

WHAT DOES  
IT TAKE FOR A  
WOMAN TO MAKE  
IT IN MUSIC?

# Play Your Gender

STARRING JUNO AWARD WINNER  
**KINNIE STARR**

FEATURING INTERVIEWS WITH  
**SMASHING PUMPKINS // HOLE**  
**PURITY RING // WET // LOWELL**  
**TEGAN & SARA // AU REVOIR SIMONE**  
**CHANTAL KREVIASZUK**

INDIECAN ENTERTAINMENT PRESENTS A NAVA PROJECTS PRODUCTION KINNIE STARR "PLAY YOUR GENDER"

BY SARAH DYER PRODUCED BY KEVIN FRASER DIRECTED BY SAHAR YOUSEFI EDITED BY KINNIE STARR

EXECUTIVE PRODUCERS SAHAR YOUSEFI AND STEPHANIE CLATTENBURG PRODUCED BY STEPHANIE CLATTENBURG



TELEFILM TALENTFUND



## PLAY YOUR GENDER

*What does it take for a woman to make it in music?*

5% of music producers are women even though many of the most bankable pop stars are female. Although enrolment in music lessons is equal between the genders, only 6 women have ever been nominated for the 'Producer of the Year' Grammy and no woman has ever won. Under these circumstances, what does it take for a woman to make it in music?

In PLAY YOUR GENDER, Juno award-winning producer Kinnie Starr is on a quest to find out why this disparity exists by speaking to music industry stars and veterans about the realities of being a woman in the recording studio. This is a film about equal access to the lucrative industry that creates and distributes the melodies and lyrics that get stuck in our head. Via intimate interviews and shocking statistics, Play Your Gender uncovers this stark inequality by speaking to the men and women who live it about what it will take to change it.

Play Your Gender features discussions with Sara Quinn of Tegan & Sara, Melissa Auf der Maur of the Smashing Pumpkins, Patty Schemel of Hole, and many more of the music industry's most talented women.

**Total Run Time:** 80 minutes

**Language:** English

**Production Locations:** Toronto, Los Angeles, New York, Halifax

**Aspect Ratio:** 16x9 | 1.78:1

**Exhibition Formats:** DCP, Blu-ray



### **NORTH AMERICAN DISTRIBUTOR**

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## SELECTED ARTICLES/REVIEWS

*"Play Your Gender is a very well put together documentary with a clear message and some profound first-hand accounts of what the music industry is like nowadays.*

**THE REEL SCORE: 9/10" – [thereelword.net](http://thereelword.net)**

*"Play Your Gender is an excellent documentary that opens up the conversation about the need for more women to play different roles in the music industry. **Review***

**Score: FOUR STARS (OUT OF FIVE)" – [theaureview.com](http://theaureview.com)**



*"Play Your Gender is an overt addition to the conversation that should be had in regards to creating a more egalitarian music industry. It exquisitely captures the notion of what its like to be a minority in the industry." – [pilerats.com](http://pilerats.com)*

*"Canadian singer-songwriter Kinnie Starr and first-time director Stephanie Clattenburg pair up to pile revelation upon revelation in this blood-boiling expose of the music sector's traditional gender bias and 'glass ceiling' mindset.*

**Rating: 4/5" – [screen-space.squarespace.com](http://screen-space.squarespace.com)**

*"The implications of this film are one of which the film community should watch and take note." – [povmagazine.com](http://povmagazine.com)*

## AWARDS

*“Play Your Gender* has won the **Edith Lando Peace Prize** at the 2017 **Reel to Real International Film Festival for Youth** in Vancouver. The Edith Lando Peace Prize is awarded to the film that best utilizes the power of cinema to further the goal of social justice and peace and is the only cash prize awarded at the festival.”

[thetalentfund.ca](http://thetalentfund.ca)



Winner of Best Art/Music Documentary  
at the Melbourne Documentary Film Festival

SUPPORTED BY



## FILMMAKERS



**STEPHANIE CLATTENBURG**

Stephanie Clattenburg is a writer-director with over a decade's experience in the film and television industry. Her first feature length film, a documentary about the gender bias in the music industry titled *PLAY YOUR GENDER*, premiered at the Canberra International Film Festival. The film was recently awarded the 'Edith Lando Peace Prize, which goes to the film to best utilizes the power of cinema to further the goal of social justice and peace'. Aside from her directing work she is also a camera operator and editor for the Canadian Broadcasting Corporation.

In addition to her career in media production, Stephanie is a professional musician, having been a drummer in a variety of projects including *The Superfantastics*, *Two Deaths* and *SheMachine*. Clattenburg made her acting debut in 2014 when she starred in Andrea Dorfman's *HEARTBEAT*, which premiered at the Toronto International Film Festival.

Her latest short film, *PLAY REWIND PLAY*, is a time travel love story, which premiered at the Roswell Film Festival in April 2017.



**SAHAR YOUSEFI**

Born in Dubai and educated in Canada, Sahar Yousefi is an independent producer based in both Canada and the UAE. Her first feature film as writer and producer, the Telefilm-funded documentary *PLAY YOUR GENDER*, premiered at the Canberra International Film Festival in

2016 and is currently playing at festivals internationally. The film has garnered several accolades, including Best Art/Music Documentary at the Melbourne International Documentary Festival and the Edith Lando Peace Prize.

Prior to becoming an independent producer, Yousefi was a researcher and production assistant at the National Film Board of Canada, where she worked on various feature documentaries and interactive new media content, such the award-winning NFB SPACE SCHOOL. As a freelancer, she has produced several music videos and commercials in addition to production managing narrative films and floor directing live television series for EastlinkTV. Her first short film, HERO D (2014), premiered at the Atlantic Film Festival and she's produced several other narrative shorts since, including A SUICIDE AT THE GUN RANGE (2015), FEVERISH (2015) and PLAY REWIND PLAY (2016).

Yousefi has a Bachelor of Arts degree from Dalhousie University and was trained in film and television producing through the Atlantic Filmmakers Cooperative's Film 5 program and the Shaw Media Diverse Voices program at the Hot Docs International Film Festival. She is currently producing several features, television series, and new media content with various broadcasters and filmmakers in both North America and the MENA region.



## CREDITS

Directed by: Stephanie Clattenburg  
Host: Kinnie Starr  
Producer: Sahar Yousefi  
Writer: Sahar Yousefi and Stephanie Clattenburg  
Cinematographer: Kevin Fraser  
Lead Editors: Sarah Byrne

Camera Operators: Luke Adamski, Stephanie Clattenburg  
Sound Recording: Julia Innes, Eva Rismanforoush, Gabriel Cyr, Corey Poindexter, James O'Toole  
Graphic Design and Animation: Marlee Mitchell  
Colorist: Scott Thorne  
Online Assistant: John Feron  
Sound designer, supervising sound editor, re-recording mixer: Eric Leclerc

## **Licensed Music**

"I Love You Money"

Written Elizabeth "Lowell" Boland, Adam King & Joel Stouffer

Performed by Lowell

Courtesy of Arts & Crafts Productions Inc.

"Skinny Thing"

Written by Babette Hayward and Tynan Dunfield

Performed by Vogue Dots

"Way With Silence"

Written by Babette Hayward and Tynan Dunfield

Performed by Vogue Dots

"Soar"

Written by Alida Kinnie Starr

Performed by Kinnie Starr

Courtesy of Last Gang Records

"Even"

Written by Rebecca Zolkower

Performed by Dark for Dark

"2 Hour Parking"

Written by Cris Derksen

Performed by Cris Derksen

"War Cry Movement"

Written by Cris Derksen

Performed by Cris Derksen

"What Did You Do Boy?"

Written by Cris Derksen

Performed by Cris Derksen

"21"

Written by Cris Derksen

Performed by Cris Derksen

"Louis Louis"

Written by Lucy Niles

Performed by The Mouthbreathers

"Fail"

Written by Tara Thorne

Performed by Dance Movie

"Yeah You Are"

Written by Tara Thorne

Performed by Dance Movie

"Threw It Away for Karen O"

Written by Tara Thorne

Performed by Dance Movie

"Powerhouse"

Written by Jen Clarke

Performed by Jenocide

"2 Hot 2 Hold"

Written by Jen Clarke

Performed by Jenocide

"Falling Hearts"

Written by Jen Clarke

Performed by Jenocide

"Human Garbage"

Written by Amy Vinnedge

Performed by Vulva Culture

"SuperMoon"

Written by Amy Vinnedge

Performed by Vulva Culture

"Go Go See It"

Written by Alida Kinnie Starr

Performed by Kinnie Starr

Courtesy of Aporia Records

"Violin Partita no. 2, BWV 1004 – Chaconne"

Written by Johann Sebastian Bach

Performed by Ben Goldman

Courtesy of Musopen



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