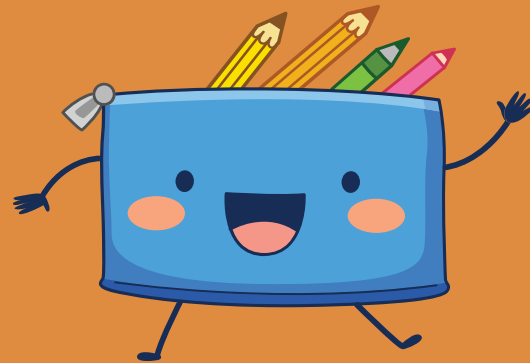
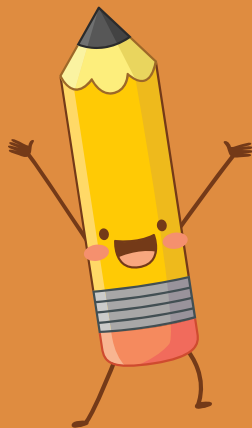


Winnipeg Free Press Media Literacy and Learning Platform

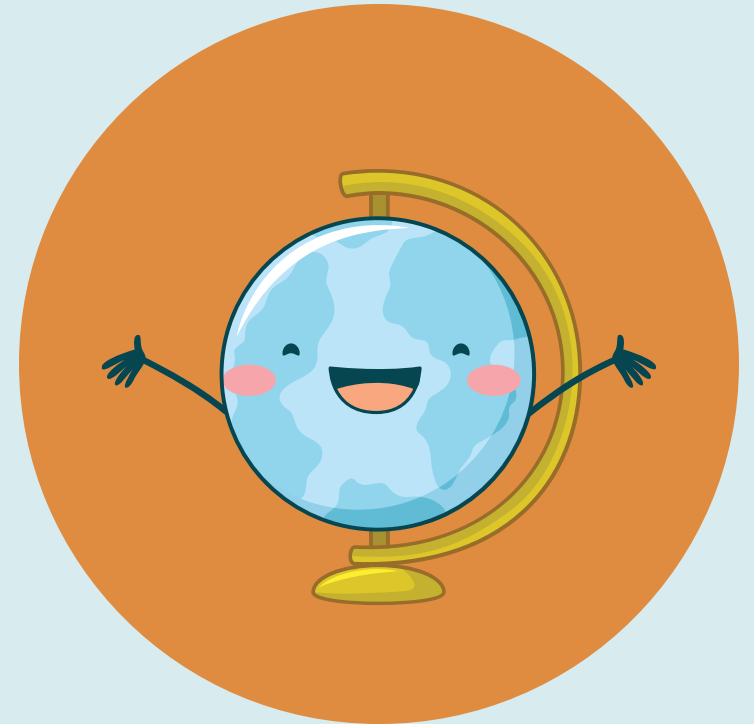
Why we made it & Why it matters

Created by the teacher team at the Free Press



Impetus for the project:

- Newspaper readership is down across the globe.
- Misinformation is pervasive.
- Democracy is under threat of authoritarianism.
- The Free Press logo and masthead is no longer visible on street corners and kitchen tables due to the shift to digital formats.
- The next generation of readers and writers are in our schools, and they need to know how to navigate and contribute to the current information landscape.
- The Free Press sees an educational initiative as a logical expansion of market and readership, while fulfilling our responsibility to our community and strengthening democracy.



Convening the partners:

- Following initial conversations with freelance columnist/high school teacher Rebecca Chambers, the Free Press created a robust project proposal and approached the Manitoba Minister of Education to invite a partnership in an initiative addressing media literacy in Manitoba schools. Following this discussion, Rebecca was seconded to government to work full-time on the project from the Free Press newsroom in consultation with curriculum specialists at the Department of Education.
- We invited the Winnipeg School Division to collaborate as a personnel and implementation partner. They have contributed one full-time teacher to work with Rebecca in the newsroom, provided access to schools and classrooms, as well as consulting services with their divisional literacy, equity, global issues and superintendents team, among others.
- A \$90,000 grant from the Winnipeg Foundation enabled the creation of video resources and software development for the project components.

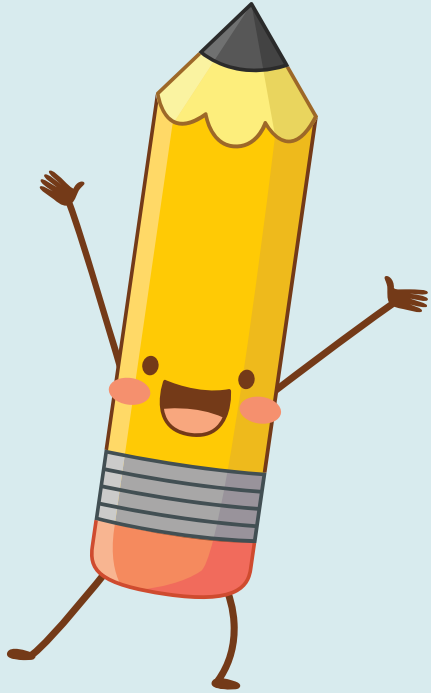




Goals of the project

- Introduce a new generation of readership to the Free Press through classroom use and community outreach.
- Ensure the Free Press remains a standard for reliable journalism in the province and beyond, by emphasizing the tenets of good journalism through education about media literacy.
- Equip adults and children in Manitoba with the skills necessary to navigate the current information landscape, encouraging critical assessment of news sources.
- Promote journalism as a viable, exciting and fulfilling career for children in Manitoba, ensuring the future of the Free Press.
- Respond to the needs of teachers and students by designing a platform that is reflective of the current realities of teaching and learning, including teacher workload, trends in assessment, political climate and increased class diversification.

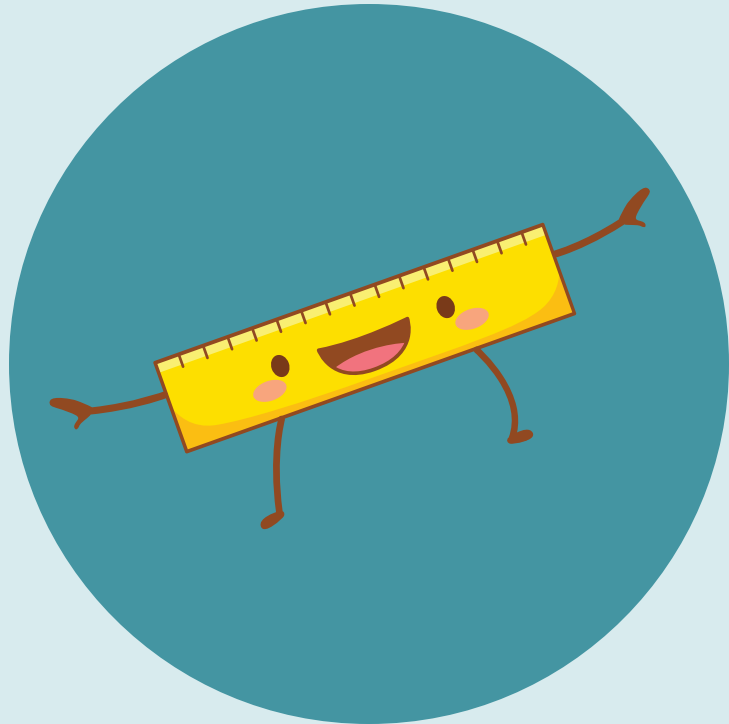
Project Design



The platform was designed to respond to these specific realities of the teaching profession, ensuring uptake and continued use in a variety of settings:

- Teachers know media literacy is important, but they don't know where to start, and there is no curriculum for it.
- Teachers have very little time to prep for lessons.
- Teachers want interactive materials that promote engagement.
- Teachers are expected to differentiate learning for a variety of ages and abilities.
- Classroom technology isn't always as helpful or useful as widely assumed.

Reach of the project



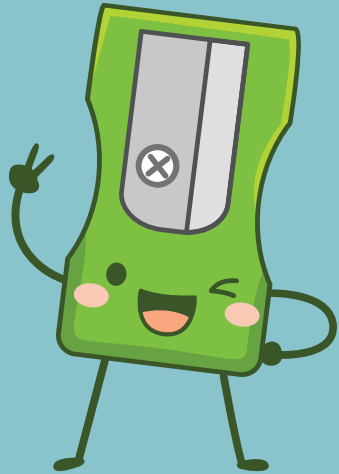
- Participation on the newsstand and field trip bookings show increasing uptake.
- Encouragement, consult and accolades have been freely given by the New York Times Learning Network, the Guardian Foundation and featured on the PBS Newshour classroom website, where the project was featured in a “Classroom voices” article, and all Manitoba educators thus far.
- **Presentations given by invitation (Nov 2025- Jan 2026 only):**
 - Winnipeg School Division principals’ team (79 schools)
 - Seven Oaks School Division principals’ team (27 schools)
 - Frontier School Division senior administration team (Northern Manitoba)
 - Manitoba First Nations School System senior administration team (Federal schools)
 - Manitoba Superintendents open call (leaders from 16 more school divisions responded and attended)
 - 15 school tours from Oct 2025-Jan 2026
 - 12 school staff presentations from Oct 2025-Jan 2026

What we've heard from teachers

Here are the top sentiments we hear after presentations. We regret not recording specific quotes (we are teachers, not journalists!) but here are the themes:

- This is the best professional development session we've ever had.
- I will send my students to the Free Press FIRST now.
- This is extremely useful. I'm going to put this to use immediately.
- This was so clearly designed by people who understand the realities of the classroom.
- This is a gift to teachers.
- This is going to be super fun for my students.
- I can think of so many different applications for this.

Future plans



- All partners are eager for continued success and growth of the platform.
- Further integration is planned across Winnipeg School Division with full participation of the Superintendent's department.
- Updated materials on Information Communication Technology are in development at the Department of Education, creating impetus and support for further programming and collaboration.
- The University of Winnipeg is developing a three credit-hour course specific to this project in their Post-Baccalaureate Diploma in Education program for in-service teachers.



Thank you!

www.winnipegfreepress.com/education

Rebecca Chambers

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Manitoba Department of Education and Early Childhood Learning

David Wall

Media Literacy Teacher

Winnipeg School Division