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## **Entertainment Union Coalition Launches “Keep California Rolling” to Protect Film & TV Jobs**

*Unions and guilds representing more than 165,000 entertainment workers unite to support the expansion of California’s Film & Television Tax Credit Program*

*Campaign kicks off with 100 union workers traveling to Sacramento to urge lawmakers to prioritize jobs following key budget hearing*

**FOR IMMEDIATE RELEASE – Los Angeles – February 27th, 2025** – The Entertainment Union Coalition (EUC) today announced the launch of “*Keep California Rolling*,” a labor-led campaign dedicated to ensuring that jobs remain the key priority in the proposed expansion to California’s Film & Television Tax Credit Program.

The launch of the campaign follows Governor Gavin Newsom’s recent proposal to double the state’s incentive program from \$330 million to \$750 million annually, a critical move to curb the flight of film and television production out of California.

“California’s entertainment industry sustains hundreds of thousands of middle-class jobs across every sector and in every corner the state,” said EUC President and Directors Guild of America Western Executive Director Rebecca Rhine. “It’s essential that the expansion of the Film & TV tax credit program prioritizes workers rather than corporate profits. The EUC fully supports the governor’s proposal, marking the most significant expansion to the program in decades, but we must ensure it delivers on its promise: keeping production, and the jobs it creates, right here in California, where workers and their families can thrive in their own communities.”

As its first major action, almost 100 workers from the EUC’s member unions and guilds – including the American Federation of Musicians, California IATSE Council, Directors Guild of America, LiUNA! Local 724, SAG-AFTRA, Teamsters Local 399, and Writers Guild of America West – will travel to Sacramento to advocate for a jobs based incentive program that attracts production back to

California and strengthens local and state economies. *This organizing action comes as the EUC mobilizes the tens of thousands of entertainment industry union members living and working in California who are committed to sharing their stories and fighting for their future.*

The campaign also launched its website [www.KeepCaliforniaRolling.org](http://www.KeepCaliforniaRolling.org) to provide resources and mobilize workers across the industry in the fight for jobs. [CLICK HERE](#) to access 'California Film & Television Jobs Program Impact Report' prepared by the EUC.

### **About the Entertainment Union Coalition**

The Entertainment Union Coalition (EUC) is a multi-union alliance dedicated to advocating for its members in the entertainment industry on public policy issues in California. The EUC is committed to protecting and advancing the economic livelihoods, health and pension benefits, workplace safety, organizing rights, and creative interests of its members. Its member organizations currently include the American Federation of Musicians, California IATSE Council, Directors Guild of America, LiUNA! Local 724, SAG-AFTRA, Teamsters Local 399 and Writers Guild of America West, collectively representing over 165,000 members who live and work in California's entertainment industry.