



ReFrame Rise announces the 34 Leading Industry Executives serving as Sponsors for its inaugural Directors Program created to address the ongoing underrepresentation of women in top film directing jobs

Hulu Signs on as Co-Presenting Sponsor

October 8, 2019 – ReFrame, a partnership between Women in Film and the Sundance Institute is proud to announce the 34 top Industry Sponsors participating in the newly established two-year ReFrame Rise Directors Program. The Sponsors include [Stephanie Allain](#), [Nicole Brown](#), [Michael De Luca](#), [Paul Feig](#), [Poppy Hanks](#), [Sue Kroll](#), [Couper Samuelson](#), [Jenna Santoianni](#), [Lynette Howell Taylor](#), and [Brad Winderbaum](#). The complete list of ReFrame Rise Sponsors can be found [here](#).

[ReFrame Rise](#) is a comprehensive and customized two-year sponsorship program that provides endorsement and support to accelerate high-level careers for experienced female-identifying directors. The inaugural group includes [Desiree Akhavan](#), [Haifaa al-Mansour](#), [Patricia Cardoso](#), [Hanelle Culpepper](#), [Sydney Freeland](#), [Zetna Fuentes](#), [Tina Mabry](#), and [Meera Menon](#). Sponsor teams will work with Rise directors to help identify and connect them to meaningful, sustainable employment helming both studio and independently financed features across all genres, as well as network, cable, and digital platform content.

Kirsten Schaffer, Executive Director of Women In Film said: “Now, more than ever, we need a pipeline program like ReFrame Rise to counter persistent evidence per the recent USC Annenberg Inclusion Initiative [Study](#) that only 4% of top films are directed by women.”

Alison Emilio, ReFrame Director added: “In an industry where networks, pathways, and open doors lead to opportunity, it is crucial to gain access and to be supported at every level – and that requires a community-wide commitment to expand the lens and include bright new voices and perspectives.”

Michelle Satter, Founding Director, Sundance Institute Feature Film Program noted: “Sundance Institute is committed to finding new ways to sustain and level up the career opportunities for female directors. Our extensive work as a curator of talent and incubator for storytelling across all creative practices and platforms, will inform our partnership with Women in Film and the next work of this exciting inaugural group of directors.”

Industry enthusiasm for the program is high, with the program garnering attention from companies such as **Shondaland**, **Kennedy Marshall**, **Higher Ground**, **Rideback**, and **Montana North Media**.

Commenting on the program, Zanne Devine, Montana North Media President and executive producer of the upcoming Disney+ movie *Secret Society of Second Born Royals*, said: “ReFrame Rise shines a spotlight on such a talented group of directors – I look forward to one day working with each of them, and am especially excited to introduce these women to the Disney team for projects under my overall deal with Disney Channels Worldwide.”



ReFrame Ambassador and director **Paul Feig** said: “It is up to those of us who have the trust of the people in charge to help push back on entrenched hiring practices and get these talented people hired on projects in which they can shine. Whereas mentorship is always important to help expand the knowledge and confidence of people trying to break into the industry, sponsorship is where the rubber really meets the road when it comes to those who are ready or have formerly proven themselves worthy of employment and opportunity.”

In a resounding show of support, Hulu has joined ReFrame Rise as a three-year co-presenting sponsor of the program. Commenting on the partnership, Beatrice Springborn, Vice President, Content Development, Hulu said: “Access, not just mentorship, is the key to achievement in this business. Hulu is thrilled to partner with ReFrame Rise to advance this idea in elevating and endorsing experienced women directors in the next level of their careers.”

About ReFrame

Founded and led by Women In Film Los Angeles and Sundance Institute, ReFrame employs a unique strategy, a peer-to-peer approach, in which [ReFrame Ambassadors](#) engage with senior industry decision-makers at over [50 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 the ReFrame Rise Directors Program, research shows that sponsorship, as opposed to mentorship, can serve as a highly effective tool to enhance a woman’s career trajectory. A Sponsor can propel a fellow to the top of a hiring list and provide access to the industry’s most powerful networks. As the program evolves and is informed by the pilot program, it will expand to include writers, producers, directors of photography, editors, visual effects artists, and executives. For more information, download the [ReFrame Culture Change Handbook](#) or visit [ReFrameProject.org](#). ReFrame is made possible by support from The Harnisch Foundation; IMDbPro; Melanie Backer—Backer Charitable Trust; Hulu; Mercer; the 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, and Jenifer Westphal; Delta Air Lines; Zola Mashariki; and an anonymous donor. Special support provided by the Academy of Motion Picture Arts and Sciences.

About Hulu

Hulu is the leading premium streaming service offering live and on-demand TV and movies, with and without commercials, both in and outside the home. Launched in 2008, Hulu is the only service that gives viewers instant access to current shows from every major U.S. broadcast network; libraries of hit TV series and films; and acclaimed Hulu Originals like Emmy® and Golden Globe Award-winning series *The Handmaid’s Tale*, Emmy® Award-nominated series including *The Looming Tower*, *The Act*, *Catch-22*, *Castle Rock*, and *Pen15* alongside hit series *Marvel’s Runaways*, *Ramy*, *Shrill* and Oscar® and Emmy®-nominated documentary film *Minding the Gap*. The service also streams live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks – available all in one place. Upcoming Hulu Originals include *Little Fires Everywhere* from Reese Witherspoon and Kerry Washington and *The Dropout* based on the ABC News investigative podcast and starring Kate McKinnon.



ReFrame Rise Sponsors

[Stephanie Allain](#)
[Carolyn Bernstein](#)

[Nicole Brown](#)
[Michael De Luca](#)

[Cassian Elwes](#)

[Blye Faust](#)

[Erik Feig](#)

[Paul Feig](#)

[Jane Fleming](#)

[Jonathan Frank](#)

[Tara Grace](#)

[Poppy Hanks](#)

[Jordan Helman](#)

[Lee Hollin](#)

[Lynette Howell Taylor](#)

[Robert Kessel](#)

[Laura Kim](#)

[Sue Kroll](#)

[Jessica Kumai Scott](#)

[Lindsey Liberatore](#)

[Glen Mazzara](#)

[Hannah Minghella](#)

[Matt Newman](#)

[Mark Ordesky](#)

[Francesca Orsi](#)

[Bruna Papandrea](#)

[Christina Rogers](#)

[Couper Samuelson](#)

[Jenna Santoianni](#)

[Cathy Schulman](#)

[Sarah Shepard](#)

[Brad Winderbaum](#)

[Julie Yorn](#)

[Michael Zeeck](#)

Founder, *Homegrown Pictures*

EVP Scripted Content & Documentary Film,
National Geographic

EVP Film, *TriStar Pictures*

President, *Michael De Luca Productions*

President, *Elevated Entertainment*

Partner, *Based On Media*

President, *PICTURESTART*

Director/Writer/Producer, President, *Feigco Entertainment*

Co-Founder, *Court Five Productions*

EVP, *FX Networks & FX Productions, FX*

SVP Development & Production, *HBO Films*

SVP Development & Production, *MACRO*

VP Content Development (Head of Drama), *Hulu*

SVP & Head of Current Programming, *Lionsgate Television*

Founder, *51 Productions*

EVP Narrative Film, *Participant Media*

SVP Marketing, *Participant Media*

Founder, *Kroll & Co. Entertainment*

Director of Content Development, *Hulu*

EVP Television, *Rideback*

Writer/Producer, *“The Dark Tower”*

President, *TriStar Pictures & Television*

Co-Head Movies, *Amazon Studios*

Co-Founder, *Court Five Productions*

EVP Programming, *HBO*

Founder, *Made Up Stories*

Director Original Independent Film, *Netflix*

President of Features, *Blumhouse*

EVP & Head of Development, *Paramount Television*

President, *Welle Entertainment*

VP Original Scripted Content, *Disney+*

Executive, Production & Development, *Marvel Studios*

Producer, *LBI Entertainment*

Manager Drama Development, *Warner Bros. Television*