



Producers Guild of America to Collaborate with Management 360, Gersh and the SAG-AFTRA Foundation on “Hair and Makeup Equity -- Changing the Industry Standard” Virtual Panel Event

Link to register: <https://bit.ly/2QCeydr>

LOS ANGELES (April 27, 2021) -- Today, the Producers Guild of America announced in collaboration with Management 360, Gersh and the SAG-AFTRA Foundation, the forthcoming virtual panel event “Hair and Makeup Equity -- Changing the Industry Standard.” The conversation, being held May 11, 2021 at 5:00pm PT, will be an informative discussion on ways to ensure that hair and makeup departments are inclusive in their capabilities to work effectively with actors of color.

Producer and PGA member **DeVon Franklin** (*Miracles from Heaven, Breakthrough*) will moderate the conversation with **Paul Garnes**, Head of Physical Production, ARRAY Filmworks; IATSE board member **Randy Sayer**; the Emmy-nominated Head of Hair **Camille Friend** (*Black Panther, Charlie’s Angels*) and writer/director **Julie Plec** (*The Vampire Diaries, Legacies*).

As Hollywood fights for equitable representation on screen, one historically large issue of production can no longer be ignored: the lack of proficient hair and makeup artists on set. Hair and makeup departments that don’t serve every member of the cast at the same level are detrimental to both the talent and the production. Having hair and makeup artists who are not trained to work with all skin tones and hair textures can cause irreparable damage, undermine the actor’s sense of emotional and physical safety on set, lessen credibility & accuracy of the character/storytelling, and lead to additional costs for the production. Creating a safe and equitable environment on set is part of our duty of care as producers. And we can and must be extending that to the hiring decisions we make for the hair and makeup department, ensuring that whomever we hire has the skills to serve everyone.

“The Producers Guild is excited to work with The Gersh Agency, Management 360 and SAG-AFTRA Foundation to amplify the important role which producers can play in ensuring that there is diverse representation, not only in front of the camera and for the entire crew, but especially amongst the hair and makeup departments. Before hiring decisions are made, it is critically important for producers to be aware of the specific expertise needed and required for their on-set talent,” said Tonya Lewis Lee and

Lori McCreary, Chairs of PGA's One Guild initiative supporting inclusive membership, employment, content, and depictions.

"Our clients identified this issue as a critical nexus, deeply emblematic of the inequities they face in the industry as a whole, and we are determined to bring it to light and create change," said Management 360 and Gersh.

"We are proud to serve a diverse community of SAG-AFTRA performers. It is critical our Foundation participate in this conversation alongside these industry leaders to help promote and ensure actors of color are provided with equitable and inclusive services on set, including highly skilled and trained hair and makeup artists, so they can give their best performances," says Cyd Wilson, Executive Director of the SAG-AFTRA Foundation.

ABOUT THE PRODUCERS GUILD OF AMERICA (PGA)

The Producers Guild of America is a nonprofit trade organization that represents and promotes the interests of all members of the producing team in film, television and new media. The Producers Guild works to protect the careers of producers and improve the producing community at-large by facilitating health benefits for its more than 8,000 members, encouraging the enforcement of workplace labor laws and sustainable practices, and creating fair and impartial standards for the awarding of producing credits. The Guild also hosts educational opportunities for new and experienced producers alike. For more information and the latest updates, please visit the Producers Guild of America website and follow on social media.

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