



## Minister of Education and Early Childhood Learning

Legislative Building, Winnipeg, Manitoba R3C 0V8 CANADA

OCT 21 2024

To: Superintendents of School Divisions  
Principals of Funded Independent Schools  
Directors of First Nations Education Authorities  
Student Service Administrators  
Manitoba School for the Deaf

Dear Colleagues:

I am pleased to proclaim October 21 to 25, 2024, as Media Literacy Week, and October 23, 2024, as Digital Citizen Day.

The proclamation is intended to promote thoughtful engagement with digital media, focusing on helping Manitoba learners develop and apply the critical thinking skills needed to contextualize and evaluate digital media. For more information about Media Literacy Week and Digital Citizen Day, visit the MediaSmarts website at [www.mediasmarts.ca/media-literacy-week](http://www.mediasmarts.ca/media-literacy-week).

We hope that Media Literacy Week and Digital Citizen Day in Manitoba will inspire educators, students, parents, and community members to strengthen their digital and media literacy skills and commitment to promoting safe and respectful online interactions that foster positive physical and mental health.

Please share this information with the schools in your division.

Sincerely,

*Original signed by*

Tracy Schmidt  
Acting Minister

### Attachment

- c. Board Chairs, School Divisions  
Independent and International Education Unit