

# **Annual Report**

**CFTK-TV and CJDC-TV:**

**Incremental Spending on  
Original Local Programming  
and  
Television Tangible Benefits Expenditures**

**2008/2009**

Astral Media Radio G.P.

7 August 2009

## ***Introduction***

This annual report contains details respecting the incremental spending on original local programming tangible benefits for CFTK-TV and CJDC-TV pursuant to *Acquisition of Assets*, Broadcasting Decision CRTC 2007-359, 28 September 2007 (Decision 2007-359).

At paragraph 35 of Decision 2007-359, the Commission stated as follows:

35. Given the magnitude and the complexity of the tangible benefits involved, the Commission directs Astral to file a report, in each of the next seven years with its annual reports, setting out the incremental spending on original local programming tangible benefits for CFTK-TV and CJDC-TV, as well as details concerning incrementality of spoken word programming for radio as needed. In addition, the Commission directs Astral to report on the manner in which all other remaining tangible benefits for both radio and television have been expended.

Given the foregoing, this report contains details regarding the aforementioned expenditures for the 2008/2009 broadcast year.

## ***Background***

In correspondence to the Commission dated 22 October 2007, Astral Media Radio G.P. (Astral) noted the following levels of original local programming produced by CFTK-TV and CJDC-TV:

### CFTK-TV:

Local News – Monday to Friday: 5 hours per week  
'The Week in Review' – Sunday – 30 minutes per week  
'Northwest Moments' – Monday to Sunday – 1 hour per week (comprising many 60 second vignettes)  
'Tribal Trails' – Sunday – 30 Minutes per week

Total: 13 hours of local programming, 7 of which are original

### CJDC-TV:

Local News – Monday to Friday: 5 hours per week  
'The Week in Review' – Sunday – 30 minutes per week  
'Tribal Trails' – Sunday – 30 Minutes per week  
'Community Church Service' – Sunday – 1 hour per week

Total: 13 hours of local programming, 7 of which are original

Incremental spending above these levels of local programming is listed and discussed in the section below.

In Decision 2007-359, the value of the television-related tangible benefits was calculated at 10% (ten percent) of the value of the television assets – approximately \$1.67 million. Of this amount, approximately 70% (seventy percent) is invested directly into local initiatives, including new incremental priority documentary programming, additional local programming and local aboriginal training programs. The remaining amount – approximately 30% (thirty percent) – is directed to grants for social initiatives targeting industry training.

### ***Tangible Benefits Expenditures for the 2008/2009 Broadcast Year***

#### Local documentary programming and additional local programming for Dawson Creek and Terrace, BC

Astral has diligently searched for an independent producer within the interior BC region that can meet the mandate of our CRTC commitment. This required finding a producer and concept that matched our criteria for Dawson Creek and Terrace, BC. Following an extensive search, both CFTK-TV and CJDC-TV are pleased to report that they have formed a partnership with Canazwest Pictures Inc., an independent filmmaker and producer of documentary programming based in Vancouver.

Canazwest Pictures is headed by Patricia Sims who, for over 20 years, has been dedicated to creating documentaries and factual television programming that enlightens viewers regarding a variety of subjects, including nature, science, culture, the arts and environmental conservation. She has worked with Canadian broadcasters, such as the CBC and City TV, and with broadcasters around the world, including TV Tokyo and NHK. In line with Astral's desire to focus on initiatives targeting the training of youth in Dawson Creek and Terrace, Canazwest Pictures has developed a project called 'DocJam' which will focus on the youth in these communities. Patricia Sims spent time in Dawson Creek and Terrace and was able to develop a concept that was true to the local areas.

Canazwest Pictures describes this exciting project as follows: "two teams of local youth from the two uniquely different communities of Terrace and Dawson Creek come together to express their ideas and experience of life 'in the boonies' by reaching out to a global community through their use of traditional art and emerging social media tools". Young people in both communities will not only be the topic of the documentary but are being recruited and trained to help create the finished 30 minute programs using digital media arts. The project is underway with an advance team including a filmmaker, a producer and a creative director spending time in the community conducting research and interviews. Future topics will profile other aspects of the community, industry and the environment. Completed documentaries will be televised by CFTK-TV and CJDC-TV respectively, beginning in the winter of 2009.

In terms of additional local programming, CFTK-TV is moving forward quickly on local programming initiatives that will include the participation of local community groups. It has held discussions with several potential candidates living in the area to co-ordinate this aspect of the project. These candidates are well-known in their communities and have the

necessary skills to handle human interest, event and community interviews. These independently-produced features and/or programs will be added to the daily rotation of the half-hour interview programs produced by the CFTK-TV staff. CFTK-TV staff is also in discussions with the local CEP to ensure adequate coordination with respect to this venture.

CJDC-TV continues preparations for a regularly scheduled 30 minute program to involve service and community groups. Initial program trials with the Rotary Club and a Religious Group have been successful while the search continues for a permanent host. CJDC-TV staff has held discussions with a retired broadcaster living in the area to coordinate this aspect of the program; this individual has television and radio experience and possesses the appropriate news/interview skills to conduct human interest and community interviews. These independently-produced features will be added to the daily rotation of half-hour interview programs produced by the CJDC-TV News staff once completed.

Astral Media GP expenditure: \$11,250

#### Astral Media Aboriginal Broadcast/Journalism Studies Scholarship and Internship Program

Astral Media Radio has created an annual scholarship available to aboriginal students in the Northeast of British Columbia. Funding has been set aside to support tuition payments to the Broadcast and Media Communications, Television or Broadcast Journalism options at the British Columbia Institute of Technology, as well as travel and accommodations. The program also includes an internship with CFTK-TV or CJDC-TV upon completion of studies. Administered by the British Columbia Institute of Technology as part of their entrance awards, the program was developed in the fiscal year ending 31 August 2008 and launched in fiscal year ending 31 August 2009. In order to maximize the number of applications, local aboriginal communities in Northeast British Columbia are promoting the program to graduating students with assistance from CFTK-TV and CJDC-TV.

In the case of CFTK-TV, the first year was a resounding success with seven applicants in the region and one applicant being awarded the scholarship.

In the case of CJDC-TV, in the absence of a suitable applicant in the first year of its program, funding has been held in reserve and two students will be awarded scholarships in year two. Although this is obviously a disappointing result, CJDC-TV staff is working closely with various first nations groups in the region to encourage their youth to consider broadcasting as a career and to improve communications regarding this program to increase interest and, in turn, the number of applicants.

Astral Media expenditure: \$55,000

### Astral Media Emerging Documentary Filmmakers Scholarship Program (with Hot Docs)

The Astral Media Documentary Filmmakers Scholarship Program in Partnership with Hot Docs is in its second year. The program is aimed at emerging documentary filmmakers and provides an opportunity for young filmmakers to take part in North America's largest documentary festival and market. This program is comprised of three components: the Doc U Scholarship Program, the Kickstart Series Bursary Program, and the Toronto Documentary Forum (TDF) Scholarship Program. Recipients for each of the three components will be from British Columbia and Quebec.

25 emerging filmmakers per year are able to participate in 1 of 3 programs aimed at providing them with support and guidance to maximize their knowledge, professional and creative development, networking skills, contacts and fundamental understanding of the international marketplace:

- **Doc U Program Scholarships** is a unique program offering a hands-on introduction to the behind-the-scenes workings of Hot Docs, North America's largest documentary film festival and market, to recently graduated film school students and those in their final year of study. Astral Media's partnership provides 5 emerging filmmakers with enrolment to the week-long Doc U program;
- **Kick-start Series Bursaries** is a popular half-day series developed for emerging filmmakers; and
- **Toronto Documentary Forum Scholarship:** 2 emerging filmmakers are provided accreditation to the Toronto Documentary Forum, a unique presentation forum that assists independent documentary producers from around the world and their market partners to raise co-financing from the international marketplace.

Astral Media GP expenditure: \$50,000

### Astral Media/WIFT-T & Banff World Television Festival Mentorship Award

In partnership with Women in Film and Television and the Banff World Television Festival, Astral Media has launched the BWTVF Mentorship Award. This program gives talented Canadian producers who may be a visible minority, Aboriginal or a person with a disability an opportunity to prepare for the Banff World Television Festival through a festival bursary and an intensive five day pre-festival mentorship with WIFT-T, industry experts and an Astral Media executive. The winner also has an opportunity to pitch ideas and to network for additional contacts at Banff. Throughout the festival, the winner is given one-on-one coaching to help her bring her concept from script to screen.

Astral Media GP expenditure: \$50,000

### Astral Media and National Theatre School of Canada - BC Artist-in-Residence Program

A Partnership with the National Theatre School of Canada (NTS) for the British Columbia Artist-in-Residence Program has been formed with Astral Media. The National Theatre School hires artists from across Canada to teach students at the school. It is anticipated that Astral Media's partnership will draw on an increased number from British Columbia's rich and vibrant theatre community. The purpose of this program is to allow the NTS to hire an increasing number of artists from British Columbia to teach at its school. This program provides exposure to a variety of styles and forms, helping students to reveal and shape their unique voice, as well as create an essential dialogue between professionals and students.

Astral Media GP expenditure: \$35,000

### Canadian Communications Foundation (CCF)

The Commission is obviously very familiar with the CCF which, as a chronicler and curator of Canadian media history, performs a valuable role in the creation and preservation of Canadian culture. Astral is pleased to be collaborating with the CCF.

Astral Media GP expenditure: \$20,000

### ***Remaining Tangible Benefits to be Paid***

Astral is pleased to have reported that spending with respect to television tangible benefits, pursuant to Decision 2007-359, is well underway. As seen in the previous section, the majority of the spending thus far has focused on the aforementioned scholarship and award programs. Astral intends, for the duration of the seven year period, to focus its attention on local programming initiatives for Dawson Creek and Terrace with a view to putting all allocated monies towards worthy programming initiatives. Astral looks forward to reporting on its 'DocJam' project at the conclusion of the 2009/2010 broadcast year and is actively pursuing other partnerships with local producers in the interior British Columbia region in order to present and promote the diversity and culture of this unique region of Canada. Below are the details of remaining contributions:

#### *Local Programming Initiatives for Dawson Creek and Terrace:*

Amount to be spent: \$786,850

Amount expended in 2007/2008: nil

Amount expended in 2008/2009: \$11,250

Amount remaining to be spent: \$775,600

#### *Astral Media Aboriginal Broadcast/Journalism Studies Scholarship and Internship Program*

Amount to be spent: \$385,000

Amount expended in 2007/2008: \$55,000

Amount expended in 2008/2009: \$55,000

Amount remaining to be spent: \$275,000

*Astral Media Emerging Documentary Filmmakers Scholarship Program (with Hot Docs)*

Amount to be spent: \$150,000

Amount expended in 2007/2008: \$50,000

Amount expended in 2008/2009: \$50,000

Amount remaining to be spent: \$50,000

*Astral Media/WIFT-T & Banff World Television Festival Mentorship Award*

Amount to be spent: \$100,000

Amount expended in 2007/2008: \$25,000

Amount expended in 2008/2009: \$25,000

Amount remaining to be spent: \$50,000

*Astral Media and National Theatre School of Canada - BC artist-in-residence program*

Amount to be spent: \$105,000

Amount expended in 2007/2008: \$35,000

Amount expended in 2008/2009: \$35,000

Amount remaining to be spent: \$35,000

*Canadian Communications Foundation*

Amount to be spent: \$140,000

Amount expended in 2007/2008: \$20,000

Amount expended in 2008/2009: \$20,000

Amount remaining to be spent: \$100,000