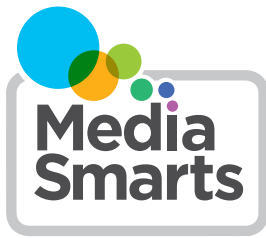




Annual Report 2013





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Charitable Registration No: 89018 1092 RR0001


 mediasmarts  mediasmarts mediasmarts.ca

WHO WE ARE

MediaSmarts is a Canadian not-for-profit charitable organization for digital and media literacy. Our vision is that children and youth have the critical thinking skills to engage with media as active and informed digital citizens.

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Media Literacy 101

Take a minute to learn about the key concepts of media literacy and how they're a useful tool for examining mass media and popular culture. Whenever you see this symbol,  click to watch a short engaging video.

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DEAR FRIENDS AND SUPPORTERS:

After the launch of our MediaSmarts brand in 2012, our focus in 2013 shifted to building and promoting our newly-minted organization. We are happy to say that a year later our hard work continues to pay off, with our new website seeing a 36 percent increase in traffic – and continuing to grow; the launch of our most successful Media Literacy Week to date; and the attracting of many new supporters and partners.

4 An interesting part of our rebranding process was the opportunity to really focus on who we are and what we do. The structure of this year’s annual report reflects the sum of that process and our continuing commitment to empowering children and youth to become active, engaged and informed digital citizens; supporting families with trustworthy and practical information; expanding knowledge on how children and youth are using and benefiting from technology; and sharing our expertise with schools, libraries, and the wider community.

One of the biggest challenges today is keeping up with a digital media landscape that is constantly evolving, and a generation of youth who are twenty paces ahead of adults when it comes to experiencing – and driving – the platforms and devices that define digital society. Chances are that by the time adults catch up with the “next big thing” and the issues relating to its use, the kids have moved on, and that has huge ramifications for policy responses, which move at a much slower pace.

How best, then, can we support young people in their online lives? We believe the first step is grounded in

listening to Canadian children and teens. Building on our 2012 focus group findings from *Young Canadians in a Wired World study*, we conducted a national student survey in 140 schools across the country in 2013. The survey findings will be released over the course of 2014 in several themed reports. This research is essential to ensuring that our work responds to the needs and issues that resonate most deeply with Canadian youth and to inform the development of our digital literacy resources over the next few years.

Initial findings paint a fascinating picture of the complexity of the online lives of Canadian children and teens. One of the biggest changes since the survey was last conducted in 2005 is the proliferation of mobile devices, such as tablets, smartphones and MP3 players, which give youth constant – and often unsupervised – online access. The other big change is the growth in social networking (even among children too young to register). Many of the sites that now dominate the list of students’ top 10 favourites – Facebook, Twitter, Instagram, Tumblr and Minecraft – were barely on the horizon, or didn’t exist, in 2005. The findings point to a greater need for parents and teachers to educate young people about the issues around online socializing, sharing and privacy.

If we are going to adequately prepare young people for digital life, we must also ensure they have the necessary skills for tomorrow’s workforce. To that end, we worked with the Information and Communications Technology Council (ICTC) to lay the groundwork for a national symposium on youth and digital skills which took place in Ottawa in February 2014. The event brought together leaders in industry, education and government to explore ways to help youth acquire the sophisticated skills which are needed for digital society and the workplace.

Initiatives like this illustrate the importance of partnerships and collaboration if we are to properly educate and equip young people. In fact, the success of our organization throughout its near 20-year history has been built on the support we have received from companies, government departments, academic institutions and organizations that, like us, are committed to ensuring that children and youth have the critical skills they need for their 24/7 media world. Every year in our annual report we highlight the many projects we have developed with our partners, but this can never fully reflect our deep appreciation for the passionate and talented people within these organizations whom we have had the privilege to work with.

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In 2013, we were honoured to partner on initiatives with PREVNet, Kids Help Phone, Canadian Teachers' Federation, Companies Committed to Kids, Facebook, the University of Ottawa, the Office of the Privacy Commissioner of Canada, the Alberta Teachers' Association and the more than 100 collaborators in Media Literacy Week.

Our sponsors and benefactors – Bell, Shaw, CIRA, Rogers, TELUS, Google, Copyright Collective of Canada, National Film Board of Canada and Symantec – provided essential funding in 2013 for our ongoing work of developing digital and media literacy resources and programs for homes, schools and communities. In addition, we worked on several innovative digital literacy initiatives in partnership with specific sponsors, which we have highlighted in this report. We are grateful to all our supporters for their ongoing commitment to our organization and Canadian families and youth.

We also wish to thank our exceptional Board of Directors, whose members provide countless hours supporting and advising staff to ensure that MediaSmarts is effectively fulfilling its mission and vision. These dedicated individuals – many of whom have been with us for over a decade – bring important perspectives from government, industry, education and the not-for-profit sector to the boardroom table. In addition, we have many community members who sit on our advisory committees providing valuable expertise in areas where we require assistance. We are grateful to all these individuals for their important contributions to MediaSmarts.

We are extremely proud of our talented and hard-working staff who produce and disseminate the high-quality resources and innovative programs used in thousands of homes and classrooms across Canada and around the world. Testimonials to the effectiveness and relevance of these digital and media literacy materials are highlighted throughout this report.

As we continue to analyse the rich data collected in our survey of youth over the coming year, we look forward to sharing what we learn with leaders in academia, education, government and industry. Through this knowledge mobilization, we can work together to create effective, evidence-based programs and policies to support and prepare young Canadians for digital life.

Craig McTaggart
Chair

Cathy Wing
Co-Executive
Director

Jane Tallim
Co-Executive
Director





Media have commercial implications Did you know? The objective behind most media productions is profit and there is a relatively small number of companies that control the media we consume.



EMPOWERING CHILDREN AND YOUTH

Through our programs, we teach young Canadians to be active, engaged and informed digital citizens.

MEDIA MINUTES

MediaSmarts partnered with Companies Committed to Kids to develop a suite of videos to help teachers introduce five key concepts of media literacy to elementary students. Each video is accompanied by a classroom lesson plan that reinforces the main themes and helps students apply what they've learned. The engaging videos are also great conversation starters for the home when parents co-view with their kids.

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THINK BEFORE YOU SHARE GUIDE

The *Think Before You Share* guide was

produced by MediaSmarts and Facebook to teach teens how to share safely, wisely and ethically when online. The guide and an accompanying poster are available on the MediaSmarts site, Facebook Safety Centers and the Government of Canada's Get Cyber Safe site. Facebook is currently planning on releasing the guide internationally in several languages.

TELUS WISE FOOTPRINT SITE

TELUS WISE footprint is a website designed to help tweens and teens learn how to keep their digital footprint clean and to be good digital citizens. Working with TELUS, MediaSmarts developed many of the resources available on the site including: videos and quizzes for an online certification program; comic books (also available in hard copy); and classroom discussion guides.



Jane Tallim participates in a panel discussion on cyberbullying at the TELUS WISE footprint launch event in Vancouver, October 2013

“The resources on MediaSmarts are very thought-provoking and timely!” – School board curriculum facilitator, Ontario

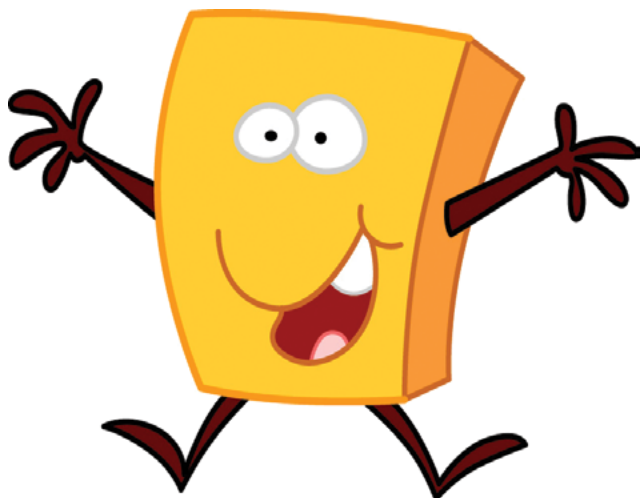
SUPPORTING FAMILIES

We understand how difficult it is for parents to manage media in the home and to keep up with the constant changes in digital technologies. Our goal is to provide families with trustworthy and practical information.

CO-CO'S ADVERSMARTS

Co-Co's *AdverSmarts* is an interactive game that helps kids ages 7-9 understand marketing practices in virtual worlds. In 2013, we updated Co-Co to respond to the technological needs of our users by releasing HTML5 and mobile app versions for both iOS and Android.

8 Previously only available in English, we developed the game in French for all platforms and produced complimentary teacher's guides in English and French.



PARENT TIP SHEETS

1. *Promoting Ethical Online Behaviours with Your Kids* gives parents of middle school-aged children information on various ethical issues relating to kids' online activities.
2. *Teaching Your Children Safe Surfing Habits* offers strategies to help children find videos, games and other entertainment online, while protecting them from exposure to inappropriate, unwanted and illegal content.
3. *Getting the Goods Ethically* features tips to help tweens and teens make better choices about how they access and use online content like music, games and videos.

CIRA CYBER SECURITY QUIZ

In partnership with the Canadian Internet Registration Authority (CIRA), we marked Cyber Security Awareness Month with the launch of the *How cyber-savvy are you?* Cyber Security Quiz. This quiz, which helps consumers determine how much they know about their online safety, is a companion to the popular cyber security tip sheets we have developed with CIRA.

EXPANDING KNOWLEDGE

We are dedicated to understanding how children and youth are using and benefiting from technology through our *Young Canadians in a Wired World* research. Since 2000, we've surveyed more than 17,000 students to learn about their online experiences.



YOUNG CANADIANS IN A WIRED WORLD: PHASE III

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MediaSmarts' research project *Young Canadians in a Wired World* (YCWW) is the most comprehensive and wide-ranging study of children's and teens' Internet use in Canada. Phase I and Phase II of this ongoing research project were conducted in 2001 and 2005. In 2011, MediaSmarts launched Phase III with qualitative research comprising interviews with teachers and focus groups with children, teens and parents, followed by a national survey in February 2013.

5,436 Canadian students in grades 4-11 in
10 provinces and three territories

41% boys, **46%** girls, 13% no indication

126 English, **14** French

140 schools in **51** school boards

A series of seven reports which draw on the extensive data collected through the survey will be released throughout 2014. The survey findings provide some of the only national data available on topics of importance to policy makers, educators and parents, including: young people's use of mobile devices; favourite websites and social networking platforms; online behaviours such as cyberbullying, sexting and privacy protection; and how students are learning and applying digital literacy skills.

The survey was funded by the Office of the Privacy Commissioner of Canada, the Canadian Internet Registration Authority and the Alberta Teachers' Association.

“Your research helped us tremendously. We're very aware of the shift to digital media usage over traditional information sources and the implications for our services as well as learning and literacy objectives for our community.” – Community Outreach Librarian, British Columbia

RESEARCH PARTNERSHIPS

MediaSmarts is a partner in several research projects relating to young people and media, including:

- *The eGirls Project*, at the University of Ottawa, which explores the ways in which girls and young women incorporate digital media, and in particular social media, into their lives.
- *Children's DIY Media Project* on children's participation in online creative cultural practices led by the University of Toronto.

12 **MediaSmarts is a national leader in bringing research to practise on critical issues facing the role of children and youth and technology. Through our partnership, we have co-created research projects and knowledge mobilization resources, and worked actively to engage youth at the forefront of our activities."**

– Wendy Craig, Scientific Co-Director, PREVNet

Audiences negotiate

meaning Did you know?

Different people perceive media in different ways depending on their personal experiences, background, perspectives, likes and dislikes.



SHARING OUR EXPERTISE

We work closely with schools, libraries and community groups to create bilingual resources on important media topics affecting children and youth, including cyberbullying, stereotyping, marketing, media violence, body image, online safety, privacy and online hate.

MEDIA LITERACY WEEK 2013:

WHAT'S BEING SOLD? HELPING YOUTH MAKE SENSE OF MARKETING MESSAGES

Media Literacy Week (MLW) is an annual event presented by MediaSmarts and the Canadian Teachers' Federation to promote digital and media literacy education in Canadian homes, schools and communities. The eighth Media Literacy Week was held November 4-8, 2013 under the theme of marketing and consumerism.

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700,000+ web impressions

Over 100 collaborators and participants

40+ major events

Hundreds of individual activities (in schools, libraries and community centres)

Thousands of participants across Canada and internationally (Nepal, Belgium, U.S., Brazil)

“I’m glad to see our kids being media literate in this day and age. We look forward to a really fantastic future going forward.” – Hon. James Allum, Manitoba Minister of Education and Advanced Learning

MediaSmarts’ activities included:



- **Panel discussion** on marketing and consumerism at the Canadian Museum of Nature in Ottawa. Over 120 students from across Canada participating in the Encounters with Canada program attended the event. A group of Yukon students also joined in the discussion via videoconferencing.
- **“k12media” tweet chat** for teachers focused on marketing and consumerism.
- **Online panel discussion** about advertising to kids with marketing industry professionals, in partnership with the U.S.-based National Association for Media Literacy Education.
- **Webinar** for educators on the *Media Minutes* classroom program produced with Companies Committed to Kids.

LICENSED DIGITAL LITERACY PROGRAMS

MediaSmarts’ professional development and classroom programs for digital literacy are available through licensing arrangements to provincial and territorial departments of education, library systems, school districts and boards, post-secondary institutions and individual schools. The programs are updated annually to reflect new research and emerging trends and issues relating to digital media. Because of their currency and relevance, many education jurisdictions have held licences for these programs for several years. These include:

15 year licensee: Yukon Department of Education

14 year licensee: New Brunswick Department of Education

12 year licensee: Nunavut Department of Education

10 year licensee: Alberta Education

10 year licensee: Northwest Territories Department of Education

7 year licensee: Ontario Ministry of Education

“In my classes, I use *Allies & Aliens* from MediaSmarts to help students recognize the dangers of relying on a single source for information, how to identify bias and prejudice in the media, and peaceful ways to address injustice. Students enjoy working with each other to uncover what’s “really going on,” which is not only a useful skill for examining information at school, but also in the real world!” – Grade 5 teacher, British Columbia

MEDIASMARTS’ LICENSED PROGRAMS ARE AVAILABLE IN:

Approximately 10,000 schools

64% of Canadian schools

73% of student enrolment

17 of the 20 largest school districts in the country

Eight provincial/territorial licences



CLASSROOM RESOURCES AND PROGRAMS

Let's Talk: Finding Reliable Mental Health Information and Resources

The *Let's Talk* pilot program is being developed in partnership with Kids Help Phone and funded by Bell. The program helps students in grades 7-10 better understand media's influence on our understanding of, and attitudes towards, mental health and mental illness; develop skills for finding authoritative sources of mental health information on the Internet; and cultivate safe and effective help-seeking behaviours for mental health issues. The project is being evaluated in several schools in Ontario and Quebec and will be launched in 2014.



Stay on the Path: Teaching kids to be safe and ethical online

The *Stay on the Path* program was developed to promote and encourage ethical

online behaviours with young people. Launched in October 2013 to mark Cyber Security Awareness Month, the program includes a four-lesson unit on search skills and critical thinking; a self-directed tutorial that examines the moral dilemmas that kids face in their online activities and provides strategies for helping youth deal with them; and tip sheets for parents on helping kids make safe and ethical online decisions. The response to *Stay on the Path* has been overwhelmingly positive and it is a featured resource on the PREVNet website. Financial support for *Stay on the Path* was provided by the Copyright Collective of Canada.

COLLABORATIONS

MediaSmarts joined with the Information and Communications Technology Council (ICTC) in 2013 to plan a youth and digital skills symposium which was held on February 10, 2014. The goal of the event was to advance the cause of digital literacy skills development with leaders in government, industry and education.

MediaSmarts partnered with the Canadian Internet Registration Authority (CIRA) on a tweet chat to discuss the future of television in Canada as part the CRTC's *Let's Talk TV* public consultation.

Media are constructions

Did you know? The media combines carefully crafted elements to engage specific audiences to achieve specific outcomes.

WORKING TOGETHER

OUR TEAM

Cathy Wing, Co-Executive Director
Jane Tallim, Co-Executive Director
Skye Cameron, Office Administrator
Lynn Huxtable, Director, Corporate Affairs
Julie Jenkins, Accountant
Matthew Johnson, Director of Education
Julia Ladouceur, Project Manager
Thierry Plante, Media Education Specialist
Maya Shoucair, Communications Officer
Diane van Rens, Web Manager

EXECUTIVE COMMITTEE

Craig McTaggart (*Chair*)
Director, Broadband Policy
TELUS Communications Company

Suzanne Morin (*Vice-Chair*)
General Counsel, Regulatory and Privacy Chief
Bell Aliant

Serge Carrier (*Vice-Chair*)
Director, Business Development
Société de formation à distance des commissions
scolaires du Québec (SOFAD)

Susan Bower (*Treasurer*)
Vice-President, Business Operations
Boys and Girls Clubs of Canada

Dr. Arlette Lefebvre (*Member-at-large*)
Psychiatrist, Division of Child Psychiatry
The Hospital for Sick Children

BOARD OF DIRECTORS

Bill Abbott
Senior Counsel, Regulatory Law
Bell Canada

Jameel Aziz
President
Canadian Association of Principals

Mary Cavanagh
Assistant Professor, School of Information Studies
University of Ottawa

Kristine Collins
Head, Institutional and Educational Markets, Accessibility
and Digital Enterprises
National Film Board of Canada (NFB)

David Fowler
Director, Marketing and Communications
Canadian Internet Registration Authority (CIRA)

Michael Hoechsmann
Associate Professor and Chair of Education Programs
Lakehead University

Jean LaRose
President and CEO
Aboriginal Peoples Television Network (APTN)

Colin McKay
Global Public Policy
Google Inc.

Rita Shelton Deverell
Independent Producer; Adjunct Professor
Mount Saint Vincent University

Mark Sikstrom
Executive Producer
Product & Technology Innovation
CTV News

Carolyn Wilson
Canadian Representative for MENTOR
The International Media Education Association

Dianne Woloschuk
President, Canadian Teachers' Federation (CTF)

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OFFICIAL OBSERVERS

Josie Brocca
Acting Director, Digital Adoption Directorate
Industry Canada

Claude Doucet
Deputy Director General Strategic Communications
Communications Branch
Canadian Heritage

Duncan Cass-Beggs
Director, Learning Policy Directorate
Strategic Policy and Research Branch
Human Resources and Skills Development Canada

Nanao Kachi
Director, Social and Consumer Policy
Policy Development and Research
Canadian Radio-television and Telecommunications
Commission (CRTC)

COMMITTEE MEMBERS AND VOLUNTEERS

Alan Bent, Financial Consultant
Aubray Lynas, Corus Entertainment
Erika Kramer, TVO
Jeff Phaneuf, CBC
Jeff Rohrer, TVO
Mark Buell, CIRA
Monika Ille, Aboriginal Peoples Television Network
Rosario Ramirez Calva, Student

INDEPENDENT AUDITOR'S REPORT

To the Members of MediaSmarts

Report on the Financial Statements

I have audited the accompanying financial statements of MediaSmarts, which comprise the statement of financial position as at December 31, 2013 and the statements of changes in net assets, operations 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 Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or

error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

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

Opinion

In my opinion, these financial statements present fairly, in all material respects, the financial position of MediaSmarts as at December 31, 2013 and of its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

RAY FOLKINS, CPA, CA
Chartered Professional Accountant/
Licensed Public Accountant

Ottawa, Ontario
April 11, 2014

FINANCIAL SUMMARY for the year ending December 31, 2013

ASSETS

	\$ 2013	\$ 2012
Current Assets	1,099,232	1,256,293
Capital Assets	19,934	15,405
	1,119,166	1,271,698

LIABILITIES

Accounts Payable and Accrued Liabilities	42,491	49,642
Deferred Revenue	321,691	612,237
	364,182	661,879

NET ASSETS

Unrestricted	754,984	609,819
	754,984	609,819
	1,119,166	1,271,698

REVENUE

Sponsorships	219,254	132,165
Benefactors	221,433	221,424
Contributions	272,658	176,697
Licences	414,291	404,356
Donations and In-Kind Contributions	15,894	86,985
Other	19,243	26,614
	1,162,773	1,048,241

EXPENSES

Administration	121,607	132,348
Programs	223,205	157,334
Salaries and Benefits	672,796	631,172
	1,017,608	920,854

NET REVENUE

	145,165	127,387
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Committed to
helping young
Canadians get the
most out of media

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2013 SPONSORS

Gold



Silver



Founding Sponsor / Donor



Associate Sponsors



Benefactors

