

THE FOURTH ANNUAL MEDIA THAT MATTERS TRAVELING FILM FESTIVAL COMES TO **YOUR CITY!**

**MediaRights and the *YOUR ORGANIZATION* present
an evening of social-issue films and local activism:
*DATE, TIME, LOCATION OF EVENT***

• Primary Underwriting from Sundance Channel, Netflix,
National Film Network, Ford Foundation and Waitt Family Foundation

CITY, STATE, DATE OF RELEASE— On *DATE* at *TIME*, MediaRights and *YOUR ORGANIZATION* will present a screening of the fourth annual *Media That Matters Traveling Film Festival*. The Festival's unique mission is to celebrate moving, engaging and sometimes humorous films and new media that encourage social action and inspire dialogue.

Sixteen short social-issue films on a range of issues will be screened to an audience of community members and students. Local activist and nonprofit organizations will be in attendance to lead a discussion after the screening and to inform attendees about how they can take action on the issues on a local level. Organizations in attendance include: [List of activists and non-profit organizations](#).

The 2004 *Media That Matters Film Festival* attracted hundreds of submissions, which were reviewed by an accomplished jury of media professionals, activists, filmmakers, youth. The sixteen films tackle topics such as food politics (*The Meatrix, Seeds of Hope*), criminal justice (*Books Not Bars*), September 11th and civil liberties (*Day of Remembrance, Bush for Peace*), AIDS Awareness (*I Promise Africa, iThemba*), Domestic Abuse (*Novela, Novela*), culture-jamming (*POPaganda: The Art & Subversion of Ron English*), immigration (*The Sixth Section*), the working poor (*Struggling to Survive*), and childhood obesity (*Laugh at the Fat Kid*). Even kids get into the action with youth produced films and new media (*Children of Birmingham, Lean on Me, Dedicated to My Family and Struggling to Survive*). (Please see official selections below for full listing of festival films.)

Paola Freccero, VP of Programming at Sundance Channel commented, "The *Media That Matters Film Festival* celebrates the intersection of information, politics, entertainment, and activism. In an age of increasingly fewer opportunities for social mission media to be seen and heard, this festival plays a critical role in showcasing important issues, and encouraging audiences not just to view, but to change."

"This is not your usual film festival," says MediaRights Executive Director Nicole Betancourt. "Audiences don't just watch — they get involved in the struggles these films portray. It's the perfect antidote to the helplessness you feel when you watch the nightly news."

About MediaRights

The Media That Matters Film Festival is presented by MediaRights an organization that builds the capacity of community organizations and filmmakers to reach, teach, activate, and educate their constituencies. MediaRights promotes the exhibition of documentaries in non-traditional venues and puts filmmakers in touch with new audiences. Equipped with the nation's most comprehensive database of politically and socially engaged films and videos, MediaRights provides educators and activists with the tools they need to create video curricula, curate audio/visual collections and use film more effectively in the classroom and in lobbying campaigns. More than 30,000 users visit MediaRights each month making the site one of the most vibrant online centers for community/filmmaker collaborations. MediaRights and the *Media That Matters Film Festival* are projects of Arts Engine, Inc., a non-profit organization.

About *YOUR ORGANIZATION*

DESCRIPTION OF YOUR ORGANIZATION

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For information about the fourth annual *Media That Matters Film Festival*,
contact Shira Golding at (646) 230-6288 or shira@mediarights.org
or ***YOUR CONTACT***.

www.mediathatmattersfest.org



OFFICIAL SELECTIONS FOURTH ANNUAL MEDIA THAT MATTERS FILM FESTIVAL
WWW.MEDIATHATMATTERSFEST.ORG

iPromise Africa, 2:40 min., Public Service Announcement

Jerry Henry, Director/Producer

When Jerry Henry set off to Kenya to make a documentary about orphans he didn't realize that he would be preserving on tape the voices of a generation that would soon be silenced.

Winner of the Jury Award Sponsored by National Film Network

iThemba, 5:19 min., Documentary Short

Keefe Murren, Director/Producer, Nelson Walker III, Director/Producer,

Lynn True, Director

Through the mesmerizing melding of their voices, the Sinikithemba Choir turns stage into soapbox, singing and speaking for the 5 million HIV+ South Africans in desperate need of medication and support.

Winner of the Health Advocacy Award Sponsored by Sundance Channel

Seeds of Hope: South Africa, 6:12 min., International Documentary

Sarah Hesterman, Director/Producer, Produced by Gotbam Pictures,

Funded by the W.K. Kellogg Foundation

Solutions to poverty and malnutrition require resourcefulness and dedication. A group of women in a South African township learn how to sustain themselves and their children.

Winner of the Environment Award

The Meatrix, 3:47 min., Flash Animation

Louis Fox, Director, Produced by Free Range Graphics in conjunction with the Global Resource Action Center for the Environment

Will Leo the pig take the blue pill and remain in a fantasyland where quaint family farms produce food for our tables or will he take the red pill and get a cruel welcome to the real world?

Winner of the Film for Thought Award Sponsored by Heifer International

Laugh at the Fat Kid, 7:57 min., Narrative Short

Kristina Schoentag, Director/Producer

Whimsical and visually creative, "Laugh at the Fat Kid" intimately portrays a young boy caught in a cycle of ridicule and overeating, forcing the viewer to ask "What's wrong with this picture?"

Winner of the Peter Yarrow Peace in Our Classrooms Award Sponsored by Frank Marshall

Lean on Me, 1:46 min., Youth Digital Story

Harold Clinton, Director, The Center for Reflective Community Practice at MIT and Creative Narrations, Producers

When the mayor's office says "no," a group of kids find their own way to make their dream for a safe place to play basketball a reality.

Winner of the SEE CHANGE, MAKE CHANGE Youth Digital Story Award Sponsored by the Waitt Family Foundation

Books Not Bars, 3:44 min., Campaign Portrait

Mark Landsman, Director/Producer for WITNESS

A growing number of youth are questioning the way their state governments spend money. The teens of the Books Not Bars movement demand that education, not incarceration, be the priority, now and in the future.

Winner of the Criminal Justice Award Sponsored by Open Society Institute

The Children of Birmingham, 6:17 min., Animation

Rebecca Yenawine, Director, Kids on the Hill, Producer

Through stirring narration and beautiful illustrations, Baltimore middle-school students tell the story of their 1960s counterparts who fought for their civil rights.

Winner of the SEE CHANGE, MAKE CHANGE Youth Video Award Sponsored by Open Society Institute and Time Warner Foundation

Day of Remembrance, 8:00 min., Political Documentary

Cynthia Fujikawa, Director/Producer

The legislators behind the Patriot Act claim to have made America safer, but in the process they have destroyed the lives of thousands of innocent Arab and Muslim Americans. *Day of Remembrance* calls attention to this tragic phenomenon and reminds us that American history has a tendency to repeat itself.

Winner of the Racial Justice Award

Dedicated to My Family, 3:51 min., Personal Documentary

Nicole Sobottke, Director, Reel Grrls at 911 Media Arts Center, Producer

Nicole dreams about a perfect family. Living in a teen shelter, she has learned that family is where the heart is.

Winner of the Family and Society Award

Struggling to Survive, 7:37 min., Youth Documentary

Dana Hall, Ashley Potter and Mary Proffitt, Directors, Appalshop's

Appalachian Media Institute, Producer

Having a job doesn't mean you make enough to get by. Teenagers in eastern Kentucky turn their cameras on the living wage crisis in their community.

Winner of the Youth Documentary Award Sponsored by Time Warner Foundation

The Sixth Section, 8:10 min., Social Documentary

Alex Rivera, Director/Producer, Produced in association with

P.O.V./American Documentary

Sometimes the "American Dream" is realized on foreign soil. During the cold winters of upstate New York, a group of immigrants work together to give a baseball field, an ambulance and whatever else they can manage to their hometown of Boqueron, Mexico.

Winner of the American Dream Award Sponsored by Netflix

Novela, Novela, 7:20 min., International Documentary

Elizabeth Miller, Director/Producer

Every afternoon, millions of Nicaraguans gather around their TV sets to watch their favorite imported novela (soap opera). What would happen if a group of activists produced a homegrown novela about real issues like safe sex and domestic abuse?

Winner of the Women's Rights Award

Bush for Peace, 1:56 min., Satirical Short

Sarah Christman, Director/Producer, Jen Simmons, Director/Producer

It's Dubya as you've never heard him before in a re-mix of U.S. foreign policy created from the Commander-in-Chief's "Moment of Truth" speech. *Bush for Peace* is at once a fantasy, a satire, and an earnest plea to stop the violence.

Winner of the Politics and Government Award

Spring in Awe, 4 min., Experimental Short

Martina Radwan, Director/Producer, Moira Demos, Producer

The overpowering displays of Times Square put a spell on the world in a disturbing lullaby of global capitalism.

Winner of the Media Awareness Award Sponsored by the Association of Independent Video and Filmmakers

POPaganda: The Art & Subversion of Ron English, 8:24 min., Portrait

Pedro Carvajal, Director/Producer

A modern-day Robin Hood of Madison Avenue, artist and satirist Ron English reclaims corporate billboards with uncanny canvases that force the man on the street to look twice...or maybe three times.

Winner of the Media Literacy Award Sponsored by Paola Freccero