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**WIF (WOMEN IN FILM, LOS ANGELES) AND GOOGLE ANNOUNCE PARTNERSHIP:
INAUGURAL WIF x GOOGLE SHORTS PROGRAM TO FUND THREE SHORT FILMS**

LOS ANGELES, California; November 9, 2021... WIF (Women In Film, Los Angeles) announced today a new partnership with Google to expand opportunities for women and nonbinary filmmakers whose careers are on the rise with the **WIF Shorts Lab supported by Google**. Combining WIF's years of expertise in nurturing women and nonbinary creatives and comprehensive support from Google, the new program will provide three filmmaking teams with the funds and support needed to produce a short film. Emerging writers, directors, creative producers, and line producers selected for the program will each be paired with a mentor to create a highly produced content piece to showcase their talent and advance their career opportunities.

The projects will be selected by a jury of industry leaders and veteran producers to include Stephanie Allain, Lake Bell, Margie Moreno, and Talitha Watkins. Fellows in the program will be provided with practical support and guidance throughout the prep, production, and post phases of their project. Resources and budget will also be provided to meet COVID-19 safety standards. Films will be completed in Summer 2022 and will be owned by the filmmakers and eligible for festival submissions and award consideration.

"For years, WIF has offered filmmakers of underrepresented genders the resources to demonstrate their talents and abilities by supporting the production of their films. With this new partnership, we are able to expand this opportunity to more women and non-binary filmmakers whose voices will be a part of the storytelling landscape to come," said WIF CEO Kirsten Schaffer.

"Google is committed to supporting historically underrepresented communities and is proud to have partnered with WIF, an organization whose important mission and longtime advocacy work reflects our values," said Elle Roth-Brunet, Google Assistant's Entertainment Partnership Lead. "We're excited to have created this short film program together with WIF to support more women and non-binary creative voices in Hollywood."

Applications for the program will open on November 18, and will be accepted until early January 2022. Eligible scripts to be considered for the program should be set in the modern era and have occasion for characters to utilize the Google Assistant. More details about submissions and eligibility to come at wif.org. Participants will be selected by a jury of industry leaders and veteran producers.

The partnership was negotiated by UTA Marketing, which represents Google.

About WIF

Founded in 1973 as Women In Film, Los Angeles, WIF advocates for and advances the careers of women working in the screen industries, to achieve parity and transform culture. We support women and people of marginalized genders in front of and behind the camera and across all levels of experience. We work to change culture through our distinguished pipeline programs; we advocate for gender parity through research, education, and media campaigns; and we build a community centered around these goals. Membership is open to all screen industry professionals, and more information can be found on our website: wif.org. Follow WIF on [Twitter](#), [Instagram](#), [Facebook](#), and [YouTube](#).

About Google Assistant

Available on more than 1 billion devices, in over 30 languages and more than 90 countries, Google Assistant helps more than 500 million people every month to get things done at home, in their car or on the go. With the option to select from 51 different voices, people all over the world can have a natural conversation with their Google Assistant and ask for help with things like play music, turn on the lights, or start a favorite TV show.

WIF Media Contact

For press purposes, please contact:

Catherine Olim, Rogers & Cowan / PMK

catherine.olim@rogersandcowanpmk.com