

inspire

Shaw Rocket Fund | *2005 Annual Report*





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thought

Message From the Chair

Just a year ago we were the **Shaw Television Broadcast Fund**, proud of the role we played in the funding of an important sector of the Canadian children's television industry. In October 2004, we changed our name to the **Shaw Rocket Fund** to better reflect our renewed commitment to fuelling Canadian children's television.

Building on that theme, this year we unveiled the Shaw Rocket Prize, a \$50,000 winner-take-all prize designed to reward and showcase the best Canadian children's programming. The prize is also designed to encourage and inspire independent producers to continue to make innovative, high quality programming in Canada for Canadian children. We hope through all of our activities we are also helping boost one of Canada's smartest industries – the children's television industry - even higher.



Annabel Slaight



Board of Directors & Fund Management

Annabel Slaight | Chair

Co-founder of Owl Magazines, Books and Television and former President of Owl Children's Trust Inc., Annabel Slaight is the recipient of many awards including the Order of Ontario, Canadian Film and Television's Lifetime Achievement Award, and the Royal Canadian Institute's Sir Sanford Fleming Award for promoting the undertaking of science.

Gigi Boyd | Vice-Chair

Former Manager of Business Affairs and Director of Telefilm's Western Broadcast Unit, Gigi Boyd is President of the independent production company Sterling Pictures Ltd. A respected independent producer and consultant to the industry, she is also a member of the National Broadcast Committee of the CFTPA.

Ken Stein | Board Member

Ken Stein, Senior V.P. of Corporate and Regulatory Affairs for Shaw Communications Inc., has broad public and private experience. He served two Prime Ministers with extensive involvement in broadcast and communication policy issues as well as

planning for the Federal Cabinet. He is past president of the Canadian Cable Association and Chair of SAGIT to the Minister of International Trade.

Agnes Augustin | Executive Director and Secretary/Treasurer

An accomplished executive, Agnes Augustin was Manager of Business Affairs for various public and private companies and a Financial Analyst for Telefilm Canada. She moved into broadcasting as Head of Production for Corus Entertainment's Country Music Television (CMT) and was an independent producer before accepting her position with the Shaw Rocket Fund.

Leighsa Burmaster | Administrative Assistant

Leighsa Burmaster brings a varied background in project co-ordination and administration to the Shaw Rocket Fund. Her experience stems from expanded positions at Loblaw Brands Ltd. and Shaw Fiber Link. In 2000, Leighsa joined the Shaw Rocket Fund team.



inspire
confidence



A young boy with short brown hair, wearing a bright yellow zip-up jacket with a black collar, is smiling and looking towards the camera. He is holding a model rocket with a silver nose cone and red fins. The background is plain white.

Shaw Rocket Prize

In 2005 we enhanced our commitment to quality children's television by giving away the first ever Shaw Rocket Prize, a single, winner-take-all \$50,000 prize for the best independent Canadian children's television program. It is the largest prize of its kind in Canada.

inspire
innovation

Our vision is to **boost** the Canadian children's production industry by adding incentive for producers to continue to create innovative, high quality programming in Canada for Canadian children. It is our mission to heighten the profile of the Canadian children's production industry and stimulate increased sales for the finalists.

The Shaw Rocket Fund appointed an International Jury that represented a range of global views and perspectives on children's programming to select the Finalists for the 2005 Shaw Rocket Prize.

The 2005 International Jury:

- Deirdre Brennan
ABC, Australia
- Frank Dietz
Super RTL, Germany
- Michelle Hendersen
The Children's Group, Canada
- Bob Higgins
Cartoon Network, USA
- Theresa Plummer-Andrews
Plum Trees TV, UK

The Final Four:

- Degrassi: The Next Generation
Epitome Pictures, Toronto
- Franny's Feet
Decode Entertainment, Toronto
- Poko
Halifax Film Company, Halifax
- Shoebox Zoo
Shoebox Productions, Calgary

The most unique feature of the Prize is our Student Jury that voted for and selected the \$50,000 grand prize winner. Through the Royal Conservatory of Music's Learning Through The Arts program (LTTA), English and French students from across Canada learned how to critically assess the finalist programs as part of a classroom-based adjudication process.

The 2005 winner of the first \$50,000 Shaw Rocket Prize went to Epitome Pictures for *Degrassi: The Next Generation*.

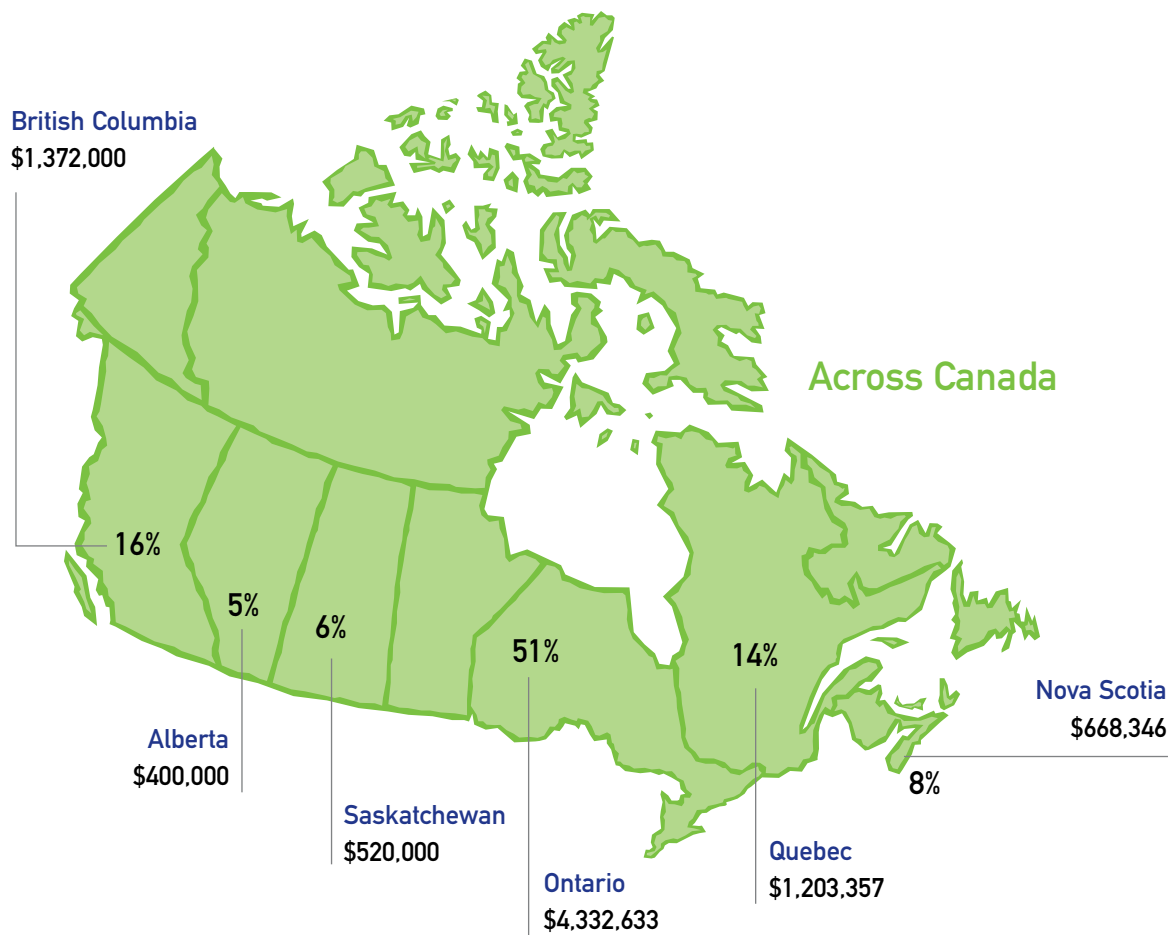


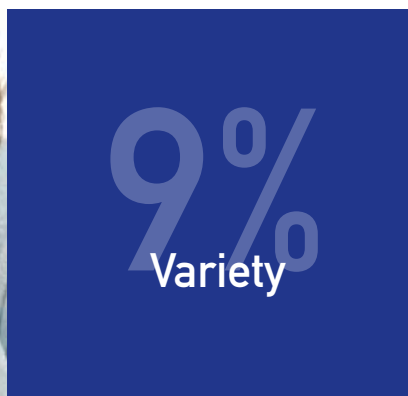
*Linda Schuyler and Stephen Stone of Epitome Pictures,
Jim Shaw, Annabel Slaight*

Rocket Fund Support



By Genre





In 2005, the Shaw Rocket Fund invested **\$8.5 million** in original Canadian children's programming.

Supporting the Industry

The Shaw Rocket Fund is proud to play an important role in Canadian children's television production across the country. In 2005, the Shaw Rocket Fund supported 235 hours of original Canadian children's programming for Canadian kids. This equates to over 600 episodes of original programming in documentary, drama, magazine and variety. In this year alone, the Shaw Rocket Fund invested over \$6.8 million towards children's dramatic television.

The Rocket Fund is now the largest private funder dedicated to Canadian children's TV for independent producers. Since 1998, we have invested in 207 projects and 2,991 half hours of original Canadian programming.



Rocket Fuelled Projects

Captured is a complete list of projects supported by the Shaw Rocket Fund in 2005. The project list is separated by target audience and provides the percentage of productions funded in each category.

14%

Pre-school (under 5)

Production	Production Company
Bo on the Go! (eps 1-26)	Slate Development Limited
Caillou (eps 301-320)	Caillou IV Productions Inc.
The Doodlebops (eps 201-226)	Doodlebops II Productions Inc.
This is...Daniel Cook (eps 14-26)	Short Order Cook TV II Inc.
Wilbur (eps 1-26)	Wilbur Entertainment Canada Inc.

14%

Primary (6-9)

Production	Production Company
Captain Flamingo (eps 1-26)	Flamingo Productions Inc.
Santa Junior (eps 1-52)	Subsequence Entertainment Inc.
W (eps 1-52)	9145-8083 Quebec Inc.
Wapos Bay – The Series (eps 1-5)	Wapos Bay Productions
WiseWeatherWhys (eps 1-65)	PAL Science Media Inc.

33%

Elementary (9-12)

Production	Production Company
Being Ian (eps 27-32)	Studio B (Being Ian II) Productions Inc.
Being Ian (eps 33-52)	Studio B (Being Ian III) Productions Inc.
CG Kids (eps 501-513)	GeoKids Productions Inc.
Dark Oracle (eps 14-26)	Shaftesbury Dark Oracle II Inc.
Dinosapiens (eps 1-15)	Alberta Filmworks / CCI Entertainment
Heads Up! (eps 14-26)	Look Back Productions Inc.
My Goldfish is Evil (eps 1-13)	Sardine Productions Inc.
Naturally Sadie (eps 27-52)	Decode/Sadie Productions 2 Inc.

Rocket Fuelled Projects (Continued)

Prank Patrol (eps 1-26)	Apartment 11 Productions
Spy Academy (02/01-02/13)	Spy Academy II Corp.
Surprise! It's Edible! Incredible! (eps 27-52)	9112-3112 Quebec Inc.
Yam Roll (eps 1-39)	Yam Roll I Productions Inc.

28%

Youth

Production

Production Company

Degrassi: The Next Generation (eps 507-519)	Epitome Pictures Inc.
Finn on the Fly	Amaze Film & TV
Instant Star (eps 201-213)	Epitome Pictures Inc.
Je Vis Ta Vie (eps 27-39)	Les Productions Je Vis Ta Vie Inc.
Messed Up	Full Regalia Productions Inc.
Red	Devine Entertainment Corporation
renegadepress.com (eps 23-31)	Renegade Press Productions III Inc.
Schooled (eps 1-8)	Classroom Productions Inc.
Step	Sienna Films Productions VII Inc.
The Motorcycle	Exhibition Five Productions Inc.

11%

Family

Production

Production Company

Alice, I Think (eps 1-13)	Alice I Think Productions Inc., Slanted Wheel Entertainment Inc.
Beyond Words (eps 66-78)	Wone Woman Works Productions Ltd.
Booky's Mark	Bookey's Mark Inc.
Terry Fox	Shaftesbury Heroes Inc.



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excellence





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discovery

Our Contributors

Our family strongly believes that our children deserve high quality programming that they can truly enjoy. Since 1994, **Shaw Communications** proudly established three funds that have collectively contributed over \$75 million dollars towards Canadian children's programming. We believe that the Canadian broadcasting industry should show leadership by producing the best children's television programs in the world and we are proud to support this belief through the **Shaw Rocket Fund**.

Jim Shaw, CEO, Shaw Communications

The **Shaw Rocket Fund** proudly continues this legacy. As important to the Rocket Fund are Star Choice, EastLink and our new partner, Delta Communications. The collective contributions represent television viewers from coast to coast. Together, we believe in quality television for our young people and their families.

Star Choice

With all the programming they offer, Star Choice feels none is more important than children's programming which is why they have been a proud supporter of the Shaw Rocket Fund since 1998. By supporting the Fund, Star Choice has helped to ensure that quality programming for children is always available. It's part of the Star Choice commitment back to the communities that they service.

EastLink Cable Systems

EastLink prides itself on giving back to the communities it serves, where they live, work and play. A proud contributor to the Shaw Rocket Fund since 1998, EastLink also contributes to a number of different groups and organizations each and every day in cities and towns across the Maritimes.

Delta Cable

It is Delta Cable's belief that far too little is spent on the development of quality children's programming - programming that educates, empowers and encourages as it entertains. They have long held that the programming produced, at least in part, with the assistance of the Shaw Rocket Fund is of the highest quality and are pleased to distribute these productions over their networks via programming services such as Treehouse and YTV.





Suite 900, 630-3rd Avenue SW Calgary, Alberta T2P 4L4 T 403 750 4517 F 403 750 4635 E info@rocketfund.ca

Agnes Augustin, Executive Director or Leighsa Burmaster, Administrative Assistant

www.rocketfund.ca