



## PRESS RELEASE

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# Knowledgeflow Launches Canada's First Media Cybersecurity Briefing™

## MCB™ "A Direct Path" to Empowering Reporters and Editorial Teams for Critical Thinking on Emerging Cybersecurity Topics

Toronto, Canada, January 17, 2024 – The MCB™ is an exclusive extension of the Cybersafety Sentinel newsletter tailored to meet the unique educational needs of the media sector in the critical topics of 2024: privacy, cybersecurity, national security and global risk.

Author and Canadian cybersecurity expert Claudiu Popa: *"The Media Cybersecurity Briefing, or MCB™ as we like to call it, is a direct path for our sharpest editorial minds, intrepid journalists and even chase producers to learn the key facets of cybersecurity coverage."*

The Media Cybersecurity Briefing is an ongoing Knowledgeflow program that teaches the journalism sector the key points of related to:

- Asking the right questions about cyber breaches
  - Immediately exposing the harm of privacy issues
  - Validate the credentials of cyber experts
  - Understand the basics of privacy rights in Canada
  - Have a direct path to authoritative expertise and government agency representatives
  - Exclude promotional verbiage in favour of evidence-based information
- and much more, freely available each week from Knowledgeflow's Sentinel MCB™.

Members of the media, investigative journalists and professional bloggers can subscribe at no charge from [informatica.org](http://informatica.org).

At a time where a fragile geopolitical climate threatens the integrity of information and the safety of journalists, Knowledgeflow recognizes the importance of fortifying the professional defenses of media organizations against threats including cyber-attacks, generative AI and infringements upon civil liberties such as free speech.

"According to the WEF's recent Global Risks Report, attacks on information and those whose job it is to communicate it are a major threat vector in 2024. For us at Knowledgeflow, ensuring that the Fourth Estate continues to operate securely and independently is a duty we take seriously. Everyone should." said Popa.

Knowledgeflow invites all media professionals to subscribe to the Media Cybersecurity Briefing™ and join the collaborative effort to strengthen cybersecurity and integrity in journalism. By fostering a community of awareness and preparedness, we can collectively mitigate the risks posed by cyber threats and uphold the principles of a free and secure press.

## MEMBERS OF THE MEDIA ARE INVITED TO CONTACT:

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## ABOUT THE COMPANY:

Datarisk Canada and Managed Privacy Canada specialize in managed security and privacy solutions for the small and mid-size market, with products and solutions designed to meet the growing needs of approved professional associations.