

Why We Must Hold These Truths To Be Self Evident

The theme of this issue of The Business of Film this AFM centers on the seemingly passive acceptance by society as a whole, regarding the breakdown in our community with reference to the fundamental human decencies that should govern our lives.

Elsewhere in the magazine (page 33) we look at the role of the press, and the increasingly irresponsible coverage from matters as serious as the Israel Palestine conflict, to the coverage of a dispute between two leading international companies' involved in our film community (Pages 34 & 35). In the case of the film companies clearly for reasons 'unknown' the US-based trade publications have appeared to have unanimously taken one side (Page 33). In An Independents View (Page 65), Andrew Milner writes in The Business Of Film about the Monopoly Laws, instituted in 1936 and abolished in 1981. He writes how the change in the Law has affected not only the fiber of American society but can be related to the independent companies in the film industry (and other industries) as independent companies struggle against increasing odds.

A cursory look at these events might lead one to think they are unconnected, however, a deeper analysis of how our society functions, and the threat of intimidation, be it monetary or emotional that are put into effect to serve one element of the society or the other, demonstrates that as far fetched and unrelated as these items seem, they are in fact just the tip of the iceberg concerning common decency, fair play, respect and freedom of speech, and with that, the freedom of the responsibility to uphold one's own individual integrity.

The Business Of Film has always been a champion for the Independent film companies. As an independent publication, our mandate has been to support the independents. Big or small, we have endeavored to give fair and unbiased coverage to the many different companies at different times during the 20-years this magazine has been in existence. Some of these companies have chosen to advertise, some of companies have never advertised. As a trade paper we feel it's our duty to give coverage to the industry as a whole, and we endeavor to do that.

Sadly, and the reason that prompted our theme, the publication was once again the brunt of an example of "shielded intimidation." The independent companies that make up the association of AFMA vote AFMA board members in. These

members are the same members who are clients of all the trade publications. AFMA as a body has a mandate to accomplish a great many tasks, (including organizing the AFM) and like any "institution" does not always succeed. Given that they are there to serve all sections of the community, it behooves its members to practice an 'ethic' of 'unbiased behavior' regarding their responsibility and position on the board and their own endeavors as an entrepreneur running a distribution or production company. If they cannot practice this 'separation' of 'church' and 'state' then they should not have the privilege to be of service to a group of people who are relying on them to act in a fair and unbiased manner, and to the common interest of all in the community. When a board member of AFMA, told this publication their company would not advertise in The Business Of Film because we complained about an aspect of a service at the AFM (the rising cost of moving the Credenza), that this individual was in the wrong. The magazine made it clear to the board member that it's their prerogative whether they choose to advertise or not, but to put the inference of intimidation forward, is unacceptable, under any circumstances.

This publication will not be intimidated, this isn't kindergarten, this is the real world, and AFMA isn't a mother spanking its child because they said the "The Word." I have the right as an individual to voice my opinion to other individuals as I choose and when I choose, other individuals have the right to voice their opinions in the same manner, and they do. What is not right is that someone in a position of 'Perceived Power' should use that 'Perceived Power' to elicit an avenue of discrimination that involve the boundaries of a company or individuals livelihood.

I have deliberately chosen not to name this individual, because that person knows who they are, I have chosen not to and will not name the person in any public discussions. The point of the article is to bring to the surface the seeds of 'shielded discrimination' that permeate throughout all levels of society, and to simply let it be known publicly that, I hold these truths to be self-evident, that all men and women are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of FairPlay.

This publication and its owner does not indulge in passive acceptance of any of examples of intimidation, emotional or monetary, because it is simply wrong.

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