

Kettle Inclusion Plan for all productions

V 1.0

To all of our current and future partners.

There's never been a more important moment to act.

For too long, systemic racism has held back the work and voice of so many makers and creators in our field. Progress needs to happen now.

We developed this plan as a way to ensure that staffing and casting for our projects reflects our commitment to hiring talented professionals from historically underrepresented groups. And to help us tell stories that have the power to connect with all of us.

This document will work as a guide for how we produce going forward. It's just a first draft that we know will continue to evolve as we learn and grow.

Thank you for joining us in creating more inclusive partnerships. This is the first step in a long journey towards building a more equitable industry.

First things first, let's define "underrepresented groups."

Note that this list is not exhaustive:

- Black, Indigenous, People of Color
- Women
- Members of the LGBTQ+ community
- Disabled individuals

Who is impacted by this plan?

Everyone in a decision-making role for our creative productions, including but not limited to:

- Current and future Kettle employees
- Our client leads
- Creative Leads we shortlist or select: directors, photographers, illustrators, influencers and other creators, First ADs, and anyone making hiring decisions
- Casting Directors

Our plan comes down to three important goals.

1. Curate a team that prioritizes representation.

- Throughout the search for the right directors, photographers, illustrators, influencers and other creators, our project teams will include in the shortlist profiles from underrepresented groups that they believe would be a great fit for the project and whose vision would enhance our work.
- In the event that a client requests a director or photographer that are not from underrepresented communities, those creative leads (Director, Photographer, ...) will be asked to interview support leads (Director of Photography, 1st AD, Executive Producer, and other roles) from underrepresented groups.
- Prospective creative lead(s) will be made aware of our guidelines, so they can be prepared to interview a range of diverse individuals as part of building a team/crew that includes qualified and talented individuals, once awarded.

2. Tell stories that include everyone.

- When casting for a project, Creative Leads and Casting Directors will be asked to audition individuals from underrepresented groups for all roles.
- We will include a wide range of perspectives and characters from underrepresented communities in the pitches and final material, reflective of the makeup of the U.S. population.
- We also aim to champion diversity for characters that have been sketched or created with CGI, particularly for leading roles.

3. Make work accessible.

- We will follow accessibility best practices to ensure that our content is available to all, regardless of ability.
- Additionally, we will ensure that individuals auditioning or interviewing who have a mobility disability can access the audition or interview location.