



ROTARY CLUB OF WEST OTTAWA

Marcia Armstrong, President

February 25, 2025

Editor: Gavin Schnobb

This meeting was hybrid

(In person at **Local Heroes Sports Bar & Grill**
1400 Clyde Avenue)

Program: **Mark-Alexandre Ladouceur of Media Smarts, on Digital Media Literacy**

In-person: 31 members 6 guests

Online: 16 members, 1 guest (today's Speaker)

Opening

President Marcia Armstrong

Welcomed members to the 32nd meeting of our 121st Rotary year. (Rotary turned 120 on Sunday) and acknowledged meeting as usual on the traditional and unceded territory of the Algonquin, Anishinaabe people who've been here since the beginning.

Marcia Armstrong welcomed guests **Joe Redhead** and **Area Governor Joan Hunter**. Marcia also welcomed **Joan and Doug Heyland's** 3 Kids with us today, **Julia McGuire, Jonathan Heyland and Erica Parks**. And Downtown Club member Aimable Mpayimana (not mentioned).

Marcia Armstrong invited **Graeme Fraser** to say a few words about long time member Doug Heyland who past away last week.

Here is a summary of Graeme Fraser's tribute,

Graeme Fraser started by expressing the club's sincere condolences to Joan and their children Jonathan, Erica and Julia and their partners and the six grandchildren Aidan, Arabella, Isobel, Hunter, Maya and Zoey. We know that your hearts break with this loss.

Graeme went on to recap the life of Doug Heyland. Doug was born in 1934 in Bowmanville. Doug's was educated at Carleton University and Guelf University. He had a long and distinguished career, working at the Arctic Institute, Parks Canada, The Department of Environment and Energy, Mines and Resources and others.

Graeme said that his father had met Doug in Yellowknife, NWT. Doug joined the West Ottawa Rotary Club in 1994, became president in 1998 and Area Governor from 1999 to 2002. He was a Rotary Voyageur, and loved the outdoors and sharing time with other Rotarians. Doug and his wife Joan were a great team. They were more Doug and Joan instead of just Doug Heyland. Joan was president in 2009.

Doug was one of the pillars of this club and he helped to shape it into what it is today. He was dedicated, selfless, and full of concern for others. He and another long time Rotarian Ken Murray, also recently lost, were true Rotarians and two hard losses for this club.

Time does not permit me to list all of the work that he did in West Ottawa but know that it was substantial. Graeme gave several anecdotes of his time together with Doug and the fun they had. Graeme mentioned that Doug took up the bagpipes in his 50's and he became the club's piper every Remembrance Day as he piped the veterans into our meeting. He also piped in the RCMP pipe band, the Scottish Rotary Curlers every two years and was the steward of the Piobaireachd competition at the famous Glengarry Highland Games.

Doug was a Paul Harris plus six. He was an Honoured Life member of this club. He was also awarded the Avenues of Service Citation Rotary member as was Joan.

Doug and Joan received the prestigious Camsell award from the Royal Canadian Geographical Society for exemplary volunteerism in 2020. The citation on the RCGS website reads, "*Joan and Doug have given many years and valuable input to the RCGS committees. Doug served on the research and Grants Committee from 1997 to 2004, and the Audit Committee from 2003 to 2010. Joan also served on the research and Grants Committee from 2006 to 2012, and the Fellows Committee from 2009 to 2011. Both Doug and Joan were considered diligent, forceful committee members who contributed much time, knowledge, talent, and effort to their work for the goals of the RCGS.*" <https://canadiangeographic.ca/articles/royal-canadian-geographical-society-awards-2020/>

In Graeme's mind, one of Doug's biggest contributions was to the Park for Kids of all Abilities at Brewer Park across from Carleton University. Graeme will forever think of that as Doug's Park. He was Co-chair of this initiative that saw 6 Ottawa Rotary clubs come together to build this remarkable playground where kids can all play together regardless of their physical condition, Doug would often go there alone and work in the evenings to ensure it was completed on time. And his stewardship meant that when it was finished, it

had only gone slightly over budget, and that budget was \$800,000. That was not an easy task.

So today we say goodbye to a beloved husband. A loving father. A remarkable Rotarian and a gentleman and a good friend. May we see him as an example of how to live a full life. Though he's no longer with us, he remains in our hearts. And will live on through his good work. Rest well, sweet Prince. Thank you.

Marcia Armstrong:

“Thank you Graeme for the lovely tribute” suggested the club spruce of the Park at Brewer as an honour to Doug.

Speaker: Marc-Alexandre Ladouceur Digital Media Literacy

Introduction by Marcia Armstrong

We have Marc Alexander of Media Smarts, which is Canada's bilingual centre for digital media literacy. Marc is going to talk to us today about trying to avoid digital fraud and scams which is part of the work that his company Media Smarts does. They create resources for educators, parents and community groups by conducting outreach activities with schools, school boards, education ministries, faculties of education and community organization organizations across Canada. Marc is Media Smarts’s media education specialist. He believes in the well-being of all persons experiencing the rapid growth of technology through comprehensive digital literacy and intersubjective education.

Marc-Alexandre Ladouceur

We’ll, start with the importance of finding valuable information in anything that we do online. We're going to talk about reliable information. We can talk about recognizing scams. We can talk about the differences between being hacked and being cloned online. (Not sure we actually got to this section of the presentation.)

Mark taught the audience some skills that help us address truthful information and the way that it's presented. He discussed having kids and even though he is an expert in this field they will try to have their own digital identities beyond him and even he finds it hard to keep up

The Internet is an amazing source of information. The problem is that there's so much information that it can be hard to find what we're looking for. How do you trust what you found.

Marc extolled the virtues of Wikipedia as a good source of information because of the nature of the people who edit it. Wikipedia at this point is one of the soundest and most advanced encyclopedias that we have access to.

He discussed Duck Duck go as an alternative search engine to Google and BING because DuckDuckGo does not share your information or use search information to produce results. It is a great alternative.

Marc discussed social media, sites like YouTube, Pinterest and others sites. He cautioned using a double-checking approach and not believing everything on social media sites. He cautioned against Google and provided an example how Google can lead people to wrong information using Stonehenge as the example.

What answers you get from a search engine depends a lot on what questions we ask. Use plain language or be as specific as possible. Putting a phrase into quotations, narrows the scope of your search, reducing the possibility of misleading or erroneous results. Also don't click the first link, a lot of times the first link is paid for, rather scan the links and decide which one is best. Compare results to help decide if the information is accurate or relevant.

Who do you trust in the interconnected information age? There's no easy way to know. He asked who is a better source: the American Academy of Pediatrics or The American College of Pediatricians. Double check, look up each of these groups, it shows that the AAP has 64,000 members, while the ACP only has 500. So you probably should go with the bigger group

Marc discussed using minuses to reduce search results, please check the video as it is complicated to explain.

He also cautioned about judging a site based on how it looks, some of the most professional looking sites belong to white supremacists, and other more reliable sites look less polished.

Wikipedia is the most well known online encyclopedia. There are some old style encyclopedias online, like britannica.com, Wikipedia is great for getting basic information about things you don't know necessarily that much about. I cannot tell you how many Wikipedia rabbit holes I've fallen into and gone into article after article after article ad nausea. If you want to find out what most people think about a website or group without falling into that rabbit hole, it's a great place to go. It's not as good for things that are happening right now, like news events and stories. The more popular an article is on Wikipedia is the more accurate it is because it is kept accurate by the readers.

For news articles viewing shared news articles is not always the best way to find accurate information. Social media and traditional media will use purposely misleading information and clicky titles. The reality is that most people decide to believe something based on who

shares it with us People use their feelings to decide on trustworthiness. Marc recommends double checking a story, If it comes up on other sites then you know if it is worthy. Bottom line is double check a story before you share something, He gave the example of the website folio.ca a website from the University of Alberta for information from that university.

Another way to check a news story that comes to you from social media is to search for it on Google News. That'll show you whether other news sources are also covering it..

For all online information, Double, triple checking is very important. Don't shortcut to cynicism

President Marcia Armstrong

Thanked Marc for the informative presentation.

Announcements

Past Presidents Draw.

Ron Doll picked Larry Chop's ticket and Larry donated his winnings back to the Club foundation.

Linda Flynn, Awards committee.

Told us about the Ruth Martin award. John Martin was a member of this club many years ago. His wife, Ruth Martin, donated an incredible amount of time and effort to the community at large, and so they developed an award called the Ruth Martin Award.

So we're looking for nominations for either an individual or an organization that has made outstanding contributions to the well-being of the community in the National Capital Region.

Marcia Armstrong

Tampon Tuesdays is a project to donate feminine hygiene products to young women in shelters and experiencing homelessness. Phil is ready to receive products, so if you're shopping somewhere and you see some on sale or not, pick them up, any at all. Pads or tampons would be great. Bring them to the next meeting and Phil will make sure they get to their destination.

Rotary Home is celebrating their 40th anniversary on April the 13th from 1:30 to 4:00 at Salle San Marco San Marco at 215 Preston St. and if you are interested in attending that, you should go online to get tickets.

Wine tasting for A cause. This is a fundraiser for The Rotary Foundation. It is on March 30th at Le Saint Laurent Restaurant, where we have our New Year's Levee. Cost is \$75 per person. It will feature wines from three local wineries and the chef at La Saint Laurent is preparing food pairings that complement these wines. See rcwo.org . And you can get tickets there as well.

Board announcements. Update on Board decisions

Marcia Armstrong

- Board met last Thursday night, the International service budget was increased by \$5000.
- We have had 14 club members registered to go to the conference in Calgary, 12 of them will get a \$250 subsidy from the club.
- March 30 Wine tasting for a Cause approved
- The board has approved in principle Adventure in Finance. A program to teach 15-17 year olds about financial literacy. Date to be determined one day only . for this start year and we'll see how it goes.
- Identify 5 new club members who are becoming engaged with the club initiative to attend the District Conference
- Follow up with the Ironman organization on a volunteer opportunity for members in the summer. Under Dave Morton's leadership we'll be able to sign up to help out there in August 2025.

Approvals

The board approved 10,200 worth of grants to local organizations from community service.

- Westborough Regional Food bank
- The Children's Aid Society
- Elizabeth Fry Society
- Nelson house.
- Matthew House,
- Ukrainian Canada Social Services.
- Rideauwood Addition Centre,
- Youth Services Bureau
- Parents Lifeline of Eastern Ontario.

Next Meeting - Hybrid

Tuesday, March 4th, 2025

(In person at New Desi Zaiqa Restaurant

Luncheon at noon.

Program starts 12:30

- Katie Burke from the District will be doing a short presentation about the Rotary Global Grant scholarships,

-Deborah Davis on the women's history project in honor of International Women's Day.

******Important*** back to Carlingwood Mall at New Desi Zaiqa restaurant**