



GMTFO Independent Productions Governance Policy

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TFO.org

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BACKGROUND

In the context of project selection, Groupe Média TFO (“TFO”) has established a governance policy to help producers understand its selection criteria and objectives.

TFO participates in the financing of Canadian co-productions by administering the performance envelope of the Canada Media Fund (“CMF”) and by granting broadcast licenses.

1. Purpose

- Ensure that the funds of TFO and the CMF envelope are allocated in a fair, open, transparent and available manner to qualified external staff.
- Clarify the responsibilities of individuals and organizations for each evaluation, development and production stage.
- Ensure consistency in the management of the selection and decision-making process.
- Work in collaboration with Groupe Média TFO to ensure that costs are competitive and in line with the media industry landscape.

2. Application and Scope

This operational policy applies to any individual or organization submitting an independent production content project to TFO, in compliance with TFO's content strategy (see Schedule C).

3. Guiding Principles

3.1. General Principles

The objective is to ensure that TFO acquires program licensing rights to meet its needs in the most economical and efficient way possible, through a process that complies with the following principles:

The content must be in French or provide proof that a French-language version of the content will be delivered (subject to TFO's approval)

The content must be educational, demonstrate 21st century employability skills, respect and promote diversity, gender equality and the construction of a Francophone identity.

TFO must favour Ontario and “regional” producers who produce in French, in accordance with the CMF's criteria.

TFO must ensure transparency and fairness. Real and perceived conflicts of interest must be avoided during the process. Relationships that result in continued dependence on a particular supplier/producer for a particular type of work should not be created.

TFO maintains an evaluation process that is clear, accurate and fair. All projects must follow the same steps without exception.

3.2. Evaluation Criteria

Any project considered will be assessed by the evaluation committee, which is led by the Co-production and Acquisition Director. The committee also includes the Director of Digital Education and the Funding Strategy Analyst.

The process is as follows:

First Step: Pre-Qualification

1. Assessment of the content by the evaluation committee.

This stage includes the evaluation of the content, the evaluation of the educational quality and the profile and experience of the producer.

If successful, the process moves on to the next steps*:

Second Step:

2. Confirmation of the approval and delivery process.

This step includes confirmation from the independent producer to ensure that they agree to the approval and delivery process.

If successful, the process moves on to the next steps*:

Third Step:

3. Evaluation of the development and/or production budget.

TFO is open to producers finding other sources of financing (e.g. Bell Fund, TELUS Fund, NOHFC, etc.).

If this phase is confirmed as successful by the committee, the process moves on to the final stage:

*Please refer to Schedule B (Governance Charter - 2020 Evaluation Sheet) for more details.

Final Step:

The committee submits its recommendation to the Chief Content Officer and the CEO for final approval.

The results of the evaluation will be compiled in an Assessment Sheet (Schedule B).

If the project is selected, the producer must commit to providing a series of deliverables, In French, for approval by TFO (Schedule A).

How to submit an application

Submissions must be sent to the following email address: tfocontenu@tfo.org

Deliverables accepted for submitted projects in development:

- Project Description (one page maximum)
- Description of the Producer's Experience
- Description of the Producer's Digital Footprint
- Contact Information

Deliverables accepted for submitted production projects:

- Bible
- Synopses
- Screenplays
- Demo (preferably a Vimeo link)
- CV of the Creative Team (Producer, Director, Writers)
- Description of the Producer's Digital Footprint
- Contact Information

An answer will be sent no later than 3 months following the date of reception.

SCHEDULE A

Governance Policy - Development and Production Deliverables

Development Deliverables

- Bible
- Research Documentation
- Scripts
- All series synopses
- Directing treatment
- Digital component concept proposal
- Financial structure of the production, including potential funds
- Preliminary Production Budget
- Preliminary Production Calendar

Production Deliverables

- Narrative arc
- DM concept
- Production budget
- Financial Production Structure
- Production Calendar
- Themes of TV and DM videos
- Synopses of TV and DM videos
- Scripts of TV and DM videos
- Casting for new characters
- DM video series logo, if different from TV logo
- Music and/or song(s)
- Offline edits of TV and DM videos
- Programme Opening and Ending Credits
- Online edits of TV and DM videos
- Final copies of TV and DM videos
- HOH Subtitling of TV and DM videos
- Music cue sheets of TV and DM videos
- CRTC Certificate / BCAPC Number
- TV Series description with SEO focus
- DM Series description with SEO focus
- Description of each episode of the TV Series, with SEO focus
- Description of each episode of the TV Series, with SEO focus and 1 to 5 images per episode
- High quality relevant images to present the series, source file of the series logo (no background)
- Promotional material (rush video of best moments, totaling 3-5 minutes)

SCHEDULE B

Governance Policy - 2020 Assessment Sheet

Project Title - DEV				
Phase:	Production	Return to summary page		
Production Company:				
Evaluated by:				
Date:				
Result:	In evaluation			
	Criteria	Score	Comments (optional)	
CONTENT ASSESSMENT PHASE	CONTENT RELEVANCE		on 10	
	- Creativity and originality			
	- 21st century competencies or priority themes			
	- In accordance to TFO's mandate			
	- Fills a need for the age group missing			
	- Quality of pitch			
	- Enthusiasm from IDELLO team			
	PRODUCER		on 5	
- Optimal digital impression from producer to promote the project				
- Ability to promote the content (promotion)				
- Relationship with the producer that is respectful and of quality				
- Productive collaboration, accepts to apply instructions from TFO				
- Producer experience in this type of project				
- Professionalism of the production team				
- Delivers within the deadlines				
- Ontario producer				
	CRUSH ON PROJET (additional optional score)		on 2	Indigenous Producer + content
	SUB-TOTAL		sur 15	
If the sub-total doesn't score 10 out of 15 on the content evaluation, the project is automatically rejected and will not go through the next phase, budget evaluation				
BUDGET EVALUATION PHASE	BUDGET		on 5	
	- Regional project (good for TFO's envelope)			
	- Interesting cost per minute			
	- Enable to benefit from another broadcaster performance envelope			
	- with a digital media component			
RESULT	TOTAL		0 on 20	IN EVALUATION

Project Title - PROD				
Phase:	Production	Return to summary page		
Production Company:				
Evaluated by:				
Date:				
Result:	In evaluation			
	Criteria	Score	Comments (optional)	
CONTENT ASSESMENT PHASE	CONTENT RELEVANCE		on 5	
	- Originality			
	- 21st century competencies or priority themes			
	- In accordance to TFO's mandate			
	- Fills a need for the age group missing			
	CONTENT QUALITY		on 5	
	- Writing quality			
	- Innovative project and adapted to the content			
	- Visual Quality			
	- Command of interactive technologies (3D, green screen, etc.)			
- Casting choice				
- Quality of French				
- Educational content of reputable and verifiable sources				
- Development completed with success				
- Quality of previous seasons				
PRODUCER		on 5		
- Optimal digital impression from producer to promote the project				
- Ability to promote the content (promotion)				
- Respectful relationship and of quality with the producer				
- Productive collaboration, accepts to apply instructions from TFO				
- Producer experience in this type of project				
- Delivers within the deadlines				
- Ontario producer				
CRUSH ON PROJET (additional optional score)		on 2	Indigenous Producer + content	
SUB-TOTAL		sur 15		
If the sub-total doesn't score 10 out of 15 on the content evaluation, the project is automatically rejected and will not go through the next phase, budget evaluation				
BUDGET EVALUATION PHASE	BUDGET		on 5	
	- Regional project (good for TFO's envelope)			
	- Interesting cost per minute			
	- Enable to benefit from another broadcaster performance envelope			
	- with a digital media component			
RESULT	TOTAL	0	on 20	IN EVALUATION

SCHEDULE C

Governance Policy - 2020 Content Strategy

**GROUPE
MÉDIA**



Content Strategy 2020

DIGITAL ✓ **EDUCATIONAL** ✓ **FRANCOPHONE**

Prepared by :
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Nadine Dupont, Chief Content Officer

MANDATE

Groupe Média TFO's mandate is to encourage permanent learning in Ontario by offering quality educational programming in the French language through television, new media and other communications technologies. Permanent learning implies the continued acquisition of knowledge and skills that are essential to professional and personal fulfillment.

Groupe Média TFO may enter into agreements, including funding agreements with third parties, in accordance with Articles 6 and 10 of the Ontario French-language Educational Communications Authority Act of 2008.

STRATÉGIE CONTENU 2020-2021

MISSION

Groupe Média TFO is a go-to resource for audiences seeking innovative educational and cultural content in French. Recognized for its premium content, it delivers stimulating experiences at the forefront of digital learning. Proud of its public heritage, it celebrates “la Francophonie

VISION

Be recognized as a francophone partner of choice in the educational transformation to assist in making Ontario and Canada more competitive during the 4th industrial revolution.

PRIORITIES - 8 YO

AGES : 8 to 11 yo

AUDIENCE: Kids, families and teachers. Francophones and francophiles

ESSENTIAL CRITERIA : Educational, global competencies, respect and promoting diversity, cultural representation of the francophone communities

EDUCATIONAL FIELD PRIORITIES: Mathematics, Health: mental, sexual, drugs and addiction, digital citizenship (broad principle), environment and climate change, financial literacy, STEAM (Science, Technology, Engineering, Arts and Mathematics), immigrants perspective (newcomers), Indigenous perspective

PRIORITIES - 13+ YO

AGES : 13 + YO

AUDIENCE: Pre-teen and teenagers, teachers, francophones and francophiles

ESSENTIAL CRITERIA: Educational, global competencies, respect and promoting diversity, cultural representation of the francophone communities

EDUCATION FIELD PRIORITIES : Health: health and mental well-being, sexual, drugs and addiction (cannabis), digital citizenship (broad principle), STEAM (Science, Technology, Engineering, Arts and Mathematics), immigrants perspective (newcomers), Indigenous perspective

CRITERIA

Éducatif, Compétences globales et employabilité, Respect, promotion et représentation des diversités, Construction identitaire francophone

RESPECT AND DIVERSITY PROMOTION

- Sexual (including gender, orientation and identity)
- Ethnic
- Cultural
- Linguistic
- Cognitive
- etc.

CULTURAL REPRESENTATION OF THE FRANCOPHONE COMMUNITIES

- Variety of accents
- Cultural references

GLOBAL COMPETENCIES - DETAILS

COMMUNICATION

COLLABORATION

AUTONOMOUS LEARNING

CRITICAL THINKING AND
PROBLEM SOLVING

INNOVATION, CREATIVITY AND
ENTREPRENEURSHIP

GLOBAL CITIZENSHIP

Global Competencies

To be successful in this new global age, students will need to be competent in more than just reading, mathematics and science – they will need to be knowledgeable and curious about global issues, attuned to diverse perspectives, able to communicate ideas and rationale, critically think to solve complex problems, and be inclined to acting toward the common good. Put simply, preparing our students to participate fully in the world demands that we nurture and develop Global Competencies that will support students to reach their full potential.



Critical Thinking and Problem Solving

- Solves meaningful, real-life, complex problems
- Takes concrete steps to address issues
- Designs and manages projects
- Acquires, processes, interprets, and analyzes information to make informed decisions (critical and digital literacy)
- Engages in an inquiry process to solve problems
- Makes connections and transfers learning from one situation to another



Innovation, Creativity, and Entrepreneurship

- Contributes solutions to complex problems
- Enhances a concept, idea, or product
- Takes risks in thinking and creating
- Makes discoveries through inquiry research
- Pursues new ideas to meet a need of a community
- Leads and motivates with an ethical entrepreneurial spirit



Learning to Learn/ Self-Aware & Self-Directed Learning

- Learns the process of learning (metacognition)
- Believes in the ability to learn and grow (growth mindset)
- Perseveres and overcomes challenges to reach a goal
- Self-regulates in order to become a lifelong learner
- Reflects on experience to enhance learning
- Cultivates emotional intelligence to understand self and others
- Adapts to change and shows resilience to adversity
- Manages various aspects of life – physical, emotional (relationships, self-awareness), spiritual, and mental well-being



Collaboration

- Participates in teams; establishes positive relationships
- Learns from, and contributes to, the learning of others
- Co-constructs knowledge, meaning, and content
- Assumes various roles on the team
- Manages conflict
- Networks with a variety of communities/groups
- Respects a diversity of perspectives



Communication

- Communicates effectively in different contexts in oral and written form in French and/or English
- Asks effective questions to acquire knowledge
- Communicates using a variety of media
- Selects appropriate digital tools according to purpose
- Listens to understand all points of view
- Gains knowledge about a variety of languages
- Voices opinions and advocates for ideas



Global Citizenship

- Contributes to society and the culture of the local, global, and digital community in a responsible, accountable, and ethical manner
- Engages in local and global initiatives to make a difference
- Learns from and with diverse people
- Interacts safely and responsibly within a variety of communities
- Creates a positive digital footprint
- Relates to the environment and is mindful of the importance of all living things

SEND US YOUR IDEAS !

THANK YOU!

Send your pitch/Files to TFOcontenu@tfo.org



As a public broadcaster, we remind all producers that they must abide and respect the regulations of the CRTC and the Canadian Broadcast Standards Council

Violence: <https://www.cbcs.ca/fr/codes/cab-violence-code/>

Code of ethics: <https://www.cbcs.ca/codes/cab-code-of-ethics/>

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