



Why Adopt the Inclusion Rider
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The Problem: There's a Gap & Other Strategies Have Not Worked

- Setting the stage: for decades women, people of color, and other systematically under-represented groups have sought greater inclusion on-screen and off-screen in the medium that is central to American cultural narratives and self-definition and understanding: film and TV
- Despite myriad creative campaigns, efforts at litigation and other strategies, research from the Annenberg Inclusion Initiative (All) illustrates that there has been no consistent or meaningful progress toward inclusivity (in film) under the current model. There's a persistent gap between the demographics of the U.S. population and that of popular films
- Movies fail to feature females, individuals from underrepresented racial/ethnic groups, the LGBTQ community, and people with disabilities. This gap is not limited to leading roles, but also arises even in smaller roles
- **There's a new solution to address this problem: The Inclusion Rider**

What is the Inclusion Rider?

- **The Inclusion Rider is a solution that ensures that individuals working on screen and behind the camera in film and TV reflect the world we live in**
- The Inclusion Rider is an addendum to a contract that creates conditions for more equitable casting and hiring, focused on developing a diverse talent pipeline in the entertainment industry
- Conceived of by Dr. Stacy Smith, the leading researcher and advocate for inclusion in the entertainment industry who founded All 12 years ago, and crafted with civil rights and employment attorney Kalpana Kotagal, the Inclusion Rider relies upon different dynamics—namely the persuasive power of key individuals in the industry, such as actors, financiers and directors, to improve hiring practices
- This contractual language represents a crucial step in eliminating exclusion of underrepresented or marginalized groups
- Minor or small roles on-screen: The Inclusion Rider focuses on improving diversity in smaller, minor parts that do not impact story sovereignty or interfere with financing or insurance. Story sovereignty remains protected and untouched
- Off-screen roles: The Inclusion Rider also addresses the hiring process for certain behind the camera roles, below the line: Director of Photography/Cinematographer, Production Designer, Sound, 1st AD, 2nd AD, Editor, Visual Effects, Composer
- The Rider is specifically designed to combat unconscious and explicit bias



How Does The Inclusion Rider Work?

- The Inclusion Rider sets clear goals for inclusion. It specifies the underrepresented groups to be included, defines a process for auditioning and interviewing, and sets objectives for casting and hiring
- The Inclusion Rider requires that hiring/casting be tracked, permitting Dr. Smith and her team to evaluate progress, or lack thereof
- While we know diversity is good for business, the team behind the Rider is currently working on making it even more compelling by working with state governments on providing tax incentives for studios when fulfilling the Rider – those conversations are in progress
- Penalty: the Inclusion Rider creates financial consequences for studios that don't engage in good-faith efforts to audition/interview and cast/hire qualified individuals on screen. These penalties range depending on size of production
- The team behind the Inclusion Rider is prepared to work with you and all interested parties to ensure successful implementation and provide training to avoid potential concerns of reverse discrimination and ensure best practices are followed
- The team is currently working with A list actors on implementation, thus there will be a coalition of like-minded influencers in the entertainment industry working together and taking accountability to ensure systemic change

How Can We Learn More About Next Steps and Implementation?

- Set up a meeting/call with Dr. Smith, Ms. Kotagal, Ms. DiGiovanni and/or Ms. Fischman to review the language and implementation process

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