



MEDIA

AWARENESS

Annual Report 2006



WWW.MEDIA-AWARENESS.CA



## Chair's Message

In the 11 years since its incorporation, Media Awareness Network (MNet) has become an indispensable Canadian institution. Its partnerships and support cut across a diverse cross-section of this country, joined

by one common concern: the well being and healthy development of children and youth. Research communities, teacher organizations, governments, libraries, corporations, human rights organizations, education departments, community and youth-based groups and health organizations all understand the important role media play in the lives of young Canadians. They have looked to MNet over the years for leadership and a balanced response to media issues of concern.

The past year has been a significant time in our history as we embarked on a new strategic direction—the result of an extensive planning and re-visioning process. Through the solid work of the Board, staff and new advisory committees, several key objectives of the new direction were realized with exciting new initiatives and programs.

The strengthening of MNet's brand and public profile was ensured with the launch of Canada's first National Media Education Week in November. Developed in partnership with the Canadian Teachers' Federation, the week helped establish a prominent leadership presence for MNet in media education through community activities and an extensive Public Service Announcement campaign.

Connecting more directly with young people was accomplished through the development of partnerships with youth-based organizations and the launching of a national podcasting contest for Grades 7 to 12. The contest encouraged youth to use multi-media tools creatively to develop a deeper understanding of media.

Strategic alliances and partnerships with academic researchers were developed through faculties of education and social work at several universities and through MNet's membership in PrevNet, a new Canadian Centre of Excellence established to address the issue of bullying.

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Several advisory committees were established to guide our development. In the Communications and Marketing and Education Advisory Committees, specialists from these fields gave generously of their expertise. In addition, a National Media Education Week Advisory Committee was created to help to steer the development of activities and events across the country in celebration of the inaugural week. On behalf of the Board, I thank all these distinguished volunteers.

MNet worked diligently and innovatively to provide more tangible benefits to our current corporate sponsors for their essential support. And the groundwork was laid for the development of new corporate sponsorship and partnerships with an eye on a broader cross-section of Canadian industries.

MNet staff continue to demonstrate exemplary team spirit in the midst of multiple demands and an environment of constant change. In accordance with the new strategic direction, change included the closing of the Montreal office and the consolidation of operations in one bilingual team at the Ottawa office. As I write this report in March 2007, the staff are responding admirably to the leadership transition following the departure of Executive Director Michelle Scarborough in January after two years at the helm. We wish Michelle well in her future endeavours. The Board is particularly appreciative of the services of Acting Executive Director Cathy Wing, whose devotion to MNet in yet another acting capacity has been truly remarkable. Thanks to all the staff for their energy, enthusiasm, and dedication to MNet throughout the year and in this transition.

MNet's many successes have been achieved despite having no stable core operating funds. In the reality of the serious financial challenges that face the organization, securing sustainable funding will be a focus of the coming year, as MNet must pursue foundation, private and public sector and corporate benefits opportunities. It is vital that we build a strong financial foundation that will enable this unique Canadian achievement to grow and flourish and continue to be a world-model for expertise and excellence in media education.

Finally, a heartfelt thank you to all the stakeholders, sponsors, and Board members for your support, your creativity, and your dedication to this extraordinary organization. Permit me to add a special note of gratitude to the members of the Executive Committee, who have done yeoman service between Board meetings. I am honoured to be associated with MNet and with you.



**Wendy Newman**

Senior Fellow, Faculty of Information Studies  
University of Toronto



# Executive Director's Message

The past year has been both an exciting and challenging time for Media Awareness Network (MNet). We started the year invigorated with a new mission and clearly defined organizational goals and we made great strides in positioning media literacy on the public agenda and situating MNet as the lead media education organization in Canada.

Despite funding challenges, the organization's achievements were many—six million people visited the Web site and two new Web sites were created, an annual week specifically dedicated to media education was established in Canada and a national contest to engage students in media production was launched.

Our international stature was enhanced when UNESCO highlighted the important work of MNet in its new Media Education Kit and the redesigned *CyberPigs* games won a prestigious international award from among thousands of submissions from 26 countries.

We experienced an increased demand for parent and community tools to help adults manage young people's Internet use. The popular *Be Web Aware* public awareness campaign was re-launched in February with Bell Canada and Microsoft Canada. A partnership with the Canadian Home and School Federation, and with support from Bell Canada, saw the *Parenting the Net Generation* workshop made available across the country to all parent councils. Drawing from our market research findings, which identified the need for more online tools to educate parents about the Internet, MNet, with funding from Industry Canada, embarked on the development of an online tutorial for parents.

Over the years, Media Awareness Network has developed the unique ability to stay ahead of the curve and be “nimble” in response to emerging media issues and trends. Cyber bullying, according to MNet's *Young Canadians in a Wired World* research, is a growing issue of concern. In 2006 we developed relevant professional development and community-based tools to help parents and teachers address the issue. Through these resources and numerous media interviews, MNet established itself as an expert on this issue.

Belief in the importance of media literacy in the education of young people continues to grow in Canada. In ministries of education there is a movement to strengthen media literacy expectations in provincial and territorial curricula. In 2006, Ontario released new elementary



curricula with significantly enhanced media literacy streams, which resulted in an increased demand for MNet's resources.

MNet is uniquely poised to take advantage of this growing need for media education programs and resources. Our licensed professional development and classroom resources are already being used in every province and territory in Canada, including eight of the ten largest school districts and the largest faculties of education in the country. As well, the ministries of education in the three territories have licensed our resources for all territorial schools.

There are challenges ahead, however, in meeting the urgent demand for timely and relevant resources that address the fast paced, ever-changing, digital landscape kids inhabit. The *Young Canadians* research showed that children in the elementary grades, who are active Internet users, want to learn skills to protect their privacy and authenticate online information. In order to fully engage these students, classroom resources must take advantage of broadband multi-media technologies and capitalize on the abilities of tech savvy students who are creating their own interactive content. With funding from TELUS and CANARIE in 2006, MNet has been able to take the first steps in developing new interactive classroom tools for elementary students.

With the support of our exceptional Board and sponsors, the generous volunteers who donate their time on MNet committees and the dedicated, hard working staff in Ottawa, the organization will continue the work of fulfilling its mission and ensuring that Canadian children and youth's interactions with media are positive and enriching.



**Cathy Wing**  
Acting Executive Director

*It is hard to believe from your Web site that you are a not-for-profit with a small staff. The site is so comprehensive and easy to navigate. Everything I need, and more, is here. I have been surfing it and am thrilled with the breadth of information and how it is laid-out.*

– Teacher-Librarian, Ontario

*Your organization is doing amazing work: essential skills and knowledge for students and an excellent resource for teachers.*

– Executive, Aboriginal Policy, Alberta Education

# MNet in Action

## National Media Education Week

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### **NATIONAL MEDIA EDUCATION WEEK** **NOVEMBER 19-24, 2006**

Media Awareness Network joined with the Canadian Teachers' Federation (CTF) to create and promote the first National Media Education Week, held November 19 to 24, 2006. The week was designed to increase awareness of the importance of media education across Canada. MNet and the CTF partnered with the Association for Media Literacy and sponsors CHUM Limited and Rethink Communications to present the week. To support the event

MNet produced a Web site [www.mediaeducationweek.ca](http://www.mediaeducationweek.ca); a PSA campaign, including television, radio, print and Web components; a new professional development program entitled *Media Education: Make It Happen!*; a national student video podcast contest and a *Talk Media* blog. Promotional activities included presentations for parents, librarians, teachers and youth and the distribution of three press releases, an e-Bulletin, an Op-Ed and various articles to media outlets and stakeholders. The next edition of National Media Education Week will take place November 5 to 9, 2007.

## On the Web ([www.media-awareness.ca](http://www.media-awareness.ca))

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The Media Awareness Network Web site traffic continued to increase in 2006, with almost 6.5 million unique visitors. Of interesting note this year, body image and the portrayal of women and girls in the media surpassed violence as the most accessed topic. A record breaking 660,000 PDF downloads were recorded as a result of the launching in 2005 of the new *Adventures of the Three CyberPigs* Flash games; *The Target is You!* alcohol advertising lessons; and *Young Canadians in a Wired World* – Phase II research.

### **"Talk Media" Blog**

In October, MNet launched *Talk Media*, a blog that serves as a source of commentary and dialogue on the latest media news, trends and media education resources. By the end of 2006, *Talk Media* was one of the top ten most accessed pages on the MNet Web site.



## Resources for Youth

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### **The Target is You! Alcohol Advertising Quiz**

Students in Grades 6 to 8 can test their knowledge and understanding of alcohol marketing aimed at youth by taking MNet's Flash-based, *The Target is You! Alcohol Advertising Quiz*. With a financial contribution from Health Canada, MNet created the quiz as a companion activity to the *Target is You!* lesson series: *Kids, Alcohol and Advertising*. The quiz is one of five e-learning games now offered on the Media Awareness Network Web site.

### **MyMedia Student Podcast Contest**

## **MYMEDIA**

**Video podcasts created by Youth**

Launched during National Media Education Week, the *MyMedia* video podcast contest was designed to encourage youth to think critically about media messages and give them a voice to address their concerns through media creation. Across Canada, students submitted 2-minute video podcasts on the topic of this year's theme—media representation. More than a contest for youth, *MyMedia* is an innovative way for teachers to integrate media education into the classroom and meet the media literacy learning expectations outlined in their provincial and territorial curricula. The *MyMedia* Web site offered a teacher toolkit which included classroom activities and resources on video production and media representation.

## Resources for Teachers

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### **New Classroom Activities**

Many new classroom activities were added to the MNet Web site. These resources included: a lesson on the portrayal of dads on television; teachable moments on the depiction of tobacco use in PG-13 movies; Dove's *Campaign for Real Beauty*; body image in magazines; and an updated classroom resource looking at the topic of media and the 2006 Winter Olympics.

### **Web Awareness Workshops**

The *Web Awareness Workshop Series*, professional development resources were updated to include the latest online trends and research findings from *Young Canadians in a Wired World - Phase II*. In addition, a new professional development workshop *Cyber Bullying: Encouraging ethical online behaviour* was created and added to the suite of licensed resources.



## Media Education: Make it Happen! Program

This professional development program was developed for National Media Education Week (NMEW) to provide educators with an overview of what media education is and offer strategies for integrating it into the classroom. The program consists of a booklet and a PowerPoint workshop with an accompanying facilitator's guide. All the resources are free to download from the NMEW Web site. More than 20,000 copies of the booklet have been distributed.



## Resources for the Community

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### Be Web Aware

Launched in 2004, the *Be Web Aware* Web site was created as part of a public service campaign to raise awareness with parents about children's Internet use. In early 2006, Microsoft Canada and Bell Canada launched a new Public Service Announcement—*Chat Room Chums*—to refresh the campaign and direct more parents to the Web site. In preparation for this campaign, MNet completely updated the site's content to reflect the findings of the *Young Canadians in a Wired World - Phase II* research. A new design and navigation were also developed to provide a fresh look and increase usability.

### Parenting the Net Generation

In June 2006, the Canadian Home and School Federation (CHSF) and Media Awareness Network formed a partnership to create a national school-based Internet literacy program for parents. Thanks to this partnership and funding provided by Bell Canada, the *Parenting the Net Generation* workshop was made available for free to all parent councils of English schools in Canada until July 31, 2007. The program has been enthusiastically received by CHSF member associations who have been hosting train-the-trainer sessions and school-based workshops in their provinces.



### Online Internet Tutorial for Parents

MNet started developing an e-learning tool for Francophone parents in 2006. This French-language resource is funded by Industry Canada's *Francommunautés virtuelle* program and Bell Canada. Using a Flash based, online tutorial platform, the goal is to create an interactive resource to help parents explore and understand issues related to their kids' Internet use, including online relationships, marketing, inappropriate content, how to find good information and the impact of multitasking. MNet has partnered with five Francophone parent organizations, which will act in advisory roles and help promote the parent tool among their members.



## Outreach

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### **Resource Promotion and Partnership Building**

Through the support and cooperation of partners, MNet was able to effectively maximize the reach of its media education resources. The focus in 2006 was to promote the wide-spread use of three key programs – *The Target is You!: Kids, Alcohol and Advertising*, *Deconstructing Online Hate*, and *Exploring Media & Race*.

These promotion activities included:

- The Canadian Teachers' Federation promoted each of MNet's three programs to approximately 1,200 teachers and education professionals.
- B'nai Brith Canada invited MNet to feature *Deconstructing Online Hate*, and *Exploring Media & Race* at the *Third International Symposium on Hate on the Internet*.
- The Canadian Public Health Association provided over 600 contact names for all health units across the country for the distribution of our *Target is You!* materials.
- The Nova Scotia Department of Health Promotion and Protection included two of the new *Target is You!* lessons in their fall 2006 Curriculum Supplement for Grade 7 to 9 teachers.
- Alberta Education linked to the *Target is You!* lessons in their May 2006 online newsletter, which has a reach of approximately 9,000 teachers.
- Ad space was purchased to promote the *Target is You!* program in three issues of TEACH magazine with a reach of 22,000 kindergarten to Grade 12 teachers and school board employees across Canada each month.

The *Target is You!* lessons have been viewed nearly 150,000 times and the kits downloaded for use over 85,000 times in 2006.

### **Licensing Activities**

MNet offers select professional development and in-class resources through a licensing arrangement, to the education sector. While, the revenue from these licences is critical to the annual update of the resources, the licensing activities are in fact pivotal to MNet's relationship building in this sector.

In 2006, MNet promoted its licensed resources to ministries of education, post-secondary institutions and school boards in every province and territory. We are proud to say these resources are currently used in every province and territory in Canada: eight of the ten largest school districts in the country; every major

faculty of education in western and central Canada including the Universities of British Columbia, Alberta, Manitoba, Winnipeg, Saskatchewan, Toronto and Queen's University. As well, the ministries of education in New Brunswick, Nova Scotia, Prince Edward Island and all three territories have licensed these resources for all their schools.

*Our Educational Technology Consultant absolutely loves your resources and prior to handing out the new laptops to each teacher in our district, installed MNet's Web Awareness Workshop Series on each machine.*

– Superintendent of Curriculum, Saskatchewan

*I was thrilled to see that the learning resources are presenting media topics that are not only parallel to curriculum outcomes, but also relevant to developing student critical thinking, and the development of historical consciousness. I greatly appreciate the efforts the Media Awareness Network has taken in preparing quality resources for educational programming!*

– from a Curriculum Consultant in Manitoba on previewing all of MNet's licensed resources



## **Communications Activities**

Through a series of strategic press releases and outreach activities MNet was able to generate extensive media coverage on regional and national radio and television programs and in newspapers and magazines. The top issues for the more than 100 media interview requests this year included Internet safety, social networking sites, cyber bullying, body image, online hate, sexually explicit media content, junk food advertising and media violence. A year after its release, *Young Canadian in a Wired World* research continued to yield media attention as journalists turned to MNet as the Canadian expert on kids' Internet use.

Throughout the year we strived to keep our key stakeholders well informed of our activities through a variety of communication vehicles. The *MNet News* offers subscribers daily links to relevant media-related stories and the new *Talk Media* blog postings. The *Network News*, our bi-monthly electronic newsletter, was replaced in the fall with a *National Media Education Week Bulletin* which provided updates on MNet and partner activities leading up to the week. Our stakeholders, as strong supporters of MNet, have used their valuable networks in helping us to achieve the widest possible targeted distribution for our press releases and articles.

# About MNet



The Media Awareness Network is a Canadian not-for-profit centre of expertise and excellence in media education. Our vision is to ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media. Our mission is to be the leading Canadian provider of media education resources and awareness programs for educators, parents, children and youth.

In executing this mission, we are guided by our underlying philosophy of educating, not advocating, and by our fundamental goals to:

- develop and deliver high-quality media education resources
- provide leadership in advancing media literacy and contributing to the development of public policy on issues related to the media
- build broad public support for media education

## Our Team

One of MNet's greatest assets is the experience and expertise of its dedicated staff members. In 2006, they were:

- **Guillaume Cormier**, Web Site Developer
- **Judith Donin**, Webmaster
- **Owen Gregory**, Content Curriculum Updates
- **Lynn Huxtable**,  
Manager, Licensing & Copyright
- **Julien Lavoie**,  
Director, Marketing & Communications
- **Warren Nightingale**,  
Media Education Specialist
- **Tatiana Nemchin**, Executive Assistant
- **Guy Parent**, Director, Government Relations
- **Gilles Parisien**,  
Manager, Finance & Operations
- **Catherine Peirce**, Project Manager
- **Louiselle Roy**, Director, French Program
- **Michelle Scarborough**, Executive Director
- **Cathy Wing**, Acting Director, Education

# 2006 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 2006, MNet extended its thanks to retiring directors and observers:

Pam Dinsmore, Andrew Cardozo, Robert Glossop, David Miles, Louise Dufour, Gail Valaskakis, Danielle Thibault and Christine DuBois.

## Executive

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**Wendy Newman**, Senior Fellow, Faculty of Information Studies, University of Toronto (Chair)

**Sarah Crawford**, Vice President, Public Affairs, CHUM Limited (Vice Chair)

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

**Arturo Duran**, President, Internet and Business Integration, CanWest MediaWorks (Member-at-Large)

**Arlette Lefebvre**, M.D. Staff Psychiatrist, President of the Medical Staff, Division of Child Psychiatry, The Hospital for Sick Children (Member-at-Large)

**Jay Thomson**, Assistant Vice President, Broadband Policy, TELUS (Vice Chair)

**Michelle Scarborough**, Executive Director, Media Awareness Network (Secretary)

## Members

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

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

**Serge Carrier**, Coordinator, Business Development, SOFAD

**Winston Carter**, President, Canadian Teachers' Federation

**Rita Shelton Deverell**, RJ Deverell Productions

**Sandra Graham**, Senior Consultant,  
The Capital Hill Group

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

**Bill Roberts**, President and CEO, S-Vox Trust

**Jill Schoolenberg**, Director, Windows,  
Microsoft Canada Co.

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

**Ted Whiteland**, President, Canadian  
Association of Principals

## Official Observers

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**Ruth Bacon**, Director, Canadian Culture Online -  
Content Policy and Programs, Canadian Heritage

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

**Claude Rocan**, Director General, Centre for  
Health Promotion, Public Health Agency of  
Canada



*I have been to MNet's Web site several times lately and am really impressed with the resources and the direct links made to the curriculum. I have also browsed through the related lesson plans and know that these resources, which directly address grade level expectations, will alleviate many of the concerns of teachers in being able to teach the media literacy strand in the new curriculum document. We will also be highlighting this site when we talk about media literacy with our teacher candidates as this is an excellent inclusive resource for them to have.*

– Lecturer, University, Ontario

*I showed MNet's curriculum charts and lesson plans to our teachers and they were truly excited, as they were concerned they didn't have time to find resources. MNet's web site provides all that they need and the existence of these resources is very comforting to them.*

– Curriculum Consultant, Ontario

# 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 corporate, not-for-profit and government sectors.

## Media Awareness Network Sponsors

### **Founding Sponsors**

Bell Canada

SHAW Communications Inc.

### **Gold Sponsors**

Bell Canada

CHUM Television

Rogers Yahoo! Hi-Speed Internet

Microsoft Canada

TELUS

### **Silver Sponsor**

CTV

### **Bronze Sponsor**

Canadian Recording Industry Association

### **Associate Sponsor**

National Film Board of Canada

### **Benefactors**

BCE Inc.

CHUM/Craig

CTV

## Research and Development Partners

Alberta Education

Canadian Centre on Substance Abuse

Canadian Heritage

CANARIE Inc.

La commission nationale des parents francophones

Commission scolaire des Affluents

De Marque, inc.

Fédération des comités de parents du Québec

Fédération nationale des conseils scolaires  
francophones

Health Canada

Human Resources and Social Development Canada

Industry Canada

Mothers Against Drunk Driving

National Film Board of Canada

Provincial-Territorial Working Group on Film  
Classification

Public Safety and Emergency Preparedness Canada

Regroupement des parents francophones du Manitoba

Regroupement des parents francophones  
du Nouveau-Brunswick

Regroupement des parents francophones de l'Ontario

University of Montréal

## Members and Partners

### **Organizations**

Association for Media Literacy

Alberta Libraries

Association des enseignantes et des enseignants  
francophones du Nouveau-Brunswick

Canadian Association for School Libraries

Canadian Association of Deans of Education

Canadian Association of Media Education  
Organizations

Canadian Association of Principals

Canadian Association of Public Libraries

Canadian Home and School Federation  
Canadian Library Association  
Canadian Teachers' Federation  
(Representing 16 provincial and territorial  
member organizations)  
Child and Youth Friendly Ottawa  
Child Find Canada Inc.  
Children's Aid Society of Toronto  
College of Education, University of Saskatchewan  
Concerned Children's Advertisers  
Conseil pédagogique interdisciplinaire du  
Québec (CPIQ)  
CyberCap  
Cybertip.ca  
CyberWise  
EuKidsOnline  
Family Service Canada  
Girl Guides of Canada  
Historica and Canadian Encyclopedia  
Historica Encounters  
HIT Entertainment Canada Inc.  
InSafe  
Library Boards Association of Nova Scotia  
London Public Library  
Nova Scotia Provincial Library  
Ottawa Centre for Research and Innovation  
Portail monPIF.ca  
PrevNet (Promoting Relationships and Eliminating  
Violence Network)  
Quebec Library Association  
RCMP  
Régie du Cinéma du Québec  
SAGE (Strategic Knowledge Cluster Simulation  
and Gaming Environments)  
Vanier Institute of the Family  
YouthLinks

## **Individuals**

Eleanor Tobin  
Collen McLay  
Krystle Fortin  
Derren Jackson  
Laura Holland  
Paul Chislett  
Pamela Gole  
Jessica Tse  
Dina Haffy

## National Media Education Week Sponsors

### **Presenting Sponsors**

CHUM Television  
Rethink Communications

### **Media Partners**

CanWest MediaWorks Limited  
CBC / Radio-Canada  
CBC Television  
CHUM Television  
Corus Entertainment  
CTV  
NewCap Radio  
Rogers Yahoo! Hi-Speed Internet  
Shaw Communications Inc.  
S-Vox Inc.  
The Globe and Mail

## MyMedia Sponsors

*Degrassi: The Next Generation*  
Electronic Arts Inc.  
Shaw Communications Inc.  
Ubisoft Entertainment

*Special thanks to MuchMusic*

# Treasurer's Report

The 2006 year mirrored 2005 as Media Awareness Network had difficulty in generating revenues from external sources. The deficit of \$229,358 was mostly due to reduced revenues and an increase in expenses in one strategic area. Private sector revenues decreased \$159,683 in 2006 from 2005. Total private sector revenues were \$399,891 in 2006 compared to \$559,574 in 2005. The decrease was due mostly to certain public benefits coming to an end and a reduced level of sponsorships. The largest shortfall in 2006 was in the public sector area where revenue was \$63,557 in 2006 compared to \$564,952 in 2005. On a positive note, the organization increased its licensing revenue in 2006 by \$72,000. To offset the revenue shortfall, expenses were reduced by approximately \$430,000 in 2006 primarily in the areas of consulting, office, and salaries and benefits. As mentioned above, a strategic decision was made to fund National Media Education Week in November 2006 and this resulted in higher promotion and advertising expenses.

Our Balance Sheet as of December 31, 2006 continues to be stable with working capital of \$385,000. The stable working capital position is due to the large surplus in 2004 that has been carefully managed. Our expenses and cash position are monitored closely and great effort is made to expand our sources of revenue. MNet will not be making any allocation to the Contingency Fund and the Special Projects Fund this year. These funds are segregated from our general operating funds and the interest is credited to the respective funds.

A full set of our audited financial statements is available from the MNet office upon request.



**Barry Chapman**

Vice-President, Regulatory Matters  
Bell Canada

*This is powerful stuff. Congratulations to the producers of these educational materials.*

– from a School Board in Quebec on previewing *Deconstructing Online Hate and Exploring Media & Race*

*The parents in attendance at the Parenting the Net Generation workshops have varied from beginner to advanced users and all have walked away with a much better understanding of the Internet and its uses and problems. The MAPC Board feels this is a great presentation for our members and would like to see it continue.*

– Manitoba Association of Parent Councils (MAPC)





# Auditors' Report

To the Members,  
Media Awareness Network Canada

We have audited the balance sheet of Media Awareness Network Canada as at December 31, 2006 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, 2006 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.

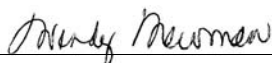
McCay, Duff & Company LLP,  
Licensed Public Accountants.

Ottawa, Ontario,  
February 28, 2007.

# Media Awareness Network Canada – Balance Sheet as at December 31, 2006

	2006	2005
<b>ASSETS</b>		
<b>OPERATING FUND</b>		
<b>Current</b>		
Cash	\$ 163,847	\$ 322,599
Deposit certificates	98,976	97,289
Accounts receivable	340,100	286,831
Accrued interest receivable	101	712
Prepaid expenses	13,016	15,492
	<u>616,040</u>	<u>722,923</u>
<b>Capital</b>	36,689	47,435
<b>Total Operating Fund Assets</b>	<u>652,729</u>	<u>770,358</u>
<b>CONTINGENCY AND SPECIAL PROJECTS FUNDS</b>		
Deposit certificates	74,242	72,020
Accrued interest receivable	213	240
<b>Total Contingency and Special Projects Fund Assets</b>	<u>74,455</u>	<u>72,260</u>
<b>TOTAL ASSETS</b>	<u>\$ 727,184</u>	<u>\$ 842,618</u>
<b>LIABILITIES</b>		
<b>OPERATING FUND</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 41,090	\$ 38,329
Deferred revenue	251,108	142,140
	<u>292,198</u>	<u>180,469</u>
<b>MEMBERS' EQUITY</b>		
<b>OPERATING FUND</b>		
Invested in capital assets	36,689	47,435
Unrestricted net assets	323,842	542,454
	<u>360,531</u>	<u>589,889</u>
<b>Total Operating Liabilities and Members' Equity</b>	<u>652,729</u>	<u>770,358</u>
<b>CONTINGENCY FUND</b>	53,103	51,506
<b>SPECIAL PROJECTS FUND</b>	21,352	20,754
<b>Total Contingency and Special Projects Fund Members' Equity</b>	<u>74,455</u>	<u>72,260</u>
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY</b>	<u>\$ 727,184</u>	<u>\$ 842,618</u>

Approved on behalf of the Board:



Chair



Treasurer

**Media Awareness Network Canada – Statement of Revenue and Expenses - Operating  
For the Year Ended December 31, 2006**

	2006	2005
<b>REVENUE</b>		
Private sector	\$ 399,891	\$ 559,574
Public sector	63,537	564,952
Non-profit sector	-	48,183
Other	235,010	109,641
	<u>698,438</u>	<u>1,282,350</u>
<b>EXPENSES</b>		
Amortization	12,694	18,218
Bank charges and interest	543	671
Board of Directors	8,665	8,115
Contractual labour	36,444	346,816
Equipment	6,830	9,605
Information services	1,004	2,060
Insurance	6,016	5,865
Office	19,112	38,649
Postage and courier	3,282	4,388
Professional fees	9,594	7,555
Promotion and advertising	109,808	42,894
Salaries and benefits	614,850	778,559
Site and network services	70,621	63,787
Telephone	11,740	13,205
Travel and conferences	16,593	18,260
	<u>927,796</u>	<u>1,358,647</u>
<b>NET REVENUE (EXPENDITURE) FOR YEAR</b>	<u>\$ ( 229,358)</u>	<u>\$ ( 76,297)</u>



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