

MEDIA AWARENESS NETWORK

MEDIA
AWARENESS
NETWORK



RÉSEAU
ÉDUCATION
MÉDIAS

Annual Report
2004



Chair's Message

As Media Awareness Network (MNet) prepares to celebrate its 10th anniversary, there is much to be proud of. MNet has developed its reputation around the world as a centre of knowledge and expertise in media education. It has built one of the most impressive online repositories of media education resources and continues to champion media education and literacy in Canada and around the world. MNet's international reputation as a leader in the field is growing. Other countries look to MNet to provide a model for studying media and developing innovative approaches to media education.

Two goals were identified at the outset of this year. The first was to continue to build awareness and use of MNet resources and tools; the second was to set MNet on course with new leadership and a direction for the future. MNet has met these two objectives.

As Chair, I was fortunate to hear frequently from the MNet team on their interaction with educators and experts. Both in Canada and at international conferences, MNet was "on stage" delivering its message and sharing its knowledge with others interested in the field of media education. Delivering 39 presentations to over 3,300 participants in 2004, the MNet team has demonstrated they have a compelling story to tell.

MNet has also attracted a number of new leaders from the private sector who are interested in our mission and are dedicating their professional expertise to increase our reputation and services. The Board of Directors has launched a strategic planning initiative – fitting for the 10th anniversary year – to ensure that MNet's work, resources, and research can sustain its leadership position. MNet

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Wow, I'm impressed with the materials on the Media Awareness site! So much good information there, nicely presented. I'll definitely make use of it in my on-line course this fall.

– educator, Calgary, AB

will take advantage of its relationship with governments, educators, corporate sponsors and the education community to develop a sustainable strategy for the future.

As I step down as MNet Board Chair, I would like to convey my thanks to the staff and board members who devote their time and energy to advance media education in Canada. I tip my hat to the Executive Committee, which showed great leadership during the search for a new Executive Director. I would also like to thank Paulette Vinette who skilfully took on the challenge of leading the organization through a time of transition prior to the arrival of the new Executive Director. Michelle Scarborough assumed the position of Executive Director in February of 2005 and brings a wealth of management skills and an entrepreneurial spirit, which will no doubt lead MNet towards a strong future.

Finally, I would like to pay tribute to Anne Taylor who is retiring in 2005 after having co-founded and co-directed MNet. Over the past 10 years, she has been the heart and soul of this dynamic organization. Her passion for media education and media literacy will live on through the colleagues and educators she inspired over the years. We wish her the best of luck in the future.



Elizabeth Roscoe
Chair

Just a quick word to congratulate you on your work. The game, Le Centre de recherche should be mandatory in schools and in computer science classes.

– educator, Jonquière, QC



Congratulations on a comprehensive Website. As a parent and as a pre-service teacher I have learnt so much and look forward to sharing this knowledge and using it to stimulate discussion and action.

– parent and teacher, Australia

Program Report

www.media-awareness.ca

MNet hosts an award-winning Web site with one of the world's largest repositories of English and French resources on media education and Web literacy. With over 4000 pages of up-to-date content, including lesson plans, essays, tip sheets, studies, information on media codes and legislation, the Web site attracts more than 500,000 unique visits each month – from educators, librarians, parents, students, researchers, academics, journalists and professionals working with youth. In 2004, www.media-awareness.ca received 4,337,952 unique visits, an increase of 48% over the previous year.

Web Awareness



Increasingly, parents are realising that they need to be involved in their children's online activities. MNet continues to champion the issue of Internet literacy through its *Web Awareness Workshop Series*, updated again this year.

As reported in our 2003/2004 Annual Report, in 2004 MNet continued to promote Web awareness through *Be Web Aware* – a national Internet safety public awareness campaign for parents. With the generous support of Microsoft and Bell Canada, the *Be Web Aware* initiative included public service announcements on television, radio, print and outdoor billboards that directed parents to a comprehensive *Be Web Aware* site (www.bewebaware.ca). The site, developed by MNet, contains information and tools to help parents teach their children how to handle the potential risks associated with going online.

Microsoft®



I wanted to contact you and let you know that your Web site is just great, wonderful!

– student, Chilhowie, Virginia, USA

Keep up the good work, it's a very informative Web site.

– student, Turks and Caicos Islands

Reality Check! Evaluating Online Information

I took a look at the Reality Check material....very, very exciting!!!! You folks are amazing...

– educator,
Toronto ON

MNet responded to the need for Internet literacy tools with the production of *Reality Check! Evaluating Online Information*. This one-of-a-kind learning resource includes an in-class presentation, an independent study unit for students with interactive activities, and an extensive teachers' guide with handouts and assignment sheets. Through support from Industry Canada's SchoolNet program, this resource addresses the pressing topic of verifying the validity and accuracy of online information and was a popular program among educators; licensed by 13 individual schools, 16 school districts/boards, one province and the three territories.

Web Awareness Day – February 19, 2004

Congratulations on your excellent work! I have started using Reality Check! with my students and can see that your products are filling a great educational need.

– educator

MNet partnered with the Canadian Library Association (CLA) and Bell Canada to provide resources for the second annual Web Awareness Day, held on February 19, 2004. The day was designed to build public awareness of Internet literacy and of the role being played by Canada's public libraries. Under the theme "Parenting the Net Generation" public libraries used Web Awareness Day as a positive opportunity to deliver the message that they are ready to support parents and communities in teaching young Canadians literacy skills for the 21st century. Libraries held open houses, presentations of MNet's workshops on safe Internet use, and special events.



Deconstructing Online Hate



A major focus of MNet's program development strategy in 2004 was the research, production and development of *Deconstructing Online Hate*. This new bilingual resource – to be launched in 2005 – helps educators learn and teach about online hate and the related topics of bias, racism and propaganda. The professional development workshop, funded by the Multiculturalism Program of Canadian Heritage, examines the motives and tactics of hate mongers and shows how they can provide a powerful forum for targeting youth. It also provides an understanding of propaganda and an educational response to racist messages through the development of "Web smarts" and critical thinking skills. *Deconstructing Online Hate* is a complete package for teachers, offering, on CD-ROM, a PD workshop and self-guided tutorial, guides and five lesson plans for Grades 8-12.

Allies and Aliens: A Mission in Critical Thinking

Accompanying MNet's new *Deconstructing Online Hate* PD workshop, MNet also developed an interactive learning module for Grades 7 and 8. *Allies and Aliens* is designed to increase students' ability to recognize bias, prejudice and hate propaganda on the Internet and in other media. Available on MNet's Website, this learning resource is accompanied by an extensive Teacher's Guide that contains background information about the module, the issues that it addresses, and supporting discussion points and student activities.



Exploring Media and Race



As part of its focus on the creation of additional professional development resources for teachers, in 2004, MNet researched and produced *Exploring Media and Race*. This PD workshop, funded by the Multiculturalism Program of Canadian Heritage, is a collection of resources for diversity education and media education that explores the ways in which visible minorities are represented and portrayed in TV programming, video games, movies, music videos, advertising and the news. The resources examine the notion of stereotyping, as

well as recent initiatives to make Canadian media more diverse and inclusive. A complete package for PD and classroom learning, *Exploring Media & Race* offers a workshop, a self-guided tutorial, guides and 6 lesson plans for Grades 7-12.

The Target Is You – Lessons on Alcohol Advertising



MNet designed *The Target Is You* – a series of 10 classroom-ready lesson plans for Grades 4-10 – to help students explore the messages and techniques of alcohol advertising aimed at youth. This media education approach to alcohol-related issues presents teachers with a powerful tool for increasing young people's understanding of marketing, alcohol myths and gender messaging – in magazines, billboards, TV, sports events and the Web. Each lesson offers a combination of discussion guides, background information, images of youth-oriented advertising and student activities and worksheets. *The Target Is You*, funded by Health Canada's Drug Strategy Community Initiatives Fund, will add to the ever-growing Lesson Library on MNet's Web site.

I just want to thank you for the great Web site, lessons and information.

– student, Quezon City, Philippines

I will be spending lots of time on your Web site poking around new corners. Looks very nice - lots and lots of great information, well integrated.

– librarian, Ottawa ON

It is my belief that educating young people about the media is essential to address many of the social issues with which teens (and increasingly, younger children) are faced. Thank you for your social responsibility and for making it easier for others to aid the cause.

– student, Australia

SPAM Task Force

MNet was an active participant of the Federal Government's Task Force on SPAM. The Task Force brought together senior representatives of leading ISPs, e-marketers, government and consumer groups. MNet provided input on a public education and awareness response to SPAM, while over 60 other stakeholder groups provided input on key areas such as legislation and enforcement, and international collaboration. MNet participated in the promotion of the Stop SPAM Here Internet-based communications campaign, which was designed to inform users of steps that they can take to limit and control the volume of SPAM they receive.

Community Safety – Endorsement by the Canadian Association of Chiefs of Police

In August 2004, at its 99th Annual Conference in Vancouver, the Canadian Association of Chiefs of Police (CACCP) passed a resolution endorsing the work and resources of MNet to address the issue of media violence and young people. MNet was identified by the CACCP as a leading educator on awareness of media violence. When making the resolution, the CACCP also noted that policing agencies are in a unique position to collaborate with the community in developing timely, meaningful and appropriate media awareness strategies.

MNet Outreach; Domestic and International

Again in 2004, MNet played an important role in promoting media education at conferences in Canada and around the world. Close to 3,300 participants attended 39 MNet presentations in various locations including Montreal, Toronto, Yellowknife, St-Hyacinthe, Quebec City, Victoria, Cornwall, Sao Paulo, Brussels, Paris, Amsterdam, Warsaw and London (UK).

Also in 2004, with funding from Canadian Heritage's Trade Routes program, MNet's workshops on Web Awareness were adapted for the U.S. market. This market development initiative builds on MNet's foray into other countries including Ireland and Chile – both licensees of MNet educational resources – and positive exchanges with overseas organisations.

Young Canadians In A Wired World – Phase II

Quantitative analysis for MNet's *Young Canadian In A Wired World* research study was launched in 2004 with the purpose of continuing to underpin MNet's media education and awareness resources and inform public policy. Through focus groups held in Edmonton, Toronto and Montreal in 2003, and field surveys prepared in 2004, MNet surveyed over 5,200 students to determine the ways in which they use the Internet. The findings, to be released in 2005, should provide Canadians with benchmark evidence on the ways in which youth use the Internet and will build on the findings of the Phase I study, unveiled in 2001.

I have got to tell you I just found your site and I am blown away! What wonderful resources, creativity and great insight you have brought to all of your lessons. (...) Popular culture issues are a passion of mine and I am sure I can use your many resources to integrate it more meaningfully into my lessons. Who ever funds you should not stop! What important work you do... I will be passing your site along to the many other teachers and youth educators I know.

– educator, Edmondon AB

(...) I appreciate what your network is doing as I believe it is very important to inform people about the importance of media.

– student

I would like to congratulate you on the quality of your Web site. Congratulations! My students and I will soon benefit from your work.

– educator, Sherbrooke, QC

Hi I just wanted to say thank you for doing such a great job on your Website. The information is great and easy to get around in. So thank you again for information about what we can do to protect our children and students.

– parent





About MNet



Media Awareness Network (MNet) is a Canadian not-for-profit centre of expertise and excellence in media education. Pioneering online media education and Web literacy programs since its incorporation in 1996, MNet works to ensure that young people have the life-long critical thinking skills needed to interpret the media messages that are informing, entertaining and selling to them daily. MNet works in partnership with education, community, government and industry partners.

MNet grew out of the Canadian Radio-television and Telecommunications Commission's (CRTC) television violence initiative, and was initially housed within the National Film Board of Canada. In 1996, MNet was incorporated as an independent entity under the leadership of Co- Directors Jan D'Arcy and Anne Taylor and a volunteer board that included senior representatives from leading Canadian media companies and the public sector. Since then, MNet has built upon its solid foundation to play a seminal role in advancing media education in Canada.

MNet strives to support media education in Canadian schools, homes and communities and to establish media literacy as a cornerstone for a society of informed and engaged media consumers and citizens. It does this by equipping teachers, librarians, parents and community organizations with media education and awareness resources that help guide young people to become media literate.

With a staff of 14 working in Ottawa and Montreal, the organization today hosts the world's largest English- and French-language online media education resource.

*MNet's resources are
timely, relevant, and
much needed today for
students, teachers, and
parents.*

– educator,
Cardston, AB



2004 Board of Directors

The participation of Board members who are leaders in their sectors brings to MNet a wide range of expertise and perspectives. They represent MNet's user groups, sponsors and government partners. This composition reflects MNet's unique partnership model and serves to bring the best skill sets to the direction of MNet.

In 2004, MNet extended its thanks to retiring directors Charlotte Bell, André H. Caron, Claude Fleury, Hugh Fraser, Linda Gervais, Jean Guérette, Ross MacLeod and Alex Park.

Executive

Elizabeth Roscoe, Executive Director,
Partnership Development Carleton University
(Chair)

Barry Chapman, Vice-President,
Regulatory Matters, Bell Canada (Treasurer)

Serge Carrier, CEO,
Gestion Academac (Vice-Chair)

Sarah Crawford, Vice President,
Public Affairs, CHUM Television (At Large)

Pamela Dinsmore, Vice President, Regulatory
Affairs, Rogers Cable Communications Inc.
(Vice-Chair)

Wendy Newman, Librarian in Residence,
Faculty of Information Studies, University of
Toronto (At Large)

André H. Caron, Founding Director, Centre for
Youth and Media Studies, University of Montreal
(Chair 03-04)

Linda Gervais, Vice President, Federal Govern-
ment Relations, Bell Canada (Vice-Chair 03-04)

Members

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

Charlotte Bell, Vice President,
Regulatory Affairs, Global Television Network

Jacques Bensimon, Government Film
Commissioner and Chairperson, National Film
Board of Canada

Andrew Cardozo, Cardozo Policy Consulting

Louise Dufour, P.Eng., Head of Service,
Educational Services, Télé-Québec

Arturo Duran, Senior Vice-President,
Interactive, CanWest Media Works,
Global Television Network

Claude Fleury, Director of National Programs and Operations Development, Ministry of Culture and Communications, Government of Quebec

Hugh Fraser, Past President,
Canadian Association of Principals

Robert Glossop, Executive Director of Programs and Research, The Vanier Institute of the Family

Richard Godbout, Director of Multimedia and Digital Content, Ministry of Culture and Communications, Government of Quebec

Louise Imbeault, Director of French Regional Television, Atlantic Canada, CBC Radio-Canada

Arlette Lefebvre, M.D., Staff Psychiatrist and President of the Medical Staff, Division of Child Psychiatry, The Hospital for Sick Children

David Miles, President,
Canadian Association of Principals

Alex Park, Vice President, Programming and Education Services, Shaw Communications Inc.

Terry Price, President,
Canadian Teachers' Federation

Vanda Provato, Senior Director,
Communications, AOL Canada Inc.

Bill Roberts, President and CEO, VisionTV

Jill Schoolenberg, Director, Windows,
Microsoft Canada Co.

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

Jay Thomson, Assistant Vice-President,
Broadband Policy, TELUS

Ex Officio

Deborah Davis, Director General, Information Highway Applications Branch, Industry Canada

Christine DuBois, Director, Office of Learning Technologies, Learning and Literacy Directorate, Human Resources and Skills Development Canada

Jean Guérette, Executive Director, Portfolio Affairs, Canadian Heritage

Ross MacLeod, Director General, Programs, Information Highway Applications Branch, Industry Canada

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

Danielle Thibault, Director General, Communications Branch, Canadian Heritage



Our Sponsors



The work of MNet as a leader in media education would not be possible without the support and assistance of our sponsors and partners in the profit, not-for-profit and government sectors.

Founding Sponsors

Bell Canada
Shaw Communications Inc.

Gold Sponsors

Bell Canada
CHUM Television
Microsoft Canada
Rogers Yahoo! Hi-Speed Internet
TELUS

Silver Sponsor

CTV Inc.

Bronze Sponsor

Canadian Recording Industry Association

Associate Sponsor

AOL Canada Inc.

Benefactors

BCE Inc.
CanWest Global Communications Corp.
CHUM Television
CTV Inc.

Research and Development Partners

Alberta Learning
Canadian Centre on Substance Abuse
Canadian Heritage
Canadian Library Association
Canadian Teachers' Federation
CANARIE Inc.
Commission scolaire des Affluents
De Marque, inc.
Health Canada
Human Resources and Skills Development Canada
Industry Canada
Mothers Against Drunk Driving (MADD)
National Film Board of Canada
Provincial-Territorial Working Group on Film
Classification
Public Safety and Emergency Preparedness Canada
University of Montreal

Member organizations

Action Coalition for Media Education
Alberta Teachers' Association
Association des enseignantes et des enseignants francophones du Nouveau-Brunswick
Big Orbit
British Columbia Teachers' Federation
Canadian Association of Deans of Education
Canadian Association of Principals
Canadian Association of Public Libraries
Canadian Home and School Federation
Canadian Library Association
Canadian School Library Association
Canadian Teachers' Federation
Child Find Canada Inc.
Children's Aid Society of Toronto
Centennial Regional High School
College of Education, University of Saskatchewan
Concerned Children's Advertisers
CyberCap
District School Board of Niagara
Federation of Nunavut Teachers
Girl Guides of Canada
Hamilton-Wentworth District School Board
Library Boards Association of Nova Scotia
Manitoba Teachers' Society
Mothers Against Drunk Driving (MADD)
New Brunswick Teachers' Association
Newfoundland and Labrador Teachers' Association
Nova Scotia Provincial Library
Nova Scotia Teachers' Union
Ontario Secondary School Teachers' Federation
Ontario Teachers' Federation
Ottawa Carleton District School Board
Ottawa Centre for Research and Innovation
OWL Children's Trust
Peel District School Board
Portail monPIF.ca
Prince Edward Island Teachers' Federation
Quebec Library Association
Quebec Provincial Association of Teachers
Régis du Cinéma du Québec
Réseau BIBLIO du Québec
Saskatchewan Teachers' Federation
School of Library and Information Studies,
University of Alberta
Toronto District School Board
Youth e-mage Jeunesse





Our Team

One of MNet's greatest assets is the experience and expertise of its dedicated staff members. In 2004 the team included:

Andrée Thibeault, Spécialiste en éducation aux médias

Anne Taylor, Director, Marketing

Catherine Thurm, Program Officer and Site Coordinator, English

Cathy Wing, Director, Community Programming

Geraldine Hebert, Manager, Operations

Gilles Parisien, Manager, Finance

Guillaume Cormier, Coordinateur web-section française

Jacques Samson, Spécialist en éducation aux médias

Jan D'Arcy, Executive Director

Jane Tallim, Director, Education

Karine Bédard, Spécialiste en éducation aux médias

Louiselle Roy, Directrice, programme française

Lynn Huxtable, Manager, Special Projects

Margaret Skok, Director, Government Relations

Owen Gregory, Communications Coordinator

Paulette Vinette, Interim Executive Director

Sandra Udle, Administrative Assistant

Suzanne Ure, Webmaster

Valerie Steeves, Director, Research

William Allen, Director of Communications

Treasurer's Report

The Media Awareness Network had positive financial growth over the previous year. The increases in revenues were primarily due to the Be Web Aware Campaign and special funding for projects that were underway and newly launched during the year. Salaries and benefits were down slightly over the previous year due to reduction in staff. Offsetting this reduction was contractual labour expense that was higher due to the significant increase in the number of federally funded projects. The resulting increase in net income is as a result of increased financial contributions from both private sector and federal project funding over 2003. Contingency funds have marginally increased and the 2004 operating surplus is being held until the new strategic plan is finalized and the future planning priorities are determined. It is recommended that we do not make an allocation to the Contingency Reserve Fund or the Special Projects Reserve Fund until the Strategic Planning Committee has made their recommendations and the board strategic planning meeting has occurred. It should be noted that these funds are not used for operating the organization and are segregated from general operating funds. A full set of audited financial statements is available through the MNet office upon request.

Auditors' Report

To the Members,
Media Awareness Network Canada

We have audited the balance sheet of Media Awareness Network Canada as at December 31, 2004 and the statements of revenue and expenses – operating, members' equity 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.

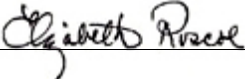
In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at December 31, 2004 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the Canada Corporations Act, we report that, in our opinion, these principles have been applied on a basis consistent with that of the preceding year.

Chartered Accountants
Ottawa, Ontario, March 22, 2005.

Media Awareness Network Canada – Balance Sheet as at December 31, 2004

		2004	2003
ASSETS	OPERATING FUND		
	Current		
	Cash	\$ 537,260	\$ 330,086
	Accounts receivable (note 5)	707,742	399,401
	Prepaid expenses	12,426	4,198
		<u>1,257,428</u>	<u>733,685</u>
	Capital (note 6)	65,653	82,777
	Total Operating Fund Assets	1,323,081	816,462
	CONTINGENCY AND SPECIAL PROJECTS FUNDS (note 2)		
	Deposit certificates	71,202	70,467
	Accrued interest	58	60
		<u>71,260</u>	<u>70,527</u>
	Total Contingency and Special Projects Fund Assets	71,260	70,527
	TOTAL ASSETS	<u>\$ 1,394,341</u>	<u>\$ 886,989</u>
LIABILITIES	OPERATING FUND		
	Current		
	Accounts payable and accrued liabilities	\$ 55,914	\$ 30,746
	Deferred revenue (note 7)	600,981	466,970
	Current portion of long-term debt (note 8)	-	1,493
		<u>656,895</u>	<u>499,209</u>
MEMBERS' EQUITY	OPERATING FUND		
	Invested in capital assets	\$ 65,653	\$ 81,284
	Unrestricted net assets	600,533	235,969
		<u>666,186</u>	<u>317,253</u>
	Total Operating Liabilities and Members' Equity	1,323,081	816,462
	CONTINGENCY FUND	50,804	50,297
	SPECIAL PROJECTS FUND	20,456	20,230
	Total Contingency and Special Projects Fund Members' Equity	<u>71,260</u>	<u>70,527</u>
	TOTAL LIABILITIES AND MEMBERS' EQUITY	<u>\$ 1,394,341</u>	<u>\$ 886,989</u>

Approved on behalf of the Board:



 Chair



 Secretary

**Media Awareness Network Canada – Statement of Revenue and Expenses - Operating
For the Year Ended December 31, 2004**

	2004	2003
REVENUE		
Private sector	\$ 683,393	\$ 701,429
Public sector	734,851	424,149
Non-profit sector	100,000	63,433
Other	109,826	97,574
	<u>1,628,070</u>	<u>1,286,585</u>
EXPENSES		
Amortization	41,366	39,032
Bank charges and interest	818	759
Board of Directors	3,778	4,103
Contractual labour	250,368	152,465
Equipment	4,330	2,556
Fund development management	-	248
Information services	920	798
Insurance	5,599	5,563
Office	32,303	43,560
Postage and courier	4,355	5,614
Professional fees	14,171	15,851
Promotion and advertising	48,163	65,402
Salaries and benefits	788,420	859,061
Site and network services	53,689	35,331
Telephone	12,731	24,005
Travel and conferences	18,126	20,478
	<u>1,279,137</u>	<u>1,274,826</u>
EXCESS REVENUE OVER EXPENSES FOR THE YEAR	<u>\$ 348,933</u>	<u>\$ 11,759</u>

MEDIA
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