



# Annual Report 2007

Critical Thinking *for* Healthy Development





## ABOUT MNET

The Media Awareness Network is a Canadian not-for-profit centre of expertise in media education. Our vision is to ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media. Our mission is to be the leading Canadian provider of media education resources and awareness programs for educators, parents, children and youth.

MEDIA  
AWARENESS  
NETWORK



RÉSEAU  
ÉDUCATION  
MÉDIAS

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May 2008

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# Chair's Message

This has been an exciting year of achievement and growth at MNet.

As Canada's internationally recognized centre of expertise in media education, MNet is a national treasure, playing a meaningful role in ensuring the well-being and healthy development of children. It is heartening to see a growing public awareness that being media literate is more essential than ever within the borderless, new media environment. MNet answers the call to manage content and safety issues particularly in the realm of unmediated and unregulated media, while inspiring young people to learn, shape and navigate wisely within the digital media world.

MNet's programs are rooted in Canadian values and culture, linked to public policy and are supported by original research. The majority (80%) of our resources are a public asset, available through our Web site to urban, rural, remote, northern and Aboriginal communities. MNet's 4,000 page site is the world's largest repository of free media education resources, in both official languages.

Continuing to move forward on our three-year strategic course first implemented in 2006, the MNet team focused on three pillars—education, awareness and sustainable growth—and our activities this year supported each of these.

MNet's success and growth in 2007 is the result of hard work and commitment from a number of sources. As Acting Executive Director, Cathy Wing did a superb job at the helm, not only keeping MNet on course but leading her team to achieve ambitious goals that had been set. On behalf of the Board, I thank her very much for her stewardship and commitment. Our gratitude

and appreciation go as well to MNet's excellent Staff for their dedication and strong performance.

In January 2008, we announced a new leadership model: Our new Co-Executive Directors, Cathy Wing and Jane Tallim possess an ideal combination of skills, experience and expertise to guide MNet. Congratulations to each. We welcome Jane—MNet's former and highly respected Director of Education—who returns to the organization after two years in the educational and child welfare sector. I have no doubt that 2008 will be another bright year for MNet under Jane and Cathy's leadership.

MNet would not have realized its many successes without our first-rate Board members who come from private, public, corporate and educational sectors. Thanks to each of them for their efforts and commitment to strengthening and guiding the organization.

I would like to pay tribute to and express personal thanks to the dedicated and extremely capable members of the Executive Committee: Jane Macnaughton (Vice-Chair), Jay Thomson (Vice-Chair), Barry Chapman (Treasurer), Wendy Newman (Member-at-Large) and Arlette Lefebvre (Member-at-Large). They are a 'dream team' who invest many hours of time and energy outside the demands of their day jobs to ensure that MNet thrives.

In 2007 we said good-bye to our outgoing Chair Wendy Newman—but not farewell. In a typically generous gesture, Wendy agreed to remain on the Executive Committee. On behalf of the Executive Committee, the Board of Directors and MNet Staff, we extend heartfelt thanks to Wendy and express deep appreciation for her continuing efforts on behalf of the organization.

Finally, kudos and thanks go to our valued Sponsors, whose cash and in-kind contributions are MNet's life blood. Each makes a unique contribution to the organization and we salute the corporate leadership and vision of those who invest in our young people by supporting MNet.

This year, we were extremely fortunate to make great strides toward our goal of more stable financial footing as we received funding from tangible benefits packages associated with three broadcast company-related transactions. Special thanks go to BCE (\$700,000), CanWest Media (\$500,000) and CTVglobemedia (\$1 million) for their continued investments and on-going support.

In the same breath, we are grateful to the CRTC, led by Konrad von Finckenstein, for its encouragement and for continuing to recognize the important role MNet plays within our broadcasting system.

It is a privilege and a pleasure to serve as Chair of this first-rate organization whose services and resources respond effectively to public demands for tools to ensure children and young people—our media creators and leaders of tomorrow—understand the media, and are empowered to use them wisely.

**Sarah Crawford**  
Vice-President Public Affairs  
CTVglobemedia

# Executive Director's Message

In looking for a word to describe the past year, I think only “whirlwind” would do it justice. It has been a busy, creative and fulfilling time for the organization as it has emerged from a period of transition, strengthened by new funding sources and a new team of committed and creative professionals. We finished 2007 invigorated by what we have accomplished and excited about the opportunities of the coming year and beyond.

What has been most gratifying for us throughout this period has been the daily affirmation that the hard work that has gone into building Media Awareness Network over the past 13 years, has resulted in a highly respected organization with a stellar reputation among its stakeholder groups.

## 2007 MILESTONES

We had several major accomplishments and milestones to be proud of this past year:

- We joined with the Canadian Teachers' Federation in hosting Canada's second annual National Media Week in November. The week was a resounding success, bringing together national partners and sponsors in support of media literacy activities in communities across the country.

- New province-wide licences for our Internet literacy programs in Alberta and Ontario put these resources into two-thirds of Canada's schools and faculties of education.

MNet has five licensed programs which are designed as professional development (PD) for teachers and librarians, one for in-class use with secondary students and one for parent education. They are:

- > *Exploring Media & Race* and *Deconstructing Online Hate* PD workshops,
- > *Web Awareness Workshop Series: Kids for Sale, Fact or Folly, Cyber Bullying, Growing With the Net, Safe Passage* PD workshops,
- > *Reality Check! Evaluating online information* student module, and
- > *Parenting the Net Generation* parent workshop.
- We launched a new interactive French-language tutorial—*Devenir e-Parent*—which has received praise, both at home and internationally, for its innovative approach to Internet safety.

- We secured funding from the Inukshuk Fund which will enable us to bring our critical thinking approach to Internet issues into Canadian classrooms with a multi-media tutorial for elementary students.

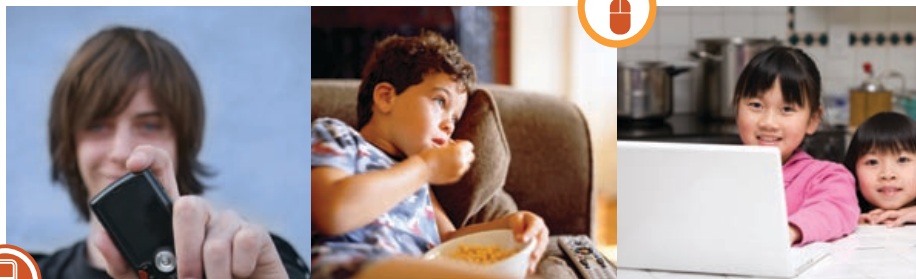
## OUR STRENGTH IS IN OUR PARTNERSHIPS

Strong partnerships have been the key to our success from the start. During the past year our partners in the education sector—from national organizations through to individual teachers—have made immense contributions to the development and promotion of our resources and programs. Their feedback has directed the creation of easy-to-use, accessible media education resources. They have kept us informed of their classroom activities and have reported from the frontlines how their students are responding to and using our materials.

In addition, partnerships with the Canadian Home and School Federation and provincial parent organizations helped us to reach Canadian parents—a very difficult demographic to engage—with our Internet safety workshops and online tutorials.

## THANK YOU TO OUR BOARD

None of our achievements over the past year would have been possible without the support of our exceptional Board of Directors. It has been an enormous privilege for me to work with this extraordinary group of people who volunteer their valuable time and expertise to guide this organization and act as its ambassadors.





Chair Wendy Newman stepped down in 2007. Wendy's dedication and commitment have been of great benefit to our organization and to me personally. Thank you Wendy.

We are honoured that long-time board member and media education champion Sarah Crawford has stepped into Wendy's shoes to become our new Chair. Sarah's leadership in the television industry on important social issues including diversity and equity, coupled with her passion for our vision and mission, make her an outstanding choice to lead the Board.

## LOOKING AHEAD

In an increasingly complex media world, education is the most effective tool we have to maximize the benefits of media for our children and youth. We believe the educated mind is the best filter: Teaching critical thinking about media supports children's healthy development while at the same time preserves freedom of expression. This balanced approach, which respects Canadian values, is one which MNet will continue to advocate for.

We look forward to working with our Partners, Sponsors and Board of Directors in the coming year to further our mutual goal of educating and empowering Canadian children and youth to be critical users of all media.

**Cathy Wing**  
Executive Director

*I am very impressed with the outcome of the project Devenir e-Parent. It is quite innovative in its personal teaching approach. Very well done. Congrats,*

~ Team Leader, Industry Canada



# Media Education in Action

## NATIONAL MEDIA EDUCATION WEEK, NOVEMBER 5-9, 2007

In 2007, MNet joined with the Canadian Teachers' Federation to coordinate and promote Canada's second annual National Media Education Week—an annual event to support and advance media literacy in Canadian homes, schools and communities. The theme for the week was “e-Parenting”—meaning the active involvement of parents in their children's cyber-activities. To support them in doing so, MNet marked the week by launching its French-language program *Devenir e-Parent*.

In addition to many smaller school and classroom-based initiatives, several large scale events took place across the country. MNet promoted this week through the National Media Education Week Web site, regular e-mail bulletins, media interviews and articles in 30 educational publications. The week's sponsors were CTVglobemedia (Presenting Sponsor), TELUS, Bell Canada, S-Vox and Régie du Cinéma.

National Media Education Week 2008 takes place November 3-7. The focus for 2008 is on youth and online behaviour, with the theme “Think Critically, Act Ethically”.

## RESOURCES FOR THE COMMUNITY

### *Devenir e-Parent*

Launched during National Media Education Week, *Devenir e-Parent* is a lively and humorous interactive tutorial that helps Francophone parents to better understand their children's online activities. In the tutorial cyber-mom Alice leads visitors through a series of modules that

Entrez dans un nouveau monde :  
l'Internet de vos enfants

# Devenir e-Parent

Que font vos enfants en ligne ?  
**Devenir e-Parent** vous fournit une réponse en cinq clics.  
Explorez ces sujets : Recherche et devoirs  
Relations en ligne  
Contenus inappropriés  
Cybermarketing  
Cyberdépendance

[www.education-medias.ca/eparent](http://www.education-medias.ca/eparent)

Le projet a été rendu possible grâce à une contribution financière du programme Francophones Virtuelles d'Industrie Canada.

RESEAU DES MEDIAS EDUCATIONNELS | Bell | Canada

explain how young people use the Internet for research and to develop online relationships and how they may encounter inappropriate content or be targeted by marketers. As a first-of-its kind resource, *Devenir e-Parent* has received extremely positive feedback from Francophone communities both at home and internationally. The resource was made possible through the financial support of Industry Canada's Francophonies virtuelles program and Bell Canada. You can access the tutorial at [www.media-awareness.ca/eparent](http://www.media-awareness.ca/eparent)

## *Parenting the Net Generation* Internet awareness workshops

Canadian Home and School Federation (CHSF) parent education program:

With funding from Bell Canada, MNet and the CHSF partnered for a second year to make *Parenting the Net Generation* workshops available free to every English school council in the country. The program, which saw workshops rolled out in regions across Canada in 2006, continued to educate parents about their children's Internet use throughout the 2007-2008 school year.

TELUS and the Government of Alberta employee education program:

TELUS licensed MNet's *Parenting the Net Generation* workshop in 2007 for use in an Alberta-based employee education program. Information sessions, conducted by MNet in five Alberta cities, were well attended and elicited extensive media coverage, particularly in the larger centres, from TV, radio and print.

## RESOURCES FOR SCHOOLS

### *Growing with the Net: A developmental approach to children's Internet use (Ages 4-12)*

Funded by TELUS, *Growing with the Net* is the newest professional development workshop in MNet's *Web Awareness Workshop Series*. *Growing with the Net* provides a snapshot of children's favourite Internet activities from the perspective of the social and psychological developmental traits that are associated with different ages. The workshop explores how these characteristics may affect the ways in which children interpret and respond to Internet content and situations. The workshop and

facilitator's guide also offer developmentally appropriate education strategies for fostering critical thinking and maximizing positive Internet experiences.



2007 also marked the start in the development of the following new classroom resources to help students think critically about the Internet, and about media representation relating to global development issues.

### Media Messages and the Portrayal of Global Issues

Working in partnership with the Canadian Teachers' Federation and with financial support from CIDA, MNet began work on a series of bilingual lessons—*Media Messages and the Portrayal of Global Issues*—to teach students in Grades 7 to 12 to think critically about media messages that shape perceptions of global issues and the role of media in helping the public understand issues that are faced by developing nations.

### Cyber Bullying: Encouraging Ethical Online Behaviour

Cyber bullying is an issue that teachers and school administrators are scrambling to address. To help them do this, MNet partnered with the Canadian Teachers' Federation, the Red Cross RespectEd Program and McGill University to develop a national education program to counter online bullying. Funded by the Government of Canada, this bilingual program includes six classroom-ready lesson plans to help students in Grades 5 to 12 to think critically about the ethical and legal implications of online bullying and the importance of respectful and positive online communications.

### Passport to the Internet Interactive Student Tutorial

MNet received funding in 2007 from the Inukshuk Fund to develop a Web-based e-learning tool for the classroom. The *Passport to the Internet* program will include a multi-media tutorial for students in Grades 4 to 8, with a guide and online evaluation tools for teachers. The bilingual program, which will be launched during National Media Education Week in November 2008, will ensure students have the appropriate critical thinking skills to make their online experiences positive and enriching.

## RESOURCES FOR CHILDREN AND YOUTH

### Co-Co's AdverSmarts: Exploring Online Marketing

With increasing concerns about food marketing to children, *Co-Co's AdverSmarts* is a timely resource that helps children think critically about immersive food marketing environments on the Internet. Developed with financial support from TELUS and CANARIE Inc., this engaging e-learning module for primary students teaches them the “tricks of the trade” used by marketers in branded online playgrounds. *Co-Co's AdverSmarts* includes a parent and teacher backgrounder with information about online marketing techniques aimed at children. To play the Co-Co game visit: [www.media-awareness.ca/english/games](http://www.media-awareness.ca/english/games)

### MyMedia Student Podcast Contest

*MyMedia* is a contest which challenges young Canadians, in Grades 7 to 12, to create a video podcast on media representation. Supported by the *MyMedia* Web site and a teacher toolkit, the contest provides an opportunity for educators to engage youth in media production while satisfying curricular outcomes for media literacy. In 2007, two schools shared first place honours: St. Joseph's School in Ottawa and Shaughnessy Park School in Winnipeg. Both entries impressed us with their strong messaging about young people confronting stereotyping and racism. To view the podcasts visit: [www.mediaeducationweek.ca/mymedia](http://www.mediaeducationweek.ca/mymedia)





## OUTREACH

### Licensing

Media Awareness Network's professional development programs for media education and Internet literacy are available through a licensing arrangement to provincial and territorial departments of education, library systems, school districts and boards, post-secondary institutions, and individual schools. MNet currently has three licensed programs for adults comprising 14 workshops in English and French. The revenue from these licences is critical to the annual update of the resources and the licensing activities are pivotal to MNet's relationship building in these sectors.

2007 proved to be a banner year with our *Web Awareness Workshop Series* and in-class resource *Reality Check! Evaluating Online Information* licensed for the first time by the Ontario Ministry of Education for all publicly funded schools, licensed native band schools and publicly funded post-secondary faculties of education in Ontario. In addition, Alberta Education licensed the *Web Awareness Workshop Series* for all provincial K-12 schools.

MNet can proudly say that its licensed resources are now in two-thirds of all schools in Canada representing every province and territory, 18 of the 20 largest school districts in the country, two-thirds of all the post-secondary faculties of education in Canada as well as three provincial/territorial library systems, and two large urban library systems covering a combined population of over 5.6 million.

## SHARING OUR EXPERTISE

### Task Forces/Advisory Groups

In 2007 MNet staff lent their expertise to the following international and national task groups and advisory committees:

- Justice Canada's *Combating Internet Hate in Canada* Task Group
- Health Canada's National Drug Prevention Advisory Committee
- PREVNet (Promoting Relationships and Eliminating Violence Network), Cyber Bullying Working Group
- EU Kids Online International Advisory Panel
- University of Toronto, Faculty of Social Work, Cyber Risk Working Group

### Conferences


MNet's expertise is frequently sought by international, national, provincial/territorial and regional organizations from a wide variety of sectors to speak on topics relating to media education and Internet literacy. In 2007, MNet staff attended over 33 engagements speaking to a cumulative audience of approximately 4,000 people.

2007 highlights include:

- Internet safety presentations to more than 400 community members through the Internet IOI program with partners from Industry Canada, RCMP and Rogers Ottawa.
- Keynote address and plenary session on cyber bullying to a combined audience of 600 at the *"I am Safe": Canada's 3<sup>rd</sup> National Conference on Bullying*.
- Keynote address on *Young Canadians in a Wired World* research to 500 child development professionals at the Learning Summit on Middle Childhood.
- Workshop session on children's privacy education at the *29<sup>th</sup> International Conference of Data and Privacy Protection Commissioners* hosted by the Office of the Privacy Commissioners of Canada.
- Plenary session at the *Hate on the Net – Promoting tolerance and non-discrimination by means of media education* conference hosted in Berlin, Germany, by the International Network Against Cyber Hate (INACH).

### Media Interviews

MNet is recognized by journalists as the Canadian expert on media literacy and issues related to children and young people's media use.



*I rely on your web-site for all media matters. With our prom scheduled just days away, I used the alcohol, drinking, driving lesson plan in my classes.*



~ English Curriculum Leader, Ontario School Board,  
in reference to the feature on MNet's home page  
on alcohol advertising

This is reflected in the more than 100 requests received in 2007 for interviews from all levels of media—international, national, regional and local. The most popular topics for media requests in 2007 were: cyber bullying, Internet safety, food marketing to children, consumerism, body image, television for babies, and media violence.

These requests provide MNet with the opportunity to direct traffic to our Web site, promote our resources and programs and provide profile to our Partners and Sponsors.

#### On the Web

[www.media-awareness.ca](http://www.media-awareness.ca)

More than six million individual users visited the MNet main Web site in 2007 to access our extensive offerings of free media and Internet literacy resources for educators, teacher-librarians, parents, students and researchers.

The *Talk Media* blog, beauty and body image in the media, educational games and media violence were the most accessed pages on our English site. On the French site the most popular pages were the For Teachers page, educational games and the Media Issues section.

More than 700,000 PDFs were downloaded from the site in 2007. The teaching guides for the *CyberPigs* games and the *Young Canadians in a Wired World* Student Survey report were the most downloaded PDF documents.

[www.bewebaware.ca](http://www.bewebaware.ca)

The *Be Web Aware* Web site, which receives a half a million individual visitors annually, is an authoritative resource for Canadian parents on Internet issues affecting children and youth. It is linked to from more than 1,000 Web sites, including

federal, provincial and local governments, education, police and parent and not-for-profit organizations.

[www.mediaeducationweek.ca](http://www.mediaeducationweek.ca)

This site supports the activities of National Media Education Week. Users can access teacher resources, ideas for getting involved and an events calendar which tracked school- and community-based activities taking place across the country in recognition of the week.



# Our Team

One of MNet's greatest assets is the experience and expertise of its dedicated staff members. In 2007, they were:

**Cathy Wing**, Acting Executive Director

**Roger Coady**, Accountant

**Judith Donin**, Web Manager

**Emmanuelle Erny-Newton**, Media Education Specialist

**Lynn Huxtable**, Director, Corporate Affairs

**Michael Lawson**, Web Manager

**Tatiana Nemchin**, Executive Assistant

**Warren Nightingale**, Media Education Specialist

**Catherine Peirce**, Project Manager



# Board of Directors 2007–2008

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 2007, MNet extended its thanks to retiring Directors and Observers:

Arturo Duran, Winston Carter;  
Louise Imbeault, Bill Roberts, Jill Schoolenberg,  
Ted Whiteland and Deborah Davis.

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## EXECUTIVE COMMITTEE

### Chair

**Sarah Crawford**  
Vice President, Public Affairs  
CTVglobemedia

### Vice-chair

**Jane Macnaughton**  
CFO/Vice President Finance & Administration  
S-Vox Trust

### Vice-chair

**Jay Thomson**  
Vice-President, Regulatory and Policy  
Canadian Association of Broadcasters

### Treasurer

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

### Members-at-large

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

**Arlette Lefebvre, M.D.**  
Staff Psychiatrist, Division of Child Psychiatry  
Toronto Hospital for Sick Children

## MEMBERS

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

**Jacques Bensimon**  
President  
Cinémathèque québécoise

**Warren Cable**  
Vice-President, FPinfomart and eCommerce  
CanWest MediaWorks Publications Inc.

**Serge Carrier**  
Coordinator, Business Development  
SOFAD

**Rita Shelton Deverell**  
RJ Deverell Productions

**Maria Di Perna**  
President  
Canadian Association of Principals

**Sandra Graham**  
Senior Consultant  
The Capital Hill Group

**Emily Noble**  
President  
Canadian Teachers' Federation

**Tom Perlmutter**  
Government Film Commissioner and NFB Chair

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

## OFFICIAL OBSERVERS

**Ruth Bacon**  
Director, Canadian Culture Online – Content  
Policy and Programs  
Canadian Heritage

**Susan Johnston**  
Senior Policy Advisor,  
Telecommunications Policy Branch  
Industry Canada

**Claude Rocan**  
Director General,  
Centre for Healthy Human Development  
Public Health Agency of Canada

# 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 Donors. In 2007 they were:

## FOUNDING SPONSOR

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## GOLD SPONSORS AND DONORS

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## SILVER SPONSOR

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## BRONZE SPONSOR

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## ASSOCIATE SPONSOR

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## BENEFACTOR

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# Research and Project Partners

The following research and project partners made important contributions to the development and promotion of our resources and programs in 2007.

Alberta Association for Media Awareness  
Association for Media Literacy  
British Columbia Association for Media Education  
Canada Gazette  
Canadian Association of Media Education Organizations  
Canadian Association of Principals  
Canadian educators Brian Lever and Kevin Osashuk  
Canadian Heritage  
Canadian Home and School Federation  
Canadian International Development Agency (CIDA)

La commission nationale des parents francophones  
Canadian Red Cross, *RespectEd Program*  
Canadian Teachers' Federation  
CANARIE Inc.  
Commission scolaire des Affluents  
Dr. Shaheen Shariff, McGill University, Faculty of Education  
English Montreal School Board  
Fédération des comités de parents du Québec  
Fédération nationale des conseils scolaires francophones  
Government of Canada  
Historica and Canadian Encyclopaedia  
Industry Canada  
Justice Canada  
Media Education Project, University of Guelph

La Régie du cinéma du Québec  
National Film Board of Canada  
Oxfam Canada  
PREVNet  
Regina School Division  
Parents Partenaires en éducation (Ontario)  
Fédération provinciale des comités de parents du Manitoba  
Regroupement des parents francophones du Nouveau-Brunswick  
Toronto Catholic District School Board  
University of Ottawa  
University of Toronto  
University of Alberta



*I had been looking at other resources but couldn't find anything as comprehensive, balanced and professional as yours!*

~ Principal, Alberta School Division  
on previewing Parenting the Net Generation



# Treasurer's Report



The 2007 year was one of many successes. Media Awareness Network (MNet) was able to reduce its deficit from \$229,358 in 2006 to \$50,906 in 2007. Its 2007 revenue was \$672,360 versus \$798,325 in 2006. The reduction in revenue was caused mainly by certain CRTC public benefits coming to an end, resulting in a reduction in benefactors revenue of some \$134,526. The organization increased its contribution revenue from public sector agreements from \$63,537 in 2006 to \$154,042 in 2007. Licensing revenue was down slightly year over year but MNET was able to sign licensing agreements with the Provinces of Alberta and Ontario near the year end. This positions MNet well for the future. Importantly, MNet was named as a beneficiary in three

CRTC transfer-of-control applications in 2007. The benefits are payable over seven years, and will give MNet some long term funding stability. To offset the revenue shortfall, expenses were reduced by approximately \$304,417 in 2007, primarily in the areas of administrative overhead and salaries and benefits.

MNet's Balance Sheet as of December 31, 2007 continues to be stable with cash in the bank of \$408,885, a Contingency fund of \$77,366 and offsetting accounts payable of only \$16,752. MNet's expenses and cash position are monitored closely and great effort is made to expand its sources of revenue. MNet will not be making any allocation to the Contingency Fund and the Special Projects

Fund this year. These funds are segregated from its general operating funds and the interest 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 Affairs  
Bell Canada



# Auditor's Report

To the Members,  
Media Awareness Network Canada

We have audited the balance sheet of Media Awareness Network Canada as at December 31, 2007 and the statements of revenue and expenses—operating, net assets 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, 2007 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, except as disclosed in note 4 to the financial statements.

**McCay, Duff & Company LLP,**  
Licensed Public Accountants.

Ottawa, Ontario,  
February 12, 2008.



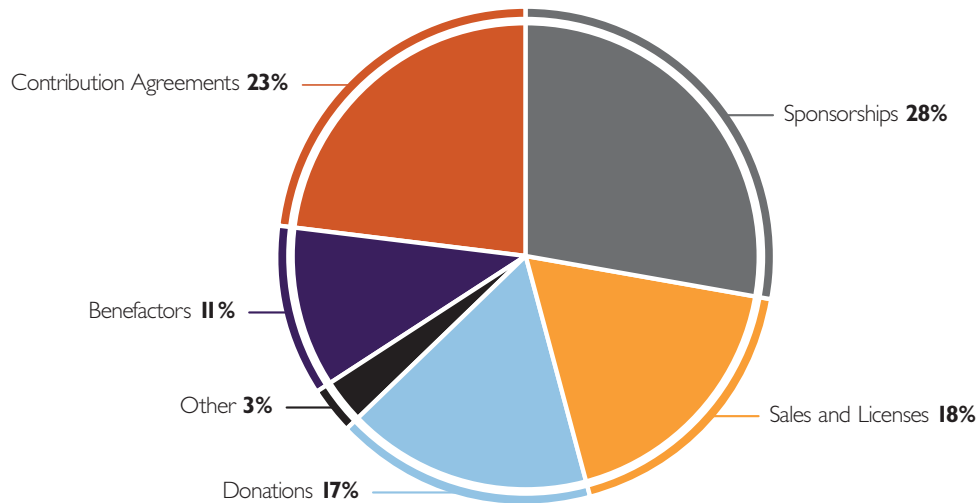
# Media Awareness Network Canada

DECEMBER 31, 2007

## Financial Summary

	12 Months Ending December 31, 2007	12 Months Ending December 31, 2006
<b>ASSETS</b>		
Current Assets	\$ 576,083	\$ 473,742
Capital Assets	28,632	36,689
Contingency and Special Projects Funds	77,366	74,455
	<b>\$ 682,081</b>	<b>\$ 584,886</b>
<b>LIABILITIES</b>		
Current Liabilities	\$ 16,752	\$ 41,090
Deferred Contributions	278,338	108,810
	<b>295,090</b>	<b>149,900</b>
<b>NET ASSETS</b>		
Operating	309,625	360,531
Contingency and Special Projects Funds	77,366	74,455
	<b>386,991</b>	<b>434,986</b>
	<b>\$ 682,081</b>	<b>\$ 584,886</b>
<b>REVENUE</b>		
Benefactors	\$ 71,903	\$ 206,429
Contribution Agreements	154,042	63,537
Sponsorships	185,333	193,462
Sales and Licenses	121,433	155,370
Donations	117,262	149,887
Other	22,387	29,640
	<b>672,360</b>	<b>798,325</b>
<b>EXPENDITURES</b>		
Programs	504,713	786,106
Administration	110,535	148,251
Technology/New Media	98,209	80,633
Amortization	9,809	12,694
	<b>723,266</b>	<b>1,027,683</b>
<b>NET REVENUE (EXPENDITURE)</b>	<b>\$ (50,906)</b>	<b>\$ (229,358)</b>

# 2007 Revenues



# 2007 Expenditures

