

## **Reelworld partners with Music Publishers Canada to connect racially diverse filmmakers and producers with music publishers**

**October 15, 2021. Toronto:** This year Reelworld Screen Institute is proud to announce a new partnership with Music Publishers Canada, a non-profit membership-based organization that ensures the views of music publishers working in Canada are heard. .

Music Publishers Canada (MPC) is committed to the support of the Reelworld Screen Institute and its annual Film Festival. It is their mission to create business opportunities for their members and to promote their interests and those of their songwriting partners through advocacy, communication, and education.

Music Publishers Canada and Reelworld Screen Institute’s partnership will span the following:

### **Reelworld Producer Program**

Kim Temple, Senior Manager of Member & Industry Relations at Music Publishers Canada, and Vivian Barclay, General Manager of Warner Chappell Music Canada and a member of MPC’s Board, led a one-hour private workshop with the 12 participants of this year’s [Producer Program](#), during which they informed them about various aspects of music publishing and licensing, how it applies to television productions and more. In addition, the racially diverse participants from MPC’s [Women in the Studio National Accelerator Program](#) for women-identifying producer-songwriters had the opportunity to meet with the 12 producers in an intimate mixer, facilitating connections and future work opportunities between the two groups.

### **Reelworld Emerging20 Program**

MPC also led a one-hour workshop with the 20 emerging content creators in this year’s [E20 Program](#). Titled “What’s Music Got To Do With It?,” the workshop was led by Margaret McGuffin, CEO of Music Publishers Canada, with participating speakers Emily Haffenden of Red Brick Songs and multidisciplinary artist iaamSaam. The workshop delved into the various ways music ends up in a film and television project - composing, existing recordings, and new recordings of existing songs. Licensing, sync rights, budgetary considerations and the role of music supervisors were also discussed during the informative workshop.

### **Reelworld Film Festival**

Music Publishers Canada will present a live [Industry Panel](#) at the 2021 Reelworld Film Festival titled “How To Budget For Music In Your Film.” The panel, scheduled for October 25 from 12 to 1pm EST, will cover everything you’ve always wanted to know about music in film: how to hire and work with a composer, licensing songs from music publishers, clearing rights, and where music supervisors fit in. The panel will be hosted by Kim Temple, Senior Manager of Member & Industry Relations at Music Publishers Canada, and will feature Darren Fung, Composer at Stinky Rice Studios; Janet Baker, Director, Administration & Synchronization at Sony Music Publishing Canada; and Everton Lewis Jr, Music

Supervisor, Wracket Music, as panelists. MPC will present one further panel or case study to Reelworld's audience outside of the festival.

“Far too often, emerging filmmakers don’t consider the value and importance of the music until the production is in post. This partnership will enable them to understand the full value of considering the options while in development, and the lucrative revenue that they can benefit from.” — Tonya Williams, Founder and Executive Director, Reelworld Screen Institute

“Music Publishers Canada is proud to be partnering with Reelworld for the first time. We believe that there’s a perfect song for every scene, and through this partnership with Reelworld, we hope to continue to support the development of creative and business relationships, as well as new opportunities for collaboration between music publishers and film producers.” — Margaret McGuffin, CEO, Music Publishers Canada

### **About Reelworld**

*Reelworld was founded in 2000 by award winning actress and producer Tonya Williams to advance opportunities for Canadians who are Black, Indigenous, Asian, South Asian, and People of Colour in the screen industries by providing professional development and advocating for racial equity in Canadian content and production. Reelworld Screen Institute, a non-profit, provides training programs and presents the acclaimed Reelworld Film Festival, which celebrates stories by racialized Canadians. Providing access to opportunities is core to Reelworld, and Access Reelworld is Canada’s leading hiring platform for racialized crews and talent. Reelworld Foundation, a registered charity, is transforming the industry by creating mechanisms that hold systems accountable for greater equity.*

### **About Music Publishers Canada**

*Founded in 1949, Music Publishers Canada (MPC) works to ensure that the views of music publishers working in Canada are heard. It is our mission to create business opportunities for our members and to promote their interests and those of their songwriting partners through advocacy, communication, and education.*

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