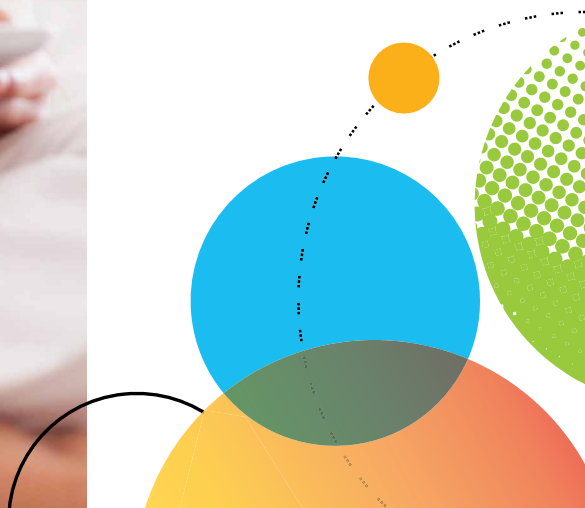


**ANNUAL
REPORT
2014**

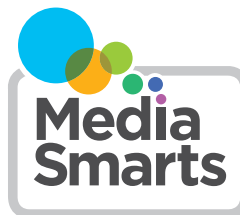


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WHO WE ARE

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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1-800-896-3342

mediasmarts.ca / info@mediasmarts.ca

Charitable Registration No: 89018 1092 RR0001

 twitter.com/mediasmarts

 facebook.com/mediasmarts

SOCIAL REACH



- **3.6 million** page views / **1.2 million** unique users



- **7,500+** followers / MediaSmarts trended on Twitter **3x** in 2014
[<http://www.twitter.com/mediasmarts>]



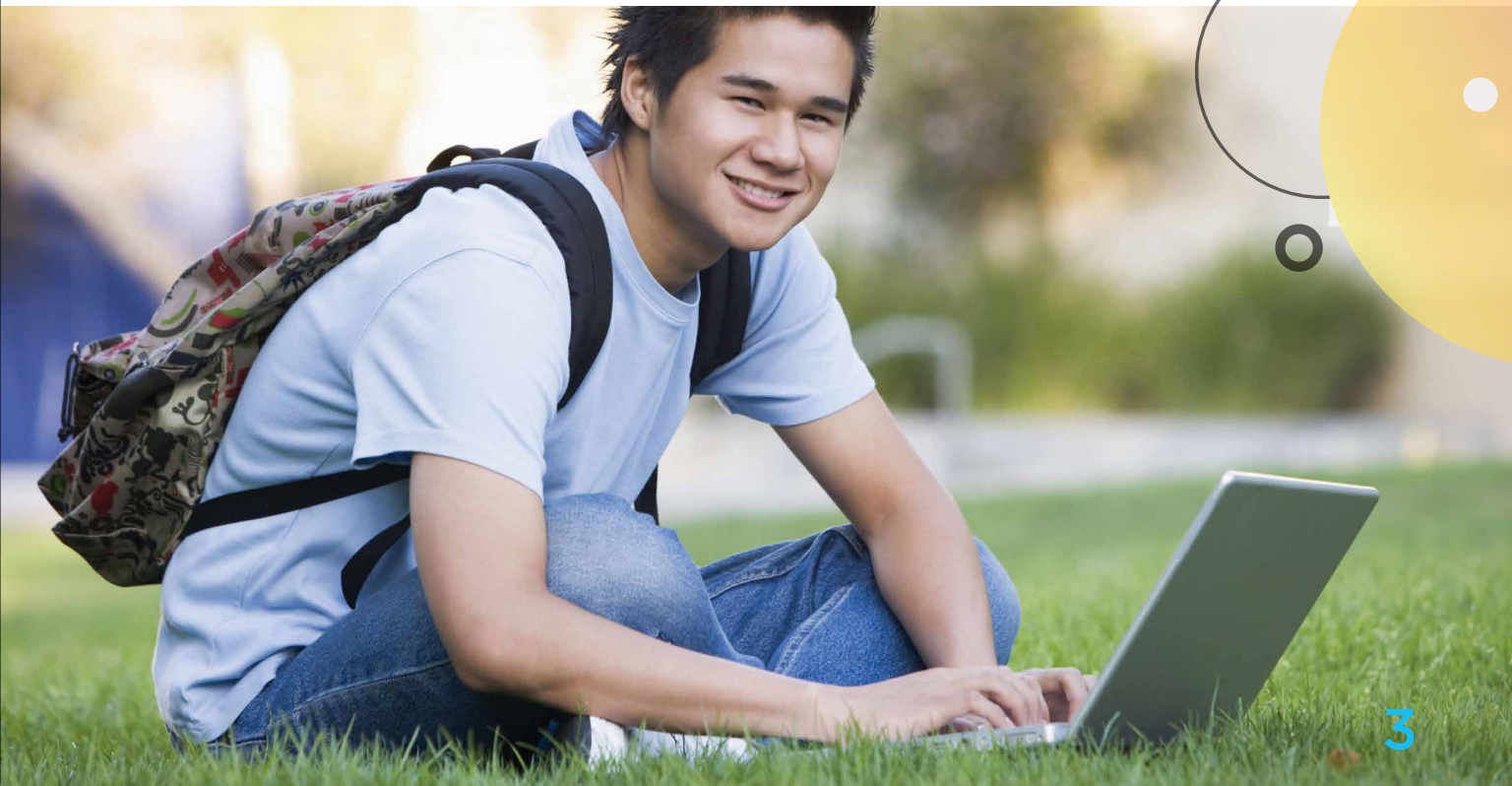
- **3,500+** likes / Over **10,000** shares in 2014
[<http://www.facebook.com/mediasmarts>]



- **100,000+** views on our videos
[<http://www.youtube.com/mediaawareness>]



- **150,000+** views on our slideshows



DEAR FRIENDS AND SUPPORTERS:

DIGITAL NATIVES; TECH SAVVY; NARCISSISTIC; INNOVATIVE; MEAN. THERE ARE A LOT OF ASSUMPTIONS OUT THERE ABOUT KIDS ONLINE, BUT THE LABELS WE USE ARE OFTEN MISLEADING AND OUT OF STEP WITH WHAT YOUNG PEOPLE ARE ACTUALLY DOING WITH NETWORKED TECHNOLOGIES. TAKE, FOR EXAMPLE, THE ADAGE THAT SINCE YOUNG PEOPLE POST “EVERYTHING” ON SOCIAL MEDIA, THEY DON’T CARE ABOUT PRIVACY. FROM THE FIRST TIME WE STARTED SURVEYING SOCIAL MEDIA USE IN 2000, MEDIASMARTS’ *YOUNG CANADIANS IN A WIRED WORLD* STUDIES HAVE CONSISTENTLY FOUND THE OPPOSITE TO BE TRUE. THAT’S WHY WE DO OUR RESEARCH, TO TAKE A SNAPSHOT OF WHAT CANADIAN CHILDREN AND YOUTH ARE DOING AND THINKING TO GET A BETTER UNDERSTANDING OF HOW NETWORKED TECHNOLOGIES AFFECT THEIR DAILY LIVES.

In 2014, MediaSmarts released six reports drawn from the latest *Young Canadians in a Wired World* (YCWW) research. Through a national survey conducted with 5,436 students in grades 4 through 11, we explored the important role of the Internet in young Canadians’ lives: their attitudes about privacy, digital permanence, online marketing and digital literacy, and their exposure to online bullying, sexting and offensive content. (The study provided the largest sample to date on cyberbullying and sexting activities among Canadian youth.)

The response to the research was overwhelming: staff fielded more than 150 media interviews and responded to requests to present the findings at 35 events in Canada and abroad.

The research opened a window into the social and connected lives of Canadian children and teens, and leveraging the findings to inform education policy, programs and interventions will be the focus of our work for some time to come. Updating our own digital literacy resources with the new data was a challenging task we undertook in 2014. Staff spent several months ensuring our lesson plans, workshops, guides and tip sheets reflected the new YCWW findings.

The important role of parents in young people’s online lives was a key message that emerged from this round of research. To help parents guide their children, we worked on a number of resources with industry partners including an Internet

safety guide for the *TELUS Wise program*, a *Parents' Guide to Instagram* and tip sheets on ethical online use. To directly target youth, we created guides focusing on rights and responsibilities of media use, and we partnered with the marketing agency OgilvyOne to launch the pro-bono online campaign *Cyberbullying is Still Bullying* targeting youth through Twitter.

Partnerships with like-minded organizations enabled us to reach more families, teachers and policy-makers last year. We were grateful to have the opportunity to work with old friends and new ones including the Canadian Teachers' Federation (CTF), the Canadian Internet Registration Authority (CIRA), Canadian Women's Foundation, Kids Help Phone, Canadian Digital Policy Forum and the Information and Communications Technology Council (ICTC), among many others.

We wish to thank those companies that generously sponsored MediaSmarts in 2014. Without their exceptional support we would not be able to continue to make our core education and awareness programs freely available to all Canadians. Thank you to Bell, Shaw, Google, TELUS, Rogers, the Copyright Collective of Canada, the National Film Board of Canada and Symantec.

We would like to personally thank the organization's staff for their dedication and

hard work this year, as always, particularly in light of the achievement of releasing six different YCWW reports in 2014. Our organization is also fortunate to have the ongoing support of a diverse Board of Directors drawn from the fields of education, government and private industry. These individuals provide valued advice and promote the interests of MediaSmarts within their respective spheres of activity and beyond.

2016 will mark MediaSmarts' 20th anniversary. As we approach this milestone we are gratified that our work is more relevant than ever. With our original mandate having expanded from media literacy to embrace digital literacy, most Canadians now recognize the critical importance of teaching young people essential digital skills while helping them understand their rights and responsibilities in a digital world. We look forward to continuing to ensure young people have the skills they need to thrive, innovate and contribute positively to Canadian society.

Craig McTaggart, Chair
Cathy Wing, Co-Executive Director
Jane Tallim, Co-Executive Director

YOUNG CANADIANS IN A WIRED WORLD

[<http://mediasmarts.ca/ycww>]

The Young Canadians in a Wired World (YCWW) research project 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 study were conducted in 2001 and 2005. In 2011, we launched Phase III with qualitative research comprising interviews with teachers and focus groups with children, teens and parents, followed by a classroom-based national survey in 2013.

After a careful analysis of the data, we released six key findings reports between January and June 2014, which looked at students' attitudes towards privacy, digital permanence, commercialization, online relationships and digital literacy and their exposure to cyberbullying, sexting and offensive content.

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



**THE YOUNG CANADIANS
IN A WIRED WORLD
(YCWW) RESEARCH
PROJECT IS THE MOST
COMPREHENSIVE AND
WIDE-RANGING STUDY
OF CHILDREN'S AND
TEENS' INTERNET USE
IN CANADA.**

**OVER 17,000 STUDENTS
SURVEYED SINCE 2001.**

32% OF STUDENTS IN GRADES 4-6 HAVE A FACEBOOK ACCOUNT AND 16% HAVE A TWITTER ACCOUNT, EVEN THOUGH THESE SITES ARE RESTRICTED TO USERS 13 OR OLDER

45% OF STUDENTS ACCESS THE INTERNET USING A CELL/SMART PHONE

39% OF STUDENTS SLEEP WITH THEIR PHONES

35% OF STUDENTS WORRY THEY SPEND TOO MUCH TIME ONLINE

94% OF STUDENTS CHOOSE TO GO OFFLINE TO DO OTHER THINGS, SUCH AS SPEND MORE TIME WITH FRIENDS OR FAMILY, ENJOY SOME QUIET TIME BY THEMSELVES OR GO OUTSIDE

METHODOLOGY:

5,436 CANADIAN STUDENTS IN GRADES 4-11 IN 10 PROVINCES AND THREE TERRITORIES, 41% BOYS / 46% GIRLS / 13% NO INDICATION, 140 SCHOOLS IN 51 SCHOOL BOARDS: 126 ENGLISH / 14 FRENCH



REPORTS

- **Life Online**
[<http://mediasmarts.ca/ycww/life-online>]
- **Online Privacy, Online Publicity**
[<http://mediasmarts.ca/ycww/online-privacy-online-publicity>]
- **Cyberbullying: Dealing with Online Meanness, Cruelty and Threats**
[<http://mediasmarts.ca/ycww/cyberbullying-dealing-online-meanness-cruelty-threats>]
- **Experts or Amateurs? Gauging Young Canadians' Digital Literacy Skills**
[<http://mediasmarts.ca/ycww/experts-or-amateurs-gauging-young-canadians-digital-literacy-skills>]
- **Sexuality and Romantic Relationships in the Digital Age**
[<http://mediasmarts.ca/ycww/sexuality-romantic-relationships-digital-age>]
- **Encountering Racist and Sexist Content Online**
[<http://mediasmarts.ca/research-policy/young-canadians-wired-world-phase-iii/young-canadians-wired-world-phase-iii-encountering-racist-sexist-content-online>]
- **Trends and Recommendations**
[<http://mediasmarts.ca/research-policy/young-canadians-wired-world-phase-iii-trends-recommendations>]

150+ MEDIA INTERVIEWS RELATED TO THE RESEARCH INCLUDING:

- **Phones for Kids: Massive Number of Kids Have Own Cellphone, Starting at Age 9**
[http://www.huffingtonpost.ca/2014/01/22/phones-for-kids_n_4644102.html]
- **Canada's connected kids** [<http://www.cbc.ca/news/technology/canada-s-kids-reveal-online-habits-in-survey-1.2508339>]
- **Secret password? Please! Nearly 3 out of 5 youths will share login info** [<http://o.canada.com/news/national/youths-online-privacy/>]
- **Cyberbullying survey finds lines blur between bullies and victims** [<http://www.cbc.ca/news/canada/ottawa/cyberbullying-survey-finds-lines-blur-between-bullies-victims-1.2576321>]



- **30,000+** page views on the research
- **12,000+** copies of the reports downloaded

RESPONDING TO NEEDS

We are dedicated to giving parents the confidence and tools they need to help children and youth safely and wisely navigate the digital world. In 2014, our research helped us better understand the online issues facing Canadian families.

One thing hasn't changed since we first went into the field in 1999 — adults continue to worry about their children's online safety. The good news is young people use technologies such as social media and smart phones to keep in touch with their families, not just their friends, and parents are the first people they turn to when they want to learn about online issues.

Through our YCWW findings we are able to develop evidence-based resources to help parents and families deal with the challenges of digital life.

SUPPORTING FAMILIES

HAVING A HOUSEHOLD RULE HAS A PROTECTIVE EFFECT:

.....
RULES AND RISKY BEHAVIOUR: OVERALL, STUDENTS WITH RULES AT HOME RELATING TO RISKY ONLINE BEHAVIOUR ARE LESS LIKELY TO ENGAGE IN THOSE BEHAVIOURS.

.....
RULES AND PRIVACY: MORE STUDENTS WITH RULES AT HOME ABOUT NOT POSTING THEIR CONTACT INFORMATION ONLINE REPORT NOT DOING THIS THAN STUDENTS WITHOUT THIS RULE (78% VERSUS 64%).

.....
RULES AND INAPPROPRIATE CONTENT: STUDENTS WHO HAVE RULES AT HOME ABOUT SITES THEY CAN'T VISIT ARE MORE LIKELY THAN STUDENTS WITHOUT RULES TO SAY THEY'VE NEVER ENCOUNTERED RACIST OR SEXIST CONTENT ONLINE (24% VERSUS 19%).

NEW TIP SHEETS FOR PARENTS:



- **Talking to your kids about sexting**
[mediasmarts.ca/tipsheet/talking-your-kids-about-sexting-tip-sheet]

- **Talking to your kids about pornography** [<http://mediasmarts.ca/tipsheet/talking-your-kids-about-pornography-tip-sheet>]

TELUS WISE

In 2014 we continued to partner with TELUS on its *WISE* education program for parents by developing a *Helping our kids navigate their wired world Parent Guide* [http://mediasmarts.ca/sites/mediasmarts/files/pdfs/helping_our_kids_navigate_their_wired_world_guide.pdf]. The guide is a comprehensive resource customized by age group and covering topics such as using social media safely, managing online relationships and dealing with offensive content. We also contributed to a second guide for parents: *Privacy Matters: A guide to help Canadians protect their online and offline privacy* [<http://wise.telus.com/en/wp-content/uploads/TELUS-WISE-Privacy-matters-guide.pdf>].

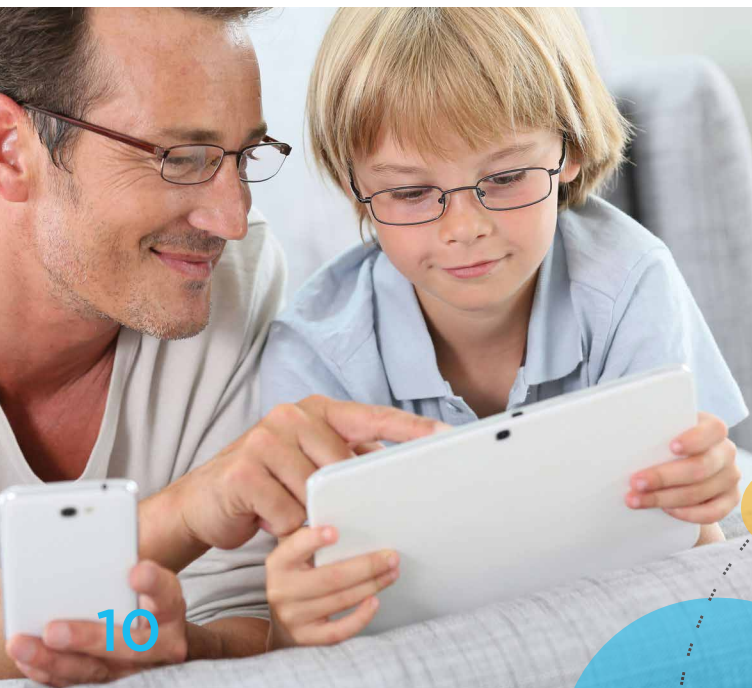
PARENT'S GUIDE TO INSTAGRAM

[<http://mediasmarts.ca/sites/mediasmarts/files/pdfs/instagram-guide.pdf>]

In October 2014, we partnered with Instagram and U.S.-based Connect Safely to launch a *Parent's Guide to Instagram in Canada*. The resource provides parents with information about the popular image app and tips for guiding their children when using Instagram.

72% OF KIDS POST COMMENTS OR PICTURES ON THEIR OWN SOCIAL NETWORK SITES

INSTAGRAM IS THE 6TH MOST POPULAR WEBSITE ACROSS ALL GRADES



A Parents' Guide to

Instagram

Connect Safely
Smart Socializing Starts Here™

Media Smarts

PRIVACY PIRATES

[<http://mediasmarts.ca/game/privacy-pirates-interactive-unit-online-privacy-ages-7-9>]

To assist parents in helping kids manage their online privacy, we brought our popular educational game *Privacy Pirates* to mobile platforms. The game teaches children ages seven to nine about the value of their personal information and when it's okay to share information online and when it's best to keep things private. The updated mobile versions were made possible by financial assistance from the Office of the Privacy Commissioner of Canada.

68% OF STUDENTS MISTAKENLY BELIEVE THAT A SITE WITH A PRIVACY POLICY WILL NOT SHARE USERS' PERSONAL INFORMATION WITH OTHERS

PARENTS ARE STUDENTS' MAIN SOURCE OF INFORMATION ABOUT ONLINE PRIVACY PROTECTION



SUPPORTING SCHOOLS

STAY ON THE PATH

[<http://mediasmarts.ca/stay-path-teaching-kids-be-safe-and-ethical-online-portal-page>]

Stay on the Path: Teaching Kids to be Safe and Ethical Online is a comprehensive program that promotes and encourages ethical online behaviours with young people. In 2014 we added several new *Stay on the Path* resources for teachers including new lesson plans for grades 5-8 and an extensive new *Online Ethics* section for our website. The resources were launched in October 2014 to mark Cyber Security Awareness Month. Financial support for the *Stay on the Path* program was provided by the Copyright Collective of Canada.

46% OF STUDENTS SAY THAT DOWNLOADING MUSIC, TV SHOWS OR MOVIES ILLEGALLY IS "NOT A BIG DEAL"

55% OF STUDENTS WHO PARTICIPATE IN MEAN ONLINE BEHAVIOUR SAY THEY WERE JUST JOKING AROUND

THINK BEFORE YOU SHARE

The *Think Before You Share* guide gives youth the tools they need to share safely, wisely and ethically. Developed with support from Facebook, in 2014 the guide was translated into over a dozen languages and released in Singapore, Czech Republic, Hungary, Poland, the UK and India.



NEW LESSON PLANS AND TIP SHEETS:



- **Behaving Ethically Online: Ethics and Empathy (Grades 4 to 6)** [<http://mediasmarts.ca/teacher-resources/behaving-ethically-online-ethics-empathy>]
- **Behaving Ethically Online: Ethics and Values (Grades 7 to 8)** [<http://mediasmarts.ca/teacher-resources/behaving-ethically-online-ethics-values>]
- **Tip Sheet: Do the Right Thing** [http://mediasmarts.ca/sites/mediasmarts/files/tip-sheet/tipsheet_dotherightthing.pdf]

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.

Through our licensing and outreach activities, we have established over 1,100 connections with educational professionals across Canada, in every province and territory, in ministries of education, faculties of education, school boards and individual schools. Through social media we have developed relationships with teachers across Canada who are finding innovative ways to integrate digital skills into their classrooms.

These individuals were essential to our work in 2014, providing support in a variety of areas including:

- evaluation and feedback on the development of resources
- increasing awareness and usage of resources
- research partnerships
- collaborators in Media Literacy Week

The reach of our licensed resources is substantial; in 2014, these programs were available in:

.....
APPROXIMATELY 8,000 SCHOOLS

.....
60% OF CANADIAN SCHOOLS

.....
51% OF STUDENT ENROLMENT

.....
16 OF THE 20 LARGEST SCHOOL DISTRICTS IN THE COUNTRY

.....
NINE PROVINCIAL / TERRITORIAL LICENCES



A KEY COMPONENT OF SASKATCHEWAN'S ACTION PLAN TO ADDRESS BULLYING AND CYBERBULLYING IS TO ENSURE THAT ALL STUDENTS HAVE THE TOOLS AND KNOWLEDGE THEY NEED TO DEVELOP APPROPRIATE AND RESPONSIBLE ONLINE BEHAVIOUR. WE ARE PLEASED TO PARTNER WITH MEDIASMARTS TO PROVIDE EDUCATORS WITH RESOURCES TO HELP KEEP STUDENTS SAFE ONLINE.

- Saskatchewan Education Minister Don Morgan



RAISING RESPONSIBLE DIGITAL CITIZENS

While young Canadians rely on adults for guidance in navigating certain aspects of their digital life, they in turn can be teachers and mentors to their parents and younger peers. Many youth are using technologies such as social media to make their communities and the world a better place, so in 2014, we put a focus on helping young people make their voices heard and providing a platform to showcase how they're using media to make a positive impact in their own lives and in the lives of others.

TOP 10 FAVOURITE SITES

- YOUTUBE
- FACEBOOK
- GOOGLE
- TWITTER
- TUMBLR
- INSTAGRAM
- MINECRAFT
- MINICLIP
- HOTMAIL
- WIKIPEDIA

CREATING DIGITAL CONTENT - "IT'S ALL ABOUT THE SOCIAL":

72% POST COMMENTS OR PICTURES ON THEIR OWN SOCIAL NETWORK SITES

38% POST A STORY OR A PIECE OF ARTWORK THAT THEY CREATED THEMSELVES

33% POST VIDEO OR AUDIO FILES OF THEMSELVES

22% POST A "MASHUP" OR "REMIX" VIDEO

media

LITERACY WEEK

MEDIA LITERACY WEEK

[<http://www.medialiteracyweek.ca>]

Media Literacy Week (MLW) is hosted annually by MediaSmarts and the Canadian Teachers' Federation to promote digital and media literacy education in Canadian homes, schools and communities. The ninth annual Media Literacy Week was held November 3-7, 2014, with the theme *Youth & Social Networking: Creative, Connected, Collaborative*, encouraging adults to work with young people to explore the opportunities that social networking tools provide for contributing positively to society and building digital skills for the future.

.....

1.4 MILLION+ WEB IMPRESSIONS

.....

OVER 115 COLLABORATORS AND PARTICIPANTS

.....

40+ MAJOR EVENTS

.....

HUNDREDS OF INDIVIDUAL ACTIVITIES (IN SCHOOLS, LIBRARIES AND COMMUNITY CENTRES)

.....

THOUSANDS OF PARTICIPANTS ACROSS CANADA AND INTERNATIONALLY (U.S., BURKINA FASO, NEPAL, UK AND AUSTRALIA)

The launch event at the Facebook Canada office in Toronto featured youth speakers discussing the inspiring and empowering work they have done using social media including: promoting volunteerism in their communities; advocating for global change; spreading positive and accessible sexual health information; and helping build networks for mental health support.

Hands-on digital literacy workshops for youth were hosted by Kindness Counts and Facebook Canada, Ladies Learning Code, Mozilla, the National Film Board of Canada and Twitter Canada.

EXAMPLES OF ACTIVITIES WHICH TOOK PLACE ACROSS THE COUNTRY:

- Edmonton, AB: our partners at Shaw joined a group of Girl Guides participating in the Cyber Citizen Challenge
- Winnipeg, MB: 100 middle school students took part in a conference looking at using social media for good
- Montreal, QC: elementary school students visited historic sites around the city and created podcasts highlighting the importance of each venue
- Isles of Notre Dame, NL: Community Youth Network hosted youth-led workshops about promoting positive uses of social media
- London, ON: London Public Library hosted a photography contest for teens
- Summerville, PEI: a local marketing firm joined the local Boys and Girls Club to teach teens about promoting a positive online brand

MAKING YOUR VOICE HEARD: A MEDIA TOOLKIT FOR YOUTH

[<http://mediasmarts.ca/teacher-resources/making-your-voice-heard-media-toolkit-youth>]

Making Your Voice Heard: A Media Toolkit for Youth is designed to help young people understand how the news industry works, why youth stereotyping happens and how they can access media to get positive youth voices and stories heard. In 2014, this resource was updated and redesigned to meet the needs of today's digital news world.



50% OF STUDENTS IN GRADES 7-11 HAVE SHARED LINKS TO A NEWS STORY OR INFORMATION ABOUT CURRENT EVENTS



29% OF STUDENTS IN GRADES 7-11 HAVE POSTED COMMENTS ON A NEWS SITE



35% OF STUDENTS HAVE JOINED OR SUPPORTED AN ACTIVIST GROUP ONLINE

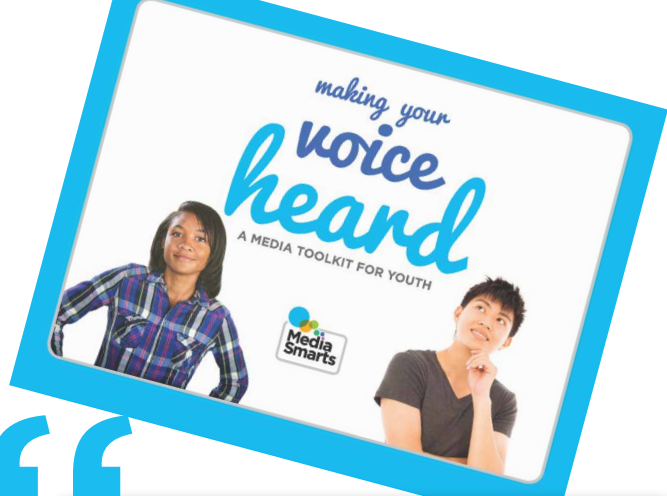


WE ALL KNOW THAT DIGITAL PLATFORMS ARE POWERFUL TOOLS. THEY CAN PROMOTE WORTHY CAUSES, BUT UNFORTUNATELY, THEY CAN ALSO BE USED FOR CYBERBULLYING, CYBER-MISOGYNY AND SPREADING HATE MESSAGES. TO COMBAT THE NEGATIVE ASPECTS OF ONLINE COMMUNICATION, MEDIA LITERACY WEEK INVITES ALL PARTICIPANTS TO EXPLORE THE POSITIVE USES OF SOCIAL NETWORKING.

AS THE DIGITAL ISSUES CRITIC, I HOPE THAT ALL OF MY COLLEAGUES WILL HELP DRAW ATTENTION TO MEDIA LITERACY WEEK SO THAT TOGETHER, WE CAN ENCOURAGE YOUNG CANADIANS TO MAKE GOOD USE OF DIGITAL TECHNOLOGY.

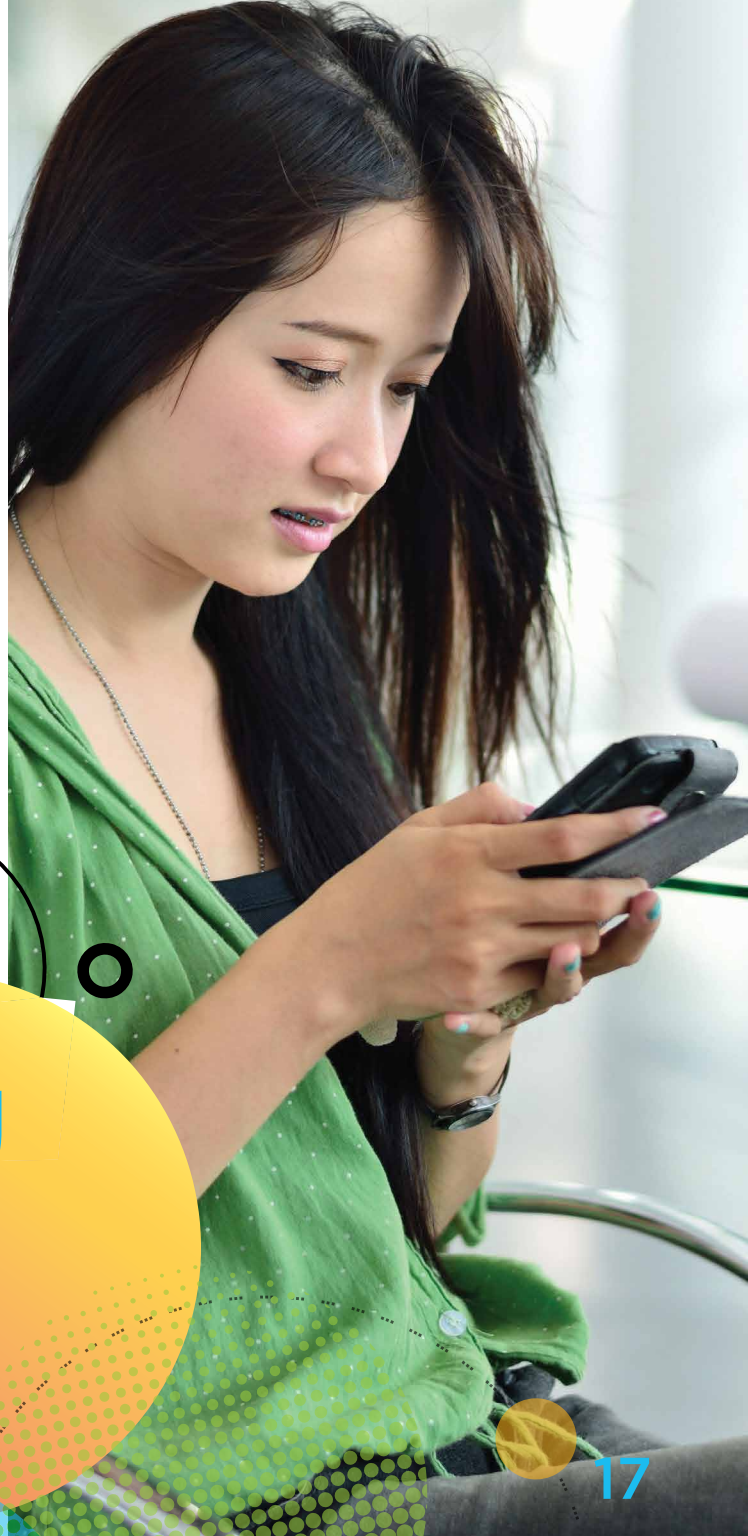
- MP Charmaine Borg





CHILDREN ARE VULNERABLE BUT THEY ARE NOT HELPLESS - THE CONVENTION ON THE RIGHTS OF THE CHILD RECOGNIZES THE EVOLVING CAPACITY OF THE CHILD — SO I RECOMMEND MEDIASMARTS BECAUSE THEY FOCUS ON EMPOWERING CHILDREN AND YOUTH TO BECOME MORE RESILIENT.

- Diana Rivington, Senior Fellow,
Faculty of Social Sciences,
University of Ottawa



CYBERBULLYING IS STILL BULLYING CAMPAIGN

OgilvyOne Toronto partnered with MediaSmarts on a pro-bono cyberbullying campaign in 2014. Working with award-winning photographer Philip Rostron, a series of three bilingual ads was produced encouraging youth to take cyberbullying seriously. Posters of the ads were shared with schools, community centres and libraries. Several hyper-targeted Twitter campaigns reached over 50,000 teens in the Toronto area.

70% OF STUDENTS WHO SAY THAT SOMEONE HAS SAID SOMETHING MEAN OR CRUEL ABOUT THEM ONLINE OR WHO HAVE RECEIVED THREATS ONLINE DO NOT SEE THIS AS A SERIOUS PROBLEM. BUT IT IS A SERIOUS PROBLEM FOR 1 IN 10 KIDS.

65% OF STUDENTS HAVE DONE SOMETHING TO HELP SOMEONE WHO IS BEING PICKED ON ONLINE. STUDENTS WHO HAVE BEEN CYBERBULLIED AND THOSE WHO HAVE CYBERBULLIED OTHERS ARE BOTH MORE LIKELY TO STEP UP AND HELP.



SHARING OUR EXPERTISE

YOUTH AND DIGITAL SKILLS SYMPOSIUM

[<http://mediasmarts.ca/publicationreport/youth-and-digital-skills-symposium-preparing-young-canadians-make-social-economic->]

To explore the critical issue of essential digital literacy and skills for Canadian youth, a one-day invitation-only symposium was organized with the Information and Communications Technology Council (ICTC) in Ottawa on February 10, 2014. Bringing together an invited group of approximately 80 participants from government, industry, education, academia, community and youth organizations and libraries, the symposium was launched with a welcome video from the Governor General followed by an address by Jason Kenney, Minister for Employment and Skills Development Canada (ESDC). The final summary report – *Youth and Digital Skills Symposium: Preparing young Canadians to make social, economic and cultural contributions* – encapsulates “what we heard” from participants while framing the challenges and opportunities and suggesting ways forward.



DIGITAL LITERACY ROUNDTABLE

On November 24, we co-hosted a roundtable on *The Roles of Government, Enterprise and Civil Society in Giving Canadians Digital Literacy Skills* with Canada's Digital Policy Forum. The roundtable comprised a panel with representatives from Google, Facebook, Carleton University and ESDC and invited guests from government and other stakeholder groups.



PRESENTATIONS

MediaSmarts staff made 36 presentations to over 1,700 people in 2014. These included workshops, keynote addresses plenary sessions, panels, webinars and our first “massive open online course” or MOOC. The main topic of these presentations was our YCWW research findings.

HIGHLIGHTS INCLUDE:

- Banff, AB: Banff Conference on Behavioural Sciences, co-presentation with Dr. Wendy Craig from PREVNet
- Saskatchewan Ministry of Education, MOOC
- Ottawa, ON: Macdonald-Laurier Institute, roundtable
- Washington, DC: Family Online Safety Institute (FOSI) Conference, presentation and panel
- Winnipeg, MB: Beyond Borders Generation XXX Symposium, presentation
- Montreal, QC: Congrès des milieux documentaires du Québec, workshops

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 Manager
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

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Kristine Collins
Director, 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 Hoehsmann
Associate Professor and Chair of Education Programs, Lakehead University

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

Colin McKay
Head, Public Policy and Government Relations Canada, 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)

OBSERVERS

Josie Brocca
Director, Digital Policy and Analysis Coordination, Industry Canada

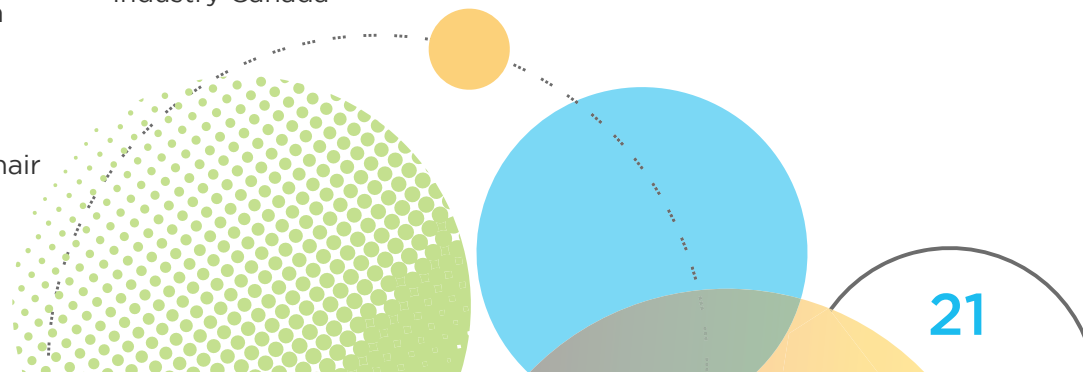
Claude Doucet
Deputy Director General, Strategic Communications, Communications Branch, Canadian Heritage

Natalie Frank
Manager, Policy Innovation Strategic and Service Policy Branch, Employment and Social 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, APTN
Jehann Tallim, Volunteer



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, 2014 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.

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.

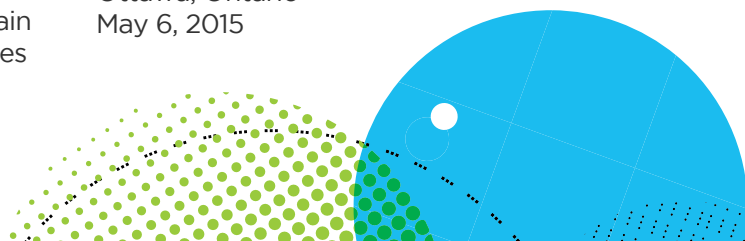
I believe that the audit evidence that I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

OPINION

In my opinion, these financial statements present fairly, in all material respects, the financial position of MediaSmarts as at December 31, 2014 and of its financial performance and its cash flows for the year then ended in accordance with accounting principles generally accepted in Canada.

RAY FOLKINS, CA
Chartered Professional Accountant /
Licensed Public Accountant

Ottawa, Ontario
May 6, 2015



FINANCIAL SUMMARY *DECEMBER 31, 2014*

	\$ 2014	\$ 2013
ASSETS		
Current Assets	1,522,847	1,099,232
Capital Assets	12,766	19,934
	1,535,613	1,119,166
LIABILITIES		
Accounts Payable and Accrued Liabilities	50,689	42,491
Deferred Revenue	476,123	321,691
	526,812	364,182
NET ASSETS		
Unrestricted	1,008,801	754,984
	1,008,801	754,984
	1,535,613	1,119,166
REVENUE		
Sponsorships	195,224	219,254
Benefactors	371,286	221,433
Contributions	244,422	272,658
Licences	384,124	414,291
Donations and In-Kind Contributions	134,430	15,894
Other	29,674	19,243
	1,359,160	1,162,773
EXPENSES		
Administration	114,564	121,607
Programs	292,063	223,205
Salaries and Benefits	698,716	672,796
	1,105,343	1,017,608
NET REVENUE		
	253,817	145,165

2014 SPONSORS

GOLD



SILVER



ASSOCIATE



FOUNDING SPONSOR/DONOR



BENEFACTORS

