



THE CYBERSMILE FOUNDATION

PRESS RELEASE

Cybersmile's Modern Witch Trials Campaign Wins 10 Awards at the 45th Annual Telly Awards

NEW YORK, NY (May 28, 2024) – The Cybersmile Foundation has won 10 Telly Awards for *Modern Witch Trials*, a campaign launched in February to tackle the weaponization of social media and the growing problem of mob harassment.

Modern Witch Trials was developed and produced in partnership with JOAN London and Darren Aronofsky's production company, Chromista. The campaign drew parallels between 17th-century witch trials in Salem and modern-day mob harassment on social media.

“At JOAN London, we want to be a part of the solution. We love the work Cybersmile has done, and we are extremely proud to have worked with such a brilliant extended team to tackle this very complex and polarizing issue, and bring this campaign to life,” said Tom Ghiden, Managing Director at JOAN London.

The Telly Awards honor excellence in video and television across all screens and are judged by leaders from video platforms, television, streaming networks, and production companies. Alongside Cybersmile, this year's winners include Adobe, Calvin Klein, ESPN, LinkedIn, MTV Entertainment Studios, NASA, the LA Clippers, and PlayStation Studios, to name a few.

The campaign's short film was directed by Emmy Award nominee and Venice Film Festival winner Eliza McNitt and garnered international recognition, with more than 5 million video views inspiring meaningful conversation online. The short was supported by a range of high profile public figures, including Star Trek's William Shatner, WWE superstar Nicola Glencross, actress Katie Cassidy, and soccer player Jordan Henderson.

“We are thrilled that the value of our *Modern Witch Trials* campaign has been recognized by industry leaders with such a deep history of excellence. We are extremely grateful to everybody who made the campaign possible,” said Scott Freeman, CEO of The Cybersmile Foundation.

Committed to pushing the boundaries of creativity forward, this year's categories included topics within Public Service & Activism, Generative AI, Brand Collaboration, Use of Data Visualization, Thought Leadership and Accessibility. These categories are centered on cutting-edge technologies and storytelling formats that are actively evolving within the video and television industry.

“The caliber of the work this season truly has reflected the theme of going beyond the frame. Our industry is experimenting with new technologies like never before, crafting truly compelling stories to draw attention to some of the world's most pressing issues,” said Telly Awards Managing Director Amanda Needham.

Nearly 13,000 entries were submitted for this year's edition from across the globe, which included top video and television content producers. Winners were chosen by The Telly Awards Judging Council, which includes Nathalie Van Sasse Van Ysselt, VP of Design and Creative Services, MSG Sphere Studios; Barry Christie, Global Creative Lead, Meta Creative Shop; Fariyah Zaman, Director and member of Brown Girl Doc Mafia; Aiden Darné, VP, Global Studio Lead, Shutterstock; and Malinda Wink, Executive Director, Minderoo Pictures.

Award Wins

- Gold Telly Winner in Social Video - [Public Service & Activism](#)
- Gold Telly Winner in Online Commercials - [Advocacy & Causes](#)
- Gold Telly Winner in Social Video - [Social Responsibility](#)
- Gold Telly Winner in Social Video - [Lighting](#)
- Silver Telly Winner in People's Telly - [Social Video](#)
- Silver Telly Winner in Social Video - [Use of Music](#)
- Silver Telly Winner in Social Video - [Not-for-profit](#)
- Silver Telly Winner in Social Video - [Social Impact](#)
- Silver Telly Winner in Social Video - [Pro Bono](#)
- Bronze Telly Winner in Social Video - [Use of Color](#)

Since 2010, Cybersmile campaigns and initiatives have won numerous international awards at prestigious events, including the Cannes Lions Festival of Creativity, Shorty Awards, Campaign Big Awards, The One Show Awards, The Clio Awards, and MM+M, to name a few.

You can explore the Cybersmile *Modern Witch Trials* campaign [here](#).

ABOUT THE TELLY AWARDS

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 13,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include the Gotham Institute, NAB, Stash, NYWIFT, LAPPG, Production Hub, Green the Bid, Video Consortium, and Series Fest. New Partners include FWD- Doc, AI Film Festival, Reel Abilities Film Festival, and Film Fatales.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity, and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns, and the promotion of positive digital citizenship, we reduce incidents of cyberbullying, and through our professional help and support services, we empower those affected and their families to regain control of their lives.

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The Cybersmile Foundation is an international nonprofit organization registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. (No. 1147576)