

CMPA calls Christa Dickenson a strong choice to lead Telefilm Canada

OTTAWA, June 26, 2018—The Canadian Media Producers Association today welcomed Minister Joly’s appointment of Christa Dickenson to the role of Executive Director at Telefilm Canada.

“In appointing Ms. Dickenson to this role, the government has made a strong choice, hiring an individual with a deep understanding of Canada’s production sector, as well as of the impact that the global digital shift is having on how content is developed, produced, and viewed by audiences today,” said the CMPA’s President and CEO Reynolds Mastin.

Ms. Dickenson brings a wealth of relevant experience to this position, including work in production, and roles with both Bell and Rogers, two of Canada’s largest vertically integrated media companies. Most recently, as President and CEO of Interactive Ontario, she led provincial

advocacy for the growth of Ontario’s interactive digital content industry.

“Ms. Dickenson’s track record demonstrates a clear appreciation of the intersection between innovation, culture, effective public policy, and strong business growth,” said Scott Garvie, Chair of the CMPA and Senior Vice-President at Shaftesbury. “This experience will serve her extremely well, and we look forward to working with her to help Canada’s independent producers fund, produce and promote great cinematic content for audiences at home and around the world.”

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ABOUT THE CMPA

The Canadian Media Producers Association is the national advocacy organization for independent producers, representing hundreds of companies engaged in the development, production and distribution of English-language content made for television, cinema and digital media channels. We work to promote the continued success of the Canadian production sector and to ensure a bright future for the diverse content made by our members for both domestic and international audiences. cmpa.ca

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