



## **Women in Film & Television – Toronto Announces Reduced Fees, More Bursaries for 2010 Media Leadership Program**

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**Toronto, ON** – Women in Film & Television - Toronto (WIFT-T), with support from CTV and the Schulich School of Business, York University, is pleased to announce that fees for the 2010 **WIFT-T Media Leadership Program** have been reduced by nearly half, from \$6,500 to \$3,500.

“As a not for profit, we would not be able to reduce the fees without CTV’s support. We are very grateful,” says Sadia Zaman, Executive Director of WIFT-T. “In this economic climate, we remain committed to providing access to high quality professional development training for those in this ever-changing industry.”

“CTV is proud to continue our support of the WIFT-T Media Leadership Program through the CTVglobemedia-CHUM tangible benefits,” says Paul Sparkes, Executive Vice-President, Corporate Affairs, of CTVglobemedia. “We applaud this innovative partnership that will train future leaders in the media industry.”

Specifically designed for mid- to senior-level women and men working in the Canadian screen-based industry, the **WIFT-T Media Leadership Program** helps participants develop the business and leadership skills required in the industry. Participants who complete the program receive a certificate from the Schulich School of Business, York University. Registration for this six session, 13-day program is limited to 20 participants.

WIFT-T will also provide seven bursaries through the **Foundation for Women in Film & Television – Toronto**. The additional bursaries are a result of anonymous donations and targeted fundraising.

Topics covered in the **WIFT-T Media Leadership Program** include: strategic management, financial literacy, leadership and change management, rights and regulations in a digital world, marketing, and managing creativity. The program, which runs every two years, features internationally-renowned speakers from the Schulich Executive Education Centre and high profile industry panelists.

For detailed program information, bursaries, and the application form, please visit [www.wift.com](http://www.wift.com).

Women in Film & Television-Toronto (WIFT-T) is a not for profit professional organization founded in 1984. WIFT-T supports women in screen-based media (film, television and digital media) to build, advance and sustain their careers nationally and internationally. WIFT-T does this through hands-on high quality programming, mentoring, networking and industry events that recognize the talents and potential of women. WIFT-T's mission is to enhance the skills of its members so they can become significant decision-makers at all levels of the industry. For more information, visit [www.wift.com](http://www.wift.com) or [www.canadianfilmmaker.com](http://www.canadianfilmmaker.com).

For more information, please contact:

Katy Swailes

Communications Officer

Women in Film & Television – Toronto (WIFT-T)

(416) 322-3430 ext. 226

[kswailes@wift.com](mailto:kswailes@wift.com)