



NEWS RELEASE



**REPRESENTING THE INDEPENDENT MOTION PICTURE & TELEVISION INDUSTRY WORLDWIDE**

## **AFI AND AFMA ESTABLISH INTERNSHIP AT AFM**

*Los Angeles, CA February 13, 2003*—The American Film Institute (AFI) and AFMA (formerly the American Film Marketing Association) announced today their agreement to establish an internship program that focuses on packaging and selling feature films. The program will run during the American Film Market (AFM), the largest motion picture trade event in the world. This internship program is exclusively for AFI Conservatory Producing Fellows.

The interns will be placed with production-distribution companies with offices at the AFM. Companies partnered with AFI Conservatory Fellows include Alliance Atlantis, Cinema Vault Releasing, Crystal Sky, Curb Entertainment, ECG Worldwide, Icon Entertainment, Keystone Entertainment, Lions Gate Films, Motion Picture Corporation of America, Moviehouse Entertainment, Myriad Pictures, New Concorde, Powerhouse Entertainment and The Works.

The program also marks the beginning of a new internship requirement currently being developed across all Conservatory disciplines (Cinematography, Directing, Editing, Production Design, Producing and Screenwriting). The AFI Conservatory is world-renowned for its accredited MFA (Master of Fine Arts) film studies program. AFI Conservatory graduates working as producers in film and television include Jon Avnet, Stuart Cornfeld, Steve Golin, Marshall Herskovitz, Joni Sighvatsson, Nicole Yorkin and Ed Zwick.

"As part of our commitment to the next generation of filmmakers, we are very pleased to have AFI Conservatory Fellows at the American Film Market. Through this valuable internship experience, they will participate in the highest levels of business at this important trade event. We are delighted that AFMA has chosen AFI to be part of this critical trade event," commented Carolyn Pfeiffer, Vice Chair, AFI Conservatory.

"It is with great pleasure that AFMA extends this opportunity to AFI Fellows, who are the future leaders of our industry," said Jean Prewitt, President and Chief Executive Officer of AFMA. "The AFM presents a unique hands-on environment for learning about the business of film."

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### **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 Los Angeles 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 programs. More information about AFI can be found by visiting its Web site, located at [www.AFI.com](http://www.AFI.com).

### **ABOUT AFMA**

AFMA, formerly known as the American Film Marketing Association, is the trade association representing independent producers and distributors of motion pictures and television programming worldwide. Its 160 member companies from the U.S., Europe and Australasia include Alliance-Atlantis, Artisan, Capitol Films, Carlton International Media, Crystal Sky, Fireworks Pictures, Filmax, Focus Features, Franchise Pictures, FreemantleMedia, Goldcrest Films, HBO, IAC, Intermedia, Liberty Entertainment, Lions Gate, Lola Films, Miramax, Morgan Creek, NBC, New Line, Overseas Filmgroup, Pathe, StudioCanal, Summit, TF1 and Troma.

### **ABOUT AFM**

The 23<sup>rd</sup> annual AFM will take place February 19-26 in Santa Monica, California. Founded in 1981, the American Film Market has grown steadily over the last two decades to become the world's largest film market, generating more than \$500 million in film production and distribution deals. During the eight-day event, more than 7,000 people attend from over 70 countries, including film and television distribution, producers, directors, film commissioners and representatives. All of Santa Monica's 23 screens become AFM screening rooms during the event. More than 600 screenings of more than 400 films are held, 25 different films every two hours, the majority of them world or U.S. premieres.

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### **PRESS CONTACTS**

Liza deVilla  
American Film Institute  
323.856.7896  
[ldevilla@AFI.com](mailto:ldevilla@AFI.com)

Greg Ptacek  
AFMA  
310.446.1080  
[gptacek@afma.com](mailto:gptacek@afma.com)

