



makes you think

A message from Lisa de Wilde, Chief Executive Officer, TVO

Since we began transforming TVO with the launch of our Strategic Agenda in June 2006, you have been hearing us talk a lot about “citizen engagement”. We have built our entire content strategy around empowering the people of Ontario to be engaged citizens, as a way of defining and expressing our unique role in the media landscape. I am very proud to work in an organization that has such capacity to promote a greater good for all citizens of our province - for families, for children, and for the public at large.

TVO is, I believe, one of the best examples of high impact public service media. We seek to do more than satisfy consumer demand: we seek to deliver real public value. Using our toolkit as an educational media organization, we equip people to learn, to think about the world around them, to get involved and to make a difference. It’s the reason we’re here, and it’s what sets us apart from other media organizations.

This commitment to the public good is reflected throughout our television schedule and online content, but is especially apparent in our distinctive in-house productions, from the in-depth current affairs discussions and analysis on *The Agenda with Steve Paikin*, *Allan Gregg in Conversation* and *Big Ideas*, to helping kids (and their parents) prepare for success in the classroom with the educational resources of *TVOKids* and *TVOParents.com*. TVO has a unique and tremendously important role to play in empowering people – of every age and at every stage in their lives – to be more informed, more prepared, more aware and more engaged citizens. An engaged citizenry makes for a stronger society – socially, politically, and economically. It’s what makes a community more than simply a group of individuals. I cannot imagine a more appropriate and more fitting role for TVO as Ontario’s educational media organization.

The 2007-08 season represents much that is new for TVO. With the recent autonomy of our French-language sister organization TFO earlier this year, we are now a smaller, less complex media organization. Our clear focus is on empowering the people of Ontario to be engaged citizens with unique multi-platform content that informs, inspires and stimulates curiosity and thought.

We have introduced a great new *TVOKids* lineup and website. Our one of a kind interactive online program for parents, *Your Voice*, has returned to tackle new issues and hot topics from the world of kids and education. And right out of the gate, *The Agenda with Steve Paikin* began its new season with comprehensive analysis and debate surrounding the October provincial election (leading up to our first fully integrated live on-air and online coverage of election night results), setting the bar even higher for the second year of TVO's "must-see" 8pm flagship current affairs program.

Last season, we introduced brave, inspiring dramas in our 9pm viewing slot. This year, we are building on the success of series like *Vital Signs* and *The Amazing Mrs. Pritchard* with relevant new dramatic programming that looks in-depth at subjects ranging from special-needs children and the ethics of whistleblowers, to the moral dilemmas of human reproduction, and the lives of political refugees. At 10 pm our documentary strands (including our very own award-winning series *The View From Here*) continue to feature the best in history, arts and "point of view" documentaries. I am proud to note that TVO is continuing its leading role of nurturing a strong, independent documentary filmmaking community in Canada, showcasing the work of both established industry veterans, and compelling new talent.

Saturday Night at the Movies, one of the longest running television shows in Canada, is highlighting the films of the 60's, 70's and 80's this season – a period when filmmakers believed their films could change the world. At TVO, we recognize the importance of film as a mirror of our society, and for Sunday evenings we have combined the best of our factual programming with gripping feature-length, "real-world" dramas that will inspire debate and stir emotions.

On the technology side of things, our new HD-ready digital production facility brings us to where we need to be to participate in, and succeed in, the new world of digital media.

For TVO, this is much more than just an equipment upgrade: digital technology is changing everything – the way we create content, the way we manage it and the way we distribute it. In this new landscape, opportunities for innovation, for revenue generation – and for risk taking – are opening up all the time. To be ready for all that this new technology offers, our organization has made a commitment to training, learning and skills upgrading so that TVO (and the people of Ontario) can realize full value for this investment in our future. Our in-house productions are the cornerstone of what we do, and beginning this season we'll be producing and archiving all new content entirely in digital format. What I find most exciting in all of what digital represents is that it will enable TVO to connect with more people in more meaningful ways, and strengthens our role as a relevant and vital public service.

Perhaps nothing sums up our renewed focus and commitment to Ontarians as much as our new tagline, "TVO makes you think". This is exactly what we do. We create programming for kids that is smart and fun and it "makes you think". We provide information for parents that "makes you think". We involve our viewers in discussions and dialogue, on-air and online and it "makes you think". And we showcase documentaries, dramas and films that provoke new ideas and perspectives, and which "makes you think".

Anchored by our educational mandate, TVO is poised to scale new heights in public educational media this season. I invite you to explore this web site and learn about all that TVO has to offer. It will indeed, I believe, "make you think".

A handwritten signature in blue ink, appearing to read "Lisa".