



Former Artisan Television executive vice president Gary Rubin (pictured) has launched the domestic distribution outfit First Independent Pictures and expects to announce an initial slate shortly. The Santa Monica-based company is backed by private investors and Rubin is in discussions with David Hutkin of The Lewis Horwitz Organization and Mercantile National Bank's Art Stribley for production financing and a credit facility. First Independent is also in talks for a video output deal with several entities and is represented by Howard Behar at Proskauer Rose. Rubin has hired Danielle Robertson, formerly with MPCA, as manager of creative affairs, distribution and administration.