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AFMA creates nonprofit foundation

By Ian Mohr

AFMA, the trade association representing indie producers and distributors in film and television, has unveiled the formation of the AFMA Foundation, a nonprofit organization that will coordinate AFMA's worldwide educational and charitable activities.

Announced by AFMA president and CEO Jean Prewitt and Kathy Morgan, chairman of AFMA's board directors, the foundation is aimed at supporting programs that strengthen the indie film and television industry and their local communities.

Initiatives are set to include job training for new industry entrants and educational programs on international film production and distribution.

Steven Paul, president and CEO of Crystal Sky, and Lew Horwitz, president of the Lew Horwitz Organization, have been tapped to serve as AFMA Foundation co-presidents. Said Morgan: "The foundation reflects the independent film and television industry's desire to invest in its own future. By nurturing talent – business and creative – through an organized and sustained endeavor, we can pass along our collective wisdom to the next generation of independents".

This summer, the foundation will launch an internship program that will "match promising individuals to paid or college credit positions at participating AFMA member companies in their home countries and will provide interns valuable work experience directly relevant to a career in the film and television industry", Prewitt said. AFMA is made up of 160 member companies.