



## **Key Media Hiring Managers Join Innoversity Creative Summit Job Fair September 29-30, Holiday Inn Hotel, King St., Toronto**

Top media executives and Human Resources executives representing Canada's broadcast and newspaper industry will participate in the first ever Media Career Fair at this year's Innoversity Creative Summit. The Summit takes place on September 29-30, at the Holiday Inn Hotel on King Street in Toronto. The Innoversity Career Fair is sponsored by CanWest Global.

Thirteen top hiring managers from television, radio and newspapers will host booths providing information about jobs and careers in their organizations. Media executives will be on hand to discuss job opportunities and provide career guidance throughout the Creative Summit. Attendees will also be able to book 15 minutes of private time with a broadcast executive.

Media executives who want to ensure that their workplaces are more diverse, and that their organizations have access to the best talent in the country, requested the expanded emphasis on careers at this year's summit. The CBC, CHUM TV, CTV are just a few of the organizations taking part.

Innoversity initiatives are already credited with reducing barriers between the broadcast media and independent creative professionals from under-represented backgrounds. The summit welcomes media professionals, creative entrepreneurs and students from all cultural backgrounds.

"To an outsider, the media industry can appear to be closed and even mind-boggling", says Cynthia Reyes, co-founder and Acting Chair of Innoversity. "Our goal is to help the Canadian media to de-mystify career opportunities in TV, Radio, Film, Print and New Media industries, and connect talented people to a wide range of opportunities."

Reyes points to two recent studies that highlight the under-representation of Aboriginals, Visible Minorities and People with Disabilities in most roles in the media. The Innoversity Career Fair responds to those findings and recommendations, made by the Canadian Association of Broadcasters (CAB) and Women in Film and Television Toronto, (WIFT-T) whose recent study also highlighted the many areas in which women are still represented in the film and broadcast industry.

Cynthia Reyes and Hamlin Grange founded the Innoversity Creative Summit in 2000. Before their starting their consulting company, DiversiPro Inc., Grange worked as a journalist at the Toronto Star, Global TV, TVO and the CBC, while Reyes worked as an executive producer, journalism trainer, program and management consultant at the CBC.

Innoversity is a not-for profit organization with a board of directors and a steering committee from the media and community. [www.innoversity.com](http://www.innoversity.com)

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