



NEWS RELEASE

AFI's 100 YEARS...100 HEROES & VILLAINS TO PIT GOOD VERSUS EVIL IN SIXTH ANNUAL CBS TELEVISION EVENT

Special To Air in 2003

LOS ANGELES, November 12, 2002—The American Film Institute (AFI) today announced "AFI's 100 Years...100 Heroes & Villains" to be the annual theme for AFI's on-going celebration of 100 years of American movies.

"AFI's 100 Years...100 Heroes & Villains" will countdown America's 50 greatest heroes and 50 greatest villains in film, as chosen by experts of the motion picture community, in a three-hour television event on the CBS Television Network in June 2003.

Each year, the AFI program has garnered the highest rating for its time slot. Previous programs within this series have included: "AFI's 100 Years...100 Passions" (2002); "AFI's 100 Years...100 Thrills" (2001); "AFI's 100 Years...100 Laughs" (2000); "AFI's 100 Years...100 Stars" (1999) and "AFI's 100 Years...100 Movies" (1998).

"The AFI 100 Years... series has become an event on every movie lover's calendar, often sparking extraordinary national debate and driving millions of people to the experience of watching classic American movies," stated AFI's Director and CEO Jean Picker Firstenberg. "This is the institute's ultimate goal, to introduce and reintroduce generations of movie audiences to our rich cultural heritage."

For the sixth consecutive year, the primetime special will be executive produced and directed by Gary Smith; executive produced for AFI by former AFI Board chair Frederick S. Pierce; and produced by Dann Netter and Bob Gazzale. General Motors, Blockbuster, Pepsi and Anheuser Busch are returning as sponsors of "AFI 100 Years...100 Heroes & Villains."

About the Jury Process

Today, AFI distributed a ballot with 400 nominated screen characters to a jury of 1,500 leaders from the creative community, including film artists (directors, screenwriters, actors, editors, cinematographers) critics and historians. Additionally, the national membership of AFI will receive one collective vote.

This year, the jury will be asked to choose 50 heroes and 50 villains from an extensive list of characters such as James Bond, Indiana Jones, Hannibal Lecter and The Wicked Witch of the West.

The jurors have been asked to consider the following criteria in their selections:

- HERO

Sometimes mythic figures, sometimes ordinary people who prevail in extreme circumstances, heroes dramatize a sense of morality, courage and purpose often lacking in our everyday world.

Heroes do what is good, just and right; and even though they may be ambiguous or flawed characters, they often sacrifice themselves to show humanity at its best and most humane.

For voting purposes, AFI defines a "hero" as a single character, a duo or a team of characters.

- VILLAIN

Characters that movie goers love to hate – and hate to love.

Villains are characters whose wickedness of mind, selfishness of character and will to power are sometimes masked by beauty and nobility. Others rage unmasked.

Daring the worst to gain the most, the movie villains we remember best can be horrifically evil, merely sleazy or grandiosely funny, but are usually complex, moving and tragic.

For voting purposes, AFI defines a "villain" as a single character, a duo or a team of characters.

- CULTURAL IMPACT

Characters that have made a mark on American society in matters of style and substance.

- LEGACY

Characters that elicit strong reactions across time, enriching America's film heritage and inspiring artists and audiences today.

Additionally, only feature-length American films released before January 1, 2002 will be considered. AFI defines a feature-length film as a motion picture of narrative format that is typically over 60 minutes in length. AFI defines an American film as an English language film with significant creative and/or financial production elements from the United States.

Interesting Facts About the Ballot

There are 400 screen characters on the ballot.

The screen characters range chronologically from "The Vampire," played by Theda Bara in 1915's *A FOOL THERE WAS* to multiple contributions in 2001 that include Gandalf the Grey (*LORD OF THE RINGS: THE FELLOWSHIP OF THE RING*), Detective Alonzo Harris (*TRAINING DAY*) and Shrek (*SHREK*).

The most represented male actor on the ballot is John Wayne, who plays 7 different characters—Captain Nathan Brittles (*SHE WORE A YELLOW RIBBON*), "Rooster" Cogburn (*TRUE GRIT*), Davy Crockett (*THE ALAMO*), Tom Doniphon (*THE MAN WHO SHOT LIBERTY VALANCE*), Ethan Edwards (*THE SEARCHERS*), The Ringo Kid (*STAGECOACH*) and Sgt. John M. Stryker (*THE SANDS OF IWO JIMA*). Harrison Ford, Gary Cooper and Henry Fonda each portray 6 characters.

The most represented female actor on the ballot is Bette Davis, who plays 4 different characters—Leslie Crosbie (*THE LETTER*), Regina Giddens (*THE LITTLE FOXES*), Jane Hudson (*WHAT EVER HAPPENED TO BABY JANE?*) and Julie Marsden (*JEZEBEL*). Faye Dunaway and Sigourney Weaver both play 3 different characters.

Alfred Hitchcock directs 11 films starring nominated characters, the most on the ballot. Directors John Ford and Steven Spielberg each directed 7 nominated characters.

John Huston penned the most screenplays featuring nominated characters. The 7 characters are Fred C. Dobbs (*THE TREASURE OF THE SIERRA MADRE*), Henry Fleming (*THE RED BADGE OF COURAGE*), Kasper Gutman (*THE MALTESE FALCON*), Julie Marsden (*JEZEBEL*), Brigid O'Shaughnessy (*THE MALTESE FALCON*), Johnny Rocco (*KEY LARGO*) and Alvin C. York (*SERGEANT YORK*). Other scribes with multiple nominated characters are James Cameron-6, William Goldman-6, Oliver Stone-5, and David Webb Peoples-5.

The AFI list includes 15 character teams. They are Clyde Barrow & Bonnie Parker (*BONNIE & CLYDE*), Thelma Dickinson & Louise Sawyer (*THELMA & LOUISE*), Nick & Nora Charles (*THE THIN MAN*), Sherlock Holmes & Dr. Watson (*THE HOUND OF THE BASKERVILLES*), Butch Cassidy & The Sundance Kid (*BUTCH CASSIDY AND THE SUNDANCE KID*), Bob Woodward & Carl Bernstein (*ALL THE PRESIDENT'S MEN*), Phillip Morgan & Brandon Shaw (*ROPE*), Kit and Holly (*BADLANDS*), Vincent Vega & Jules Winnfield (*PULP FICTION*), Perry Smith & Dick Hickock (*IN COLD BLOOD*), Annie Porter & Jack Traven (*SPEED*), Wyatt & Billy (*EASY RIDER*), "The Wild Bunch," "The Magnificent Seven" and "The Dirty Dozen."

Animals represented on the ballot include a great white shark (*JAWS*), a flock of birds (*THE BIRDS*), two dogs (*LASSIE COME HOME*, *THE RETURN OF RIN TIN TIN*) and a sheep-herding pig (*BABE*).

Two nominated screen characters never appear on screen. They are Man from Disney's BAMB! and The Blair Witch.

About AFI

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI International Film Festival, the AFI National Theater at the Kennedy Center in Washington, DC, and the annual AFI Life Achievement Award, the highest honor given for a career in film. Opening in 2003, the AFI Silver Theatre and Cultural Center will offer a year-round program of the best in American and international cinema, featuring an eclectic mix of festivals, premieres, retrospectives, special events, tributes, guest appearances and education program.

More information about AFI can be found by visiting its award-winning Web site, located at www.AFI.com.

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PRESS CONTACT:

Liza deVilla
American Film Institute
323-856-7896
ldevilla@afi.com

Linda Dozoretz
Linda Dozoretz Communications
323-656-4499
linda@ldcomm.com