



**EMBARGOED UNTIL WEDNESDAY, FEBRUARY 17
@ 9amPT/12pmET**

**STARZ LAUNCHES MULTI-FACETED
INCLUSION INITIATIVE #TAKETHELEAD
EXPANDING ITS COMMITMENT TO
PROGRAMMING BY, ABOUT AND FOR WOMEN
AND UNDERREPRESENTED AUDIENCES**

***Starz, in Partnership with UCLA’S Center for Scholars & Storytellers,
Releases Results from Inclusion Study & Announces Monthly
“Transparency Talks” Culminating in An Industry-Wide Summit***

**Report shows Starz’s Industry-Leading Representation On Screen, Behind the
Camera and Within the Organization with 63.2% Series Leads who are People of
Color, 54.6% Female Showrunners and 75% Female Executive Team**

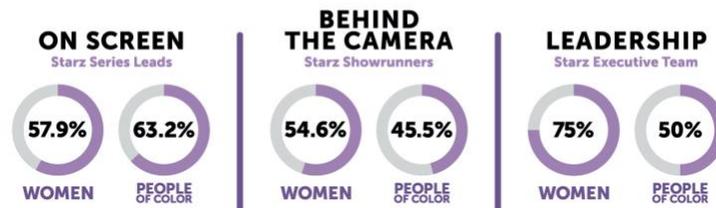
Santa Monica, Calif. – February 17, 2021 – Starz President and CEO Jeffrey Hirsch announced today the launch of the Starz [#TakeTheLead](#) initiative, a comprehensive effort deepening the company’s existing commitment to narratives by, about and for women and underrepresented audiences. Starz commissioned an inclusion study in partnership with The Center for Scholars & Storytellers, UCLA with results confirming Starz is **“Taking the Lead”** with its diverse representation on screen, off screen and throughout the company. In an effort to inspire and engage others across the industry to #TakeTheLead, Starz will also host a series of monthly “Transparency Talks” with thought leaders and members of key organizations including the ACLU of Southern California, Producers Guild of America, California Film Commission and more.

“At Starz, #TakeTheLead is our continued commitment to narratives by, about and for women and underrepresented audiences. The multi-faceted approach to improving representation serves as our guiding principle across our business from programming choices to hiring decisions,” Hirsch said. “I’m proud that Starz leads the industry with 63.2% series leads who are people of color, 54.6% female showrunners and a 75% female executive team, which is indicative of our deep-seated commitment to representation on screen, behind the camera and throughout our organization. While it is valuable to evaluate how we are measuring up against

more

STARZ LAUNCHES MULTI-FACETED INCLUSION INITIATIVE #TAKE THE LEAD EXPANDING ITS COMMITMENT TO PROGRAMMING BY, ABOUT AND FOR WOMEN AND UNDERREPRESENTED AUDIENCES – February 17, 2021

our directive, it's even more important to identify opportunities where we can continue to further progress on our mission.”



#TakeTheLead
STARZ

Source: The Center for Scholars & Storytellers, UCLA

DOWNLOAD Starz #TakeTheLead Video, Report Highlights and Full Report:
https://www.dropbox.com/sh/bpuada1r5jk5tpo/AADmHzli-Qu1W_SuIMQ7f9rla?dl=0

VIEW Starz #TakeTheLead Video: [Here](#)

EMBED: <iframe src="<https://www.starz.com/videos/embed/f38b0236-be55-461e-92d5-5ba7bc62015e?footer=false&cid=1178873>" width='640px' height='360px' frameborder='0' allowfullscreen="true" webkitallowfullscreen="true" mozallowfullscreen="true"></iframe>

The results of the report demonstrate Starz’s commitment to investing in content that amplifies diverse voices and shines a spotlight on women in front of and behind the camera with hit series including the "Power" Universe, "P-Valley," "Outlander," and upcoming series including "Run the World," "Blindspotting," "Black Mafia Family," "Shining Vale," "Serpent Queen" and more. In addition to the findings below, **75% of Starz’s executive leadership team are women**, inclusive of direct reports to the President and CEO, and **50% are people of color**, all who are women. The UCLA study, which measured STARZ scripted Original Series that aired or will air between January 2020 through December 2021 as well as series that are in production as of February 2021, verified that Starz is significantly above industry averages in several categories including:

- **63.2% of series leads** on STARZ Original Series are people of color and **57.9%** are women
- **60.4% of series regular roles** on STARZ Original Series are portrayed by people of color and **27.8%** are portrayed by women of color
- **54.6% of showrunners** at Starz are women and **45.5%** are people of color
- **47.1% of executive producers** are people of color and **41.2%** are women
- **29.1% of writers** are women of color
- **49.3% of directors** are people of color and **43.7%** are women

STARZ LAUNCHES MULTI-FACETED INCLUSION INITIATIVE #TAKE THE LEAD EXPANDING ITS COMMITMENT TO PROGRAMMING BY, ABOUT AND FOR WOMEN AND UNDERREPRESENTED AUDIENCES – February 17, 2021

Starz will kick off its series of “**Transparency Talks**” in April bringing relevant discussions to the forefront with organizations and thought leaders from industry powerhouses including Melissa Goodman, Director of Advocacy at the **ACLU of Southern California**; Dan Halperin and Lisa Kors, former Co-Chairs of the **PGA’s Diversity & Inclusion Committee**; Colleen Bell, Executive Director of the **California Film Commission** and former United States Ambassador to Hungary; Jamia Wilson, Executive Editor and Vice President at **Random House** and **Former Executive Director and Publisher, Feminist Press**; Madelyn Hammond, President **Madelyn Hammond & Associates**; Yalda Uhls, **Founder of The Center for Scholars & Storytellers at UCLA** and others who have committed to partner with Starz to take collective actions towards improving inclusion.

The “Transparency Talks” will culminate with the first-ever Starz Summit, a day that will showcase the company’s creative diversity and commitment to the next generation of diverse voices.

About Starz

Starz (www.starz.com), a Lionsgate company (NYSE: LGF.A, LGF.B), is the global media company taking the lead in streaming premium content that spotlights a spectrum of women both in front of and behind the camera for audiences worldwide. Starz is home to the flagship domestic STARZ® service, including STARZ ENCORE, 17 premium pay TV channels and the associated on-demand and online services, as well as the proprietary and highly-rated STARZ app. In 2018 Starz launched its Starzplay international premium streaming platform and, coupled with its Starz Play Arabia venture, has since expanded its global footprint into 50 countries throughout Europe, Latin America, Canada, Japan and India. The essential complement to any subscription platform, STARZ and Starzplay are available across digital OTT platforms and multichannel video distributors, including cable operators, satellite television providers, and telecommunications companies around the world. Starz offers subscribers more than 7,500 distinct premium television episodes and feature films, including STARZ Original series, first-run movies and other popular programming.

###

Press Contacts:

Jen Minezaki

Starz

(720) 545-8442

jennifer.minezaki@starz.com

Devon Sanceda

Starz

(424) 204-4050

devon.sanceda@starz.com

Michelle Portillo

Starz

(720) 852-4063

michelle.portillo@starz.com

Amanda Ruisi

AKR Public Relations

(917) 971-2861

amanda@akrpr.com