

WINNIPEG, MANITOBAWWW.APTN.CA

APTN: Aboriginal Peoples Television Network

A boriginal Peoples Television Network (APTN) was the first national Aboriginal television network in the world. APTN provides programming by, for and about Aboriginal Peoples, and shares its content with viewers from Canada and across the globe. As a social enterprise, APTN is a non-profit which uses a business model to achieve social, cultural, and economic objectives for Aboriginal Peoples in Canada.

The launch of APTN on September 1, 1999 represented a significant milestone for Aboriginal Canada. For the first time in broadcast history, First Nations, Inuit and Métis Peoples had the opportunity to share their stories with Canada through a national television network dedicated to Aboriginal programming. Through documentaries, news magazines, dramas, entertainment specials, children's series, cooking shows and education programs, APTN

offers all Canadians a window into the remarkably diverse worlds of Indigenous Peoples in Canada and throughout the world.

Headquartered in Winnipeg, Manitoba, APTN offers an unprecedented opportunity for Aboriginal producers, directors, actors, writers and media professionals to create innovative, reflective and relevant programming for Canadian viewers. More than 80% of APTN programming originates in Canada, with 56% of the programs broadcast in English, 16% in French and 28% in 15 different Aboriginal languages. →



➔ With the strong support of Aboriginal communities, producers and organizations, and the Canadian public, the CRTC announced in February 1999 that APTN would receive a national broadcast license. Through the efforts of countless Aboriginal television professionals and supporters nationwide, APTN became a reality on September 1, 1999, and has become an important entertainment, news and educational programming choice for approximately 10 million households in Canada.

APTN has provided a long-needed platform from which Aboriginal Peoples can tell their stories. This national network also provides a foundation to focus on the positive aspects of Aboriginal communities as opposed to the negative ones that permeate current media content, while also offering context and historical perspectives that go beyond the headlines. This is profound, as articulated by APTN when musing, “If our reporters were there — our history would have been told differently.”

With a strong commitment toward creating jobs and economic opportunities for Aboriginal Peoples, APTN has initiated several strategies to achieve these objectives. APTN creates training and job opportunities for youth through work experience

placements and internships, hiring summer students, participating in career fairs, and hiring them for casual employment. APTN also supports broader training initiatives that include industry partnerships, continuing education through secondary institutes and professional associations, and employee mentorship programs. APTN also partners with Telefilm

Canada in a program based in Winnipeg that supports Aboriginal filmmakers to develop original script material.

The result of these strategies is that Aboriginal Peoples make up 100% of the Senior Management Team at APTN, 61% of managers, and 70% of all staff. In addition, APTN now has an active pool of more than 75 Aboriginal skilled producers across the country. In recognition of the supportive and capacity building environment at APTN,

they have also been recognized in 2009, 2010 and 2011 as one of Manitoba's Top 25 Employers.

The dream of a national Aboriginal television network has become a reality, and the rest, as they say, is broadcast history.

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