

Mayor and Council
District of West Vancouver
750 – 17th St.
West Vancouver, B.C. V7V 3T3

December 16, 2009

Dear Mayor and Council

Recently, the Metro Vancouver Board endorsed a submission to the CRTC that was critical of Shaw TV. We are taking this opportunity to share with you some of our Shaw TV accomplishments, and our concerns with the Metro Vancouver submission.

At Shaw, we take our community channel responsibilities very seriously. To be clear, Shaw not only fully meets all CRTC requirements for community access and local content, we exceed them. The CRTC rules and policies governing community channels require that not less than 60% of the programming aired each week are devoted to local community television programming, defined as programming that is reflective of the community and that is produced by the licensee in the licensed areas or by members of the community of the licensed area.

Further, the community channel must also devote at least 30% to 50% to access programming, defined as programming produced by members of the community served by the cable operator, either assisted or unassisted by the licensee. As you will know from watching the channel, Shaw TV broadcasts over 90% local community programming content, and on average approximately 40% local access programming.

In addition, Shaw TV broadcasts the meetings of 18 Councils (including the District of West Vancouver) and 3 Boards of Education. Of note, this type of programming does not qualify as access programming, but we consider that this coverage is important to the communities we serve. Broadcasting this programming may be increasingly more challenging in the context of managing new and competing demands for higher levels of community access and demands for the diversion of funding.

We are totally committed to working with all of our access producers and citizens to ensure we balance the demands for airtime and meet their objectives with regards to participation and scheduling. Sometimes the demands and enthusiasm of the community access groups and producers are greater than the time and resource limits of the channel, but we strive to minimize these situations and accommodate everyone.

We note that in the first 9 months of 2009, Shaw TV and the community produced over 1,100 hours of local stories, 400 hours of access programming, and 1,500 hours of public affairs programming within Metro Vancouver. This is a tremendous amount of programming and local reflection of which we are all proud.

We are completely dedicated to the customers we serve and the communities in which they live. We continue to make significant investments in equipment, develop staff, trainees and volunteers, and increase customer satisfaction with the channel. These investments have allowed Shaw to produce high quality local programming throughout the region. We have seen our viewership grow steadily as more people look to Shaw for local information on the arts, people and events in the region.

We do not believe that the Metro Vancouver submission has fairly or adequately reflected the tremendous value of Shaw TV to the communities we serve, or fully responded to the wide number of issues that are raised in the CRTC's recent Broadcasting notice of Consultation (BPN 2009-661). Shaw looks forward to participating in the upcoming CRTC review of community television. We have attached for your interest some programming statistics and information concerning Shaw TV.

Sincerely

A handwritten signature in black ink, appearing to read "Alex Park", written over a horizontal line.

Alex Park
Vice-President,
Programming/Educational Services

Shaw TV Vancouver Region 2009 Programming Summary

Total amount of local, community produced programming; **40%**
Total amount of local content; **90%**

Local Community Access Programming Produced by Access TV corporations

- After Hours (ICTV)
- Community TV in Motion (ICTV)
- Fearless TV (ACCESS)
- One World (VCTA)
- Pasifik.ca (Nowpolling/Community Media)
- Rockinitis (ICTV)
- Tri-Cities Magazine (Tri-Cities Community TV)
- Working TV (Slim Evans Society)

Local Community Access Programming Produced by Independent Producers

- BCIT Magazine (produced by BCIT students)
- Crimestoppers (weekly segment on The Express)
- GVTV (produced by the City of Vancouver)
- Jai Fiji (Vincent Prakesh)
- Langara Dialogues
- Mixed Nutz (children's series; Big Bad Boo Productions)
- Moj Svet (Mihailo Djoric)
- Our Ground (TV Korea)
- Out Of This World (partnership with H.R. MacMillan Space Centre; weekly segments on The Express)
- Shifting Gears (Veenoo Dewan)
- The Sustainable Region (produced by Metro Vancouver)
- Vancouver Board of Trade (speaker' series)
- Vancouver Foundation Presents
- Vancouver Masala (Sneha Studios)
- Vancouver Nights (Majid Mahichi)
- Weekly News Forum (Canada TV Productions Ltd.)
- WorkSafeBC
- Your Education Matters (produced by Simon Fraser University Faculty of Education)
- Canadian International Council: CIC Student Debate on International Affairs
- Community Legal Assistance Society/Disability Advisory Committee: Forum on Disability Issues
- Downtown Surrey Business Improvement Association: Provincial All Candidate Forum-Surrey
- Justice Education Society: Gang Wars: Justice In Our Times
- Langara College: Langara Dialogues (60minutes weekly; January-August)
- New Westminster Hyack Festival Parade
- 2009 B.C. High School Track + Field Championships (Steppin Out Productions)

Local content Produced by Shaw

- A World of Smiles Telethon (BC Children's Hospital Foundation)
- CKNW Orphans' Fund Pledge Day
- Constituency Report (MLA, MP)
- Making It Happen Auction (in support of Canadian athletes)
- Municipal Council Coverage (18 councils and 3 school boards)
- Powered To Win (Olympic themed newsmagazine)
- WHL Hockey/CIS University Football/Vancouver Whitecaps Soccer/BC Curling Championships
- Studio 4 (weekdays; talk show)
- The Express (daily newsmagazine: 700 stories produced per year)
- Urban Rush (weekdays; entertainment talk show)
- Voice of BC (weekly; public affairs)

Volunteer Activity

- 28 volunteer training sessions
- 260 TOTAL volunteer trainees
- 102 active volunteers working with Shaw

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