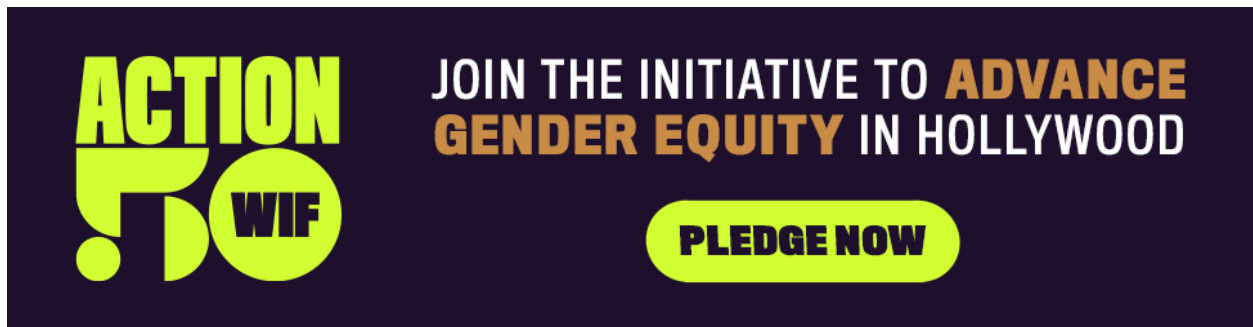




WIF LAUNCHES 'ACTION50' CAMPAIGN TO SPUR GENDER EQUITY IN HOLLYWOOD IN HONOR OF ORGANIZATION'S 50TH ANNIVERSARY

50 Specific, Actionable Steps Hollywood Can Take to Advance Gender Equity Supported by Eva Longoria, Lily Rabe, Gloria Calderón Kellett, Jonica Booth, Nia Vardalos, Catherine Hardwicke, Nisha Ganatra, Stephanie Allain, Robbie Brenner, Alana Mayo, Gigi Pritzker and more



PARK CITY, Utah; January 22, 2024 – Today, at the IMDb, WIF and *Entertainment Weekly* Dinner Party at the 2024 Sundance Film Festival, [WIF](#) announced the official launch of its [Action50 Campaign](#), a list of 50 specific, actionable steps that Hollywood can take to further advance gender equity in the screen industries. Ranging from actions like following 50 women, nonbinary, and trans creators on social media, to increasing new-hire gender diversity by 10% in 2024, some steps are a lighter lift, while others can create immediate and transformational change in the industry. The event celebrated the 50th anniversary of WIF and their ongoing, years-long collaboration with IMDb to advance diversity, equity, inclusion, and accessibility progress in the entertainment industry. WIF recently consulted on options for IMDbPro members to self-identify searchable demographic information that appears on their IMDb and IMDbPro name pages and helps under-represented professionals be discovered by people and companies looking to hire more inclusively.

“For 50 years, WIF has fought for gender equity in the screen industries. We’ve seen incredible progress on these issues since our efforts began in 1973, but it’s clear there is still so much more work to be done,” **said Kirsten Schaffer, CEO of WIF**. “Stories have the power to change culture, yet in the most powerful storytelling industry in the world, women, nonbinary and trans people are still chronically underrepresented. Through Action50, studios, individuals, and organizations will have a clear roadmap of how they can continue to advance gender equity – with the hope that in the next 50 years, organizations such as WIF may not need to exist.”

Throughout 2023, largely during the WGA and SAG-AFTRA strikes, WIF hosted private salon-style dinners and gatherings – with Hollywood creatives, executives, and legends – to garner ideas about what an *ideal* Hollywood should look like. These discussions were then leveraged to create Action50.



During these salons, attendees such as Eva Longoria, Jonica Booth, Catherine Hardwicke, Stephanie Allain, Robbie Brenner and many more were invited to ‘sign on’ to steps they were committed to take themselves or through their companies. As part of this initiative, WIF will conduct follow up with participants for accountability and data collection to measure success.

“When we truly listen to the concerns and ideas from people of all different backgrounds and identities, we unlock the power to create real, lasting change – and that’s what WIF set out to do with these salons,” **said Lake Bell, chair of WIF’s 50th Anniversary Committee and host of the WIF salon for industry creatives.** “Hearing firsthand from those most impacted by Hollywood’s inequities allowed WIF to identify what advocacy areas were most important to center in the years to come.”

Throughout its 50 years, WIF has worked to transform the culture in Hollywood by helping **build the pipeline** of emerging creatives – offering mentorship, networking, education and more to help lower systemic barriers in accessing jobs – creating fellowships, workshops and an industry helpline to help **sustain the careers** of those currently in the industry, and continuing to **advocate for change** across Hollywood through initiatives like [ReFrame](#), awareness campaigns, research, and community support.

WIF’s 50th Anniversary is presented by Johnnie Walker Blended Scotch Whisky with support from official partner Max Mara. Both Johnnie Walker, as part of its long-standing commitment to gender equity, and Max Mara, a committed 20-year partner of WIF have invested significantly in WIF to advance its mission and underwrite its programs to empower women as storytellers. The Action50 campaign creative was made possible by the generosity of WIF partner Saatchi & Saatchi.

About WIF

Founded in 1973 as Women In Film, Los Angeles, WIF is celebrating 50 years of working for gender equity. WIF’s advocacy, career programs, and research efforts are a driving force for increasing gender representation in Hollywood. WIF works to dismantle gender bias in the screen industries by building the pipeline, sustaining careers, and advocating for change. 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](#), [TikTok](#), and [YouTube](#).

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WIF 50TH ANNIVERSARY

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