



PRESS RELEASE

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British Stars Show Support for ERA5050 at the 77th Golden Globe Awards

On 5th January, The Crown's Olivia Colman and Tobias Menzies wore ERA5050 rings and badges to the Golden Globe Awards in Los Angeles, showing their support for ERA5050's campaign for 50:50 gender balance across stage and screen.

Throughout 2020, ERA5050 will continue to shine a light on individuals and organisations leading the way in achieving gender parity, amplifying and celebrating their successes and build on ERA's positive campaign to inspire change.

As Polly Kemp, ERA5050's co-founder said,

"In a year that has seen no nominations for female directors at the Golden Globes, we need to work even harder to give women opportunities in front of and behind the camera. We are extremely grateful to Olivia Colman and Tobias Menzies for showing their support for our campaign.

This omission is a failure to recognise the valuable creative input of amazing directors like Greta Gerwig. Female representation behind the camera is critical to achieving gender balance in front of the camera. The imbalance in the way women are represented on our screens is not only damaging to women themselves but, as research has shown, to society at large. We have a responsibility to future generations to repair that imbalance. We are asking the industry to stand up for a new era of film, television and theatre."

To reflect the reality that women make up half of society, ERA5050 is rallying for production companies, broadcasters and theatres to achieve a 50:50 gender balance across their yearly content or season and ensure that women are equally represented in key creative roles. This would mean that overall representation of men and women is balanced across a period of time, whilst still allowing for different gender balances within individual productions.

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NOTES TO EDITORS

ERA5050: CAMPAIGNING FOR GENDER BALANCE ON BRITISH STAGE AND SCREEN

ERA5050 is a not-for-profit company limited by guarantee with no shareholders, founded in 2015 to campaign for 50:50 gender balance on British stage and screen by 2020. ERA5050 has grown rapidly in influence and represents over 7000 members across the UK and internationally. In February 2018, ERA5050 held their first campaign event, 'ERA5050 - It's Time' at BAFTA, attended by over 150 industry leaders. At this event they presented the statistics on female representation on screen and stage and the impact on society.

THE PROBLEM | UNDER REPRESENTATION OF WOMEN ON STAGE AND SCREEN

In the real world, gender equality creeps slowly forward. But on our screens and stages, it's a different story. Women are still outnumbered two to one by men in film and television. When they do appear, they have fewer lines. They are often presented as victims – of crime, of rape, of violence. They lack agency. They play the lovers of men twenty years their senior, or the mothers of men their own age. They are paid less to play larger roles, and those above 40 often struggle to find roles at all. Early in their careers, women receive more movie roles than men. That trend reverses sharply after age 30 as men continue to receive an increasing number of roles through to age 46 while women receive fewer and fewer. Overall, film, TV and theatre are showing us a world in which women have less value, agency and presence than men.

ERA5050'S VISION:

ERA5050 wants women to be represented in film, TV and theatre in a way that reflects the full extent of their presence and the diversity of their untold experiences in the real world. We want to change the way women are presented on our screens, highlighting and addressing the relationship between the lack of women in key creative roles, the lack of on screen representation of actresses and the impact on society and particularly children.

We champion the equal representation of women, working with the industry, with Parliament and other relevant regulatory and funding bodies in our efforts to secure 50:50 gender balance on UK screens and stages across annual programmes of content. We believe audiences deserve to see women represented as scientists and superheroes, rather than merely wives, sex objects and victims, and that actresses deserve equal pay and roles that make the most of their skills, at every stage of their careers.

OUR SUPPORTERS:

ERA5050 has an incredible wealth of high profile supporters that include: Olivia Colman, Phoebe Waller-Bridge, Emma Thompson, Dame Penelope Wilton, Tobias Menzies, James Nesbitt, Rory Kinnear, Kobna Holdbrook-Smith, Emma Watson, Claire Foy, Denise Gough, Lily James, Lena Headey, Kim Cattrall, Kate Phillips, Anne Marie Duff, Suranne Jones, Rebecca Front, Phyllida Lloyd, Nina Sosanya, Josh O'Connor, Jonathan Munby, Adrienne Warren and Sonia Friedman. Tom Glynn Carney, John Standing, Nikesh Patel, Shazad Latif, Oliver Chris, Gemma Chan, Ophelia Lovibond, Phoebe Fox, Charity Wakefield, Charlie Murphy, Chloe Pirrie, Indira Varma, Emily Berrington and Joan Lyiola.

ERA5050's industry partners include Spotlight, Equity, TimesUp UK, Directors' UK, Primetime and Act for Change.

WHY ERA5050'S CAMPAIGN MATTERS

The entertainment industry shapes how we live our lives. The *Hunger Games* films caused the number of girls taking up archery to double. The BBC series *Call the Midwife* sparked a 17% surge in UCAS applications to midwifery courses. A third of undergraduates on forensic science courses say that they were inspired to apply by TV shows like *CSI* and *Silent Witness*.

In 2014, the largest ever global study of depictions of gender on screen found that with each additional hour of television a boy watches per day, the likelihood of him holding sexist views increases. For girls, each additional hour sees a corresponding reduction of her self-esteem.

Quite apart from the social implications of the misrepresentation of women on stage and screen, this imbalance can also impact the entertainment industry's creative integrity and quality. Fewer stories are told by fewer people, creating a world of narrow perspectives. Large swathes of talent are overlooked because of gender. Range and depth of programming is consequently limited.

On a vast scale, we are telling our children that women are less important than men - and they are listening. Contemporary mass culture is showing us a distorted image of society, one in which women are marginalised, victimised or simply absent. Audiences deserve to see women represented in numbers with agency to reflect the lived experiences of 51% of the population. We have a responsibility to future generations to redress that imbalance.

CONTACT DETAILS:

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"It is absolutely vital that all persons in this industry help this group of women to bring about the change that has to happen if any of our generation are going to be able to hold up our heads and say we actually did something instead of ignoring it. So please, get involved with what is the most important initiative in our culture."

Emma Thompson, Actress