



## **Reelworld among the recipients of the *\$100-million Feminist Response and Recovery Fund* to eradicate the negative stereotypical content of Black, Indigenous, and Women of Colour in the Canadian Screen Industry**

**TORONTO, ON – August 24, 2021**

**Reelworld** announces that it has received \$640,000 from the Government of Canada over the next 29 months to create a protocol guideline for Canadian production companies, broadcasters, and streaming platforms to change the negative stereotypes of Black women, Indigenous, and Women of Colour women in the content created for audiences.

Recognizing the need for a feminist, intersectional response to COVID-19, in February 2021 **Women and Gender Equality Canada** launched the *Feminist Response and Recovery Fund*, a call for proposals totaling \$100 million that will fund projects tackling systemic barriers for marginalized or underrepresented women, including Indigenous women, Black women, women of colour, women who are members of LGBTQ2 communities, and women living with disabilities or in rural or remote communities.

The project will seek community consultation, create mentorship opportunities for emerging women working in the industry, facilitate workshops to teach about the guidelines in the protocol, and strengthen networks amongst racially diverse women. Through online symposiums, **Reelworld** will host discussions to speak to the intersection of the multiple identities that encompass Black, Indigenous, Women of Colour. The grant will also enable Reelworld to on-board three new key hires; a research manager, a project manager, and a racialized sexual harassment expert. This will aid in increasing the participation and opportunities of racially diverse women in the labour market and for the advancement of Gender Equality.

*“Since the dawn of the screen industry the unflattering portrayal of racially diverse women has caused a lasting negative impact on Indigenous Women, Black Women, and Women of Colour,”* said **Reelworld** Executive Director **Tonya Williams**. *“In an industry that underemployed racialized people, the ability for an honest discussion on the treatment of women and specifically*

*racially diverse women in the screen-based sector is imperative. The issues of sexism and the way race shape gender for Black, Indigenous, and Women of Colour are at the forefront of this project. From the hyper-sexualization of all racialized women via racist tropes to the omission of dynamic fully embodied characters that represent these communities, there exists a gap of*



*knowledge around the specific marginalization of people when race and gender intersect. We need to create tools to address the skewed depictions of Black, Indigenous, and Women of Colour on screen.”*

What is often overlooked in the conversations on the representation of women in media is the origin of racist caricatures within Canada, their modern adaptations, and the way it has shaped the portrayal of Black, Indigenous, Women of Colour on screen. The workplace cultures and the barriers for entry to the screen-based industry are reflected in the type of stories that reinforce the systemic barriers faced by racialized women.

Over the next two and a half years, the **Reelworld Screen Institute** will address systemic barriers that race and gender create for Black, Indigenous, Women of Colour in the screen industry and the images created on screens that affect all people living in Canada. **Reelworld** will use the funds to run focus groups, workshops, mentorship, all culminating into a protocol guideline.

With the creation of a protocol guideline, industry creatives will have the tools to unpack the tropes and racist history that inform the modern flat depictions of racially diverse women and girls in the media we consume.

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