



TECHNOLOGY
ASSOCIATION
OF OREGON

February 18, 2021

House Committee on Economic Recovery and Prosperity
900 Court St, NE
Salem, OR 97301

Chair Lively, Vice Chairs Cate and Krofp, and members of the committee,

We are submitting this letter in support of HB 3010 on behalf of the Technology Association of Oregon (TAO). TAO is the force behind the regional tech industry--supporting entrepreneurs, connecting peers and decision makers, and helping establish the Northwest as a global hub for innovation. We work with over 500 tech and tech-enabled companies throughout Oregon, ranging in size from one-person startups to some of the largest tech companies in the world. We know that equitably building a diverse and inclusive workforce is key to growing our innovation economy. To the end, TAO supports HB 3010 requiring media production companies seeking reimbursement under Oregon Production Investment Fund programs to perform certain actions related to diversity, equity and inclusion with respect to production for which reimbursement is sought.

According to the *Pay Parity Post*, while the public gains for women and people of color have been in the spotlight with industry giants like Warner Brothers announcing diversity initiatives and blockbuster hits such as *Black Panther*, the industry has been notoriously regressive with regard to diversity, equity, and inclusion. Over the past 10 years, over 70 percent of film characters are white while 89% percent of directors are male and 84% percent are white males. Only 43 out of 1,100 films between 2007 and 2017 were helmed by female directors and of the top 100 films, a majority featured few or no Black, Latina, Asian, or LBGQTQ females. Additionally, show runners and creators skewed white at a 3-to-1 ratio and male at a 2-to-1 ratio for scripted cable television.

In response to these statistics, Academy of Motion Picture Arts and Sciences announced its Academy Aperture 2025 initiative in an attempt to diversify the industry in a thoughtful way. The initiatives include diversity in key roles for creative leadership, department head and behind the scenes roles; creating pipelines and mentorship programs; accountability by third party auditors; and addressing pay equity.

By requiring media production companies to perform certain actions related to diversity, equity and inclusion for reimbursement, Oregon is positioned to be a leader in an industry that spans all 50 states

and annually provides over 10,000 jobs to Oregonians with an economic impact upwards of \$1 billion. With a focus on including underrepresented groups in the film industry, high paying and technology savvy jobs go to historically excluded individuals making them a part of our inclusive innovation ecosystem. For these reasons, TAO respectfully encourages the members of the House Committee on Economic Recovery and Prosperity to vote in support of HB 3010. Thank you for your consideration.