

# FAQ

(Frequently Asked Questions)

## **What is the AAFCA Seal of Approval?**

The AAFCA Seal of Approval identifies films that merit special attention for their representation of Black (this includes content relevant to people of African ancestry). An AAFCA Seal is a distinction is given to films slated for release via TV, Theatrical, Cable and Streaming.

## **How can the AAFCA Seal be used?**

The AAFCA Seal can be used as an end-cap product display at retail or in any advertising connected with the sale of your film title. Any additional use must be pre-authorized in advance of contract by an authorized representative of the African American Film Critics Association.

## **How does it work?**

Simply submit a secured link of your film, along with a complete synopsis to [aafcaseal@aafca.com](mailto:aafcaseal@aafca.com). Please allow 10-14 business days for a response. Once approved, a “Seal” kit will be electronically sent to you.

## **What types of films are considered for the Seal?**

Any genre of film is can earn AAFCA’s Seal of Approval. This includes drama, comedy, action and documentary. The AAFCA Seal is not issued for short films.

## **What’s the submission process?**

All films submitted are reviewed by a 5-person panel comprised of journalists and academics who are part of the AAFCA organization. Titles that earn the AAFCA “Seal of Approval” must meet certain quality standards that include, but it not limited too appropriate Cultural/Historical relevance and balanced display of Sexuality, Language, Violence and the use of Drugs and Alcohol.

## **Is there a cost to apply?**

There is no cost to apply, however, AAFCA does charge a nonrefundable fee of \$5,000.00 its Seal of Approval license.