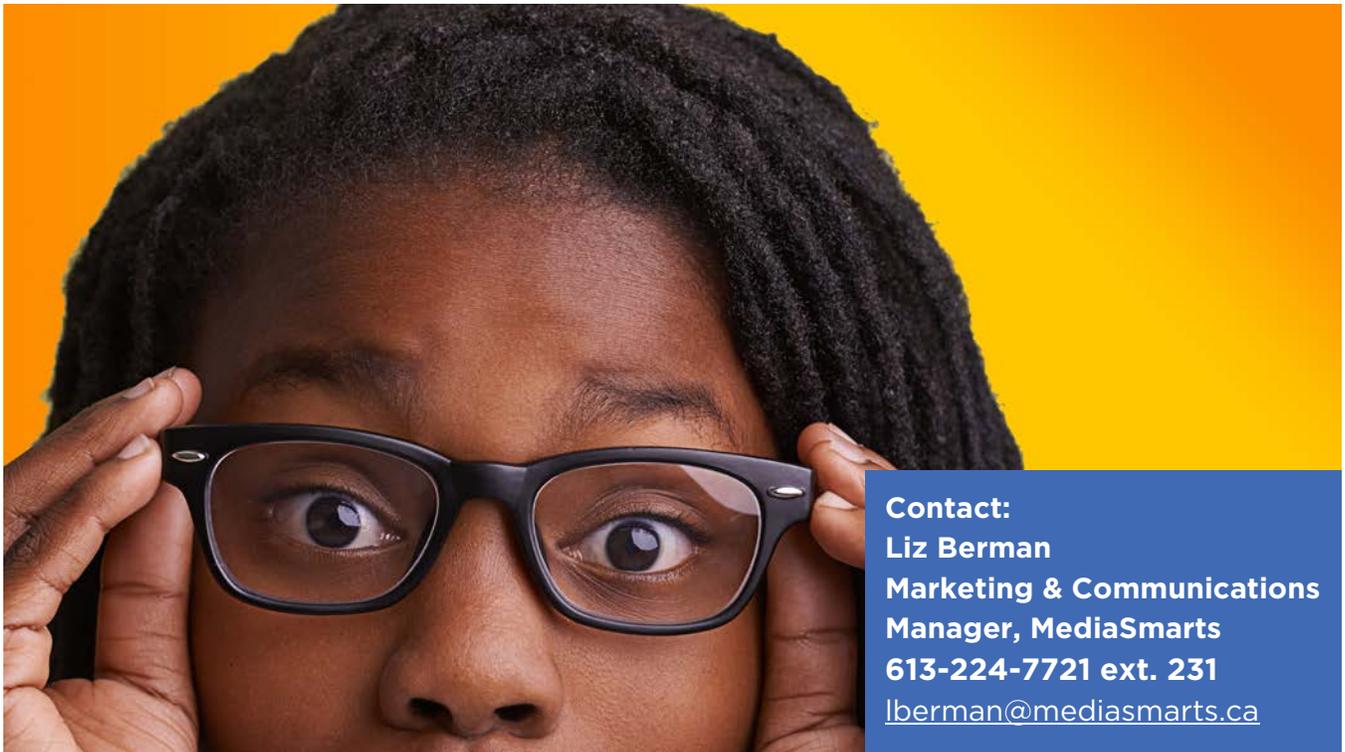


# media

## LITERACY WEEK

### 2018 Collaborator Package

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### Fact or Fake:

### Help the World Stop Misinformation in Its Tracks

November 5-9, 2018

[MediaLiteracyWeek.ca](http://MediaLiteracyWeek.ca) | [#MediaLitWk](https://twitter.com/#MediaLitWk)



Canadian  
Teachers'  
Federation

Fédération canadienne  
des enseignantes et  
des enseignants

**Media Literacy Week (MLW) is hosted annually by MediaSmarts and the Canadian Teachers ' Federation (CTF) to promote digital and media literacy education in Canadian homes, schools and communities. Join us in supporting Canada's thirteenth annual Media Literacy Week November 5-9, 2018!**

## **2018 Theme: Fact or Fake**

The official theme of Media Literacy Week 2018 is **Fact or Fake: Help the World Stop Misinformation in Its Tracks**. Through the theme we will highlight the importance of verifying that online information is true, unbiased and relevant.

## **Impact**

Since the first Media Literacy Week (MLW) in 2006, this annual event has captured the attention and imagination of teachers, youth, and organizations across the country and around the globe. Thirteen years later, we have grown from a handful of founding partners to over 100 committed organizations and companies supporting the vision of the week: to ensure that young people have the critical thinking skills they need to understand and get the most out of the media they love.



*Media Literacy Week 2017 launch event at Lisgar Collegiate Institute in Ottawa.*

# MLW 2017: Inclusion in a Connected World

## Events across Canada

- MLW was launched at Lisgar Collegiate Institute in Ottawa by Terry Duguid, Parliamentary Secretary for Status of Women Canada, where the National Council of Canadian Muslims, Hands On Media Education, Instagram and Twitter ran workshops.
- Quebec-based Wapikoni's Indigenous youth film and production collective brought its travelling studio to film festivals from Vancouver to Halifax.
- The National Film Board of Canada prepared and shared a collection of free resources and videos.
- Regent Park Focus broadcast a special series on digital inclusion and access on Radio Regent.

## Incredible Collaborators

MLW 2017 had almost 90 collaborators across Canada, including JAYU (Indigenous youth photography exhibit), Inside Out (LGBT film festivals), Spectrum Productions (media production for people with autism), the Toronto Reel Asian International Film Festival and Wapikoni.

## MLW in the United States

The National Association for Media Literacy Education (NAMLE) hosted MLW in the U.S. for the third time in partnership with the Canadian week.

## Outstanding Sponsors

MLW 2017 was supported by generous national and international brands, as well as by provincial and territorial teacher associations.



## At a Glance:

- 90 collaborators nationwide
- 2.5 million impressions on Twitter
- 30 large-scale events
- 150 students and guests at launch
- Hundreds of teachers undertook classroom activities



## How You Can Collaborate

### Launch a Resource or Program

Do you have a new media/digital literacy or authentication-related resource that you're planning on launching soon? Leverage Media Literacy Week and the hashtag #MediaLitWk to make your new project part of the conversation.

### Host or Support an Event

Media Literacy Week is a nation-wide celebration with activities taking place in communities across Canada. By hosting an event, you can help involve your local community in this national initiative. You can also support an event happening in your community during the week by attending and promoting it through your networks.

### Participate in Online Conversations

Join existing Twitter chats, webinars and online panels taking place during the week. Or create your own interactive event to engage experts in your community.

### Create Education Opportunities

If you are a teacher or an adult who works with youth, you can celebrate the week and promote digital and media literacy by using the lessons, games and activities available at mediasmarts.ca.

### Promote to Your Audiences

Use your communications channels to share all the great goings-on of Media Literacy Week. We'll even help by writing some great content you can use!

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Let us know if you want to be involved in Media Literacy Week. We'll add you to our collaborators list and promote your involvement on the website, in social media and in our newsletters.

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