

Swift: 78% of women in the film/TV industry victims of discrimination

By  Juanita Pienaar

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NEWSWATCH: According to a [City Press](#) article, a new report, compiled by women working in the film and television industry, determined that 78% of these women feel that they are discriminated against because of their gender.



The Swift team © [Swift Facebook page](#)

The findings are a result of a poll conducted by Swift (Sisters Working in Film and Television) with women in film between January and April this year. The organisation, which was formed last year to address the crisis of masculinity, revealed and discussed the results of the poll at various workshops and media briefings during the 38th Durban International Film Festival.



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Although the final report will only be released later this year, it has confirmed that women in the industry still face impossible obstacles in their working lives. Of the women polled, 68.1% believed that they had to work twice as hard and be twice as good as their male counterparts. In addition to gender, 58% of respondents said they had been discriminated against based on their race.

In the meantime, Swift has launched the #ThatsNotOkay campaign together with a series of short video public service announcements portraying real-life incidents from the poll. The organisation has reportedly also started a gender department to offer pro bono legal advice to women reporting sexual abuse.

*For more information follow Swift on the following social media platforms: [Facebook](#) | [Twitter](#).
Have you experienced this in the local production industry? Share your comments below.*

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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