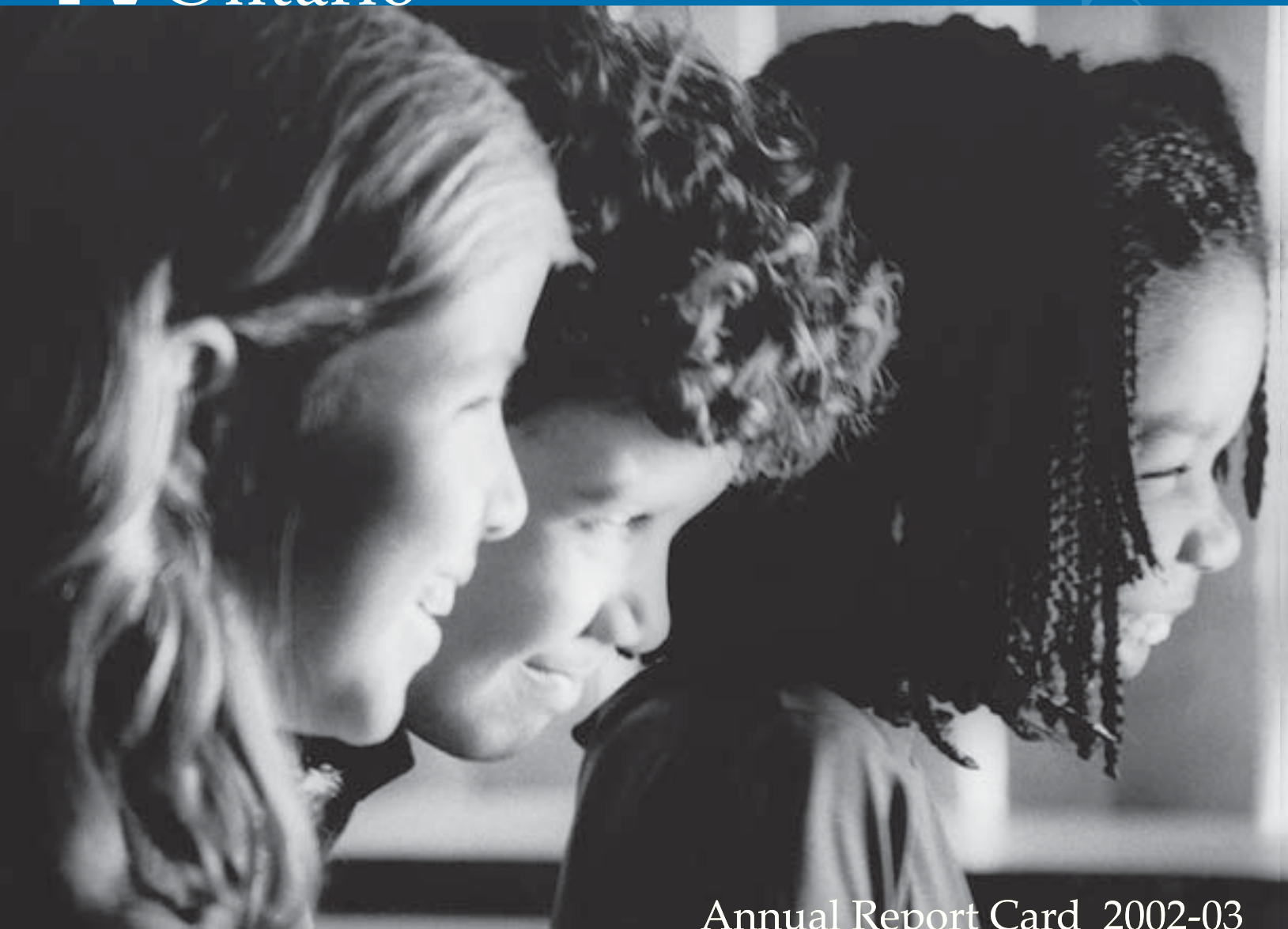


TVOntario



Annual Report Card 2002-03



TVOntario Annual Report Card 2002-03 – Priorities

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

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

Independent Learning Centre

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

English programming

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

French Programming

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

Revenue & Development

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

General Operations

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

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

I take pleasure in submitting the Annual Report of the Ontario Educational Communications Authority (TVOntario) for the fiscal year April 1, 2002, to March 31, 2003. This is done in accordance with Section 12 (1) of the Ontario Educational Communications Authority Act.

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

I invite you to review the 2002–03 educational programming and independent learning accomplishments in the pages that follow.



Isabel Bassett
Chair and Chief Executive Officer
Ontario Educational Communications Authority

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Isabel Bassett
Chair and Chief Executive Officer

Mandate

TVOntario's mandate is to serve as an adjunct to the formal education and training systems in Ontario, by using television and other communications technologies to provide high quality educational programs, curriculum resources, and distance education courses in English and in French.

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

TVOntario is committed to educational strategies that incorporate and support quality lifelong learning opportunities for adults and children, using the power of educational television programming and ongoing developments in e-learning. This is achieved by linking our educational television programming to the Ontario curriculum, by creating integrated program and interactive online services, and by developing post-secondary credit courses and online skills training products in partnership with colleges and universities, all in support of Ontario's education system.

A message from the Chair and Chief Executive Officer

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

2002-03 Priorities

The year began with a focus on three core priorities set by the TVOntario Board of Directors for the fiscal year 2002-03.

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

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

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

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

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

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

Looking Ahead 2003-04

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

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

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

Strategic Directions and Key Deliverables, 2003-06

Strategic Directions	Key Deliverables
1. Adjust the broadcast schedule to meet the formal education needs of key target audiences.	• All children's and youth programming, on air or online, will be tied to the Ontario curriculum. • TVO will broadcast programs that are part of accredited college and university courses in Ontario, to help meet the needs of the "double cohort" and other formal education priorities.
2. Develop and implement a French as a second language initiative for French Immersion schools and adults interested in the French language.	• The reach of TFO's educational services will be extended to students in French Immersion programs and adults seeking to learn French in Ontario.
3. Promote diversity to reach a significantly broader market and reflect the changing reality of Ontario society.	• The increasing diversity of Ontario society will be reflected in TVO's and TFO's on-air hosts and guests, the subject matters dealt with on air, the design of online resources and independent learning courses, and the make-up of the workforce.
4. Increase access to programs targeted at those facing barriers to high quality educational programs and resources.	• TVO and TFO will provide closed captioning for all programs where it is feasible and possible to do so. • Online resources and distance education resources will be designed to ensure easy access for those facing technological or other barriers.
5. Build partnerships with teachers, post-secondary institutions, other provincial agencies, and the private sector, that support TVOntario's new educational mandate.	• A range of new partnerships with teachers, libraries, colleges and universities, community groups, other provincial agencies, and the private sector will be in place to support core business activities and promote use of our programs and services.
6. Develop a new marketing and communications strategy to promote awareness and use of TVOntario products.	• A new communications strategy targeted at key stakeholder groups will increase the brand awareness and use of TVO, TFO, and Independent Learning Centre products. • A stronger emphasis on community outreach will increase the use of TVO, TFO, and ILC programs and services among a more diverse range of communities in Ontario.
7. Develop a stable, renewable resource base that builds greater financial self-sufficiency.	• The Membership base will be increased to over 100,000 and the TVOntario Foundation will raise \$2.5 million annually in gifts to support and enhance educational programming. • New sales and licensing revenue streams will be developed, including revenues from independent learning products, to increase TVOntario's self-sufficiency.
8. Build a learning organization that fosters innovation and promotes creativity and risk-taking in ways that strengthen our core business.	• Investments in digital technologies and training will improve the effectiveness of TVOntario's operations and the quality of its educational products and services. • An Innovation Fund will be introduced, to take advantage of the best ideas from throughout the organization. • The educational effectiveness of all products will be rigorously evaluated.

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



Isabel Bassett
Chair and CEO



Sarah Irwin
Managing Director
Independent Learning Centre

Independent Learning Centre

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

2002-03 Priorities

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

Successes

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

Looking Ahead 2003–04

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

Key Numbers

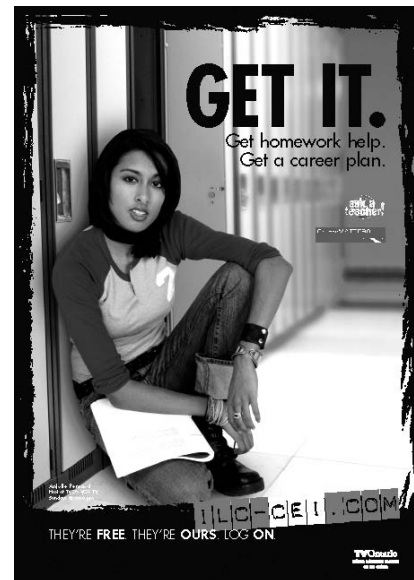
Number of students enrolled	22,466
Number of courses completed	6,237
Number of new courses introduced	14
Number of successful GED candidates	2,695
Number of high school graduates	147
Number of units and tests completed by students	38,531



Lifelong Learning
Challenge Fund

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

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



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



Presented by



RBC
Royal Bank



Presented by





Beth Haddon
Managing Director
English Programming Services

English Programming

2002-03 Priorities

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

Looking Ahead 2003-04

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

Successes

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



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



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



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

Programming Output

Canadian and foreign

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

Captioning

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

French Programming

2002-03 Priorities

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

Successes

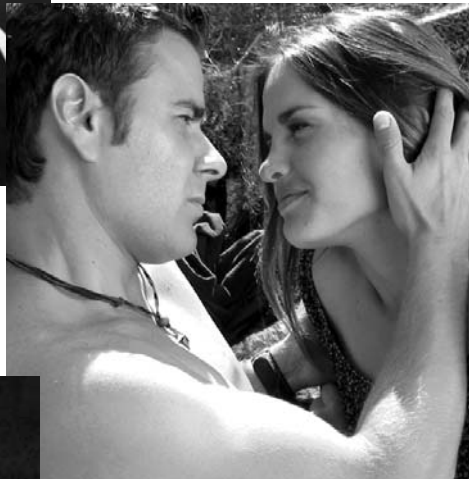
- TFO completed a major brand repositioning to represent Ontario's French citizens of various origins, and to build a bridge between francophiles and francophones.
- *MÉGA TFO*, TFO's programming for 8-12 year-olds, produced curriculum-based series used as teaching tools in classrooms across Ontario.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

Looking Ahead 2003–04

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



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



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



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

Programming Output

Canadian and foreign

	TFO hours
In-house production	345.7
Canadian co-productions, pre-buys, and acquisitions	312.0
Foreign co-productions, pre-buys, and acquisitions	301.9
Subtotal	959.6
Question Period	30.9
Total	990.5

Captioning

Captioned programming broadcast	1,701
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Community Outreach

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

Appearances and Events

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

Outreach to Community Groups

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



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



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

Awards

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

NHK Japan
Best Web Prize
tvokids.com

Gemini Award
Best Editing in a Documentary Program
Never Coming Back

New York Festival
Best Short Documentary
Chinese Daughters

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

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

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

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

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



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

Advisory Councils

TVOntario's unique province-wide volunteer advisory network is an integral part of the corporation's community outreach. Regional Councillors provide invaluable support by helping to deliver our educational message to Ontarians in urban and rural centres throughout the regions of the province. They provide local community feedback on the effectiveness of our programs and services and are our pipeline to regional interest groups such as educational institutions, libraries, community associations, and friendship centres.

Northwestern Regional Council

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

Northeastern Regional Council

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

Southwestern Regional Council

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

Southcentral Regional Council

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

Eastern Regional Council

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

Francophone Advisory Council

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



David Shea
Managing Director
Revenue and Development

Revenue and Development

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

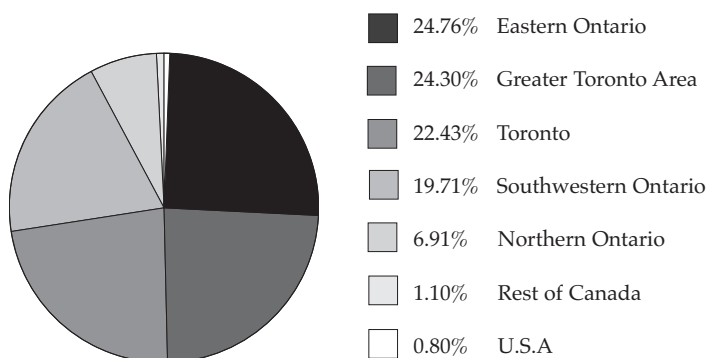
2002-03 Priorities

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

Successes

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

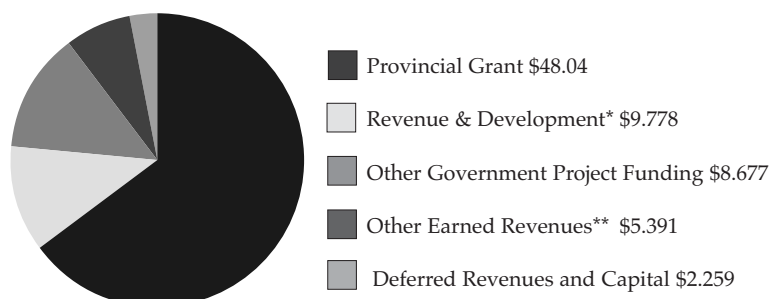
Membership across Ontario and beyond:



Looking Ahead 2003-04

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

Revenues (millions):



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

TVOntario Corporate Sponsors 2002-03

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

Lead Sponsors

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

Career Sponsor

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

Online Education Sponsor

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

Healthy Minds - Healthy Bodies Sponsor

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

Children's Literacy Sponsor

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

Nutrition Sponsor

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

Early Learning Sponsor

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

Social Responsibility Sponsor

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

Energy and Environment Sponsor

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

Presenting Sponsors

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

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

Community Sponsors

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

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

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

Stars TVOntario

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

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

Gustave Hurtubise
Arlene M. Ide
Clement Ings
Sarah Irwin
Barbara Jackel
Mildred Jackson
Bengt Jansson
F. & C.G. Jarry
Nora A. Jeffery
Sara Jenkins
Elizabeth Johnston
Donna Johnston
Harold & E.M. Jones
Russell Jones
David Jones
David Jubb
Derek Jubb
Margaret Kalin
Nellie Kamstra
Marion Kane
Selia Karsten
T. Kavanagh
Donald Kaye
Blair Keefe
Dr. Patricia Keeling
Susan Keen
Jill Kehoe
Kathryn Kennedy
Claire Kennedy
Melissa Kennedy
Margot H. King
Martin E. King
Christopher J. Kingdon
Dan Kirby & Elaine Rowe
Mary Kitchen
June Knudsen
William J. Kraemer
Olga Kuplowska
Marie & Henry Labatte
C.A. Lacroix
Marie-Reine Lalande
Michelle LaPointe
Harold Lapointe
Charles LaRose
Judy Lawless
David & Linda LeRoux
Martha Leadman
Janette L. Ledwith
Douglas B. Leigh
Mike Leo
Mona and Harvey Levenstein
Linda Lewis
Jim Livingston
Peter D. Lockhart
H. C. and Anne Lockwood
D. G. Macdonald
Patricia MacDonald
John A. & Linda Macdonald
Margaret Machell
Patricia MacLean
Ian MacLeod
Clarice Madigan
Bernard J. Mahler
Patricia E. Malcolmson
Kirk D. Maltby
Oliver Mariano
Carol Markham
Stephen Marsh
Joseph E. Martin
Robert & Lori Martin
Albert & Phyllis Maskell
Mary & Michael Mason
James E. Matthews
Paul Mayall
N Isabel and William McCormack
Rick & Julia McCutcheon
Maris McDonald
John R. McDonald
Jil McIntosh
Alexander McIntyre
Jay McKie
Kenneth McKinlay
Joyce McMurray
John & Nancy McNeil
Donna McPhail
J. T. McVeigh
John Meisel
Douglas Melega
Phyllis Mendes
Winston Meyer
M. Nadia Miller
Frank Miller
Louise Milligan
Fred Milner

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

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

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

Dynamic Fund Foundation
Flower City Kiwanis Club, Brampton

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

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

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

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



Lee Robock
General Manager and
Chief Operating Officer

General Operations

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

2002-03 Priorities

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

**Renamed the Independent Learning Centre in October 2002*

Successes

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

Looking Ahead 2003-04

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

OECA Board of Directors

April 1, 2002 to March 31, 2003

Isabel Bassett

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

Blake Wallace QC

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

Anne-Marie H. Applin,

Toronto (until June 2004)
President, Applin Marketing
and Communications
1, 2, 3-C, 5, 6

Vala Monestime Belter

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

John Belyea

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

*Gisèle Chrétien

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

Michel Gingras

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

Mitzie J. Hunter

Toronto (until June 2004)
Vice-President, Marketing, Goodwill
3, 4, 6-C

**Melissa J. Kennedy

Toronto (until June 2002)
Manager of Litigation, Enforcement Branch,
Ontario Securities Commission
5-C

**Lise Marin

Timmins (until June 2002)
Retiree of Air Canada
3, 4

Joseph E. Martin

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

**John David Querney

Sudbury (until June 2002)
Principal, Muirhead Stationers Inc.
3-C, 5

Ravi Seethapathy

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

*Nancy Smith

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

John E. A. Tyson

Clifford (until June 2002)
Medical Director, C.A.R.E. Health Resources
1-VC, 2-VC, 3

Olga Kuplowska

Board Secretary and Director, Board Secretariat,
Councils and Research

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

Legend:

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

Board Committees served on:

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

TVOntario Planning and Priorities Group

April 1, 2002 to March 31, 2003

Isabel Bassett

Chair and Chief Executive Officer

Robert A. Baker

Managing Director, Revenue and Development
(to July 19, 2002)

Blair Dimock

Director, Strategic Planning

Beth Haddon

Managing Director,
English Programming Services

Sarah Irwin

Managing Director, Independent
Learning Centre*

Claudette Paquin

Managing Director,
French Programming Services

Lee Robock

General Manager and Chief Operating Officer

David Shea

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

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

Executive Management Committee

April 1, 2002 to March 31, 2003

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

Clara Arnold

Director, Human Resources

Yvonne Carey-Lee

Director, Finance and Administration

Ellen T. Cole

Director, Communications

Shelley Kapitan

Director, Information Technology
(from October 28, 2002)

Wally Longul

Director, Business Affairs

Ray Newell

Director, Operations and Technology

Salary Disclosure

In 1996, the Government of Ontario instituted the Public Sector Salary Disclosure Act. Under the provisions of this act, TVOntario is required to post the total compensation package of employees earning over \$100,000 for the calendar year of 2002.

Clara Arnold

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

Isabel Bassett

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

Russell Blackburn

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

Rudy Buttignol

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

Ellen T. Cole

Director, Communications
Salary paid \$101,641
Taxable benefits \$1,063

Pat Ellingson

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

Doug Grant

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

Beth Haddon

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

Steve Paikin

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

Claudette Paquin

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

Lee Robock

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

Pamela Taylor

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

Paula Todd

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

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

TVOntario Foundation Board of Directors

Eric Jackman – Chair

Toronto
President, Invicta

Anne-Marie H. Applin

Toronto
President, Applin Marketing
and Communications

Isabel Bassett

Toronto
Chair & CEO, TVOntario

John Belyea – Secretary

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

Barry Campbell

Toronto
Chairman, APCO Worldwide

Navin Chandaria

Toronto
President & CEO, Conros Corporation

André Galipeault

Toronto
President, The Galipeault Group

Erin Rankin-Nash

London

John Querney – President

Sudbury
Principal, Muirhead Stationers Inc.

Gerry Schwartz

Toronto
President & CEO, Onex Corporation

John Tyson

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

TVOntario Foundation Honorary Board of Directors

Honourable William G. Davis

Former Premier of Ontario

Norman Jewison

Film Director

Elwy Yost

Former Host,
Saturday Night at the Movies



Auditor's Report

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

I have audited the statement of financial position of The Ontario Educational Communications Authority as at March 31, 2003 as well as the statement of operations and equity, the statement of changes in equity and the statement of cash flows for the year then ended. These financial statements are the responsibility of the Authority's management. My responsibility is to express an opinion on these financial statements based on my audit.

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

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Authority as at March 31, 2003 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Erik Peters, FCA
Provincial Auditor
Toronto, Ontario
May 30, 2003

Management's Responsibility for Financial Statements

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

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

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

The OECA has an Internal Audit unit, whose functions include reviewing and commenting on internal control.

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

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

Isabel Bassett
Chair and Chief Executive Officer

June 10, 2003

The Ontario Educational Communications Authority

Financial Statements for the year ended March 31, 2003

Statement of Financial Position

as at March 31, 2003

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

Commitments and Contingent Liabilities (notes 14 and 17)

See accompanying notes to financial statements.

On behalf of the Board:


Chair


Director

Statement of Operations and Equity

for the year ended March 31, 2003

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

See accompanying notes to financial statements.

Statement of Changes in Equity

for the year ended March 31, 2003

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

See accompanying notes to financial statements.

Statement of Cash Flows

for the year ended March 31, 2003

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

See accompanying notes to financial statements.

Notes to Financial Statements

March 31, 2003

1. Authority and Mandate

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

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

2. Summary of Significant Accounting Policies

(a) Basis of accounting

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

(b) Inventories

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

(c) Capital Assets

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

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

(d) Revenue recognition

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 expenses have 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.
5. Student fees for courses and General Education Development testing are recognized as revenues at the time of registration.

(e) Employee Future Benefits

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

(f) Use of Estimates

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

3. Cash and Short-term Investments

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

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

4. Accounts Receivable

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

5. Employee Future Benefits

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

Under its defined benefit pension plan, the Authority had an accrued benefit asset at March 31 of \$4,579,000 (2002-\$4,342,000). The Authority's deferral of pension charges for the year was \$237,000 (2002-\$733,000). No employer contributions were made to the plan during the year, and pension benefits paid were \$2,282,000 (2002-\$2,237,000).

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

The Authority also offers non-pension post retirement benefits such as health care to employees through defined benefit plans on a cost sharing basis. At March 31, the unfunded post retirement benefit plan had a net accrued benefit liability of \$1,770,000 (2002-\$1,133,000). The post retirement benefits paid by the Authority during the year were \$87,000 (2002-\$75,000). The Authority's post retirement benefits expense for the year was \$724,000 (2002-\$665,000).

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

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

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

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

6. Investments Held for Capital Renewal

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

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

7. Net Capital Assets

Capital assets consist of the following:

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

8. Deferred Revenue

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

Expenditures related to the above deferrals have been budgeted for the 2004 fiscal year.

9. Lease Obligations

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

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

10. Deferred Capital Contributions

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

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

11. Government Grants and Funding

Provincial

	2003 (\$000s)	2002 (\$000s)
Ministry of Training, Colleges and Universities		
– Base grant	48,040	48,040
Less: Amount allocated for capital renewal (note 6)	(961)	(961)
	47,079	47,079

Programming project grants and funding:

Ministry of Education

– Independent Learning Centre grant	6,421	0
– Independent Learning Centre transition funds	500	0

Ministry of Training, Colleges and Universities

– Life Long Learning Challenge Fund	0	3,250
Others	494	707
Funding deferred from prior year	2,963	1,740
Funding deferred to future year (note 8)	(3,098)	(2,963)
	7,280	2,734

Total Provincial	54,359	49,813
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Federal

Programming project grants and funding:

Heritage Canada	2,305	2,150
Others	53	129
Total Federal	2,358	2,279

Total government grants and funding	56,717	52,092
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12. Earned revenue and cost of earned revenue

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

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

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

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

13. Program Services

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

14. Commitments

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

Year ending March 31	(\$000s)
2004	1,978
2005	1,926
2006	1,435
2007	945
2008	399
	6,683
2009 and beyond	7
Total future lease payments	6,690

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

15. Contributed Materials and Services

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

16. The Independent Learning Centre

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

The ILC provides a wide range of distance education courses, in English and in French, that allow adults to earn secondary school diploma credits, upgrade their basic skills, or study for personal development. It also supports children who may not be able to access elementary day school programs. The General Education Development (GED) testing is also available through the ILC.

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

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

17. Contingent Liabilities

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

18. Comparative figures

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

19. The TVOntario Foundation

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

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

The TVOntario Foundation Financial Position as at March 31st

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

Results of operations for the year ending March 31st

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

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

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

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

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