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| **FOR IMMEDIATE RELEASE**March 5, 2018 | **Media Contacts:**Jenelle Scott310.360.1972jenelle.scott@sundance.orgCatherine Olim 310.967.7242catherine.olim@pmkbnc.com  |

**Women In Film, Sundance Institute and 50 Hollywood Leaders Announce**

**First Group of *ReFrame Partners* to Sign on to Industry-wide Inclusion Plan**

**And Unveil Culture Change Handbook**

**Netflix, Lionsgate, Showtime, TNT/TBS, Annapurna, PGA, SAG-AFTRA**

**Pledge to Execute**

**Actionable, Sustainable Change Programs**

**Los Angeles, CA, Monday, March 5, 2018** — Fifty Hollywood leaders and influencers, including studio heads, agency partners, senior network executives, talent and guild representatives brought together by Women In Film and Sundance Institute, today announce the first round of partners to join **ReFrame™**, a **groundbreaking, peer-to-peer effort to create inclusive gender equity in the screen industries.**

Netflix, Lionsgate, Showtime, TNT/TBS, Annapurna, PGA and SAG-AFTRA have stepped up to lead this initiative, andadditional meetings and conversations with companies who have expressed interest in the industry-wide effort are ongoing.

In making the announcement, ***Cathy Schulman,*** *Board President of Women In Film and President and CEO of Welle* *Entertainment*, *said, “The industry’s deep-rooted business practices need to flex and bend to cultivate a marketplace for content that serves diverse audiences. We are so encouraged that a first group of courageous leaders have come together as social activists to better serve the inclusive community, which will ultimately increase bottom lines across the industry.”*

ReFrame is a non-profit organization that employs a unique strategy, a peer-to-peer approach, in which ReFrame Ambassadors engage with senior, industry decision-makers at Partner Companies to implement ReFrame programs. Its goals are to provide research, support, and a practical framework that can be used by Partner Companies to mitigate bias during the creative decision-making and hiring process, celebrate successes, and measure progress toward a more gender-representative industry on all levels. ReFrame’s work is complementary to the anti-harassment and workforce advocacy efforts being conducted by other groups, including Time's Up and additional organizations throughout the industry committed to innovative systemic solutions. Women In Film recently established Hollywood’s first Sexual Harassment Help Line, which has been operational and offering legal aid, counselling and law enforcement contacts since December 1, 2017.

To this end, ReFrame is unveiling here its **ReFrame Culture Change Handbook** that introduces programs and collaborative practices designed by Ambassadors, systemic change experts and academics. It is deeply informed by research conducted at USC Annenberg, identifying key levers in the media ecosystem. The handbook features essential practices. It also features examples of effective, current initiatives and programs that are working to accelerate opportunities for diverse voices, especially among women and other underrepresented groups, through gender parity in the hiring process.

Download the ReFrame Handbook HERE: <http://bit.ly/2I4Zc88>

ReFrame’s initial programs include (1) a customized **14-Point Culture Change Toolkit** to provide resources, best practices and training to create cultures that yield more balanced hiring, (2) a field-wide **Sponsor/Protégé Program** identifying and providing high-level endorsement for mid-career female creatives poised to advance their trajectories, and (3) accreditation for screen productions exhibiting gender inclusiveness in their production process, in the form of a **ReFrame Stamp.** In addition to the above,ReFrame will also distill existing data and conduct new, original research, continuing to demonstrate that diverse content is economically feasible and simply makes good business sense.

ReFrame is powered by thorough research and a social science approach to systemic change. Founded on Women In Film’s 45-year history in educating and advocating for women behind the camera, and informed by Sundance Institute’s commitment to collaboration and mentorship, ReFrame holds the deep belief that progress comes by including men and women with a diverse spectrum of voices in the conversation.

ReFrame’s 50 Ambassadors across the industry--diverse in gender, race, ethnicity and sexual orientation--share the firm belief that film and media reflect the full range of human experience. ReFrame’s Ambassadors and staff believe that eradicating gender bias at not only the upper echelons, but at every level of the industry, will greatly reduce environments that harbor and condone harassment. ReFrame’s unique peer-to-peer approach has helped it gain attentive focus from Hollywood decision-makers, with those already committed to inclusive practices influencing their everyday business partners to join in and do the same. Key to the effort was recruiting highly influential leaders who were willing to train over a year-long period to become ReFrame Ambassadors (see list of Ambassadors below).

Commenting on the announcement, ReFrame Partners shared their commitment to collaborate with Ambassadors and the ReFrame team to take meaningful action towards gender parity through ReFrame’s programs and strategies:

***Erik Feig****, Co-President of the Motion Picture Group, Lionsgate, said, “At Lionsgate we are committed to diversity and inclusiveness, which is also evident in so much of our content, and we look forward to furthering our values through our partnership with ReFrame. Together we will take meaningful action to promote gender parity.”*

***Cindy Holland,*** *Vice President, Original Content, Netflix, said, “Inclusion is one of our core Netflix values and we know that diversity in front and behind the camera is essential to serving our worldwide audience. We are proud to join with ReFrame and our partners throughout the industry to advance the conversation and shape a more inclusive future with this peer-to-peer approach.”*

***Lori McCreary****, President, Producers Guild of America, CEO, Revelations Entertainment said, “The Producers Guild of America is proud to be working alongside ReFrame’s industry-wide efforts to address the systemic issues around inclusion and gender inequality. The Producers Guild applauds every effort to increase diversity and inclusion in our business. As the guidelines released by our Anti-Sexual Harassment Task Force observe, inequalities of power and representation are among the root causes of professional misconduct and injustice, both on and off the set. ReFrame provides a valuable model for how our business can address and overcome its legacy of discriminatory behavior.  Programs such as the gender parity stamp can serve as positive indicators as we measure and inspire our progress toward parity.*

***David White****, National Executive Director of SAG-AFTRA, said, "At SAG-AFTRA, advocating for diversity, inclusion and the convergence of those issues that affect all women in the industry is at the core of our mission. Partnering with ReFrame furthers our efforts to increase accessibility to industry opportunities, build sustainable careers for our membership, and support the development of work environments that reflect the rich demography of our society."*

***Sandra Dewey,*** *President, Studio T and TBS & TNT Business Operations, said, “TNT and TBS have been working hard to advance the conversation and results around gender and diversity, and we enthusiastically welcome the partnership with ReFrame to challenge these outdated inequities on an industry-wide basis. Our sleeves are rolled up….let’s have at it.”*

**ReFrame**

ReFrame is made possible by support from Melanie Backer - Backer Charitable Trust; The Harnisch Foundation; Mercer; Women at Sundance Leadership Council: Ruth Ann Harnisch, Katy Drake Bettner, Barbara Bridges, Abigail Disney, Cristina Ljungberg, Ann Lovell, Susan Bay Nimoy, Patty Quillin, Brenda Robinson, Kimberly Steward, Lynda Weinman, Jenifer Westphal, and Jacquelyn Zehner; and an anonymous donor.

**Women In Film, Los Angeles**

Women In Film advocates for and advances the careers of women working in the screen industries––to achieve parity and transform culture. Founded in 1973, Women In Film supports all women working in film, TV, and digital media from emerging to advanced career. Our distinguished programs include: mentoring, speaker & screening series, production training program, writing labs, film finishing funds, legal aid and an annual financing intensive. Women In Film advocates for gender parity through research, education and media campaigns. Women In Film honors the achievements of women in Hollywood through the legacy series, annual Emmy and Oscar parties and our signature event, the Crystal + Lucy Awards. Membership is open to all media professionals and more information can be found on our website: [wif.org](https://womeninfilm.org). Follow [Women In Film](https://womeninfilm.org) on [Facebook](https://www.facebook.com/WIFLA), [Instagram](https://www.instagram.com/womeninfilmla/), [Twitter](https://twitter.com/womeninfilm), and [YouTube](https://www.youtube.com/user/wiflavideo).

**Sundance Institute**

Founded in 1981 by Robert Redford, Sundance Institute is a nonprofit organization that provides and preserves the space for artists in film, theatre, and new media to create and thrive. The Institute's signature Labs, granting, and mentorship programs, dedicated to developing new work, take place throughout the year in the U.S. and internationally. The Sundance Film Festival and other public programs connect audiences to artists in igniting new ideas, discovering original voices, and building a community dedicated to independent storytelling. Sundance Institute has supported such projects as *Boyhood, Swiss Army Man, Manchester By the Sea, Brooklyn, Little Miss Sunshine, Life, Animated, Sonita, 20 Feet From Stardom, Beasts of the Southern Wild*, *Fruitvale Station*, *Sin Nombre,* *Spring Awakening*, *A Gentleman’s Guide to Love and Murder* and *Fun Home*. Join [Sundance Institute](http://www.sundance.org/) on [Facebook](http://www.facebook.com/sundance), [Instagram](http://instagram.com/sundanceorg), [Twitter](http://twitter.com/sundancefest) and [YouTube](http://www.youtube.com/sff).

Women at Sundance is the Institute program dedicated to furthering the careers of women storytellers, and works in partnership with Women In Film on ReFrame.

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**ReFrame Ambassadors**

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| **Adriana Alberghetti**PartnerWME**Stephanie Allain**Award-winning ProducerFounderHomegrown Pictures**Victoria Alonso**EVP, Physical ProductionMarvel Studios**Len Amato**PresidentHBO Films**Darla Anderson**Award-winning ProducerSenior Producer Pixar Animation Studios**Chris Andrews**Motion Picture AgentCAA**Rowena Arguelles**Motion Picture AgentCAA**Bonnie Arnold**Award-winning ProducerCo-President, Feature Animation Dreamworks Animation **Lorrie Bartlett**PartnerICM**Glen Basner**CEOFilmNation Entertainment**Maria Bello**Award-winning Actor, Producer and Author**Andrea Berloff**Award-winning Film and TV Writer **Kristin Burr**PresidentBurr Productions | **Gabrielle Carteris**PresidentSAG-AFTRA**Cindy Chupack**Award-winning Writer & TV Producer **Harley Copen**PartnerCo-head, Motion Picture LiteraryICM**Maha Dakhil**Agent, Motion Picture Literary DepartmentCAA **Mike De Luca** Award-winning ProducerPresidentMichael De Luca Productions**Zanne Devine**Producer**Cassian Elwes**Award-winning Producer FounderElevated Entertainment **Erik Feig** Co-PresidentLionsgate Motion Picture Group**Paul Feig** Award-winning Director/ProducerFeigco Entertainment**Jane Fleming**Founding Partner/ProducerCourt Five**Sid Ganis**Award-winning ProducerFounder Out of the Blue EntertainmentFormer President of AMPAS**Liz Gateley**EVP, Head of ProgrammingLifetime | **Micah Green**Principal30West**Catherine Hardwicke**Award-winning Director **Nina Jacobson**Award-winning ProducerColor Force**Charles King**Founder and CEOMACRO**Jenji Kohan**Award-winningWriter/ProducerTilted Productions**Sue Kroll**ProducerWarner Bros. Pictures **Franklin Leonard**Founder Black List**Linda Lichter**Founding PartnerLGNAF **Debbie Liebling** Award-winning ProducerPresidentRed Hour Films**Alix Madigan** Award-winning Producer**Zola Mashariki** Producer**Glen Mazzara** Executive Producer44 Strong Productions **Hannah Minghella** President of Production TriStar Pictures**Ryan Murphy**Executive Producer/DirectorRyan Murphy Productions**Bruna Papandrea** Award-winning ProducerMade Up Stories | **Kimberly Peirce** Award-winning Director**Lydia Dean Pilcher**Award-winning Producer Founder and CEOCine Mosaic/PGA**Gigi Pritzker** FounderMadison Wells Media**Keri Putnam**Executive DirectorSundance Institute **Amy Retzinger**Partner, Verve**Howard Rodman** Writer/Producer**Rena Ronson**Partner/Head, Independent Film GroupUTA **Jennifer Salke**Head of Amazon**Michelle Satter**Director, Feature Film ProgramSundance Institute**Cathy Schulman** Award-winning ProducerPresidentWelle EntertainmentBoard PresidentWomen In Film, LA**Jill Soloway**Executive Producer/DirectorTopple Productions**Mimi Steinbauer**President and CEO Radiant Films International**Robin Swicord** Award-winning Screenwriter **Betty Thomas**Award-winning Actress/Director**Paula Wagner**Founder/OwnerChestnut Ridge Productions |

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