



November 30, 2013

Mr. John Traversy
Secretary General
**Canadian Radio-television
and Telecommunications Commission**
1 Promenade du Portage
Ottawa, Ontario
K1A 0N2

Dear Mr. Traversy:

**Re: City Saskatchewan Report for 2012-13 - Learning Opportunities for
Category 7 Drama and Comedy Programming**

As the Commission is aware, City Saskatchewan is required to file annual reports describing the service's efforts to connect programming drawn from program category 7 (Drama and Comedy) to learning opportunities made available by educators in Saskatchewan.

Rogers Broadcasting Limited (RBL) has assumed these responsibilities and reporting requirements further to its acquisition of SCN from Bluepoint Investments Inc. approved in Broadcasting Decision CRTC 2012-339.

Status Report 2013

This past year was City Saskatchewan's first complete broadcast year under the ownership of RBL.

Changes to provincial government educational ministries, including changes to structure, priorities, programming and staff at the Ministries of Education and Advanced Education were reported in 2011-12. In 2013 there continues to be considerable restructuring and reorganization occurring in the Ministry of Education and post-secondary institutions. Determining and implementing a process to work with educators on available learning opportunities for Category 7 (Drama and Comedy) programming continues to be challenging. However this process is ongoing and City Saskatchewan is looking forward to positive outcomes including a unified approach and a working committee to ensure the needs of the Ministries and City Saskatchewan's educational mandate are met.

Early Years

Early Years learning resource evaluations are currently still performed by the Ministry of Education, and we have had on-going discussion with Ministry staff regarding broadcast content that fit their educational criteria. A number of Category 7 programs were reviewed by the Early Years branch and were approved as preschool content for three, four and five year old children.

Kindergarten to Grade 12 (K-12)

The Ministry of Education through its Student Achievements and Success Branch provides coordination for learning resource evaluation programs. In January 2013 City Saskatchewan management met with representatives of this branch to discuss the processes for review and dissemination of broadcast content for Kindergarten to Grade 12 (K-12) review. Subsequently, City Saskatchewan was informed that a decision had been made to eliminate this function for K-12 within the Ministry and to outsource responsibility to a private third party. The Saskatchewan Teachers Federation's (STF) Saskatchewan Professional Development Unit (SPDU) was selected in spring 2013. In late summer, the STF and the Ministry advised City Saskatchewan that discussions regarding evaluations for K-12 media content could commence in the fall.

City Saskatchewan had its first meeting on October 16, 2013 with the SPDU to discuss the new curriculum materials evaluation process. The evaluation process is being re-designed, and will now involve classroom teachers in the content evaluations and recommendations. As the process is just in the early stages of development, we were advised that it may not be until Fall 2014 that the system will be equipped to receive new content for curriculum evaluation across all areas, however, content for key priority areas such as the new science curricula or Treaty Rights education may be submitted for review earlier. Any content on City Saskatchewan that had previously been accredited by the Ministry of Education retains its approved status until the content can be re-evaluated under the new system when it is in place.

Today, the K-12 system relies on asynchronous delivery of media resources through a provincial 'on demand' server based (ROVER, Recommended Online Video Education Resources) system that is restricted to in-school use, and there is little interest in having a linear broadcast schedule for curriculum content for classroom viewing.

The SPDU also advised City that much historical information and knowledge has been lost, and that they appreciate our willingness to work with them and share information, knowledge and contacts which have been developed at the station in over 20 years of working with the Ministry. It was agreed that we will continue to stay in contact with the SPDU and meet with them as required.

Independent Schools and Home-Based Education

A number of schools and families in Saskatchewan operate outside the standard education system, and are administered by the Ministry through the Independent Schools and Home-Based Education division (ISHBE). The same curriculum must be followed for the pre-K-12 learners. Curriculum evaluation is transitioning to the Saskatchewan Teachers Federation's Saskatchewan Professional Development Unit (SPDU). As there is no access to the ROVER system for these educators, they rely more on synchronous learning, and this could include traditional broadcast or web streaming. On November 5, 2013, a meeting took place with the director of ISHBE to discuss opportunities and outcomes. This was a positive discussion, with great interest in the access to curriculum-based content that is available to these educators. City Saskatchewan will provide educational broadcast schedules, program descriptions, and online video information for distribution to the schools and educators via the ISHBE and will evaluate content for these schools. City Saskatchewan will be meeting with this division for process, reviews, and to look at new opportunities for collaboration on an on-going basis.

Post-Secondary

The Ministry of Advanced Education has as one of its priorities to fill specific labour shortages. However, post-secondary content approval is the sole responsibility of the individual educational institutions and/or instructors.

As such, City Saskatchewan management met with senior representatives from the Universities of Regina and Saskatchewan to continue engagement on how we can work collaboratively to advance our collective educational goals and priorities. However, both universities have been experiencing on-going budget crises resulting in layoffs and program eliminations.

There are two issues involved here:

First, at the institutional level it is very difficult to engage the institutions' attention while due to other priority issues. This also means it is hard to gain access to individual faculty members who may not be inclined to speak with us without institutional approval or direction to do so.

Second, unlike in the K-12 area, there is no provincial or institution-wide curriculum to match programs up with, so it is much more difficult to find a faculty person to approach to evaluate a City program in relation to a specific course which they are teaching and which may only be offered for one semester.

City Saskatchewan management has also worked to engage with representatives of the Saskatchewan Institute of Applied Science and Technology (SIAST) with limited success, as with four semi - autonomous campuses and administrations, no one in SIAST was certain who City should be meeting with.

We anticipate with additional outreach and discussion we will be able to solve these outstanding logistical challenges.

In October, City met with representatives from SIAST's marketing and communications department who see the potential in working with City Saskatchewan and who expressed interest in moving this discussion and process forward. They were particularly interested in the work that City is doing with the province's regional colleges and with groups such as the Saskatchewan Apprenticeship and Trades Certification Commission and would like to see more coordination in these areas.

City Saskatchewan has also been having on-going discussions with Saskatchewan's regional colleges. Most of the courses delivered are developed by either the province's two universities or by SIAST, so they are unable to approve any content as learning resources on their own. However, there is a much greater interest on the part of the regional colleges to collaborate with the station in developing promotional and awareness opportunities. City Saskatchewan has commissioned a 3 x 30 minutes series to showcase the academic and campus life of the institutions which are expected to air early 2014.

The Saskatchewan Apprenticeship and Trades Certification Commission and Industry Associations and Agencies

City Saskatchewan has been much more successful in discussions with industry-related vocational training agencies and associations.

The Saskatchewan Apprenticeship and Trades Certification Commission (SATCC), is an accredited provincial educational body created by the province "to provide for the Regulation and Training of Apprentices, Tradespersons and Journeypersons and the Qualifications Necessary for Certificates, Permits, Endorsements and Identification Cards", who has accredited a number of Category 2(b) (Documentaries) and 5(b) (Informal Education) programs on City Saskatchewan's non-commercial schedule as part of their certification process.

Relationships are also being developed with vocationally focused industry groups such as the Saskatchewan Mining Association, the Saskatchewan Construction Association and Tourism Saskatchewan, all of which have specific interests in recruiting and training to address labor shortages in a number of key areas.

In addition to the accreditation of individual broadcast programs, City Saskatchewan is working with the above groups to develop programming and promotional opportunities to raise the awareness of employment opportunities, career skills development, and the provincial institutions that provide the necessary training.

Accredited Category 7 (Drama and Comedy) programming

All Category 7 programming broadcast in the educational portion of City Saskatchewan's broadcast day in 2012-13 was content targeted to children, with a primary focus on pre-school ages. We believe this portion of the schedule is resonating with our viewers. For example, Mr. Doug Drover from Biggar, Saskatchewan recently emailed the station with the following feedback:

"The following is a direct quote from my 4-year-old daughter:

"I really like Space Stretch SOOO much! And I'd like to say that I also like Dinosaur Train, Zaboomafoo, and Dino Dan. Thank you for choosing such AMAZING shows!"

From her father: thank you for choosing actual educational programming that I can trust and don't have to vet beforehand. And the fact that it's in our time zone is fantastic.

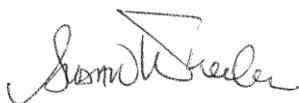
Please, keep up the good work."

In 2012-13 the following Category 7 series/programs were evaluated and are considered pre-school content for three, four and five year old children by the Early Years Branch of the Saskatchewan Ministry of Education:

- *Arthur*
- *Belly Button Buddies*
- *Dinosaur Train*
- *Doggie Day School*
- *Harry and His Bucket Full of Dinosaurs*
- *Inuk*
- *Moko: The Young Explorer*
- *Mr. Moon*
- *Nelly and Caesar*
- *Poppy Cat*
- *Rob the Robot*
- *Tractor Tom*

We trust the Commission will recognize the efforts City Saskatchewan has made over the last year to engage the educational community in its programming and we commit to continue these efforts in the current broadcast year.

Sincerely,



Susan Wheeler
Vice President, Regulatory, Media