

## TVO MEDIA EDUCATION GROUP

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**Representation of philanthropists to conduct due diligence, identify and structure creative game-changing principal level philanthropic investments, define stewardship and recognition, develop gift agreements, and monitor adherence and implementation**



TVO is a Canadian public educational media organization and television station in Ontario, operated by the Ontario Educational Communications Authority (OECA). As a Crown corporation owned by the Government of Ontario, it functions under the Ministry of Education to provide, via the TVO Media Education Group (branded as TVO.me), educational content for children and adults.

TVO, formerly known as TVOntario, is a publicly funded English-language educational television network and media organization serving the Canadian province of Ontario. It operates flagship station CICA-DT (channel 19) in Toronto, which also relays programming across portions of Ontario through eight rebroadcast stations.

All pay television (cable, satellite, IPTV) providers throughout Ontario are required to carry TVO on their basic tier, and programming can be streamed for free online within Canada.

Since 2022 TVO has done business as the TVO Media Education Group (or TVO.me) to reflect its focus on digital-first, non-profit educational media. TVO.me also operates TVO Today, TVO ILC, TVO Learn, and TVOKids.

As a Crown corporation TVO:

- Utilizes television, internet, and digital platforms to provide commercial-free educational programming.
- Is funded through the Ontario government, with management reporting on financial stability and educational impact.
- Is subject to audits to ensure the effective use of public funds and compliance with provincial standards.
- Offers in addition to its television station, digital services such as TVO Mathify and online high school courses via the Independent Learning Centre (ILC).



As an agency of the Ontario Ministry of Education and a not-for-profit, social impact charity, TVO believes in the importance of equitable education. TVO seeks to represent the voices of communities across the entire province. To do this well, diversity, equity and inclusion are at the core of what they do every day.

TVO inspires learning that changes lives and enriches communities with a passion for creating learning that empowers all to connect with others and shape futures and promises to spark curiosity, inspire discovery and champion learning through current affairs journalism, documentaries and podcasts that explore important issues and inspire solutions.

The clients of S. Sutton and Associates Inc. provided principal level support for the TVO's Ontario Hubs, a donor-supported journalism initiative launched in 2017 to provide in-depth, on-the-ground reporting on regional issues across Ontario. The program aims to amplify local perspectives, address underreported stories, and connect communities outside of the Greater Toronto Area.

#### Key Aspects of the Program:

- **Regional Coverage:** Hubs are situated in various regions, including Thunder Bay (Northwestern), Sudbury (Northeastern), Kingston (Eastern), and London (Southwestern).
- **Indigenous Reporting:** In 2019, an Indigenous Hub was established, often in partnership with post-secondary institutions like Carleton University, to focus on First Nations issues.
- **Content Focus:** Journalists in these hubs produce articles and video reports for *The Agenda with Steve Paikin* and TVO Today, covering topics such as local economics, infrastructure, and social issues.
- **Partnerships:** The initiative collaborates with local universities and colleges, including Western University (FIMS), Confederation College, Laurentian University, and Queen's University.

S. Sutton & Associates Inc. was honored to represent these philanthropists by conducting due diligence, identifying and structuring these creative game-changing principal level philanthropic investments, define stewardship and recognition, develop the gift agreements, and monitor adherence and implementation.

