

MEDIA
AWARENESS
NETWORK



RÉSEAU
ÉDUCATION
MÉDIAS

RAISING A MEDIA SAVVY GENERATION

ANNUAL REPORT

2010



PLAYING
LEARNING
SOCIALIZING
CREATING
COMMUNICATING

Sav'vy

v.t. & i. 1. To understand; to comprehend; to know.

n. 1. Comprehension; knowledge; mental grasp; practical know-how; common sense.

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Chair's Message



Over the past year, the digital economy has loomed large in the minds of Canadians and many understand that a digitally literate population will be a driving force in Canada's 21st century economy and society. A fundamental question

for Media Awareness Network (MNet) is how best to develop and support the digital literacy skills that young people need to benefit from the opportunities of a digital world.

MNet spent a large part of 2010 advocating for an expansive Canadian definition of digital literacy – recognizing it encompasses much more than computer skills and competencies. Rather, it must include a deeper understanding of digital content issues and ultimately the ability to create a wide range of content with various digital tools.

In May 2010, the Government of Canada launched a national consultation on the digital economy. MNet's submission, *Digital Literacy in Canada: From Inclusion to Transformation*, painted a clearer picture of the competencies Canadians require as both citizens and consumers, and proposed a national strategy that would bring together multiple stakeholders to work cohesively on building those skills with Canadians of all ages – especially children and youth.

In the fall, MNet met with a wide cross-section of Canadians through a series of regional consultations on digital literacy which were held in partnership with the Canadian Internet Registration Authority and the International Institute for Sustainable Development. We were pleased to find a large consensus among participants regarding the role digital literacy must play to ensure we all participate fully in digital society.

Over the past year, MNet has also looked inward as part of our strategic planning and rebranding process. We've come a long way, from our original inception as a clearinghouse for resources on media violence to a

world leader in media education and digital literacy. With our fifteenth anniversary taking place in 2011, we are at a pivotal point in our organization's history and are taking this opportunity to take stock and situate MNet for the next fifteen years. This has been a meaningful exercise, for staff and Board members alike, in reaffirming who we are and what we stand for. In the coming months, much may change: our Web site, our logo and our name, but our core values and beliefs will remain the same.

It continues to be a privilege for me to chair the MNet Board. The elected members of the Board and our government observers, as well as the members of the various MNet committees, all of whom volunteer their valuable time, each make an enormous contribution to help advance the interests of the organization. And, as has always been the case in the years I've had the pleasure to be associated with MNet, I am overwhelmed by the dedication and individual talents each member of our wonderful staff demonstrates every day.

As 2011 unfolds we look forward to continuing our work in equipping Canadians with the tools they need to get the best out of new technologies, and we are excited at the prospect of re-thinking Media Awareness Network so that we can continue our important work well into the future.

Jay Thomson
Chair



Co-Executive Directors' Message



The theme of this annual report, "Raising a media savvy generation," gets to the heart of what we do. Savvy encompasses a range of important attributes young people need for today's complex media landscape: comprehension, knowledge,

practical know-how, and common sense. Teaching young people to be savvy users of media and new technologies prepares them to participate thoughtfully, critically and collectively. Even children who have grown up in a world where digital media have always existed do not have these requisite skills "built-in": they need guidance, instruction and mentorship.

In 2010, we launched several resources to help parents and teachers do this. For parents, we developed an array of free online resources, including a redesigned *Be Web Aware* site and an interactive tutorial to assist them in effectively managing their children's online activities. Building on our commitment to supply the K-12 sector with the most current and comprehensive resources, we produced a digital literacy tutorial for secondary students and launched a new environment to host our multimedia classroom and professional development programs.

The demand for these kinds of digital literacy resources continues to grow as can be seen by the more than 7 million individuals who visited our Web site in 2010 – the highest annual traffic recorded since the site was launched fifteen years ago.

We started the year inauspiciously when a fire destroyed the office building where we had been generously housed by CTV Ottawa for 11 years. Despite being without formal office space for several months, staff continued to move ahead on several major projects while securing funding for two of our flagship programs: *Media and Race* and *Online Hate* (Justice Canada), and *Young Canadians in a Wired World* research (Office of the Privacy Commissioner of Canada). Results from the new *Young Canadians* research will help to ensure our digital literacy resources reflect the current reality of Canadian students' Internet experiences.

We are particularly thankful for the tremendous support we received from our Chair, Board of Directors and Committee members. We are also grateful to the members of our Strategic Planning Committee for their help



in guiding us through the process of re-visioning MNet so we can meet the educational challenges of the 21st century. Our new vision and mission – which are reflected in this report – will help guide us through the next steps in the process of redefining our organization as our focus increasingly shifts towards digital literacy.

As always, we are extremely grateful to our sponsors, who in 2010 were CTVglobemedia, Canwest, TELUS, Canadian Internet Registration Authority, and the National Film Board of Canada – whose generous financial support make our work possible.

Finally, we wish to thank the wonderful staff at MNet for their commitment to the vision of our organization, and for the passion, intelligence and creativity they bring to everything they produce.

We look forward to celebrating our 15th anniversary in 2011, at which time we will reflect with pride on how much MNet has accomplished in putting media literacy and digital literacy on the public agenda, both at home and abroad. We're honoured to have been associated with the many amazing organizations, companies and individuals who have supported us and believed in our work over the years. With the support from our Board, partners and funders, we'll continue to build on that successful foundation well into the future.

Cathy Wing
Co-Executive Director

Jane Tallim
Co-Executive Director



Media savvy kids and teens...

USE media and digital technologies effectively to connect, play and learn.





Media Awareness Network's vision for Canadian children and teens is that they have the critical thinking skills they need to engage with media as active and informed digital citizens.

To achieve our vision, we:

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





MNet's Web site, www.media-awareness.ca, is one of the world's most comprehensive online sources for media literacy and digital literacy resources. More than 7 million unique users visited the site in 2010 to access the wide range of freely available resources MNet has to offer on media issues that matter to us all. These resources, which are available in French and English, reflect Canadian values and culture, public policy, and education frameworks and are supported by original Canadian research.

"I AM SO IMPRESSED - I'D ALMOST SAY THAT THE MEDIA AWARENESS NETWORK SHOULD BE THE BASIS OF A 'COMPULSORY CREDIT' IN HIGH SCHOOLS. KEEP UP THE GREAT WORK!"

EDUCATOR, ONTARIO

"I LOVE THIS!!!! I LOVE PASSPORT TO THE INTERNET AND SO DO THE CHILDREN, ESPECIALLY GRADES 5, 6, AND 7. THE KIDS CAN'T WAIT FOR THEIR SESSIONS WITH ME. IT HAS BEEN A HUGE BENEFIT AS A TEACHER-LIBRARIAN."

TEACHER-LIBRARIAN, BRITISH COLUMBIA



Educating Parents

We understand that managing the media in children's lives can be a daunting task for parents, who may feel behind their kids in both skills and knowledge. We also recognize that parents need resources that are easily accessible and evidence-based so they can effectively guide their children's online activities. In 2010, we released two resources to help Canadian parents do this.

The e-Parenting Tutorial



In 2010, with support from Bell and the Inukshuk Wireless Learning Plan Fund, MNet launched an interactive online *e-Parenting Tutorial* to help parents better understand and become actively involved in their children's online lives. In this lively tutorial, Alice – a witty and cyber-savvy mom – takes users on a tour of the different Web environments and activities that are popular with kids, while exploring five key themes: homework, inappropriate content, marketing, online relationships and excessive use.

The tutorial, which was launched during Media Literacy Week, is now linked to from more than 2,000 Web sites and blogs. In November, the Department of Education, Culture and Employment of the Northwest Territories launched a territory-wide initiative encouraging students to bring their parents to an *e-Parenting Tutorial* workshop.

This new resource can be found on MNet's Web site at www.media-awareness.ca/e-parenting. Special thanks to development and promotion partners: the Alberta School Councils' Association, The Alberta Library and the Canadian Home and School Federation.

Be Web Aware Web Site Redesign



The *Be Web Aware* Web site was originally developed in 2004 to provide parents with

information on the benefits and risks of the Internet when it comes to children and youth. There have been significant changes in the Web since that time, including the phenomenal growth of social networking, virtual worlds and wireless and mobile technologies. To reflect this new Internet landscape, MNet, with support from Bell, launched a redesigned and enhanced *Be Web Aware* site in March 2010 to coincide with Calgary's Online Safety Week. The new site connects parents with the most up-to-date information, tips and research on what children are doing online.

The *Be Web Aware* philosophy for managing kids' Internet use is an empowering one: *Learn*: understand what your kids do; *Communicate*: keep the conversations happening; and, *Participate*: use the tools and enjoy.

The redesigned site was profiled in the online edition of *Today's Parent* and on the Alberta, Manitoba, British Columbia and Quebec ministries of education Web sites.



HALF A MILLION
USERS ACCESS TALK
MEDIA AND PARLONS
MÉDIAS BLOGS

1,600 FOLLOWERS
ON FACEBOOK AND
TWITTER

OVER 70 INTERVIEWS
WITH NATIONAL
AND REGIONAL
MEDIA INCLUDING
CTVNEWSNET, THE
GLOBE AND MAIL,
CBC'S THE NATIONAL,
AND RADIO-CANADA



Media savvy kids and teens...

UNDERSTAND

and think critically about their media experiences: they know how to maximize the benefits and minimize the risks of living in a digital world.





Empowering Teachers

For the past 14 years, MNet has been a leader in providing Canadian teachers with classroom and professional development resources and programs.

From our free lesson plans, classroom activities, games and blogs to our licensed resources, teachers across the country rely on our tools to help them teach critical media literacy and digital literacy skills.

We work with a variety of partners in the education sector through the development and implementation stages of new resources to ensure our materials are evidence-based, focus tested, aligned with curriculum outcomes and relevant for the end users – students.

In 2010, we developed the following resources, programs and services for the education sector:



MyWorld: A digital literacy tutorial for secondary students

MNet created the *MyWorld* tutorial to complement our popular e-learning tool for elementary students,

Passport to the Internet. This interactive tutorial teaches secondary students key digital literacy skills through four thematically related chapters. Each chapter replicates teens' Internet experiences in a simulated online environment where they can move between search engines, social networking, instant messaging and other sites and services, while learning to manage risks and challenges in the safety of a classroom setting.

MyWorld is MNet's most comprehensive and technically sophisticated digital literacy resource to date. It was made possible through financial contributions from the Inukshuk Wireless Learning Plan Fund and

TELUS. *MyWorld* promotion and development partners are the Ontario Teachers' Federation, Promoting Relationships and Eliminating Violence (PREVNet), and the Ontario Institute for Studies in Education.



Licensed Resources

MNet's popular licensed programs for media literacy and digital literacy are available in schools across Canada in every province and territory (representing 80 per cent of student enrolment). In addition, two large urban library systems with a combined clientele of 5 million people licensed our resources in 2010.

Passport to the Internet continues to be our most popular licensed resource.

This year, in response to requests from teachers, we developed self-directed versions of our *Web Awareness* professional development workshops. These enhanced tutorials, which can be completed at teachers' own pace, are intended to address the decreasing opportunities for board-wide training and the growing need of teachers to be able to manage their own professional development experiences. The *Web Awareness Workshop Series* helps teachers better understand their students' online lives and the issues they may encounter, and provides tips and resources to help students get the most out of living in a digital world.

The *Web Awareness Workshop Series*:



- *Cyberbullying: Encouraging ethical online behaviour*



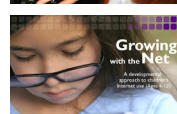
- *Safe Passage: Teaching kids to be safe and responsible online*



- *Kids for Sale: Online privacy and marketing*



- *Fact or Folly: Authenticating online information*



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

Shaking the Movers

In recognition of Universal Children's Day, MNet launched *Shaking the Movers*, a classroom resource on media and children's rights. The teaching unit, in which students examine how the *Convention on the Rights of the Child* relates to their media use, was developed in partnership with the Landon Pearson Centre for the Study of Childhood and Children's Rights, the Canadian Teachers' Federation and UNICEF.

Topic Portal Pages

To improve access to our online media education materials we added a series of comprehensive topic portals to our Lesson Library. By grouping lessons, Teachable Moments, blogs, backgrounders and MNet resources by topic, Canadian teachers can now more easily find classroom resources that meet the curriculum outcomes in their subject areas.



Informing Policy

In 2010, MNet continued its ongoing commitment to developing informed public policy on issues related to media by connecting with all levels of government and relevant stakeholders. As part of our policy activities we submitted a discussion paper on digital literacy to the Government of Canada's consultation on the digital economy, partnered on a series of national consultations on digital literacy, and conducted outreach to industry and government to promote digital literacy as a key priority area in a national digital strategy.

Digital Literacy in Canada: From Inclusion to Transformation

In summer 2010, as part of our participation in the federal government's consultation on the digital economy, MNet submitted the discussion paper *Digital Literacy in Canada: From Inclusion to Transformation*. The paper, which calls for a national plan for digital literacy, urged the federal government to take a leadership role in supporting solutions to create citizens who can use digital technologies to their fullest and think critically about new technologies and content issues.

In addition to ensuring that elected representatives at all levels of government were informed of the discussion paper, copies were sent to ministers of education in all provinces and territories. *Digital Literacy in Canada: From Inclusion to Transformation* was made possible through financial contributions from the National Film Board of Canada and the Information Technology Association of Canada.

OVER 800,000 RESOURCES
DOWNLOADED



Canadian Internet Forum

In fall 2010, MNet worked with the Canadian Internet Registration Authority and the International Institute for Sustainable Development to facilitate a series of consultations on digital literacy and the digital economy. MNet's contributions included the coordination of three consultations on digital literacy in Vancouver, Montreal and Halifax and participation in a national Canadian Internet Forum held in February 2011. The results of these discussions will be included in a paper and presentation to the international Internet Governance Forum in 2011.

BUSIEST WEB TRAFFIC IN
MNET HISTORY: OVER
7 MILLION VISITORS



Outreach

MNet staff shared their expertise in more than 20 experts' forums and conference presentations, including:

- Panel on children's data privacy at the public consultations on consumer privacy hosted by the Office of the Privacy Commissioner of Canada;
- Forum on Internet hate at the *Conference on Combating Antisemitism*, hosted by the Inter-parliamentary Coalition to Combat Antisemitism;
- Panel on digital literacy at *Canada 3.0: Defining Canada's digital future*;
- Plenary session on body image and the media at Mount Saint Vincent University's national conference *Breaking the Mold, Breaking the Silence*.





Media savvy kids and teens...

CREATE

and communicate effectively and responsibly using all kinds of media.







Partnering for Media Literacy

Much of MNet's work is made possible through a variety of research, funding and development partnerships. In particular, we have been thrilled by the growing number of organizations who have worked with us over the years to promote and support media literacy and digital literacy as collaborators and sponsors of Media Literacy Week.

Media Literacy Week 2010

In 2010, MNet and the Canadian Teachers' Federation joined forces once again to host our fifth Media Literacy Week, which took place November 1-5. The theme was *Gender and Media* and more than 40 organizations joined in as collaborators. All in all, thousands of participants marked the week in events that took place across the country.

The focal point of the week was a national conference on body image hosted by Mount Saint Vincent University. The sold-out event brought together researchers, educators, community activists, artists and youth to explore issues relating to body image and media representation.

This year also saw two ministries of education – Northwest Territories Department of Education, Culture and Employment and Manitoba Education – host large scale events involving participants from across their territory and province.

In addition to our collaborators, Media Literacy Week 2010 could not have taken place without the financial support of its sponsors. Sponsors were YouTube (Gold), Bell (Silver), Ontario English Catholic Teachers Association (Bronze), and Associate sponsors TELUS, Manitoba Teachers' Society, Newfoundland and Labrador Teachers' Association, Nova Scotia Teachers Union and the Entertainment Software Association of Canada.

Leading up to Media Literacy Week 2010 and throughout November, numerous school-based activities, and more than 30 public events, in support of media literacy occurred across Canada. Highlights included:

- Fall 2010 — Montreal, Quebec — Atwater Digital Literacy Project offered a series of free workshops on gender and media literacy for schools and community groups.
- October 19 — Ottawa, Ontario — Youth Canada Association and Nepean High School hosted a Town Hall meeting to provide parents and community members insight on the usage and impact of social media on teens.
- October 23 — Toronto, Ontario — The Ontario Institute for Studies in Education hosted their first media literacy conference. The conference connected the classroom to the world and explored the media and pop culture interests of young people today.
- November 2 — Toronto, Ontario — In partnership with the Toronto International Body Image Film and Arts Festival, the National Film Board's Mediatheque launched the four-part Body Series with a hands-on workshop and discussion for educators.





- November 3-4 — Montreal, Quebec — The Montreal English School Board organized its annual student career fair around the week's theme *Gender and Media* and invited elite female athletes now working in broadcasting to speak to the students.



- November 1-3 — Montreal, Quebec — Girls Action Foundation, through its Girls Club programming at an elementary school and a high school in Montreal, held media literacy workshops on the topic of social media.
- November 4 — Winnipeg, Manitoba — Manitoba Education, Manitoba Teachers' Society, and Manitoba Association of Computing Educators invited students to present their thoughts and feelings about gender portrayals in media. The students issued challenges to media to create more realistic portrayals of men and women and to students to share their thoughts through the *Blurred Images* Web site.
- November 4 — Edmonton, Alberta — Alberta Association for Media Awareness, in cooperation with the University of Alberta's Faculty of Education and the Canadian Multicultural Foundation, screened the National Film Board of Canada film *Kainayssini Imanistaisiwa: The People Go On*.

- November 5 — Vancouver, British Columbia — The Entertainment Software Association of Canada invited female secondary students to join Electric Playground's Briana McIvor and other women from Vancouver's video game industry for a discussion about girls and video games.



- November 5 — Vancouver, British Columbia — Media Democracy Day: More than 3,000 people took part in this day of debate, discussion, celebration and community building, held at the Vancouver Public Library.





Collaborators

Thanks to all the organizations and people who worked with us in 2010 to champion media literacy and digital literacy in their communities.

- Alberta Association for Media Awareness
- The Alberta Library
- Alberta School Councils' Association
- Access to Media Education Society
- Youth Media Alliance (formerly Alliance for Children and Television)
- Association for Media Literacy
- Atwater Library and Computer Centre
- British Columbia Association for Media Education
- Canadian Association for Media Education Organizations
- Canadian Child Care Federation
- Canadian Home and School Federation
- Canadian Multicultural Education Foundation
- Canadian Network for Innovation in Education
- Canadian Teachers' Federation
- Catholic School Parents Association (Ottawa)
- CITIZENShift
- Concerned Children's Advertisers
- Crofton House School
- The Director's Cut
- Dr. Valerie Steeves, Associate Professor, Department of Criminology, University of Ottawa
- English Montreal School Board
- Faculty of Education, McGill University
- Faculty of Education, University of Alberta
- Girls Action Foundation
- Government of the Northwest Territories, Department of Education, Culture and Employment
- Inukshuk Wireless Learning Plan Fund
- Justice Canada
- Landon Pearson Centre for the Study of Childhood and Children's Rights
- Lighthouse Media Group
- London Public Library
- Manitoba Education
- Media Democracy Day
- Media Education Working Group, Centre for Media and Culture in Education, University of Toronto
- Mount Saint Vincent University
- National Eating Disorder Information Centre
- National Film Board of Canada (Montreal CineRobotheque)
- National Film Board of Canada (Toronto Mediatheque)
- New Brunswick Ministry of Education
- Northwest Territories Teachers' Association
- Office of the Privacy Commissioner of Canada
- One Day on Earth
- Ontario Library Association
- Ontario Institute for Studies in Education, University of Toronto
- Ontario Teachers' Federation
- Pacific Cinémathèque
- Prime Minister's Awards for Teaching Excellence
- PREVNet
- Reel Youth
- Safe Online Outreach Society
- Segal Centre for Performing Arts
- Shaw Communications Inc.
- Simon Fraser University
- UNICEF
- University of Guelph - Media Education Project
- YOUCAN
- West Island Youth Action



Our Team

Cathy Wing, Co-Executive Director
Jane Tallim, Co-Executive Director
Skye Cameron, Office Administrator
Rodney Doddridge, Web Manager
Diane van Rens, Web Manager
Emmanuelle Erny-Newton, Media Education Specialist
Véronique-Marie Kaye, Media Education Specialist
Lynn Huxtable, Director, Corporate Affairs
Julie Jenkins, Accountant
Matthew Johnson, Director of Education
Julia Ladouceur, Project Manager
Ann Marie Paquet, Communications Officer

MNet Volunteers

Many thanks go out to the dedicated volunteers who have lent their tremendous passion and expertise to help develop MNet resources in 2010, including:

Anton van Hamel
Dan Tremblay
Alexandre Vlad
Katie MacDonald
Maya Shoucair





Board of Directors and Committees

In 2010, MNet extended its appreciation to retired Board Member Terry Young and retired Observers Rick McQuaig and Karen McKinnon.

Executive Committee

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

Vice-Chair

Suzanne Morin
Assistant General Counsel, Regulatory Law and Policy
Bell Canada

Vice-Chair

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Senior Fellow, Faculty of Information Studies
University of Toronto

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Staff Psychiatrist, Division of Child Psychiatry
Toronto Hospital for Sick Children

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Serge Carrier

Coordinator, Business Development
Société de formation à distance des commissions
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Nancy's Chair in Women's Studies
Mount Saint Vincent University

Mary-Lou Donnelly

President
Canadian Teachers' Federation

Jacob Glick

Canada Policy Counsel
Google Inc.

Clarence Lochhead

Executive Director
Vanier Institute of the Family

Craig McTaggart

Director, Broadband Policy
TELUS Communications Company

Tom Perlmutter

Government Film Commissioner and Chairperson
National Film Board of Canada

Mark Sikstrom

Executive Producer
CTV News Syndication and CTV.ca

Carolyn Wilson

President
Association for Media Literacy

Eric Estabrooks

President
Canadian Association of Principals

Official Observers

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Canadian Radio-television and Telecommunications
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Broadcasting and Digital Communications Branch
Canadian Heritage

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Education, Culture and Employment

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Faculty of Education
McGill University

Mary-Lou Donnelly

President
Canadian Teachers' Federation

Phil McRae

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Alberta Teachers' Association

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Educator

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Director of Finance
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Supervisor, Broadcast Investments
ZenithOptimedia

Gabrielle Free

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Cinéflix

Denny Alexander

Media and Communications Manager
Teletoon Canada

Jill Javet

Director, Corporate Relations
TV Ontario

Aubray Lynas

Marketing Director, Kids Television
Corus Entertainment Inc.

Deborah Wilson

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Astral Television Networks

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Mount Saint Vincent University

Jacob Glick

Canada Policy Counsel
Google Inc.

Clarence Lochhead

Executive Director
Vanier Institute of the Family

Tom Perlmutter

Government Film Commissioner and Chairperson
National Film Board of Canada

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Susan Johnston

Senior Policy Advisor
Telecommunications Policy Branch
Industry Canada

Warren Cable

Vice-President, FPinfomart and e-Commerce
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Dr. Michael Hoechsmann

Faculty of Education
McGill University

Wendy Newman

Senior Fellow, Faculty of Information Studies
University of Toronto

Craig McTaggart

Director, Broadband Policy
TELUS Communications Company



Sponsors

Benefactor



Benefactor / Founding Sponsor



Silver Sponsors



Associate Sponsor



Founding Sponsor



R&D Partner





Independent Auditors' Report

To the Members of the Media Awareness Network Canada:

Report on the Financial Statements

We have audited the accompanying financial statements of Media Awareness Network Canada, which comprise the statement of financial position as at December 31, 2010 and the statements of changes in net assets, revenue and expenses and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Auditors' Responsibility

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 comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

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

We believe that the audit evidence that we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of Media Awareness Network Canada as at December 31, 2010 and of its financial performance and its cash flows for the year then ended in accordance with accounting principles generally accepted in Canada

Ottawa, Ontario, Canada
April 11, 2011

WATSON FOLKINS COREY LLP
Chartered Accountants / Licensed Public Accountants



Financial Summary

December 31, 2010

	12 months Ending December 31, 2010	12 months Ending December 31, 2009
ASSETS		
Current Assets	395 595	566 627
Capital Assets	34 906	18 913
Deposit Certificates	184 918	184 488
	<u>615 419</u>	<u>770 028</u>
LIABILITIES		
Current Liabilities	46 299	21 158
Deferred Revenue	163 201	397 275
	<u>209 500</u>	<u>418 433</u>
NET ASSETS		
Unrestricted	405 919	271 143
Restricted	0	80 452
	<u>405 919</u>	<u>351 595</u>
	<u>615 419</u>	<u>770 028</u>
REVENUE		
Benefactors	221 433	221 424
Contribution Agreements	216 024	111 023
Sponsorships	82 000	63 250
Sales and Licences	367 600	262 975
Donations and In-Kind Contributions	57 835	76 749
Others	10 447	12 408
	<u>955 339</u>	<u>747 829</u>
EXPENDITURES		
Programs	239 774	78 611
Administration	57 666	85 614
Salaries and Benefits	603 676	574 227
	<u>901 116</u>	<u>738 452</u>
	<u>54 223</u>	<u>9 377</u>
NET REVENUE		