



makes you think

media release

**For Immediate Release
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TVO makes its mark at Queen's Park

TORONTO: TVO, Ontario's public educational media organization, appeared today before the Ontario Legislature's Standing Committee on Government Agencies, which is charged with reviewing and reporting to the House its observations, opinions and recommendations on the operation of Ontario Government agencies, boards and commissions. TVO presented an overview of its operations and strategy and then answered questions from members of all three political parties.

"We were delighted to be able to showcase the many ways TVO is using educational media to empower people to be engaged citizens of Ontario," said TVO's Chief Executive Officer Lisa de Wilde. "Our educational mandate drives everything we do."

Accompanied by Chair of the TVO Board Peter O'Brian and Chief Operating Officer Lee Robock, Ms. de Wilde noted that TVO will produce about 500 hours of original TV programming this year in its new, state-of-the-art digital studios, including educational children's programming blocks *Gisèle's Big Backyard* and *The Space*, acclaimed current affairs programs *Allan Gregg in Conversation*, *Big Ideas* and *The Agenda with Steve Paikin*, and the parent-focused web TV program *Your Voice*. This is in addition to a significant volume of web-exclusive content on tvokids.com, tvoparents.com and tvo.org.

"Today we're much more than TV," said de Wilde. "We've undergone a wholesale transformation from a pure TV station to a provider of multiplatform media content."

Created in 1970, TVO continues to uphold its original purpose of using media to provide educational opportunities for all people in Ontario. But as Mr. O'Brian pointed out to the Committee, the media landscape has changed substantially over the last 40 years.

"There are hundreds more television channels to choose from, more media options for viewers to consider, digital technology necessitating wholesale changes to production and distribution, and the huge growth in the diversity of Ontario," Mr. O'Brian said, "all of which have had a major influence on the strategies and priorities of TVO."

TVO's Strategic Agenda, adopted in 2006, focuses the organization's activities on three education policy priorities for Ontario: contributing to school readiness and helping kids

to be successful learners; increasing the involvement of parents in their children's education; and encouraging active citizenship and public engagement.

“In today’s crowded media space, TVO offers a high quality alternative to commercially-driven media,” says de Wilde. “From outstanding educational content for kids, to unparalleled support for parents, and compelling programs that connect directly with Ontarians, TVO delivers on our promise to ‘make you think’.”

TVO’s annual public funding equates to a cost of about \$3 a year for every man, woman and child in the province, based on the Government’s current funding of \$37.5 million per year.

“We are extremely proud of our history and our record,” O’Brian told the Committee, “but most importantly, of the impact that we have on millions of Ontarians.”

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media.

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