

Where Does The Funding Go?

Providing funds for quality children's programming takes place largely behind the scenes. With your Invisible Ink Pen, uncover the correct answers to questions about SCPI funding and learn how your favorite shows magically appear.



The Shaw Children's Programming Initiative (SCPI) is comprised of two programs. Use your Invisible Ink Pen in the boxes below to find out what they are.

SHAW FUND/
DR. GEOFFREY R.
CONWAY FUND

SHAW TELEVISION
BROADCAST FUND

Both programs were established by Shaw Communications Inc. (Shaw) to support high quality television programming for children, youth and families. Through movies, series, documentaries and variety shows, SCPI gives kids a reason to get excited about television. And it's the kind of television parents can feel good about, too.

Answer questions about funding children's programming with the Invisible Ink Pen. One of the following will appear:



RIGHT



WRONG

SHAW FUND AND DR. GEOFFREY R. CONWAY FUND FINANCIAL SUMMARY

These two funds represent a \$27.5 million commitment by Shaw that started in 1994. For 1999 and 2000, 93 projects received \$7,033,747 in support. Overall, \$18.9 million was invested in 245 projects. A further \$340,000 was expended for program administration. The balance of \$8.26 million is available for future funding.

Mark the correct word in each sentence:



1. \$659,368 or \$1,332,040
funded the Development/Versioning of 36 projects.



2. 120 or 89
projects received \$16,905,307 for funding Equity Investments.

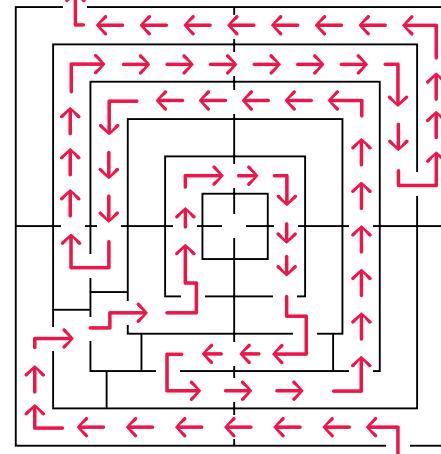


3. 36 or 89
initiatives were supported with \$1,332,040 in grants for Special Projects.

CONCLUSION OF THE SHAW FUND:

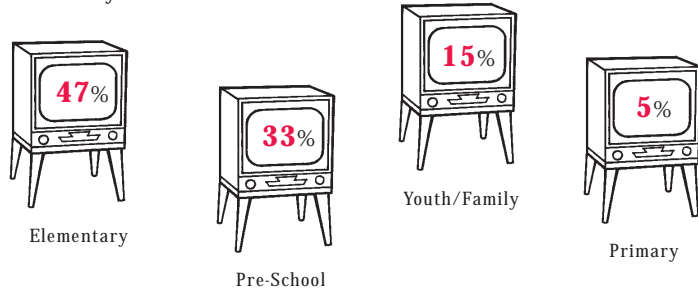
The Shaw Fund fully committed their \$10 million goal by 1999. In six years of operation, the fund granted \$429,732 to 34 Special Projects and invested nearly \$9.5 million in the equity financing of 70 high quality children's television programs. Only \$83,020 was allocated to program administration.

See how fast you can help Eckhart reach his goal in the maze below.

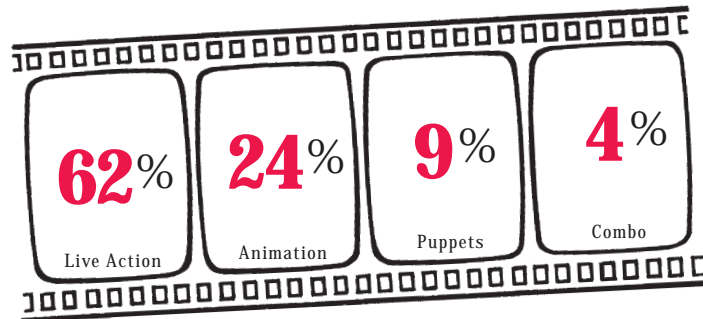


SHAW AND CONWAY FUND DEVELOPMENT AND EQUITY COMMITMENTS

Money provided by the Shaw Fund and Conway Fund made it possible to produce a variety of shows. Use the Invisible Ink Pen inside the televisions below to find the percentage of total funds that were committed by audience.

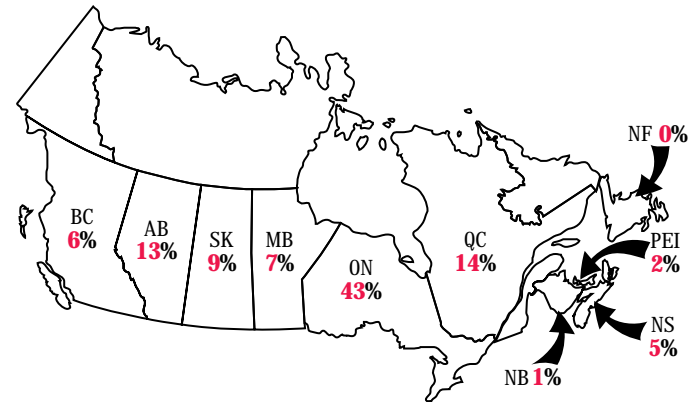


Find the percentage of total funds that were committed to each type of programming.



SHAW AND CONWAY FUND REGIONAL SUPPORT

The Shaw and Conway Funds support programming from all regions of Canada, in English, French and Aboriginal languages. Can you guess the percentage of the total Shaw and Conway contribution by province?



Who am I?

	KATE		MONA THE VAMPIRE
	ANNA		ZELDA

SHAW FUND AND CONWAY FUND COMMITMENTS - 1999 & 2000

DEVELOPMENT PROJECTS:

TITLE	APPLICANT	
Alfie	Cité-Amérique Cinéma Télévision Inc.	\$ 12,000
Aunty T	Cambium Film & Video Productions Ltd.	\$ 5,750
Bugorama	Pan Films Inc.	\$ 6,750
Christmas Orange	Bardel Animation Limited	\$ 8,000
Incredible Story Studio, Season IV	Incredible Story Productions IV Inc.	\$ 7,500
Inventors Specials - Versions	Devine Productions Ltd.	\$ 43,800
Jenny Green	Queen Light Productions Inc.	\$ 10,493
Mentors, Season II	Mentors II Productions Inc.	\$ 14,816
Mentors, Season III	Mentors III Productions Inc.	\$ 5,450
My Hero	DECODE Entertainment Inc.	\$ 15,000
Outnetters	Twinkle Toes Productions Ltd.	\$ 25,000
Robo Roach	Portfolio Entertainment Inc.	\$ 15,420
Rosalie	Minds Eye Productions Inc./ Twinkler Inc./Pixcom Productions Inc.	\$ 10,300
Screech Owls	Shaftesbury Films Inc.	\$ 11,141
Stories from the 7th Fire	Storytellers Productions Inc.	\$ 11,279
The Other Side of the Pole	Imagex Limited/Splithoof Inc. (Edm) /Funbag Animation (Ottawa)	\$ 13,250
The Way Things Work	Canamedia Film Productions Inc. /Animation Cine-Groupe J.P. Inc.	\$ 16,255
Whiz Kids	E F & F Productions Inc.	\$ 4,500
Zazy	King Summit Motion Picture Corporation	\$ 18,348
Development Project Count:	19	\$ 255,052

EQUITY PROJECTS:

Adventures of Shirley Holmes (40-53)*	Shirley IV Productions Inc./ Holmes IV Film Productions Inc.	\$ 200,000
Artists' Specials (4-6)*	Devine Productions (Artists) Ltd.	\$ 200,000
Blue Rainbow, 1999 (1-13)	Just Peachy Productions Ltd. /Abrams Media Inc.	\$ 27,000
Capitaine Plouf (1-65)	Zone 3-IV Inc.	\$ 200,000
Children of Chelm	Chelm Productions Inc.	\$ 30,000
D'Myna Leagues (1-13)*	D'Myna Leagues Productions Inc.	\$ 200,000
Door to Door (1-26)	3632865 Canada Inc.	\$ 200,000
Eckhart (1-13)	Crumbfest Productions Inc.	\$ 200,000
Eckhart (14-26)	Crumbfest Productions Inc.	\$ 200,000
Grandma, Look What I Found!(1-40)	Red Cap Productions Inc.	\$ 25,000
Hoze Hounds (14-26)*	Amberwood Productions(Hoze Hounds II)Inc.	\$ 200,000

Incredible Story Studio (27-39)*	Incredible Story Productions III Inc.	\$ 200,000
Incredible Story Studio (40-52)	Incredible Story Productions IV Inc.	\$ 400,000
Jumpstart (1-13)	Genuine Pictures Inc.	\$ 33,700
Land O' Hands (1-50)	Radical Sheep (Hands) Inc.	\$ 100,000
Little Buck's Christmas	Little Buck Films Inc.	\$ 55,000
Magician's House (1-6)*	Golden House Productions Inc.	\$ 200,000
Magician's House (7-12)	Golden House II Productions Inc.	\$ 300,000
Mentors (7-13)*	Mentors II Productions Inc.	\$ 200,000
Mentors (14-26)	Mentors III Productions Inc.	\$ 520,000
Mona The Vampire (1-26)*	Fancy Cape Productions Inc.	\$ 200,000
Monster by Mistake (14-25)*	Monster By Mistake Series II Inc.	\$ 200,000
Nuligak's Light	Richard Lavoie Inc. (Les Films Lavoie Inc.)	\$ 24,400
Once Upon A Dragon (2)	Once Upon A Dragon Productions Inc.	\$ 200,000
Panda Bear Daycare/ Ruffus the Dog (14-26)	Faux Paws Productions, Inc.	\$ 199,900
Prairie Berry Pie (1-13)	Lotsa Pie Productions Inc./Moose Jaw Light & Power Artistic Productions Company Ltd.	\$ 102,395
Rockabye Bubble (1-26)	Motion International V Inc.	\$ 78,000
Screech Owls (1-13)	Shaftesbury Kids I Inc.	\$ 200,000
Stories From the 7th Fire (1-3)	Storytellers Productions Inc.	\$ 120,000
Tales From the Longhouse (1-26)*	Catalyst Entertainment (Longhouse) Inc.	\$ 200,000
Toy Castle (1-26)	Sound Venture Productions	\$ 200,000
Wakanheja: The First Nations Children's Show (1-26)	Wakanheja Holdings Ltd./ Force Four Entertainment Inc.	\$ 29,200
Watership Down (27-39)	Decode/Watership 2 Incorporated	\$ 200,000
The Way Things Work (19-26)	Canamedia Film Productions Inc.	\$ 200,000
Zack Files (1-26)	Zack Productions Inc.	\$ 200,000
Equity Project Count:	35	\$ 6,044,595







SPECIAL PROJECTS:

ACCT Gemini Awards, 1999	Academy of Cdn. Cinema and Television	\$ 5,000
ACCT Gemini Awards, 2000	Academy of Cdn. Cinema and Television	\$ 5,000
ACCT Membership, 2000	Academy of Cdn. Cinema and Television	\$ 5,000
ACT Awards, 1999	The Alliance for Children and Television	\$ 9,000
ACT: Media-Jeune, 2000	The Alliance for Children and Television	\$ 7,000
ACT: Summit 2000*	The Alliance for Children and Television	\$ 75,000
Alberta Screenwriting Competition, 6th Annual	TV and Film Institute for Screenwriters	\$ 12,500
AMPIA Awards, 1999	Alta Motion Pictures Industries Association	\$ 3,000
AMPIA Awards, 2000	Alta Motion Pictures Industries Association	\$ 3,000
Atlantic Film Festival, 1999	Atlantic Film Festival	\$ 5,000
Banff Centre, Educational Multi Media	Banff Centre for the Arts	\$ 23,100
Banff Television Festival, 1999	Banff Television Festival	\$ 50,000
Banff Television Festival	Banff Television Festival	\$ 50,000

CCA Annual Membership	Concerned Children's Advertisers	\$ 10,000
CCA: TV & Me National Roll-out	Concerned Children's Advertisers	\$ 200,000
CCA: TV & Me	Concerned Children's Advertisers	\$ 50,000
CFTPA: Prime Time in Ottawa	Cdn. Film & Television Production Assn.	\$ 3,000
CIFEJ: Future of Children and Media	CIFEJ	\$ 1,000
CSTC, Storytime Workshops	Canadian Screen Training Centre	\$ 18,000
CSTC, Summer Institute	Canadian Screen Training Centre	\$ 10,000
DAWC Workshop, Spring	Directing, Acting and Writing for Camera	\$ 14,000
Flicks	Saskatchewan International Children's Film Festival	\$ 3,000
Flicks	Saskatchewan International Children's Film Festival	\$ 3,000
Freeze Frame	Storyline FX Inc.	\$ 5,000
Freeze Frame	Storyline FX Inc.	\$ 5,000
Gemeaux Awards	Academy of Cdn. Cinema and Television	\$ 5,000
Gemeaux Awards	Academy of Cdn. Cinema and Television	\$ 5,000
Hot Docs Awards	Hot Docs: Canadian International Documentary Festival	\$ 3,000
Local Heroes International Screen Festival	National Screen Institute - Canada	\$ 7,000
Media Awareness Network	Media Awareness Network	\$ 50,000
Media Awareness Network	Media Awareness Network	\$ 50,000
NSI Drama Prize	National Screen Institute - Canada	\$ 12,000
NSI Drama Prize	National Screen Institute - Canada	\$ 10,000
Reel to Real	Reel to Real-A Celebration of Moving Images	\$ 3,000
Showcase	Saskatchewan Motion Picture Association	\$ 2,500
Showcase	Saskatchewan Motion Picture Association	\$ 3,000
Sprockets	Toronto Intn'l Film Festival for Children	\$ 7,000
Yorkton	Yorkton Short Film & Video Festival Inc.	\$ 1,000
Yorkton	Yorkton Short Film & Video Festival Inc.	\$ 1,000
Special Projects Project Count:	39	\$ 734,100
TOTAL PROJECT COUNT:	93	\$ 7,033,747

*Committed through the "Shaw Fund"

Who am I?

	HAZEL 		POPEYE 
	HOPPER 		FIVER 

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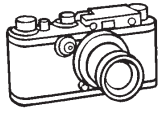







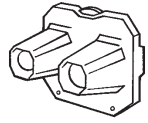



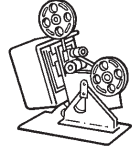



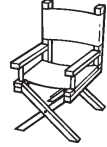







SHAW AND CONWAY FUND Board of Directors:

1999

2000

Chair:	Julia Conway	Julia Conway
Directors:	Tecca Crosby Shirley Glen Colleen Klein Heather Shaw	Tecca Crosby Shirley Glen Colleen Klein Alex Park

Mark the beginning letter of each word-picture.

 M L C   	 T L C   	 V T E   
 V P F   	 K C M   	 D F H   

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SHAW TELEVISION BROADCAST FUND:

The Shaw Television Broadcast Fund (STBF) was established in 1998 as a not-for-profit company with an independent Board of Directors. The Fund has been certified by the CRTC as eligible to receive BDU Canadian programming contributions. Current contributors to the fund include Shaw Cablesystems G.P., Star Choice Television Network Inc., and EastLink Cablesystems (Halifax Cablevision Ltd./Bragg Communications Inc.).

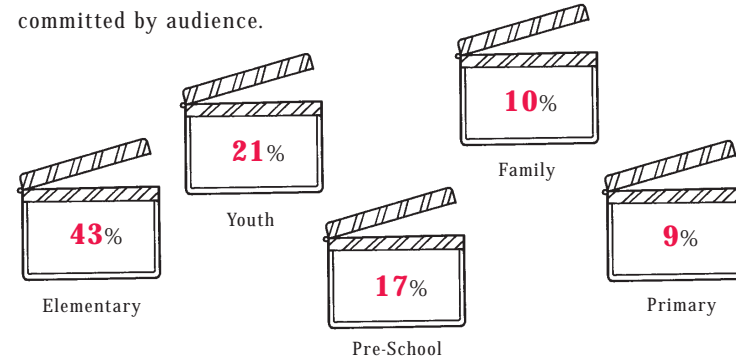
The following pages summarize STBF's funding results for its first two years of operation. During this period, STBF committed \$8,964,178 to 55 projects.



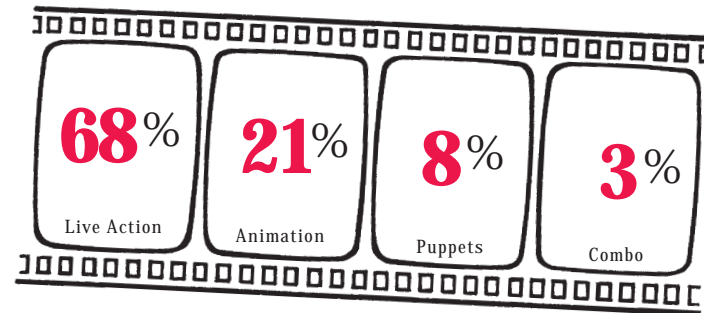
While financial highlights have been presented in this Report, for a complete set of Audited Financial Statements, please contact STBF administration.

STBF COMMITMENTS:

Money invested by the Shaw Television Broadcast Fund made it possible to produce a variety of shows. Use the Invisible Ink Pen inside the clap-boards to find the percentage of total funds that were committed by audience.

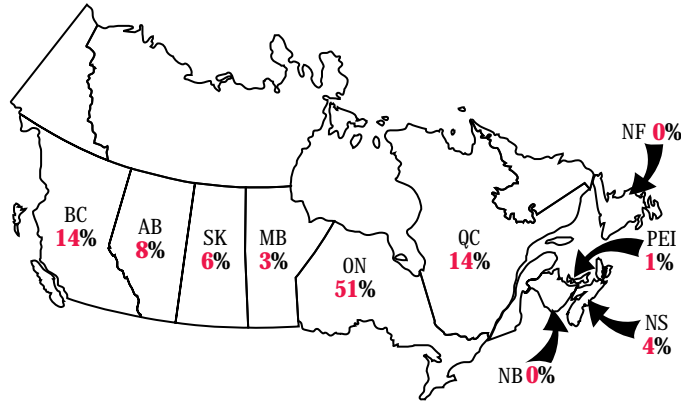


Find the percentage of total funds that were committed to each type of programming.



STBF Regional Support:

The Shaw Television Broadcast Fund supports programming from all regions of Canada, in English, French and Aboriginal languages. Can you guess the percentage of STBF's total contribution by province?



Mark the name of each word-picture.

HOUSE <input type="checkbox"/>	DIRECTOR <input type="checkbox"/>	CAMERA MAN <input type="checkbox"/>
PRODUCER <input type="checkbox"/>	CAR <input type="checkbox"/>	PENCIL <input type="checkbox"/>

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STBF FINANCIAL STATEMENT HIGHLIGHTS

STATEMENT OF FINANCIAL POSITION

As at August 31	2000 (\$)	1999 (\$)
ASSETS		
Cash	4,428,620	3,493,959
Accounts receivable	784,150	450,388
Capital assets and deferred start-up costs (net of amortization of \$6,512; 1999 - \$2,823)	26,182	13,795
	5,238,952	3,958,142

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued liabilities	28,695	26,944
Program funding commitments	4,006,241	3,400,284
	4,034,936	3,427,228

Net assets

Invested in capital assets and deferred start-up costs	26,182	13,795
Internally restricted reserve funds for the following purposes:		
Capital expenditures	276,102	114,836
Administrative costs	159,831	76,249
Programming contributions	741,901	326,034
	1,204,016	530,914
	5,238,952	3,958,142

How old is Anna in **The Children of Chelm** stories?










12 <input type="checkbox"/>		11 <input type="checkbox"/>
5 <input type="checkbox"/>		8 <input type="checkbox"/>

13

STATEMENT OF OPERATIONS

Period ended August 31	2000 (\$)	1999 (\$) (20 months)
REVENUE		
Contributions from cable and satellite distribution undertakings	4,639,687	5,486,847
Recoupments from equity investments	85,870	—
	<u>4,725,557</u>	<u>5,486,847</u>
EXPENSES		
General and administration	148,402	198,093
Amortization	3,713	2,823
	<u>152,115</u>	<u>200,916</u>
Funding available	4,573,442	5,285,931
Funds expended and committed for equity financing for the production of children, youth and family television programming	4,077,706	4,886,471
Excess of available funding over program expenditures and commitments	495,736	399,460
Interest income	177,366	131,454
Excess of revenues over expenditures	673,102	530,914
Excess, beginning of period	530,914	—
Excess, end of period	<u>1,204,016</u>	<u>530,914</u>

Who am I?

		
GROVER 	ECKHART 	GRETEL 
LITTLE BUCK 	SLEEPY 	KEHAAR 

STBF COMMITMENTS - 1999 & 2000

TITLE	APPLICANT	
The Adventures of Shirley Holmes (40-53)	Shirley IV Productions Inc./ Holmes IV Film Productions Inc.	\$ 250,000
The Adventures of the AfterMath Crew (1-13)	AfterMath Television Productions Inc.	\$ 236,696
Amigo and Me (1-65)	Radical Sheep (Amigo), Inc.	\$ 229,500
Artists' Specials (4-6)	Devine Productions (Artists) Ltd.	\$ 250,000
At Shepherd Park	CHAOS a film company inc.	\$ 149,900
Breakaway	Breakaway Productions Incorporated	\$ 13,700
Bugorama (1-13)	Bugorama Inc.	\$ 107,000
Children of Chelm	Chelm Productions Inc.	\$ 45,000
D'Myna Leagues (1-13)	D'Myna Leagues Productions Inc.	\$ 250,000
Drop the Beat (1-13)	HipHop Productions Ltd.	\$ 250,000
Drop the Beat (14-26)	Hiphop II Productions Ltd.	\$ 250,000
Eckhart (1-13)	Crumbfest Productions Inc.	\$ 50,000
Eckhart (14-26)	Crumbfest Productions Inc.	\$ 50,000
Edgemont (14-26)	Water Street Pictures Ltd.	\$ 250,000
For Better or for Worse (1-6)	Funbag FBFW (Series I) Prod. Company Inc./ IMX Communications Inc.	\$ 200,000
Freaky Stories (27-35)	Big Time Talking Pictures 3 Ltd.	\$ 200,000
Grandma, Look What I Found! (1-40)	Red Cap Productions Inc.	\$ 12,500
The Hippo Tub Co. (1-13)	HTC I Ltd./HTCNS I Productions Inc./ Balmur Entertainment Ltd.	\$ 250,000
Hugo et le Dragon	9080-7140 Quebec Inc.	\$ 242,250
I Was a 6th Grade Alien (1-22)	Hevi Hevi Productions Inc.	\$ 175,000
ICE: Beyond Cool	Avanti Pictures Corporation	\$ 128,700
Incredible Story Studio (27-39)	Incredible Story Productions III Inc.	\$ 250,000
Incredible Story Studio (40-52)	Incredible Story Productions IV Inc.	\$ 250,000
Insectia (8-13)	Productions Pixcom Inc.	\$ 196,012
To Return: The John Walkus Story	Global Totem Pictures Ltd.	\$ 22,868
Jumpstart (1-13)	Genuine Pictures Inc.	\$ 33,700
Land O' Hands (1-50)	Radical Sheep (Hands) Inc.	\$ 125,000
Leave the Porch Light On	Take 3 Productions Inc.	\$ 54,006
Legends: The Story of Siwash Rock	Full Regalia Productions Ltd./ Omni Film Productions Ltd.	\$ 19,000
Magician's House (1-6)	Golden House Productions Inc.	\$ 250,000
Magician's House (7-12)	Golden House II Productions Inc.	\$ 250,000
Heart: The Marilyn Bell Story	32-Mile Productions Inc./Bell-Eel Inc.	\$ 150,000
Mentors (7-13)	Mentors II Productions Inc.	\$ 250,000
Mentors (14-26)	Mentors III Productions Inc.	\$ 250,000
Monster by Mistake (14-25)	Monster By Mistake Series II Inc.	\$ 250,000
Nuligak's Light	Richard Lavoie Inc. (Les Films Lavoie Inc.)	\$ 36,600
Ollie's Under the Bed Adventures (1-11)	Collideascope Digital Productions Inc.	\$ 42,300
Once Upon A Dragon (2)	Once Upon A Dragon Productions Inc.	\$ 250,000

Our Hero (1-13)	Heroic Film Company Inc.	\$ 250,000
Panda Bear Daycare/ Ruffus the Dog (eps 14-26)	Faux Paws Productions, Inc.	\$ 247,900
Penny's Odyssey	Penny's Odyssey Inc.	\$ 63,546
Pirates (eps 1-40)	Crossbones Productions Inc.	\$ 50,000
Radio Active (eps 27-52)	Télé-Action-Radio Active Inc.	\$ 156,000
Radio Active (eps 53-78)	Télé-Action-Radio Active Inc.	\$ 156,000
Rockabye Bubble (eps 1-26)	Motion International V Inc.	\$ 39,000
Scoop and Doozie (eps 53-65)	607975 BC Ltd.	\$ 72,000
Screech Owls (eps 1-13)	Shaftesbury Kids I Inc.	\$ 250,000
Stories From the 7th Fire (eps 1-3)	Storytellers Productions Inc.	\$ 60,000
Tales From the Longhouse (eps 1-26)	Catalyst Entertainment (Longhouse) Inc.	\$ 50,000
Tohu-Bohu (eps 1-40)	Les Productions Sogestalt Inc.	\$ 200,000
Tohu-Bohu (eps 41-80)	Les Productions Sogestalt Inc.	\$ 100,000
Toy Castle (eps 1-26)	Sound Venture Productions	\$ 250,000
Watership Down (eps 27-39)	Decode/Watership 2 Incorporated	\$ 250,000
The Way Things Work (eps 1-13)	Canamedia Film Productions Inc.	\$ 250,000
Zack Files (eps 1-26)	Zack Productions Inc.	\$ 250,000
TOTAL PROJECT COUNT:	55	\$ 8,964,178

SHAW TELEVISION Broadcast Fund Board of Directors:

1999

2000

Chair:	Annabel Slaight	Annabel Slaight
Directors:	Gigi Boyd	Gigi Boyd
	Don Haig	Don Haig
	Jan Miller	Jan Miller
	Alex Park	Alex Park
	Heather Shaw	



WHEN YOU HAVE FINISHED reading ALL
OF THE grown-up STUFF, please pass
THIS BOOK along to a CHILD.

contacts:

The Shaw Children's Programming Initiative
is administered from:

Suite 22, Building B8
2526 Battleford Avenue SW, Calgary, AB T3E 7J4
Telephone: 403-240-7840
Fax: 403-240-7844

Staff:

Sharon Mustos, Executive Director
Gail M. Yakemchuk, Business Analyst
Leighsa Burmaster, Administrative Assistant

Creative courtesy of Bryant, Fulton and Shee

Guidelines and application forms available at
www.shaw.ca/scpi