian and Foreign Programming Output	TFO hours
In-house Production	396.0
Canadian co-produced and independently-produced programming	262.6
Foreign co-productions and acquisitions	297.6
Subtotal	956.2
Question Period	90.0
Total	1,046.2

Programming Output	TFO hours
Productions	396.0
Co-productions	237.2
Acquisitions	323.0
Subtotal	956.2
Question Period	90.0
Total	1,046.2

Captioning	TFO hours
Captioned programming broadcast	1,272.0

A W A R D S

TVOntario has won more than 850 awards and prizes for program excellence over the last 30 years. In the past four years alone, programs have garnered five Genie Awards and over 80 Gemini nominations.

TVOntario programming has also received important recognition on an international scale. In 1998 TFO and the Online group won TVOntario's first international multimedia award, the *Milia d'or* for their youth Web site, *Perdus dans les étoiles*, beating Disney and Sony for this prestigious achievement.

In 2000–01 TVOntario received the following awards:

Gemini Awards

- *Polka Dot Shorts* – Best Pre-School Program or Series
- *The View From Here* – Best Documentary Series
- *The Holier It Gets*, directed by Jennifer Baichwal, commissioned by *The View From Here* – Best Direction in a Documentary Series, Best Writing in a Documentary Program or Series, Best Picture Editing in a Dramatic Program or Series – David Wharnsby
- *Dracula* – Juan Chioran – Best Performance in a Performing Arts Program or Series
- *After Darwin/Après Darwin* – Arnie Gelbart – Best Science, Technology, Nature Environment or Adventure Documentary
- *Legacy of Terror: The Bombing of Air India* – Peter Sawade – Best Sound in an Information/Documentary Program or Series

Bronze Plaque at the Columbus Festival

- *Man With a Mission*, commissioned by *The View From Here*

Genie Award

- *Shadow Maker: Gwendolyn MacEwen, Poet* commissioned by *The View From Here* – Best Short Documentary

Trille d'Or

- TFO Best Radio/Television Station at the Gala de la chanson et de la musique franco-ontarienne

Prix Blizzard – Manitoba Motion Pictures Industries Association, Film and Video Festival

- *Collection*, a series co-produced by TFO won three Prix Blizzards

Prix Géméaux

- *Pour mieux vivre ensemble*, an episode in the series *Terre comprise*, a co-production between TFO and Studio Via le monde – Multiculturalism Award

American OBIE Award

- TVO's *Nazis: A Warning from History* – Axmith McIntyre Wicht – International-Billboard Single & Street Furniture/Transit category

2000 BDA/Promax Awards

- BDA Gold Award – Music Package/Sound Design/Post Score or Instrumental Theme With or Without Vocals – TFO Fall launch video, *I'll Fly Away With You*
- BDA Silver Award – Print Campaign – TFO – Fall launch of *Panorama*
- BDA Silver Award – in-house Entertainment Program – Station ID promotion of *Yo-Yo Ma*

COMMUNITY OUTREACH

TVOntario keeps in touch with the community through its local initiatives and cultural activities. Such events in 2000–01 included:

- Anniversary greetings — To celebrate its 30th anniversary in the year 2000, TVO sent a television crew around the province, recording greetings from Ontarians from all regions and backgrounds, voicing enthusiastic support for their provincial educational broadcaster.
- “Seven days that shook the Crawlspace” — The March Break tour took our *TVO Kids* hosts to seven cities across the province in seven days, meeting their fans and interacting with them. This initiative is very popular both with the kids and their parents.
- *MÉGA TFO* French-language school visits
- *TVO Kids* school visits as ambassadors of UNICEF
- Word on the Street/Ruée des mots (Toronto and Ottawa)
- Winterlude/Bal de neige (Ottawa)
- Open House 2000 at Harbourfront Centre, Toronto

In 1999 a report from the Manager of Aboriginal Relations identified new opportunities for programming and partnerships to strengthen overall relations with Aboriginal communities across Ontario. Some of the programming that resulted from these recommendations included:

- *MÉGA TFO* produced *Voyage à Maliotenam* examining the culture of the Innu at Maliotenam, a reserve in northern Quebec
- TVO aired *Tales from the Longhouse*, starring Tom Jackson, a 40-part series, based on Native myths and traditions that impart Aboriginal stories to children
- Episodes of the *Double J Detective Agency* with Julies 1 & 2 included traditional Native music and foods, and focused on the significant Native contribution to science and history
- The *Vox* program *Turtle Concepts* provided inspiration for Native teens on self-esteem
- *Panorama* aired a portrait of Suzanne Rochon-Burnett and is doing research for the production next fall/winter of a series on the Métis in Ontario
- In the afternoon block, *More to Life* produced a field piece on Native-owned sweetgrass nurseries
- In prime time TVO presented a documentary series about forensic science hosted by Graham Greene
- A *MÉGA TFO* Web site, *Mission Possible*, features Aboriginal content

In the educational community, TVOntario continues to acknowledge outstanding educators through our educational e-shorts. We also provide a number of resources and tools for teachers both in print (*Horaires Scolaire*) and on the Internet through our PDOnline services.

Advisory Councils

TVOntario’s active role in the educational needs of communities around the province is greatly supported by a unique province-wide volunteer advisory network, the Advisory Councils.

Councillors provide an extensive range of support at the community level, committing a tremendous amount of time and energy. They communicate to TVOntario the educational reach and the effectiveness of its programming services and promotional strategies. Councillors stay on the pulse of the needs of local interest groups, such as educational institutions, community associations, and friendship centres.

2000–01 Advisory Councils

Northwestern Regional Council

Sabrina DeGagne, Atikokan
Susan Flemming, Fort Frances
Jackie Green, Thunder Bay
Carolyn Isaac, Red Lake
Chris Joubert, Terrace Bay
Paul Morralee, Thunder Bay
Bérangère Thibault, Nakina
David Ward, Dryden

Northeastern Regional Council

Peter Desilets, Sudbury
Andrew Elgee, South Porcupine
Linda Erskine, Little Current
Debora Fleming, Moose Factory
Marliese Gause, Parry Sound
Edmund Metatawabin, Fort Albany
Betty Pulver, Elliot Lake
Bruce MacLeod Thomson, Bracebridge

Southwestern Regional Council

Paul Boin, Kitchener
Raymond Dilling, Ilderton
Chester Langille, Woodstock
Ron McNamara, Windsor
Chris Nanni, Blenheim
David Shortt, Sarnia
Graham Steeves, Port Elgin
Joan Turner, London

Southcentral Regional Council

Michelle Goulbourne, Dundas
Heather Kenny, Bailieboro
Elsie Kossatz, Oakville
Cynthia Meyrick, Penetanguishene
Jennifer Moore, Mississauga
Lynn Robinson, Dunnville
Charlene Tehkummah, Toronto

Eastern Regional Council

Coralie Bartley, Richmond
Gregory Dunlop, Nepean
George Hodgkinson, Pembroke
Narda Iulig, Brighton
Lucien Lapointe, Ottawa
John MacLeod, Lansdowne
Charles Massey, Brockville
Gail Lynn Sproul, Plainfield

Francophone Advisory Council

Georges Boudreau, Hanmer
Annette Chrétien, Toronto
Liliane Chrétien, Sudbury
François Guérin, Toronto
Jacques Labelle, Rockport
Nicole Legault, Sturgeon Falls
Luc Marchand, Thunder Bay
André Messier, Elliot Lake
Lise St-louis, Ottawa
Johanne Sylvain, Sarnia
Nicole Wirtz, Dundas



Bob Baker
Managing Director,
Revenue & Development

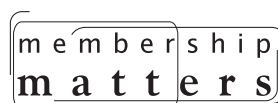
REVENUE & DEVELOPMENT

Our Priorities

- Develop and implement a multi-year Earned Revenue strategy that consolidates revenue generation activities into one department
- Improve gross revenues and reduce the cost of raising \$1.00 of revenue
- Create a strategy to recover 29,000 lost members to increase membership base in future years

Our Successes

- Restructured the division to position it for greater opportunities to increase revenues, and consolidate it under one department
- Secured \$8.4 million in gross revenues including Membership, Sales & Licensing, and Major Gifts & Sponsorship in 2000-01
- Began the task of recovering members through a new database management system; the base has now grown to 79,000 members



The mandate of TVOntario's Revenue & Development division is to improve financial self-sufficiency through the development of new revenue streams and by leveraging opportunities and partnerships.

Membership & Annual Giving

TVOntario has established a goal of 100,000 members by 2004. At the end of the fiscal year 2000-01 we had achieved 70,400 members. Campaigns which took place late in the fiscal year brought in a very strong return and by May 2001 the number of members had already reached 79,000, putting us well on the way to our target.

The on-air membership campaigns raised \$1.6 million in pledges in fiscal 2000-01. This was due in large part to the redesigning and repositioning of the membership on-air presence. The emphasis on rebranding the pledge breaks as "Membership Matters" tied in with overall network branding. These revitalized pledge breaks relied on a strong educational message, excellent programming and an exciting pledge break production.

The Winter 2001 Campaign alone raised \$784,000 and set many records. It was the second best campaign in TVOntario history. A record \$88,000 in pledges was made on the final Monday night – the best single night ever; and overall the campaign averaged \$30,000 in pledges per night – another best.

We enhanced member retention and acquisition through increased emphasis on special giving clubs. The Family Membership program grew by 25% over last year to 3,000, and the Mystery and Drama Partners program doubled to 1,000. These programs provided value-added benefits and advance "insider information" on future TVOntario programming.

In order to enhance stewardship activities with members/donors through effective communications programs, *Signal*, the members' magazine, increased its emphasis on TVOntario's educational mandate and provided information important for members.

Major Gifts & Sponsorship

Major Gifts & Sponsorship has a renewed focus to concentrate on building long-term sustainable relationships with individuals, corporations, and foundations.

We aggressively identified and qualified prospective donors and partners to secure funding to support TVOntario's educational programming on air and online.

More than 100 corporate prospects were identified, representing more than \$4 million in potential revenue. In the fourth quarter, 40 corporations were approached with requests for a total of \$3.8 million in donations supporting TVOntario programming.

We began to develop and integrate a comprehensive corporate investors program to leverage support from corporate Canada by establishing the TVOntario Corporate Partners Program.

We developed a Case for Support, articulating TVOntario's educational and charitable activities with a focus on donor-investment opportunities with TVOntario.

Sales & Licensing

Sales & Licensing, which includes program sales for the broadcast & educational markets, met its gross revenue target of \$2.8 million in 2000–01 with the U.S. educational market contributing sales of \$1.8 million.

We increased available products by securing the distribution rights to third-party product (programs and series created by outside producers).

More than 150 hours of the curriculum catalogue were digitized for sale to educators. Clients for this project include KCPT-TV, Dallas County Schools, and the Upper Grant Board of Education.

Sales & Licensing signed its first Internet webcast deal in 2000–01 for the Portuguese version of *Inquiring Minds Shorts*.

TVOntario Corporate Partners 2000–01

African Lion Safari
Altamira
AON Reed Stenhouse
Axmith McIntyre Wicht
Bank of Montreal
Bank of Nova Scotia
Broadcast Captioning/BCCS
Canadian Business Magazine
Canadian Imperial Bank of Commerce
Canadian Media Guild
Catalyst Entertainment
College of Massage Therapists
Combined Telecom
Conec Corporation
Dairy Farmers of Ontario
Delta Chelsea Hotel
Grand & Toy
Great Canadian Bagel
Group Telecom
IRPP
Kodak Canada
Kolter Property Management
Lucent Technologies
Manulife Financial
Maxell Canada
Mega Blocks Toys
Nelvana
Ontario Power Generation
Philips, Hager & North
Pizza Pizza
Professional Engineers Association
of Ontario
Professional Engineers of Ontario
Roy Thomson Hall
Royal Trust
Samsonite
Studio Oasis
Subaru Canada
Sun Life Financial
Telsat Canada
The Beaver Magazine
The Globe and Mail
The Royal Bank of Canada
Toronto Dominion Bank
Unum Canada
Xerox Canada

Stars TVOntario

STARS is a special program for those who want to play a significant role in furthering the excellence of educational television. Members who donate \$500.00 or more are invited to join our inner circle of major donors. In recognition of this generosity, we offer a wide variety of benefits providing a first-hand, behind-the-scenes look at TVOntario. As of March 31, 2001:

Katherine Adams
Bernd Aders
Josephine Aduckiewicz
Eris Albright
Alastair J. Allan
June V. Ardiel
Alexandra and James Arnett
William and Marilyn Ashby
Julie Ashcroft
Robert and Angela Baker
William E. Barnett
Isabel Bassett
Marion Bassett
Hewitt Bayley
Esther Beaupre
Elizabeth A. Beecham
Thomas H. Beechy
Vala Monestime Belter
John Belyea
Patrick Berg
R. Hugh Best
Elizabeth Blackstock
James Bliwas
Edith V. Bloom
Susan Blue
Stephen Boddy
Harald Bohne
Ruth Bolt
Mark Bonham
Ted and Joan Boswell
Jean Bower
Margaret E. Bower
Anthony Branch
Robert C. and Gail Brent
Brimstone Holdings Ltd.
Helen Bryan
Frank C. Buckley
Shirley Buckley
Mar Budd
Donna Burgess
G. W. Burgman
Esther Burson
Jean Bush
Warren Butler
John Button
Peter Cadeau
Rick Caldwell
Peter Cameron
Canada Dry Bottling Company Ltd.
John B. Capindale
Peter Carver
Mary E. Caudwell
CCH Canadian Limited
Dorothy Chambers
Chris Mellor Ins Brokers Limited
Ralph Churchill
Marilyn Clark
Philip R. Clarke
W. L. Clink
Club Richelieu: Les Perles du Nord
Margaret E. Cockshutt
Ellen T. Cole
John A. Collins
Cynthia Cooch
J. Stanley and Barbara Cotterill
Roy T. Cottier
Bernard Coughlan
Derrick Cousins
Maureen Cowan
Margaret F. Cross
E. J. Crossman
Allen Croxall
Michael Cummings
John Darrock
Frances Daunt
Warren Day
Douglas Denis
Mary L. Denson
Robert and G. Dickson
Blair Dimock
Katherine Doerner
Dorothy J. Doolittle
Geoffrey Downie
Arthur Drache
Sydney M. Duder
Michele Duggan
William H. and Jytte Durrant
Linda Eccleshall

Arnold Edinborough
Herbert and Elsa Elwell
David Garfield Evans
Ernie Eves
Brian W. Fayle
W. C. Ferguson
Timothy Findley
Sue B. Finnigan
K. Helen Fisher
Fitzhenry Family Foundation
Justice K. Flanigan
Diana S. Fleming
Desiree Francis
Carol A. Francom
Ross E. Fullerton
Bridget Gallagher
Roberta Garcia
Richard Gauthier
Boudewyn F. Gevaert
Rob Giberson
Michel A. Gingras
Donna Gitt
Charles and Margaret Godfrey
Susan Godin
Louise Goldschmidt
François Gontard
Neil Gover
Donald A. Graham
Susan L. Gray
Donna Green
Paul J. Greenhalgh
Bonnie M. Greer
Grey Sisters of the Immaculate Conception
John W. Griffin
Alexandra and Richard Gwyn
Beth Haddon
C. A. and Dorothy Hallpike
Darryl H. Hansen
Anne Hansman
Claire Harford
Susan Harkins
James M. Harper
Marvin Harper
William B. Harris
Patricia Haug
Brenda Haugen
Jean M. Hawkings
Harold Hayes
R. M. Hayes
Lydia Hayne-Jenkins
D. E. Hazelton
Agnes Hearn
Frank W. Helyar
Ian Hennessy
David H. N. Henry
Jack F. Hern
George Hervey
Leonore Hetherington
David and Rosemary Hilton
George and Marcella Hobbs
I. Hodgkinson
Norbert Hoeller
Dennis Hoffman
William Hogue
Barbara A. Holt
Enid M. Horning
Clive Houseman
Helen Howard-Lock
Adrienne Hudspeth
Margaret A. Hughes
John Hunter
Arlene M. Ide
Mary E. Isserstedt
Edward Jackman
Eric L. Jackman
Mildred Jackson
Patrick Jacobs
Bengt Jansson
Claude G. Jarry
Nora Jeffery
The Norman & Margaret Jewison Foundation
Gordon Johnson
Donna Johnston
Elizabeth Johnston
Harold E. and E. M. M. Jones
Frank de Jong
Hillery Joslin-Lloyd
Derek Jubb
Lucien Karchmar
Patricia Keeling
Kathryn Kennedy
Mary F. Kennedy
Melissa Kennedy
Robert J. Kerr
Margot H. King
Dan Kirby
Lise Kirkham
Judith Kirsh
Mary Kitchen
W.C. Kitchen Family Foundation

Olga Kuplowska
Justin & Elisabeth Lang Foundation
Donna Lasecki
William B. Lawrence
Mary Lennox
Mike Leo
Leah Lepage
Mona and Harvey Levenstein
Bicklette Limited
Anne Lindsey
Jim Livingston
William J. and Audrey Lynch
John A. and Lynda Macdonald
Patricia Macdonald
Margaret S. Machell
Gerard MacLeod
Clarice Madigan
Patricia E. Malcolmson
Taisto Mantyla
Jefferson and Sally Mappin
Lise Marin
Joseph E. Martin
William Martin
Albert F. Maskell
Mary Mason
James E. Matthews
Rick and Julia McCutcheon
Pam McDonald
McDonald's Restaurants of Canada
Janete McDougall
William G. McGorman
Donald McGowan
John B. McKay
Kenneth I. McKinlay
William R. McKinley
Isabel G. McLaughlin
Lois E. McLaurin
Alice and Greig McMullin
Joyce McMurray
J. K. McNeil
Winston Meyer
Kenneth Miller
Louise Miller
M. Nadia Miller
Donald S. Mills
Doug and Gwen Milton
Sandra and Jeffrey Moon
Marion Moore
Frank Morgret
Margaret Morison
Donald Morrison
Margaret Morrison
Blair Morton
Helen J. Morton
Robert Morton
Katharine Mosher
William Motz
Elizabeth Mounter
Mulvey & Banani Int'l Inc.
Alex and Margaret Murison
Bill Murphy
Alex Murray
The P. & P. Murray Foundation
Mutual Life of Canada
Margery Myers
NABET Local 72
Werner Neufeld
John Noone
L. W. Nourse
D. Marion O'Donnell
Gregory Olscamp
Richard Ouzounian
Steven Page
Gerald Parowinchak
Cameron G. Paton
Margaret A. Pattison
John Pearson
David Pease
E. Pedeman
Lillian I. Perry
Jerome R. Pier
William R. Poole
Murray E. Porte
Eileen Powers
Linda Powless
Pratt & Whitney Canada Inc.
Anil Purandaré
Janet Purchase
Cecelia Quarrington
John and Ene Querney
Daniel Quinn
Tony Rago
Mohan Ramachandran
Kathleen Ramsay
Diane A. Raymond
Barbara Richardson
Adelaide Richter
Paul J. and Dorothy Ringer
Judy Roberts
William R. Roberts

Duncan Robertson
Margery Robertson
Lee L. Robock
Bruce A. and Diana Rogers
Shelagh Rogers
Lillian Roth
David D. Le Roux
Randall Russe
Pamela Samuels
Herb Saunders
Robert J. Savaria
Fred P. Schneider
Mary Jane Scott
Diana and Paul Sealy
Peter Seto
Gwenlyn Setterfield
David Sgayias
David Shea
Risa Shuman
Jim E. Simpson
Gwyneth R. Smiley
Brian Smith
Monty J. Smith
David Sniderman
Soeurs de la Charité d'Ottawa
Mabel Soper
Ann Southam
E. A. Spencer
Elaine Spencer
Douglas St. Denis
Edna Staebler
David C.H. Stanley
Alfred E. Stanton
Mary E. Start
Mary B. Stedman
Ruth K. Stedman
Laurel Steel
Georgia Steinhart
Louise Stephens
Bette M. Stephenson
Edward Stewart
J. P. L. Stilborn
Diana N. Stott
Budd Sugarman Foundation
Sun Life of Canada
James C. and Ethel Swail
Katharine Symons
Helen A. Tallis
L. Tanouye
Teresa Taschereau
The N. A. Taylor Foundation
Kirk Thornton
R. Toivonen
John Tysoe
John E. Udd
W. Roy Underhill
Norman A. Urquhart
Gerard Vallee
Carol A. ValVerde
Bruce Vance
John E. Vanneste
Lovell Ventures
Richard and Margaret Vipond
Blake Wallace
Elizabeth D. Wangenheim
Robert Washington
Amelia Wehlau
Weir and Foulds
Jillian Welch
David B. Westcott
Martin Westmacott
Nora Wickware
Kealy Wilkinson
J. Ivan Williams
John Wilson
Robert Wilson
Evelyn C. Wishart
Elizabeth Withers
George Witte
Michael Wodlinger
Aileen Wolff
Bing Wong
G. P. Woodall
Mary Woods
T. Robert Woods
Allan Woolever
Joan Workman
Laraine Wotring
Heather Wright
Gordon P. Wywrot
Edward Zurbrigg
Anonymous



Lee Robock
General Manager and
Chief Operating Officer

GENERAL OPERATIONS

Our Priorities

- Reduce the cost of overheads throughout the organization
- Streamline the cost of operations by consolidating like activities, reduce the level of management, and invest in technologies that reduce ongoing operating costs.
- Develop use of technologies to improve management access to information
- Develop a five-year capital plan for plant renewal that takes advantage of technology efficiencies and prepares the organization for digital conversion

Our Successes

- Through consolidation and redesign of facilities, we have reduced overall office space by more than 10,000 square feet
- We have also reduced the contractual costs related to satellite fees, property rentals and equipment leases, through renegotiation and redefinition of the organizations needs
- Costs of operations were reduced as a result of consolidating activities such as maintenance of broadcast and IT equipment, revenue activities and communications
- Management was consolidated resulting in a streamlined management group with clearer definition of responsibilities and accountability
- We implemented new systems for Membership and facilities scheduling in order to improve customer service
- A five-year capital plan was developed, and the initial phase, the Master Control rebuild, will be operational in 2001-02
- The budget approval process for 2000-01 emphasized the opportunities for collaboration between departments on specific projects as well as improved information sharing about day to day operations
- We developed a three-year business plan that sets out priorities and performance objectives to 2004

TVOntario entered 2000-01 with a new Chair and a revitalized mandate that focussed on educational products and services. It was important to integrate the mandate throughout the organization, so that the purpose of every decision and activity was to achieve our organizational goals. We began with the 2000-01 budget process, which emphasized our renewed mandate in the shaping of products and services for both networks and the New Media division.

At the same time we realized that, while our costs of doing business were increasing, our revenues were not increasing at the same rate. As this would have an impact on our ability to sustain our investment in programming and New Media, we began a strategic review of our operations, with the objective of streamlining costs and improving service to the programming groups. This would allow us to direct more funds to our core businesses.

We began by regrouping the operational areas under the General Manager. Each division undertook a review to streamline costs and refocus activities. We consolidated the maintenance of broadcast and computer equipment under one department – an important step in preparing the organization to deal with technological convergence. Not only did this result in streamlined operations, it has clarified responsibilities and accountability for management.

We examined the way we exchange information, with a view to improving collaboration and ensuring that we maximize revenue and promotion opportunities wherever possible. This has resulted in a multi-faceted product development and communications strategy to ensure that both our broadcast and New Media educational products are completely integrated. They are also promoted both on air and online to ensure awareness by the greatest possible audience. You can enjoy the benefits of this effort in our "Membership Matters" campaign, our tvokids.com Web site, new educational products for teachers versioned from such shows as *Studio 2*, and new partnerships with various colleges and universities.

Finally, we took a very hard look at our fixed costs, and found ways to reduce space, decrease the cost of equipment leases, and reduce the cost of distributing our signal across the province, without affecting the quality of service to our internal or external clients. In this way we have freed up money to add to our investment in new products and services on TVO, TFO and New Media.

During our review of the business processes in the organization, we realized the impact that technology would have on the way we operate the organization. It is an opportunity to improve information that will, in turn, improve the quality of products and services for our audiences. In preparation for this, we will be introducing a new skills training and upgrade program in order to ensure that our workforce has the tools and knowledge to stay competitive, and to take advantage of the benefits the new technology has to offer.

OECA Board of Directors

April 1, 2000 to March 31, 2001

Isabel Bassett

Chair and CEO, Toronto
ex-officio member of all Board Committees

**Ian D. C. McPhail QC

Vice-Chair, Toronto (until April, 2000)
1,2,5

Blake Wallace QC

Vice-Chair, Toronto (from May 2000)
Vice-President and General Counsel,
Murray and Company
1,2

Vala Monestime Belter

Mattawa
Director of Nursing/Asst. Administrator,
Algonquin Nursing Home
3,4,5

John Belyea

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

**Gerard Charette

Amherstburg (until November, 2000)
Partner, Wilson Walker Hochberg Slopen
4, 5-C

Michel Gingras

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

Paul J. Greenhalgh, C.A.

Richmond Hill
Partner, Broadcast Video Systems
1-C, 2-C, 3

Melissa J. Kennedy

Toronto
Senior Litigation Counsel, Enforcement Branch,
Ontario Securities Commission
4, 5-C

Lise Marin

Timmins
Retiree of Air Canada
3, 4, 5

Joseph E. Martin

Toronto
Executive in Residence and Adjunct
Professor, Rotman School of Management,
University of Toronto
1, 2, 3, 4, 5

Beverly Mascoll

Toronto
President, Mascoll Beauty Supply Ltd.
1, 2, 3, 4

John David Querney

Sudbury
Principal, Muirhead Stationers Inc.
3-C, 5

*John E. A. Tyson

Clifford (from November, 2000)
Medical Director, C.A.R.E. Health Resources
1, 2, 3

Olga Kuplowska

Board Secretary and Director,
Board Secretariat

Total honorarium paid to board members (exclusive of the Chair) during the 2000-2001 fiscal year was \$28,907.39. This amount corresponds to recommended levels of remuneration set by the Lieutenant Governor in Council. The Board Members contributed \$15, 241.20 in donations to the TVOntario membership campaign.

Legend:

*New Appointments in 2000-2001

**Departures in 2000-2001

Board Committees:

- 1 - Finance
- 2 - Audit
- 3 - Development
- 4 - Programming
- 5 - Strategic Planning & Priorities
- C - Committee Chair

Executive Management Committee

April 1, 2000 to March 31, 2001

Isabel Bassett

Chair and Chief Executive Officer

Clara Arnold

Director, Human Resources

Robert A. Baker

Managing Director, Revenue and Development
(from September 5, 2000)

Jacques Bensimon

Managing Director, French Programming
Services (until June 30, 2000)

Yvonne Carey-Lee

Director, Finance and Administration
(from August 28, 2000)

Ellen T. Cole

Director, Communications, Managing Director
(Acting), Revenue and Development (from
May 1 to September 5, 2000)

Blair Dimock

Acting Director, Strategic Planning/New Media

Doug Earle

Managing Director, Marketing & Development
(until May 1, 2000)

Beth Haddon

Managing Director, English
Programming Services

Wally Longul

Director, Business Affairs

Bill Murphy

Director, Broadcast Operations
(retired November 3, 2000)

Ray Newell

Director, Operations and Technology (from
May 24, 2000), Acting Assistant General
Manager (until May 24, 2000)

Claudette Paquin

Managing Director, French Programming
Services (from July 10, 2000)

Lee Robock

General Manager and Chief Operating
Officer (from August 28, 2000), Chief
Financial Officer and Director, Finance
& Administration (until August 28, 2000)

Olga Kuplowska

Director, Board Secretariat

Salary Disclosure

In 1996, the Government of Ontario instituted the Public Sector Salary Disclosure Act. Under the provisions of this act, TVOntario is required to post the total compensation package of employees earning over \$100,000 for the calendar year of 2000.

Clara Arnold

Director, Human Resources
Salary paid \$103,846
Taxable benefits \$1,038

Isabel Bassett

Chair and Chief Executive Officer
Salary paid \$122,961
Taxable benefits \$13,281

Russell Blackburn

(Professional name: Pierre Granger)
Project Officer II
Salary paid \$123,982
Taxable benefits \$777

Rudy Buttignol

Creative Head, Documentaries,
Drama and Network
Salary paid \$100,892
Taxable benefits \$0

Pat Ellingson

Creative Head, Children's
and Daytime Programming
Salary paid \$107,625
Taxable benefits \$1,078

Doug Grant

Creative Head, Current Affairs
Salary paid \$115,000
Taxable benefits \$1,154

Beth Haddon

Managing Director, English
Programming Services
Salary paid \$115,722
Taxable benefits \$1,157

Steve Paikin

Project Officer II
Salary paid \$167,766
Taxable benefits \$2,333

Lee Robock

General Manager and
Chief Operating Officer
Salary paid \$113,885
Taxable benefits \$1,795

Pamela Taylor

Director, Legal Services
Salary paid \$100,363
Taxable benefits \$1,008

Paula Todd

Project Officer II
Salary paid \$154,200
Taxable benefits \$1,555

Prepared under the Public Salary Disclosure Act, 1996

Date: March 9, 2001



Auditor's Report

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

I have audited the statement of financial position of The Ontario Educational Communications Authority as at March 31, 2001 as well as the statement of operations and equity, the statement of changes in equity and the statement of cash flows for the year then ended. These financial statements are the responsibility of the Authority's management. My responsibility is to express an opinion on these financial statements based on my audit.

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

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Authority as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Erik Peters, FCA
Provincial Auditor
Toronto, Ontario
June 1, 2001

Management's Responsibility for Financial Statements

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

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

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

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

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

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

Lee L. Robock
General Manager &
Chief Operating Officer
June 1, 2001

The Ontario Educational Communications Authority

Financial Statements for the year ended March 31, 2001

Statement of Financial Position

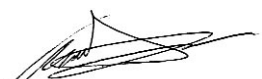
as at March 31, 2001

	2001 (\$000s)	2000 (\$000s)
Assets		
Current Assets		
Cash and short-term investments (note 3)	9,338	5,613
Accounts receivable (note 4)	4,339	5,645
Inventories	551	641
Prepaid expenses	577	747
	14,805	12,646
 Deferred pension charges (note 5)	 3,609	 2,802
Investments held for Capital Renewal (note 7)	9,380	9,538
Net Capital Assets (note 6)	16,594	17,389
 Total Assets	 44,388	 42,375
 Liabilities and Equity		
Current Liabilities		
Accounts payable and accrued liabilities	7,900	7,074
Deferred revenue (note 8)	1,780	209
Lease obligations (note 9)	83	198
	9,763	7,481
Non Current Liabilities		
Lease obligations (note 9)	199	271
Employee future benefits (note 5)	543	0
Deferred capital contributions (note 10)	21,359	22,463
	22,101	22,734
Equity		
Invested in capital assets	4,333	3,995
Restricted - Deferred pension charges (note 5)	3,609	2,802
Unrestricted	4,582	5,363
	12,524	12,160
 Total Liabilities and Equity	 44,388	 42,375

See accompanying notes to financial statements.

On behalf of the Board:


Chair


Director

Statement of Operations and Equity

for the year ended March 31, 2001

	2001 (\$000s)	2000 (\$000s)
Revenues		
Government grants and funding (note 11)	50,226	51,313
TVOntario generated gross revenue (note 12)	12,513	16,155
Amortization of deferred capital contributions (note 10)	2,422	2,948
Deferral of pension charges (note 5)	807	728
Capital revenue and renewal fund, net	164	245
	66,132	71,389
 Expenses		
Network activities (note 13)	49,885	51,394
Administrative services	5,872	7,199
Cost of generated revenue (note 12)	5,609	6,658
Amortization of capital assets	3,503	4,010
Research and planning	899	1,042
	65,768	70,303
 Excess of revenues over expenses	 364	 1,086
 Equity, beginning of year	 12,160	 11,074
 Equity, end of year	 12,524	 12,160

See accompanying notes to financial statements.

Statement of Changes in Equity

for the year ended March 31, 2001

	Invested in Capital Assets	Restricted Deferred Pension Charges	Unrestricted	2001 (\$000s) Total	2000 (\$000s) Total
Balance, beginning of year	3,995	2,802	5,363	12,160	11,074
Excess of revenues over expenses	(1,081)	807	638	364	1,086
Investment in Capital assets	1,419	0	(1,419)	0	0
Balance, end of year	4,333	3,609	4,582	12,524	12,160

See accompanying notes to financial statements.

Notes to Financial Statements

March 31, 2001

1. Authority and Mandate

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

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

2. Summary of Significant Accounting Policies

(a) Basis of accounting

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

(b) Inventories

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

(c) Capital Assets

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

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

(d) Revenue recognition

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

(e) Employee Future Benefits

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

(f) Use of Estimates

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

Statement of Cash Flows

for the year ended March 31, 2001

	2001 (\$000s)	2000 (\$000s)
Operating Activities		
Excess of revenues over expenses	364	1,086
Add (deduct) non-cash items:		
Amortization of capital assets	3,503	4,010
Amortization of deferred capital contributions	(2,422)	(2,948)
Deferral of pension charges	(807)	(728)
Employee future benefits	543	0
Loss on disposal of capital assets	112	67
Net change in non-cash working capital:		
Accounts receivable	1,306	(453)
Inventories	90	(53)
Prepaid expenses	170	304
Deferred revenue	1,571	(102)
Accounts payable and accrued liabilities	826	86
Cash provided by (used in) operating activities	5,256	1,269
Investing and Financing Activities		
Capital asset additions	(3,024)	(1,146)
Proceeds from disposal of capital assets	204	41
Current year's deferred capital contributions	1,476	279
Lease obligations	(187)	69
Cash provided by (used in) investing and financing activities	(1,531)	(757)
Net increase in cash position during the year	3,725	512
Cash and short-term investments, beginning of year	5,613	5,101
Cash and short-term investments, end of year	9,338	5,613

See accompanying notes to financial statements.

3. Cash and Short-term Investments

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

Cash and short-term investments include \$6,829,000 (2000 – \$4,323,000) of investments maturing within 60 days, yielding 5.5% (2000 – 4.7%) on average, with a market value that approximates carrying value.

4. Accounts Receivable

	2001 (\$000s)	2000 (\$000s)
Project funding	3,288	3,784
Trade	650	1,094
Other	401	767
	4,339	5,645

5. Employee Future Benefits

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

Under its defined benefit pension plan, the Authority had an accrued benefit asset at March 31 of \$3,609,000 (2000-\$2,802,000). The Authority's deferral of pension charges for the year was \$807,000 (2000-\$728,000). No employer contributions were made to the plan during the year, and pension benefits paid were \$2,174,000 (2000-\$2,136,000).

The Authority's contributions during the year to the defined contribution pension plan were \$234,000 (2000-\$235,000).

The Authority also offers non-pension post retirement benefits such as health care to employees through defined benefit plans on a cost sharing basis. At March 31, the unfunded post retirement benefit plan had a net accrued benefit liability of \$543,000. This is the first year recognizing this liability. The post retirement benefits paid by the Authority during the year were \$73,000. The Authority's post retirement benefits expense for the year was \$616,000.

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

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2001 (\$000s)	2000 (\$000s)	2001 (\$000s)	2000 (\$000s)
Accrued benefit obligation	56,115	50,071	3,963	3,471
Market value of plan assets	71,976	66,063	0	0
Funded status - plan (surplus)/deficit	(15,861)	(15,992)	3,963	3,471

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

	Pension Benefit Plans		Post Retirement Benefit Plan	
	2001	2000	2001	2000
Discount rate	7.00%	7.45%	7.00%	7.45%
Expected investment return on plan assets	8.00%	8.00%	0	0
Rate of compensation increase	5.00%	5.00%	0	0

For measurement purposes, a 9.0% increase in the cost of covered health care benefits reducing to 5.0% by the year 2007, a 4.0% increase in dental care benefits, and no increase in life insurance costs are assumed.

6. Net Capital Assets

Capital assets consist of the following:

			2001 (\$000s)	2000 (\$000s)
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Land	236	0	236	236
Buildings	4,706	2,570	2,136	2,291
Transmitters	27,139	20,435	6,704	7,849
Transmitter test and monitor equipment	840	771	69	76
In house technical equipment	20,495	17,291	3,204	3,019
Leasehold improvements	3,575	2,276	1,299	961
Computer equipment	4,234	2,516	1,718	1,405
Office furniture and fixtures	2,033	1,503	530	563
Office equipment	1,080	742	338	393
Vehicles	684	324	360	596
	65,022	48,428	16,594	17,389

7. Investments Held for Capital Renewal

	2001 (\$000s)	2000 (\$000s)
Balance, beginning of year	9,538	8,685
Grants from the Ministry of Training, Colleges and Universities (note 11)		
- capital grant	0	500
- base grant allocation	961	461
Interest earned	521	416
Drawing for capital acquisitions	(1,640)	(524)
Balance, end of year	9,380	9,538

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

8. Deferred Revenue

	2001 (\$000s)	2000 (\$000s)
Provincial government programming project funding (note 11)	1,740	70
Corporate project underwriting and other revenue	40	139
	1,780	209

Expenditure related to the above deferrals has been budgeted in the 2002 fiscal year.

9. Lease Obligations

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

	2001 (\$000s)	2000 (\$000s)
Lease obligations, beginning of year	469	400
Add: new capital leases	209	265
Less: payments made on existing capital leases	(148)	(163)
retirement of capital leases	(248)	(33)
Lease obligations, end of year	282	469
Current lease obligations	83	198
Non-current lease obligations	199	271

10. Deferred Capital Contributions

Deferred capital contributions represent the amount of contributions received for the purchase of capital assets not yet recognized as revenue. The changes in the deferred contributions balance are as follows:

	2001 (\$000s)	2000 (\$000s)
Deferred capital contributions, beginning of year	22,463	24,279
Add: Capital renewal fund received and interest earned	1,482	1,377
Current year's Deferred capital contributions	1,476	279
Less: Drawings from Capital renewal fund	(1,640)	(524)
Amortization of Capital contributions	(2,422)	(2,948)
Deferred capital contributions, end of year	21,359	22,463

12. TVOntario Generated Gross Revenue and Cost of Generated Revenue

	2001 (\$000s)		2000 (\$000s)	
	Revenue	Cost*	Revenue	Cost*
Program sales	2,982	2,368	3,310	2,313
Membership	5,323	2,827	6,959	3,502
Corporate project underwriting **	1,046	262	2,112	600
Other income	3,162	152	3,774	243
	12,513	5,609	16,155	6,658

*Cost includes dedicated costs and allocated overhead costs.

	2001 (\$000s)	2000 (\$000s)
** Corporate project underwriting revenue:		
Revenue received in the year	998	1,868
Revenue deferred from prior year	51	295
Revenue deferred to future year	(3)	(51)
	1,046	2,112

11. Government Grants and Funding

	2001 (\$000s)	2000 (\$000s)
Provincial		
Ministry of Training, Colleges and Universities		
Base grant	48,040	47,540
Capital Grant	0	500
	48,040	48,040
Less: Amount transferred to investments held for capital renewal (note 7)	(961)	(961)
	47,079	47,079
Programming project grants and funding:		
Ministry of Training, Colleges and Universities – Life Long Learning Challenge Fund	1,750	0
Other Province of Ontario Ministries & Agencies	767	686
Funding deferred from prior year	70	0
Funding deferred to future year (note 8)	(1,740)	(70)
	847	616
Total Provincial	47,926	47,695
Federal		
Programming project grants and funding:		
Heritage Canada	2,041	3,369
Others	259	249
Total Federal	2,300	3,618
Total government grants and funding	50,226	51,313

13. Network Activities

	2001 (\$000s)	2000 (\$000s)
English programming services	27,766	28,427
French programming services	13,743	17,200
Common services and support		
- Broadcast distribution and production support	4,560	3,372
- Advertising and promotion	2,743	2,395
- New Media	1,073	0
	49,885	51,394

14. Commitments

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

Year ending March 31	(\$000s)
2002	1,726
2003	1,689
2004	1,581
2005	1,548
	6,544
2006 and beyond	2,131
Total future lease payments	8,675

The total interest payable included in the amount is \$52,000.

15. Contributed Materials and Services

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

16. The TVOntario Foundation

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

The accounts of the Foundation are not consolidated in the financial statements of the Authority. Financial summaries of the Foundation are as follows:

The TVOntario Foundation Financial Position as at March 31st

	2001 (\$000s)	2000 (\$000s)
Cash on hand	38	33
Total Assets	38	33
Fund Balance	38	33

Results of operations for the year ending March 31st

	2001 (\$000s)	2000 (\$000s)
Revenue		
Donations	5	0
Total revenue	5	0
Total expenses*	0	0
Excess of revenue over expenses	5	0
Fund balance, beginning of year	33	33
Fund balance, end of year	38	33

*The board of directors of the Authority has approved the funding of the Foundation's expenditures through the Authority until the Foundation is self-sufficient. The funding provided is net of interest earned on the Foundation's assets. The Foundation's net expenditures absorbed by the Authority were minimal during the year ended March 31, 2001 (2000 - \$139,000).

17. Comparative figures

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