

WHAT IS A PRODUCER ANYWAY?

(The one who sees the big picture, then makes it.)



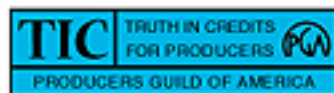
He's the traffic cop at the intersection of Art and Commerce. She's the fortune teller who will bet the farm on a creative hunch. The one who'll be there, driving it forward to the screen.

Without producers, entertainment doesn't happen.

That's why producing credits should reflect the truth and reality of the producer's work. Credit isn't something you negotiate; it's something you earn.

That's why the Producers Guild has formally established recognized guidelines to ensure only producers get a producer credit. To find out more, visit our web site at www.producersguild.org.

There is a hundred-year heritage of vision and hard work by producers. It's time we protected it.



Jerry Bruckheimer (*Pirates of the Caribbean, Pearl Harbor, Top Gun and CSI*) ■ David Selznick (*Gone With the Wind, Rebecca and Spellbound*)

THE PRODUCERS GUILD of AMERICA

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