

PROGRAM PROPOSAL BUSINESS PLAN

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Shaw Multicultural Channel (SMC) features international and local, multilingual and cross-cultural television series in more than 25 languages, available to our customers in Metro Vancouver, Squamish and Whistler B.C. Owned and operated by Shaw Cablesystems, SMC airs in Shaw systems, and on Delta Cable Television in Delta, Ladner and Tsawwassen, between approximately 6:00 am and 1:30 am daily.

Program Acquisitions Program proposals are reviewed for seasonal schedules in accordance with identified programming requirements which change from season to season, based upon available research, current inventory and programming priorities. We regret that not all proposals will be accepted for broadcast.

Seasonal Program Deadlines Proposals are reviewed for availabilities the Spring and Fall seasonal schedules.

Proposal deadlines are December 15 for the Spring season, and May 15 for the Fall season.

We are interested in high quality local and international productions that meet our programming mandate. Series should meet one or more of these criteria:

- ⇒ in one or more third languages
- ⇒ in a third language combined with English
- ⇒ in a third language with English subtitles
- ⇒ in English, with a focus on multicultural or cross-cultural issues
- ⇒ in English, with a focus on a specific ethnic community

We are primarily interested in proposals for formats and languages that are not currently represented in our schedule. Series that do not have a multicultural focus cannot be considered. Shaw reserves the right to defer consideration of a proposal to a future season, dependent upon scheduling needs and availabilities.

Evaluation Criteria Program proposals are reviewed according to a number of criteria, including:

- Adherence to Canadian broadcast regulations
- Technical quality of video and audio signal
- Verifiable documentation for copyright and performance
- Professionalism of on-air hosts and interviewers
- Relevance to SMC programming mandate
- Professionalism of production techniques & presentation
- Value and quality of content for projected audiences

As the SMC mandate is for linguistic and cross-cultural information and entertainment programming, and due to Canadian broadcast requirements for channel balance in religious and faith content we are not able to accept series that are faith-based, although faith and religious segments may appear as part of local community magazine formats. Series that deal exclusively with issues of faith are best directed to Canada's national faith broadcaster, Vision TV, or to the local station JOY TV.

Independent Productions Shaw manages the administration, scheduling, promotion, playback and distribution of the channel, and contracts with local independent program suppliers for the series that air on SMC, based on submitted proposals. Independent producers are responsible for all costs in the purchase, production and post-production of programs. Shaw does not provide studio facilities, equipment or personnel for program production, but may provide limited access to a post-production edit suite by negotiation, and this request must be part of the proposal. Shaw does not provide direct funding for development or production.

Sponsorship Partners Independent producers may acquire sponsorship partners to fund the production and acquisition of television programming. Sponsors are acknowledged through on-air sponsorship messages, pre-approved by Shaw in accordance with regulatory and channel guidelines for sponsorship. All arrangements with sponsorship partners must be managed via a contract between the program supplier and the sponsoring business.

Confidentiality Shaw maintains confidentiality in all program negotiations. Program ideas submitted by independent producers are reviewed by our channel team, and are not shared with third parties. At times, we may be reviewing multiple proposals that are similarly-themed, and Shaw can accept no responsibility for the duplication of ideas in submitted proposals that we have in inventory.

Return of Materials Shaw cannot guarantee the return of original materials. Please ensure that you retain a copy of materials submitted to Shaw.

PACKAGING GUIDELINES

Please ensure that the demo program is packaged to the following specifications.

Tape Formatting

- 1) To format the tape, lay black on the entire tape, starting the time-code at **00:58:30:00** at the head (start) of the tape.
- 2) Start the program at the one hour mark: time-code 01:00:00:00.
(01:00:00:00 is the first on-air video/audio of the program).
- 3) The last video/audio of the program is at 01:27:30:00.
- 4) Once the time-code has been correctly installed, it will remain on the videotape as long as only Insert Mode is used in subsequent edit sessions. The start of the program should be positioned at 01:00:00:00 for each edit session.

Tape Packaging

- 1) **00:58:30:00 to 00:59:30:00** - Bars and Tone. *Bars and Tone to match the program video and audio each time the tape is reused.*
- 2) **00:59:30:00 - 00:59:45:00** - Graphic slate with the following information (***** denote *mandatory* fields)
 - a) ***** Program Name and (episode # if applicable.)
 - b) Guests or content info.
 - c) ***** Producer Name and phone number.
 - d) ***** Audio Info (ie. Channel 1 & 2 , Stereo)
 - e) Airdate Information
- 3) **00:59:45:00 - 01:00:00:00** – Black
- 4) **01:00:00:00** – Time-code start of program
- 5) No countdown is needed.

Standard Packaging Guidelines

1. program length: 27:30 for 30:00 format, 2 tapes at 27:30 for 60:00 format.
2. at least 1 minute of synchronous black immediately following the last frame of programming.

Labels

Attach tape labels to the spine of the tape case and to the videotape. Tape labels include:

1. program title and subtitle or version
2. length of tape: 27:30
3. number of tapes & sequence of each tape
4. audio details
5. master or dub
6. dates to be played

Cue Sheets

Complete a cue sheet for each videotape and tape this to the inside of the tape case. Include this information:

1. Program Name
2. Subtitle / Description
3. Time In: (time of 1st frame of program video)
4. Length (27:30): (length from 1st frame of program video to last frame of program video)
5. Audio Type: (channel 1,2 or mix)
6. First Video / Audio
7. Last Video / Audio
8. Technical / Crossover / Comments
9. Producer Contact / Guest Contact

Signal: Video

1. the white portion of video signals generally peak at 100 IRE divisions.
2. colour burst is normally at 40, plus or minus 2 IRE divisions.
3. sync pulse is normally at 40, plus or minus 2 IRE divisions.
4. the black level standard is 7.5 - 10 IRE divisions.

Signal: Audio

1. audio levels should generally peak at 0, plus or minus 1 vu.
2. audio levels should be recorded to prevent distortion at playback.
3. audio recorded too low can cause noise when amplified at playback.
4. audio recorded too high can cause distortion.

SPONSORSHIP GUIDELINES

It is not necessary to include sample sponsorship spots in the program proposal. If the proposal is successful, Shaw will work with the producer to ensure that the produced sponsorships meet channel guidelines.

Sponsorship messages on Shaw Multicultural Channel must comply with the Canadian Radio-television and Telecommunications Commission (C.R.T.C.) directive for this channel:

DECISION CRTC – 93-556, 31 August 1993 (excerpt)

“The licensee shall not distribute any commercial message other than sponsorship credits combining no more than the logo, name, address, the telephone number and the type of activity or profession of the sponsor. The sponsorship credits may contain sound and/or visual images, whether moving or fixed. The sponsorship credits shall have no purpose other than to acknowledge, in a concise and direct manner, the sponsor’s contribution and shall at no time constitute a detailed description or promotional device. No paid public service announcements may be distributed other than those whose content conforms to the above-stated description of a permissible sponsorship credit.”

Shaw’s interpretation of the CRTC directive is:

- (1) **a sponsor spot** may include
- simple acknowledgement of the nature of the sponsors business in a concise and direct manner
- (2) **a sponsor spot** may **not** include
- a detailed description of the sponsors products or services
 - a promotional device or element advertising the sponsors business

DEFINITIONS applicable to sponsorship messages

“ . . . sponsorship credits combining no more than the logo, name, address, the telephone number and the type of activity or profession of the sponsor. The sponsorship credits may contain sound and/or visual images, whether moving or fixed. . . .”

It is Shaw’s interpretation that only a direct and concise expression of the general nature of business activity or profession is acceptable.

“ . . . The sponsorship credits shall have no purpose other than to acknowledge, in a concise and direct manner, the sponsor’s contribution. . . .”

It is Shaw’s interpretation that this generally constitutes a maximum of one or two statements. Visually, this would represent general shots of the business to illustrate the direct and concise statement.

“ . . . shall at no time constitute a detailed description or promotional device. . . .”

- detailed description

It is Shaw’s interpretation that any statements that exceed the one to two statements defining the general nature of business constitute a detailed description. Visually, a detailed description would be close-up shots of products or services rather than general wide shots.

- promotional device

It is Shaw’s interpretation that a promotional device might be any method of commercializing the direct and concise expression of the nature of business. This includes at minimum:

dramatizations: *depiction of a fictional scenario, or a skit*

character animations: *depiction of animated characters*

testimonials: *statements or scenarios in support of the business by individuals or groups*

claims: *promises or depictions of positive results from dealing with the business or its products*

Each sponsorship spot is limited to a maximum length of 20 seconds and may be placed in a block at the beginning and/or end of programming only. All sponsorship messages are reviewed and approved by Shaw prior to airing.

Additional information regarding the sponsorship guidelines is available upon request.

PROGRAM PROPOSAL BUSINESS PLAN

Date of submission: _____

Complete and return this page along with your demo episode and the attachments listed on Page 5

Submitted by

NAME: _____ COMPANY NAME: _____

CONTACT ADDRESS: _____

PHONE: _____ CEL: _____

EMAIL: _____ WEB: _____

PART ONE – For local and international proposals

SERIES TITLE: _____

English-language Translation of Series Title: _____

SERIES DESCRIPTION: _____

LANGUAGE(S): _____

SUBTITLES: Yes____ No____ Subtitle Language: _____

LENGTH: 30:00 format - packaged to 27:30 _____ 60:00 format - packaged to 2 x 27:30 _____

AVAILABILITY: Daily _____ Weekly _____ Other _____

AVAILABLE FORMAT: Beta SP _____ DVCam _____

BROADCAST RIGHTS: First window _____ *exclusive premiere in Metro Vancouver*
 _____ *has aired on other station in Metro Vancouver Station* _____

IS THE FULL SERIES AVAILABLE IN ADVANCE OF SEASON: Yes _____ No _____

If the program includes material that you have not produced, please provide the following:

COPYRIGHT: Attach copies (no originals) of copyright clearance for all acquired programs and segments (local and international), and performance clearances for all participants in local programming

SUPPLIER NAME: _____

COUNTRY OF ORIGIN: _____

YEAR PRODUCED: _____

ORIGINAL TAPE FORMAT: Beta SP _____ DVCam _____ Other (specify) _____

RECEIVED: Via Satellite: _____ Videotape by Courier: _____ Other (specify) _____

Day aired internationally _____ Day received locally _____



PART TWO – DEMO EPISODE - for local and international proposals

Provide a DEMO EPISODE of the program, in Beta SP or DV Cam format, packaged to Shaw's technical requirements.

The demo episode is one full episode of the program that you are proposing. General resume reels, or samples of other produced programming cannot be accepted.

Please clearly label the videotape and the tape case with the series title and your contact information.

PART THREE – PRODUCTION TEAM - for local and international proposals

Attach a *maximum 1-page description* for each of the following:

1. PRODUCTION TEAM

Brief resume of film/ television/ video experience for the producer and each of the production personnel

2. PRODUCTION FACILITY

List of the equipment that will be used for production, and name of professional production facility as applicable

If you are requesting access to Shaw's post-production edit suite for packaging of the contracted series, the request for access must be made as part of this proposal and will be taken into consideration in our review. The producer must provide their own accredited editor to operate the suite, and the editor's resume must be provided as part of the production team resumes.

3. PRODUCTION BUDGET

Budget forecast for program production, including program acquisition, facility and equipment cost and sponsorship revenue.

PART FOUR – for local proposals only

Attach a *maximum 1-page description* for each of the following:

1. GENERAL FORMAT LOG

Define the segments that will make up the general weekly format of the local program.

2. SEASONAL OUTLINE

Provide a 13-week content forecast for each program segment, including projected guest names, interview topics, community events, special programs.

3. ENGLISH-LANGUAGE SYNOPSIS

Provide a general content description of each segment of the demo episode that is in a language other than English. This does not need to be a word-for-word translation, but should convey the content of each segment.

4. HOST TEAM

Brief resume of film/ television/ video experience for each of the show hosts/ reporters

Courier or hand-deliver completed proposal to:

**Shaw Multicultural Channel
c/o SHAW CABLESYSTEMS
Suite 900-1067 West Cordova
Vancouver, BC V6C 3T5**

Shaw will only review completed proposals: please ensure that the demo episode, Business Plan and required attachments are submitted together.

CONTACTS:

**Sandra Murphy, Producer
604.629.3109
sandra.murphy@sjrb.ca**

**Norman Wong, Supervisor
604.629.3347
norman.wong@sjrb.ca**