



November 9, 2012

John Traversy
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Submitted via E-Pass

Dear Mr. Traversy,

Re: Part 1 Application 2012-1243-0; Shaw Inc. (Shaw) request for amendment of commitments relating to tangible benefits

1. The Writers Guild of Canada (the WGC) is the national association representing over 2000 professional screenwriters working in English-language film, television, radio and digital media production in Canada. The WGC is actively involved in advocating for a strong and vibrant Canadian broadcasting system containing high-quality Canadian programming.
2. The WGC wishes to oppose Shaw's proposal to re-allocate the remaining \$2.4 million in tangible benefits connected with Broadcasting Decision CRTC 2007-429. Specifically, we direct our comments to the proposed reallocation from "pilot projects for scripted drama and other priority programming" to "scripted drama production".
3. The pilot project plays a crucial role in the development of television series. Production is expensive and the pilot helps networks determine whether a series is viable before committing a considerable amount of time and money towards numerous episodes. The limited scale of a pilot enables productions to test all components including story, script, performances, production design, wardrobe, location, visual effects and audience reaction among a myriad other elements. By

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working with a pilot first, production can solve problems that could become incredibly expensive to deal with at a later stage of the production process. Getting it right early is the smart way to create well-crafted, efficiently produced stories. If Shaw's pilot-related benefits were reallocated to a later stage, this would remove an important instrument of risk management from the production of new television series.

4. The WGC respectfully requests that the Commission instructs Shaw to maintain the benefits within the pilot projects initiative.

5. We thank you for this opportunity to provide you with our comments.

Yours very truly,

A handwritten signature in black ink, appearing to read 'K. Ashton', with a stylized flourish at the end.

Kelly Lynne Ashton
Director of Policy

c.c.: National Council, WGC
Maureen Parker, Executive Director, WGC
Jean Brazeau, Senior Vice-President, Regulatory Affairs

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