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Media Release

Reelworld Producer Program kicks off at Prime Time Online

This January, Prime Time Online will be hosting the twelve recently selected Black, Indigenous, and People of Colour candidates from the new Reelworld Producer Program initiative presented by Bell Media. This inaugural year-long [Reelworld Film Institute](#) initiative will focus on developing these chosen candidates into strong creative producers, providing them with industry connections and insider knowledge. With the goal that at the end of the twelve months they will have projects in development. The program addresses a visibly identifiable need to provide an opportunity where there is currently a lack.

The program kicks off virtually at [Prime Time Online](#) which runs from January 28 - February 10, 2021. This annual [Canadian Media Producers Association](#) event is where all the industry leaders and innovators of media production, broadcasting, television, and film come together to promote, share, and sell their ideas. The event is an exceptional opportunity for the program participants to gain access to executives and decision-makers while participating in customized panel discussions and networking sessions. [Bell Media](#), the presenting partner in this program, identified the CMPA event as the perfect opportunity to create meaningful connections and inspire the cohorts as they start their year of learning.

The goal of the Producer Program is to help the cohort of producers select projects, provide continuous mentoring, learning opportunities, and create pathways to career advancement at all levels of the film and television industries.

“We believe there has been a lack of racially diverse producers in Canada. We have noticed our Alumni who are actors, writers and directors producing out of necessity rather than for the passion and desire to be outstanding producers. It is our hope this program will bear the fruit of outstanding Canadian producers who can turn new and imaginative ideas into reality” said Tonya Williams founder and Executive Director of Reelworld.

“Our partnership with Reelworld on the Producer Program is an important step in making our industry more diverse and our content more reflective of the world we live in,” says Karine Moses, Senior Vice-President, Content Development and News, Bell Media. “The program strengthens Bell Media’s commitment to delivering more compelling content by mentoring the next generation of diverse storytellers and acting as a catalyst for real and sustained change in our industry.”

For the 2021 Reelworld Producer Program presented by Bell Media, the final 12 candidates were selected from a pool of hundreds of applicants from across Canada. Each candidate was selected because of their desire to be dedicated producers who could nurture actors, writers



and directors, which came across in their written bios, transferable employment skills, reference letters, along with a short video highlighting their future goals and current achievements.

The final selected candidates are listed below, and their full bios can be found at <https://www.reelworld.ca/producer-program>

- [Yusuf Alvi](#), Account Manager at Deluxe Entertainment, ON
- [Umang Antariksh Sagar](#), Independent Producer, ON
- [Vanessa Caceres](#), Independent Film Producer, QC
- [Mansa Chintoh](#), Director of Legal & Business Affairs at Entertainment One, ON
- [Jose Holder](#), Illustrator and Film Director, QC
- [Sonya Lee](#), Science Producer at Ocean School, NS
- [Margaret Lewis](#), Commercial Account Manager, Trainee at RBC, ON
- [Thea Loo](#), Emerging Producer, BC
- [Leena Minifie](#), Digital Strategist, Impact Producer, Stories First Founder, BC
- [Dilani Rabindran](#), Founder & Managing Director at Viewfinder Film Consulting, ON
- [Omatta Udalor](#), Independent Producer and Actor, AB
- [Rignam Wangkhang](#), Multimedia Producer at CBC, ON

Reelworld Film Festival, Reelworld Screen Institute, and Access Reelworld

Founded by Tonya Williams in 2000, the Reelworld Film Festival (non-profit) and Reelworld Screen Institute (charity) are groundbreaking initiatives in Canada that create more access and inclusion for Black, Indigenous, People of Colour in our Canadian screen industries - both in front of and behind the screen. Access Reelworld, launched in July, 2020 is Canada's largest and most comprehensive searchable recruiting platform for racially diverse Canadians in over 98 job categories in the screen industries.

About Bell Media

Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, digital media, and more. Bell Media owns 35 local television stations led by CTV, Canada's highest-rated television network, and the French-language V network in Québec; 29 specialty channels, including leading specialty services TSN and RDS. Bell Media is Canada's largest radio broadcaster, with 215 music channels including 109 licensed radio stations in 58 markets across the country, all part of the iHeartRadio brand and streaming service. Bell Media owns Astral, an out-of-home advertising network of 50,000 faces in five provinces. The country's digital media leader, Bell Media develops and operates websites, apps, and online platforms for its news and entertainment brands; video streaming services Crave, TSN Direct, and RDS Direct; and multi-channel network Much Studios. The company owns a majority stake in Pinewood Toronto Studios; is a partner in Just for Laughs, the live comedy event and TV producer; and jointly owns Dome Productions Partnership., one of North America's leading production facilities providers. Bell Media is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. Learn more at www.BellMedia.ca.

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