

MEDIA
AWARENESS
NETWORK



RÉSEAU
ÉDUCATION
MÉDIAS

ANNUAL REPORT 2011

STANDING UP FOR DIGITAL LITERACY



We believe that media are powerful forces in the lives of children and youth, with both positive and negative influences on their social, emotional, intellectual and physical well-being.

We believe in an affirmative approach to developing digital and media literacy skills, one that acknowledges and builds on media's positive, creative and pleasurable dimensions.



Table of Contents

- Message from the Chair2
- Message from the Co-Executive Directors.....4
- About Media Awareness Network6
- New Resources.....7
- Research and Policy.....10
- Partnering13
 - Our Team13
 - Volunteers13
 - Board of Directors13
 - Committee Members14
 - Sponsors.....17
- Independent Auditor's Report18
- Financial Summary19
- Introducing our New Brand.....21

Message from the Chair

2011 was a very exciting and forward-looking year for Media Awareness Network (MNet) as we celebrated our fifteenth anniversary. While it was a time to look back and reflect on our history and past achievements, it was also a time to look towards the future, for both MNet and digital and media literacy in Canada.

Of course, it's hard for anyone to imagine what the near future will be given the breakneck speed with which technology is evolving and changing our lives. It's a challenge for anyone – even those who swim in technology every day – to keep up with the rapid changes taking place. Add to this government cutbacks which are leading to financial constraints in education systems across Canada, precisely at a time when teachers urgently need professional support for 21st century classroom learning.

To ensure MNet is situated to meet these challenges, the Board of Directors continued with a strategic planning process that began in 2010. The holy grail of sustainability helped focus our efforts on how to more effectively market MNet, which in turn led to the start of a rebranding process. We worked with the experts at Brandworks in Toronto, who volunteered their valuable time in helping us distil down who we are into a short, snappy and easily understood name. We are very excited about the resulting brand and logo, which will be launched along with a new website in 2012.

2011 also marked the start of a new phase of our groundbreaking research on children's Internet use – *Young Canadians in a Wired World, Phase III*. A qualitative study of teachers, parents and youth was conducted with the support of the Office of the Privacy Commissioner of Canada. This research is critical to the development of MNet's digital literacy programs and resources as it ensures they are rooted in the real online experiences of Canadian youth.

Teachers and parents in the study agreed that many young people lack digital literacy skills, dispelling the myth that 'digital natives' are by definition informed and knowledgeable users of technology. While young Canadians know *how* to use digital technology, they need to be taught how to use it *well*: and that's where MNet comes in. Its resources and programs are more important than ever as Canadians come to realize that digital literacy is much more expansive than job skills training – in fact it is an essential tool for full citizenship in the digital age.

This was my final year with MNet. After eight years on the Board, the last three as Chair, it is now time for me to pass on the reins to others to guide this exemplary organization, with its new vision and new brand, on to next successes. It has been an honour to serve alongside the many dedicated Board and Committee volunteers, whom I thank for all their passion and insight. To Cathy and Jane and all the wonderful MNet staff: a huge thank you for helping me in my official tasks, but an even bigger thank you for helping Canadian parents, teachers and librarians help our young people understand and appreciate our ever changing media world. Canadians need to know that you are the best in the world at what you do.

Jay Thomson | Chair



***We believe** that education is the best response to media issues in order to develop engaged, informed and active citizens.*



Message from the Co-Executive Directors

As Jay notes in his Chair's message, celebration and change were the dominant themes for Media Awareness Network in 2011. The rebranding process that began in 2010 was in full throttle with an exciting new website under construction and a new name and brand in the works. Although much will look different in 2012, who we are and what we believe in remain the same.

The concept for this year's Annual Report, Standing up for Digital Literacy, emphasizes the need for education and leadership if we are to prepare Canadians of all ages – especially children and youth – for full participation in a networked society. The beliefs that frame the various sections in this report reflect MNet's leadership in this field and provide a blueprint for raising a generation of media-savvy youth.

Following up on the discussion paper that we submitted to the Government of Canada's digital economy consultation, MNet continued to highlight the importance of digital and media literacy to Canadians throughout 2011: we partnered with the Canadian Internet Registration Authority to lead the digital literacy stream at the Canadian Internet Forum, and we released a discussion paper on the impact of digital media on the civic and political engagement of youth. Under the theme of *Digital Citizenship*, Media Literacy Week was the most successful ever with a record 62 collaborators. In the works for release in 2012 is a report on the findings from the teacher interviews and focus groups with youth and parents that were conducted as part of our Phase III research for *Young Canadians in a Wired World*.

Amongst our core beliefs is that it must be a shared responsibility between the public and private sectors and communities to ensure that the interests of young people and their families are best served. To that end, we are extremely grateful to those companies, organizations and individuals that advance digital and media literacy in Canadian schools, homes and communities by supporting our work.

Our Board members and observers, who have very busy professional lives, continue to champion MNet and contribute considerable time to committee works when called upon. We are particularly grateful to the members of our Executive and Strategic Planning Committees and to our outgoing Chair, Jay Thomson, whose leadership has been invaluable.

In a climate of fiscal restraint, we are more thankful than ever for the continued financial support of our sponsors: TELUS, Google, Canadian Internet Registration Authority (CIRA), Bell, Shaw, Bell Media and the National Film Board of Canada. We could not do our work without you.

And finally, we wish to acknowledge and thank our amazing and hard-working team, who continually go above and beyond to help MNet achieve its vision and mission. We are lucky to have such creative, intelligent and dedicated people on our staff.

Cathy Wing | Co-Executive Director

Jane Tallim | Co-Executive Director



***We believe** citizens of all ages have the right to resources and tools to help them develop the knowledge, values and critical thinking skills that are needed to thrive in the global media world.*



About Media Awareness Network

Media Awareness Network (MNet) is a Canadian not-for-profit centre for digital and media literacy. Its vision is that young people have the critical thinking skills to engage with media as active and informed digital citizens.

Mission

Our mission is to:

- Develop and deliver high-quality Canadian-based digital literacy and media literacy resources;
- Provide leadership in advancing digital literacy and media literacy in Canadian schools, homes and communities; and
- Contribute to the development of informed public policy on issues related to the media.

A new look for a landmark Canadian organization

Media Awareness Network now has a new name and logo, as can be seen on the final page of this annual report. Conceptualizing the new brand was a time intensive but exciting process for staff and Board members. Working with the wonderful creative team at Toronto's Brandworks International, who donated considerable time and expertise to this effort, staff and members of the Strategic Planning Committee spent the better part of spring and summer narrowing down hundreds of potential names and images. At the end of the day, MediaSmarts / HabiloMédias was chosen as the name to best express who we are and what we stand for: giving children and youth the "media smarts" they need to be safe, savvy and informed in a digital world. Due to be launched with our new website in May 2012, we look forward to continuing our important work in empowering young people and adults with the knowledge and skills they need to maximize the potential of digital media.

Sharing our expertise Through our website



Through social media



New Resources

Privacy Pirates



As children become more active digital citizens, there are growing concerns of protecting their privacy online. *Privacy Pirates*, a bilingual interactive resource, teaches children about online privacy and how to distinguish between public and private information when playing on the Internet. In the game, children attempt to assemble a map leading to a pirate treasure while

learning that their information has value and thinking critically about the information they give out online.

Produced with financial support from Google, *Privacy Pirates* was unveiled at the Prince Edward Island Teachers' Federation conference and since that time, has been played over 12,000 times. It is part of MNet's extensive suite of media literacy games, which are freely available online at <http://www.media-awareness.ca/english/games/index.cfm>.

Cyber Security Resources (collaborating with CIRA)

In 2011, MNet teamed up with the Canadian Internet Registration Authority (CIRA) to develop cyber security resources for youth and adults that hone their skills for protecting themselves and their computers from cyber risks.

Cyber Security Consumer Tip Sheet

The *Cyber Security Consumer Tip Sheet* increases Canadians' awareness of security risks as they talk, shop and play online. It covers a wide range of online security issues including online scams, viruses and spam and suggests various tools that may assist in lowering the level of risk.

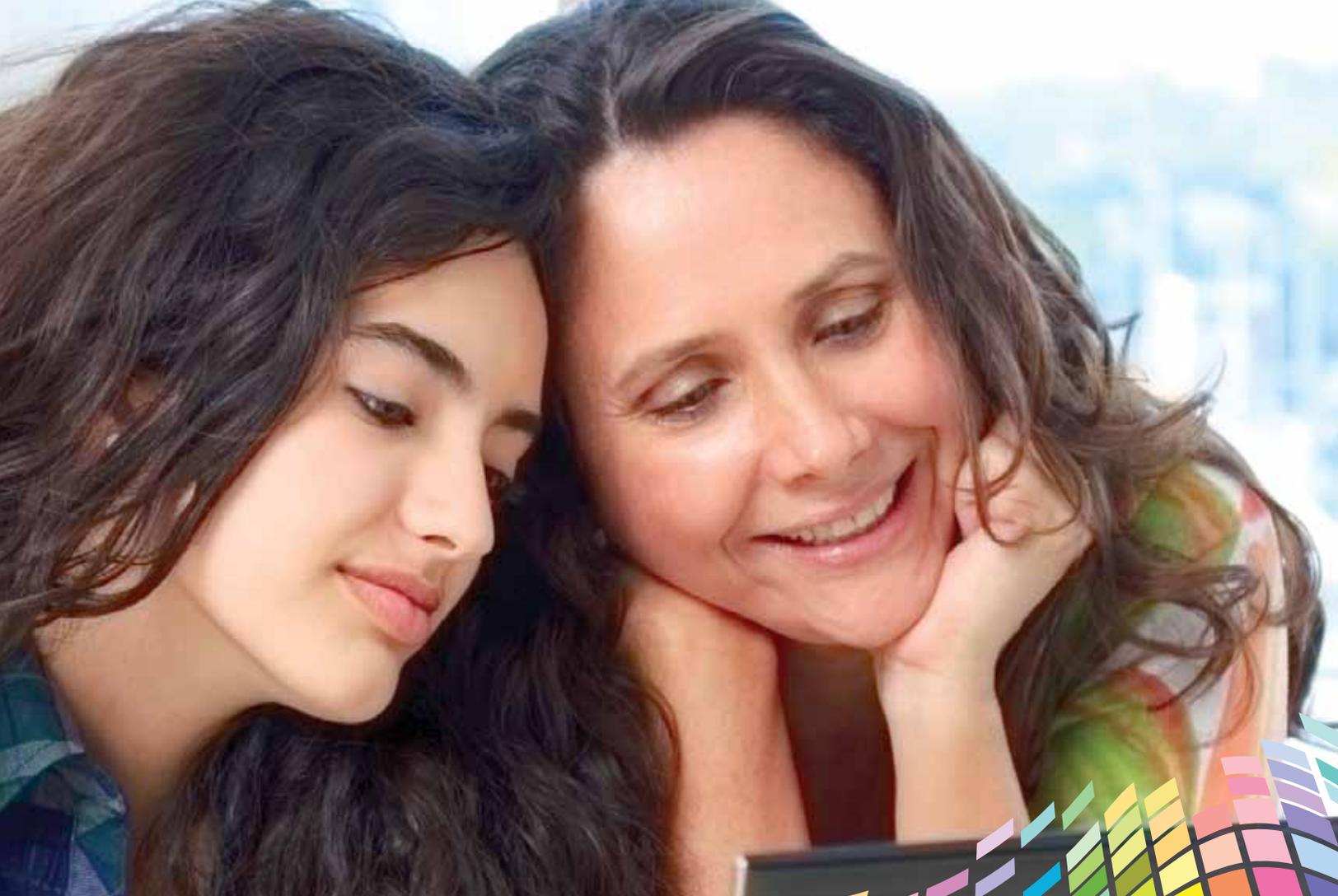
Winning the Cyber Security Game Lesson Plan

To mark Cyber Security Awareness Month, CIRA and MNet launched a new teaching unit to help students develop safe and secure online practices. While studies show Canadian youth are more tech savvy than older Internet users, they are also more likely to take security risks online. *Winning the Cyber Security Game* gives students in Grades 5-8 tools and strategies to lessen and prevent negative online experiences.

Parenting the Net Generation – Free resource thanks to Bell

Parenting the Net Generation has always been one of MNet's most popular resources for parents. Designed as a one hour workshop, the program addresses issues that arise when young people go online and provides tools and solutions to help parents positively manage Internet use at home. The workshop looks at key issues like safety, privacy, marketing, ethics and cyberbullying, and evaluation of online information.

Thanks to support from Bell, *Parenting the Net Generation* became a free resource in 2011.



***We believe** that active parental involvement is essential to raising “media smart” children and teens.*



MyWorld: A digital literacy tutorial for secondary students

MyWorld: A digital literacy tutorial for secondary students provides older students with simulations of popular online environments to teach them about cyberbullying, hate speech, online marketing ploys and privacy protection, and to help them develop critical thinking skills in their online activities. After being evaluated by the New Brunswick Department of Education, the resource had its much anticipated launch in April 2011.

Within months of the *MyWorld* launch, Alberta's Minister of Education Thomas Lukaszuk announced that Alberta Education would be licensing the resource for all students in Grades 9-12. Since then, seven provinces and territories have taken on ministerial licences.

This project was made possible through financial contributions from Inukshuk Wireless Learning Plan Fund and TELUS and in partnership with PREVNet, Ontario Institute for Studies in Education, and the Ontario Teachers' Federation.

The feedback I am receiving from the students is very strong. They really enjoyed the online environment, managing their "IM's", making real-time decisions, and following through on their instincts to see what might happen without fear of 'doing something wrong' that in the real world, might really negatively impact them. They also really appreciated the 'trust' - the idea that we as a school are trying to prepare them for real-world experiences." Grade 8 Teacher who piloted MyWorld, Manitoba.

Licensed Resources

The reach of MNet's licensed resources is substantial; the following Canadian institutions hold licences to use these resources with their teachers, students, colleagues, parents and Board members:

- Over 11,000 schools (11,333 of 15,500), 73% of Canadian schools representing almost 80% of student enrolment
- 17 of the 20 largest school districts in the country
- Nine of a total of 13 provincial/territorial licences
- Approximately 50% of Canada's faculties and schools of education
- Two large regional library systems: Toronto and Ottawa, covering a combined population of over 1.7 million

Research and Policy

Outreach

In 2011, MNet staff were invited to share their expertise at conferences, panels, roundtables and workshops, reaching over 1,000 people across the continent. Presentations included:

- Panel on teaching digital citizenship at the Family Online Safety Institute Annual Conference in Washington, DC
- Panel discussion at the first annual National Council on Weight Bias
- Presentation at the Canadian Teachers' Federation's national staff meeting
- Presenting digital literacy research findings at the Canadian Internet Forum
- Presentation of MNet's privacy resources for the PEI Teachers' Federation
- Workshop on web awareness and digital literacy for the Battle River School Division
- Workshop session on "Facing Online Hate" at the Toronto District School Board
- Panel on privacy issues for the Office of the Privacy Commissioner Speaker Series

Research Papers

From Consumer to Citizen: Digital Media and Youth Civic Engagement

MNet released *From Consumer to Citizen: Digital Media and Youth Civic Engagement*, a discussion paper outlining the important role digital literacy plays in facilitating youth as competent and engaged civic and political actors. *From Consumer to Citizen* looks at the current state of youth and civic engagement and includes a list of recommendations to help educators foster and support youth civic engagement in a digital world.

With a greater number of political actions occurring in virtual spaces, the paper encourages educators to integrate digital literacy skills development as a means for children and youth to positively and actively engage in civic and political life.

Forum on the Internet and Canada's Future

In expanding our commitment to promoting digital literacy as an essential life skill for all Canadians, MNet partnered with the Canadian Internet Registration Authority and the International Institute for Sustainable Development to host the *Canadian Internet Forum*, a day-long event in Ottawa that provided a space for Canadians to talk about the future of the Internet in Canada. Presentations by leading experts included Jacob Glick, Canada Policy Counsel for Google and MNet Board member, and Jane Tallim, MNet Co-Executive Director.

A report on the results of the forum *The Internet and Canada's Future: Opportunities and Challenges*, was presented at the international Internet Governance Forum in Nairobi, Kenya in September 2011.

Young Canadians in a Wired World – funding received

MNet is committed to providing quality, Canadian-based research with a focus on young people. In 2011, MNet secured funding to conduct focus groups with children, youth and parents for Phase III of its ongoing research project *Young Canadians in a Wired World*. Funding for this work – which is Canada's largest and most comprehensive investigation on the role of the Internet in the lives of children and youth – was provided by the Office of the Privacy Commissioner of Canada.



***We believe** that educational approaches to digital and media literacy must be grounded in lived experiences.*

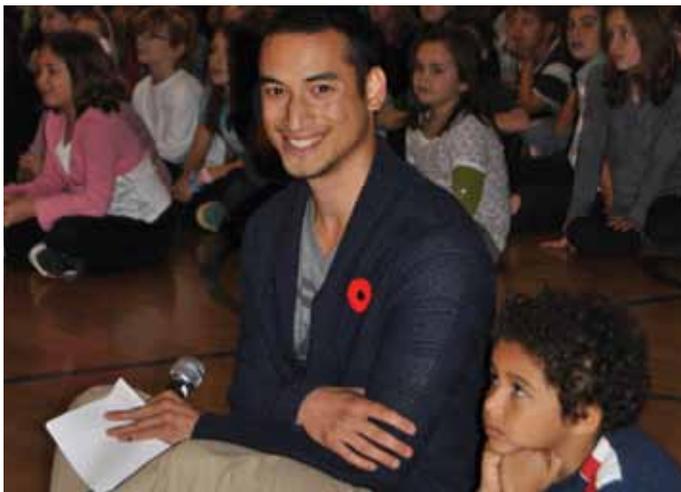


***We believe** that responses to media issues must be based on evidence, not emotion.*

Media Literacy Week highlights the importance of digital citizenship

In partnership with the Canadian Teachers' Federation (CTF), MNet celebrated Media Literacy Week from November 7-11, 2011. The theme of "digital citizenship" encouraged young people to think about their online lives and their rights and responsibilities as digital citizens. In its sixth year, this was the most successful Media Literacy Week to date with over 60 collaborators and thousands of participants across the country. Several ministries of education and teacher associations planned province and territory-wide activities.

MNet and CTF also partnered with YTV for the launch of the week. The event – hosted by Carlos from YTV's *The Zone* – featured the premiere of "digital citizenship" videos produced by students from Trillium Elementary school with the help from the Director's Cut. *The Zone* aired segments profiling youth involved in digital citizenship throughout the week.



Some event highlights:

- **NFB Mediatheque:** Over 100 participants attended a sold-out Digital Footprints workshop with different themes highlighted each day.
- **Digital We:** The Manitoba Teachers' Society, the Manitoba Association of Computing Educators and Manitoba Education, launched Digital We, an online community to help students across the province think critically and creatively about how they can use digital media to make a positive difference in the world.
- **Prime Minister's Awards for Teaching Excellence** used the theme of digital citizenship as a key selection criterion for teachers being nominated for their 2011-2012 awards.
- **Atwater Library** in Montreal, in partnership with James Lyng High School and The Community Learning Centre, invited Shanly Dixon from Concordia University to present her work on Internet privacy, involving several remote communities in Quebec via video conferencing.
- **The U.S. National Association of Media Literacy Education** collaborated with MNet as its first international partner, together producing a bi-national, live online chat about digital citizenship. Panelists came together to issue a call to action for a transnational movement to teach young people the skills to become competent and engaged civic and political actors.

For a full list of collaborators and event highlights, visit:
www.medialiteracyweek.ca.

Partnering

Our Team

Cathy Wing, Co-Executive Director

Jane Tallim, Co-Executive Director

Skye Cameron, Office Administrator

Jeff Gagnon, Media Education Specialist

Lynn Huxtable, Director, Corporate Affairs

Julie Jenkins, Accountant

Matthew Johnson, Director of Education

Julia Ladouceur, Project Manager

Ann Marie Paquet, Communications Officer

Diane van Rens, Web Manager

MNet Volunteers

Many thanks go out to the dedicated volunteers who have lent their tremendous passion and expertise to our organization in 2011, including:

Mackenzie Grisdale

Katie MacDonald

Jordan Press

Maya Shoucair

Paul Wing

Board of Directors and Committees

Executive Committee

Chair | Jay Thomson

Vice-President, Broadcasting Policy and

Regulatory Affairs

Canadian Media Production Association

Vice-Chair | Suzanne Morin

Assistant General Counsel, Privacy

Research In Motion Limited

Vice-Chair | Wendy Newman

Senior Fellow, Faculty of Information Studies

University of Toronto

Treasurer | Susan Bower

Vice-President, Business Operations

Boys and Girls Clubs of Canada

Member-at-Large | Arlette Lefebvre, M.D.

Staff Psychiatrist, Division of Child Psychiatry

Toronto Hospital for Sick Children

Board Members

Warren Cable

Vice-President, Content Management and

Merchandising

Kobo Inc.

Serge Carrier

Coordinator, Business Development

Société de formation à distance des

commissions scolaires du Québec (SOFAD)

Rita Shelton Deverell

Nancy's Chair in Women's Studies

Mount Saint Vincent University

Jocelyn Fournier-Gawryluk

President

Canadian Association of Principals

Jacob Glick

Canada Policy Counsel

Google Inc.

Jason Kee

Director of Policy and Legal Affairs

Entertainment Software Association of

Canada

Monique Lafontaine

Vice-President, Regulatory Affairs

ZoomerMedia Limited

Jean LaRose

President and CEO

Aboriginal Peoples Television Network

Craig McTaggart

Director, Broadband Policy

TELUS Communications Company

Tom Perlmutter

Government Film Commissioner and

Chairperson

National Film Board of Canada

Mark Sikstrom

Executive Producer
CTV News Syndication and CTV.ca

Paul Taillefer

President
Canadian Teachers' Federation

Carolyn Wilson

President
Association for Media Literacy

Official Observers**Duncan Cass-Beggs**

Director, Learning Policy Directorate
Strategic Policy and Research Branch
Human Resources and Skills Development
Canada

Claude Doucet

Director, Legislative, Industry and Regulatory
Policy
Broadcasting and Digital Communications
Branch
Canadian Heritage

Susan Johnston

Senior Policy Advisor
Telecommunications Policy Branch
Industry Canada

Andy Kaplan-Myrth

Policy Advisor
Electronic Commerce Branch
Industry Canada

Martine Vallee

Director, Social Policy
Canadian Radio-Television and
Telecommunications Commission

Education Advisory Committee**Neil Andersen (Co-Chair)**

Education Consultant

Joanne McGrath (Co-Chair)

Coordinator, Education Operations and
Development
Education, Culture and Employment

Dr. Michael Hoechsmann

Associate Professor and Chair of Education
Programs
Graduate Studies and Research in Education
Lakehead University

Phil McRae

Executive Staff Officer, Government
Alberta Teachers' Association

Rita Katz

Educator

Maria Di Perna

Principal
East Hill School, Montreal

Liz Kerr

Education Director
Ontario Library Association

Finance and Audit Committee**Susan Bower (Chair)**

Vice-President, Business Operations
Boys and Girls Clubs of Canada

Alan Bent

Consultant

Pat MacKenzie

Director of Finance
CBRA/Collectserve

Erika Kramer

Vice-President, Distribution Services
TVO

**Marketing and Communications
Committee****Mark Sikstrom (Chair)**

Executive Producer
CTV News Syndication and CTV.ca

Jeff Phaneuf

Senior Analyst, Revenue Group
CBC Television

Jill Javet

Vice-President, Corporate Relations
TV Ontario

Aubray Lynas

Marketing Director, Kids Television
Corus Entertainment Inc.

Deborah Wilson

Vice President, Communications
Astral Television Networks

**Nominating and Governance
Committee****Rita Shelton Deverell (Chair)**

Nancy's Chair in Women's Studies
Mount Saint Vincent University

Jacob Glick

Canada Policy Counsel
Google Inc.

Tom Perlmutter

Government Film Commissioner and
Chairperson
National Film Board of Canada

Revenue Development Committee**Serge Carrier (Chair)**

Coordinator, Business Development
SOFAD

Susan Johnston

Senior Policy Advisor
Telecommunications Policy Branch
Industry Canada

Warren Cable

Vice-President, Content Management and
Merchandising
Kobo Inc.

Strategic Planning Committee**Jay Thomson (Chair)**

Vice-President, Broadcasting Policy and
Regulatory Affairs
Canadian Media Production Association

Susan Johnston

Senior Policy Advisor
Telecommunications Policy Branch
Industry Canada

Mark Sikstrom

Executive Producer
CTV News Syndication and CTV.ca

Jacob Glick

Canada Policy Counsel
Google Inc.

Suzanne Morin

Assistant General Counsel, Privacy
Research In Motion Limited

Dr. Michael Hoehsmann

Associate Professor and Chair of Education
Programs
Graduate Studies and Research in Education
Lakehead University

Wendy Newman

Senior Fellow
Faculty of Information Studies
University of Toronto

Craig McTaggart

Director, Broadband Policy
TELUS Communications Company



***We believe** in a shared responsibility between the public and private sectors and communities, to ensure that the interests of young people and their families are best served.*



Sponsors

Silver Sponsors



Founding Sponsor / Donor



Associate Sponsor



Benefactors



Contributor In-Kind



Independent Auditor's Report

To the Members of Media Awareness Network Canada:

Report on the Financial Statements

I have audited the accompanying financial statements of Media Awareness Network Canada, which comprise the statement of financial position as at December 31, 2011 and the statements of changes in net assets, revenue and expenses and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in Canada, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence that I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, these financial statements present fairly, in all material respects, the financial position of Media Awareness Network Canada as at December 31, 2011 and of its financial performance and its cash flows for the year then ended in accordance with accounting principles generally accepted in Canada.

RAY FOLKINS, CA
Chartered Accountant / Licensed Public Accountant

Ottawa, Ontario
May 2, 2012

Financial Summary

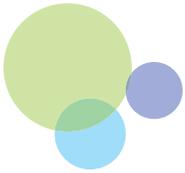
December 31, 2011

	12 Months Ending December 31, 2011	12 Months Ending December 31, 2010
Statement of Financial Position		
ASSETS		
Current Assets	864,719	580,513
Capital Assets	22,506	34,906
	<u>887,225</u>	<u>615,419</u>
LIABILITIES		
Current Liabilities	42,628	46,299
Deferred Revenue	362,165	163,201
	<u>404,793</u>	<u>209,500</u>
NET ASSETS		
Unrestricted	482,432	405,919
	<u>482,432</u>	<u>405,919</u>
	<u>887,225</u>	<u>615,419</u>
Statement of Revenue and Expenditures		
REVENUE		
Benefactors	221,429	221,433
Contribution Agreements	278,713	216,024
Sponsorships	113,400	82,000
Sales and Licences	322,062	367,600
Donations and In-Kind Contributions	150,346	57,835
Other	19,130	10,447
	<u>1,105,080</u>	<u>955,339</u>
EXPENDITURES		
Programs	311,293	239,774
Administration	105,155	57,666
Salaries and Benefits	612,119	603,676
	<u>1,028,567</u>	<u>901,116</u>
NET REVENUE	<u>76,513</u>	<u>54,223</u>

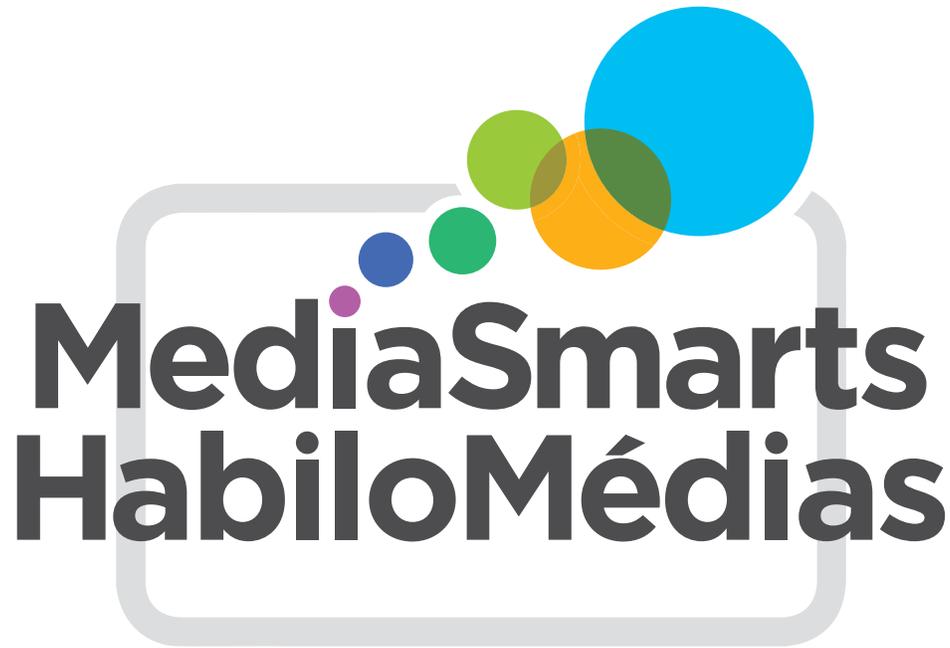


***We believe** in promoting both rights and responsibilities to guide children and youth in becoming ethical and reflective media users.*





INTRODUCING OUR NEW BRAND



CANADA'S CENTRE FOR
DIGITAL AND MEDIA LITERACY

Choosing our new brand was not a solitary exercise. Many people participated in this exciting process and we are grateful for everyone's valuable input.

Most importantly, we wish to thank Brandworks for donating their incredible expertise and creativity in the development of our wonderful new name and logo.

BRANDWORKS

