



ReFrame

Expand the story.
Change the world.

FOR IMMEDIATE RELEASE

June 7, 2018

Media Contacts:

For Sundance Institute:

Jenelle Scott

310.360.1972

jenelle.scott@sundance.org

For Women In Film:

Catherine Olim

310.967.7242

catherine.olim@pmkbnc.com

For IMDbPro:

Casey De La Rosa

310.573.0632

caserosa@imdb.com

**ReFrame and IMDbPro Announce New Collaboration
to Recognize Standout Gender-balanced Film and TV Projects**

**The ReFrame Stamp is being Awarded to 12 Films from 2017 including
*Everything, Everything; Girls Trip; Lady Bird; The Post; and Wonder Woman***

Los Angeles, CA — ReFrame™, a coalition of industry professionals and partner companies founded by Women In Film and Sundance Institute whose mission is to increase the number of women of all backgrounds working in film, TV and media, and IMDbPro (<http://www.imdbpro.com/>), the leading information resource for the entertainment industry, today announced a new collaboration that leverages the authoritative data and professional resources of IMDbPro to recognize standout, gender-balanced film and TV projects. ReFrame is using IMDbPro data to determine recipients of a new **ReFrame Stamp**, and IMDbPro is providing digital promotion of ReFrame activities (imdb.com/reframe). Also announced today was the first class of ReFrame Stamp feature film recipients based on an extensive analysis of IMDbPro data on the top 100 domestic-grossing films of 2017. The recipients include Warner Bros.' *Everything, Everything*, Universal's *Girls Trip*, A24's *Lady Bird*, Twentieth Century Fox's *The Post* and Warner Bros.' *Wonder Woman*.

The ReFrame Stamp serves as a mark of distinction for projects that have demonstrated success in gender-balanced film and TV productions based on criteria developed by ReFrame in consultation with ReFrame Ambassadors (complete list below), producers and other industry experts. Stamps are awarded to narrative features and television programs that hire female-identifying people in four out of eight critical areas of their production, including: writer, director, producer, lead, co-lead, speaking parts, department heads and crew. Additional points are awarded to content that has women of color in key positions. The criteria (available at ReFrameProject.org) is iterative and will change over time as the

industry evolves. Later this year, ReFrame will announce TV show stamp recipients from 2017. Additionally, 2017 and 2018 films and TV shows outside of the top 100 can apply for the stamp starting June 15 via the website, ReFrameProject.org. ReFrame and IMDbPro will celebrate stamped content at major festivals and entertainment events, including the Women In Film Crystal + Lucy Awards on June 13.

Cathy Schulman, President, Welle Entertainment and ReFrame Co-Founder, said, “Through this collaboration we are committed to cultivating a more inclusive media landscape that illuminates the cultural and economic benefits of diversity in storytelling. We're grateful to IMDbPro for enabling us to utilize their data expertise to better and more thoroughly highlight industry-leading projects that reflect diversity in the real world. While 2017 saw an uptick in films directed by women, throughout the past decade, the growth curve of female directors in the top 100 list has been flat, with women accounting for just 4.3 percent of the total from 2007 to 2016. It is our hope that the Stamp will continue to expand opportunities for women in all positions, in front of and behind the camera, throughout the screen industries each year.”

“The ReFrame Ambassadors and Partner companies, together with Women In Film and Sundance Institute, are leaders in charting a path towards progress on the issues of inclusivity and gender equity in entertainment, and we are proud to collaborate with ReFrame to provide them with our data and professional resources to award their stamp and support this vision,” said **Matt Kumin**, Head of IMDbPro. “We congratulate this first group of ReFrame Stamp recipients on their commitment to inclusive storytelling and success in reaching audiences and look forward to continuing to work with ReFrame to celebrate other productions that meet the criteria.”

GD-IQ provided screen time analysis of gender and racial representation on-screen as one measure for the ReFrame Stamp. The Geena Davis Inclusion Quotient (GD-IQ) launched in September 2016 by the Geena Davis Institute on Gender in Media in partnership with the USC Viterbi School of Engineering and Google.

The ReFrame Stamp was designed by brand experience agency Troika who provided services for the launch of ReFrame, which included positioning, name and logo development, and creative expression.

2017 ReFrame Stamp – Narrative & Animated Feature Recipients

[**Everything, Everything**](#) / USA 2017 (Director: Stella Meghie, Screenwriter: J. Mills Goodloe, Producers: Elysa Koplovitz Dutton, Leslie Morganstein, Distributor: Warner Bros.)

[**Girls Trip**](#) / USA 2017 (Director: Malcolm D. Lee, Screenwriters: Kenya Barris, Tracy Oliver, Producers: Malcolm D. Lee, William Packer, Distributor: Universal Pictures)

[**Home Again**](#) / USA 2017 (Director: Hallie Meyers-Shyer, Screenwriter: Hallie Meyers-Shyer, Producers: Nancy Meyers, Erika Olde, Distributor: Open Road Films)

[**Kidnap**](#) / USA 2017 (Director: Luis Prieto, Screenwriter: Knate Lee, Producers: Halle Berry, Gregory Chou, Lorenzo di Bonaventura, Elaine Goldsmith-Thomas, Joey Tufaro, Distributor: Aviron Pictures)

[**Lady Bird**](#) / USA 2017 (Director: Greta Gerwig, Screenwriter: Greta Gerwig, Producers: Eli Bush, Evelyn O'Neill, Scott Rudin, Distributor: A24)

[**My Little Pony: The Movie**](#) / USA 2017 (Director: Jayson Thiessen, Screenwriters: Meghan McCarthy, Rita Hsiao, Michael Vogel, Producers: Haven Alexander, Stephen Davis, Brian Goldner, Marcia Gwendolyn Jones, Distributor: Lionsgate)

[*Pitch Perfect 3*](#) / USA 2017 (Director: Trish Sie, Screenwriters: Kay Cannon, Mike White, Producers: Elizabeth Banks, Paul Brooks, Max Handelman, Distributor: Universal Pictures)

[*Smurfs: The Lost Village*](#) / USA 2017 (Director: Kelly Asbury, Screenwriters: Stacey Harman, Pamela Ribon, Producers: Mary Ellen Bauder, Jordan Kerner, Distributor: Columbia Pictures)

[*Snatched*](#) / USA 2017 (Director: Jonathan Levine, Screenwriter: Katie Dippold, Producers: Peter Chernin, Paul Feig, Jessie Henderson, Jenno Topping, Distributor: Twentieth Century Fox)

[*The Post*](#) / USA 2017 (Director: Steven Spielberg, Screenwriters: Liz Hannah, Josh Singer, Producers: Kristie Macosko Krieger, Amy Pascal, Steven Spielberg, Distributor: Twentieth Century Fox)

[*The Shape of Water*](#) / USA 2017 (Director: Guillermo del Toro, Screenwriters: Guillermo del Toro Vanessa Taylor, Producers: J. Miles Dale, Guillermo del Toro, Distributor: Fox Searchlight Pictures)

[*Wonder Woman*](#) / USA 2017 (Director: Patty Jenkins, Screenwriter: Allan Heinberg, Producers: Charles Roven, Deborah Snyder, Zach Snyder, Richard Suckle, Distributor: Warner Bros.)

About ReFrame

ReFrame is a non-profit organization that employs a unique strategy, a peer-to-peer approach, in which ReFrame Ambassadors (see list below) engage with senior, industry decision-makers at Partner Companies to implement ReFrame programs. The initiative's 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. For more information download the [ReFrame Culture Change Handbook](#) or visit [ReFrameProject.org](#).

ReFrame is made possible by support from Melanie Backer – Backer Charitable Trust; The Harnisch Foundation; IMDbPro; Mercer; Academy of Motion Picture Arts and Sciences; Zola Mashariki; 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.

About IMDbPro

IMDbPro (<http://www.imdbpro.com>) is the essential resource for entertainment industry professionals. This membership-based service includes comprehensive information and tools that are designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; tools to manage and showcase their IMDb profile, including the ability to select their primary images and the credits they are best “known for”; exclusive STARMeter rankings that are determined by page views on IMDb; [the IMDbPro app for iPhone](#) and more. Additional IMDbPro services include Withoutabox (<http://www.withoutabox.com>), the premier submission system for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online source of box-office data. IMDbPro is a division of IMDb (www.imdb.com), the #1 movie website in the world with a combined web and mobile audience of more than 250 million unique monthly visitors. Follow IMDbPro on Facebook (<https://www.facebook.com/imdbpro/>), Instagram (<https://www.instagram.com/imdbpro/>) and Twitter (<https://twitter.com/imdbpro>).

About IMDb

IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. The IMDb consumer site (www.imdb.com) is the #1 movie website in the world with a combined web and mobile audience of more than 250 million unique monthly visitors. IMDb offers a searchable database of more than 250 million data items including more than 4 million movies, TV and entertainment programs

and more than 8 million cast and crew members. Consumers rely on the information IMDb provides -- including local movie showtimes, ticketing, trailers, critic and user reviews, personalized recommendations, photo galleries, entertainment news, quotes, trivia, box-office data, editorial feature sections and a universal Watchlist – when deciding what to watch and where to watch it. IMDb's portfolio of leading entertainment apps (<http://www.imdb.com/apps/>) includes its popular “Movies & TV” app for iPhone, iPad, Kindle Fire, Android phones, Android tablets and its mobile-optimized website. To date, there have been more than 150 million downloads of IMDb's mobile apps worldwide. IMDb's X-Ray for Movies & TV Shows (www.imdb.com/x-ray) is a feature that revolutionizes the viewing experience by bringing the power of IMDb directly to Kindle Fire HD, Fire TV and Fire TV Stick. IMDb's Facebook page (<https://www.facebook.com/imdb>) and official Twitter account (<https://twitter.com/imdb>) are followed by more than 12 million passionate entertainment fans. IMDbPro (<http://www.imdbpro.com>) is the essential resource for entertainment industry professionals. This membership-based service includes comprehensive information and tools that are designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; tools to manage and showcase their IMDb profile, including the ability to select their primary images and the credits they are best “known for”; exclusive STARMeter rankings that are determined by page views on IMDb; [the IMDbPro app for iPhone](#) and more. Additionally, IMDb owns and operates Withoutabox (<http://www.withoutabox.com>), the premier submission service for film festivals and filmmakers, and Box Office Mojo (<http://www.boxofficemojo.com>), the leading online source of box-office data. IMDb.com is operated by IMDb.com, Inc., a wholly owned subsidiary of Amazon.com, Inc. (NASDAQ:AMZN) (<http://www.amazon.com>). To learn more, go to: <http://www.imdb.com/press>.

About 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 *Mudbound*, *Get Out*, *The Big Sick*, *Strong Island*, *Blackfish*, *Top of the Lake*, *Winter's Bone*, *The Wolfpack*, *Dear White People*, *Trapped*, *Brooklyn*, *Little Miss Sunshine*, *20 Feet From Stardom*, *Beasts of the Southern Wild*, *Fruitvale Station*, *Spring Awakening*, *A Gentleman's Guide to Love and Murder* and *Fun Home*. Join [Sundance Institute](#) on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).

About 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. Follow [Women In Film](#) on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#).

ReFrame Ambassadors

<p>Adriana Alberghetti Partner WME</p> <p>Stephanie Allain Founder Homegrown Pictures</p> <p>Victoria Alonso EVP, Physical Production Marvel Studios</p> <p>Len Amato President HBO Films</p> <p>Darla Anderson Award-winning Producer</p> <p>Chris Andrews Motion Picture Agent CAA</p> <p>Rowena Arguelles Motion Picture Agent CAA</p> <p>Bonnie Arnold Producer Co-President, Feature Animation Dreamworks Animation</p> <p>Lorrie Bartlett Partner ICM</p> <p>Glen Basner CEO FilmNation Entertainment</p> <p>Maria Bello Award-winning Actor, Producer and Author</p> <p>Andrea Berloff Award-winning Film and TV Writer</p> <p>Kristin Burr President Burr! Productions</p> <p>Gabrielle Carteris President SAG-AFTRA</p> <p>Cindy Chupack Award-winning Writer & TV Producer</p>	<p>Harley Copen Partner Co-head, Motion Picture Literary Department ICM</p> <p>Maha Dakhil Agent, Motion Picture Literary Department CAA</p> <p>Mike De Luca President Michael De Luca Productions</p> <p>Zanne Devine Producer Montana North Media</p> <p>Cassian Elwes Producer Founder Elevated Entertainment</p> <p>Erik Feig President PICTURESTART</p> <p>Paul Feig Award-winning Director/Producer FeigCo Entertainment</p> <p>Jane Fleming Founding Partner/Producer Court Five</p> <p>Sid Ganis Producer/Founder Out of the Blue Entertainment Former President of AMPAS</p> <p>Liz Gateley Producer</p> <p>Micah Green Principal 30WEST</p> <p>Catherine Hardwicke Award-winning Director</p> <p>Nina Jacobson Producer Founder, Color Force</p> <p>Charles King Founder and CEO MACRO</p>	<p>Jenji Kohan Writer/Producer Tilted Productions</p> <p>Sue Kroll President KrollCo</p> <p>Franklin Leonard Founder The Black List</p> <p>Linda Lichter Founding Partner LGNAF</p> <p>Debbie Liebling President Red Hour Films</p> <p>Tanya Lopez EVP, Movies, Limited Series & Original Movie Acquisitions Lifetime and LMN</p> <p>Alix Madigan Award-winning Producer</p> <p>Zola Mashariki Producer</p> <p>Glen Mazzara Executive Producer 44 Strong Productions</p> <p>Hannah Minghella President of Production TriStar Pictures</p> <p>Ryan Murphy Executive Producer/Director Ryan Murphy Productions</p> <p>Bruna Papandrea Producer Made Up Stories</p> <p>Kimberly Peirce Award-winning Director</p> <p>Lydia Dean Pilcher Producer Founder and CEO, Cine Mosaic VP of Motion Pictures, PGA</p> <p>Gigi Pritzker Founder Madison Wells Media MWM</p> <p>Keri Putnam Executive Director Sundance Institute</p>	<p>Amy Retzinger Partner Verve</p> <p>Howard Rodman Writer/Producer Former President, WGA West</p> <p>Rena Ronson Partner & Head Independent Film Group UTA</p> <p>Jennifer Salke Head of Amazon Studios</p> <p>Michelle Satter Director, Feature Film Program Sundance Institute</p> <p>Cathy Schulman President Welle Entertainment Board President Women In Film, LA</p> <p>Stacy L. Smith, PhD Founder and Director Annenberg Inclusion Initiative University of Southern California Annenberg School for Communication and Journalism</p> <p>Jill Soloway Executive Producer & Director Topple Productions</p> <p>Mimi Steinbauer President and CEO Radiant Films International</p> <p>Robin Swicord Award-winning Screenwriter</p> <p>Betty Thomas Award-winning Actor & Director</p> <p>Joana Vicente Executive Director Independent Filmmaker Project</p> <p>Paula Wagner Founder/Owner Chestnut Ridge Productions</p> <p>Janet Yang Producer Janet Yang Productions</p>
---	--	---	--