

HOT DOCS PODCAST DEVELOPMENT LAB FOR BIPOC CREATORS RENEWED FOR A SECOND YEAR

- WITH SUPPORT FROM AMAZON MUSIC CANADA AND INSPIRIT FOUNDATION, THE LAB AIMS TO FOSTER DIVERSE NEW VOICES IN THE CANADIAN PODCASTING SPACE, WITH INCREASED SUPPORT FOR BIPOC CREATORS, AND EXPAND THE SCOPE OF THE PROGRAM
 - THE FIRST SLATE OF FELLOWS WRAPPED ON JANUARY 25 WITH AN INDUSTRY SHOWCASE OF THE PROJECTS

Toronto, ON. January 26, 2022 – Hot Docs is pleased to have the support of Amazon Music Canada as a sponsor of its second year-round Podcast Development Lab, presented in partnership with Inspirit Foundation. An extension of the annual Hot Docs Podcast Festival, currently streaming online worldwide, the Lab serves emerging BIPOC creators based in Canada by pairing them with seasoned audio creators and mentors to develop their story ideas and navigate pathways to success in the podcast industry.

The second iteration of the Podcast Development Lab will provide an increased level of support and resources to selected fellows. Year two of the program will grow its capacity from five to eight projects, all while raising grant resources and adding new mentors. Upon completion, participating creators will have the opportunity to pitch and receive feedback from Amazon Music creative executives and other decision-makers in the industry.

“We’re thrilled to welcome Amazon Music Canada as a sponsor of our second Podcast Development Lab,” said Hot Docs Managing Director **Alan Black**. “Their generous support will have a tangible impact on the program and its participants, creating more space for these essential and diverse stories to flourish.”

“To shift power, BIPOC creators must have the editorial control to frame their own stories, and the Podcast Development Lab is an important tool for that,” said Inspirit CEO **Sadia Zaman**. “We commend Amazon Music Canada for their participation in the Lab and look forward to ongoing industry support for BIPOC narratives.”

“Amazon Music is thrilled to be working with Hot Docs and the Inspirit Foundation in supporting BIPOC podcast creators,” said **Lindsay Michael**, Manager of Podcasts for Amazon Music Canada. “It’s important to highlight diverse voices and creators in our fast-growing industry and we look forward to hearing the work of the Development Lab fellows as it enriches and strengthens the podcast landscape in Canada.”

With seed funding generously provided by Inspirit Foundation, the Hot Docs Podcast Development Lab launched in July 2021 as part of the annual Hot Docs Podcast Festival, which includes other career development programs like the Hot Docs Podcast Career Accelerator, the Opening Act program, and Creators Forum. The initial run of the Lab wrapped on January 25, 2022, the opening night of the Podcast Festival’s sixth edition, with an industry showcase of the completed projects that counted industry leaders

from CBC, Amazon, Wondery and Radiotopia/PRX in attendance. The program's first year was co-facilitated by Aliya Pabani and Stephanie McArthur and featured media heavyweights Hannah Sung, Pacinthe Mattar, Dan Misener, Neena Pathak, and Megan Tan as mentors.

The 2021 Hot Docs Podcast Development Lab projects include:

20 Red Flags: Gold and Lies in the Jungle

Creator: Nicole Doucette and Lucas Kavanagh

A small Canadian company convinced everyone they found the world's biggest gold mine: but a man jumped out of a helicopter, and everything fell apart.

Exceptional isn't

Creator: Melissa Haughton

A journey into why averageness should be the new Black excellence. How we redefine ideas of who is allowed to fail, and why doing half as much can be twice as good.

Camp Canadiana (formerly *Made Up Words*)

Creator: Isabelle Ruiz De La Orden

Camp Canadiana invites you into the complex world of Canadian summer camps. As camps work to reconcile their complicated histories, the story of summer camps in Canada will be retold, re-examined, and offered anew.

Money No Get Enemy

Creator: Oshamimi Mayaki and Alexandra Sproule

From the middle ages, caravans crossed the desert and ships crossed the seas bringing money, lots of it, to exchange for West Africa's riches. This is the story of that money, in all its forms, and what happened to all that wealth. These stories will transform your understanding of where money comes from and how it works.

S is for Seva (formerly *Stories My Grandma Never Told Me*)

Creator: Serena Parmer

We used to go to our parents with questions about all the "cultural stuff". Now we're the parents! A new mom's search for the hyphenated history of Sikh-Canadians, one of the earliest racialized communities in Canada. How do we pass history forward?

Application for the 2022 Hot Docs Podcast Development Lab will open in the Spring.

-30-

Hot Docs (www.hotdocs.ca), North America's largest documentary festival, conference and market, is a not-for-profit organization dedicated to advancing and celebrating the art of documentary and to creating

Hot Docs is a charitable, not-for-profit organization committed to advancing the art of documentary and supporting opportunities for independent filmmakers.

production opportunities for documentary filmmakers. Year-round, Hot Docs supports the Canadian and international industry with professional development programs and a multi-million-dollar production fund portfolio, and fosters education through documentaries with its popular free program Docs For Schools. Hot Docs owns and programs Hot Docs Ted Rogers Cinema, a century-old landmark located in Toronto's Annex neighbourhood and the world's first and largest documentary cinema, and operates Hot Docs at Home streaming platform.

[The Hot Docs Podcast Festival](#) is one of North America's premier podcast festivals, the Hot Docs Podcast Festival is presented by Hot Docs, a not-for-profit organization dedicated to advancing and celebrating the art of documentary. Featuring live performances of chart-topping Canadian and international non-fiction podcasts and the Creators Forum, an industry conference for audio insiders and emerging podcasters, the Festival celebrates the ingenuity of audio storytelling. The sixth annual Hot Docs Podcast Festival runs online worldwide from January 25-28, 2022.

[The Inspirit Foundation](#) funds media and arts for social change, supports young content creators, and invests its assets to align with its mission to promote inclusion and pluralism in Canada – specifically addressing discrimination based on ethnicity, race, or religion.

[Amazon Music](#) reimagines music listening by enabling customers to unlock millions of songs and thousands of curated playlists and stations with their voice. Amazon Music provides unlimited access to new releases and classic hits across iOS and Android mobile devices, PC, Mac, Echo, and Alexa-enabled devices including Fire TV and more. With Amazon Music, Prime members have access to ad-free listening of 2 million songs at no additional cost to their membership. Listeners can also enjoy the premium subscription service, Amazon Music Unlimited, which provides access to millions of songs and the latest new releases. Amazon Music Unlimited customers also now have access to the highest-quality listening experience available, with millions of songs in High Definition (HD), more than 7 million songs in Ultra HD, and a growing catalog of spatial audio. Customers also have free access to an ad-supported selection of top playlists and stations on Amazon Music. All Amazon Music tiers now offer a wide selection of podcasts at no additional cost, and live streaming in partnership with Twitch. Engaging with music and culture has never been more natural, simple, and fun. For more information, visit amazonmusic.com or download the Amazon Music app.

Media Contact:

Juan M. Gonzalez-Calcano

Hot Docs is a charitable, not-for-profit organization committed to advancing the art of documentary and supporting opportunities for independent filmmakers.



PRESS RELEASE

Media Relations Manager
jgonzalezcalcano@hotdocs.ca

Hot Docs is a charitable, not-for-profit organization committed to advancing the art of documentary and supporting opportunities for independent filmmakers.