



FOR IMMEDIATE RELEASE – September 20, 2007

BCIFP Launches Please Adjust Your Set Campaign to Promote Women's Participation in the Film and Television Industry

IN BRIEF – Monday, September 24th, the BC Institute of Film Professionals (BCIFP) Women's Initiative Steering Committee is tying up their three-year project with Service Canada by launching a campaign designed to stir industry and government into action. A new web site, www.pleaseadjustyourset.com will be a central place to share research and other information about the status of women in the film and television industry, promote their hiring, and collect data on women's participation on an ongoing basis. The Women's Initiative has produced two landmark studies focusing on "Women's Labour Issues in the Film and Television Industry in BC" and "An Analysis of Women's Participation in the Non- Unionized Sector of the Film and Television Industry" which will be accessible on the web site along with past and future related studies.

VANCOUVER, BC – At a special evening event Monday, September 24, hosted by acclaimed filmmaker **Anne Wheeler** (Better Than Chocolate, Bye Bye Blues), the BC Institute of Film Professionals will launch their Please Adjust Your Set Campaign designed to stir industry and government into action to increase women's participation in film and television. In addition to rolling out the new web site the evening will include former National Film Board Executive Producer, **Rina Fraticelli** whose "Picturing Women in the Film and Television Industry: Please Adjust Your Set" presentation inspired the campaign.

"The data is in. Now is the time to call on the industry and government to take steps towards change. The Please Adjust Your Set Campaign is a how-to guide for us all to take action," explains **Eileen Hoeter**, President of the BCIFP. "The initiatives that are going to be announced on the 24th are practical and doable. If we work collectively we can make a dent in the data over time."

"The impressive gains made by women in the 80's & early 90's have been stalled for more than a decade; and in some significant instances, we've slid way back," states **Rina Fraticelli**. "Canada cannot afford to draw from only half its talent pool and hope to remain relevant or competitive in this media and technologically-based era."

"Women have always been storytellers. We have conceived, delivered and brought them to life," affirms Anne Wheeler. "The challenge is, how do we get them out into the big world, so they can fend for themselves, and stay true to their beginnings?"

The Please Adjust Your Set Campaign will launch Monday, September 24 at 6:30 to 8:30 pm in room C100, Campus Level, Robson Square, 800 Robson Street, Vancouver, BC. Seating is limited. RSVP to thewattersedge@hotmail.com.

The BCIFP is a non-profit society, governed by a board of directors which represents most sectors of the film industry, provincial government ministries and agencies with involvement in the industry, and private and public educational institutions. They are a unique alliance formed to ensure that the British Columbia film industry workforce is world-class.

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www.pleaseadjustyourset.com