

WIFTV Name Change: What We Heard (Phase 1)

AT A GLANCE

WIFTV is revising our language, including changing our organisation's and festival's names and logos to make sure everybody impacted by gender inequity is included in our shared mission. Phase 1 of the project involved gathering initial input on a name change. We completed two surveys: one for trans and non-binary people (39 respondents), and one for the broader WIFTV membership (60 respondents). Thank you to everyone who participated!

Key Takeaways

- The majority of respondents across both surveys support a name change:
 - 93% of respondents from the trans and non-binary survey.
 - 61% of respondents from the WIFTV member survey.

Trans and Non-binary Survey

- While respondents appreciate that the name celebrates and uplifts women, they don't like that the name is not inclusive and invites misgendering.
- Inclusivity, intersectionality and reflecting our values and purpose are the most important factors when choosing a new name.
- Most respondents feel a low sense of belonging at WIFTV because it is not inclusive to all marginalised genders and exposes them to misgendering.
- Respondents suggested we: provide more education on trans and non-binary people to the WIFTV community, do intersectional anti-oppression work, use inclusive language and have trans and non-binary specific programming.

WIFTV Member Survey

- Respondents hope that the new name makes everybody feel welcome and that women are still recognised.
- Respondents fear a loss of legacy and brand equity, women being excluded, the name being unclear and too long, and the focus of the organisation being diluted.
- Respondents want more information about why WIFTV is changing their name, to stay connected to other WIFTV chapters, preserve the legacy and to ensure women are still included.



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INTRODUCTION

We are revising our language, including changing our organisation's and festival's names and logos to make sure everybody impacted by gender inequity is included in our shared mission.

We want to ensure the name we choose is reflective of our community members, and our values and mission as an organisation. To do this, we are engaging with trans and non-binary community members, and the WIFTV membership.

This report summarises our findings from Phase 1, which involved gathering initial input on a name change.

Thank you to everyone who participated! We appreciate your time and knowledge.

Engagement Process

Phase 1: Initial Input (*this is now complete!*)

Gather initial input on name change.

Phase 2: Deeper Dive

Deeper engagement with trans, non-binary, and QTBIPOC community members, and learning together how to move towards trans inclusion.

Phase 3: Develop Options

Develop and gather feedback on a shortlist of names.

Phase 4: Choose a Name

Choose and celebrate our new name!

What We Did

We developed two surveys to gather initial input from our community. One survey was to gather input from trans and non-binary people (39 respondents), and one survey was to gather input from the broader WIFTV membership (60 respondents).

Both surveys were promoted via WIFTV's member newsletter and social media pages. The surveys were also promoted through direct outreach to the trans and non-binary filmmaking community, and WIFTV community.



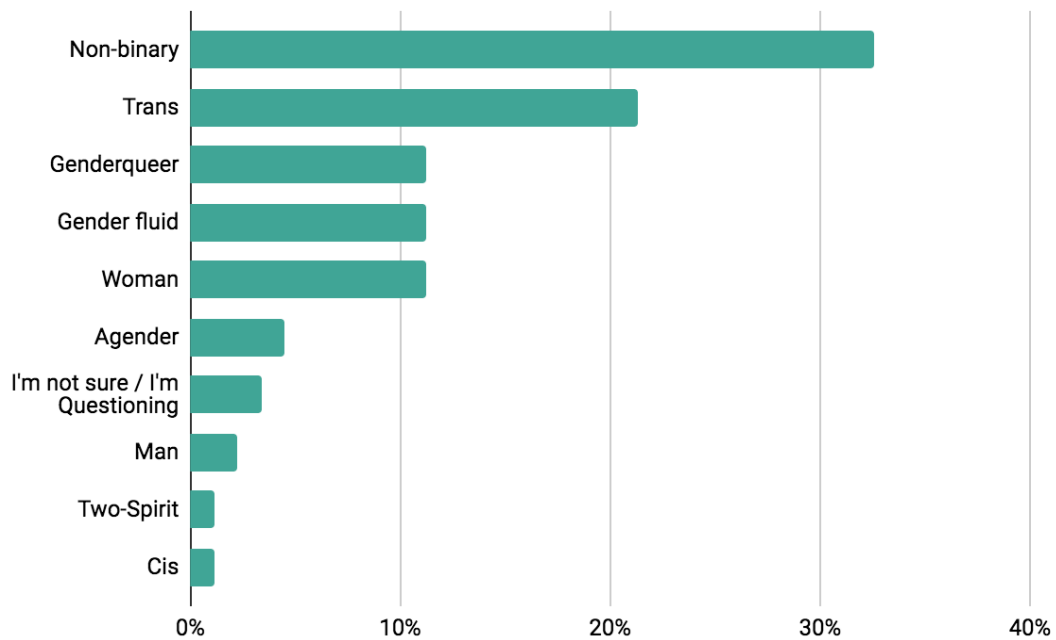
WHAT WE HEARD

TRANS & NON-BINARY COMMUNITY SURVEY

Demographics

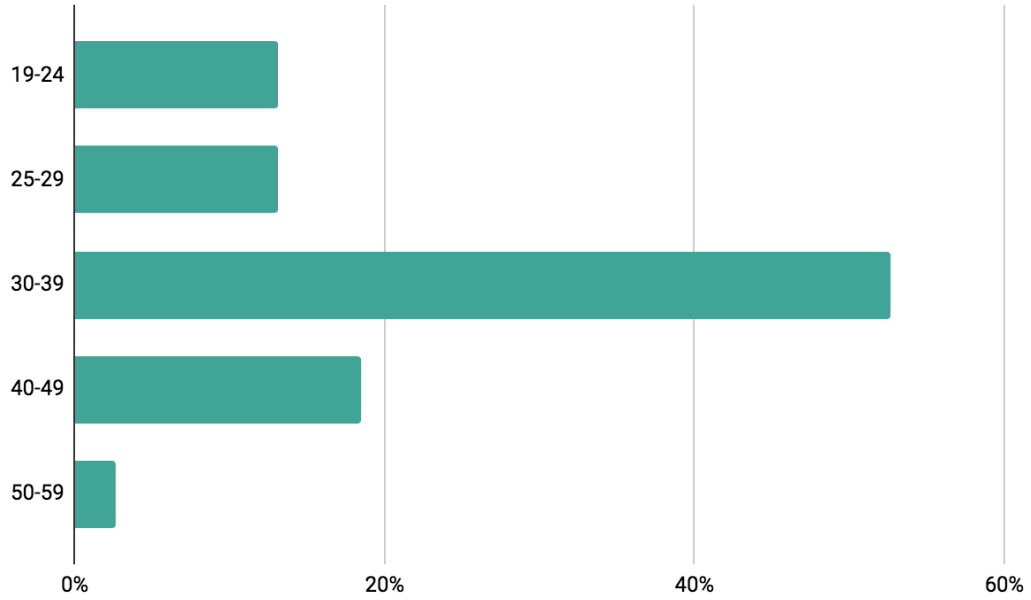
We asked respondents several demographic questions. We ask these questions to ensure representation across communities. Demographic questions included questions about gender, age, connection to the film and television industry and to WIFTV. Questions were optional to answer.

What words do you use to describe your gender?



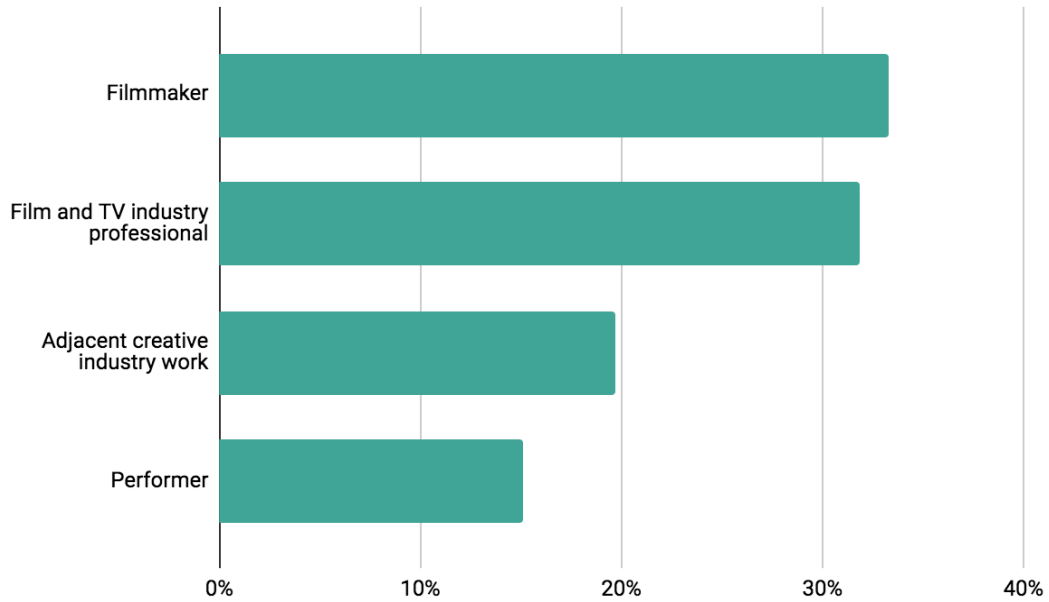


What is your age?



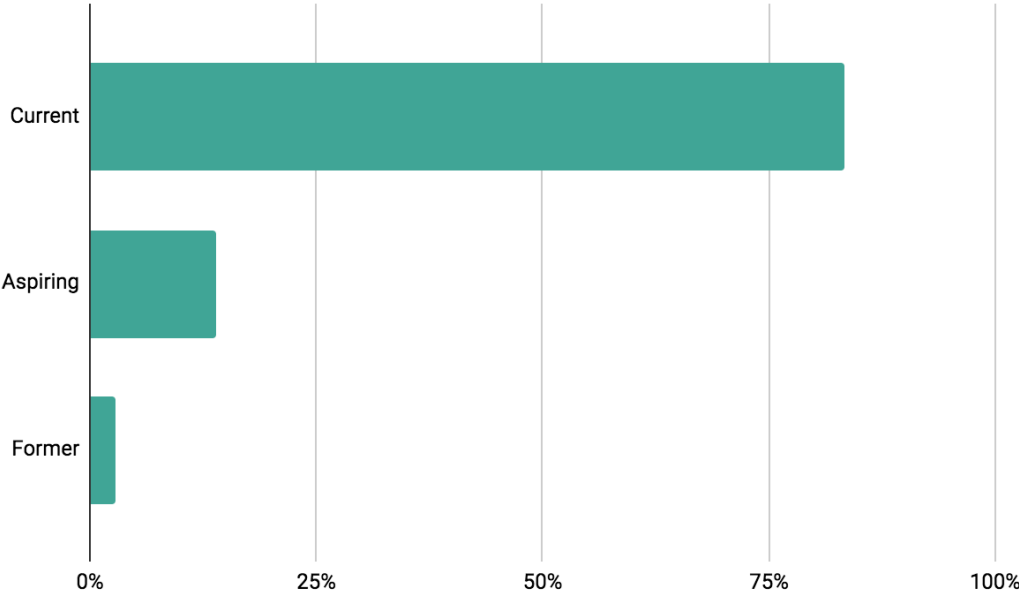
Note: Nobody 60+ completed this survey.

What role(s) or connection(s) do you have to the film and television industry and community?

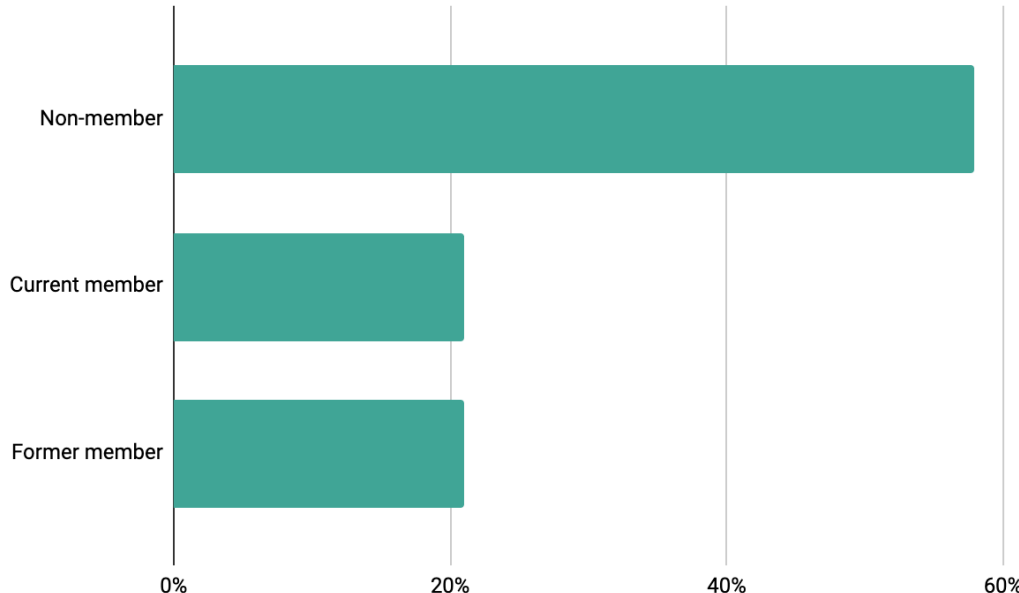




Describe your relationship to your role(s) or connection(s) in the film and television industry and community.



Are you a current / former WIFTV member?





What factors influence your decision to be a member or not?

These themes were distilled from a long-answer question.

- WIFTV is not gender inclusive and there is a risk of misgendering (6 comments)
- I don't know enough about WIFTV (6 comments)
- I don't feel like I belong or am safe (4 comments)
- WIFTV isn't relevant to my career (4 comments)
- WIFTV provides connection to community (3 comments)
- Membership is too expensive or isn't worth the cost (3 comments)
- I don't have time (3 comments)
- The member benefits (3 comments)
- The networking opportunities (2 comments)
- I feel aligned with WIFTV's values (2 comments)

WIFTV's Name

What do you like about the current name?

These themes were distilled from a long-answer question.

- It celebrates and uplifts women. It gives women a space to connect in the cis-male dominated film industry (7 comments)
- It is clear, concise and abbreviates well (3 comments)
- It has history, legacy and recognition (2 comments)
- It signals connection to other chapters (1 comment)

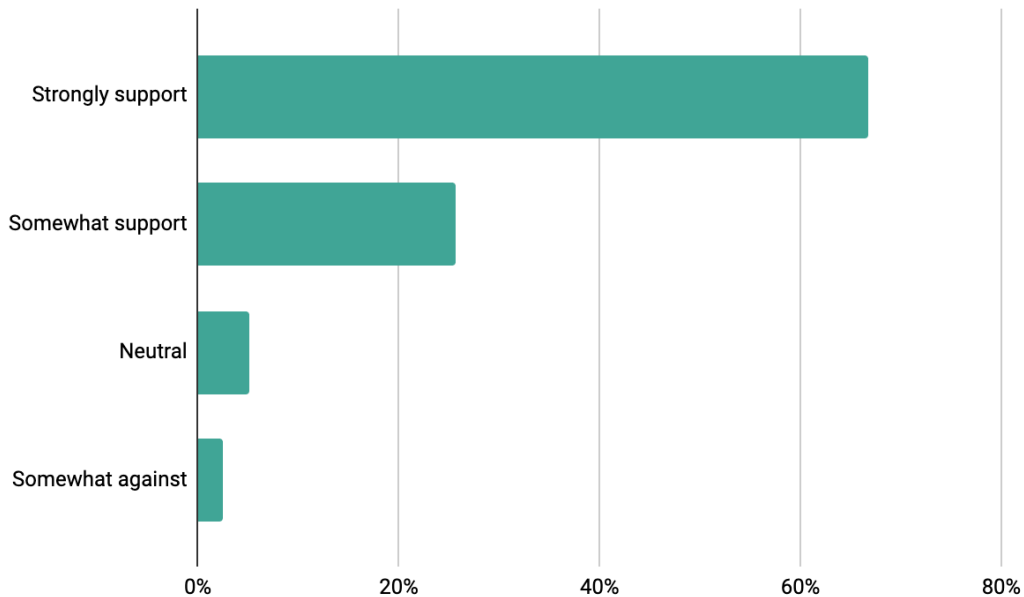
What do you dislike about the current name?

These themes were distilled from a long-answer question.

- It's not inclusive (23 comments)
- It invites misgendering in programs and events (4 comments)
- It makes it unclear on who the organisation is for (2 comments)
- There is dissonance with the mission and values (2 comments)
- It doesn't reflect the community the organisation supports (1 comment)
- It is not reflective of the nations and lands on which the company occupies (1 comment)
- It's too long (1 comment)
- It feels outdated (1 comment)

Right now, what is your support for changing the name?

The vast majority (93%) of trans and non-binary people were in support of a name change.



Note: Nobody was strongly against a name change.

If you are currently against or neutral about the name change, what is something that would help you come along with a name change?

Comments from this question included

- We need specific space for trans and non-binary people (1 comment)
- I feel neutral as I don't personally feel excluded (1 comment)
- Inclusion and education beyond the name change is more important (1 comment)
- Trans non-binary folks have bigger problems to worry about (1 comment)



What factors are important for us to consider when thinking about a new name?

We distilled these themes from a long-answer question.

- Inclusivity (25 comments)
- Intersectionality (13 comments)
- Reflective of values and purpose (11 comments)
- Clarity on who we are serving (3 comments)
- Listening to the communities we wish to represent (3 comments)
- Not too long (2 comments)
- Retains legacy (2 comments)
- Remains dedicated to women (2 comments)
- Longevity of name (2 comments)
- Decolonisation / Reconciliation (2 comments)

Ideas for a New Name

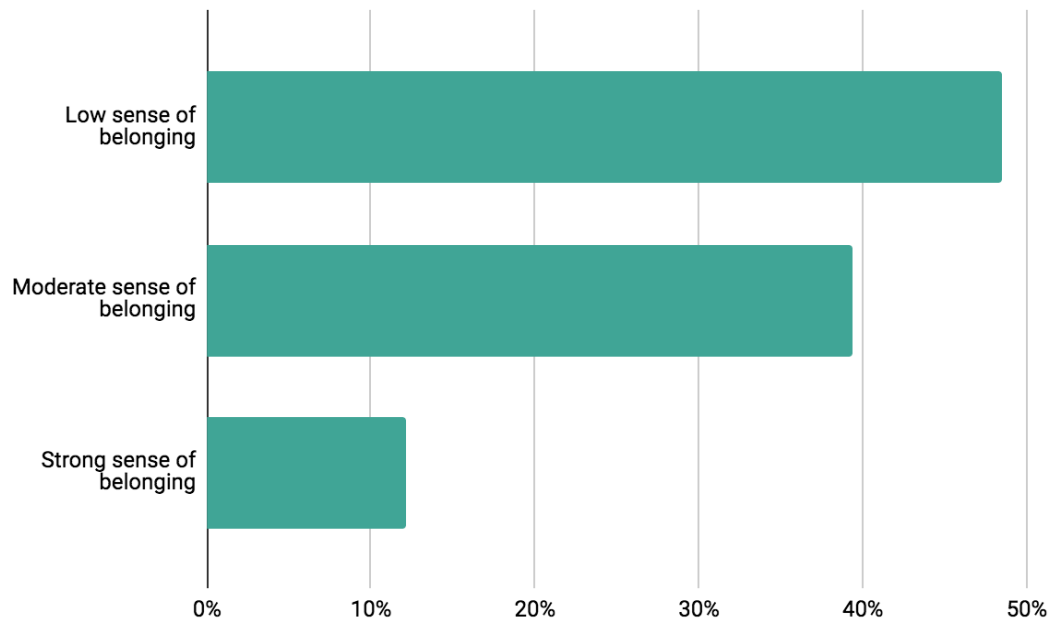
These are unedited suggestions from the survey. All answers have been included in alphabetical order.

- 2-Spirit, Women & Non-binary Filmmakers of BC
- Eyes On YVR
- Feminist's Collective In Film and Television (FIFTV)
- Gender Diverse Film and TV Vancouver
- Gender Equity in Film & Television (GEiFT)
- Gender Equity in Media (GEM)
- Gender Equity in Multimedia (GEMM)
- Gender adjacent
- Historically Underrepresented Voices in Film and Television Vancouver
- LIFT (maybe no need for an acronym; or could be Lift & Inclusion etc) / GIFT gender
- Trans Inclusive Women in Film and TV (TIWIFTV)
- Women and LGBTQ+ in Film
- Women and diverse genders in film
- Women in film and television and spectrum (or whatever acronym) in film and television separately
- YVReel Folks



Belonging at WIFTV

Thinking about your gender identity and/or gender expression, how safe do you feel at WIFTV?



The majority of respondents (48%) felt a low sense of belonging at WIFTV.

What impacts your feeling of safety and belonging?

We distilled these themes from a long-answer question.

- WIFTV is not gender inclusive and I am exposed to misgendering (16 comments)
- The lack of Indigiqueer and Two-Spirit representation and leadership (1 comment)
- Encountering anti-semitism (1 comment)



How can we improve your sense of safety and belonging?

We distilled these themes from a long-answer question.

- Education on trans and non-binary people for members (8 comments)
 - Intersectional anti-oppression work, including racial and gender diversity in the membership, board, and staff (6 comments)
 - Change language in marketing/promotional work to reflect the community (5 comments)
 - Programming and opportunities specifically for trans and non-binary folks (4 comments)
 - Gender neutral washrooms and pronouns on name tags (1 comment)
 - Put the trans flag on the website (1 comment)
 - Have people in positions of power sharing their pronouns (1 comment)
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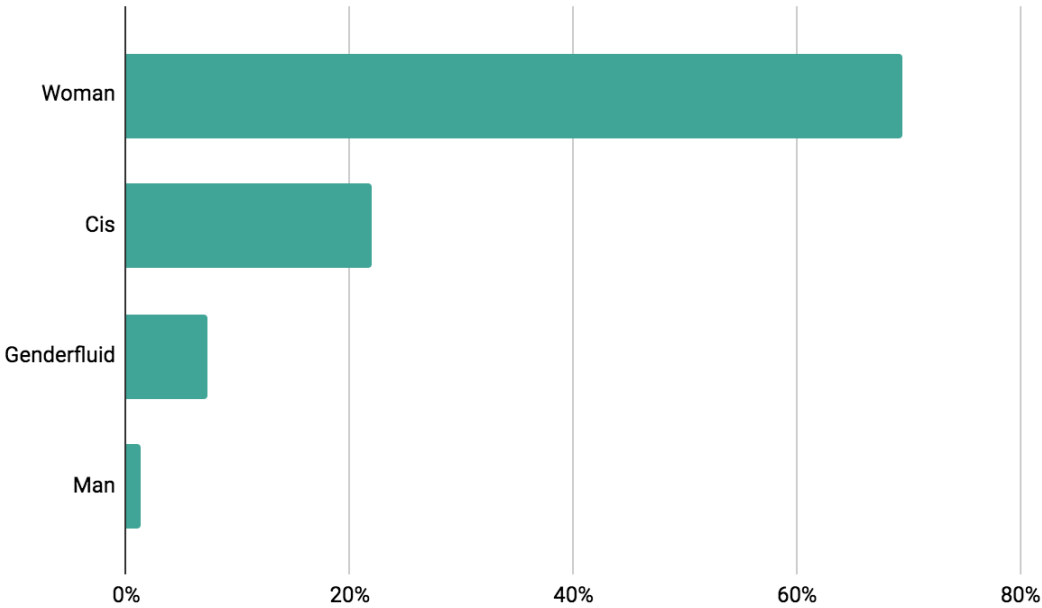


WIFTV MEMBER SURVEY

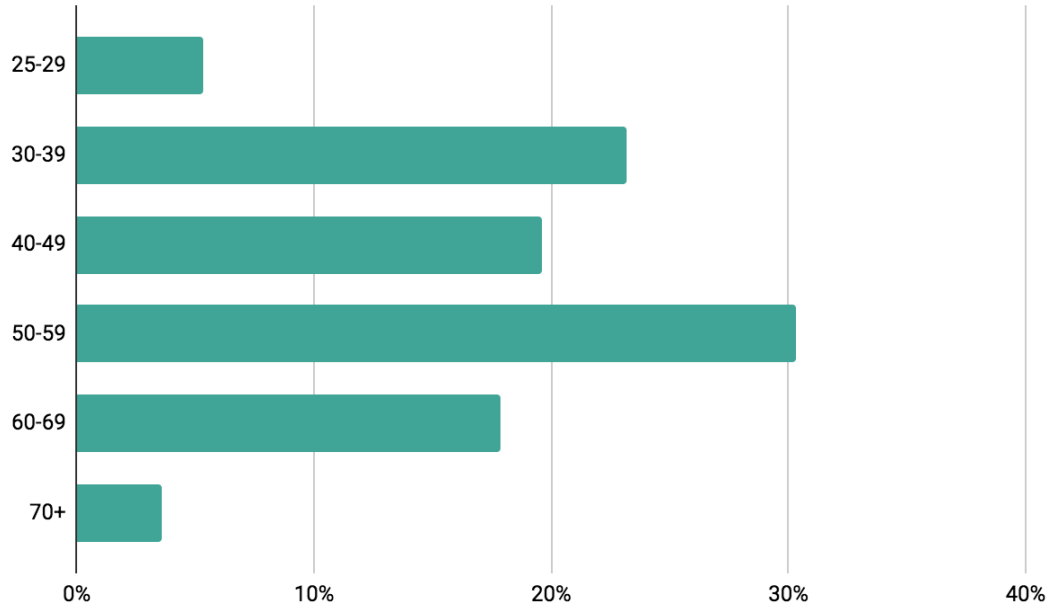
Demographics

We asked respondents several demographic questions. We ask these questions to ensure representation across communities. Demographic questions included questions about gender, age, connection to the film and television industry and to WIFTV. Questions were optional to answer. We do this to ensure representation across communities.

What words do you use to describe your gender?

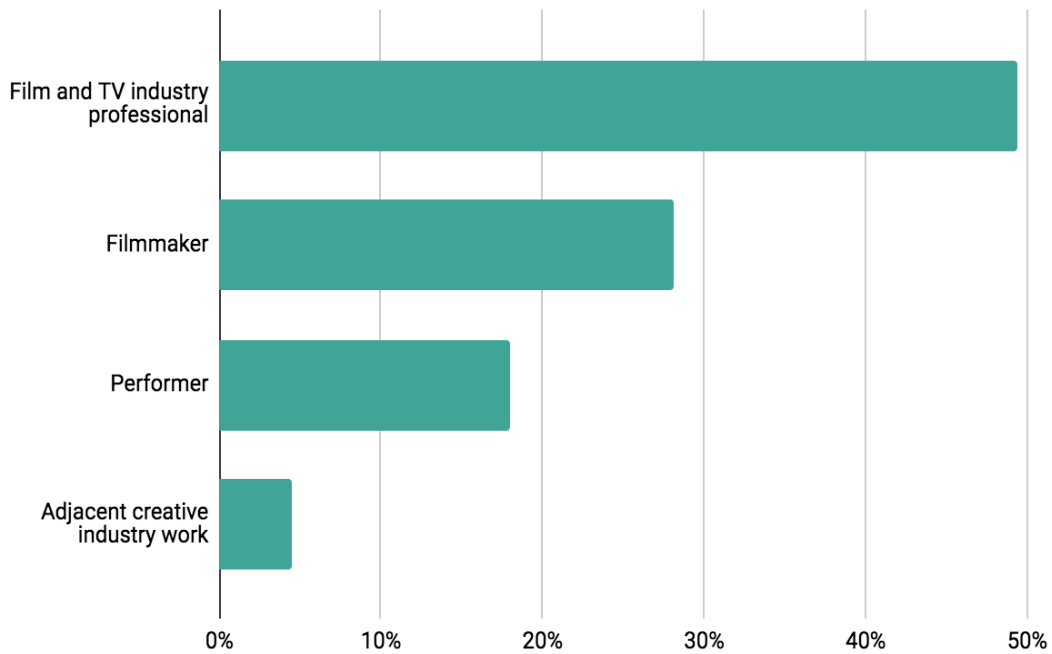


What is your age?



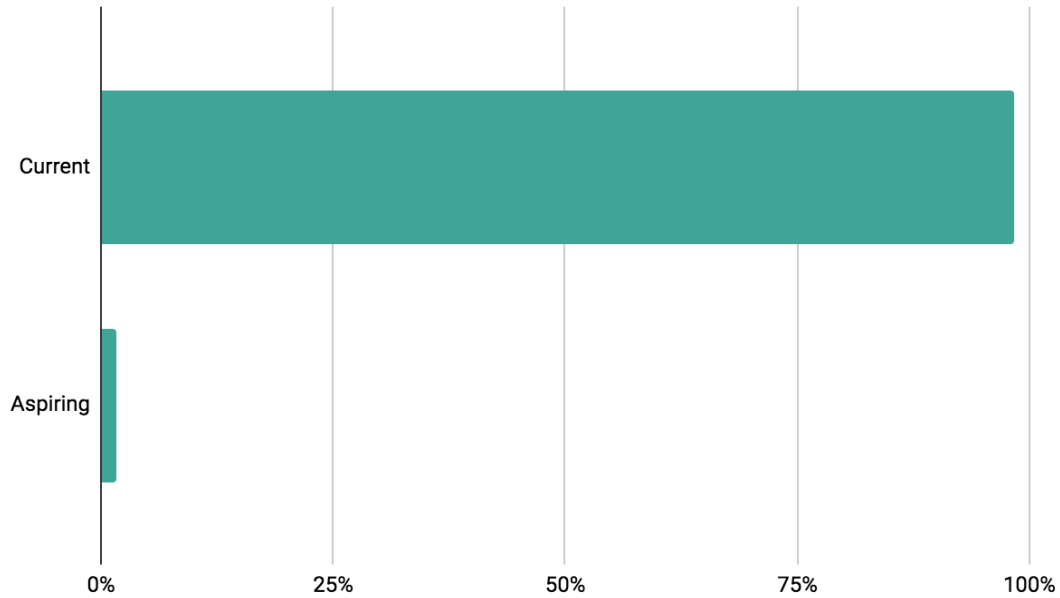
Note: Nobody under 25 completed the survey.

What role(s) or connection(s) do you have to the film and television industry and community?

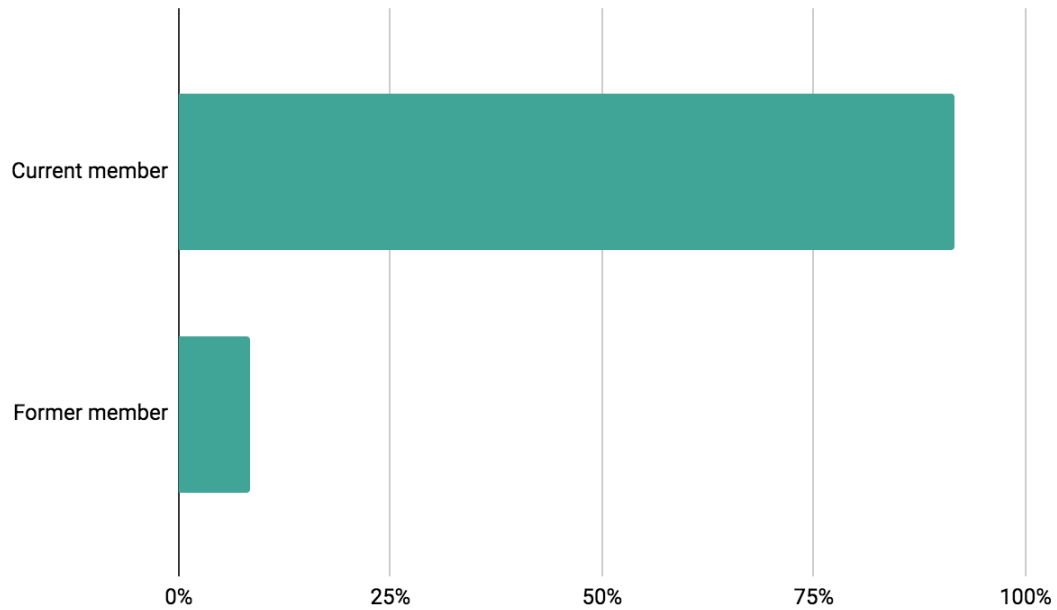




Describe your relationship to your role(s) or connection(s) in the film and television industry and community.



Are you a current / former WIFTV member?

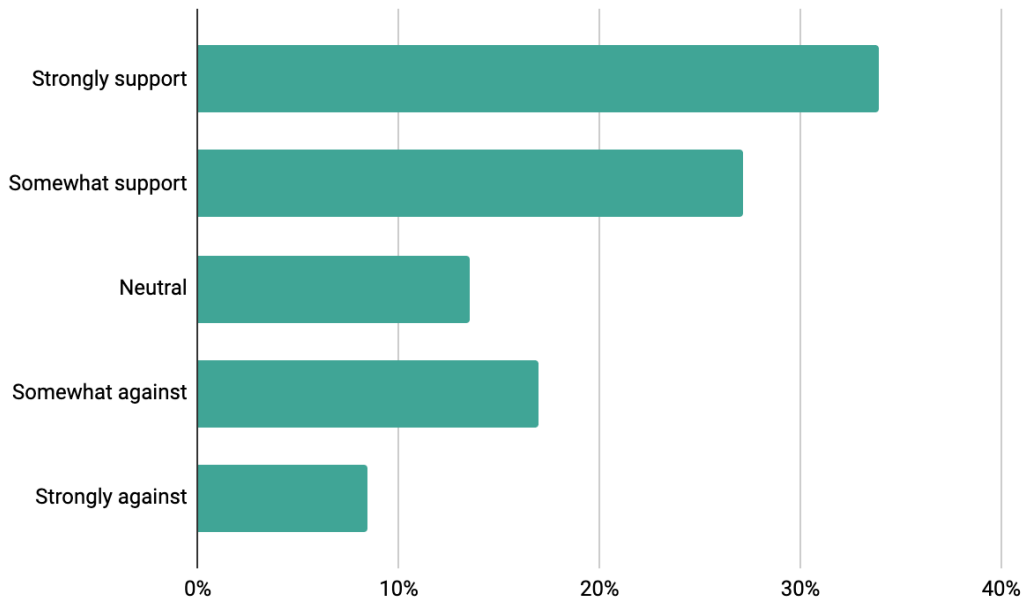




WIFTV's Name

Right now, what is your support for changing the name?

The majority (61%) of WIFTV members were in support of a name change.



When considering a new name for WIFTV, what are your top two hopes and top two fears?

These themes were distilled from a long-answer question.

Hopes

- The new name is inclusive (24 comments)
- The name remains dedicated to women (13 comments)
- Maintaining brand recognition (6 comments)
- The community is engaged in the process (5 comments)
- We maintain WIFTV's legacy with the change (5 comments)
- The name promotes gender equity (3 comments)
- It is respectful and empowering (3 comments)
- There is general membership approval (2 comment)
- Wider reach for WIFTV (2 comments)
- Clear, short name (2 comments)



Fears

- There may be a loss of legacy and brand equity (8 comments)
- Fear that women will be excluded (6 comments)
- Name may be too long or unclear (6 comments)
- The focus of organisation may be diluted (6 comments)
- The name change will cause conflict in the community (5 comments)
- There may be a loss of connection to other WIFT chapters (5 comments)
- I may lose my connection to the community (4 comments)
- Loss of a safe space (2 comments)
- The new name won't have longevity (2 comments)
- The name will change (2 comments)
- Offending people (1 comment)
- The name won't change (1 comment)
- The organisation will be spreading itself too thin (1 comment)

Additional comments in this section included:

- I have no fears about a new name (4 comments)
- I feel the name should stay the same (1 comment)
- I've never had an issue with the name (1 comment)

What would help you come along with a new name?

We distilled these themes from a long-answer question.

- Women staying in the name (6 comments)
- WIFTV's legacy is recognized and maintained (5 comments)
- There is engagement with other WIFT chapters (3 comments)
- More information and education about the change (3 comments)
- A high quality new name (2 comments)
- Representation of the community (2 comments)
- Longevity of new name (1 comment)
- Stakeholder endorsement (1 comment)



Ideas for a New Name

These are unedited suggestions from the survey. All answers have been included in alphabetical order.

- BSOTS - Both Sides of The Screen
 - Community in Film and TV (CIFTV)
 - Diverse Genders in Film
 - Female Identifying Film and TV (FIFTV)
 - Gender Advocacy in Film and TV
 - Gender Equity in Media BC
 - Gender Equity in Motion Pictures Vancouver (GEMPV)
 - Gender Oppressed People in Film & TV
 - In Film and TV Organization (INFTVO)
 - W+IFTV
 - WIFT+ Vancouver
 - Welcoming Inclusion in Film & Television - Vancouver (WIFTV)
 - Women Across the Spectrum Film Festival
 - Women and Gender Diverse Professionals in Film and Television
 - Working In Film & Television Vancouver (WIFTV)
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