



21 March 2018

ERA 50:50 response to producers of The Crown apology articles

“ERA 50:50 salutes Left Bank Pictures’ intention to take up the fight to rebalance the industry’s treatment of women in front of and behind the camera. The Crown is a flagship British programme and should represent us as a nation, 51% of which is made up of women.

Since 2015, ERA 50:50 has been running a positive, high profile and future-facing campaign to achieve a 50:50 gender balance on screen and behind the scenes by 2020. Currently, there are 2 men for every 1 woman across film, television and theatre. Even in crowd scenes, men vastly outnumber women by more than 4 to 1. In fact, there are proportionately fewer women represented in film today than there were in 1913. We have been collaborating closely within the entertainment industry to find workable solutions to address this imbalance.

In order to represent the world we live in truthfully, we need vastly more stories written by and about women on stage and screen. Women and men should be represented equally in cast and crew, and should receive equal pay for equal work. The ERA 50:50 campaign is supported by many high profile actresses and actors including Emma Thompson, Game of Thrones actress Lena Headey and Olivia Colman - who will play Queen Elizabeth II in the third series of The Crown. ERA 50:50’s campaign badges and rings have been bought by over 4000 supporters and have become a symbol of equality throughout the entertainment industry and beyond.

Polly Kemp, Co-Founder of ERA 50:50 said: “This is a welcome announcement. We were delighted that Left Bank Pictures attended our Campaign Launch, ‘A New ERA - It’s Time’ at BAFTA on the 28 February. At the event, sponsored by Spotlight, over 200 influential decision-makers in the entertainment industry showed their support for ERA 50:50’s leadership in the debate to remedy the current gender imbalance on our stages and screens”.

ERA 50:50’s campaign video features Olivia Colman:

https://youtu.be/wcWNhvx_CRI

#era5050 @era5050

Both Sadiq Khan, Mayor of London and Actress Emma Thompson have been vocal in their support for ERA 50:50;

In 2018, a century since the first women got the vote - it is simply unacceptable that your gender can still determine your opportunities in life, how much you get paid and your career prospects. There are still too few women in public life, in boardrooms and on our screens. It's so important for young women pursuing their career to have positive role models to aspire to. That's why I'm proud to support the ERA 50:50 campaign, telling the world that Behind Every Great City is equality, opportunity and progress regardless of your gender. Throughout this year and beyond, I will be working with every sector to redouble our efforts in the fight for gender equality, and doing all we can to remove any barriers to women's success so that everybody can unlock their full potential.

Sadiq Khan, Mayor of London

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

ERA 50:50's supporters include:

Emma Thompson, Dame Penelope Wilton, Olivia Colman, James Nesbitt, Rory Kinnear, Phoebe Waller-Bridge, Denise Gough, Lena Headey, Kim Cattrall, Anne Marie Duff, Suranne Jones, Rebecca Front, Phyllida Lloyd, Nina Sosanya, Josh O'Connor, Kobna Holdbrook-Smith, Jonathan Munby, Adrienne Warren, and Sonia Friedman. Tobias Menzies, Tom Glynn Carney, John Standing, Nikeshe Patel, Shazad Latif, Oliver Chris, Phoebe Fox, Charity Wakefield, Charlie Murphy, Chloe Pirrie, Indira Varma, Emily Berrington and Joan Lyiola

For press enquires please contact: press@equalrepresentationforactresses.co.uk

NOTES TO EDITORS

Background on ERA 50:50

ERA 50:50 is a movement of actors and actresses, set up in 2015 by Elizabeth Berrington and Polly Kemp to inspire change in the industry and to create a fairer, healthier, more balanced society. Wednesday's event has been entirely funded by personal donations and the sale of over 4000 badges. Worn by actors and actresses such as James Nesbitt, Phoebe Waller-Bridge and Armando Iannucci at the BAFTAs, Claire Foy and Emma Watson at the Golden Globes and Suranne Jones at the National Television Awards, the ERA 50:50 badge has reached cult status in the industry in the United Kingdom and beyond.

What is the issue?

Whilst women make up 51% of the population, they are outnumbered 2:1 by men on stage and screen. This figure rises to nearly 3:1 on children's television. An analysis of on-stage/screen crowd scenes revealed that, on average, women make up 17% of a crowd. Aside from physically taking up less space, where women do appear on stage and screen, they predominantly have less screen time, speak less and are written as secondary or supporting characters to men.

What does ERA 50:50 want to achieve?

EQUAL REPRESENTATION FOR ACTRESSES, FOR AUDIENCES, FOR ALL

ERA 50:50's campaign is to inspire publicly funded film, television and theatre to lead the way and implement equal gender balance on screen and stage across their drama and comedy slates by 2020. ERA 50:50 asks that casting and creative decisions made by commissioners, programme makers and distributors are held up to a basic requirement of a 50:50 gender balance across their yearly content.

ERA 50:50 wants to celebrate the successes of innovative organisations that are committing to equal representation and work with industry partners and government to accelerate change.

Who do ERA 50:50 want to influence?

All those in a position of power to create change. Artistic directors of theatres, writers, producers, distributors, commissioning editors and production company strategists.

Why is change important?

The current disparity in representation between men and women on stage and screen distorts society's view of the real world. It damages how women are viewed and valued, and perpetuates an entrenched cultural inclination that women have less currency and power than men. We need visible, strong female role models for all. Children who undervalue women's role in society have been shown to suffer as a result.

Women working in the performing arts industry are, by default, operating in significantly male dominated space. The smaller quantity and quality of roles for women put women's careers and earning power at a disadvantage to men from the outset.