



Women in Film and Television-Toronto announces Crystal Awards call for nominations deadline extension

(TORONTO – Wednesday, September 19, 2007) Women in Film and Television-Toronto (WIFT-T) is pleased to announce that the 2007 Crystal Awards Call for Nominations deadline has been extended to **Wednesday, October 10, 2007**, by 5pm EST.

This year marks the 20th anniversary of WIFT-T. For 19 of those 20 years, WIFT-T has recognized the extraordinary achievements of women in film, television and new media with its annual Crystal Awards. These coveted awards have been presented to more than 85 of Canada's most accomplished women and men who have made significant contributions to the advancement of women and who have helped bring issues of diversity to the forefront. For a complete list of past winners, visit www.wift.com.

We invite you to nominate an exceptional contributor to Canada's film, television or new media in each of the following 2007 Crystal Award categories:

Outstanding Achievement Award

Awarded to a woman who has made a major contribution to screen-based media through the consistent quality of her work throughout her career. Through personal example and leadership, she has inspired and set standards for women and men working in screen-based media.

Award for Creative Excellence

Awarded to a woman in recognition of the creative excellence and dynamic quality of her work in the screen-based media industries. The recipient's recent work has gained national and/or international attention in the previous year and has established a standard for those working in screen-based media.

Outstanding Employer Award - NEW!

This new award represents a standard to which all companies and organizations can aspire and to which the highest standards from five main criteria must all be met. This award is an award for exceptional merit and it will not necessarily be given out annually. The employers must apply and complete all areas of the application which must be endorsed and signed by the Chair and/or CEO/President of a company or organization from the industry who are committed to the full achievement of these goals. Criteria includes the following:

- I. The company/organization must have a Human Resources Plan for employees which includes an Action Plan for the hiring, training, succession planning and for

- the advancement of women at all levels of the company. The plan must be endorsed by the highest levels of the company and its implementation and results measured on an annual basis. A copy of the essence of that plan should be submitted with the application.
2. The plan must include annual performance reviews which must include written career development plans for each employee that focus on both general advancement (additional training, secondments, temporary assignments for additional exposure within the company) and specific advancement within and outside the company and/or organization.
 3. The company/organization must state the total number of employees and the percentage of female employees which must meet a level of at least 35% of all employees. If the company is a production company then it can also list separately the total number of productions over the previous three years and the total number of female employees and the percentage of the total number of production staff and crew who were female, and the percentage of females in key production, cast and crew positions.
 4. The company/organization must state the total number of employees and the percentage of female employees in senior executive positions of director level and above. If applicable, the company must state the total number of its Board of Directors and the percentage of female members of its Board, which will be considered in the overall evaluation
 5. The company/organization must state any other of its activities that support and advance women in the screen-based industries.

Award Process

Industry and WIFT-T members are invited to nominate worthy candidates by completing the 2007 Crystal Award Nomination Form (available at www.wift.com) and required materials and submitting them to WIFT-T. A jury of past award recipients will select the Crystal Award winners for 2007.* Award winners will be honoured at the Crystal Awards Gala Luncheon on December 3, 2007 at the Fairmont Royal York Hotel in Toronto.

** Please note: WIFT-T Board members may not be nominated.*

Jury Members

An independent jury of past award recipients and industry leaders will select the Crystal Award winners for 2007. This year's jury includes:

- *Silva Basmajian*, Executive Producer, Ontario Centre, National Film Board of Canada
- *Kathryn Emslie*, Director, Film & Television Programmes, for the Canadian Film Centre
- *Andra Sheffer*, Executive Director of the Bell Broadcast and New Media Fund; the Independent Production Fund; and the COGECO Program Development Fund
- *Cynthia Reyes*, Managing Partner, DiversiPro Inc., Co-Founder, Innoversity

- *Helga Stephenson*, former Executive Director of the Toronto International Film Festival

Deadline for Nominations: Wednesday, October 10, 2007, before 5pm EST.

To download the 2007 Crystal Award nomination form, please go to the WIFT-T website at www.wift.com.