

Insights and Directives from Black and Racialized
Creators in Québec's Screen Industry

being seen

QUEBEC REPORT

BLACK
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FILMS

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BLACK SCREEN OFFICE | BUREAU DE L'ÉCRAN DES NOIRS

FOR IMMEDIATE RELEASE

Launch of the Being Seen Québec Report to Screen Industry Professionals — April 29, 2026, Montréal

Montréal, April 29, 2026 – Seven months after the release of the [Report of the Working Group on the Future of the Audiovisual Sector in Québec](#) (GTAAQ), Coalition M.É.D.I.A. and Black on Black Films, in collaboration with the Black Screen Office (BSO), are proud to announce the launch of the Being Seen Québec Report, the Québec component of the previous Being Seen Report (2022). Presented at a launch event organized by Coalition M.É.D.I.A. as part of a professional day of workshops, conferences, and networking dedicated to screen industry professionals, the Report is available on the BSO website.

The Being Seen Report: A Vital Awareness Tool and Roadmap for the Québec Context

The result of a collaborative effort between the Black Screen Office (BSO), Coalition M.É.D.I.A. and Black on Black Films, this report had a clear objective: to create an environment conducive to collaborative exploration of what authentic content creation means within the Québec media ecosystem, for Black and racialized creatives.

"Québec recognizes itself as an ethnoculturally diverse province, yet this diversity struggles to be authentically reflected in its screen productions. This "cultural" disconnect is detrimental to the future of the screen sector. Quebecers who do not see themselves on screen are less inclined to engage with productions that do not reflect their realities," comments Marina Mathieu, Executive Director of Coalition M.É.D.I.A.

The Report highlights three major findings:

1. Systemic under-representation in front of and behind the camera and in decision-making bodies. A situation that leads to chronic underfunding, limited opportunities, and the development of harmful, stereotyped, inaccurate, and culturally insensitive representations.
2. A convergence of experiences between Québec and Canadian research participants on the marginalization of narratives (Being Seen Report (2022) and Being Seen Québec (2026)).
3. The difficulty of gathering testimonies even within a safe space

Shedding light on the systemic barriers still faced by Black and racialized creators in Québec, the report puts forward 16 constructive directives designed to guide all stakeholders in both the creation of more inclusive content and the establishment of environments where Black and racialized creatives can fully thrive.

“We are aware that such changes will take time and that the Québec screen industry is undergoing economic, social, and societal transformation, mirroring society as a whole. We want to act without delay to contribute to this transformation by laying solid, inclusive, and lasting foundations,” add in unison Marina Mathieu and Stefan Verna, Director and co-founder of Black On Black Films.

The Being Seen Québec Report is available on the Black Screen Office (BSO) website. [Read the report.](#)

Coalition M.É.D.I.A. and Black on Black Films: Two Committed Organizations Driving Meaningful Change in Québec’s Screen Industry

Coalition M.É.D.I.A, An Organization at the Crossroads

Founded in late 2020, Coalition M.É.D.I.A. has carved out a place within the Québec audiovisual ecosystem. With more than 200 members, it supports Francophone professionals from First Nations, Inuit, Métis, Black, and racialized communities in Canada’s screen industry, through an entrepreneurship training program ([Le Cercle](#)), a career accelerator ([Fusée](#)), and strategic advocacy with ecosystem institutions.

The organization also maintains strong ties with the major players in the Québec audiovisual sector, including SODEC, Téléfilm Canada, the Inspirit Foundation, the Canada Media Fund, Bell Fund, and the Independent Production Fund.

In direct response to the issues identified in this report, Coalition M.É.D.I.A. continues its support mission through its existing services.

The organization is also working on two new projects:

Missions M.É.D.I.A. to ensure a strategic presence at major national and international markets. Building on their participation in the European Film Market in recent years, and upcoming **at the Cannes Film Market, May 12–20**, alongside Board members, accompanied by 4 industry professionals: Jorge Camarotti and Halima Elkhatabi (QC) and Katia Café-Fébrissy and Stefan Supplice (ON).

The Fonds M.É.D.I.A.– Certification, the first certified independent production fund (CIPF) dedicated specifically to Black, Indigenous, and racialized Francophone creators in Canada. Managed by an independent board, it will directly fund audiovisual projects from underrepresented communities.

« We are thrilled to launch these two new initiatives that concretely contribute to the necessary transformation of the Québec audiovisual sector. As part of our presence at Cannes, Board members plan to meet with [Collectif 50/50](#) to discuss progress on inclusive initiatives for equity-seeking groups in the industry. As for the **Fonds M.É.D.I.A.**, it is a concrete response to the funding gaps identified in the Report » enthuses Marina Mathieu.

Black on Black Films, the voice of professionals in the Quebec audiovisual sector.

Active for nearly a decade, Black on Black Films is a Montreal-based collective composed of filmmakers of African descent from diverse cultural backgrounds and horizons, working to promote and develop an Afro-centric film canon in Quebec.

The organization has several projects funded by major audiovisual institutions, including more than twenty films, short films, and web series that have been screened at festivals around the world. The collective is notably behind the “Je me vois à l’écran” program, a screenwriting residency offered from 2019 to 2023, in collaboration with the Conseil des arts de Montréal, the Bell Fund, and the Canadian Academy of Cinema and Television.

“After two years of research projects funded by the FMC and Telefilm, the collective is actively working to relaunch the ‘Je me vois à l’écran’ Residency in a revised format, with the goal of increasing the visibility of the works developed. This enhanced version directly addresses the need to produce authentic narratives highlighted in the ‘Being Seen Québec’ report,” adds Stefan Verna.

And Marina Mathieu concludes, “We are confident in our individual and collective capacities to develop programs that address current gaps in the ecosystem, to build lasting bridges with institutions, broadcasters, and our members by creating spaces for dialogue on programs and funding decisions.”

Press Contact

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Interview Requests | Press Kit Available on Request

About the Being Seen Québec Report

Originally published in 2022, the Being Seen report emerged from research conducted by the Black Screen Office (BSO) among members of the film industry and the public from underrepresented groups in Canadian film, television, and media industries. The goal was to provide relevant guidelines fostering the creation of authentic and inclusive content.

In partnership with Coalition M.É.D.I.A. and Black on Black Films, two Québec organizations that champion underrepresented talent and support initiatives to increase their visibility in an industry that questions the existence of systemic barriers, commissioned a complementary study –Being Seen Québec – focused on Québec realities, conducted in 2024 by a local team in collaboration with the BSO.

About Coalition M.É.D.I.A

Founded in 2020, Coalition M.É.D.I.A. works toward better representation of Indigenous, Black, and racialized Francophone professionals, in front of and behind the camera in Canada. Its mission revolves around equitable representation, talent visibility and promotion and expertise development.

About the Black Screen Office (BSO)

The Black Screen Office helps build a screen industry free of anti-Black racism, by working with industry decision makers to change practices and build systems for accountability, directly catalyzing the production of Black-led content and supporting the career advancement of Black professionals.

About BLACK ON BLACK FILMS

BLACK ON BLACK FILMS is a Montreal-based collective of Black filmmakers, producers, and screenwriters from diverse cultural backgrounds and walks of life, working to promote and develop an Afro-centric film canon in Quebec.

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