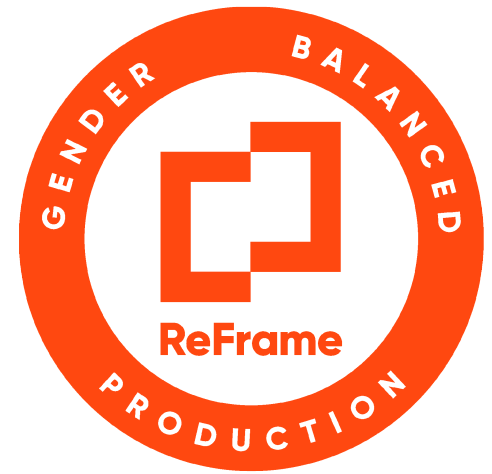


ReFrame Stamp



The ReFrame Stamp will reward outstanding work that reflects the world around us and the broad diversity of stories and creators.

THE SPIRIT OF THE STAMP IS TO:

- Celebrate success and reward progress towards parity. Out of the gate we will lead with the main employment drivers being the director, writer and lead actor as research shows that with a female director at the helm, the number of women employed as department heads and throughout the production increases significantly.
- Be as intersectional as possible beginning with greater points awarded to films that have women of color in lead positions. We plan to expand this as our data collection evolves.
- Include anyone who identifies as female or a woman. Current data collection is binary (male or female), our goal is to develop a third category for people who identify as nonbinary.
- Be iterative. We will continue to evolve the stamp as the industry and technology evolve.
- Learn using data. We are working to refine industry data collection and dissemination, along with others in the field and our partners at IMDbPro, so that inclusivity across gender, race, sexual orientation and ability, can be measured and celebrated.

CRITERIA – NARRATIVE FEATURE FILM

Films: Must achieve 4 points within these 8 qualifiers with at least 2 points from the director, writer and lead categories

CRITERIA – NARRATIVE FEATURE FILM

Films: Must achieve 4 points within these 8 qualifiers with at least 2 points from the director, writer and lead categories

Female* lead (Top 1 slot listed on call sheet.)

- 1 point for a female lead
- 2 points for a female lead of color

Female co-lead (Top 2-5 slots on the call sheet.)

- 1 point for a female co-lead
- 2 points for a female co-lead of color

Female representation on screen

- 1 point for 50% of the screen time is female. This is a measurement of how many women appear on screen as leads, co-leads and supporting roles.

- 2 points for 25% of the screen time is females of color. This is a measurement of how many women appear on screen as leads, co-leads and supporting roles

Female director (Including one half of a co-directing team.)

- 1 point for a female director
- 2 points for a female director of color

Female writer (Including: screenplay by, written by, co-written by. Does not include: story by or based on a book by.)

- 1 point for a credited female writer
- 2 points for a credited female writer of color

Female Producer (Does not include EP, AP, CP, or Line Producer.)

- 1 point for a female Producer
- 2 points for a female Producer of color

50% of Department Heads are female (Department heads counted: Director of Photography, Production Designer, Editor, Costume Designer, Music By/Composer, Music Supervisor, Visual Effects Supervisor, Casting). This does not include: Producer, Writer and Director because they are counted above.

- 1 point for 50% female department heads
- 2 points for 25% female department heads of color

50% of crew members (Not including department heads who are counted above.)

- 1 point for 50% female crew
- 2 points 25% female crew of color (Note: we are currently unable to count people of color on crew, because the data doesn't exist. We are exploring ways to collect this data).

** Screen time analysis of gender and racial representation provided by GD-IQ*

CRITERIA – ANIMATED FEATURE FILM

Films: Must achieve 4 points within these 8 qualifiers with at least 2 points from the director, writer and female lead categories

- 1 point for a female lead
- 2 points for a female lead of color

Female co-lead (A woman in the top 2-5 slots on the call sheet.)

- 1 point for a female co-lead
- 2 points for a female co-lead of color

Female representation on screen – this is not GDIQ right b/c they don't do animation

- 1 point for 50% of the screen time is female. This is a measurement of how many women appear and speak on screen.
- 2 points for 25% of the screen time is females of color. This is a measurement of how many women appear and speak on screen.

Female director (Including one half of a co-directing team.)

- 1 point for a female director
- 2 points for a female director of color

Female writer (Including: screenplay by, written by, co-written by. Does not include: story by or based on a book by.)

- 1 point for a credited female writer
- 2 points for a credited female writer of color

Female Producer (to include Producer, EP, AP, CP, or Line Producer)

- 1 point for a female Producer
- 2 points for a female Producer of color

50% of Department Heads are female (With the department heads to be counted being: Director of Photography/Layout/Head of Layout, Production Designer, Art Director, Character Designer, Head of Character Animation, Head of Story, Editor, Costume Designer, Music By/Composer, Music Supervisor, Sound Designer, Visual Effects Supervisor, Casting.) This does not include: Producer, Writer and Director because they are counted above.

- 1 point for 50% department heads
- 2 points for 25% department heads of color

50% of crew members (Not including department heads who are counted above.)

- 1 point for 50% crew are female
- 2 points for 25% female crew of color (Note: we are currently unable to count people of color on crew, because the data doesn't exist. We are exploring ways to collect this data).

PROCESS

1. IMDbPro data was used to review numbers in seven of the eight categories above for the top 100 box-office grossing films in 2017. In areas where gender was not marked on IMDbPro, interns and staff researched names to determine gender. We believe the margin of error to be less than 1%, based on gender information captured in IMDbPro and research conducted internally. We will continue to refine this process in future years.

2. The category of Female Representation on Screen was determined using GD-IQ for G, PG and PG13 Films. 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. Animation and R rated films were determined internally. The technology has not yet been developed to count screen time in animation, however, there were no animated films that this category would have resulted in a stamp.

3. Films from 2017 that receive the stamp will be announced via press release, listed on the ReFrame website and on IMDbPro. The stamp will be available for end credits and marketing materials.

4. Beginning June 15, studios/networks/production companies can submit eligible projects year-round so that they don't have to wait for the annual list and can use the stamp immediately. The submissions will be vetted with IMDbPro data. ReFrame will still publish an annual top 100 list of qualifying film and television productions.

5. If the producers believe a stamp should have been awarded but was not and/or there are any questions about accuracy, a panel of Ambassadors will be convened to review the decision.

THE STAMP ITSELF

ReFrame Stamp recipients will live on ReFrame website and IMDbPro where "recognized" films will be listed and "stamped."