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

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
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

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
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
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.

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

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.

**SPONSORS 2018**

Platinum Sponsor

![TELUS](image)

Gold Donor/Founding Sponsor

**Bell**

Gold Sponsor

**Facebook**

Silver Sponsors

**Google**  **TekSavvy**  **Wattpad**

Bronze Sponsors

![CCSA](image)

Associate Sponsors

![Aptn](image)  **MEDIASMARTS ANNUAL REPORT 2018**

**Financials**

**REVENUES**

- Benefactors: 19%
- Licences: 13%
- Sponsorships: 22%
- Donations: 4%
- Contribution agreements: 40%
- Other: 2%
- Sponsorships: 22%

**EXPENDITURES**

- Programs: 85%
- Administration: 10%
- Technology/New Media: 2%
- Amortization: 2%
- Licences: 13%
- Sponsorships: 22%
- Donations: 4%
- Contribution agreements: 40%
- Other: 2%
Reaching our audience

**WEBSITE**
1.5 million visits
1.2 million users
306,000 Canadians
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

306,000 Canadians
212,000 downloads

Over 13,000 followers
5,000 link clicks
Over 2 million impressions

Over 6,400 followers
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