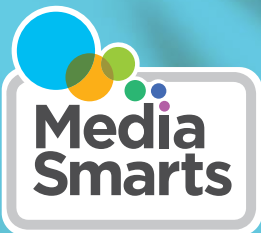




Annual Report
2018



Canada's trusted source for digital and media literacy

Our impact

PROVIDED FREE ONLINE RESOURCES

3.3 million

page views on
mediasmarts.ca



LICENSED DIGITAL LITERACY PROGRAMS

One million

students

3,600

schools covering every
province and territory

Licences with 6
provincial ministries
of education

PARTNERS TURNED TO US FOR OUR EXPERTISE

CIRA	Concordia University	Office of the Privacy Commissioner	Status of Women Canada
Alberta Teachers Association	CPN-PREV	Ontario Library Association	TELUS
Calgary Board of Education	CRTC	Ontario Ministry of Education	The Senate of Canada
Canadian Commission for UNESCO	eQuality	Pearson Centre	TrendMicro
CMHA British Columbia	Facebook	Policy Horizons	Twitter
Canadian Paediatric Society	FOSI	PREVNet	UNESCO GAPMIL
Canadian Teachers' Federation	Girl Guides	Public Safety Canada	University of Toronto
Carleton University	Hockey Canada	Shaw	University of Waterloo
	ICTC	Sex Information and Education Council	Wattpad
	ISED		YWCA
	Microsoft Education		



UNESCO GAPMIL'S 2018 GLOBAL MEDIA AND INFORMATION LITERACY AWARD

MediaSmarts was singled out by peers from 300 organizations around the globe for our innovative work in media literacy. It was the perfect way to celebrate over 25 years of leadership by former Executive Directors Jane Tallim and Cathy Wing, who retired in 2018.

"It's so nice to be able to provide our teachers with a comprehensive package of resources, especially ones that are Canadian."

- Northwest Territories education ministry contact

Ground-breaking research

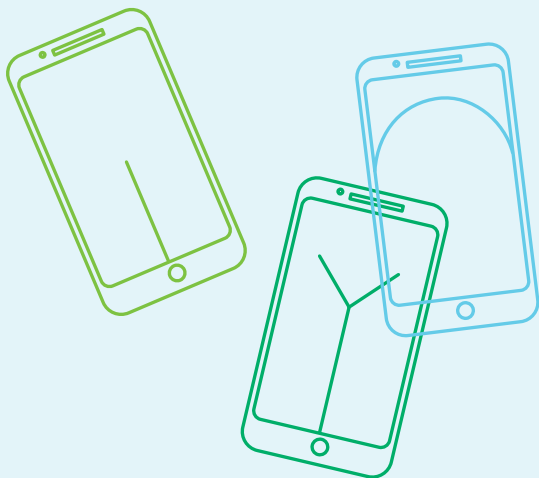
NON-CONSENSUAL SHARING OF SEXTS: BEHAVIOURS AND ATTITUDES OF CANADIAN YOUTH

MediaSmarts and researchers at University of Toronto conducted a national survey of 800 young people aged 16 to 20, to examine what factors impact their decisions to share or not share sexts they have received. The study, funded by TELUS, found that:

- **41%** of youth had sent one or more sexts
- **30%** of youth had shared a sext, whether by showing it to others in person, forwarding it electronically or posting it to a public forum
- More targeted education and programs focused on the non-consensual sharing of sexts is needed

"We can now create new evidence-based tools for parents, teachers and youth... to help confront and prevent this behaviour moving forward."

-Nimtaz Kanji, Director, TELUS WISE



THE DIGITAL WELL-BEING OF CANADIAN FAMILIES

MediaSmarts, with support from Shaw, conducted a survey of 825 Canadian parents to learn more about their digital family life. Among the key findings:

- Families are more digitally connected than ever and need greater digital literacy support
- More parents agreed (**36%**) than disagreed (**33%**) that they are poor role models when it comes to digital technology habits
- **80%** of parents are concerned about misinformation online

"This study and the tools that MediaSmarts has developed can help families, educators and policymakers better navigate our increasingly online lifestyle."

-Katherine Emberly, President, Business, Brand and Communications, Shaw

Talking to Your Kids about Sexting

- tip sheet for parents based on sexting research funded by TELUS

Data Defenders - game and lesson produced with support from the Office of the Privacy Commissioner of Canada (OPC)

"MediaSmarts resources are extremely relevant and absolutely necessary."

-Teacher-Librarian

Reality Check - game missions, videos, tip sheets and website sections produced in partnership with Facebook's Canadian Election Integrity Initiative covering five topics: *Authentication and Citizenship, We Are All Broadcasters, Getting the Goods on Science and Health, Authentication 101* and *News You Can Use*

Digital Literacy 101 - suite of professional development resources including workshops, guides, posters and videos created as part of the Digital Literacy Training Program for Canadian Educators with funding from ISED's CanCode Program and CIRA's Community Investment Program

Privacy Lessons - *Getting the Toothpaste Back into the Tube: A Lesson on Online Information, Know the Deal: The Value of Privacy and Privacy Rights of Children and Teens*, produced with support from the OPC and Information and Privacy Commissioner for British Columbia

Helping our kids deal with cyberbullying - parent guide produced with support from TELUS

The Disconnection Challenge - lesson co-produced with the eQuality Project

New resources for educators and families

TELUS WISE resources - *Screen Time and Well-Being* fact sheet, *Dealing With Digital Stress* tip sheet, *Tips on Managing Screens in Your Home* tip sheet and the *How healthy is your relationship with technology?* quiz

Helping our kids navigate our digital world - parent guide produced in partnership with TELUS

Using Parental Controls - tip sheet produced in partnership with TELUS



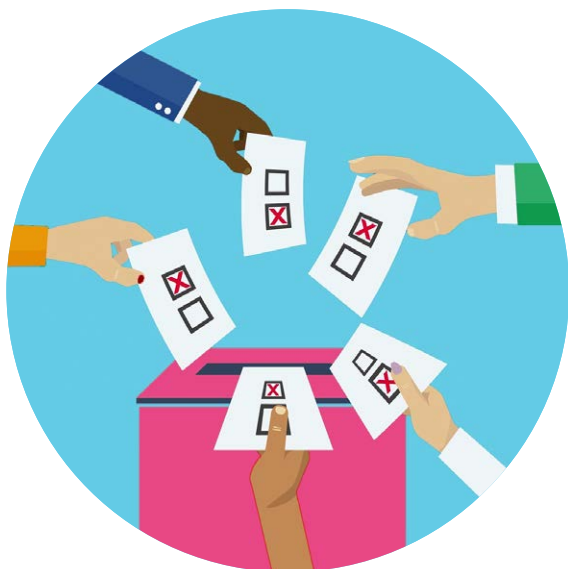
National digital literacy programs for Canadians of all ages

REALITY CHECK

A DIGITAL NEWS LITERACY PARTNERSHIP WITH FACEBOOK

Canadians of all ages learned how to separate fact from fake online with a series of videos, tip sheets and educational activities which were designed in partnership with Facebook's Canadian Election Integrity Initiative to develop search, authentication and critical thinking skills.

- Over **966,000** views for all five *Reality Check* videos
- The *Reality Check* game missions have been played over **10,000** times
- A fact-checking guide and lesson plans are being launched in 2019



USE, UNDERSTAND & CREATE

A DIGITAL LITERACY TRAINING PROGRAM FOR CANADIAN EDUCATORS

Workshops on how to teach essential digital literacy skills were delivered to pre-service teachers studying at universities across the country, based on MediaSmarts' ground-breaking **digital literacy framework** and funded by ISED's CanCode program and CIRA's Community Investment Program.

- Over **90%** of teachers who participated in the workshops reported a need for digital literacy training, yet few had received it
- Almost **3,000** new teachers across Canada have been trained since the program's inception

"The workshop was great! The hands-on activity with stop motion was fun and I now feel more confident to incorporate this into my teaching. What a valuable resource."

- Nipissing University workshop participant

Engaging with Canadians

148
Media Interviews

with outlets including the CBC, CTV, Radio-Canada, Global News, Canadian Press, Toronto Star, La Presse, the Globe and Mail, the Wall Street Journal and more!



MEDIA LITERACY WEEK 2018

Media Literacy Week is a national awareness week hosted by MediaSmarts and the Canadian Teachers' Federation, addressing media and digital literacy issues across Canada. With the theme of *Fact or Fake: Help the World Stop Misinformation in Its Tracks*, the 13th annual Media Literacy Week was launched with a livestreamed panel event at the Canadian Museum of Nature in Ottawa.



Thousands

of participants
across Canada

Over 70
collaborators
nationwide



1.4 million
online impressions



Thank you!

We couldn't achieve our mission without our wonderful and dedicated Staff, Board of Directors and Sponsors.

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Gold Sponsor



Silver Sponsors



Bronze Sponsors



Associate Sponsors

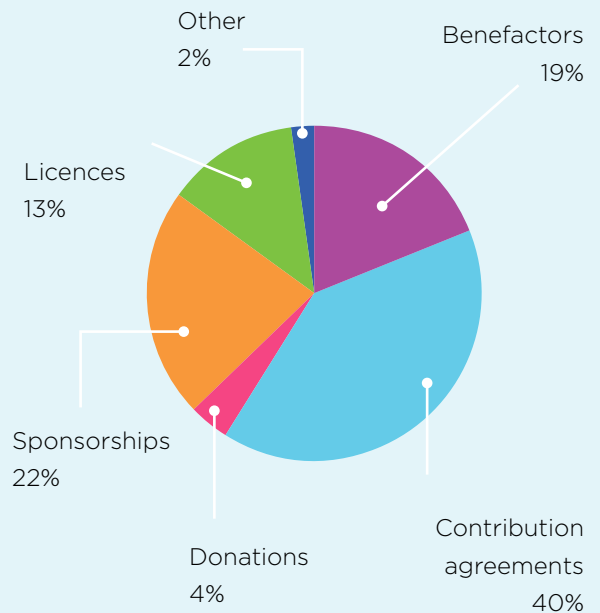


Benefactors

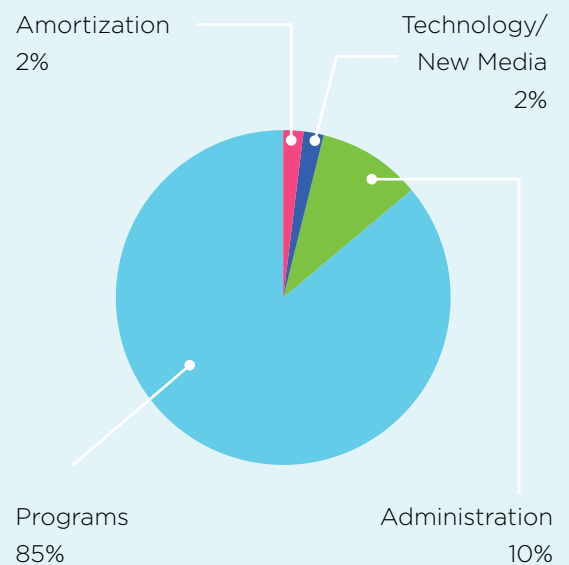


Financials

REVENUES



EXPENDITURES



Reaching our audience

WEBSITE



1.5 million
visits

306,000
Canadians

1.2 million
users

212,000
downloads



TWITTER



Over 13,000
followers

5,000
link clicks

Over 2 million
impressions



FACEBOOK

Over 6,400
followers

1 million
users reached

776,000
video views



BLOG



41,000
readers

19
blog posts

YOUTUBE



111,000
video views

123,000
minutes watched



E-NEWSLETTER



6,400
subscribers, including:

1,400
key education contacts

