

# Organizational Overview

British Columbia's Knowledge Network is a viewer-supported public broadcaster. Our mission is to provide all British Columbians with a trusted alternative for the commercial-free exploration of life, connecting them to the world through television, web, and mobile platforms.

BRITISH COLUMBIA'S

Knowledge Network:

## Vision

Knowledge Network is British Columbia's public educational broadcaster supporting lifelong learning by providing quality programming through television, internet, mobile and other technologies.

## Enabling Legislation

Knowledge Network is a Crown corporation, created in 2008 under the Knowledge Network Corporation Act.

## Mandate

The Knowledge Network Corporation Act lists the purposes of Knowledge Network:

- to carry on the business of broadcasting and communications to provide unique, quality educational programming to British Columbians,
- to promote lifelong learning in British Columbia by providing quality educational programming,
- to inform and educate British Columbians about their province and about issues that are relevant to them,
- to provide British Columbians with a unique television experience, and
- to collaborate with the independent television and web media production sectors in British Columbia.

## Core Business Areas

Knowledge Network brings diverse perspectives to viewers in B.C. to challenge assumptions, broaden awareness and spur the acquisition of new knowledge. We do this by:

- distributing commercial-free educational content to all British Columbians through television, web and mobile platforms,
- researching, filtering, licensing, and packaging content from British Columbia, Canada and around the world that supports lifelong learning,
- commissioning, pre-licensing, and developing original content from British Columbia, Canada and around the world for television, web and mobile platforms, and
- building and managing the charitable arm of Knowledge Network, including donations, legacy gifts and bequests.

## Principal Partners, Clients, and Stakeholders

Key stakeholders include:

**Viewers** - 1.4 million weekly viewers

**Ministry** - Ministry of Tourism, Arts and Culture

**Donors** - 39,000 Knowledge Partners

**Storytellers** - Independent production community

**Regulator** - Canadian Radio-television and Telecommunications Commission (CRTC)

## Values

Knowledge Network is guided by these values:

**Trust** - We serve the public interest.

**Integrity** - We engage in principled decision making and ensure independence in programming.

**Quality** - We strive for excellence in all aspects of our programming service

## Location of Operations

4355 Mathissi Place  
Burnaby, B.C. V5G 4S8

## How We Deliver Services

Knowledge Network delivers educational content to British Columbians through mandatory carriage on cable, direct-to-home satellite, IPTV services, and at Knowledge.ca, KnowledgeKids.ca, the Knowledge App and the Knowledge Kids Go app. We develop, pre-license and commission filmmaker-driven documentaries for broadcast on all platforms. Knowledge Network's investment in documentaries and children's programs produced by independent filmmakers leverages funding from federal and provincial, public and private sources.

## Benefit to British Columbians

Knowledge Network is a public space for independent voices. British Columbians trust us to provide diverse points of view that challenge the way we think about current issues and inform decision-making.

Our cultural, economic and social benefits to British Columbians include:

### **Supporting Families Through Literacy and Early Childhood Development**

Knowledge Kids is accessible and commercial-free, providing B.C.'s children with a safe and trusted learning environment.

### **Creating Jobs and Skills Training**

Knowledge Network's commissioning and licensing of original content helps B.C.'s independent production sector attract additional financing from provincial, national and international sources. Through development funding and formal co-op placements with colleges and universities, we reach out to new and emerging talent, providing unique opportunities for professional development in the television and new media workplace.

### **B.C. Content**

Knowledge Network offers programs of direct relevance to British Columbians, cultivating dialogue and encouraging their participation in our culturally diverse, vibrant and dynamic province.

### **Viewer-Supported, Viewer Focused**

British Columbians contribute to the success of Knowledge Network. As a viewer-supported public broadcaster, we deliver significant, high-quality content that is informed by the interests of our audience.

### **Accessible and Commercial-Free**

Knowledge Network has mandatory carriage on cable, direct-to-home satellite and IPTV services. Most of our programs are also available for free viewing at Knowledge.ca, KnowledgeKids.ca and on mobile platforms. Our programming has no interruptions, no commercial advertising and is closed captioned on-air and online.

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