



NEWS RELEASE

BARBARA BLOOM AND NEIL CANTON JOIN AFI CONSERVATORY LEADERSHIP TEAM

Betsy Pollock Named Director of Production Services

LOS ANGELES, CA, October 21, 2003—American Film Institute (AFI) today announced two new members of the AFI Conservatory leadership team and a new Director of Production Services: Esteemed film/TV executive Barbara Bloom has been named Vice Dean, Faculty and External Affairs at the AFI Conservatory; motion picture producer Neil Canton has been named Senior Filmmaker-in-Residence: Producing; and Betsy Pollock has been named Director of Production Services.

Bloom's new post will include overseeing the development of core and adjunct faculty, the Conservatory's relationships with professional organizations and vendors key to program support, as well as the oversight of the Conservatory Seminars including the Harold Lloyd Master Seminar, the Filmmaker's Circle Seminars and other special seminar events. In addition, Bloom will oversee the two-year Development curriculum for Directing and Producing Fellows.

Canton will serve as senior core faculty of the Conservatory overseeing the Producing Discipline curriculum. In this role, Canton will mentor Second Year Producing Fellows in connection with their thesis requirements, advising them on professional internships and their transition into the profession.

Pollock will manage the Production Services department of the AFI Conservatory. In this role, she will also mentor and teach physical production and management subjects within the general AFI Conservatory curriculum and the Producing Discipline.

Sam Grogg, Dean of the AFI Conservatory, commented, "This is a very exciting time for the Conservatory's leadership. Barbara and Neil bring a tremendous amount of talent, experience and wisdom from the creative community. Their combined talents will undoubtedly enrich the program for all the Fellows on Campus. In addition, we are so lucky to have Betsy and her wealth of practical experience oversee the

Conservatory's production services as our hands-on filmmaking is an integral part of the curriculum."

More About Bloom

A veteran creative executive in motion pictures and television, Bloom began her professional career with HBO Pictures, acquiring, developing and supervising the production of original feature films. She has also served as a producer for HBO Pictures and Citadel Entertainment and as Vice President for Fogwood Films—Sally Field's Disney-based production company—where she supervised and managed the television division. As one of the founders of IFP-West, she organized their first professional seminar programs on independent features. Most recently, Bloom served as Vice President, Television, for Artisan Entertainment where she developed a slate of network and cable television movies and mini-series. Her producing credits include LAST OF HIS TRIBE, SINS OF THE FATHER, HEART OF A STRANGER and RFK, among others.

More About Canton

With a degree in Government and Public Administration from American University in Washington, DC, Canton first worked in Hollywood as assistant to Peter Bogdanovich on WHAT'S UP, DOC?, PAPER MOON and NICKELODEON. He then spent two years on Orson Welles' THE OTHER SIDE OF THE WIND before leaving to work with Walter Hill on THE WARRIORS. Producing credits include THE ADVENTURES OF BUCKAROO BANZAI, THE WITCHES OF EASTWICK, BACK TO THE FUTURE (along with its sequels), TRESPASS, GERONIMO, MONEY TRAIN, DUETS, GET CARTER, ANGEL EYES, TRAPPED and INTERSTATE 60. Canton is a member of the Academy of Motion Picture Arts and Sciences and the Producer's Guild of America.

More About Pollock

Pollock joins AFI from Winston Salem, N.C. where she served as chair of the producing discipline at the North Carolina School of the Arts. She has been involved in the production of documentaries, commercials and feature films in Los Angeles and the East Coast. Early in her career, she was the production manager of a feature documentary entitled VIOLENCE IN AMERICA, written and directed by Leonard Schrader and distributed by Avco Embassy Films. Pollock recently produced a short film entitled HEART ATTACK which can be seen on Ifilms. She was the associate producer of the TriStar Film WIND directed by Carroll Ballard and worked as a 1st assistant director on a number of other feature films and television movies. Pollock was the cofounder of a program that produces public service announcements through Women in Film Los Angeles and for that program produced and/or executive produced a number of public service announcements for a variety of Los Angeles non-profit organizations.

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 filmmakers at its world-renowned Conservatory, provides film preservation leadership and explores new digital technologies in moviemaking. AFI's New Media Ventures programs bring together the creative and digital communities, as the department seeks to develop a literacy program for the 21st century, helping young people learn to read and write screens of all sizes—cinema, television, computer and the Internet. With AFI ON SCREEN, the institute is the largest nonprofit exhibitor in the US, with programs at the AFI Los Angeles International Film Festival (AFI FEST); the AFI National Film Theater at the John F. Kennedy Center for the Performing Arts in Washington, DC; and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland. A 49,000 square foot complex with three theatres—one historic, two new state-of-the-art stadium-style theatres—the AFI Silver exhibits film and video generally unavailable elsewhere in the region. AFI's annual almanac for the 21st century, AFI AWARDS, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years . . . 100 Movies , 100 Stars, 100 Laughs, 100 Thrills, 100 Passions** and **100 Heroes & Villains** have ignited extraordinary public interest in classic American movies. During the past 32 years, AFI's Life Achievement Award has become the highest honor for a career in film. More information about AFI can be found by visiting its Web site, located at www.AFI.com.

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