

## MEMORANDUM

To Deans

From Jack Blaney, Dean

Continuing Studies

Subject KCTS/9-SFU Affiliation

Date April 14, 1980

We have discussed the proposal for a KCTS/9-SFU affiliation in both Executive Council and in the Deans' Meeting. You probably know that Dr. Richard Meyer, KCTS's general manager and Bill Nemtin, KCTS's Vancouver's operating person, recently met with the President, both Vice Presidents, Walter Griba, Margit Nance and myself. We discussed and clarified many of the obvious questions concerning the extent and nature of our commitment and the potential benefits and costs (to SFU and to KCTS). An earlier proposal was then revised, and is attached. The proposal is still very much a draft, but it seems important that we do not delay consideration by chairmen and departments so that their comments and concerns may be incorporated in any further drafts of this proposal.

As well, a copy of the draft proposal has been sent to the University's solicitors, who have raised several, fairly straightforward, technical matters which we are now discussing with KCTS.

It is planned that the proposal be discussed again by Executive Council at its May 7 meeting. Should it receive approval at that meeting, then it may go forward to the May 27 meeting of the Board of Governors.

It would be appreciated if you would forward a copy of the draft proposal to department chairmen, inviting their comments, questions, and suggestions. If any chairmen wish clarification which either Margit Nance (3792) or I (4198) can provide, please ask them to call. It is hoped that all concerns and questions may be pulled together for discussion at the May 7 meeting of Executive Council.



Jack Blaney

JB/cp  
Attachmentc.c. President  
Vice Presidents  
Registrar✓



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April 2, 1980

AGREEMENT OF AFFILIATION BETWEEN KCTS/9 AND SIMON FRASER UNIVERSITY

RATIONALE

Both KCTS/9 and Simon Fraser University (SFU) can benefit from an agreement to cooperate. KCTS/9 is available through cablevision systems in most of the major British Columbia centres (see attached list) and is supported actively by a large number of British Columbia residents (45% of the station's membership reside in British Columbia). It is also in a unique position to foster United States-Canadian communications.

KCTS/9 has been expanding its operation in British Columbia to respond to its substantial Canadian audience and membership. KCTS/9 is committed to further development of its Canadian educational and public programming. A cooperative relationship established with SFU would create a unique sphere of activity, entirely new for a United States public television station. It is in the station's interest



to have a base of operations in British Columbia. Since KCTS/9 is affiliated with and housed by the University of Washington in the State of Washington, so it is appropriate that there be a similar relationship with a British Columbia university.

SFU has recently actively diversified its programs and the settings in which they are offered through such activities as its Distance Education Program (DISC) and its new Downtown Center, with its goal of making itself and its resources known and available to new educational constituencies and the community at large. Since these activities could benefit from affiliation with an independent broadcasting facility of the proven credibility and quality of KCTS/9, the following advantages can accrue from this agreement to both KCTS/9 and SFU:

KCTS/9 will obtain an institutional base in a British Columbia university to enable it to have more direct contact with its large British Columbian audience.

A presence such as the one proposed will indicate a commitment on the part of the station to the exploration and communication of British Columbian and Canadian issues to American and Canadian audiences.

The international nature of this affiliation with an institution of higher learning would be a unique model for an American public

television station.

SFU will have available an independent broadcasting facility for its public, cultural and athletic events which would be selected for broadcast or incorporated into existing KCTS/9 programs by the KCTS/9 programming department.

The station will gain access to Canadian programs, talent and potential broadcasting funding sources.

A distribution system throughout those areas of British Columbia carrying Channel 9 on cable will be available to SFU. This system can serve to distribute Distance Education and telecourse programs working through the KCTS/9 Education Department and the Adult Higher Education Advisory Committee.

KCTS/9's presence and production will further stimulate the active participation of SFU faculty in educational and community affairs.

SFU's profile will be raised and the influence of its programs extended into new areas of the community by this association with KCTS/9.

There will be distribution opportunities for SFU film productions which meet KCTS/9 Journalistic and Program Standards.

There will be potential for apprenticeship opportunities for SFU students (as is now the case for University of Washington students) at KCTS/9.