



Wednesday, May 27, 2026

RE: 2026 CCNA Category 227 – Best Multimedia Feature

To Whom It May Concern:

With artificial intelligence showing up more and more in daily life and limited sources of trusted information about the rapidly evolving technology, Metroland was keen to explore ways its news sites and publications could education readers.

We saw an opportunity to do just that when [Trusting News](#), a news media research and training U.S.-based not-for-profit, put a call out for applications for an AI education initiative set to launch in the fall of 2025.

Metroland was [one of 10 newsrooms](#) and the lone Canadian media outlet selected to take part in the AI literacy cohort. Our participation kicked off in October 2025 with a reader survey about artificial intelligence to better understand what readers wanted explained and identify how we, as the community's trusted source of local news, could increase their knowledge and understanding of the technology.

[Survey responses revealed](#) Metroland readers across Ontario were curious but also concerned about AI. They also shed light on readers' understanding of AI, with roughly 25 per cent of respondents having little to no knowledge or understanding of the technology. And they weren't alone.

Surveys conducted by our AI literacy cohort peers garnered comparable results, with respondents expressing similar interests in understanding varying aspects of AI — from what it is to how it works, how to spot AI-generated content, how to protect yourself from scams, and more. There was plenty for the group to explore.

The Trusting News AI literacy cohort agreed to publish a series of explainers to answer the many questions on the minds of readers. However, Metroland's approach was unique.

Our team, including Renata Valz, manager of copy editing and editorial systems, Catherine O'Hara and Lori Martin, both editorial directors for Metroland's community news sites and

publications, leveraged artificial intelligence to write code for an interactive graphic that served as the framework for our series of AI literacy explainers. While the code for the interactive graphic was largely created using Gemini and vetted by our programmers, the information featured in each guide was exclusively researched, written and fact-checked by journalists.

Across 20 of its news sites, Metroland [published seven explainers](#) breaking down [what artificial intelligence can and can't do](#), [steps readers can take to protect their privacy](#), [how to spot AI-generated content](#), [how AI can fake voices, faces and messages](#), and [ways readers can protect family and loved ones from AI scams](#), among other topics.

With each explainer, we published a link to a survey to garner feedback from readers about the literacy materials and their impacts, including on trust in news. The survey results along with the AI literacy materials published will form part of [Trusting News' evolving AI Trust Kit](#), which will be available to media organizations looking for resources to engage with their readers about AI and build trust around their use of AI.

Thank you for your consideration.

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