



## **Women in Film and Television – Toronto (WIFT-T) Announces 2008 Business Management for Media Professionals Program and Call for Registrations**

(TORONTO - Tuesday, August 12, 2008) Women in Film and Television -Toronto (WIFT-T), in partnership with Humber School of Media Studies and Information Technology, is pleased to announce the 2008 WIFT-T Business Management for Media Professionals Program.

The WIFT-T Business Management for Media Professionals Program is ideal for those with up to three years experience in film and television or those transitioning within the industry. Designed for working professionals who want to learn more about the business of film and television, the Saturday workshops explore everything from financial literacy to marketing. Students who complete all six modules will receive a certificate.

### **Course Modules:**

- Fundamentals of Media Business Administration: Industry Overview
- Financing Film and Television Production
- Emerging Technologies
- Project Management
- Marketing Film and Television: Domestic and International
- Media Career Management Skills

**When:** Each of the six modules will run over three Saturdays. Please check the website for dates.

**Where:** Humber Lakeshore Campus, 3199 Lake Shore Blvd W.  
<http://www.humber.ca/maps/lakemap.htm>.

**Fees:** Each module (three Saturdays) costs \$250 (plus 12.50 GST) = \$262.50 for members, \$300 (plus \$15.00 GST) = \$315 for non-members.

**Time:** All courses run from 10am-3pm on Saturdays.

**Availability:** Registration for each module is limited to 25 people.

**Instructors:** Courses are taught by experienced industry professionals.

For course dates, descriptions, and to register go to [www.wift.com](http://www.wift.com) or call 416.322.3430 ext. 221.

Students who are registered in the program and who are also WIFT-T members receive complimentary admission to our popular Shibley Righton Breakfast Series at the Park Hyatt. The breakfast series focuses on themed discussions with key players in the industry.

WIFT-T Business Management for Media Professionals Program is presented in partnership with Humber School of Media Studies and Information Technology and with the support of the Ontario Media Development Corporation, Ontario Ministry of Training, Colleges and Universities and NBC Universal.

Women in Film and 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:

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