

October 24, 2006

MEDIA ACCESS AND PARTICIPATION (MAP) INITIATIVE

The Media Access and Participation (MAP) initiative is a partnership between the government and Innoversity, a non-profit organization that connects the mainstream Canadian media with minority communities in an effort to foster a more diverse media landscape.

The goal of the MAP initiative is to make the film and television industry more accessible for people with disabilities. Working together, representatives of the media industry, Ontario's Accessibility Directorate, and Innoversity, will develop learning tools to help broadcasters and producers make the media industry more inclusive and accessible for people with disabilities – both behind the camera, and in front of it.

The MAP program will include:

1. **Conferences and Events** – Distributing information on opportunities for people with disabilities within the media sector at events intended for media professionals and people with disabilities.
2. **A Comprehensive, Interactive, Barrier-Free Website** – Developing a website that makes information on access, disability and assistive technology easily available to media professionals as well as people with disabilities.
3. **Talent Database of Creative Persons with Disabilities** – Developing a catalogue of creative people and experts with disabilities for independent producers, production houses, broadcasters and all media professionals.
4. **Developing the Storytellers** – Education and training for current and future media professionals. Information for schools on media careers for persons with disabilities.
5. **Consulting Services** – The MAP team will provide consulting services for media organizations who want to become barrier-free, or who are looking for talented people with disabilities.

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