



**On Screen Manitoba**

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**Submitted electronically**

Mr. Robert Morin,  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, ON K1A 0N2

April 20, 2011

**Re: Broadcasting Notice of Consultation CRTC 2010-952  
Group-based Licence Renewals for English-language television groups -**  
CTVglobemedia Inc. 2010-1261-6, Shaw Media Inc. 2010-1307-8,  
Corus Entertainment Inc. 2010-1350-8, Rogers Broadcasting Ltd 2010-1253-3

Response to question during our presentation on April 13, 2011

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I am writing in response to the question to clarify a statement I read during my presentation on behalf of On Screen Manitoba on April 13.

I was asked to clarify the "math" behind the following statement:

"The creation of this office and appointment of a Development Manager had a direct impact on Manitoba's independent production sector: \$11 million in production leveraged from CTV's investment of \$600,000 from the Manitoba Script and Development Fund and \$1.6 million from the Local and Regional Programming Initiative (Manitoba Moments), 56 shows licensed from over 30 Manitoba production companies."

The research for this statement was carried out by the previous executive director (I was hired January 17, 2011) and I have been unable to substantiate it or locate all of the figures that led to it. I would like to replace it with the statement below.

CTV invested \$600,000 from the Manitoba Script and Development Fund and \$1.6 million from the Local and Regional Programming Initiative as a result of a benefits package. These investments resulted in a number of documentary productions that represent a total production budget of \$4M. This included 56 short documentaries (Manitoba Moments) and three long form documentaries.

Other projects including drama projects were included in the original 11\$M cited, but I am unable to locate the details. The purpose of the statement was simply to illustrate that a regional development office can have a positive impact on local production. Other projects were developed with CTV's Western Development office beyond the benefits package referred to

above and Manitoba producers appreciated the opportunity to interact on a more regular basis with a development office.

Thank you for the opportunity to clarify the figures in this statement.

Sincerely,

Sincerely,

[Original signed by]

Nicole Matiation  
Executive Director  
On Screen Manitoba (formerly MMPIA)

## Appendix A

### Manitoba independent television production

| Fiscal year ending | Project                                   | Ownership                         | Drama/type    | CBC                | Other private Cdn Broadcaster | Project originated in MB |
|--------------------|---|-----------------------------------|---------------|--------------------|-------------------------------|--------------------------|
| 2006               | Falcon Beach 1                            | Manitoba Canada Co-Pro            | Series        |                    | CanWest Global                |                          |
| 2006               | Vie De Chien                              | Indigenous Francophone            | One -off      | Radio Canada (CBC) |                               | x                        |
| 2006               | Mr. Soul (aka Just Another Indian)        | Indigenous Aboriginal             | MOW           |                    | APTN + SCN                    | x                        |
| 2007               | Falcon Beach 2                            | Manitoba Canada Co-Pro            | Series        |                    | CanWest Global                |                          |
| 2007               | Elijah                                    | Manitoba Aboriginal/Canada Co-Pro | MOW           |                    | APTN                          |                          |
| 2007               | Sister                                    | Indigenous/Aboriginal             | Low budget    |                    | APTN                          | x                        |
| 2008               | Diamonds                                  | Manitoba/Treaty Co-Pro            | Mini-series   | CBC                |                               |                          |
| 2008               | Ben Voyons Camille                        | Manitoba Franco/Canada Co-pro     |               | Radio Canada (CBC) |                               | x                        |
| 2008               | Infectious                                | Indigenous                        | Low budget    |                    | BRAVO                         |                          |
| 2008               | The Good Germany                          | Indigenous                        | Pilot         | CBC                |                               | x                        |
| 2008               | Less Than Kind – Season 1                 | Manitoba Canada Co-Pro            | Series        |                    | CHUM                          |                          |
| 2008               | Retail                                    | Indigenous                        | Pilot         |                    | SHOWCASE                      | x                        |
| 2009               | Taken in Broad Daylight                   | Manitoba US co-pro                | MOW           |                    | Superchannel                  |                          |
| 2009               | Keep your Head Up Kid: Don Cherry Story   | Manitoba Canada Co-Pro            | Mini-series   | CBC                |                               |                          |
| 2009               | Throwing Stones                           | Manitoba Canada Co-Pro            | Pilot         | CBC                |                               |                          |
| 2009               | The B-Team                                | Manitoba Canada Co-Pro            | Pilot         | CBC                |                               |                          |
| 2009               | Todd and the Book of Pure Evil            | Manitoba Canada Co-Pro            | Pilot         |                    | Space                         | x                        |
| 2009               | Cashing In – Season 1                     | Manitoba Canada Co-Pro            | Series        |                    | APTN                          | X (NSI)                  |
| 2009               | Less Than Kind – Season 2                 | Manitoba Canada Co-Pro            | Series        |                    | City TV                       |                          |
| 2009               | Wild Cherry                               | Manitoba Canada co-pro            | Feature       |                    | Movie Central                 | X - writer               |
| 2010               | Cashing In – Season 2                     | Manitoba-Manitoba co-pro          | Series        |                    | APTN                          | X – NSI                  |
| 2010               | Shadow Island Mysteries                   | Manitoba Canada Co-Pro            | Anthology 1-2 |                    | The W Network                 |                          |
| 2010               | Todd and the Book of Pure Evil – Season 1 | Manitoba Canada Co-Pro            | Series        |                    | Space                         | x                        |

Source: **Manitoba Film & Music**

**\*\*\* End of Document \*\*\***