



Via Access Key

November 30, 2012

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

Dear Mr. Traversy:

**Re: Saskatchewan Communications Network /Citytv Saskatchewan Report for
2011-12 - Learning Opportunities for Category 7 Drama and Comedy
Programming**

As the Commission is aware, Saskatchewan Communications Network (SCN), now Citytv 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. (Bluepoint) approved in Broadcasting Decision CRTC 2012-339.

Status Report 2012

This past year was transitional for SCN with the change in ownership. Furthermore, there has also been significant change within the provincial government ministries, including changes to structure, priorities and staff at the Ministries of Education and Advanced Education, Employment and Immigration (now the Ministry of Advanced Education).

Determining and implementing a process to work with educators on available learning opportunities for Category 7 (Drama and Comedy) has been very slow due to issues regarding overlapping responsibilities between the two Ministries responsible for education. In particular, there have been ongoing discussions regarding how they should work together, who should be involved and how SCN's mandate fits within their revised priorities. The issue of staff turnover has also complicated this process as in many cases the individuals who had previously been involved in discussions with SCN are no longer working in the same government office, forcing discussions with new staff to go back to "square one". However, this process is ongoing and Citytv Saskatchewan

is looking forward to positive outcomes including a unified approach and a working committee to ensure the needs of both Ministries and Citytv Saskatchewan's educational mandate are met.

Under the management of Bluepoint, SCN staff had begun to develop and implement strategies and best practices for both connections to learning opportunities associated with Category 7 (Drama and Comedy) and to provincial curriculum for other educational programming. In 2011-12 educational criteria was introduced for new Saskatchewan independent development and production projects, regardless of genre, thus ensuring new local content would also fit within the educational mandate.

SCN had also begun the engagement process with K-12 consultants at the Ministry of Education and through initial meetings with provincial institutions such as the University of Saskatchewan.

With the announced sale of SCN to RBL in January of 2012, a new opportunity to engage the Ministries occurred, with RBL and SCN staff meeting the Deputy Ministers of Education and Advanced Education to discuss future relationships with the Ministries to enhance the station's educational mandate.

Following the Commission's approval of the transfer of ownership, the process of educational engagement was pursued with a series of meetings with the Ministries and educational institutions in spite of the normal summer slowdown of educational activity. Over the summer, Citytv Saskatchewan staff met with officials from both Ministries and senior representatives from the University of Regina, University of Saskatchewan and the Saskatchewan Institute of Applied Science and Technology to continue engagement on how the service can work collaboratively to advance our collective educational goals and priorities.

In 2011-12 SCN broadcast two hours of K-12 curriculum based content between 10:30a-11:30a and 1:00p-2:00p each school day from Sept 6, 2011 to June 26, 2012 in conjunction with the Saskatchewan Ministry of Education.

Although educator consultations have been the primary focus, there have been other connections made to learning opportunities. The following category 7 programming has been recommended by the Ministry of Education for use in classrooms:

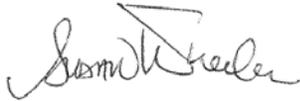
- *Prime Radicals* a children's drama series that looks at how math can be applied to everyday contexts.
 - Math (Grades 1-7- different episodes target different grade levels)
 - broadcast in the daytime 6a-3p

- *Wapos Bay*, a children's drama series that follows the adventures of three Aboriginal children in Northern Saskatchewan.
 - English Language Arts, Health and Social Sciences (Grades 1-5 and certain episodes also recommended for Grade 4 science)
 - Broadcast in the daytime 6a-3p

- *Out in the Cold* a half-hour drama produced by the University of Regina Media Studies and Production Centers that follows three First Nation's men lost on a cold night.
 - English, Law, Native Studies (Grades 10 and 12)
 - Primetime

Under RBL's ownership and with the start of the 2012 school year in September, Citytv Saskatchewan has had much more success in engaging the educational communities and is looking forward to illustrating our progress to connect programming drawn from program category 7 (Drama and Comedy) to learning opportunities made available by educators in Saskatchewan in the 2012-13 report.

Sincerely,

A handwritten signature in cursive script, appearing to read "Susan Wheeler".

Susan Wheeler
Vice President, Regulatory Media