

MEDIA  
AWARENESS  
NETWORK



RÉSEAU  
ÉDUCATION  
MÉDIAS

Annual Report 2008



# MEDIA LITERACY MATTERS



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***Media Awareness Network - one of the most comprehensive media literacy resources - and it’s Canadian!***

Tech Briefcase: Classroom Technology Information Resources



# CHAIR'S Message



In 2008, there was much to celebrate as Media Awareness Network's (MNet) dedicated team worked with partners and collaborators across Canada and around the world in support of media literacy. MNet is now

globally recognized as a best practice and Canadian model for media literacy education. In 2008 it received enquiries from Australia, Singapore, Korea, the Netherlands, Finland, Greece and Germany to explore ways to foster media and Internet literacy in those countries and to share MNet's resources.

In the increasingly global media environment, MNet's mandate to empower children and young people with critical thinking skills to understand their media world is more important than ever before. As regulatory agencies around the globe examine their changing role in the new digital environment, there is growing acknowledgement and respect for the crucial position of media literacy as an alternative to legislation, regulation and censorship.

In 2008, MNet emphasized the important role media literacy plays in Canada's media regulatory landscape through submissions to the Standing Committee on Canadian Heritage (on the issue of television violence) and to the CRTC's proceeding on broadcasting in new media. In both cases, MNet highlighted media literacy as an essential part of any strategy to address media content issues affecting children and youth.

At a grassroots level, MNet continues to play a leadership role, partnering with the Canadian Teachers' Federation and a growing list of collaborators to promote media literacy through National Media Education Week. Now in its 3<sup>rd</sup> year, this event has gained tremendous momentum, as demonstrated by the broad range of organizations that recognized the week and the wide variety of activities that took place across the country. This year's theme encouraged young people to think critically and

act ethically when using digital media. For those of us who were fortunate enough to attend some of the lively sessions held with youth across the country, we learned they have a lot to say on the topic!

These are difficult financial times and MNet is not alone amongst non-profit organizations in feeling the pain of its valued corporate sponsors who face challenges every day to brave the current economic downturn. Throughout the year, MNet's Board of Directors worked behind the scenes to help ensure MNet's financial sustainability. It is an honour to serve on the Board with such exceptional and dedicated individuals who give so much of their time to committee work and outreach to their stakeholder groups on behalf of the organization. In November, long-time MNet Board member and Chair Sarah Crawford retired. Sarah's contributions to MNet over her seven years on the Board were exceptional. A well-known champion of media education in Canada, Sarah will be greatly missed by MNet staff and Board members, and media educators across the country.

This year, there are two signatories to what is now the *Co-Executive Directors' Message* as MNet now benefits from the insight and dedication of Co-Executive Directors Cathy Wing and Jane Tallim. For many organizations, having two sharing the helm may not work but in MNet's case it has been an overwhelming success as Cathy and Jane perfectly compliment each other in terms of the skills, expertise and leadership they bring to MNet. It helps, of course, that the small staff they lead is also enormously talented and equally dedicated to MNet and its mission. On behalf of the Board, I extend heartfelt thanks to all of the MNet team.

Looking ahead, I am confident that the organization and its supporters will continue to succeed notwithstanding the current economic uncertainties we all face. With its well deserved reputation for rigor, expertise and creativity, MNet remains ideally situated to take advantage of the growing need for resources and programs that support the ever expanding definition of critical "literacies" for the 21<sup>st</sup> century.

**Jay Thomson**  
Interim Chair



# CO-EXECUTIVE DIRECTORS' Message



Thirteen years ago, in our first annual report, we talked about the importance of a new type of media education – *Web literacy* – as a crucial part of the skill set needed by young people in the emerging digital age. At that time, fewer than two million Canadian youth were accessing the World Wide Web.

Flash forward to today's multi-platform electronic universe and the World Wide Web of the mid-90s seems quaint by comparison. Now the majority of Canadian children and youth use digital media every day – in ways that were unimaginable 13 years ago – to connect with friends, seek out information and entertainment and express themselves.

While digital media have expanded, Media Awareness Network's (MNet) goal has remained the same: to ensure that Canadian children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media, in positive and empowering ways.

It's not enough to teach young Canadians the skills to stay safe in the digital age; we must also help them take advantage of the innovative opportunities that new technologies present in order to prepare them for the knowledge-based economies of the future.

Today's young people – the first generation of digital natives – need a myriad of new critical thinking skills. They may be light-years ahead of us in their creative uses of new media, but they

need digital literacy skills in order to understand and get the most out of these technologies.

There is a huge shift happening in education approaches to teaching this new generation of tech-savvy kids. It's taking place in schools across Canada, where innovative teachers are bringing social networking tools, cell phones and video podcasting into their classrooms to engage and inspire students. MNet is part of this digital revolution, producing high quality Canadian resources and programs to meet the needs of educators, teacher-librarians and technology specialists who are integrating digital literacy into their curriculums.

We recognize that it takes a collaborative effort to help kids acquire the knowledge and skills they need to navigate today's digital world. In 2008 we worked with a wide variety of partners – from the Canadian Teachers' Federation, to school boards, academics, classroom teachers and students themselves – to ensure that our resources resonate with youth and meet the needs of Canadian educators. Our partnerships with organizations such as the Canadian Home and School Federation, Office of the Privacy Commissioner of Canada and Girl Guides of Canada were invaluable in helping us reach young people through the adults in their lives.

We are particularly appreciative of our partnerships with our sponsors whose support goes well beyond financial. From sitting on our Board of Directors and working on MNet committees to helping with the development and promotion of new programs and resources, these industry leaders are an integral part of the MNet team.

We are also indebted to our stellar Board of Directors. Their guidance and dedication have been the key to our ongoing success and stability. We are privileged to be working with such an extraordinary group of professionals who share our vision and act as champions for the organization.





In 2008 we said goodbye to our Chair Sarah Crawford. Sarah is well known across Canada for her tireless work in supporting media literacy. She has been a wonderful friend to MNet and we wish her well in her new endeavours. We are honoured that our Vice-Chair, Jay Thomson, has stepped in as Interim Chair. During his five years on the Board Jay has donated many hours of his time to the organization and we are grateful for his unwavering support.

Finally, we wish to thank our dedicated team of professionals in Ottawa. MNet has a small staff of hardworking and creative individuals who continue to amaze with the high quality work they produce.

With an exceptional team in place and the continued support of our Board, sponsors, and partners we are confident that MNet will continue to be a Canadian leader and innovator in media and digital literacy in the years to come.

**Cathy Wing**  
Co-Executive Director

**Jane Tallim**  
Co-Executive Director

***I have worked on the development of other course materials in the past for which we have linked extensively to the Media Awareness Network Web site. I appreciate the rigour and quality that you bring to your resources, and the fact that they are made freely available to the public.***

Educational Project Manager  
Open School BC



MNet Media  
Education Specialist  
Emmanuelle  
Erny-Newton  
appearing on the  
television series  
*Active-toi* on TFO.



## VISION

To ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media.

## MISSION

To be the leading Canadian provider of media education resources and awareness programs for educators, parents, children and youth.

## The **IDEA** Behind our Work

MNet focuses its efforts on equipping adults with information and tools to help young people understand how media work, how media messages may affect their lifestyle choices, and the extent to which they, as consumers and citizens, are well informed.



# IMPACT – in Canada and Around the World

Almost 6 million unique users visited [www.media-awareness.ca/](http://www.media-awareness.ca/)  
[www.education-medias.ca...](http://www.education-medias.ca...)

Most commonly accessed was our *Talk Media* blog (40,000 monthly readers) on the English site and our educational games (170,000 annual visitors) on the French site.

The teacher's guides for the CyberPigs Internet safety games, *Privacy Playground* and *CyberSense and Nonsense*, were the most downloaded PDFs – 124,000 in French and English – of the more than 700,000 PDFs downloaded throughout the year.

*I love this Web site and am constantly using it and spreading the word regarding the excellent resources.*

Teacher-librarian

## 20 speaking engagements to 2,000 stakeholders...

MNet media education experts presented on a wide range of media issues, including online hate, cyber bullying, digital privacy and safety, social networking, stereotyping and media literacy across the curriculum.

Highlights in 2008 include:

- Presentations on online hate at the B'nai Brith's *Community Alliance Forum* and the annual conference for the Dutch Online Hate Complaints Bureau – Meldpunt Discriminatie Internet – in Amsterdam;
  - A panel discussion on media creators and social responsibility at the *Ottawa International Animation Festival*;
  - A workshop on stereotyping and minorities in media at the *De la crise d'Oka aux accommodements raisonnables : rapports ethniques et responsabilité sociale des médias* conference hosted by Université du Québec à Montréal;
  - A panel discussion on marketing to youth at *The World View*, the Canadian Association of Broadcasters' annual convention; and
- Workshop sessions on cyber bullying to more than 250 parents and teachers hosted by St. Clair Catholic District School Board in Sarnia, Ontario.



MNet Media Education Specialist Matthew Johnson speaking at the Canadian Association of Broadcasters' annual convention.



## 80 media interviews to national, regional and local news outlets...

MNet's experts were sought out by journalists from across the country. A significant amount of requests came from national news organizations including *Canwest News Service, Canadian Press, CTV National, OMNI 2, CBC Radio, Radio-Canada* and *The Globe and*

*Mail*. Interviews tackled a wide range of media topics including video game addiction, marketing aimed at children, cyber bullying, social networking and hypersexualization.

## Collaborations with the Netherlands, Germany, Singapore, Korea and the EU...

MNet has forged relationships with several international organizations wanting to understand Canada's approach to media education and how it can be applied in their countries. In 2008, they included:

- Dr. Sung Yun-Sook, a research fellow from Korea's National Youth Policy Institute (NYPI); and
- *EU Kids Online Project*: MNet submitted a summary of Canadian policy perspectives relating to youth and new media to be included in the *View from Outside Europe* section of the latest report from the *EU Kids Online Project*.

- Magenta (the Netherlands' hate tip line and online hate watchdog organization) and Jugendschutz.net (Germany's online child protection agency);
- Singapore's Advisory Council on the Impact of New Media on Society (AIMS);

## 40 organizations celebrate National Media Education Week 2008...



In partnership with the Canadian Teachers' Federation, MNet hosted Canada's third

annual National Media Education Week. The week encompassed a wide range of events and initiatives in regions from coast to coast to coast, including parent workshops, film festivals, student contests, youth forums, media fairs and panel discussions.

To promote the week's theme – *Think Critically, Act Ethically* – MNet collaborated with CTVglobemedia on the creation of a public service announcement addressing cyber bullying. Additional promotion took place through the National Media Education Week Web site, articles submitted to over 270 educational publications, a weekly e-bulletin and numerous media interviews.

For the second year, CTVglobemedia was the Presenting Sponsor of the week. S-VOX and the

Entertainment Software Association of Canada were Bronze Sponsors.



Cathy Wing, MNet Co-Executive Director, and Emily Noble, President of the Canadian Teachers' Federation, present a Digital Diplomat certificate to a student participant at the National Media Education Week media event.





The *Jeans Project* by the Grade 12 Women in Society class at St. Patrick's High School in Sarnia, Ontario, was featured during National Media Education Week.

## Two-thirds of all Canadian schools use MNet's media literacy resources...

MNet currently has five media and digital literacy programs, in English and in French, available through licence agreements in every province and territory. Many jurisdictions have had licences for almost a decade. What makes these resources so valuable to the education and library sectors are the annual updates to reflect new research and emerging trends. The revenue from the licences supports the annual updates, and the

licensing activities are pivotal to MNet's relationship building in these sectors.

In 2008, MNet's licensed resources were in approximately two-thirds of all schools in Canada, 18 of the 20 largest school districts in the country, two provincial/territorial library systems and two large urban library systems covering a combined population of over 5 million.

*Our Board will be using MNet's licensed resources as the centerpiece to our e-learning program for their 6,000 teachers to not only provide media literacy skills but to also assist those that need a greater comfort level in working with computers.*

French Montreal School Board

## Positioning media literacy with government, regulatory agencies and industry...

MNet presented before the Standing Committee on Canadian Heritage as it considered a bill to reduce violence in television broadcasting. The goal of this presentation was to illustrate the important role that media education plays in addressing TV violence in Canada. Strong support for media literacy was expressed by many of the presenters, including the Canadian Teachers' Federation and the Canadian Broadcast Standards Council.

MNet also submitted comments to the CRTC consultation on broadcasting in the new media

environment. The submission focused on the importance of media education as a practical response to new media content issues affecting children and as an effective alternative to regulation.

MNet participated in the Canadian Association of Broadcasters' 2008 convention *The World View* both as an exhibitor and a panel member. During the course of the convention more than 700 industry and government representatives viewed the MNet exhibit space, where we provided profile for our sponsors and supporters.



# TACKLING the Issues

## Through our Web site...

What media issues matter most? MNet's top accessed Web-based resources in 2008 were:

- Beauty and body image in the media – over 500,000 users accessed this topic.
- Media portrayal of and influence on sexuality and relationships – a topic of interest for more than 250,000 visitors.
- Media violence – accessed by over 250,000 individuals.

- MNet's interactive games – consistently ranked amongst the top ten most popular resources. The popularity of MNet's interactive games for children and youth on online privacy, digital literacy, online advertising, authenticating online information and online hate proved that media literacy can be child's play.

*I just wanted to tell you that your site is SO informative ... I am really grateful to you people who made this site. Your site was VERY helpful for me.*

15-year-old Student



## Through opinion editorials and articles...

- *The Globe and Mail* published a Web-exclusive Opinion Editorial written by MNet's Co-Executive Director Cathy Wing and Board member Dr. Arlette Lefebvre on the topic of video game addiction.
- Eighteen articles, in English and French, were distributed to 274 education publications.
- Articles examining digital literacy, educational gaming and cyber bullying appeared in numerous teacher association magazines, *Canadian Teacher Magazine*, *L'Infobourg* in Québec, and Canadian Association of Principals' *The CAP Journal*.

## With our participation on task forces and advisory groups...

In 2008, MNet staff lent their expertise to the following international and national task forces and advisory groups:

- National Drug Prevention Advisory Committee (Health Canada)
- National Advisory Group on Youth Substance Abuse Prevention (Canadian Centre on Substance Abuse)
- Association to Reduce Alcohol Promotion in Ontario Advisory Committee (ARAPO)
- Canadian Coalition on Cyber Risk Reduction (University of Toronto)
- EU Kids Online International Advisory Panel (London School of Economics)



## In partnership with our research and project partners...

MNet is grateful to the following research and project partners for their important contributions to the development and promotion of MNet resources and programs in 2008:

- Association for Media Literacy
- Brian Lever, St. Joseph Catholic High School, Ottawa
- Canada Gazette
- Canadian International Development Agency (CIDA)
- Canadian Network for Innovation in Education
- Canadian Red Cross, RespectEd Program
- Canadian Teachers' Federation
- Dr. Shaheen Shariff, McGill University, Faculty of Education
- Elementary Teachers' Federation of Ontario
- Girl Guides of Canada
- Guelph University
- Historica and Canadian Encyclopedia
- Inukshuk Wireless Learning Plan Fund
- Kevin Osachuk, Shamrock School, Winnipeg
- London Public Library
- Nortel LearnIT
- Office of the Privacy Commissioner of Canada
- Ontario Library Association
- Oxfam Canada
- PREVNet
- Regina School Division
- Toronto Catholic District School Board
- Toronto District School Board
- TVO
- University of Alberta
- YOUCAN

*Thank you from all of us at  
National Telemedia Council  
for the outstanding and  
much needed work that  
MNet is doing!*

Executive Director,  
National Telemedia  
Council

National Media Education Week featured educator Sean Rombough with students involved in his project to promote the training and recruitment of youth in the field of television and video production in Nunavut.





# MEDIA Literacy in Action

## Literacy in a digital age...

To support our commitment to helping youth develop good judgement and critical thinking skills for their use of new technologies, MNet released four digital literacy projects in 2008.

- *Passport to the Internet: Student tutorial for Internet literacy (Grades 4-8)*

MNet's most sophisticated interactive program to date, *Passport to the Internet* was developed with support from Inukshuk Wireless Learning Plan Fund and TELUS. The program is a digital literacy tutorial of unparalleled range and depth. Each module of the tutorial simulates an online environment familiar to kids, including social networking sites, search engines and instant messaging services, to teach essential digital literacy skills. The program was released in November of 2008 to great acclaim and subsequently has been licensed for elementary schools across Canada.



- *Cyber Bullying: Encouraging ethical online behaviour*  
Funded by the Government of Canada, this series of cyber bullying lessons was developed to meet

the growing need for classroom resources that address online harassment. The lessons give students a better understanding of the ethical and legal implications of cyber bullying and promote positive and proactive Internet use.

- *Cybercitizen Challenge*  
Developed in partnership with Girl Guides of Canada, the *Cybercitizen Challenge* teaches girls and young women, at all levels of guiding, critical thinking skills for their online activities so they will be informed and responsible citizens of cyberspace.



- *Privacy in the Information Age*  
These new privacy lessons for Grades 7 to 12 examine the privacy trade-offs youth make on a daily basis and the need for privacy protection on social networking sites such as *Facebook*. These timely resources were funded by the Office of the Privacy Commissioner of Canada.

***Your group has created a phenomenal resource for educators.***

Curriculum Resource Teacher in Manitoba

## Giving voice...

To help young people understand how media can influence their lives and the world around them, MNet undertook a project in 2008 that challenged media stereotypes by empowering youth to take action to counter negative media messages.

- *Beyond Media Messages: Media Portrayal of Global Development*  
This series of lessons for students in Grades 7 to 12 was funded through the Canadian International Development Agency. The lessons illustrate how media portrayals affect our view of global development issues.



## Raising awareness...

MNet continued to raise awareness about media issues that matter in numerous ways, including:

- Historica Youth Forum – MNet partnered with the Canadian Teachers' Federation and Historica Encounters to host a youth forum on cyber bullying to launch National Media Education Week. The forum showcased public service announcements about cyber bullying created by the 130 youth in attendance. The event garnered considerable broadcast news coverage giving voice to the concerns of the youth participants.
- MNet blogs – In the wake of the outstanding success of *Talk Media*, MNet's English blog, MNet introduced *Parlons médias*, a French blog which has become one of the most frequently accessed resources on the French site. Both blogs look at current media issues and events in the news and offer ways to bring these issues into classrooms for debate.



Students from Historica's *Encounters with Canada* youth forum during the National Media Education Week media event.



Students from Historica's *Encounters with Canada* youth forum are interviewed by CJOH News at the National Media Education Week media event.



# The TEAM

MNet's greatest assets are the experience and expertise of its dedicated staff members. In 2008, MNet staff members included:

- **Cathy Wing**, Co-Executive Director
- **Jane Tallim**, Co-Executive Director
- **Skye Cameron**, Office Administrator
- **Roger Coady**, Accountant
- **Judith Donin**, Web Manager
- **Emmanuelle Erny-Newton**, Media Education Specialist
- **Lynn Huxtable**, Director, Corporate Affairs
- **Julie Jenkins**, Accountant
- **Matthew Johnson**, Media Education Specialist
- **Julia Ladouceur**, Project Manager
- **Michael Lawson**, Web Manager
- **Ann Marie Paquet**, Communications Officer
- **Catherine Peirce**, Project Manager



MNet staff retreat October, 2008



# BOARD of Directors

The varied knowledge and perspectives brought to MNet by its Board members continues to ensure the efficient management of our organization. They represent MNet's sponsors, government partners and industry experts and reflect MNet's unique partnership model.

In 2008, MNet extended its appreciation to the following retiring Directors and Observers:

Sarah Crawford  
Ruth Bacon  
Claude Rocan

## Executive Committee

### Chair

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

### Vice-Chairs

- **Jay Thomson**  
Vice-President, Regulatory and Policy  
Canadian Association of Broadcasters
- **Suzanne Morin**  
Assistant General Counsel, Regulatory Law  
and Policy  
Bell Canada

### Treasurer

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

### Members-at-Large

- **Wendy Newman**  
Senior Fellow, Faculty of Information Studies  
University of Toronto
- **Arlette Lefebvre, M.D.**  
Staff Psychiatrist, Division of Child Psychiatry  
The Hospital for Sick Children

## Board Members

- **Warren Cable**  
Vice-President, e-Commerce  
CanWest Interactive

- **Serge Carrier**  
Coordinator, Business Development  
Société de formation à distance des commissions  
scolaires du Québec (SOFAD)
- **Rita Shelton Deverell**  
RJ Deverell Productions
- **Maria Di Perna**  
Past-President  
Canadian Association of Principals
- **Jacob Glick**  
Canada Policy Counsel  
Google Inc.
- **Clarence Lochhead**  
Executive Director  
Vanier Institute of the Family
- **Craig McTaggart**  
Director, Broadband Policy  
TELUS Communications Company
- **Emily Noble**  
President  
Canadian Teachers' Federation
- **Tom Perlmutter**  
Government Film Commissioner and Chairperson  
National Film Board of Canada
- **Mark Sikstrom**  
Executive Producer  
CTV News Syndication and CTV.ca
- **Carolyn Wilson**  
President  
Association for Media Literacy

## Official Observers

- **William Fizet**  
Director, Program Policy and Administration  
Broadcasting and Digital Communications Branch  
Canadian Heritage
- **Susan Johnston**  
Senior Policy Advisor, Telecommunications Policy  
Branch  
Industry Canada
- **Karen McKinnon**  
Associate Director, Division of Childhood  
and Adolescence  
Public Health Agency of Canada



# SPONSORS

## Benefactors

CTVglobemedia



## Gold Sponsor



## Silver Sponsor



## Associate Sponsor



## Founding Sponsor



MNet conference booth at the Canadian Association of Broadcasters annual convention.







# TREASURER'S Report

As we all are well aware, 2008 was a year of tremendous financial challenges. The economic downturn beginning in late summer has had enormous impact on most sectors of the economy and job losses have been significant. Attracting funding at any level of industry or government is not easy. While MNet has not been totally spared the impact of these events, it has managed exceptionally well given the circumstances.

The organization was fortunate to have profited from the public benefits that arose from two media acquisitions in 2008, namely Canwest's acquisition of Alliance Atlantis and CTV's acquisition of Chum. The terms of the public benefit program include a requirement that a premium of 10 per cent be added to the purchase price of the acquisition to be directed by the purchaser to independent media-related organizations, payable over 7 years. The total value of public benefits directed to MNet in this past year is over \$1.5 million, accruing at an annual rate of \$220,000 with 6 years remaining.

The financial position of the company at the end of December 2008 shows a healthy working capital balance, an indication of how well it can pay off its current debts. While the surplus dropped by \$48,000 in 2008, cash on hand was over \$258,000 at year-end,

providing a good cushion to help weather the current economic storm.

Looking at the 2008 operating results we see that not only did the organization realize a significant increase in the amounts from benefactors as described above but also revenues in Contribution Agreements and Sales and Licences climbed noticeably. The year-over-year increase in these categories is \$95,000, or 34 per cent. This is testimony to the hard work and determination of the MNet team, all of whom need to be congratulated for these successes.

Operating expenses climbed by \$155,000 over 2007. This is in part due to the growth in "in-kind" program costs and to the increase in salaries, the latter of which reflects bringing staff levels back to a normalized range that had been severely reduced in 2007.

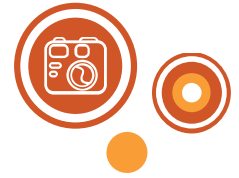
In summary, the organization has managed the economic challenges well and is monitoring closely its impact going forward. I am confident with the strong leadership in place the organization will remain financially healthy well into the foreseeable future.

**Jane Macnaughton**  
Treasurer

*When I'm looking for media education material I always go to your site – it doesn't get much better than that. It is really wonderful, particularly since it is Canadian.*

Teacher-librarian, British-Columbia





# AUDITORS' Report

To the Members,  
Media Awareness Network Canada:

We have audited the statement of financial position of Media Awareness Network Canada as at December 31, 2008 and the statements of changes in net assets, revenue and expenses 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, 2008 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

**WATSON FOLKINS COREY LLP**

Chartered Accountants  
Licensed Public Accountants

Ottawa, Ontario  
March 31, 2009



# MEDIA AWARENESS NETWORK CANADA

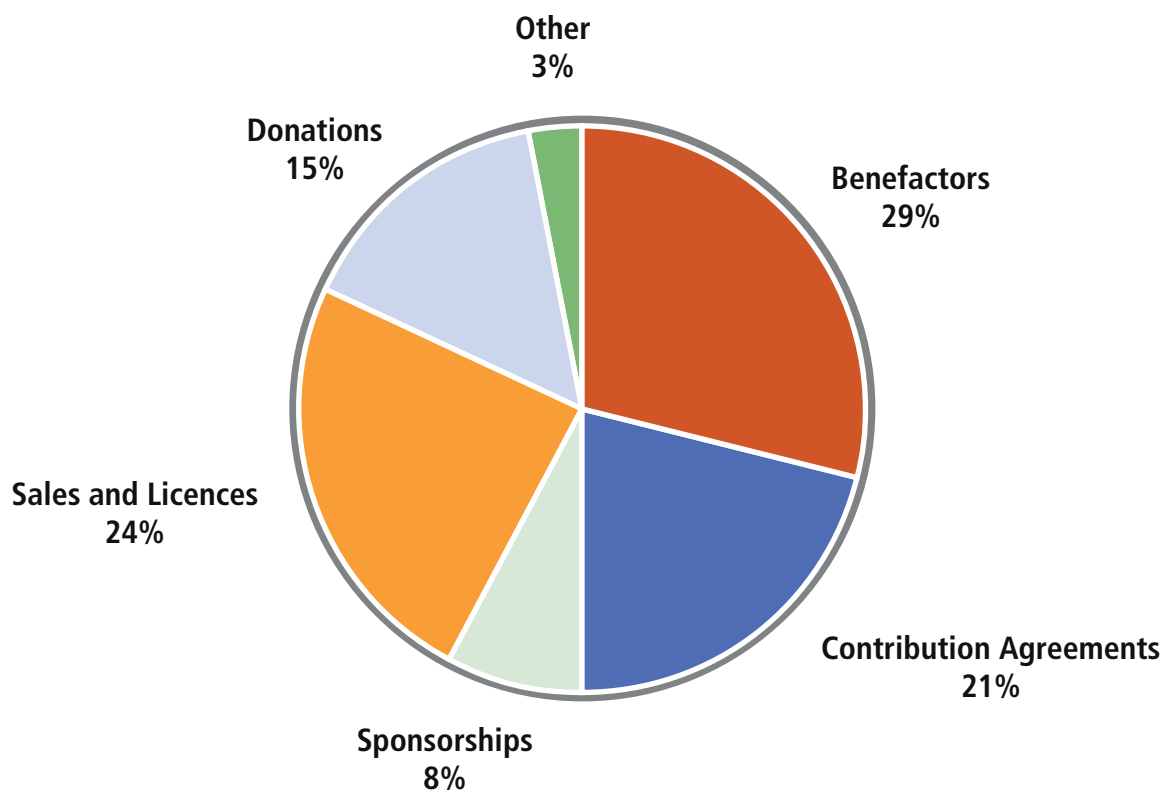
DECEMBER 31, 2008

## FINANCIAL SUMMARY

	12 Months Ending December 31, 2008	12 Months Ending December 31, 2007
<b>ASSETS</b>		
Current Assets	\$ 302,676	\$ 576,083
Capital Assets	24,798	28,632
Contingency and Special Projects Funds	202,714	77,366
	<b>\$ 530,188</b>	<b>\$ 682,081</b>
<b>LIABILITIES</b>		
Current Liabilities	\$ 17,986	\$ 16,752
Deferred Contributions	170,757	278,338
	<b>188,743</b>	<b>295,090</b>
<b>NET ASSETS</b>		
Operating	261,766	309,625
Contingency and Special Projects Funds	79,679	77,366
	<b>341,445</b>	<b>386,991</b>
	<b>\$ 530,188</b>	<b>\$ 682,081</b>
<b>REVENUE</b>		
Benefactors	\$ 245,470	\$ 71,903
Contribution Agreements	171,870	154,042
Sponsorships	67,000	185,333
Sales and Licences	199,253	121,433
Donations	125,272	117,262
Other	21,662	22,387
	<b>830,527</b>	<b>672,360</b>
<b>EXPENDITURES</b>		
Programs	637,112	504,713
Administration	130,126	110,535
Technology/New Media	102,700	98,209
Amortization	8,448	9,809
	<b>878,386</b>	<b>723,266</b>
<b>NET REVENUE (EXPENDITURE)</b>	<b>\$ (47,859)</b>	<b>\$ (50,906)</b>



# 2008 REVENUES



# 2008 EXPENDITURES

