

DIVERSITY IN FILM

WHY DOES IT MATTER?

ELLEN TEJLE

WOMEN IN FILM AND TELEVISION





NORTH SWEDEN



STOCKHOLM



CINEMA RIO STOCKHOLM



FANZINGO

PRODUCTION COMPANY

***OUR PURPOSE
IS MORE
DIVERSITY IN
MEDIA***



???

**IS THE
WORLD
EQUAL??**



???

???

???

???

???



SWEDEN = GOOD IN GENDER EQUALITY?

1921 – WOMEN COULD VOTE

1938 – ABORTION WAS LEGALLY

1970 - PARENTAL LEAVE MONEY

1954 – MINISTER OF GENDER

1988 – VIOLENCE AGAINST WOMEN LAW

1999 – ILLEGAL TO BUY SEX

**2008 – GET BONUS IF YOU SHARE THE
PARENTAL LEAVE EQUALLY**

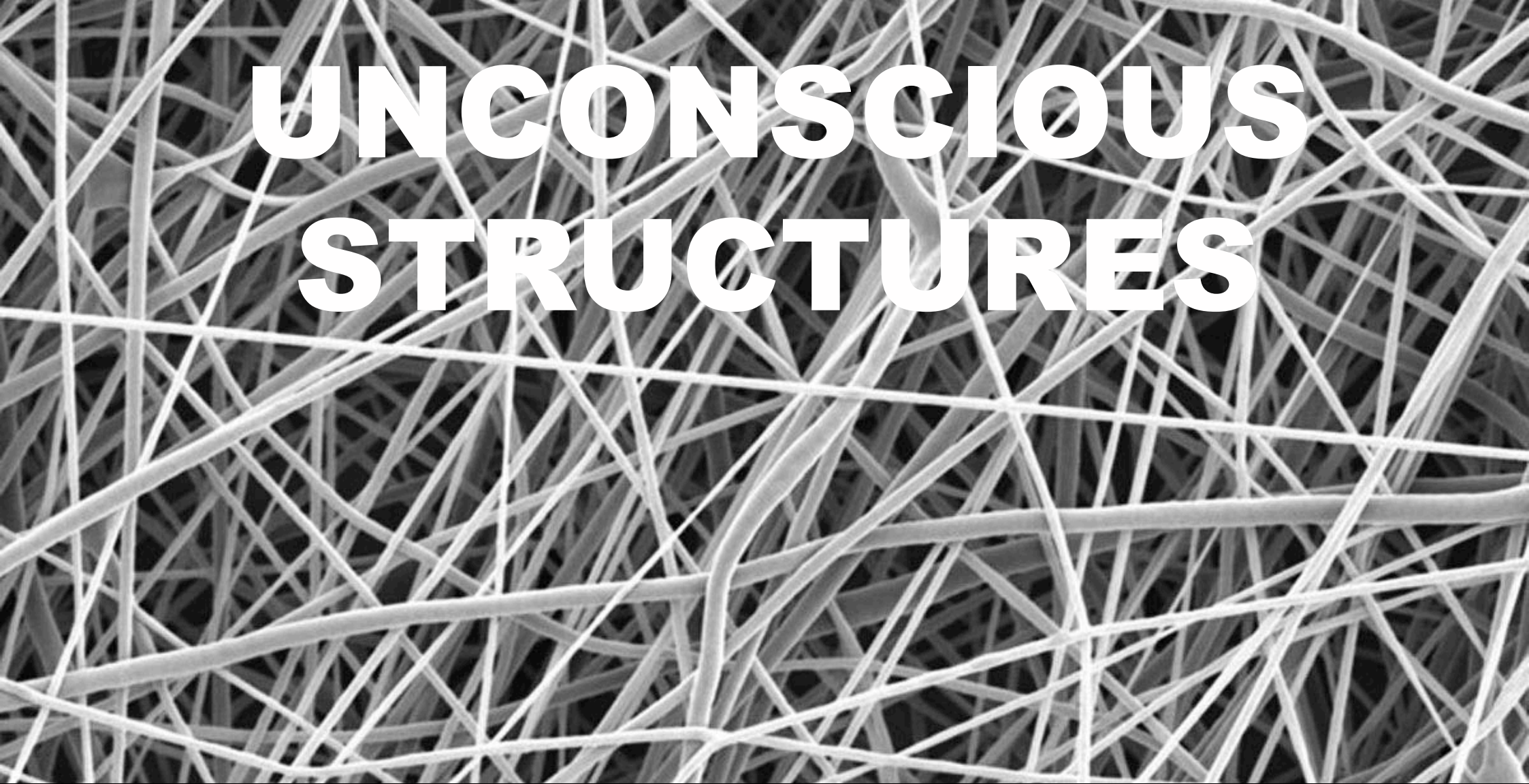
2014 – FEMINIST GOVERNMENT

DADS TAKING CARE OF KIDS



\$420 000





UNCONSCIOUS STRUCTURES

DO WE JUDGE PEOPLE DIFFERENTLY?

A SAMPLE NARRATIVE ESSAY

HOW I LEARNT SWIMMING

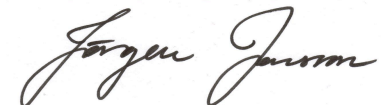
Learning something new can be a scary experience. One of the hardest things I've ever had to do was learn how to swim. I was always afraid of the water, but I decided that swimming was an important skill that I should learn. I also thought it would be good exercise and help me to become physically stronger. What I didn't realize was that learning to swim would also make me a more confident person.

New situations always make me a bit nervous, and my first swimming lesson was no exception. After I changed into my bathing suit in the locker room, I stood timidly by the side of the pool waiting for the teacher and other students to show up. After a couple of minutes the teacher came over. She smiled and introduced herself, and two more students joined us. Although they were both older than me, they didn't seem to be embarrassed about not knowing how to swim. I began to feel more at ease.

We got into the pool, and the teacher had us put on brightly colored water wings to help us stay afloat. One of the other students, May, had already taken the beginning class once before, so she took a kickboard and went splashing off by herself. The other student, Jerry, and I were told to hold on to the side of the pool and shown how to kick for the breaststroke. One by one, the teacher had us hold on to a kickboard while she pulled it through the water and we kicked. Pretty soon Jerry was off doing this by himself, traveling at a fast clip across the short end of the pool.

Things were not quite that easy for me, but the teacher was very patient. After a few more weeks, when I seemed to have caught on with my legs, she taught me the arm strokes. Now I had two things to concentrate on, my arms and my legs. I felt hopelessly uncoordinated. Sooner than I imagined, however, things began to feel "right" and I was able to swim! It was a wonderful free feeling - like flying, maybe - to be able to shoot across the water.

Learning to swim was not easy for me, but in the end my persistence paid off. Not only did I learn how to swim and to conquer my fear of the water, but I also learned something about learning. Now when I am faced with a new



THE RESEARCH

Participants were asked to read the text and then evaluate it. Sometimes the text had a female signature, and sometimes a male.

THE RESULT



- well-written
- thoughtful
- compelling
- smart

WTF?!



- messy
- unsympathetic
- unwise
- don't understand what she is trying to say?

An aerial photograph of a large iceberg floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, submerged part is visible below. The sky is blue with light clouds, and the water is a deep blue. The word "UNCONSCIOUSLY" is written in large, white, bold, sans-serif capital letters across the center of the image, positioned over the submerged part of the iceberg.

UNCONSCIOUSLY





THE SWEDISH PRIME MINISTER



ANONYMOUS RECRUITMENT



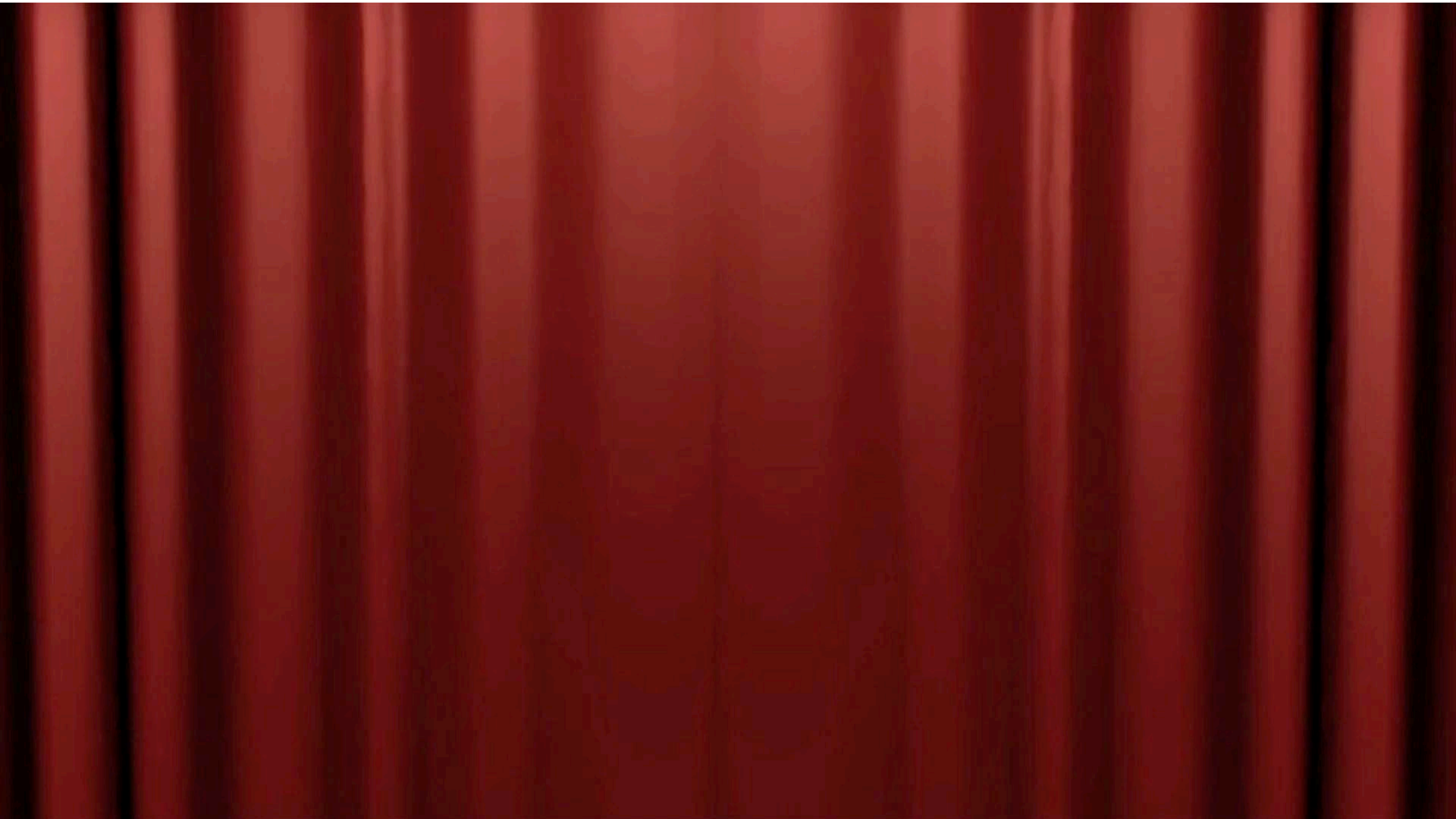
**CAN THE WORLD
BE MORE EQUAL
WITH HELP
FROM THE FILM
INDUSTRY?**



A photograph of actor Dennis Haysbert in a dark suit and striped tie, sitting at a desk and talking on a corded telephone. He is looking slightly to the right of the camera. In the background, there is a wooden wall with a circular seal of the United States House of Representatives and a portion of an American flag on the left. The number '24' is overlaid in large white font in the upper left quadrant.

24

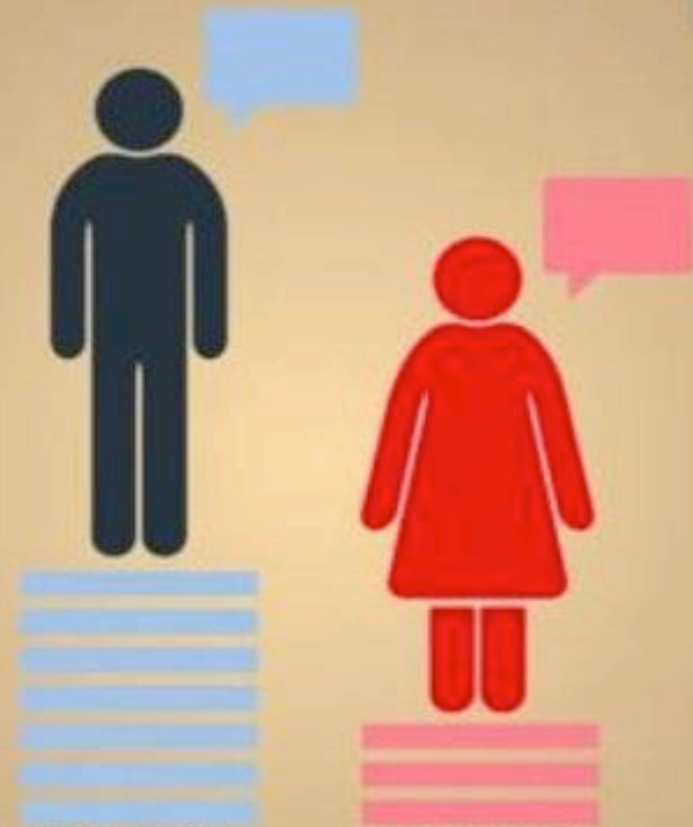
**DENNIS
HAYSBERT**



**CAN THE WORLD
BE MORE EQUAL
WITH HELP
FROM THE FILM
INDUSTRY?**



SPEAKING CHARACTERS



70.8%
ARE
MALE

29.2%
ARE
FEMALE

WORKING CHARACTERS



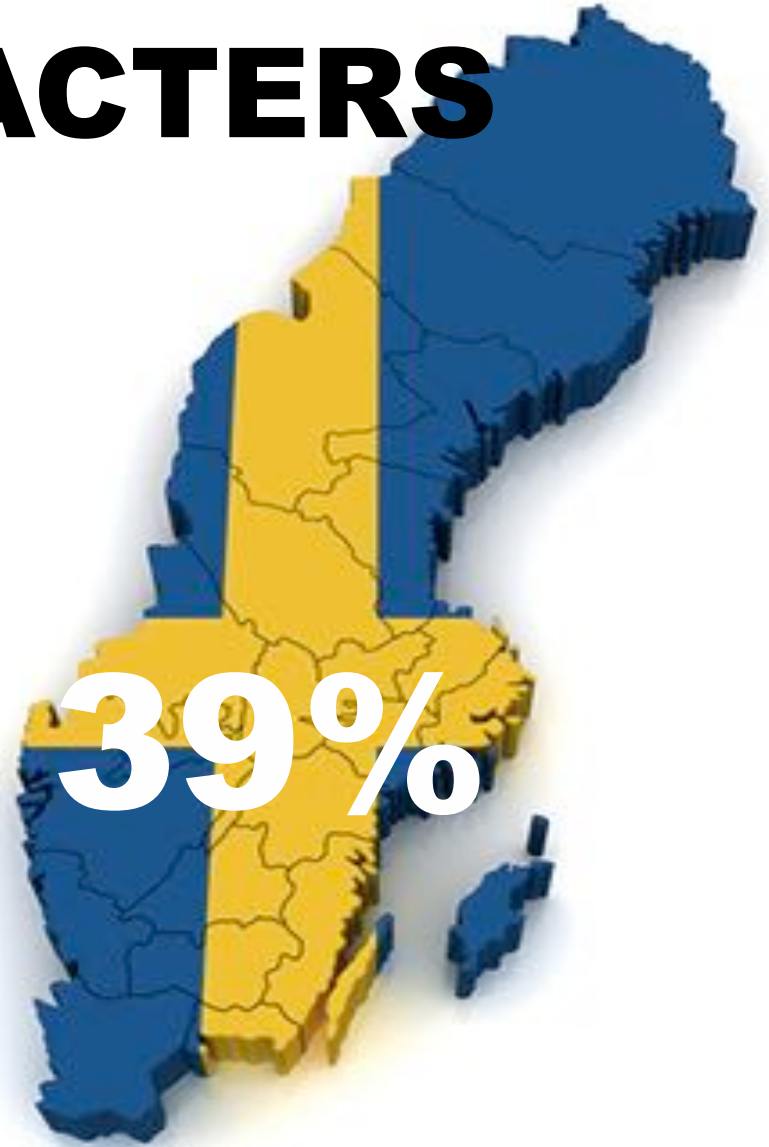
80.5%
ARE
MALE

19.5%
ARE
FEMALE

SPEAKING CHARACTERS

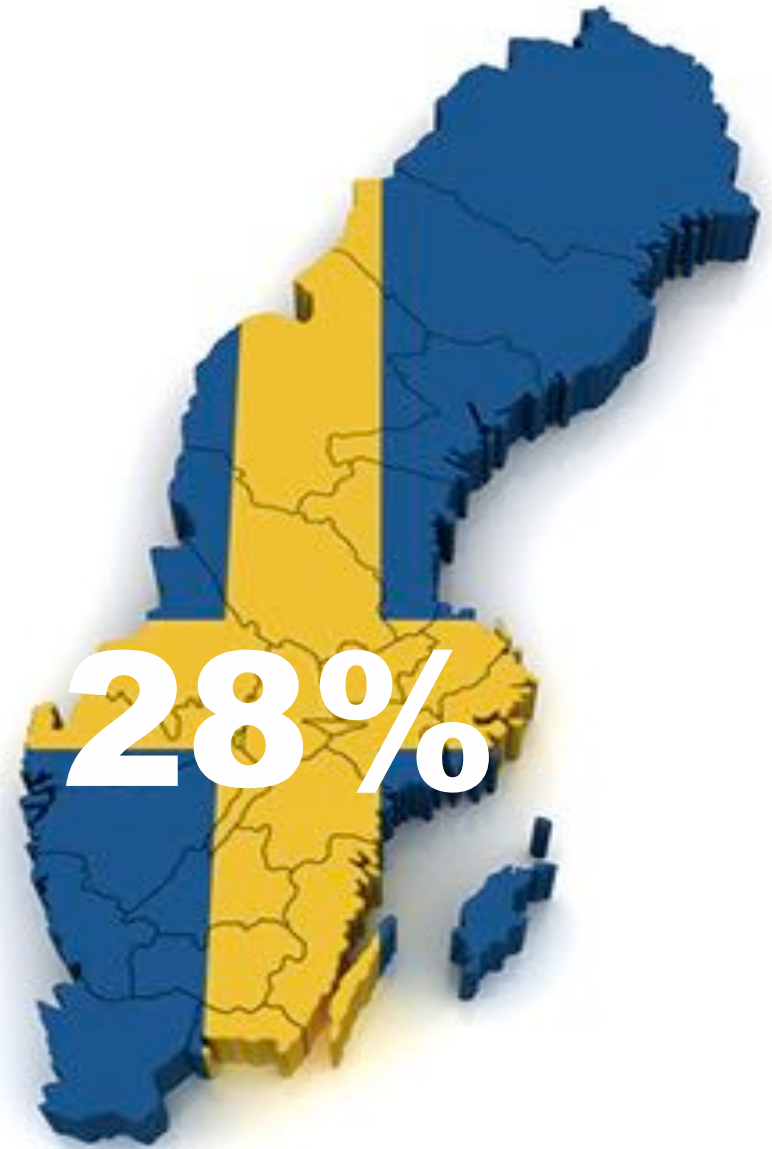
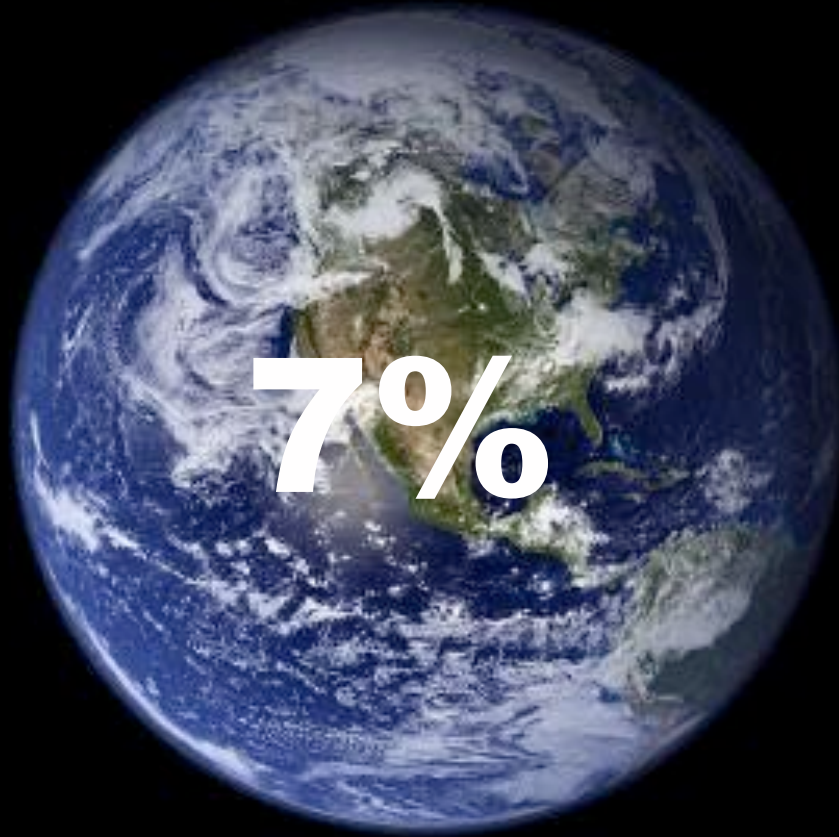


30%



39%

DIRECTORS





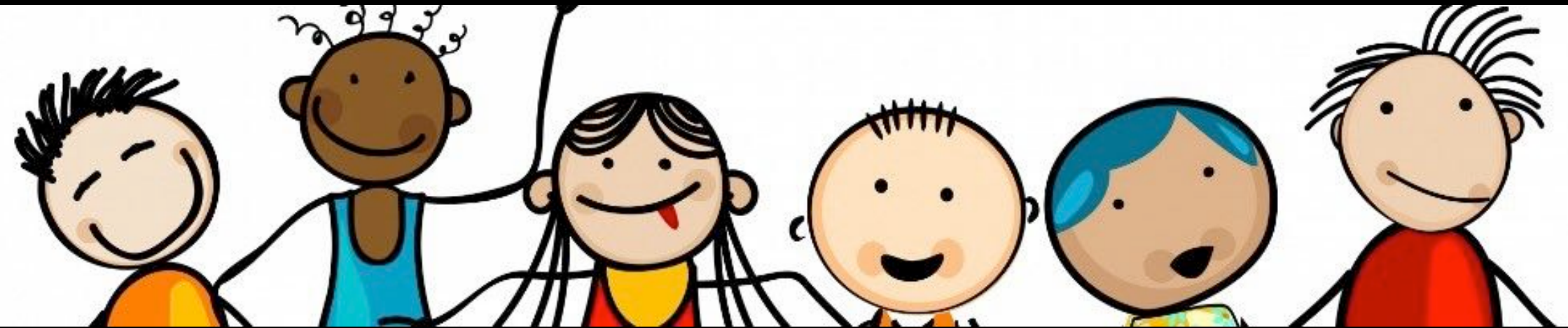
UK

**“FEMALE FILM CASTING SAME
AS 100 YEARS AGO”**

“ONLY 4.5% OF FILMS ARE DIRECTED BY WOMEN”

**“THE BFI FILMOGRAPHY ALSO
SHOWS THAT 59% OF FILMS
MADE IN THE LAST 10 YEARS
HAD NO BLACK ACTORS IN
LEAD OR NAMED ROLES”.**

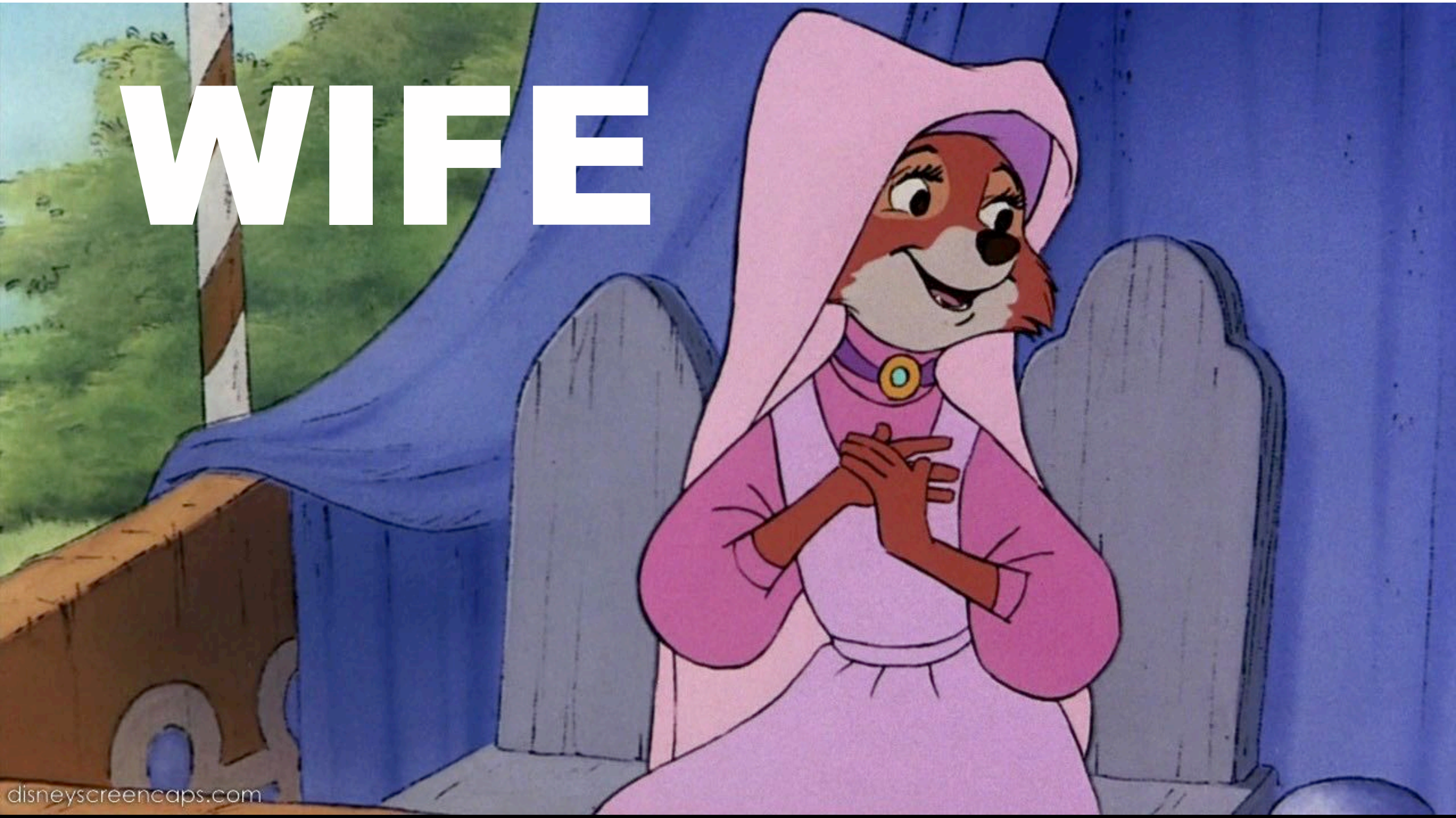
DOES THE FILM & TV AFFECT US?



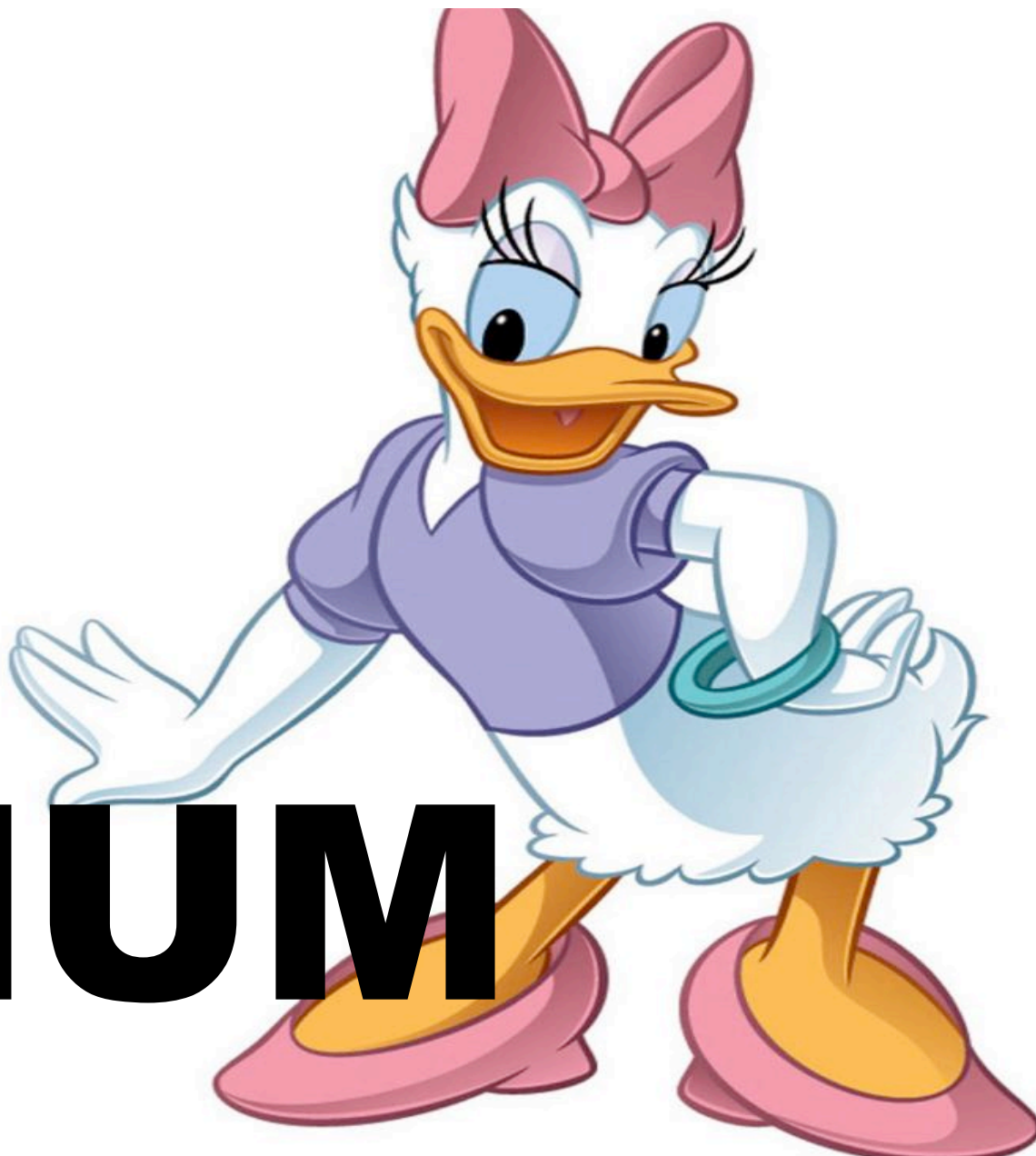
***"THE MORE FILM AND TV A GIRL WATCHES,
THE FEWER OPTIONS SHE THINKS SHE HAS IN LIFE"***

GEENA DAVIS

WIFE



MUM





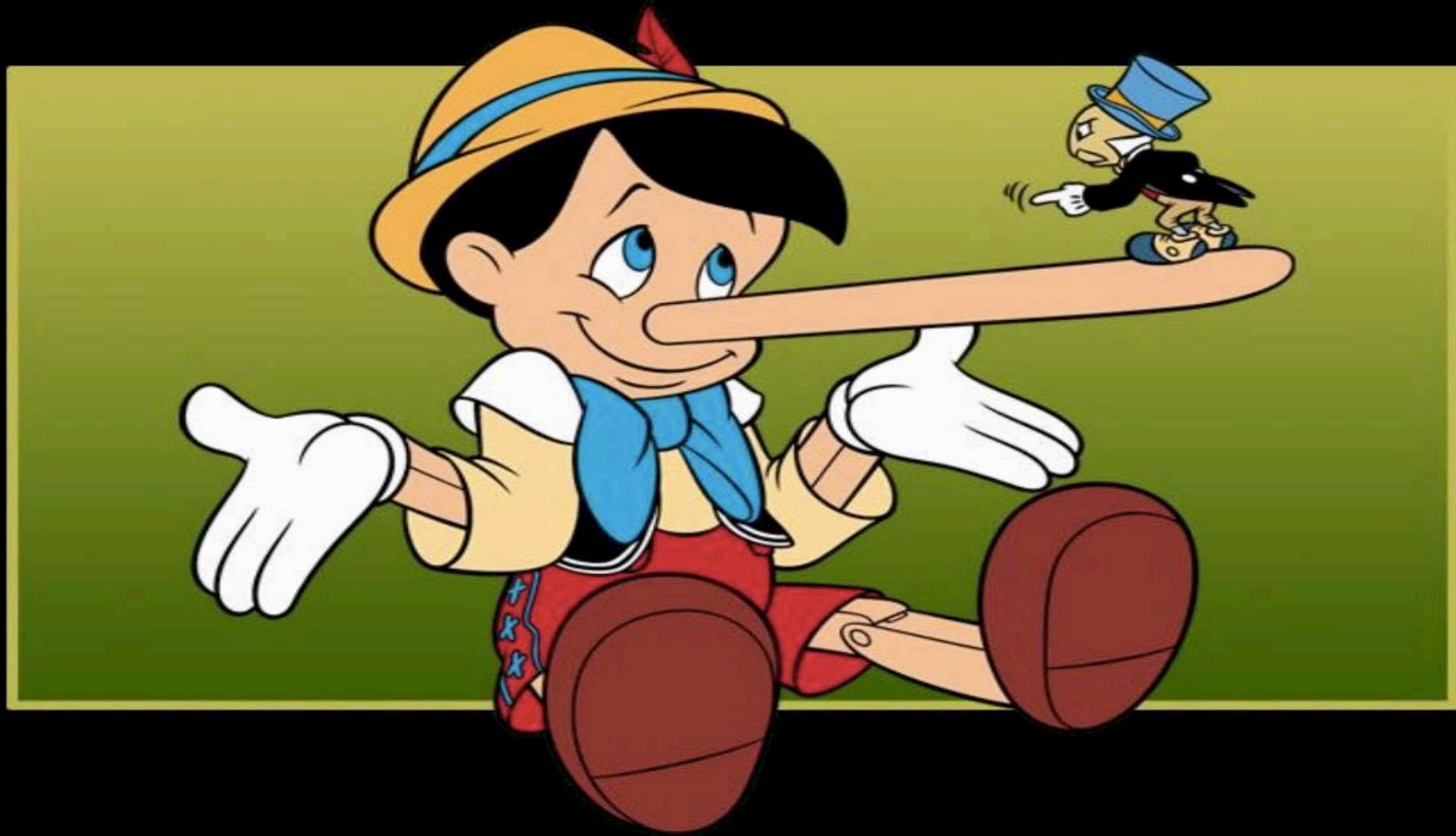
GIRLFRIEND

PRINCESS

















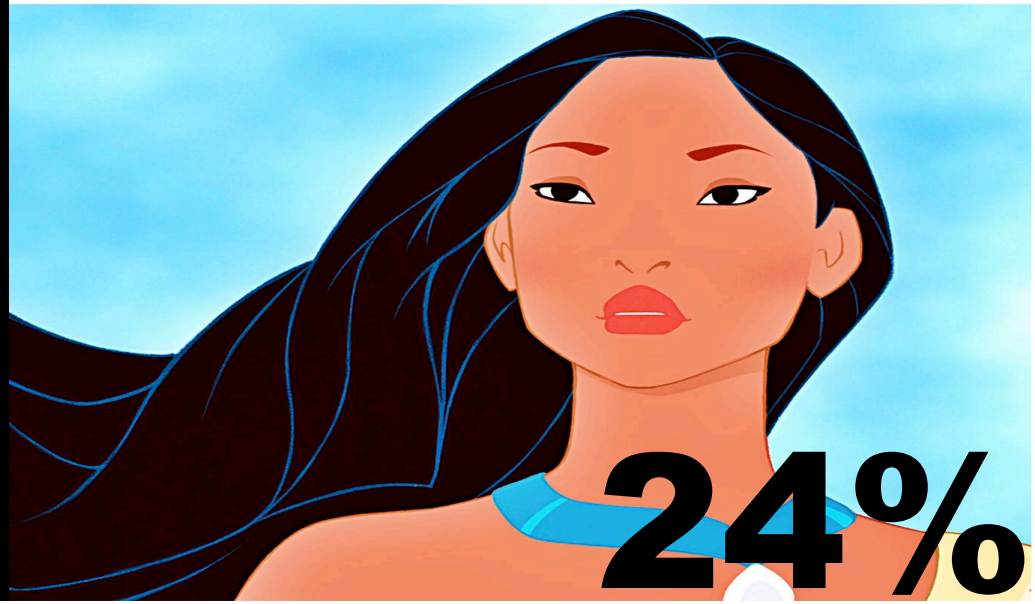










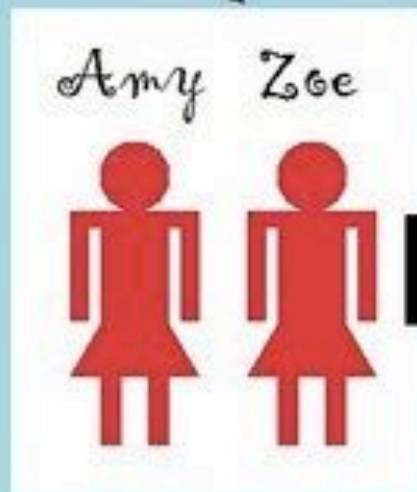


THE BECHDEL-WALLACE TEST

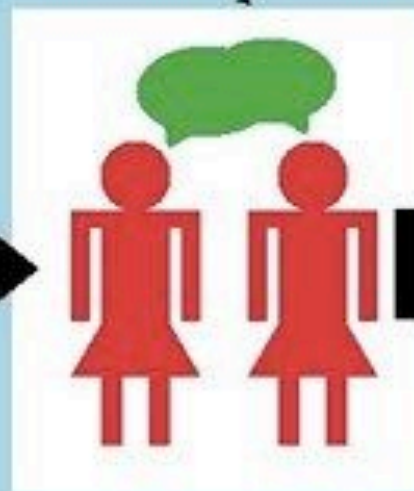


THE BECHDEL-WALLACE TEST

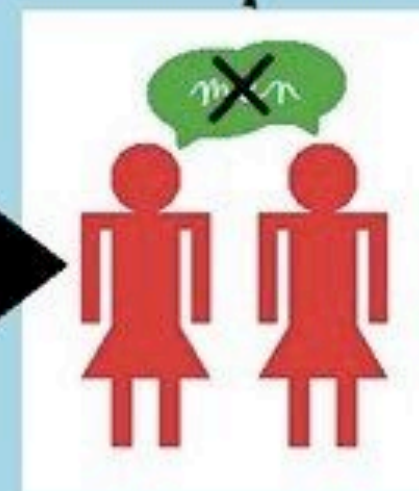
Step 1

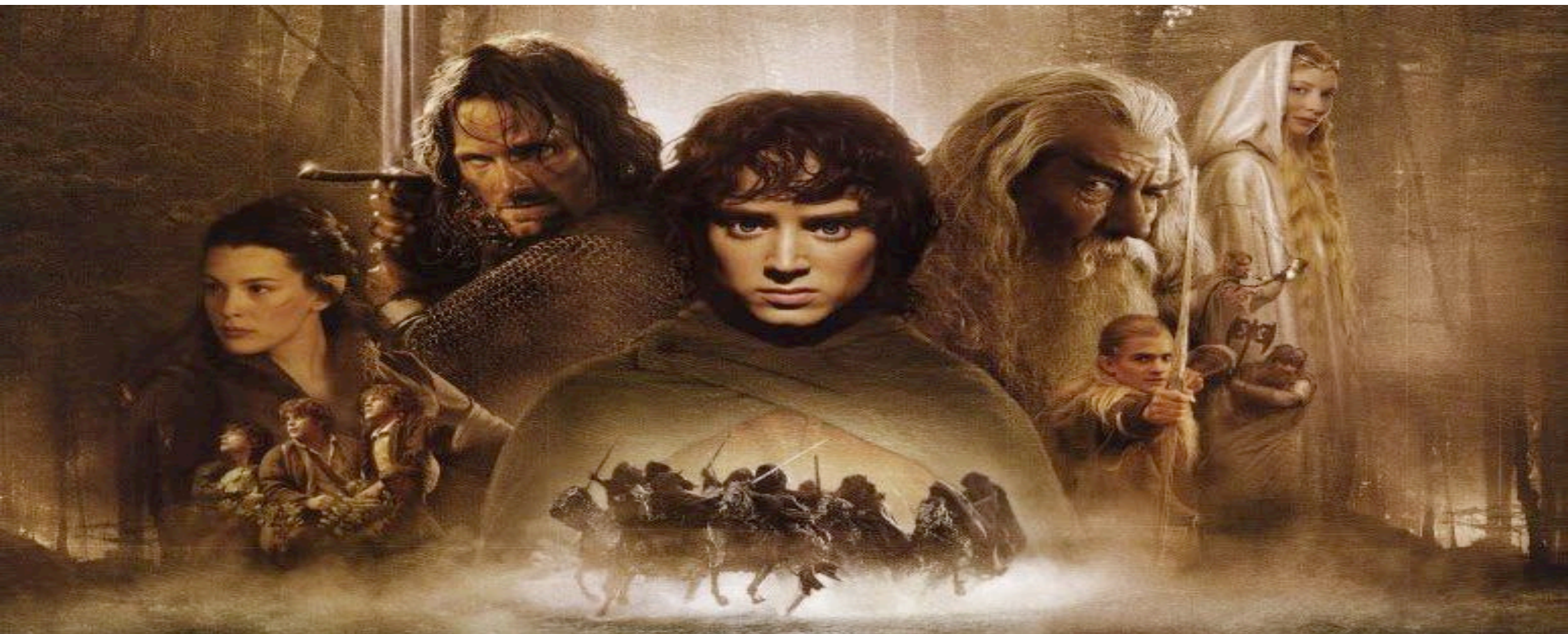


Step 2



Step 3





THE LORD OF THE RINGS

THE FELLOWSHIP OF THE RING

PG PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 10

capital
Must See Movies

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THE
LORD OF THE RINGS
THE TWO TOWERS™



KEYWORD: LORD OF THE RINGS WWW.LORDOFTHERINGS.NET

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THE LORD OF THE RINGS

THE RETURN OF THE KING

THE JOURNEY ENDS DECEMBER 17TH



BILL MURRAY BEN KINGSLEY IDRIS ELBA LUPITA NYONG'O SCARLETT JOHANSSON GIANCARLO ESPOSITO CHRISTOPHER WALKEN NEEL SETHI

Disney **THE JUNGLE BOOK**

Disney presents "THE JUNGLE BOOK" a Walt Disney Animation Studios production. Story by JUDY FEUER. Screenplay by BILL MURRAY, BEN KINGSLEY, IDRIS ELBA, LUPITA NYONG'O, SCARLETT JOHANSSON, GIANCARLO ESPOSITO, CHRISTOPHER WALKEN. Directed by JOHN DAHL. Produced by MARK LEVINSON, JIM MARKHAM, JEFF CLAVIEN, CHRISTOPHER GLASS, JACQUES-LOUIS PÉREZ. In theaters **APRIL 15**. Cast: PETER DINKIN, WILLY ALEX, LAREN GIBNEY, PETER FEUER, BRIGHAM GARDNER. **IN 3D, REALD 3D AND IMAX 3D**. © 2016 WALT DISNEY PICTURES. All Rights Reserved. Disney



Disney

BEAUTY AND THE BEAST

FROM THE DIRECTOR OF "TITANIC"

AVATAR





THE
BOURNE
IDENTITY



Disney
PIRATES of the 
CARIBBEAN

GEORGE CLOONEY | BRAD PITT | MATT DAMON | CATHERINE ZETA-JONES | ANDY GARCIA | DON CHEADLE | BERNIE MAC | AND JULIA ROBERTS

TWELVE IS THE NEW ELEVEN.



OCEAN'S TWELVE

WARNER BROS. PICTURES PRESENTS

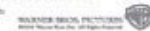
IN ASSOCIATION WITH VILLAGE ROADSHOW PICTURES A JERRY WEINTRAUB/SECTION EIGHT PRODUCTION GEORGE CLOONEY BRAD PITT MATT DAMON CATHERINE ZETA-JONES ANDY GARCIA DON CHEADLE
BERNIE MAC AND JULIA ROBERTS "OCEAN'S TWELVE" CASEY AFFLECK SCOTT CAAN VINCENT CASSEL EDDIE JEMISON WITH CARL REINER AND ELLIOTT GOULD EDITOR MILENA CANONERO
EXECUTIVE PRODUCERS STEPHEN MIRRIIONE, A.C.E. PRODUCED BY PHILIP MESSINA WRITTEN BY DAVID HOLMES PRODUCED BY FREDRIC W. BROST GREGORY JACOBS ADAPTED FROM JOHN HADY SUSAN EXINS AND BRUCE BERMAN



WRITTEN BY GEORGE WOLFF PRODUCED BY JERRY WEINTRAUB DIRECTED BY STEVEN SODERBERGH

www.ocean12.net

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Disney · PIXAR

WALL·E



NORTON

PITT

BONHAM CARTER



A DAVID FINCHER FILM
POSTER BY WWW.FLORE-MAQUIN.COM

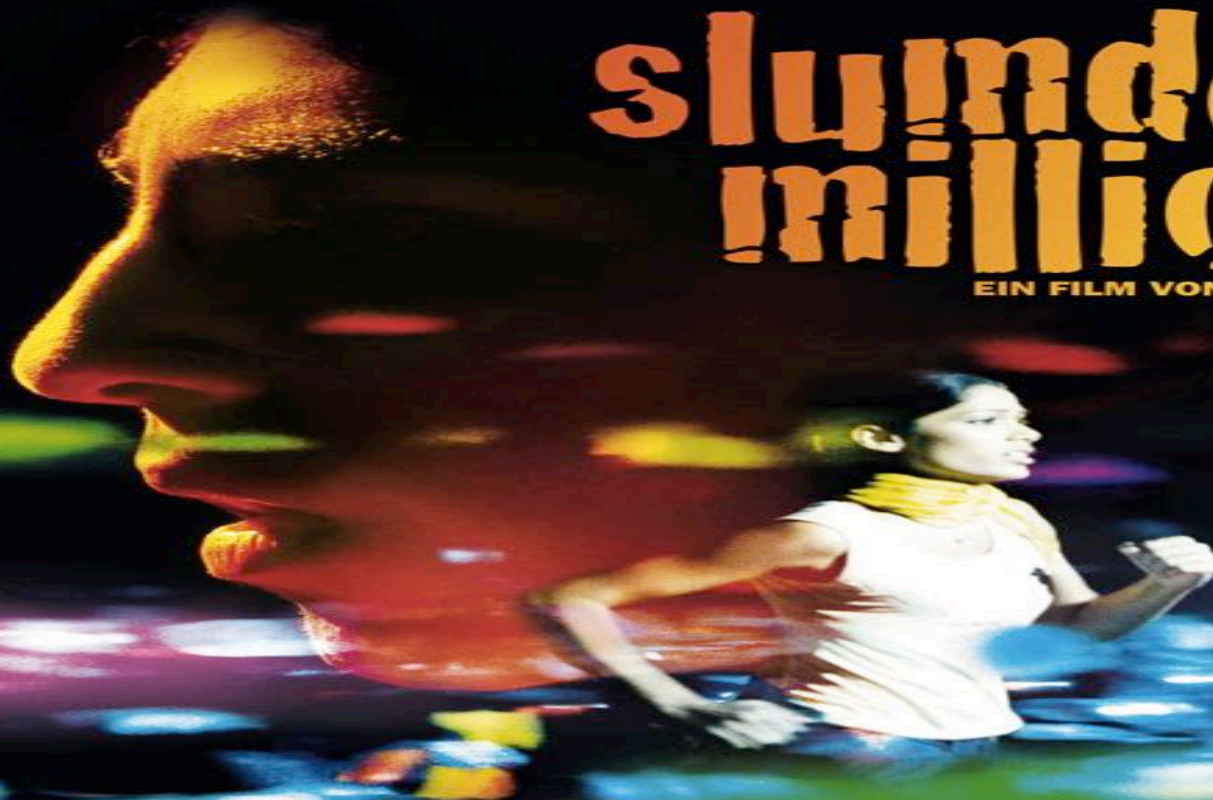
4 GOLDEN GLOBES®
BESTER FILM · BESTES DREHBUCH
BESTE REGIE · BESTER SOUNDTRACK



**TORONTO
INTERNATIONAL
FILM FESTIVAL
PUBLIKUMSPREIS**

slumdog millionär

EIN FILM VON DANNY BOYLE



**WAS BRAUCHST DU,
UM DIE LIEBE DEINES LEBENS ZU FINDEN?**

A GELD

B GLÜCK

C GRIPS

D SCHICKSAL

PROBE CELEBRITY FILMS-FILM4 CELEBRITY FILMS DANNY BOYLE SLUMDOG MILLIONÄR DEV PATEL FREIDA PHOENIX MADHURI MITTAL ANU KAPUR JEREMY IRONS
LIV ULLMANN GAIL STEVENS ANJANA NEELI VIRGINIA HOLES REGIE PRODUKTION GLENN FORTMANN EDITOR SUTTIKARN ABRIE TABASSUM MUSIK R. SPANISH NIGEL HARWOOD WEITER GEMERON MCCROCKY
PRODUKTION PAUL RITCHIE DREHBUCH CHRIS DICKENS DREHBUCH MARK DUGBY DREHBUCH ANTHONY DOO MINNIE DREHBUCH PAUL SMITH TESSA BOSS DREHBUCH VIVIAN SMARUP
DREHBUCH CHRISTOPHER COLSON DREHBUCH SIMON BALEBY WILLOW DREHLER PANDAN UND DANNY BOYLE



© 2008

ORIGINAL MOTION PICTURE SOUNDTRACK

The image is a movie poster for "Harry Potter and the Goblet of Fire". It features the main characters: Harry Potter in the center, Hermione Granger to his right, and Ron Weasley to his left. They are standing in a dark, stormy environment with lightning in the background. The title "Harry Potter" is written in a large, stylized font with a lightning bolt through the letter 'P'. Below it, "AND THE GOBLET OF FIRE" is written in a smaller, simpler font. At the top, it says "ORIGINAL MOTION PICTURE SOUNDTRACK" and at the bottom, "MUSIC BY PATRICK DOYLE".

Harry Potter
AND THE
GOBLET OF FIRE

MUSIC BY PATRICK DOYLE

Disney • PIXAR

TOY STORY



DIGITALLY FOR SUPERIOR SOUND **THX** MASTERED AND PICTURE QUALITY



THE
HOBBIT
AN UNEXPECTED JOURNEY



Sacha Baron Cohen

brüno

Borat was so 2006

jüly 10

www.brunothemovie.co.uk



THE AMAZING
SPIDER-MAN



SANDRA
BULLOCK

GEORGE
CLOONEY

FROM DIRECTOR ALFONSO CUARÓN

G R A V I T Y

WARNER BROS. PICTURES PRESENTS

AN ESPERANTO FILMOJ/HEYDAY FILMS PRODUCTION AN ALFONSO CUARÓN FILM SANDRA BULLOCK GEORGE CLOONEY "GRAVITY"

CASTING BY JAMES NEWTON HOWARD COSTUME DESIGNER JANNY TEMIME VISUAL EFFECTS SUPERVISOR TIM WEBBER EDITORS ALFONSO CUARÓN MARK SANGER PRODUCTION DESIGNER ANDY NICHOLSON DIRECTOR OF PHOTOGRAPHY EMMANUEL LUBEZKI, A.S.C., A.M.C.

EXECUTIVE PRODUCERS CHRIS DE FARIA NIKKI PENNY STEPHEN JONES WRITTEN BY ALFONSO CUARÓN & JONÁS CUARÓN PRODUCED BY ALFONSO CUARÓN DAVID HEYMAN DIRECTED BY ALFONSO CUARÓN

PG-13
PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13

gravity-movie.com



SEE IT IN REAL D 3D AND IMAX 3D

10.4.13





The true

story of

A DAVID FINCHER FILM

THE SOCIAL NETWORK

a true

genius.

INCEPTION

THE DREAM IS REAL.







THE HUNGER GAMES:
CATCHING FIRE

PG-13

NOVEMBER 22

#TICKTOCK

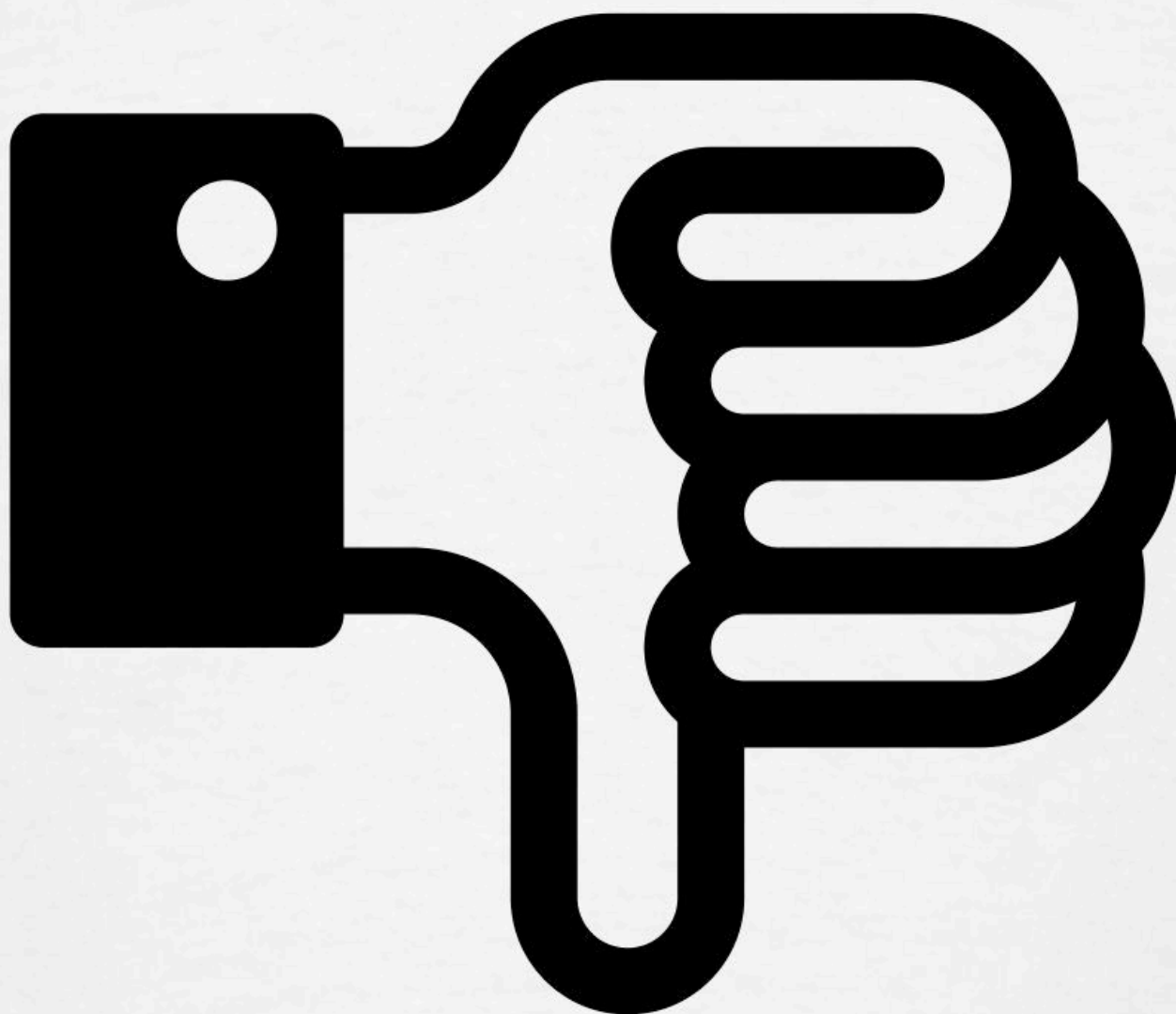
LIONSGATE

WWW.PHOENIXPX.DEVIANTART.COM



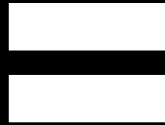
CINEMA RIO STOCKHOLM





THE BECHDEL-WALLACE TEST

A-RATE





EYE-OPENER - SPREADING AWARENESS



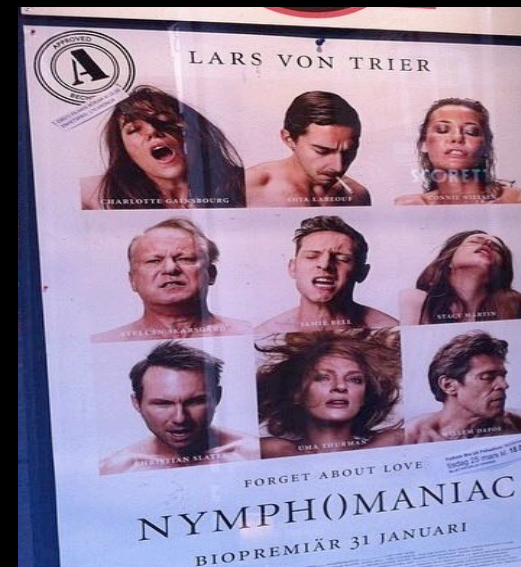
Säg till regissören för att respektera hans timing och vänner – vilket visar sig inte vara helt enkelt. Ira Sachs har skapat en vacker kärleksfilm med John Lithgow och Alfred Molina i huvudrollerna.

Under tiden paret är bostadslösa delar de på sig och George flyttar in hos grannarna, två festande poliser. Ben hamnar i Brooklyn, hos sin brorson, hans hustru och problemladdade tonårsson, som han får dela våningsäng med. Deras situation tar rejält på alla inblandade, inte minst Ben och George själva.

"Det är underbart nedtonat, vackert och stämningsfullt"
- **MovieZine**

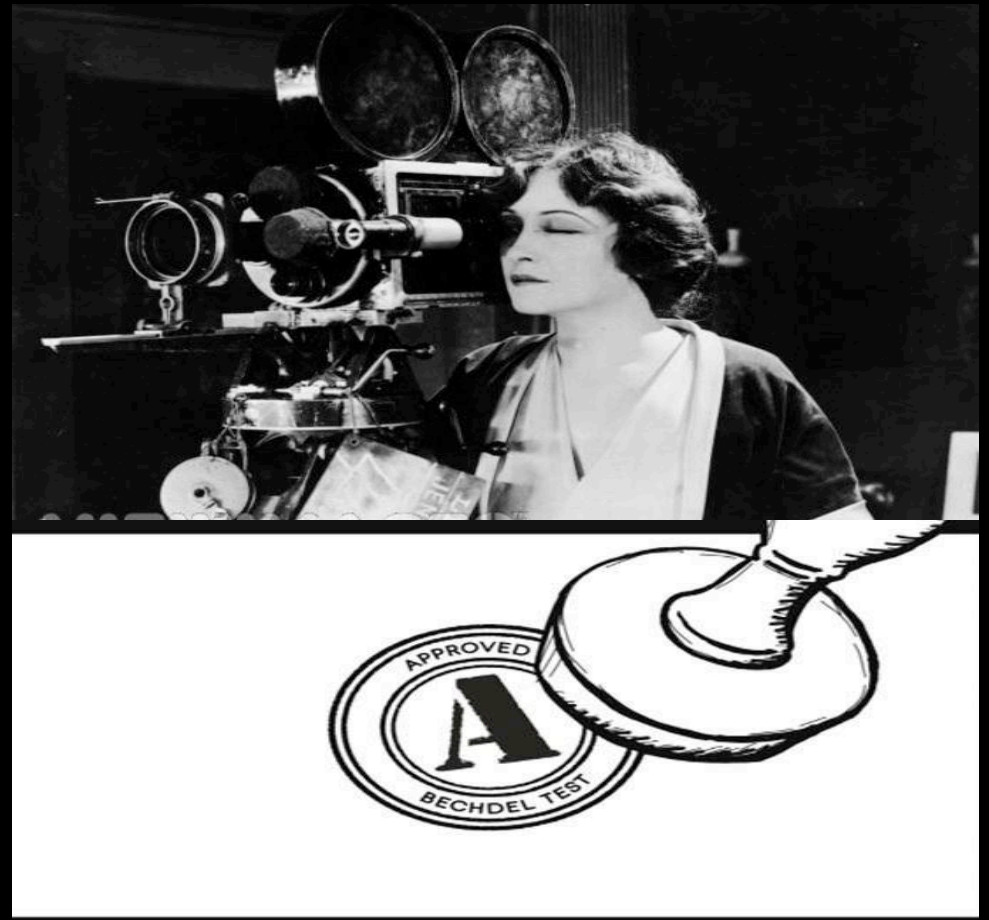
Regi: Ira Sachs
Skådespelare: John Lithgow, Alfred Molina, Tatyana Zbirovsckaya
Land: USA, Frankrike (2014)
Språk: Engelska, ryska (svensk text)
Längd: 1 tim 35 min
Åldersgrän: Barntillåten
Biljetter: 100 kr (80 kr stud/pens)
Premiär: 2 jan

Filmen är A-märkt och har klarat Bechdeltestet.



WHY A-RATE?

- **POSITIVE** consumer information.
- **KNOWLEDGE** To raise awareness about women's representation in film today.
- **OPEN-SOURCE** Anyone can A-rate a film and everyone can use the logo, vignette and stamp.
- **CHANGE** To be an eye-opener, in a longer perspective, can make the film industry more equal.



Swedish film ratings for gender bias mark down many blockbusters

Email Facebook 808 Twitter 48 +1 3

BY CAROL J. WILLIAMS
November 7, 2013, 2:59 a.m.



From the land that gave the cinema world Greta Garbo and...

TIMES VIEW/COUNTERVIEW

Swedish theatres start rating films for gender bias, via the Bechdel test

Nov 9, 2013, 12:04 AM IST



Jämställdhetsmärkning blev världsnyhet

Nytt svenskt filmtest Att svenska biografteater sätter stämplingar på filmer som klarar Bechdeltestet är en nyhet som nu sprids över världen.

www.theguardian.com/commentisfr...

Swedish cinema's use of the Bechdel test is a provocation that works

Swedish screens are challenging the idea that two women talking to each other is diametrically opposed to film quality

Wednesday 27 November 2013 07:30 GMT 203



The Telegraph

Swedish cinemas launch feminist film ratings

A chain of Swedish cinemas has introduced a new method of certification which involves the Bechdel test



theguardian

Swedish cinemas take aim at gender bias with Bechdel test rating

Movies need to pass test that gauges the active presence of women on screen in bid to promote gender equality

Associated Press in Stockholm
theguardian.com, Wednesday 6 November 2013 09:18 GMT
Jump to comments (987)



Jennifer Lawrence as Katniss Everdeen in The Hunger Games, a film that would pass the Bechdel test and gain an A rating. Photograph: Murray Close

You expect movie ratings to tell you whether a film contains nudity, sex, profanity or violence. Now cinemas in Sweden are introducing a new rating to highlight gender bias, or rather the absence of it.

To get an A rating, a movie must pass the so-called Bechdel test, which means it must have at least two named female characters who talk to each other about something other than a man.

"The entire Lord of the Rings trilogy, all Star Wars movies, The Social Network, Pulp Fiction and all but one of the Harry Potter movies fail this video (2014/feb/17/george-monbiot-canons-uk-floods-video)



No sexism please, we're Swedish - cinemas classify films by representation of women

The first ones might well be members of the... Rating movies by gender equality may be a blunt tool but it raises serious issues... The film industry has introduced a new method of certification which involves the Bechdel test... The film industry has introduced a new method of certification which involves the Bechdel test...

Aljazeera GET 2 FREE ISSUES

What Really Makes a Film Feminist?

Asking whether a new Swedish rating system based on the Bechdel test can evaluate a film's feminism exposes the problems with labeling a film "feminist" in the first place.

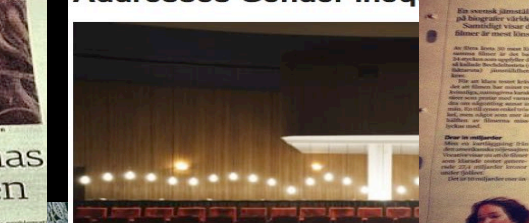
JULY 1, 2013 | 11:11 AM ET



Forbes



Sweden Working to Launder Addresses Gender Inequality



den finns en publik, en bland kvinnor... har en film är konstruerad. Många antar att filmer med kvinnor i huvudrollerna automatiskt är feministiska, men många av dem är bara skrivbordsprodukter som skapats för att filmbranschen tror att detta är...

Kvinnliga roller fyller kassan



den finns en publik, en bland kvinnor... har en film är konstruerad. Många antar att filmer med kvinnor i huvudrollerna automatiskt är feministiska, men många av dem är bara skrivbordsprodukter som skapats för att filmbranschen tror att detta är...

The New York Times

Consider Gender Inequality

Ellen Tighe is the director of Cinema Rio in Stockholm. She was instrumental in co-developing the A-rating system, based on the Bechdel Test, which rates films according to gender equality. She is on Twitter.

UPDATED NOVEMBER 21, 2013, 9:12 PM

"Has gender equality gone too far in Sweden?"

This is the question I've faced over the last couple of weeks from the international media since helping to introduce a new film rating system that takes into account gender equality.

In short: No. First of all, "too equal" is a mathematically impossible concept. But put that aside and look at the facts on the ground in female-friendly Scandinavia, where equal pay is still a basic struggle. In Sweden, a woman will earn \$450,000 less than a man in her lifetime. Further, recognition of rights and equal political representation is still not in place, anywhere. And in the movie business the celluloid stories are mostly driven by leading men, while being created and perpetuated by male writers, directors and producers.

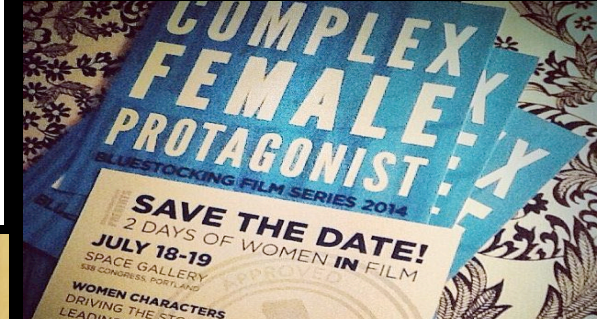
Four Swedish independent cinemas decided to have a go at gender inequality. We introduced the A-rating system.



Schweden mit skurrilem Ranking-System für Filme

Wer über Männer plaudert, fällt durch

WHO IS USING A-RATE TODAY?



GUIA DA SEMANA

Brasil pode adotar selo feminista na classificação de filmes

Campanha para o uso do selo "A-Rate" será lançada no dia 5 de abril

MULHERES DO AUDIOVISUAL BRASIL

apresentam:

Palestra com Ellen Tejle

O Coletivo Vermelha e as Mulheres do Audiovisual BRASIL, em parceria com o Instituto Querô, convidam para a palestra com a sueca Ellen Tejle, que vem ao Brasil para compartilhar sua experiência na luta pela igualdade de gênero e racial no audiovisual e como a Suécia diminuiu a desigualdade conseguindo com que 50% dos filmes financiados pelo Swedish Film Institute fossem dirigidos por mulheres.

UNIMONTE

Ellen Tejle é programadora e diretora da sala Bio Rio, em Estocolmo.

É também promotora do selo Bechdel, que mede a presença feminina nos

Quando: 06 de abril

Horário: 19h às 21h

Local: Auditório da

Unimonte (Rua Conselheiro



Teste de Bechdel Brasil

@bechdelbrasil



影象力

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《瑞典艺术影院中的女性平等指标经验推广》

影像 / 新媒体工作室系列



主讲人：瑞典著名艺术影院策展人
艾琳迪乐 (Ellen Tejle)

讲座时间：2016年9月26日

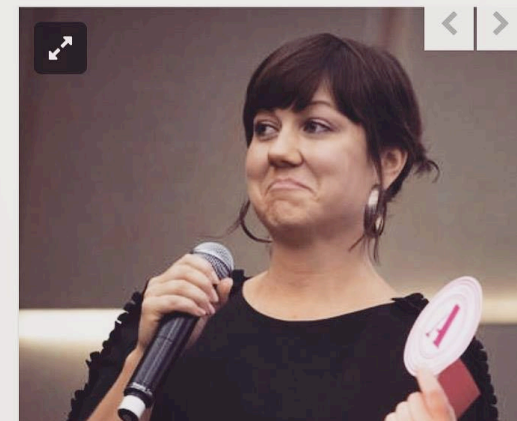
讲座地点：中国人民大学艺术学院

学术主持：郭春宁

Goldenstar news THE NEWS

Chinese film festival pushes for end to gender inequality

By LOUISE WATT Associated Press 6 hrs ago (0)



**CAN YOU TAKE OUT THE FEMALE
CHARACTER AND REPLACE IT WITH
A SEXY LAMP? WITHOUT IT
CHANGING THE STORY?**



THE SEXY LAMP TEST

Blum San Diego Union-Tribune
CREATORS.COM ©



TEST FOR MINORITIES

- 1) TWO NON-WHITE CHARACTER
- 2) ..TALKING TO EACH OTHER
- 3) ..ABOUT SOMETHING BESIDES CRIME



CHAVEZ PEREZ TEST

A dark, atmospheric photograph of a hallway. In the center, a person is seen from behind, walking away from the camera. The hallway is dimly lit, with light coming from the end of the corridor and possibly from a chandelier above. The walls are dark, and the floor has a patterned carpet. The overall mood is mysterious and suspenseful.

VEM DÖR FÖRST?



RESPONSIBILITY?



**ARE YOU JUDGING
EVERYONE EQUAL?**



**THE
STRUCTURE
WILL NOT
CHANGE
ITSELF**

Entertainment & Arts

Female film casting same as 100 years ago

By Ian Westbrook
Entertainment reporter

🕒 20 September 2017 | Entertainment & Arts

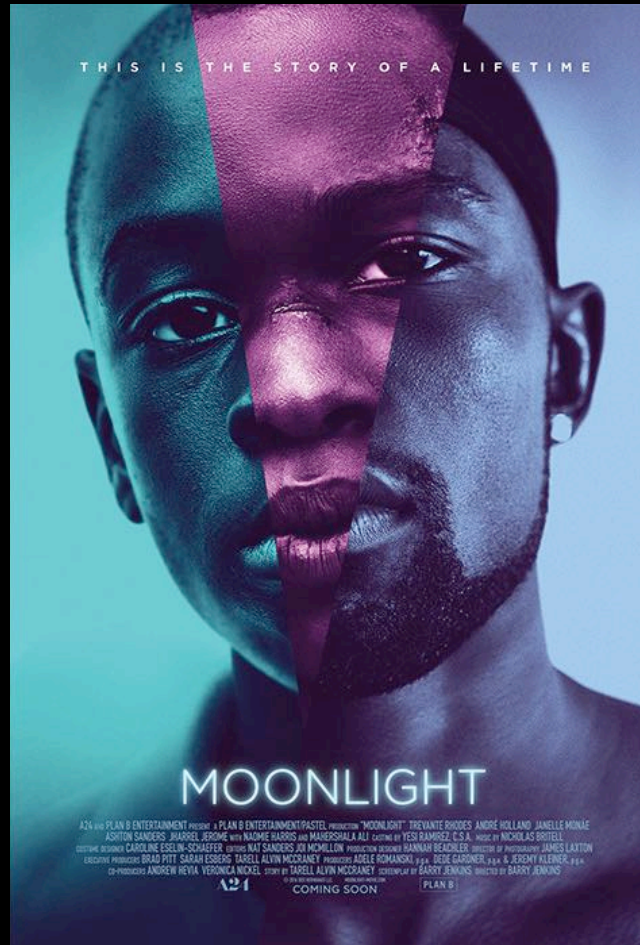
f t w e Share



EPA

Naomie Harris became the first black actress to play Miss Moneypenny

FEMALE AND BLACK PEOPLES STORIES SELL!



TOOLS & CRITERIAS



ANONYMOUS RECRUITMENT

Bafta Awards categories to exclude 'non-diverse' films

15 December 2016 | Entertainment & Arts

f t b e Share



Bafta says it is trying to widen its pool of voters

Films will not be eligible for two of the main Bafta Awards from 2019 if they do not meet new diversity criteria.

Films will be nominated for outstanding British film or outstanding debut by a British writer, director or producer only if they meet two of four criteria.



COUNT!

**(NEVER
TRUST
YOUR
"GUT
FEELING")**





IF I DON'T GET PANTS,
NOBODY GETS PANTS.

I'VE WORN
WORSE.

HUMOR

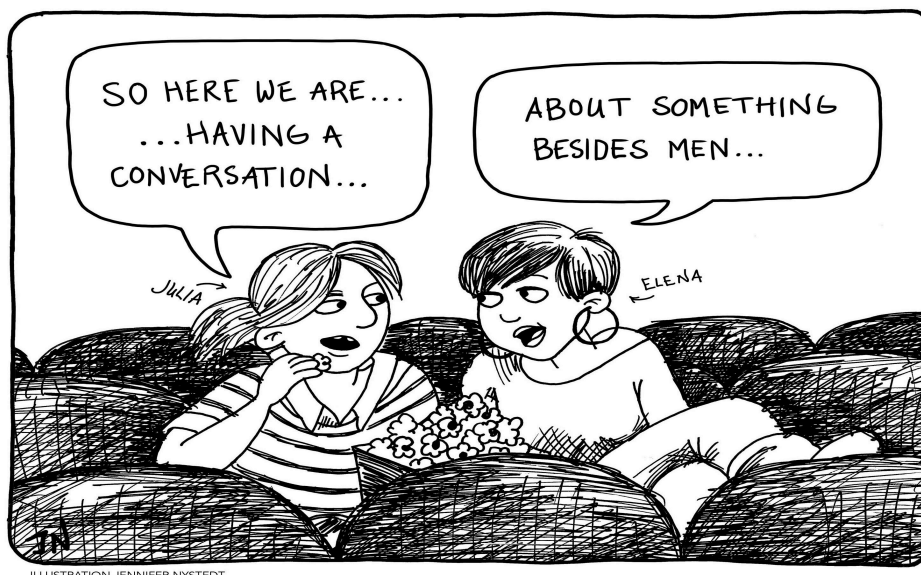


RAISE
AWARENESS

**It's hard to solve a problem,
when no-one knows the problem exist.**

(THANKS!)

MORE INFORMATION



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SVERIGES RADIOS

SYMFONIORKESTER

ANONYMOUS RECRUITMENT



