



ANNUAL REPORT 2012-2013

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#### **What We Do:**

To inform public debate and discussion on major issues of the day by injecting evidence based science into the news.

#### **Why We Do It:**

To provide accurate and incisive information to media;

To profile Canadian research and researchers;

To help researchers better communicate their findings;

To facilitate access to Canadian experts; and

To ensure media has access to the best, impartial, peer reviewed science on a 24/7 basis.

## **STAFF**

**Penny Park**, Executive Director

**Vincent Allaire**, Media Officer

**Tyler Irving**, Engineering Media Officer

**Ami Kingdon**, Media Officer

**Stéphanie Thibault**, Media Officer

**Elisabeth Ostiguy**, Director, Partnerships and Fundraising

**Viki Fuller**, Office Assistant

### **Science Media Centre of Canada**

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K1G 5A3

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Halifax	902-442-6909
Montreal	438-288-3909
Vancouver	604-248-4209
GTA	647-729-1909

[www.sciencemedia.ca](http://www.sciencemedia.ca) @SMCCanada

Facebook: Science Media Centre of Canada



## MESSAGE FROM THE CHAIR OF THE BOARD



It is an honour to bring greetings on behalf of the Board of Directors of the Science Media Centre of Canada.

The mission of the Science Media Centre together with its sister centres in other countries is to bring rigorous, informative and independent information on complex science issues that affect everyday life. The Centre is a conduit between journalists and leading experts to assist with unbiased interpretation of complex science in this era of the rapid news coverage.

Canada has many world-recognized scientists who freely contribute their knowledge to this process because they are motivated by the values of the Science Media Centre. Journalists have been highly appreciative of the work of the Centre because it provides them with access to accurate information and interpretations of the science behind so many stories.

Besides informing the public about science, an important additional outcome of the work of the Science Media Centre is the highlighting of Canada's contributions to important science-based issues of national and international importance.

Over the past year SMCC has facilitated timely contacts and background information for important stories such as the discovery of high arctic camel bones and the science and engineering behind major flood conditions in Alberta.

The Centre functions well through the efforts of its dedicated and hard-working staff to whom we are most grateful. SMCC cannot function without the scientific and financial contributions of its supporters and partners. The Centre is extremely thankful for this essential ongoing support.

SMCC has had a challenging and exciting year. With the help of our supporters we look forward ensuring that best impartial science perspectives are available to the public.

Sincerely,

Kevin Keough PhD FCAHS ICD.D

Third time is a charm! As we wrap up our third year providing journalists' access to Canadian science and expertise, helping to make their stories stronger, timelier, and more accurate we reflect on the busy time we've had.



## MESSAGE FROM THE EXECUTIVE DIRECTOR

We put over 700 stories in front of the media, through our Head's Up and through our one on one research support in both official languages. Our two media officers – Vincent Allaire in Montreal and newly minted engineering media officer Tyler Irving in Toronto – are masters of the multi-task. (The new engineering media officer has joined our ranks thanks to the support of Engineers Canada). They are both able to field four or five requests a day from journalists wanting the best Canadian scientist to answer questions while simultaneously preparing for a webinar or writing a backgrounder. In fact our success rate for expert help remains a stunning 97 per cent, matching the researcher to the media on the journalist's deadline.

Over the past year we have developed new and successful collaborations. With the Partnership Group for Science and Engineering (PAGSE), the SMCC produced four Science Page backgrounders. These four-pages, full-

colour publications make science issues more understandable for Parliamentarians and other policy-makers. The topics covered were genomics, wetland reclamation, cybersecurity and Arctic adaptation to climate change. All Members of Parliament and Senators surveyed, stated they found the Science Pages understandable and useful (based on a 46 per cent response rate). Our plans are to offer a similar service to provincial legislatures and to other public bodies.

In addition we are expanding our collaborative efforts with the Evidence Network, Genome Alberta, among others. Internationally the SMC model continues to flourish in Europe, Asia and Australia-New Zealand, providing conduits to bring Canadian research to the attention of journalists around the world.

Penny Park



Image courtesy Jean-Charles Cullandre and Giovanni Anselmi, Canada France Hawaii Telescope

## THE SMCC BY THE NUMBERS

We are as always thankful for the support of our **132 Charter Members** and the financial and moral support of **49 funders**. // The team under **Penny Park**, Executive Director includes **2 media officers** and **1 director of partnerships and fundraising**. // The SMCC database of subject matter experts is now **2000 researchers**. // There are now **501 registered media** registered to receive embargoed alerts. // There are **9 board members**. // There are **7 outstanding members of Editorial Advisory Committee** and **19 members of our Research Advisory Panel**. // SMCC has sent out over **700 stories to the media in its twice weekly alerts** in the past year as well as held **10 webinars and 1 webcast**, provided **14 expert comments** on important scientific issues, addressed the science behind **3 major stories**, produced **9 backgrounders** —4 for federal Parliamentarians. // There are **1200 recipients** of our weekly newsletter. // **\$1.5M** has been raised since the SMCC was established. // SMCC provides services in 2 official languages on a 24/7 basis, often contacting experts within 30 minutes of breaking news. // Media officers handle **3 to 5 calls a day** with a high level of satisfaction for the answers provided.



Photo courtesy of Dr. Martin Fortner, ARCTICNET



## SPRING 2013

### WALKING AWAY FROM ALZHEIMER'S ONTARIO BRAIN INSTITUTE

It was a good news story – a new meta-analysis undertaken by the Ontario Brain Institute (OBI) provided the strongest evidence yet that physical activity has a significant beneficial effect on brain health and could potentially reduce the risk of developing neurodegenerative conditions such as Alzheimer's disease and other forms of dementia.

People who are very physically active have a 38 per cent lower chance of any type of dementia and more likely to have stable or improved cognition with aging. The SMCC produced the live webcast from the MaRS studio where OBI President and Scientific Director, Dr. Donald Stuss presented the results from the report and discuss the implications for individuals, families and Canadian health care.

Dr. Laura Middleton, cognitive scientist and kinesiologist from the University of Waterloo spoke to the science behind physical activity and how it could be helping with Alzheimer's. Christa-Costas Bradstreet from ParticipAction addressed exercise guidelines and prescriptions of exercise and the Sudbury Chapter of the Alzheimer Society discussed the Minds in Motion Program, a fitness and social program aimed at people afflicted with Alzheimer's and experiencing memory loss.

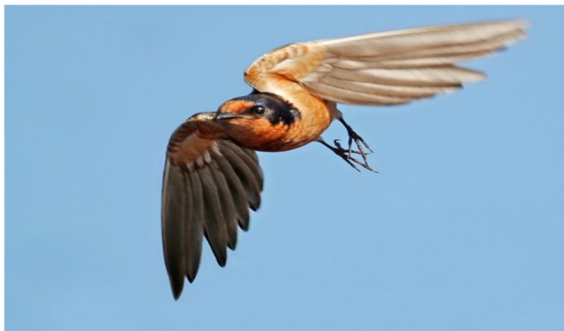
The coverage of this report went from the Vancouver Sun to the Daily Mail in the UK, with stories (to name just a few) appearing in Canadian Press, online CBC, CTV, CBC Radio, CTV's Canada AM, The Toronto Star and the Globe and Mail.




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## SUMMER 2013

### BIRDLIFE INTERNATIONAL STATE OF THE WORLD'S BIRDS



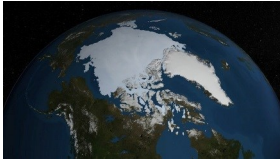
From spoonbills to eagles, from sparrows to condors, birds are an environmental bellwether. Their health reflects the health of our environment. But around the world, bird numbers are declining. In fact one in eight bird species are threatened with extinction. In June 2013, the SMCC helped bring the findings of a new international report to journalists in Canada and with a unique initiative, to journalists in Australia in collaboration with their sister organization the Australian SMC.

The BirdLife International report was released in Ottawa in June 2013 during that organization's conference. Through an on-line briefing, the SMCC provided an opportunity for media to hear and question contributors to the report before it was released.

Participants were Leon Bennun, BirdLife Director of Science, Information and Policy, Stuart Butchart, BirdLife Head of Science, Jon McCracken, Director of National Programs for Bird Studies Canada and Ted Cheskey, Manager of Bird Conservation Programs for Nature Canada. They described the state of the world's birds, which ones are closest to extinction, what this means for human health and wellbeing and what can be done to reverse the trend. Later in the day, in partnership with the Australian SMC, the SMCC provided a pre-release briefing from Canada for journalists in Australia.

Coverage of the report was widespread in Canada and Australia including, Global news, CTV, CBC, Canadian Press, Huffington Post, MSN, National Geographic, Radio Australia, The Smithsonian and Yahoo News.

# REFLECTIONS ON SMCC

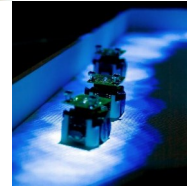


*"I've always counted myself a friend of the SMCC, but only after joining the Globe and Mail as their sole science specialist did I realize what an important resource you are for journalists at every level of experience. Your service is very much appreciated and it makes a difference."*

Ivan Semeniuk  
Science Reporter  
Globe and Mail

*"This (SMCC backgrounder on the Alberta floods providing an engineering perspective) is fantastic."*

Jennifer Gerson,  
National Post



*"It's nice to see both CMAJ articles from last week in your report. Thanks!"*

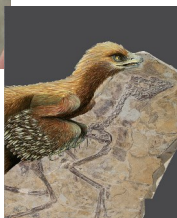
Kim Barnhardt  
Senior Strategist,  
Communications and Partnerships,  
CMAJ

*"Thank you for the shout-out on the end-of life report. We are grateful for your generous support of Royal Society expert panels."*

Darren Gilmour  
Royal Society of Canada

Comment on the webcast of the OBI report on the impact of exercise on Alzheimer's -  
*"Fantastique!"*

Donald T. Stuss, PhD,  
President and Scientific Director  
Ontario Brain Institute



*"... SMCC ... an example of super-responsive media management...."*

Catherine Mitchell  
Editorial writer  
Winnipeg Free Press

# INTERNATIONAL COLLABORATION

"Having a network of Science Media Centres has transformed the work of the UK centre and allowed us to offer a truly global scientific perspective on issues like climate change, stem cell research and gm crops. It has been claimed by many in countries without Science Media Centres that the lack of a speedy reaction from top scientists to breaking stories like Fukushima or to flawed research like the Seralini study has undermined a measured and evidence based debate in the media. In contrast in the countries with SMCs the public and policy makers had quick and easy access to the very best science which in turn informed a higher quality public debate.

It has been a real joy for me to watch the success of the SMC in Canada which established itself as an essential trusted resource for news journalists incredibly quickly. As with all the SMCs the quality of the staff and their passion for improving the quality of science reporting shines through and we look forward to even greater collaboration over coming years."



Science Media Centre

FIONA FOX,OBE  
Director, SMC UK



"The SMCC has been a terrific collaborator for the Australian Science Media Centre, with high quality material produced on a regular basis. A highlight for us this year was a briefing organised by the SMCC on the state of the world's birds which was popular with journalists in Australia and led to substantial media coverage of an important topic.

DR. SUSANNAH ELLIOTT,  
Chief Executive Officer



"One of the real highlights of the last few years for me has been the rise of the Science Media Centre global network and the close collaboration between all of us. The team in Canada has been central to this. Whether it is sharing commentary on issues of global significance, such as the state of the Arctic or the nuclear incident in Fukushima, or standing up for the rights of government-funded scientists to speak out, Penny and the team have always been eager to work with the other centres to achieve our common aim of improving the coverage of science-related issues."

PETER GRIFFIN

Founder and Manager



# ACHIEVEMENTS FOR 2012-2013

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## JULY 2012

// Experts Comments: Higgs Boson; and Attenuated Animal Vaccines // Webinar on Hydraulic Fracking // Alerts on mobile applications highlighting science // The science behind the Olympics.

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## AUGUST 2012

// Experts Comments: Lowest Recorded Arctic Sea Ice // Highlights of Canadian researchers at the Congress of Meat Science and Technology.

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## SEPTEMBER 2012

// Webinars: Open Ocean: What Shrinking Arctic Sea Ice Means; and the Final Report by the Council of Canadian Academies: The State of Science and Technology in Canada // Highlights from conferences on Biotechnology.

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## OCTOBER 2012

// SMCC Annual General Meeting — Mars @ MaRS: From 'Curiosity' to Innovation // Annual Report for 2011-2012 // Experts Comments: the Final Report of the Cohen Commission on the Decline of Fraser River Sockeye Salmon // Highlights of the Special Journal Issue on Developmental Science of Childhood Adversity put out by the Canadian Institute for Advanced Research (CIFAR) // Software application to help recover from a stroke.

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## NOVEMBER 2012

// Webinars: The Royal Society of Canada and Canadian Academy of Health Sciences - Expert Panel on Early Childhood Development; as well as on the Gairdner Awards and Genome Canada - Genomics: The Power and the Promise // Issued Science Pages on Genomics.

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## DECEMBER 2012

// Webinar: Obesity: Keep your New Year's Resolutions // Highlights of Canadian Students hands on experience with space exploration.

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## JANUARY 2013

// New francophone media officer hired // Coverage of Chris

Hadfield's first live news conference from the ISS // Backgrounder on updated cervical cancer screening guidelines // Experts Comments : PNAS Paper on Environmental Impact of Oil Sands; Genomics Databases and Privacy; Criticism of 2011 Paper on Detection of Consciousness in Vegetative State Patients using EEG // Information on assisted suicide and Quebec panel recommendations .

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## FEBRUARY 2013

// Issued Science Pages on Cybersecurity // Highlighted health research at the ISS // Provided access to Canadian experts on meteorites.

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## MARCH 2013

// Webcast on New Report on Physical Activity and Alzheimer's Disease for Ontario Brain Institute // Webinar on the discovery of fossils of a High Arctic Camel // Experts Comments on the 2013 Federal Budget // Issued Science Pages on Wetland Reclamation.

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## APRIL 2013

// Issued Science Pages on Arctic Adaptation to Climate Change // Backgrounder on Drug Prices in Canada .

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## MAY 2013

// Historic partnership agreement between Engineers Canada and SMCC to establish an engineering media officer position // Experts Comments engineering consequences of tornadoes and extreme weather; the funding of PEARL; the New Edition of the DSM-5; and Coronavirus // Backgrounder on Canada Assumes Arctic Council Chair

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## JUNE 2013

// The science related to Alberta's Floods: experts on call // Backgrounders: The Alberta Floods - an Engineer's Perspective; and E. coli at XL Foods Inc. plant: Federal Report // Webinar on the State of the World's Bird // Experts Comments on Patenting Human Genomic Sequencing // Penny Park, Executive Director of the SMCC received honorary degree from the University of Fraser Valley.



# FOR THE YEAR AHEAD

- ⇒ Develop a new revenue source as a social enterprise.
- ⇒ Continue to expand reach.
- ⇒ Grow the service by increasing the number of webinars and briefings and add more visuals, animations and multimedia to support with the visual story telling.
- ⇒ Increase the number of media awareness seminars across Canada – providing researchers an invaluable glimpse into the world of journalism, its norms and values.
- ⇒ Build stronger partnerships with Charter Members, funders and other interested parties.
- ⇒ Expand our international reach through increased collaboration with SMCs in other countries.

## UNIQUE ABILITIES:

Tracking the breaking stories and issuing timely news alerts;  
Organizing unique on line press conferences;  
Experienced media officers with science and journalism backgrounds; and  
Qualified in preparing incisive, user friendly backgrounders on important science issues for media and decision makers.

## FOR MEDIA:

Access to the expertise of over 2000 subject matter experts;  
24/7 access;  
Unbiased approach to science issues; and  
Heads-up” alerts & briefings and backgrounders.

## FOR RESEARCHERS:

Expert support for media briefings;  
Screened interview requests;  
Researcher media preferences noted  
Feedback from media; and  
Communication training and workshops .

## FOR RESEARCH INSTITUTES:

More science coverage in media;  
Greater exposure of Canadian research in international media;  
Media training; and  
Co-hosting of national news conferences  
Promotion of events, conferences, releases.

# VALUE OFFERED

## SMCC CHAMPIONS SUPPORT

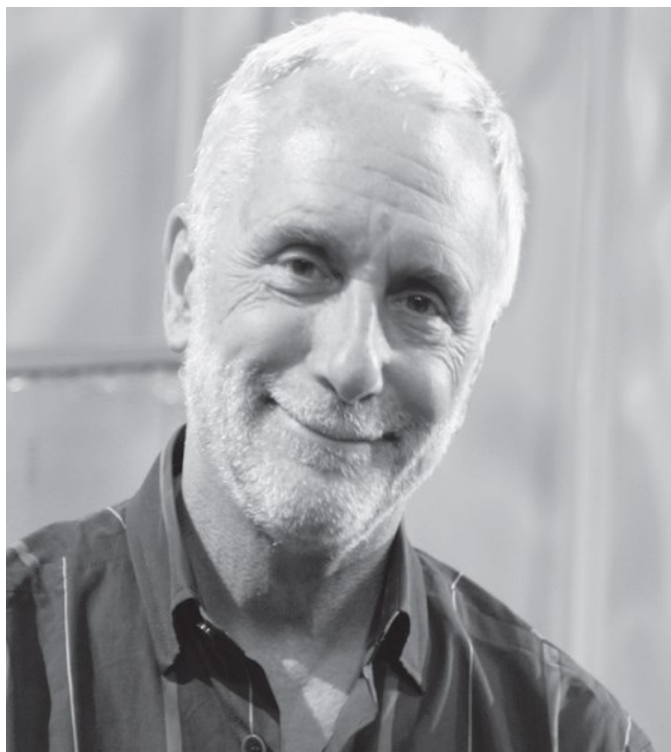


“In the era of information overload, five seconds sound bites, and rapid advances in science and technology, the Science Media Centre of Canada (SMCC) is an independent and credible source of quality information. As an informed citizen, and a professional working in science and technology field, it is important for me to know that journalists across Canada, and abroad, have easy access to reliable information and analysis. The SMCC provides that access.”

SUZANNE CORBEIL  
Founding Chair, SMCC  
Executive Director,  
U15—Group of Canadian research Universities

“There is no doubt in my mind that the Science Media Centre of Canada makes a significant positive impact on science reporting in this country. Even my most demanding colleagues acknowledge, enthusiastically, that the output of information from the SMCC has already changed the science reporting landscape in this country for the better.”

JAY INGRAM  
Broadcaster and Author



## BOARD OF DIRECTORS

**Dr. Kevin Keough (Chair)**

Executive Director  
Alberta Prion Research Institute

**Mr. Miller Ayre**

CFLC National Vice-Chair

**Mr. Donald W. Campbell**

Senior Strategy Advisor Davis LPP

**Dr. Kevin O'Brien Fehr**

Consultant  
Kincora Innovation

**Dr. Randy Goebel**

Vice President, Post Secondary Investments  
Chair, Alberta Innovates Academy  
Alberta Innovates --Tech Futures  
Professor of Computing Science - University of Alberta

**Ms. Jeannette Kopak**

Director, Business Development &  
Operations Great Northern Way  
Campus Masters of Digital Media  
Program

**Mr. Paul Lewis**

President and General Manager  
Discovery Channel

**Dr. Peter Nicholson**

Past President  
Council of Canadian Academics

**Christine Tausig Ford**

Vice-President and Chief Operating Officer  
Association of Universities and Colleges of Canada

**EX-OFFICIO MEMBER****Ms. Penny Park**

Executive Director

## EDITORIAL ADVISORY COMMITTEE

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Board of Youth Science Canada  
Adjunct Professor, Carleton University  
Director of the Canadian Science Writers'  
Association

**Jim Handman**

Executive Producer,  
Quirks and Quarks CBC

**Margaret Munro**

Reporter,  
Postmedia News

**Christine Nicholson**

Online Contributor, Scientific American;  
Contributing Editor, Smart Planet

**Kathryn O'Hara**

CTV Chair in Science Broadcast Journalism  
Carleton University

**David Secko**

Professor of Journalism  
Concordia University

**Véronique Morin**

Independent Science Journalist  
Webster-McConnell Fellow  
William Southam Journalism Fellowship

# RESEARCH ADVISORY PANEL

## **Mick Bhatia**

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McMaster Stem Cell and Cancer  
Research Institute (SCCRI)  
Professor, Department of  
Biochemistry and Biomedical  
Sciences  
McMaster University

## **Eddy Carmack**

Senior Research Scientist  
and Climate Oceanographer  
Institute of Ocean Sciences  
Fisheries and Oceans Canada

## **Tim Caulfield**

Canada Research Chair  
in Health Law and Policy  
Professor, Faculty of Law  
and School of Public Health  
Senior Health Scholar with  
the Alberta Heritage Foundation  
for Medical Research  
Research Director,  
Health Law Institute  
University of Alberta

## **Aled Edwards**

Professor at the Banting and Best  
Department of Medical Research  
University of Toronto  
Director and CEO of the Structural  
Genomics Consortium  
Senior Scientist at the Clinical Genomics  
Centre, University Health Network

## **Louis Fortier**

Canada Research Chair on the  
Response of Arctic Marine Ecosystems  
to Climate Change  
Université Laval

## **Jeffrey Hutchings**

Canada Research Chair in Marine  
Conservation and Biodiversity  
Chair, Royal Society of Canada Expert  
Panel on Ocean Climate Change and  
Biodiversity, Vice-President of the Canadian  
Society For Ecology and Evolution  
Professor of Biology,

Dalhousie University

## **Vicky Kaspi**

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in Observational Astrophysics  
Lorne Trottier Chair  
R. Howard Webster Foundation  
Fellow of the CIAR  
Professor, Physics Department  
McGill University

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Centre for Population Health Risk  
Assessment  
Professor, University of Ottawa

## **Andrew D. Miall**

Professor, University of Toronto,  
Department of Geology  
Inaugural holder of the Gordon  
Stollery Chair in Basin Analysis  
and Petroleum Geology at the  
University of Toronto  
President: Academy of Science,  
Royal Society of Canada (2007-2009)

## **David Miller**

Professor, Carleton University  
Department of Biochemistry  
Principal Industry Researcher  
NSERC

## **Jatin Nathwani**

Professor and Ontario Research Chair  
in Public Policy and Sustainable  
Energy Management,  
Faculty of Engineering and the Faculty  
of Environment at the University  
of Waterloo  
Executive Director WISE

## **Vern Paetkau**

Professor Emeritus,  
Biochemistry and Microbiology  
University of Victoria

## **Nils Petersen**

NINT Principal Investigator, Nano Life  
Sciences and Director General  
Professor, Department of Chemistry

University of Alberta

## **Robert Reisz**

Professor of Palaeontology  
University of Toronto

## **Allison Sekuler**

Professor of Psychology, Neuroscience &  
Behaviour,  
Associate Vice-President and Dean of the  
School of Graduate Studies  
McMaster University

## **Molly S. Shoichet**

Tier 1 Canada Research Chair  
in Tissue Engineering  
Professor of Chemical Engineering &  
Applied Chemistry, Chemistry and  
Biomaterials & Biomedical Engineering,  
University of Toronto

## **Richard Wassersug**

Professor, Department of Anatomy  
and Neurobiology,  
Honorary Associate Professor, School  
of Physiotherapy, Dalhousie University

## **Andrew Weaver**

Canada Research Chair in Climate  
Modelling and Analysis  
School of Earth and Ocean Sciences  
University of Victoria

## **Samuel Weiss**

Professor, Department  
of Cell Biology & Anatomy/  
Pharmacology & Therapeutics  
Member, Genes and Development  
Research Group, Faculty of Medicine  
University of Calgary  
Director – Hotchkiss Brain Institute

# CHARTER MEMBERS

Actüa	Canadian Institute for Health Information	Esso Imperial Oil Foundation	Royal Ontario Museum
Advanced Foods and Materials Network	Canadian Institutes of Health Research	GE Canada	Royal Society of Canada
Agriculture & Agri-Food Canada	Canadian Light Source Inc.	GlaxoSmithKline	Ryerson University
Alberta Innovates - Bio Solutions	Canadian Meteorological and Oceanographic Society	Great Northern Way Campus	Sanofi Pasteur Ltd
Alberta Innovates – Health Solutions/Alberta Heritage Foundation for Medical Research	Canadian Museum of Nature	Halifax Global	Sarah E. Pepall
Alberta Innovates Technology Futures (formerly Alberta Ingenuity)	Canadian Psychological Association	Institut national de la recherche scientifique	Saskatchewan Research Council
Amgen	Canadian Science and Technology Museum Corporation	Institute for Quantum Computing (University of Waterloo)	Science Alberta Foundation
ArcticNet (ULaval)	Canadian Science Publishing	Institute of Particle Physics	Simon Fraser University
Association Canadian Community Colleges	Canadian Science Writers' Association	International Development Research Centre (IDRC)	SNOLAB (Queen's University)
Association des communicateurs scientifiques du Québec	Canadian Society for Chemical Engineering (constituent society of CIC)	KPMG	Social Sciences and Humanities Research Council (SSHRC)
Association of Canadian Academic Healthcare Organizations	Canadian Society for Chemical Technology (constituent society of CIC)	L'Oreal Canada	Sunnybrook Health Sciences Centre
Association of Chemical Profession of Alberta	Canadian Society for Chemistry (constituent society of CIC)	Let's Talk Science	Sustainable Development Technology Canada
Association of Universities and Colleges Canada	Canadian Society for Exercise Physiology	Mark Miller Media Link Ltd (3ML)	Syngenta
Banff International Research Station for Mathematical Innovation and Discovery (UBC)	Canadian Society of Microbiologists	MaRS Discovery District	The Discovery Channel
Bayer CropScience Inc	CANARIE	McGill University	The Fields Institute for Research in Mathematical Sciences
Canada Foundation for Innovation	Carleton University	McLaughlin-Rotman Centre for Global Health (UHN and University of Toronto)	The Weather Network
Canada's Research-Based Pharmaceutical Companies	CBC Radio Canada	McMaster University	TorStar Corporation
Canadian Association of Physicists	Centre for Drug Research and Development	McMillan (Lang Michener)	TRIUMF
Canadian Astronomical Society	Chemical Institute of Canada	Memorial University of Newfoundland	TVO
Canadian Consortium for Research	Chemical Institute of Canada (CIC) - Chemical Education Fund	Merck Frosst Canada Ltd.	Université de Montréal
Canadian Federation for the Humanities and Social Sciences	Chemistry Industry Association of Canada (formerly Canadian Chemical Producers' Association CCPA)	MITACS	Université du Québec à Montréal
Canadian Federation of Earth Sciences	Corbeil Consulting	Mount Saint Vincent University	University of Alberta
Canadian Foundation for Climate and Atmospheric Sciences	Council for Biotechnology Information Canada	National Research Council	University of British Columbia
Canadian Health Services Research Foundation	Council of Canadian Academies	Natural Resources Canada	University of Calgary
Canadian Institute for Advanced Research	CropLife Canada	Natural Sciences and Engineering Research Council (NSERC)	University of Guelph
	Dalhousie University	Networks of Centres of Excellence	University of Manitoba
	Delphi Group	Nils Petersen	University of New Brunswick
	Dow AgroSciences Canada Inc.	O'Brien Publishing (CTB)	University of Ontario Institute of Technology
	Dr. Calvin Stiller	Ontario Centres of Excellence	University of Ottawa
	Engineers Canada	Ontario Ministry of Economic Development & Innovation	University of Saskatchewan
	Environment Canada	Pacific Institute for the Mathematical Sciences	University of Victoria
	Ernest C Manning Awards Foundation	Perimeter Institute	University of Western Ontario
		Peter Nicholson Sr.	Vancouver Aquarium
		Polytechnics Canada	York University
		PrioNet Canada	Youth Science Canada
		Professional Institute of the Public Service of Canada (PIPSC)	
		Queen's University	
		Red River College	
		Research in Motion (RIM)	
		Rita Smith	



# SUPPORTERS

## **Gold (\$50,000 and \$99,999)**

Engineers Canada  
MaRS Discovery District

## **Silver (\$25,000 to \$49,999)**

Alberta Innovates—Bio Solutions  
Alberta Innovates—Health Solutions  
Alberta Innovates –Tech Futures  
Canadian Science and Technology Museum (in-kind)  
Canadian Science Publishing (donation and in-kind)

## **Bronze (\$10,000 to \$24,999)**

Canadian Foundation for Innovation  
International Development Research Centre  
S&T Community Secretariat

## **Patrons (\$5,000 to \$9,999)**

Amgen  
Association of Universities and Colleges Canada  
Bayer CropScience  
Canada's Research- Based Pharmaceutical Companies (Rx&D)  
Canadian Association of Petroleum Producers  
Carleton University  
Council for Biotechnology Information Canada  
Council of Canadian Academies  
Croplife  
Discovery Channel  
Dow AgroSciences Canada Inc  
Evidence Network  
Genome Alberta  
Genome Canada  
Institute for Quantum Computing, University of Waterloo  
McMaster University  
Merck Frosst Canada  
Perimeter Institute

Peter Nicholson  
Red River College  
Royal Ontario Museum  
Royal Society of Canada  
Ryerson University  
University of Calgary  
University of Manitoba  
University of New Brunswick  
University of Ontario Institute of Technology  
University of Ottawa  
University of Regina  
Western University

## **Partners (\$1,000 - \$4,999)**

Association of Canadian Community Colleges  
Canadian Institutes for Health Information  
Canadian Meteorological and Oceanographic Society  
Canadian Institute for Advanced Research  
Institute for Particle Physics  
Stem Cell Network  
TRIUMF  
Vineland Research Innovation Centre

## **Friends (under \$1,000)**

Dr. Kenneth Davey

# FINANCIALS

**SCIENCE MEDIA CENTRE OF CANADA**  
**June 30, 2013**

**November 14, 2013****INDEPENDENT AUDITORS' REPORT**

To the Directors of Science Media Centre of Canada:

We have audited the accompanying financial statements of Science Media Centre of Canada, which comprise the statements of financial position as at June 30, 2013, June 30, 2012 and July 1, 2011, and the statements of operations and changes in net assets and cash flow for the years ended June 30, 2013 and June 30, 2012, as well as 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.

*Auditors' Responsibility*

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 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 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.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

*Basis for Qualified Opinion*

In common with many not-for-profit organizations, Science Media Centre of Canada derives revenue from contributions and donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of Science Media Centre of Canada. Therefore, we were not able to determine whether any adjustments might be necessary to fundraising revenue, excess of revenues over expenses, and cash flows from operations for the years ended June 30, 2013 and June 30, 2012, current assets and net assets as at June 30, 2013, June 30, 2012 and July 1, 2011.

*Qualified Opinion*

In our opinion, except for the possible effects of the matter described in the "Basis for Qualified Opinion" paragraph, the financial statements present fairly, in all material respects, the financial position of Science Media Centre of Canada as at June 30, 2013, June 30, 2012 and July 1, 2011, and the results of its operations and its cash flows for the years ended June 30, 2013 and June 30, 2012 in accordance with Canadian accounting standards for not-for-profit organizations.

*Comparative Information*

Without modifying our opinion, we draw attention to Note 3 to the financial statements which describes that Science Media Centre of Canada adopted Canadian accounting standards for not-for-profit organizations on July 1, 2012 with a transition date of July 1, 2011. These standards were applied retrospectively by management to the comparative information in these financial statements, including the statements of financial positions as at June 30, 2012 and July 1, 2011, and the statements of operations and changes in net assets and cash flow for the year ended June 30, 2012 and related disclosures.

*Emphasis of Matter*

We draw your attention to Note 2 to the financial statements which indicate that given the operating losses accumulated over the past two years, Science Media Centre of Canada's ability to realize its assets and discharge its liabilities depends on its ability to secure additional revenue or reduce its expenditures.



HENDRY WARREN LLP  
Chartered Accountants  
Licensed Public Accountants  
Ottawa, Ontario

## Statement of Financial Position

*June 30, 2013 with comparative figures for 2012 and July 1, 2011*

	2013	2012	July 1, 2011
<b>Assets</b>			
Current assets			
Cash	\$ 28,468	\$ 111,352	\$ 238,247
Accounts receivable	13,376	48,376	286,563
Government remittance receivable	1,727	4,323	—
Prepaid expenses	55	1,826	2,184
	43,626	165,877	526,994
Capital assets (Note 4)	5,025	8,080	8,605
	48,651	173,957	535,598
<b>Liabilities and Net Assets</b>			
Current liabilities			
Accounts payable and accrued charges	20,931	20,941	42,470
Deferred revenue (Note 5)	-	-	236,886
	20,931	20,941	279,356
Net assets	27,720	153,016	256,243
	48,651	173,957	535,599

Approved on behalf of the Board:

Director

See accompanying notes to the financial statements

## Statement of Operations and Changes in Net Assets

*Year ended June 30, 2013 with comparative figures for 2011*

	2013	2012
<b>Revenues</b>		
Charter member contributions	\$ 228,503	\$ 143,284
Donation Revenue	2,990	50
Grant and partnership revenue (Note 6)	70,000	261,886
Other income	8,464	—
Interest income	—	6
	309,957	405,226
<b>Expenses</b>		
Advertising	1,697	1,968
Amortization	4,889	4,500
Bank charges and interest	1,650	1,644
Communications and marketing	36,498	25,652
Fundraising expenses	30	72,539
Insurance	6,016	4,860
Loss on disposal of capital assets	481	—
Office	7,690	23,992
Professional services	17,714	14,899
Rent	2,812	2,411
Salaries and wages	325,553	323,362
Telephone and communications	16,318	15,047
Travel and meetings	13,915	17,579
	435,253	508,453
(Deficiency) excess of revenues over expenditures	(125,296)	(103,227)
Net assets, beginning of year	153,016	256,246
Net assets, end of year	\$ 27,720	\$ 153,016

*See accompanying notes to the financial statements*



## Cash Flow Statement

*Year ended June 30, 2013 with comparative figures for 2012*

	2013	2012
Operating activities		
Deficiency of revenue over expenditures	\$ (125,296)	\$ (103,227)
Non cash item:		
Amortization expense	4,889	4,500
Loss in disposal of property, plant and equipment	481	—
Changes in working capital balances (Note 7)	39,357	(24,193)
Cash used in operating activities	(80,569)	(122,920)
Investing activities		
Acquisition of property, plant and equipment	(2,315)	(3,975)
Cash used in investing activities	(2,315)	(3,975)
Decrease in cash	(82,884)	(126,895)
Cash, beginning of year	111,352	238,247
Cash, end of year	\$ 28,468	\$ 111,352

See accompanying notes to the financial statements

# Science Media Centre of Canada

## Notes to the Financial Statements

*June 30, 2013 with comparative figures for 2012 and for July 1, 2011*

### 1. Status and purpose of the organization

Science Media Centre of Canada (the Organization) is a not-for-profit organization established for the purpose of advancing the public's knowledge and engagement with science through the provision of educational resources to journalists, researching science related issues as they emerge, and making the results of such research available to reporters. The Organization was incorporated on June 30, 2009 under the Canada Corporations Act as a not-for-profit organization and became a registered charity under the Income Tax Act effective July 1, 2010.

### 2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian generally accepted accounting standards for not-for-profit organizations in Part III of the CICA Handbook and include the following significant accounting policies:

#### Revenue recognition

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when they are received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets in the year. Charter member fees are recognized in the year they are received as they do not apply to a specific period.

#### Cash and cash equivalents

The Organization's policy is to disclose bank balances under cash and cash equivalents, including bank overdrafts with balances that fluctuate frequently from being positive to overdrawn.

#### Capital assets

Computer hardware and computer software are accounted for at cost and are amortized based on useful life using the straight line method over three years and one year respectively. One-half of the annual amount is claimed in the year of acquisition.

#### Use of estimates

The preparation of these financial statements in conformity with Canadian generally accepted accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the current period. These estimates are reviewed periodically and adjustments are made to income as appropriate in the year they become known.

#### Financial instruments

##### Measurement of financial instruments

The Organization initially measures its financial assets and liabilities at fair value.

The Organization subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued charges.

##### Impairment

Financial assets measured at cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in net income. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in net income.

## Notes to the Financial Statements

*June 30, 2013 with comparative figures for 2012 and for July 1, 2011*

### **In-kind contributions**

On occasion, in-kind contributions are made to the Organization. It is the Organization's policy to record only those amounts over \$5,000 that would otherwise have been purchased, and for which valuation evidence exists, in the financial statements.

The Canada Science and Technology Museum Corporation (CSTMC) provides office space and office support in Ottawa which is not reflected in the financial statements. The agreement between CSTMC and the Organization is in effect until December 31, 2013.

MaRS Discovery District (MaRS) provides office space and office support in Toronto which is not reflected in the financial statements. The agreement between MaRS and the Organization is in effect until March 31, 2014.

### **Going concern**

The financial statements have been prepared using Canadian generally accepted accounting standards for not-for-profit organizations that are applicable to a going concern, which assumes that Science Media Centre of Canada will realize its assets and discharge its liabilities in the normal course of business. There is significant doubt as to the appropriateness of the use of the going concern assumption since the Organization has accumulated significant losses and faces demands on its cash resources to fund operations.

The Organization has developed a business and financial plan to focus on revenue generating elements of the Organization's business. Management anticipates that, as a result of these measures, sufficient cash will be on hand to fund operations in the foreseeable future. Nevertheless, the ongoing success of the Organization will depend on its ability to achieve breakeven cash flow or to raise additional capital within the year.

These financial statements do not reflect adjustments in the carrying value of the assets and liabilities, the reported revenues and expenses, and the balance sheet classifications used that would be necessary if the going concern assumption were not appropriate, and such adjustments could be material.

### **Contributed materials and services**

Contributed materials and services used in the normal course of operations greater than \$5,000 and which would have otherwise been purchased are recorded at fair value at the date of acquisition.

### **3. Impact of the change in the basis of accounting**

The Organization has elected to apply the Canadian accounting standards for not-for-profit organizations.

These financial statements are the first financial statements for which the Organization has applied Canadian generally accepted accounting standards for not-for-profit organizations.

The financial statements for the year ended June 30, 2013 were prepared in accordance with the accounting principles and provisions set out in Section 1501, First-time Adoption by Not-for-Profit Organizations, for first-time adopters of this basis of accounting.

The impact of adopting these standards was accounted for in net assets at the date of transition, July 1, 2011 (beginning of the year for comparison information is presented).

There were no changes to net assets as a result of the change in basis of accounting.

## Notes to the Financial Statements

June 30, 2013 with comparative figures for 2012 and July 1, 2011

### 4. Capital asset

				2013	2012	2011
	Cost	Accumulated Amortization	Net Book Value	Net Book Value	Net Book Value as at July 1	
Computer hardware	\$ 12,939	\$ 7,914	\$ 5,025	\$ 8,080	\$ 7,954	
Computer software	1,320	1,320	—	—	660	
	14,259	9,234	5,025	8,080	8,605	

### 5. Deferred revenue

	2013	2012	As at July 1, 2011
Balance, beginning of year	\$ —	\$ 236,886	\$ —
Recognized as revenue during the year	—	(236,886)	—
Funds received and deferred during the year	—	—	236,886
Balance, end of year	—	—	236,886

### 6. Grants and partnership revenue

	2013	2012
Engineers Canada	\$ 70,000	\$ —
Ministry of Innovation and Research, Ontario	—	261,886
	70,000	261,886

### 7. Changes in working capital balances

Changes in working capital balances have provided (used) cash as follows:

	2013	2012
Accounts receivable	\$ 35,000	\$ 238,187
Government remittances receivables	2,596	(4,323)
Prepaid expenses	1,771	358
Accounts payable and accrued charges	10	(21,529)
Deferred revenue	—	(236,886)
	39,357	(24,193)

### 8. Financial instruments

#### Risk and concentrations

The Organization is exposed to various risks through its financial instruments. The following analysis provides a measure of the risk exposures and concentrations at the balance sheet date, June 30, 2013.

#### Credit risk

The Organization is exposed to credit risk with respect to the accounts receivable. The accounts receivable were received soon after the fiscal year-end.

#### Market risk

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency risk, interest rate risk, and other prices risk. It is management's opinion that the Organization is not exposed to significant currency, interest rate or other prices risk.

### 9. Comparative figures

Certain of the prior year's comparative figures have been reclassified to conform to the current year's financial statement presentation.

