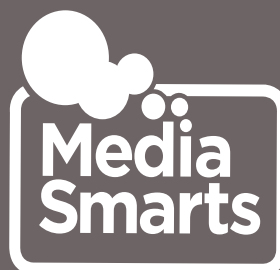




ANNUAL REPORT  
//2012





CANADA'S CENTRE  
FOR DIGITAL AND  
MEDIA LITERACY

950 Gladstone Avenue, Suite 120  
Ottawa, Ontario  
K1Y 3E6

[www.mediasmarts.ca](http://www.mediasmarts.ca)  
1-800-896-3342

Charitable Registration No.  
89018 1092 RR0001



[twitter.com/mediasmarts](https://twitter.com/mediasmarts)



[facebook.com/mediasmarts](https://facebook.com/mediasmarts)

EVERY TWO DAYS, WE'RE  
UPLOADING MORE DATA THAN HAS  
BEEN PRINTED IN ALL OF HUMAN  
HISTORY.

---

BY 2015, THE NUMBER OF  
NETWORKED DEVICES WILL BE 2x  
THE GLOBAL POPULATION.

---

BY THE TIME THEY'RE TWO, MORE  
THAN 90% OF CHILDREN HAVE AN  
ONLINE HISTORY.



A photograph of a young child walking away from the camera on a gravel path, flanked by the legs and hands of two adults. The scene is bathed in the warm, golden light of a sunset or sunrise, with long shadows and a soft glow. The child is wearing a white tank top with red trim and green shorts. The adults are holding the child's hands, guiding them forward. The background is a blurred landscape of green grass and trees under the low sun.

“HOW DO WE  
PREPARE  
THEM FOR  
THE FUTURE?

WHEN WE  
CAN'T  
KEEP UP  
WITH TODAY?”

MediaSmarts is dedicated to giving parents and teachers the confidence and tools they need to help young people safely and wisely navigate the digital world.

# TABLE OF CONTENTS

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|    |   |
|----|---|
| 5  | MESSAGE FROM THE CHAIR & THE EXECUTIVES |
| 8  | WHO WE ARE                              |
| 11 | LISTENING                               |
| 13 | RESPONDING                              |
| 16 | BUILDING                                |
| 19 | SHARING                                 |
| 21 | WORKING TOGETHER                        |
| 24 | FINANCIAL STATEMENTS                    |

# MESSAGE FROM THE CHAIR & THE EXECUTIVES

## *Dear friends and supporters,*

We are very pleased to present MediaSmarts' first annual report.

We began 2012 as Media Awareness Network and ended the year as MediaSmarts: Canada's Centre for Digital and Media Literacy. The process of changing our name, logo and website was exhilarating, rejuvenating and labour intensive – and the hard work has only just begun.

In 2012 we spoke with hundreds of Canadians through our national research project *Young Canadians in a Wired World (YCWW)*. What we learned from the parents, teachers and youth in the study is they are excited about the opportunities of digital technologies and recognize how they are improving our lives. But at the same time they also expressed a tremendous amount of fear of the unknown and trepidation about the pace of change.

Our Patron, His Excellency the Right Honourable David Johnston, Governor General of Canada, acknowledged these rapid and profound changes at the World Congress on Information Technology in Montreal in October, noting that “every two days we're uploading more data than has been printed in all of human history”.

In our 2010 Digital Literacy in Canada paper we argued for the need to create a digitally literate population so Canadians can benefit from our rapidly evolving digital culture. But how do we get to that place? We advocated for a “digital literacy movement” where stakeholders in government, industry, education and communities, would all play a role in giving citizens – young and old – the critical thinking skills they need for the digital world, not just as users of the technology but as creators, collaborators and innovators.

We now sense that this movement is underway, starting with an increased awareness of the importance of these issues. In 2012, for example, thousands of Canadians took part in Media Literacy Week activities to recognize the importance of privacy in the digital age; Senate and Parliamentary Committees consulted with Canadians on how to address the pressing societal issues of cyberbullying and privacy on social networks – with many witnesses calling for educational solutions; the CRTC recognized the importance of informed media consumers by appointing its first Chief Consumer Officer; and several provincial and territorial departments of education initiated work on policies to enhance the development of digital literacy skills for Canadian students.

Over the past year, MediaSmarts has been invited to share its digital and media literacy expertise at home and around the world. We worked with partner organizations to provide skills and tools to a wide variety of Canadians: training librarians with digital literacy workshops, supporting police and community groups with diversity and online hate programs, giving parents tools to manage media in the home, creating cyber security resources for consumers, and providing classroom resources to thousands of teachers and students.

None of this work would have been possible without the generous support of our sponsors, for which we are truly grateful. In 2012 our sponsors not only provided MediaSmarts with financial contributions, they also worked closely with us on the development of programs to benefit Canadian families and communities. We are pleased in this report to highlight the many projects we developed in partnership with these companies and organizations.

We are also blessed with an extremely hard working and dedicated Board of Directors that believes in our vision and mission. Our Board members spend hours of their valuable time volunteering on committees and guiding the organization. With deep appreciation we thank them for their dedication to our cause.

We also wish to thank our small but mighty, hard working staff. Over the past year they have produced an extensive new website with thousands of pages of content, developed several new high-quality programs and resources, and conducted the first stage of the YCWW research project – Canada's largest study of children's and teens' Internet use.

As we enter this new stage in our development as an organization, we thank those who have supported us through the years and hope we can continue to work together to build a movement to ensure young people are educated and aware of the benefits and the risks of our digital culture.

Sincerely,

Craig McTaggart, Chair

Cathy Wing, Co-Executive Director

Jane Tallim, Co-Executive Director





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.



# WE ARE

## CONNECTED

We collaborate and share our knowledge  
with diverse stakeholder groups

## CREDIBLE

We are passionate about what we do -  
we educate, not advocate

## AUTHORITATIVE

We are an evidence-based, respected  
source of expertise

## CREATIVE

We produce innovative responses to  
media issues creating rich, layered resources  
that are engaging and interactive

## A NEW NAME, A FRESH START

In May 2012 we ceased to be Media Awareness Network and became MediaSmarts. Our new brand is the culmination of a three year strategic process to re-envision the organization to meet the educational challenges of the digital age.

We worked with our partners and stakeholders and the wonderful creative team at the Brandworks agency (who volunteered hours of their valuable time) to develop a name that would reflect our vision and mission and succinctly capture what we're all about: critical thinking about media.

We live in a wired world today: young people are using a wide range of digital devices, and adults can't keep up. So how can we make sure that our kids are safe, but also savvy and informed? In the same way we teach them street smarts we now need to teach them "media smarts". While much has changed through the rebranding process – our name, our logo and our website – our mission and core beliefs remain the same, as does our commitment to helping to raise a media savvy generation of young Canadians.

## A LOOK BACK

1996-1999



**media awareness network**  
**réseau éducation-médias**  
<http://www.media-awareness.ca>

1999-2002



2002-2012

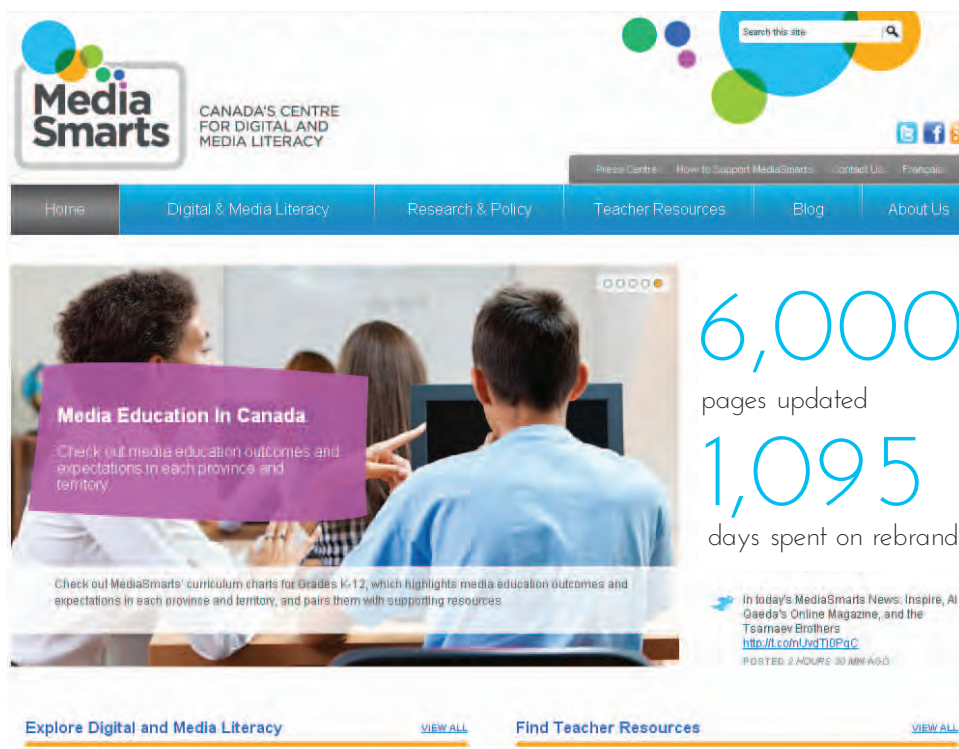


2012



## A NEW NAME, A NEW WEBSITE

To reflect the MediaSmarts brand we also launched a new website. In preparation, staff combed through more than 6,000 pages of content to ensure the new site would be as up-to-date and easy to navigate as possible. Through the process we developed extensive new sections on privacy, cyber security, and body image and updated hundreds of educational resources.



## KIDS LIVE MEDIA LET'S GIVE THEM MEDIA SMARTS

To help launch the new brand and website, we developed a bilingual video asking young people what media means to them. See what they had to say:

<http://youtu.be/i-YAesTgC-g>



*Fabulous website! Slick and easy to use, with all the information that is so necessary for safe web surfing. Well done! – Librarian, British Columbia*



LISTENING



MediaSmarts' work is based on the authentic lived experiences of Canadian youth. Through our ongoing research program, *Young Canadians in a Wired World (YCWW)*, we have listened to more than 12,000 children and teens, parents and teachers over the past 12 years to understand what Canadian kids are doing online and how adults can support them. The YCWW research is Canada's largest and longest running comprehensive study of children's and teens' Internet use. Its findings have informed policy setting in schools, libraries and governments across Canada and around the world.



***You are the credible voice that is doing this research and it matters.  
-School Board Representative, Alberta***

### *Young Canadians in a Wired World Phase III*

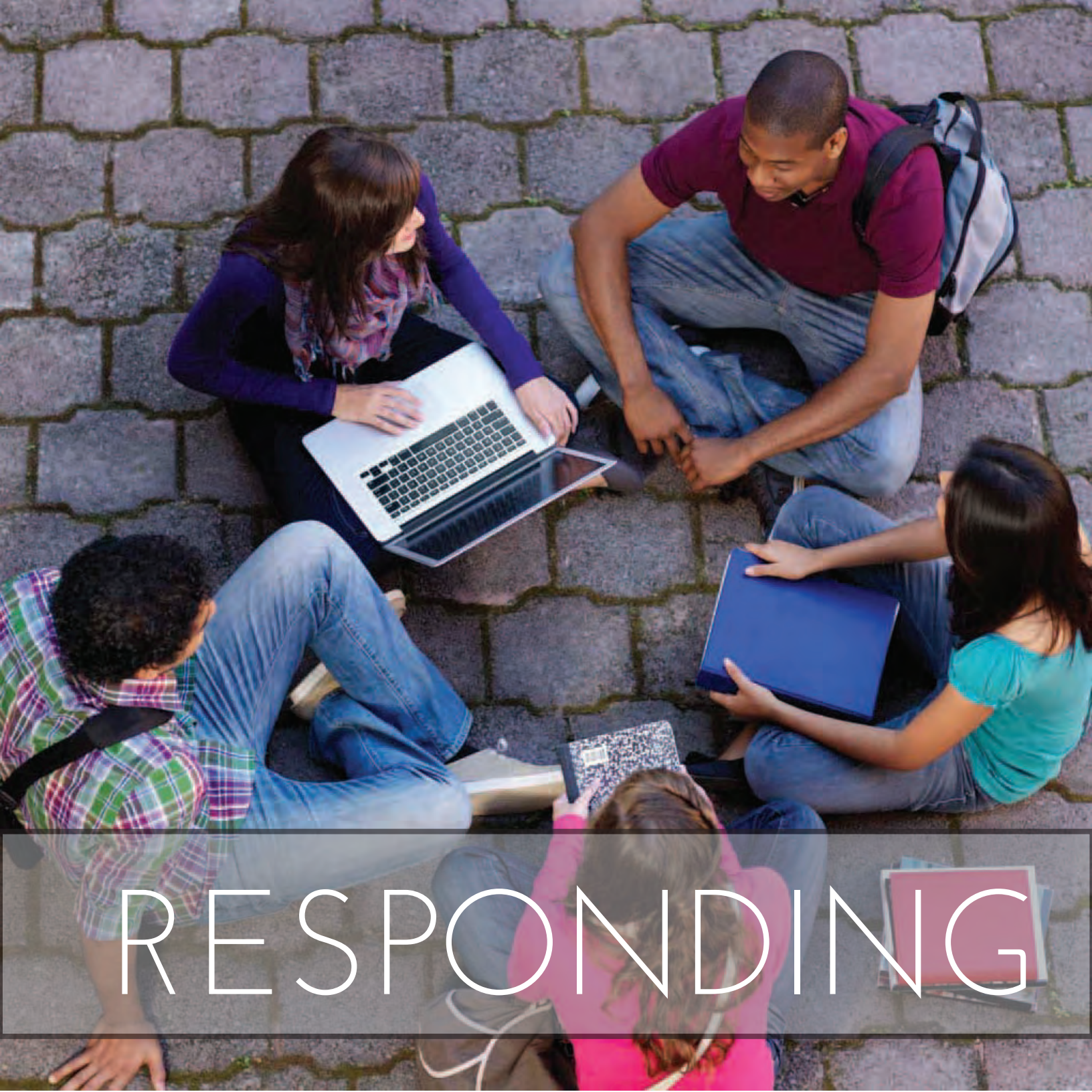
In 2011 we launched phase III of YCWW with funding from the Office of the Privacy Commissioner of Canada and the Canadian Internet Registration Authority (CIRA). After conducting multiple focus groups across Canada with teachers, parents and youth, MediaSmarts released two findings reports in 2012 revealing both great optimism and deep concerns about the role of networked technologies in children's lives.

### *Teachers' Perspectives*

For our teachers' report, MediaSmarts spoke with educators across the country to better understand how digital technologies are being integrated into classrooms, how they enhance learning, and how they impact relationships between teachers and students. The findings revealed that while Canadian educators believe that digital technologies can enrich students' learning, there are still significant challenges to overcome in making this happen – with one of the main barriers being students' lack of digital literacy skills. Teachers also felt that school filters and policies that ban or restrict networked devices in the classroom take away the very opportunities young people need to develop digital literacy skills such as good judgment and responsible use.

### *Talking to Youth and Parents about Life Online*

This report highlights the remarkable dichotomy between children and parents and their views of the online world. In 2000 when the first phase of YCWW took place, adults saw the Internet as a useful source of information and an educational advantage for their children. But parents we spoke with in our latest phase told us a different story, where the Internet is now a source of fear and a conduit to unknowable threats to their children. For children and teens, the Internet is no longer the fun, private space it was a decade ago; rather, kids feel they are living in a fishbowl, under watchful eyes of parents, teachers, peers and corporations. We also learned that youth view school-based anti-cyberbullying programs as ineffective and believe that adults often exaggerate issues and pathologize young people's everyday behaviours. As a result, students tend not to turn to adults for help; instead they develop their own online coping strategies, such as ignoring or blocking interactions.



RESPONDING



Through our research, we are able to better understand the real issues facing parents, educators and young people in today's digital environments, and to respond with developmentally-appropriate and evidence-based resources and programs.

Teachers have told us they need programs that are aligned with curriculum, promote critical thinking and address a wide range of issues; parents want to understand what their kids are doing online and how they can help them learn to make good choices; and consumers need tools that will help ensure their online activities are safe and secure.

In 2012 we responded to these needs with several new digital and media literacy resources which are freely available on our mediasmarts.ca website.

## FOR SCHOOLS & COMMUNITIES

### *Diversity and Media Toolbox*

The *Diversity and Media Toolbox*, which was funded by Justice Canada, is a comprehensive suite of anti-racism and anti-hate resources. This Web-based program for teachers, students, law enforcement representatives and the general public looks at issues relating to stereotyping, bias and hate in mainstream media and the Internet. The program is broken into two distinct but complementary topic areas: online hate and media portrayals of diversity, including ethnicity and race, religion, disability, sexual orientation and Aboriginal peoples. The suite of resources includes e-tutorials, lesson plans and interactive modules for students.

### *Responding to Online Hate Guide*

The *Responding to Online Hate* guide was created to help law enforcement officials, community groups and educators counter hateful content on the Internet. MediaSmarts developed the guide with financial support from the Government of Ontario, in response to the need for resources on this growing issue. The guide provides information on the ways youth are targeted by hate mongers and steps that can be taken to report online hate to the police, host websites and Internet Service Providers. It also highlights services available to victims who encounter hateful materials online.



5,000 free copies of the guide were distributed to community organizations and schools across the country.

*I must thank you and your organization for assisting law enforcement, teachers and parents educate our children and communities in relation to hate crime. Any information, resource or messaging that promotes combating hatred in all its forms is valuable. Publications such as yours are a tool that we will use to educate students and community groups that request presentations from police on hate crime."*

*—Ontario Law Enforcement Official*

### *Growing with the Net: The Teen Years*

This professional development workshop for educators is a new addition to MediaSmarts' popular licensed resource, the *Web Awareness Workshop Series*. The workshop looks at teens' favourite Internet activities, the developmental traits associated with adolescence and how these characteristics can affect how teens interpret and respond to Internet content and situations. The workshop also offers age appropriate strategies for dealing with issues of concern for this highly experimental and boundary-pushing demographic. *Growing with the Net: The teen years* was supported through a TELUS sponsorship.

# FOR PARENTS & CONSUMERS

## Cyber Security Consumer Tip Sheets

To help Canadians avoid risks when socializing, shopping and playing online, we partnered with the Canadian Internet Registration Authority to develop a series of *Cyber Security Consumer Tip Sheets*. These tip sheets cover a wide range of security issues including online scams, viruses and spam, and highlight a number of actions and tools to help consumers lower their online risk.

The program also includes the lesson *Winning the Cyber Security Game* to teach students in Grades 5-6 and 7-8 how to minimize potential security risks associated with the online activities that they enjoy.

## Parenting the Digital Generation

The *Parenting the Digital Generation* e-tutorial was launched in 2012 to address Canadian parents' most pressing concerns about their children's Internet use, including social networking, privacy, ethical use, sexting and cyberbullying. *Parenting the Digital Generation* looks at the various activities kids love to do online and offers tips and strategies to help them make the most of their favourite online spaces and activities, including: knowing how to manage Facebook privacy settings, being savvy online shoppers, and protecting your computer from viruses. Supported through a Bell sponsorship, the e-tutorial is available on mediasmarts.ca.

## Parent Tip Sheets

In 2012 MediaSmarts created a series of tip sheets for parents to add to their "media management" libraries at home.

## MANAGING MEDIA: BACK TO SCHOOL TIPS FOR PARENTS

Provides ideas to help kids ease out of summertime media habits, ranging from cell phone use to managing their online social scene and using the Internet for homework.

## DEALING WITH FEAR AND MEDIA

Released at Halloween this tip sheet reminds parents that frightening media images can lead to children having nightmares, being fearful of the dark and having trouble sleeping, and offers advice on how to mitigate this with their kids.

## SURVIVING THE GIMME SEASON

It seems like Halloween has barely ended when the Christmas buildup begins. This tip sheet helps parents prepare for – and survive! – the avalanche of ads, decorations and music that are aimed at getting kids excited about the holidays.

Cyber Security Consumer Tip Sheet  
Safe Surfing  
Protecting Yourself from Malware  
Online Commerce  
Socializing and Interacting Online  
Mobile Devices  
Lesson: Winning the Cyber Security Game



## LESSON PLANS

Our new website wouldn't be complete without new lessons, so a number were created on topics that we know will engage students and help teachers meet curriculum outcomes for digital and media literacy:

## GIRLS & BOYS ON TELEVISION

(Grades 3-6): In this lesson, students discuss television programming aimed at children and how girls and boys are portrayed in it.

## THE HERO PROJECT

Authenticating Online Information (Grades 4-8): In this lesson, students are introduced to Internet search skills through researching a personal hero.

## ONLINE GAMBLING AND YOUTH

(Grades 11-12): This lesson looks at the ways in which online gambling draws in youth and increases the risk that they will become problem gamblers.

## GAMBLING IN THE MEDIA

(Grades 9-10): This lesson looks at the increasing prominence of gambling in the media, particularly movies and television.

## FORENSIC SCIENCE CRIME DRAMAS

(Grades 10-12): This lesson encourages students to analyze the forensic science crime drama as a television show genre.

## UP, UP AND AWAY?™

(Grades 7-8): In this lesson students encounter the key concepts of intellectual property, learning the difference between copyright and trademark and coming to understand how these affect how media products are created and sold.



# BUILDING



At MediaSmarts, we believe in a collaborative approach to teaching youth the skills they need for the digital world. Working with partners in academia, education, industry, government and the not-for-profit sector, we are building a movement for digital and media literacy across Canada. We are starting to see change taking place: digital citizenship and bring your own device (BYOD) initiatives are becoming the norm in many classrooms as teachers try to make learning relevant to their highly connected students; Media Literacy Week continues to grow in popularity; community organizations and libraries are developing programs to fill knowledge and access gaps; and digital literacy is top-of-mind for industries and government departments wanting to equip Canadians for a digital world.

### Licensed Resources

MediaSmarts' licensed resources are in use in every province and territory, through schools, post-secondary institutions, ministries of education, school districts/boards, and public libraries.

In 2012 the Newfoundland and Labrador Department of Education renewed their licences for MediaSmarts classroom tutorials *MyWorld*, *Passport to the Internet* and the professional development program the Web Awareness Workshop Series. Education Minister Clyde Jackman noted the important role these resources will play in teaching students the critical thinking skills they need for their online use.

“*These resources allow students to learn to use different types of digital and social media, but also to think critically about how they are using them. Are they revealing too much information? Are they putting themselves in danger? Are they engaged in online activities that would be hurtful, or even dangerous to others?*” –Honourable Clyde Jackman, Minister of Education for Newfoundland and Labrador

Alberta Education renewed its licences for *MyWorld* and *Passport to the Internet* in 2012, giving students across the province access to education on authenticating online information, reputation and privacy management, dealing with online relationships and ethical use of the Internet.

“*Older students rely on the Internet as a source of information and a vital link to their peers. This has raised discussion among parents, teachers and administrators about the need for more resources to deal with issues such as privacy and cyberbullying.*” –Honourable Thomas Lukaszuk, Minister of Education for Alberta

### Google and Ontario Library Association Licence

Thanks to the generosity of a Google Canada community grant, MediaSmarts was able to provide the Ontario Library Association with a one-year licence for the *Web Awareness Workshop Series* digital literacy program.

Through this licence, more than 160 public libraries, representing over 12 million Ontarians, can access workshops and training tools to help their staff and the general public understand and address Internet issues affecting children and youth.



## LICENSING STATS

11,000  
SCHOOLS

80%  
OF STUDENT ENROLMENT

3,673,496  
STUDENTS

9 of 13  
PROVINCIAL/TERRITORIAL  
LICENCES

13,000,000  
REACHED THROUGH  
LIBRARY SYSTEMS

50%  
OF CANADA'S FACULTIES  
& SCHOOLS OF EDUCATION

17 of the 20  
LARGEST SCHOOL DISTRICTS  
IN THE COUNTRY

540,000  
IMPRESSIONS ON THE WEB

70  
COLLABORATORS AND  
PARTNERS INVOLVED

38  
EVENTS AND ACTIVITIES  
INVOLVING THOUSANDS OF  
CANADIANS

7  
MINISTRIES OF EDUCATION  
INVOLVED (ALBERTA, MANI-  
TOBA, NEWFOUNDLAND AND  
LABRADOR, NORTHWEST  
TERRITORIES, NOVA SCOTIA,  
PRINCE EDWARD ISLAND,  
YUKON)



## Media Literacy Week 2012

2012 saw the most successful Media Literacy Week yet. Partnering with the Canadian Teachers' Federation (CTF), the seventh annual event drew in over 80 collaborators and saw over 30 events and activities held across the country. The theme of the week, Privacy Matters, shone a light on the privacy knowledge and skills young people need for their online activities.

On November 5, Media Literacy Week was launched with a panel of experts discussing privacy issues with elementary and high school students from across Quebec. The event, broadcast live to over a dozen schools, featured guest speaker Jennifer Stoddart, Canada's Privacy Commissioner, who talked about the importance of educating youth about their privacy rights.

The privacy panel included participants from Google Canada, the Office of the Privacy Commissioner of Canada and the University of Ottawa.

## EVENT HIGHLIGHTS

- Privacy Panel on youth privacy (Montreal, QC)
- Webinar on youth privacy in partnership with NAMLE and CyberWise (USA / Canada)
- Tweet chat on youth privacy (International)
- Student town hall hosted by Manitoba Education and the Manitoba Teachers' Society, featuring the Minister of Education (Winnipeg, MB)
- Take Our Kids to Work Day (Niagara Falls, ON)
- National Film Board of Canada animation festival (Across Canada)
- Daily activities at the London Public Library, with special programming for seniors (London, ON)
- Media Democracy Days (Vancouver, BC)
- Ministry of Education digital and media literacy contest (Prince Edward Island)

To find out more about Media Literacy Week in Canada, visit [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca).

*"The digital world offers an incredible opportunity for free expression, social engagement and learning and yet, along with this unprecedented access come serious issues, particularly for young people who are navigating the world of chat pages and social media. This is why privacy online is a right. Privacy matters." -MP Charlie Angus, NDP*

## Be Bold - Stop Bullying

To mark Bullying Awareness Week in Canada (November 12-17, 2012), MediaSmarts joined Facebook, Family Channel, PREVNet, Concerned Children's Advertisers, Kids Help Phone, Free The Children and STOPCyberbullying.org to launch the Be Bold: Stop Bullying campaign in Canada. The campaign centers on an interactive social media pledge app that enables teens, parents and educators to make a personal commitment to help stop bullying and recruit their friends to join them in the campaign.







SHARING



In 2012 MediaSmarts travelled across Canada and around the globe to share its expertise in digital and media literacy education. Our presentations and workshops reached over 5,000 people and we were honoured to be standing next to world leaders in the field.

### ***Presentations***

- Canadian Internet Forum, digital literacy panel
- Senate Committee on Human Rights, Cyberbullying and the Convention on the Rights of the Child
- Family Online Safety Institute, annual conference, A Safer Internet for All, in Washington, D.C.
- Government of Alberta's Cyberbullying Prevention worldwide webcast
- House of Commons Standing Committee on Access to Information, Privacy and Ethics (ETHI), Privacy and Social Media
- International Institute of Communications, Communications Literacy Seminar, in Singapore
- Public policy forums, roundtables, presentations to teachers, school boards, principals, parent councils, and workshops.

95+ media interviews

4,700+ tweets

5,900+ Twitter followers

1,600+ Facebook fans



FOSI conference in Washington, D.C.



Communications Literacy Seminar in Singapore.

### ***MediaSmarts joins The Globe and Mail's Education Committee***

In 2012 MediaSmarts' Director of Education Matthew Johnson joined The Globe and Mail's School Council, a special advisory panel on education. This committee brings together educators, parents, policymakers and students from across Canada to discuss the issues that matter in education today.

### ***Governor General as Patron***

A highlight of 2012 was His Excellency the Right Honourable David Johnston, Governor General of Canada, agreeing to become the Patron of our newly rebranded organization. Our vision aligns perfectly with two pillars of His Excellency's mandate: supporting families and children and reinforcing learning and innovation.

“MediaSmarts has been an outstanding resource for teaching both in-service and pre-service teachers about the importance of digital literacy.” - Associate Professor, Faculty of Education, Alberta

# WORKING TOGETHER

Cathy Wing, Co-Executive Director  
Jane Tallim, Co-Executive Director

Skye Cameron, Office Administrator  
Jeff Gagnon, Media Education Specialist  
Lynn Huxtable, Director, Corporate Affairs  
Julie Jenkins, Accountant  
Matthew Johnson, Director of Education  
Julia Ladouceur, Project Manager  
Thierry Plante, Media Education Specialist  
Maya Shoucair, Communications Officer  
Diane van Rens, Web Manager



The MediaSmarts team at a 2012 staff retreat

## MediaSmarts Volunteers

Many thanks go out to the dedicated volunteers who have lent their tremendous passion and expertise to our organization in 2012, including:

Katie MacDonald  
Cheryl Williams  
Paul Wing

## BOARD OF DIRECTORS AND COMMITTEES

### Executive Committee

Chair | Craig McTaggart, Director  
Broadband Policy  
TELUS Communications Company

Vice-Chair | Suzanne Morin, Assistant  
General Counsel  
Privacy  
Research In Motion Limited

Vice-Chair | Serge Carrier, Director  
Business Development  
SOFAD

Treasurer | Susan Bower, Vice-President,  
Business Operations  
Boys and Girls Clubs of Canada

Member-at-Large | Dr. Arlette Lefebvre,  
Psychiatrist  
Division of Child Psychiatry  
The Hospital for Sick Children

*We would like to extend our thanks and appreciation to the following MediaSmarts Board members who retired in 2012: Jay Thomson (Chair 2008-2012), Wendy Newman, Jacob Glick and Martine Vallee.*

### Board Members

Bill Abbott, Senior Counsel  
Regulatory Law  
Bell Canada

Warren Cable, Vice-President  
Content Management and Merchandising  
Kobo Inc.

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

Joycelyn Fournier-Gawryluk, President  
Canadian Association of Principals

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

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Lakehead University

Jason Kee, Director of Policy and Legal  
Affairs  
Entertainment Software Association of  
Canada

Monique Lafontaine, Vice-President, Regulatory  
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Colin McKay  
Global Public Policy  
Google Inc.

Tom Perlmutter, Government Film Commissioner  
and Chairperson  
National Film Board of Canada

Rita Shelton Deverell  
Nancy's Chair in Women's Studies  
Mount Saint Vincent University

Mark Sikstrom, Executive Producer,  
CTVNews.ca & Editor, Journalistic Policy and  
Practices

Paul Taillefer, President  
Canadian Teachers' Federation

Carolyn Wilson, Canadian Representative for  
MENTOR  
The International Media Education Association

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Strategic Policy and Research Branch  
Human Resources and Skills Development  
Canada

Claude Doucet, Director  
Legislative, Industry and Regulatory Policy  
Broadcasting and Digital Communications  
Branch  
Canadian Heritage

Susan Johnston  
Senior Policy Advisor  
Telecommunications Policy Branch  
Industry Canada

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

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Neil Andersen  
Education Consultant

Michael Hoechsmann  
Associate Professor and Chair of Education  
Programs  
Graduate Studies and Research in Education  
Lakehead University

Phil McRae  
Executive Staff Officer, Government  
Alberta Teachers' Association

Rita Katz  
Educator

Liz Kerr  
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Ontario Library Association

Francine Filion  
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Canadian Teachers' Federation

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Erika Kramer  
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TVO

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CTV News Syndication and CTV.ca & Editor,  
Journalistic Policy and Practices

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CBC Television

Jill Javet  
VP, Corporate Relations  
TV Ontario

Aubray Lynas  
Marketing Director, Kids Television  
Corus Entertainment Inc.

Deborah Wilson  
Vice President, Communications  
Astral Television Networks

Mark Buell  
Communications Manager  
Canadian Internet Registry Authority

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Mount Saint Vincent University

Michael Hoechsmann  
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Programs  
Graduate Studies and Research in Education  
Lakehead University

Monika Ille  
Director of Programming  
Aboriginal Peoples Television Network (APTN)

Tom Perlmutter  
Government Film Commissioner and  
Chairperson  
National Film Board of Canada

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SOFAD

Warren Cable  
Vice-President, Content Management and  
Merchandising  
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Craig McTaggart (Chair)  
Director, Broadband Policy  
TELUS Communications Company

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

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

Michael Hoechsmann  
Associate Professor and Chair of Education  
Programs  
Graduate Studies and Research in Education  
Lakehead University

Susan Johnston  
Senior Policy Advisor  
Telecommunications Policy Branch  
Industry Canada

Colin McKay  
Global Public Policy  
Google Inc.

Suzanne Morin  
Assistant General Counsel, Privacy  
Research In Motion Limited

Mark Sikstrom  
Executive Producer  
CTV News Syndication and CTV.ca & Editor,  
Journalistic Policy and Practices

## SPONSORS

MediaSmarts is privileged to have the support of many dedicated companies and organizations who believe in our mission and share our commitment to helping children and teens become media smart. We work closely with our sponsors on the development of digital literacy programs and resources to benefit Canadians. To read about our program partnerships with our supporters, visit the Sponsors section of our website.

### Silver Sponsors



### Founding Sponsor / Donor



### Associate Sponsor



### Benefactors



### Contributor In-Kind





# INDEPENDENT AUDITOR'S REPORT

## *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, 2012 and the statements of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

## *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

## *Auditor's Responsibility*

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

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

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

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

## *Opinion*

In my opinion, these financial statements present fairly, in all material respects, the financial position of MediaSmarts as at December 31, 2012 and of its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

**RAY FOLKINS, CPA, CA**

Chartered Professional Accountant / Licensed Public Accountant

Ottawa, Ontario

April 10, 2013

# FINANCIAL STATEMENT

DECEMBER 31, 2012

|  | 12 Months Ending<br>December 31, 2012 | 12 Months Ending<br>December 31, 2011 |
|--|---------------------------------------|---------------------------------------|
| <b>ASSETS</b>                            |                                       |                                       |
| Current Assets                           | 1,256,293                             | 864,719                               |
| Capital Assets                           | 15,405                                | 22,506                                |
|  | <b>1,271,698</b>                      | <b>887,225</b>                        |
| <b>LIABILITIES</b>                       |                                       |                                       |
| Accounts Payable and Accrued Liabilities | 49,642                                | 42,628                                |
| Deferred Revenue                         | 612,237                               | 362,165                               |
|  | <b>661,879</b>                        | <b>404,793</b>                        |
| <b>NET ASSETS</b>                        |                                       |                                       |
| Unrestricted                             | 609,819                               | 482,432                               |
|  | <b>609,819</b>                        | <b>482,432</b>                        |
|  | <b>1,271,698</b>                      | <b>887,225</b>                        |
| <b>REVENUE</b>                           |                                       |                                       |
| Sponsorships                             | 132,165                               | 113,400                               |
| Benefactors                              | 221,424                               | 221,429                               |
| Contributions                            | 176,697                               | 278,713                               |
| Sales and Licences                       | 404,356                               | 322,062                               |
| Donations and In-Kind Contributions      | 86,985                                | 150,346                               |
| Other                                    | 26,614                                | 19,130                                |
|  | <b>1,048,241</b>                      | <b>1,105,080</b>                      |
| <b>EXPENSES</b>                          |                                       |                                       |
| Administration                           | 132,348                               | 105,155                               |
| Programs                                 | 157,334                               | 311,293                               |
| Salaries and Benefits                    | 631,172                               | 612,119                               |
|  | <b>920,854</b>                        | <b>1,028,567</b>                      |
| <b>NET REVENUE</b>                       |                                       |                                       |
|  | <b>127,387</b>                        | <b>76,513</b>                         |