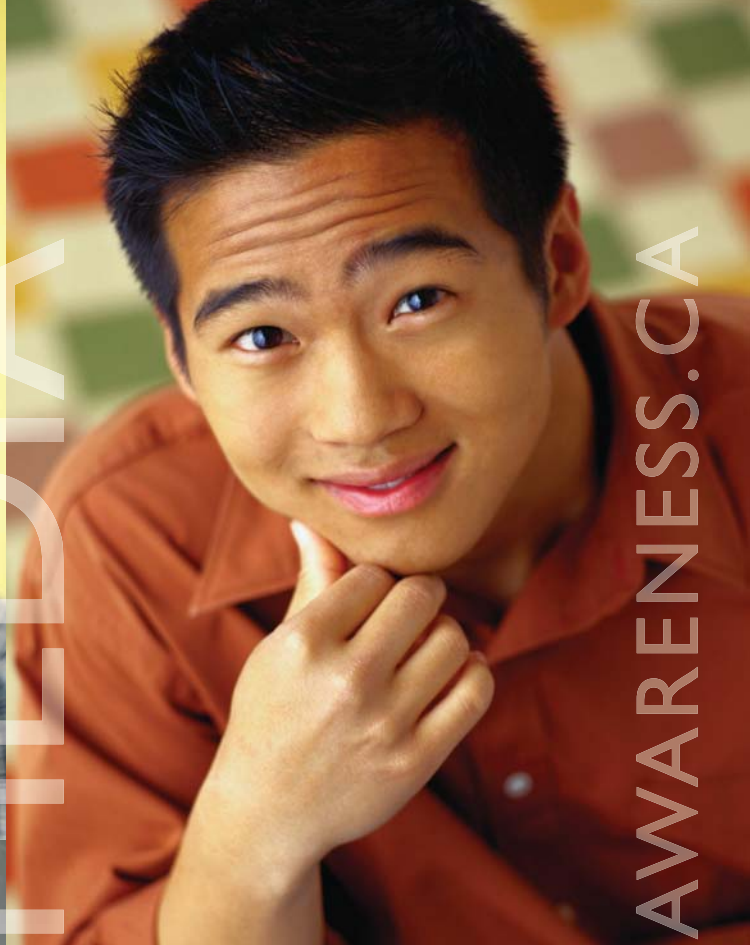
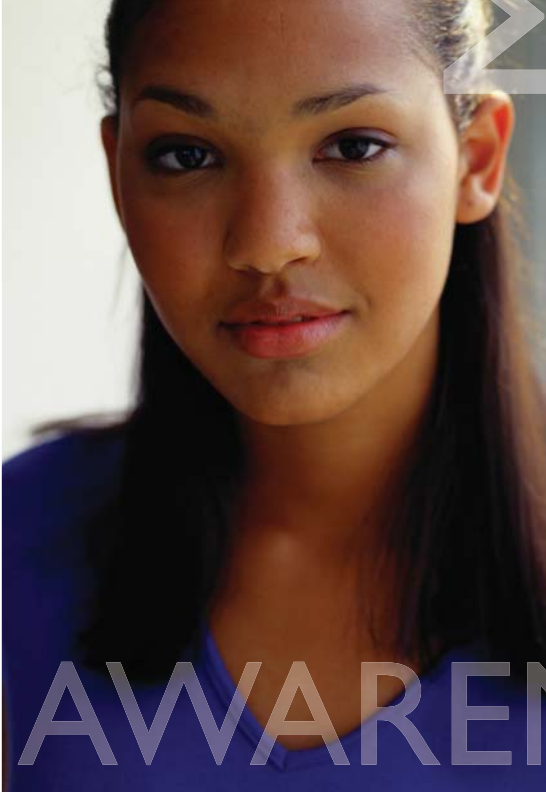




# Annual Report 2005



AWARENESS

MEDIA

WWW.MEDIA-AWARENESS.CA



## Chair's Message

Media Awareness Network (MNet) has a deserved reputation for excellence in media education and the development of content-rich and bilingual media education resources that have crossed continents. Media

educators and others in the education system have used MNet's vast Web site to collect and deliver lessons and presentations to students on topics ranging from cyber bullying and navigating the Web to how the media market to youth and how marketing messages affect perception. Librarians have embraced MNet's resources in their programs and services to families and communities large and small. Researchers in academia access online articles and the media frequently call upon MNet for comment on issues involving media and youth.

Like many organizations - and despite its successes - MNet had reached a stage in its evolution in which it needed to reflect on its direction, its mission, and its vision, and adjust to changing times and conditions to keep pace with the needs of our audiences in our changing media environment. The Board's 2005 priorities were to ensure financial prudence and operational constancy while evaluating MNet through market research and develop a strategic direction and business plan that would help guide the organization through the next three years. Under the leadership of Board member Jay Thomson, Assistant Vice-President, Broadband Policy at TELUS, the Strategic Planning Committee was formed and began the task of market research and evaluation and the creation of MNet's strategic direction.

The market research was well worthwhile, yielding some key points for our Strategic Planning Committee and the entire Board of Directors. The research clearly indicated that MNet needed to be focused on key audiences for service delivery: educators, parents, children and youth. Kids were seen as missing from MNet's list of existing direct audiences. The need for MNet to create opportunities for them to get involved directly in crafting resources was highlighted as essential. Educators and parents both felt they had a significant and key role to play in shaping how their students, sons and daughters understood media messages and how they used media daily. Librarians indicated a strong preference for a role in information over program delivery to the public. Research also showed that

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MNet's profile among educators and parents was largely concentrated in Internet safety, signalling a need to strengthen our brand and profile in Canada.

Much thought and discussion were brought to bear in creating a strategic direction that would become MNet's guiding light for the next three years. Using the market research and keeping in mind that a strategic plan is dynamic, the Strategic Planning Committee proposed a comprehensive strategy that was simple, outlined key goals and objectives, considered the target markets, and retained MNet's considerable and unique strengths. As a result, MNet's vision and mission statements were modified and three primary goals - education, awareness, and sustainable growth - were identified as the key pillars around which plans and objectives would be made, implemented and measured.

To the staff, Board members, and volunteers who devote their time and energy to advance media education in Canada and who have played a pivotal role this year in shaping the future of MNet through this new strategic direction, my sincere thanks. I am grateful to the Executive Committee, which has shown great leadership, thoroughness and thoughtfulness in addressing many difficult questions. I would like to express the Board's deep appreciation and admiration of Executive Director Michelle Scarborough and the staff, whose tireless work and exemplary dedication to this organization are the soul of a great national program.

Finally, I would like to thank MNet's sponsors. Without your dedication and support, both financial and voluntary, MNet would be in a different place. Your leadership and stewardship of our organization and of media education is gratefully acknowledged. It is a visible and positive sign of corporate leadership in our shared responsibility for the well-being of our children. We look forward to your continued support.

I am proud of MNet as a Board member and as a Canadian. I always use that phrase "shared responsibility" for the work of the Board and all the sectors it represents, for the success of this program requires that all of us do our distinct part in our time. As I look to 2006 and beyond, I am optimistic. We are building a solid foundation and have a clear focus and direction. These, and the stable financial footing we hope to achieve in the next year, will create the groundwork to keep MNet the leader in media education resource and awareness creation and help children and youth develop the critical thinking skills to understand and actively engage with media in all of its forms.

**Wendy Newman**

Senior Fellow, Faculty of Information Studies  
University of Toronto

# Executive Director's Message

When I joined the Media Awareness Network just over a year ago, I learned what media education meant to the people and organizations that had helped to take MNet through its first ten years. This was an organization which championed the development of critical thinking skills among Canadian children and youth by creating sound professional development resources for teachers, programs fitting for the library sector, tools for parents, resources for researchers, academics and generalists, and research to inform Canadians and the world on the activities of youth online. It was also an organization on the cusp of change and ready to embrace a new direction with as much vigour as the last.

The goals and objectives of MNet during 2005 were to ensure consistent operations and program delivery while undertaking market research and developing a new business model that would lead the organization through the next three years of growth. Operationally, time was spent streamlining roles and responsibilities and ensuring that organizationally, MNet was able to meet its existing project deliverables and resource requirements while beginning to gather research to move forward on new initiatives. While a few staff members moved on, including co-founder Anne Taylor, several new experts were added to the team bringing much expertise and skill to MNet from technical and content perspectives.

Several major projects underway by the organization were completed and delivered in 2005. The second phase of *Young Canadians in a Wired World* was released to the public and the organization distributed some dynamic and topical content on diversity and hate through two new licensed resources, *Exploring Media & Race* and *Deconstructing Online Hate*. The Web site also had a steady 500,000 visits monthly from visitors in Canada, the U.S. and abroad, and a new look and feel for the organization began to take shape. More than 2,600 schools and libraries across Canada licensed MNet's resources through their Ministries of Education or their School Districts and MNet gained recognition among many Ministries of Education as a preferred resource for teachers looking for media education professional development and classroom tools.



None of the transition work in 2005 would have been possible without the dedication and support of a strong Executive Committee, strong Board members, and the determined work of MNet staff. MNet sponsors and partners played a pivotal role in 2005 in assisting MNet by continuing to support its initiatives. These organisations, whom you will see in the pages of this annual report, deserve much recognition for their financial support as well as their voluntary work at the Board and Committee level in ensuring MNet's future success. A heartfelt thank you for your efforts and dedication to this organization.

There are exciting times ahead for MNet and we look forward to sharing these times with educators, parents, youth, and all of you. Thank you for your support.

**Michelle Scarborough**  
Executive Director

*These are the best resources I've seen in years (Deconstructing Online Hate; Exploring Media & Race).*

– education consultant, Ottawa District School Board

*These resources are so important and relevant we've bought them for all our secondary schools.*

- program coordinator, Toronto District School Board



# MNet in Action

On the Web at [www.media-awareness.ca](http://www.media-awareness.ca)

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MNet's Web site – one of the world's largest repositories of English- and French-language resources on media education and Web literacy – continued to be our primary vehicle for reaching educators, researchers, journalists, students and the public at large. With over 4000 pages of up-to-date content, including lesson plans, essays, tip sheets, studies, information on media codes and legislation, the Web site attracts more than 6 million visits a year, over 1.7 million more than the previous. In 2005, almost 12 million pages were viewed and the site received almost 500,000 information downloads.

*Your Web site is a fantastic wealth of knowledge, and I could not have been happier to find it.*  
*Thank you.*

– health educator,  
Vermilion Bay,  
Ontario

In the classroom

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## The Target Is You!

In September, MNet launched *The Target Is You!* – a new national education program for youth on alcohol advertising. Funded by Health Canada, this series of 10 lessons is designed to help young people understand the significant social and psychological effects of messages in alcohol advertising in influencing their attitudes about drinking.



## Media Education Booklet



MNet wrote and published *Media Education: Make it Happen*, a 12-page booklet designed to establish media education as a key component in the education of children and young people. Copies were distributed to all Ontario public libraries and school boards.

## Media & Race; Online Hate

In November, MNet released a new collection of professional development and classroom resources for media education and race-relations education. Early reviews and to-date licensing indicated that Faculties of Education, Provincial and Territorial Departments of Education and School Boards across the country welcomed these new resources and were ready to implement them into their curriculum. Funded by Canadian Heritage, the two new diversity resources are:

This is powerful stuff.  
Congratulations to the  
producers of these  
educational materials.

– curriculum  
advisor - school  
board, Quebec

- *Exploring Media & Race* (Grades 7-12), which addresses the issues that relate to media representation of visible and ethnic minorities and aboriginals.
- *Deconstructing Online Hate* (Grades 7-12), which explores the ways people use the net to promote hate and how teachers can respond. The program includes an interactive Flash game *Allies and Aliens*.



### Teachable Moments

Several new, relevant resources were added to the site in the form of topical Teachable Moments. The topics reflect current events and include: media coverage of Hurricane Katrina, Earth Day and how environmental issues are represented in the media and how TV Turnoff Week helps reflect on the role that TV plays in our lives.

### The Adventures of the Three CyberPigs

MNet's two interactive CyberPigs games were given a makeover in 2005. With funding from Industry Canada, the scripts for the game were updated to reflect current issues and a new look and feel was designed in Flash format so that they can be played directly on the MNet Web site.



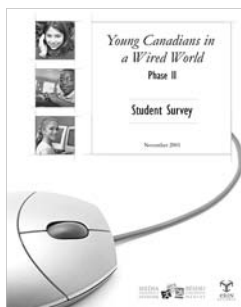
### In the community

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#### Young Canadians In a Wired World

The *Young Canadians in a Wired World* (YCWW) survey was implemented in 302 classrooms in every province and territory during the months of February and March 2005. ERIN Research completed the data input, analyzed it and wrote a report of the key findings for MNet in August. MNet also contracted a University of Ottawa researcher to conduct a secondary analysis of the data and write a *Trends and Recommendations* report.

A media launch of the YCWW findings was held on November 7, 2005, at a public elementary school in Ottawa. The day of the launch, a news release and accompanying backgrounder were issued on Canada Newswire reaching thousands of businesses as well as news and educational organisations. Through an aggressive media relations strategy, MNet was able to generate interest in this issue from over 30 media outlets.



The national research project, funded by Industry Canada, revealed that 94 percent of young people access the Internet from home, with students as early as Grade 4 beginning to rely on the Internet to stay connected to friends and explore social roles. The survey also revealed that:

- 20 percent of Grade 4 students access the Internet through their own personal computer
- 43 percent of Grade 5 students and 86 percent of Grade 11 students use instant messaging daily
- 28 percent of students download TV shows and movies from the Internet
- 31 percent of Grade 11 students have a Webcam for personal use



MNet staff presented the findings throughout November and December to government, education and stakeholder groups across Canada including:

- The Canadian Association of Communicators in Education
- The Canadian Teachers' Federation Conference, *Building Inclusive Schools: A search for solutions*
- The Canadian Home and School Federation
- Media Literacy Symposium: *Creating Media Savvy Kids*
- Representatives from Industry Canada
- RECIT (Association des écoles privées du Québec)

### **Outreach and Partnership Building**

MNet reached more than two thousand stakeholders with media and Web education resources at more than thirty venues over the course of the year, including:

- An OSCE conference on Hate and Racial Discrimination
- The World Summit on the Information Society: Paving the Road to Tunis, UNESCO Canada
- L'Association Québécoise des utilisateurs de l'ordinateur au primaire-secondaire
- Ministère de la famille et de l'enfance de la France
- Regional consultations to establish new partnerships and build supporting networks with leaders from education, parent, cultural and human rights organizations in Halifax, Saskatoon, and Winnipeg
- All-day Web Awareness Workshop Series train-the-trainer professional development sessions
- The Alliance for a Media Literate America National Conference: Giving Voice to a Diverse Nation
- Prairie Rose District School Board
- Participation in the 6th annual *Quinzaine éducation-médias*.



## In the media

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Media outlets across the country have long relied on MNet as a source for media-related stories. From Web awareness to emerging media trends, reporters and researchers are consistently impressed with MNet's educational approach to media issues. In 2005, MNet received over 90 requests for interviews, generating as many stories on media awareness issues in radio talk shows, in newspaper articles, on Web sites, and on television. MNet's news release on the unveiling of the *Young Canadians in a Wired World* survey findings received over 1,500 hits and generated over 30 media stories alone.

## Among our stakeholders

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MNet continued to increase its visibility and outreach to stakeholders in 2005 by creating several new promotional tools and a new look and feel for the organization. MNet's **promotional kit** was re-designed and distributed to further promote our programs and services and to give MNet a more dynamic look through the use of new imagery and color schemes. The **Network News** - a bi-monthly newsletter - was designed to give MNet supporters and others a quick update on what's new at MNet and in the field of media education. Our partners also got in on the act with the Canadian Teachers' Federation helping to spread the word about new resources and sponsors like Bell, CTV, CHUM, Rogers and CanWest sending out messages about our research findings and programs.



## Taking Media Education to New Heights

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In October, MNet formed an Advisory Committee in partnership with the Canadian Teachers' Federation to provide leadership, input and vision to the direction and implementation of Canada's first **National Media Education Week (NMEW)**. The week, to be held November 19-24, 2006, will highlight the importance of media and Web literacy in the lives of Canadian children and youth. Organizations from across the country are getting involved with a series of activities being launched to promote media education at home, in the classroom, and in the community. These activities will encourage the development of active engagement by everyone in helping young people develop a critical understanding of media in all of its forms.

# About MNet



Media Awareness Network is a Canadian not-for-profit centre of expertise and excellence in media education and Web literacy. MNet's vision is to ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media by leading the way in media education resource and awareness development in Canadian schools, homes and communities.

Through the delivery of bilingual services, resources and its content-rich Web site, MNet helps children and youth develop an informed and critical understanding of the nature of the media, the techniques used in creating media products, and the media's role and influence within society. MNet works in partnership with education, community, government and industry partners to raise the awareness of media literacy.

With a staff of 10, the organization today hosts the world's largest English- and French-language online media education resource.

*Your Web site offers a fantastic wealth of knowledge, and I could not have been happier to find it. Thank you!*

– health educator, Ontario

*The Web site is excellent - teachers love it for media literacy and Web awareness resources.*

– education consultant, Alberta



*Thanks for your help. I love your organization and you have top notch lessons.*

– educator, New Brunswick



## 2005 Board of Directors

The participation of Board members who are leaders in their sectors brings to MNet a wide range of expertise and perspectives. They represent MNet's user groups, sponsors and government partners. This composition reflects MNet's unique partnership model and serves to bring the best skill sets to the direction of MNet.

In 2005, MNet extended its thanks to retiring directors Elizabeth Roscoe, Richard Godbout, Terry Price and Vanda Provato.

### Executive

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**Wendy Newman**, Senior Fellow, Faculty of Information Studies, University of Toronto (Chair)

**Pamela Dinsmore**, Vice President, Regulatory, Rogers Cable Communications Inc. (Vice Chair)

**Sarah Crawford**, Vice President, Public Affairs, CHUM Limited (Vice Chair)

**Barry Chapman**, Vice-President, Regulatory Matters, Bell Canada (Treasurer)

**Arturo Duran**, President, Internet and Business Integration, CanWest MediaWorks (At Large)

**Jay Thomson**, Assistant Vice President, Broadband Policy, TELUS (At Large)

**Michelle Scarborough**, Executive Director, Media Awareness Network (Secretary)

### Members

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**Neil Andersen**, Instructional Leader, English and Media Studies, Toronto District School Board

**Jacques Bensimon**, Government Film Commissioner and Chairperson, National Film Board of Canada

**Andrew Cardozo**, Executive Director, The Alliance of Sector Councils

**Serge Carrier**, CEO, Gestion Academac

**Winston Carter**, President, Canadian Teachers' Federation

**Rita Shelton Deverell**, RJ Deverell Productions

**Louise Dufour**, Head of Service, Educational Services, Télé-Québec

**Robert Glossop**, Executive Director of Programs and Research, The Vanier Institute of the Family

**Louise Imbeault**, Director of French Regional Television, Atlantic Canada, Radio-Canada

**Arlette Lefebvre, M.D.**, Staff Psychiatrist, President of the Medical Staff, Division of Child Psychiatry, The Hospital for Sick Children

**David Miles**, President, Canadian Association of Principals

**Bill Roberts**, President and CEO, Vision TV

**Jill Schoolenberg**, Director, Windows, Microsoft Canada

**Mark Sikstrom**, Executive Producer, CTV News Syndication and CTV.ca

**Gail Valaskakis**, Director of Research, Aboriginal Healing Foundation

## Ex Officio

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**Christine DuBois**, Director, Office of Learning Technologies, Learning and Literacy Directorate, Human Resources and Skills Development Canada

**Claude Rocan**, Director General, Centre for Health Promotion, Public Health Agency of Canada

**Deborah Davis**, Director General, Information Highway Applications Branch, Industry Canada

*What a wonderful resource your site is and so valuable to have the option to email a question and get a personal reply.*

– parent

*I'm very excited about the Deconstructing Online Hate CD-ROM. The variety of formats of the materials for teachers, PD leaders and students makes it very useful. Within each, the content seems solid, current, and helpful in tackling a thorny and dangerous realm.*

– educator

# Our Sponsors

The work of MNet as a leader in media education would not be possible without the support and assistance of our sponsors and partners in the profit, not-for-profit and government sectors.

## Founding Sponsors

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## Gold Sponsors

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## Silver Sponsor

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## Bronze Sponsor

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## Associate Sponsors

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AOL Canada Inc.  
National Film Board of Canada

## Benefactors

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BCE Inc.  
CHUM Television  
CTV Inc.  
Global Television

## Research and Development Partners

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Canadian Heritage  
Canadian Teachers' Federation  
Health Canada  
Industry Canada  
London Public Library  
Public Safety and Emergency Preparedness Canada

## Member Organizations

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Action Coalition for Media Education	Manitoba Teachers' Society
Alberta Teachers' Association	Mothers Against Drunk Driving (MADD)
Association des enseignantes et des enseignants francophones du Nouveau-Brunswick	New Brunswick Teachers' Association
Big Orbit	Newfoundland and Labrador Teachers' Association
British Columbia Teachers' Federation	Nova Scotia Provincial Library
Canadian Association of Deans of Education	Nova Scotia Teachers' Union
Canadian Association of Principals	Ontario Secondary School Teachers' Federation
Canadian Association of Public Libraries	Ontario Teachers' Federation
Canadian Home and School Federation	Ottawa Carleton District School Board
Canadian Library Association	Ottawa Centre for Research and Innovation
Canadian School Library Association	OWL Children's Trust
Canadian Teachers' Federation	Peel District School Board
Child Find Canada Inc.	Portail monPIF.ca
Children's Aid Society of Toronto	Prince Edward Island Teachers' Federation
Centennial Regional High School	Quebec Library Association
College of Education, University of Saskatchewan	Quebec Provincial Association of Teachers
Concerned Children's Advertisers	Régis du Cinéma du Québec
CyberCap	Réseau BIBLIO du Québec
District School Board of Niagara	Saskatchewan Teachers' Federation
Federation of Nunavut Teachers	School of Library and Information Studies, University of Alberta
Girl Guides of Canada	Toronto District School Board
Hamilton-Wentworth District School Board	Youth e-mage Jeunesse
Library Boards Association of Nova Scotia	



## Our Team

One of MNet's greatest assets is the experience and expertise of its dedicated staff members. In 2005, they included:

**Anne Taylor**, Director, Marketing

**Catherine Thurm**, Project Coordinator

**Cathy Wing**, Director, Community Development

**Geraldine Hebert**, Manager, Operations

**Gilles Parisien**, Director, Finance

**Guillaume Cormier**, Web Coordinator

**Guy Parent**, Director, Government Relations

**Jacques Samson**, Media Education Specialist

**Jane Tallim**, Director, Education

**Judith Donin**, Webmaster

**Julien Lavoie**, Director, Communications and Marketing

**Louiselle Roy**, Director, French Program

**Lynn Huxtable**, Manager, Licensing and Copyright

**Michelle Scarborough**, Executive Director

**Warren Nightingale**, Education Content Developer

# Treasurer's Report

The 2005 year continued to be a difficult year in generating revenues from outside sources. The 2005 Revenues were lower in Private, Public and Non-Profit Sectors reflecting the difficulty the organization is facing in generating revenues from outside sources. Total expenses were higher by \$79,000 as compared to 2004 mostly due to the market survey we conducted with teachers, parents and librarians to evaluate the role of media education in Canada and the role MNet should play in ensuring children and youth develop critical thinking skills to understand media at home, at school and in the community. The market survey was judged to be a critical piece of input required for the strategic plan and cost \$72,000. The Board of Directors and the Executive Committee agreed to use part of the \$348,000 operating surplus of 2004 to pay for the non-budgeted expenditure to conduct a market survey. The Media Awareness Network incurred a loss for 2005; it's first in many years. The loss of \$76,297 was mainly due to the marketing survey. If we exclude the marketing study year over year expenses went up by less than 1%.

Our December 31, 2005 balance sheet is still in a strong position with a working capital in excess of \$660,000. MNet is keeping a close eye on its expenses and cash and is making strong efforts into expanding funding sources. MNet will not be making an allocation to the Contingency Reserve Fund or the Special Projects Reserve Fund this year. These funds are segregated from general operating funds and the interest they earn is credited to the respective funds.

A full set of audited financial statements is available from the MNet office upon request.

**Barry Chapman**  
Vice-President, Regulatory Matters  
Bell Canada



# Auditors' Report

To the Members,  
Media Awareness Network Canada

We have audited the balance sheet of Media Awareness Network Canada as at December 31, 2005 and the statements of revenue and expenses - operating, members' equity and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2005 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the Canada Corporations Act, we report that, in our opinion, these principles have been applied on a basis consistent with that of the preceding year.

Chartered Accountants

Ottawa, Ontario,  
March 22, 2006.

# Media Awareness Network Canada – Balance Sheet as at December 31, 2005

	2005	2004
<b>ASSETS</b>		
<b>OPERATING FUND</b>		
<b>Current</b>		
Cash	\$ 322,599	\$ 537,260
Accounts receivable	286,831	707,742
Deposit certificates	97,289	-
Accrued interest receivable	712	-
Prepaid expenses	15,492	12,426
	<u>722,923</u>	<u>1,257,428</u>
<b>Capital</b>	47,435	65,653
<b>Total Operating Fund Assets</b>	<u>770,358</u>	<u>1,323,081</u>
<b>CONTINGENCY AND SPECIAL PROJECTS FUNDS</b>		
Deposit certificates	72,020	71,202
Accrued interest receivable	240	58
<b>Total Contingency and Special Projects Fund Assets</b>	<u>72,260</u>	<u>71,260</u>
<b>TOTAL ASSETS</b>	<u>\$ 842,618</u>	<u>\$ 1,394,341</u>
<b>LIABILITIES</b>		
<b>OPERATING FUND</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 38,329	\$ 55,914
Deferred revenue	142,140	600,981
	<u>180,469</u>	<u>656,895</u>
<b>MEMBERS' EQUITY</b>		
<b>OPERATING FUND</b>		
Invested in capital assets	47,435	65,653
Unrestricted net assets	542,454	600,533
	<u>589,889</u>	<u>666,186</u>
<b>Total Operating Liabilities and Members' Equity</b>	<u>770,358</u>	<u>1,323,081</u>
<b>CONTINGENCY FUND</b>	51,506	50,804
<b>SPECIAL PROJECTS FUND</b>	20,754	20,456
<b>Total Contingency and Special Projects Fund Members' Equity</b>	<u>72,260</u>	<u>71,260</u>
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY</b>	<u>\$ 842,618</u>	<u>\$ 1,394,341</u>

Approved on behalf of the Board:

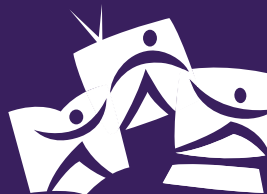
  
 \_\_\_\_\_  
 Chair

  
 \_\_\_\_\_  
 Treasurer

**Media Awareness Network Canada – Statement of Revenue and Expenses - Operating  
For the Year Ended December 31, 2005**

	2005	2004
<b>REVENUE</b>		
Private sector	\$ 559,574	\$ 683,393
Public sector	564,952	734,851
Non-profit sector	48,183	100,000
Other	109,641	109,826
	<u>1,282,350</u>	<u>1,628,070</u>
<b>EXPENSES</b>		
Amortization	18,218	41,366
Bank charges and interest	671	818
Board of Directors	8,115	3,778
Contractual labour	346,816	250,368
Equipment	9,605	4,330
Information services	2,060	920
Insurance	5,865	5,599
Office	38,649	32,303
Postage and courier	4,388	4,355
Professional fees	7,555	14,171
Promotion and advertising	42,894	48,163
Salaries and benefits	778,559	788,420
Site and network services	63,787	53,689
Telephone	13,205	12,731
Travel and conferences	18,260	18,126
	<u>1,358,647</u>	<u>1,279,137</u>
<b>NET REVENUE (EXPENDITURE) FOR YEAR</b>	<u>\$ ( 76,297)</u>	<u>\$ 348,933</u>

MEDIA  
AWARENESS  
NETWORK



RÉSEAU  
ÉDUCATION  
MÉDIAS

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May 2006

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