



CANADA'S CENTRE  
FOR DIGITAL AND  
MEDIA LITERACY

## FALL 2012: BACK TO SCHOOL NEWSLETTER

### Message from the MediaSmarts team

Summer vacation has come to an end and MediaSmarts is ready for some back to school excitement! We've got some great things coming up this fall, from plans for this year's Media Literacy Week to some excellent new resources for Canadian schools.

Don't forget to like us on Facebook and follow us on Twitter for exclusive updates. We love to connect!

[www.mediasmarts.ca](http://www.mediasmarts.ca)

### Governor General of Canada Welcomed as Patron of MediaSmarts

MediaSmarts is honoured that His Excellency the Right Honourable David Johnston, Governor General of Canada, has agreed to be a Patron of our newly re-branded organization. MediaSmarts' vision aligns perfectly with two pillars of His Excellency's mandate: supporting families and children and reinforcing learning and innovation.

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### MediaSmarts invited to *The Globe and Mail* Education Committee

MediaSmarts is pleased to announce that our Director of Education, Matthew Johnson, is joining *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.

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### "Privacy Matters" this November for Media Literacy Week



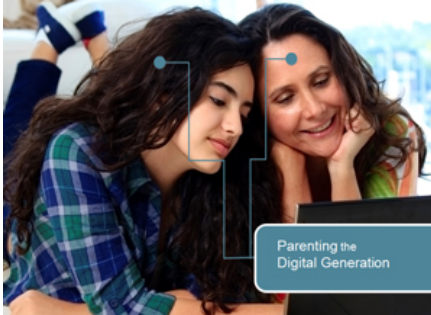
MediaSmarts and the Canadian Teachers' Federation are once again partnering on Canada's 7th annual Media Literacy Week, November 5-9. This year's theme, *Privacy Matters*, encourages parents, teachers, and members of the community to join together to help youth develop the knowledge and skills they need to manage their personal information in a networked world.

This year, the week will be launched in collaboration with the English Montreal School Board, Office of the Privacy Commissioner of Canada, Learn Quebec and UNICEF Canada. Collaborators from across Canada are quickly jumping on board with events and activities. Find out how you can get involved at [www.medialiteracyweek.ca](http://www.medialiteracyweek.ca).

Media Literacy Week would not be possible without the generous support of our sponsors YouTube, Bell, TELUS, Newfoundland and Labrador Teachers' Association, Manitoba Teachers' Society and the Nova Scotia Teachers Union. To find out more about sponsorship opportunities, contact [mlw@mediasmarts.ca](mailto:mlw@mediasmarts.ca).

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## Parenting the Digital Generation



Kids today are going online at younger ages – which means that parents have to get involved in their digital lives much sooner than they used to. Parents have an important role to play in helping kids safely navigate the online spaces and activities they enjoy. The [Parenting the Digital Generation](#) workshop looks at the various activities kids love to do online and offers tips and strategies for everything from Facebook privacy settings, online shopping, cyberbullying, to protecting your computer from viruses.

[Parenting the Digital Generation](#) was made possible with financial support from Bell.

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## Young Canadians in a Wired World (YCWW) Phase III moving ahead

Using the themes that emerged from our 2011 YCWW focus groups, we are currently developing our national student survey which will be conducted in February 2013. We are pleased to announce that CIRA has joined the Office of the Privacy Commissioner of Canada and the Alberta Teachers' Association in helping to fund this research. We will be working with the University of Ottawa and Directions Evidence and Policy Research Group on this quantitative phase. You can view the *Young Canadians* focus groups reports here: <http://mediasmarts.ca/research-policy>

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## Managing Media: Back to school tip sheet for parents

We've put together [some guidelines for parents](#) to help their kids ease out of summertime media habits and get ready for the classroom. Check out our tips on managing screen time, cell phones and mobile devices, schoolwork, and the online social scene.



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## Featured Resources

### Lesson Library

Great news for educators we now have a comprehensive search tool for lessons and resources. Search by province, grade, topic, resource type and more to find exactly what you need.

### That's Not Me

Targeted at students in Grades 7-12 this portal page features several lessons addressing issues of diversity in media.

### Girls and Boys on TV

For students in grades 3-6, this lesson plan encourages students to discuss TV programming aimed at children and how girls and boys are portrayed in it.

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## Thank you to our supporters!

Thank you to the following sponsors and funders whose generous financial contributions enable us to fulfill our mission and vision of helping to ensure that Canadian children and youth get the most out of their interactions with media.

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