

CMPA appoints new Chief Executive Officer

TORONTO, July 30, 2015—Following a comprehensive search process that included broad member and stakeholder consultation, the Canadian Media Production Association (CMPA) has selected Reynolds Mastin as the new President and CEO of the Association.

“On behalf of the CMPA Board of Directors I would like to first of all thank Michael Hennessy for his contribution to the Association and to the industry over the past three years. It has been an honour working with Michael and I’d like to wish him the very best,” says Jamie Brown, Chair of the Board of Directors. “It is a great pleasure to welcome Reynolds Mastin as President and CEO and congratulate him on his new position. Reynolds has demonstrated his strong grasp of both the challenges and the opportunities facing our industry. What impressed the selection committee and led to its unanimous decision was not only Reynolds’ insight into where we are as an industry, but also his vision for how to transform the organization to achieve its goals in the future.”

Mastin joined the CMPA in 2008 as Associate Counsel, after articling at the CRTC and serving as Legal Counsel at the Canadian Association of

Broadcasters. In 2010, he was an integral member of the negotiating team that concluded a Terms of Trade agreement between the CMPA and the major private broadcast groups. Mastin was promoted to the position of Chief Negotiator and Chief Legal Officer for the Association in 2012. In that role he has represented CMPA members and the Hollywood studios in the negotiation of labour agreements with the unions and guilds representing talent and technicians in the film, television and digital production industries outside of British Columbia.

Mastin is a member of the Board of Directors of the Canadian Retransmission Collective and of the Executive Committee of the International Federation of Film Producers Associations. In addition to his professional commitments, Mastin also serves on the Board of Directors of the Ontario Trillium Foundation, as well as on the Foundation Committee of Casey House, an HIV/AIDS hospital in Toronto.

“For most of my professional career, I have been extraordinarily fortunate to work for the most innovative and adaptable contributors to the Canadian broadcasting system – independent producers,” says Mastin. “Central to their success has been an ability to forge partnerships and seize opportunities wherever they can be found, whether in Canada or around the world. I intend to build on these achievements by strengthening relationships with our longstanding industry partners, both in Canada and abroad, while bringing into the tent the new players in content creation and distribution that are remaking the media landscape as we know it. We have an opportunity to create a better capitalized and more sustainable independent production sector that enables all stakeholders and partners to build success stories on new platforms in increasingly competitive global markets.”

“The CMPA welcomes Reynolds Mastin as President and CEO” says Sandra Cunningham, Chair of the Selection Committee. “We are thrilled he has



accepted this role and know he will be an exceptional leader who will guide the Association, on behalf of its members, into the future with passion, intelligence and a keen sense of collaboration.”

ABOUT THE CMPA

The CMPA represents the interests of screen-based media companies engaged in the production and distribution of English-language television programs, feature films and digital media content in all regions of Canada. Our almost 400 member companies are significant employers of Canadian creative talent and assume the financial and creative risk of developing original content for Canadian and international audiences. Independent production companies generate a large majority of the \$5.8 billion of production activity that occurs each year, and maintain 125,000 full time jobs.

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