



MAJ, Radio-Canada, Canada

“MAJ by Radio-Canada is a daily dose of news for kids. On Instagram, YouTube, Facebook and a website, MAJ talks about what's going on in the world in a fun and engaging way, for young people aged 7 to 13. In the last few months, MAJ has adapted its entire editorial line in "COVID-19" mode, using creativity to build meaningful content for youth while being remote.

1. Canada's Prime Minister Justin Trudeau answers kids' questions about COVID-19

After collecting a lot of questions from kids across Canada, MAJ's young contributor Audrey Lamonde had the chance to meet remotely with Prime Minister Justin Trudeau and Dr. Theresa Tam, Canada's Chief Public Health Officer, in a video broadcasted both on television and digital platforms.

2. Ça va bien aller avec Thomas Gauthier

Every week, youtuber Thomas Gauthier hosts “Ça va bien aller”, MAJ's weekly show surrounding the pandemic. Between two intensive hand washes, Thomas guides young people through the confinement. He keeps them informed about what's going on, highlights positive initiatives and makes them laugh, all with a little help from his cat Bagel.”

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