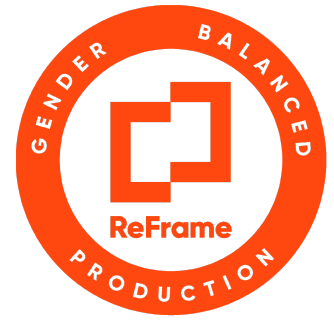


ReFrame Stamp

2019 Submission Form – Narrative Feature Film



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.

Note: Films must have theatrical or streaming distribution in place to qualify.

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

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

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

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

**Please note that the film needs to achieve at least 2 points from the above categories before moving forward.*

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

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

Female representation on screen

- 1 point when 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.
- OR 2 points when 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 Producer (does not include EP, AP, CP, or Line Producer).

- 1 point for a female Producer
- OR 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 in the categories above.

- 1 point for 50% female department heads
- OR 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
- OR 2 points for 25% female crew of color (please note: we are currently unable to count people of color on crew, because the data does not yet exist. We are exploring ways to collect this data).

** Female is defined as any person who identifies as female or identifies as a woman.*

*** Screen time analysis of gender and racial representation provided by the Geena Davis Inclusion Quotient (GD-IQ).*

PROCESS/TIMELINE

1. IMDbPro data was used by ReFrame to review numbers in seven of the eight qualifying categories for the top 100 box-office grossing films in 2017 and 2018. In areas where gender was not marked on IMDbPro, ReFrame interns and staff researched names to determine gender. We believe the margin of error to be less than 1%, based on an extensive analysis of IMDbPro data. We will continue to refine this process in future years.
2. The category of Female Representation on Screen was determined using GD-IQ for films rated G, PG and PG13. 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.
3. Films from 2018 that received the stamp were announced via [press release](#) in March of 2019 and listed on the ReFrame and IMDbPro websites. The stamp will be available for end credits and marketing materials.
4. There is also a rolling open call for submissions for any films outside the top 100 grossing list. Films must have theatrical or streaming distribution in place to qualify.
5. Appeals for ReFrame Stamp submissions may be submitted in writing to ReFrame@wif.org and will be independently reviewed by a panel of ReFrame Ambassadors.

THE STAMP ITSELF

ReFrame Stamp recipients will live on the ReFrame and IMDbPro websites, where “recognized” films will be listed and “stamped.”