

WOMEN IN VIEW

For Immediate Release

Women in View Celebrates the Accomplishments of Rina Fraticelli

Executive Director and Co-Founder departs for new opportunities



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Women in View co-founder and Executive Director Rina Fraticelli is stepping down to take up new responsibilities. The advocacy organization's Board Chair, **Tracey Deer**, expressed regrets at Fraticelli's departure and pointed to the organization's many accomplishments under her leadership.

"Women in View has been able to shine a light on the realities of being a women in Canada's film and television industries," said Deer, an award-winning writer-director and co-creator of *Mohawk Girls*. "As the number of women hired for key creative roles starts to rise, we want to celebrate Rina's efforts." While praising the advancements achieved during WIV's first 10 years of operation, Deer points out that there is still a great deal of work to be done and that the organization will continue under new leadership.

With initiatives like **2xMore**, to double the number of women directed scripted TV, **Five in Focus** to shed light on talented media creators in every part of the country; and most recently, **MediaPLUS+**, a gender/diversity toolkit, WIV has made a significant contribution to building a media culture that more closely resembles the diversity of our country. These programs along with the organization's ongoing research and awareness campaign sparked important discussions and helped to win explicit commitments to gender equity from the CBC, NFB, Telefilm Canada and the CMF.

2xMore has led to more than a dozen talented women breaking into scripted directing; and **Five in Focus** has led to professional engagements for another five directors..... and counting. **MediaPlus+** was launched in February 2018. More than 3000 copies distributed in English and French and over 1000 e-copies have been downloaded from the website.

Fraticelli will continue to be involved with **Women in View**, producing the organization's next Women in View On Screen report to be released this fall; and co-convening an international summit of media policy organizations.

Links:

Women in View: <http://womeninview.ca/>

MediaPlus+: <http://mediapluscanada.ca/>

Five in Focus: <http://womeninview.ca/initiatives/five-in-focus/>

2x More: <http://womeninview.ca/initiatives/2x-more/>

Women in View on Screen: <http://womeninview.ca/reports/>

About:

Women in View is a national not-for-profit organization dedicated to strengthening gender and cultural diversity in Canadian media both on screen and behind the scenes through a range of initiatives that seek to generate awareness, promote talent and spark dialogue across the full spectrum of production, policy and artistic arenas. The WIV Board of Directors includes women from across Canada working in a broad spectrum of industry roles.

Women in View was founded in 2008 by Liz Shorten (Senior Vice-President, Canadian Media Producers Association) and Fraticelli as an informal organization to produce an international conference. Sex Money Media was an opportunity to exchange strategies and views on addressing the under-representation of women in media.

The recommendations from Sex Money Media led to WIV's commitment to produce **Women in View on Screen** an influential annual report, launched in the fall of 2011, on the presence and absence of women in publicly-funded Canadian media. **Women in View on Screen** has published 5 reports and in the fall of 2018 will publish its first multi-year survey covering the 2013-2018 period.

In 2012 WIV also produced a pilot project - Creative Leaders - to advance women in leadership positions. Five women - Karen Powell, Lisa Jackson, Mary Henricksen, Ngozi Paul, Sadia Zaman and Tracey Friesen - were matched with their ideal "sponsors" for a two year process of advancement.

In 2015, with sponsorship by the Status of Women Canada and funding from a cross-section of media organizations Women in View embarked on an ambitious 3-year campaign to shift the culture of the Canadian media landscape towards greater diversity and inclusion. The initiative was grounded in strong partnerships with multiple public and private sector media organizations. This campaign led to the initiatives 2x More, Five in Focus and MediaPlus+