

CMPA and Telefilm partner to offer marketing training for emerging professionals

OTTAWA, May 29, 2017—The Canadian Media Producers Association (CMPA) today announced the launch of its 2017 National Mentorship Program, with a call for applicants for the Telefilm Canada Marketing Mentorship Program. The Telefilm-sponsored initiative will offer five emerging and mid-level marketing professionals the opportunity to work with independent producers and build their marketing skills within the screen-based entertainment sector.

“For more than twenty years the CMPA worked to provide opportunities for emerging professionals looking to gain experience in Canada’s media production industry,” said Susanne Vaas, Vice President of Corporate and International Affairs, CMPA. “With generous support from great partners like Telefilm Canada, our members are able to help program participants build careers, while also ensuring our sector continues to thrive and grow.”

Over the past 22 years, CMPA-run mentorship programs have placed more than 1,200 emerging and mid-level professionals with independent production

companies in paid, long-term positions. More than 85 per cent of all mentees continue to work in the business today in all aspects of production.

Successful candidates for the Telefilm Canada Marketing Mentorship Program will be placed at a CMPA member company for a 20 week period. Participating independent production companies will receive \$6,500 towards the trainee's stipend. The deadline for applications from both prospective mentees and production companies is June 23, 2017.

Further details about the Telefilm Canada Marketing Mentorship Program, including application forms, can be found [here](#).

ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country's leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. www.cmpa.ca

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