

FOR IMMEDIATE RELEASE

Contact: Phil Lane (phil@artsengine.net)

646-230-6368, x220

High-res images and artwork available.

What: Tenth Annual Media That Matters WORLD PREMIERE (open to the public)

When: Wednesday, June 2, 2010, 7 p.m. (doors open at 6:00 p.m.)

Cost: \$13.00 (For tickets, go to: <http://mediathatmatters.eventbrite.com/>)

Where: SVA Theatre, 333 West 23rd Street, New York City

Web: <http://www.mediathatmattersfest.org/>

For press: An exclusive press screening of the winning films is available online upon request. Just ask Phil for the “press password.”

MEDIA THAT MATTERS LAUNCHES
MULTIPLE CITY PREMIERES IN ITS TENTH YEAR

For the tenth year in a row, Media That Matters curates and presents another superb collection of 12 short films on social issues for multiplatform distribution.

New York, NY (May 10, 2010)—More than a film festival, Media That Matters is Arts Engine’s outstanding curatorial project of the world’s best short films on social issues, available online, on DVD, in theaters and elsewhere worldwide. Over the past ten years, more than 10 million people across the globe have watched Media That Matters films. Starting June 2, 2010, multiple cities will host premieres of the new Media That Matters selection, which adds 12 great films to the 144 winners from previous years.

New York City is first with the world premiere at the SVA Theatre on 23rd Street. Other cities include: London, Chicago, San Francisco, Miami, Santa Fe, Minneapolis and more.

“In a year of healthcare and immigration, we felt it was important to illuminate diverse voices and new points of view,” said Weisi Li, programmer of Media That Matters. This year’s selection celebrates twelve jury-selected shorts, each under twelve minutes, tackling a broad range of social issues with humor, humanity, and honesty.

“There’s no shortage of online videos,” said Jolene Pinder, director of Media That Matters. “Media That Matters stands out because it is a high quality, jury-selected collection that is available, by way of Creative Commons, for multiplatform distribution. Openness is how we succeed.”

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The winner of the 2010 Jury Award is Julie Winokur's *Denied*, a powerful film about a woman who is denied health care. Sara Hopman's *Day Job* draws attention to day workers in the United States and the deep challenges they face. From the UK, Joel Engardio & Ateqah Khaki's *Justice Denied: Voices from Guantanamo* recounts the story of innocent people who were imprisoned at Guantanamo.

The London premiere will be co-presented with Working Films, Shooting People and The Frontline Club. "We have been longtime partners with Arts Engine, their Media That Matters project and their smart spotlight on media for change. We are excited to co-present at the London premiere," said Robert West, co-founder and executive director of Working Films.

Helen Jack of Shooting People added, "This is the first time we have teamed up in this way and we're really pleased to be partnering with these organizations for the London premiere. It's important that these films get seen and we're happy to help facilitate this in whatever way possible." The London premiere will take place at The Frontline Club on June 4, 2010. (<http://frontlineclub.com/>)

This tenth year is also a celebration of a storied history. It was six years ago now that Chuck D coined the phrase, "Media That Matters, matters to me," during the Media That Matters Awards Ceremony at HBO. It was five years ago *Battleground Minnesota*, winner of the 2005 Jury Award, exploded on the scene. Four years ago, *A Girl Like Me* went viral and became a phenomenon on race consciousness in the 21st century for millions of people.

Following the New York premiere, all the 12 new Media That Matters films will be available online in their entirety at www.mediathatmattersfest.org/watch/10/. The collection will be distributed nationwide on DVD and via "do-it-yourself" screenings in many different locations. To watch previous films from the Media That Matters collection, or to develop your own do-it-yourself screening, please go to: www.mediathatmattersfest.org.

On Thursday, June 3, the day following the world premiere in New York City, Arts Engine will host a daylong workshop for filmmakers, activists and educators. Called MTM: ImpACT at the School for Visual Arts Social Documentary Program. And in the evening there will be an invite-only Awards Ceremony at HBO in Manhattan to celebrate the 2010 Media That Matters films and filmmakers.

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Tenth Annual Media That Matters Collection

DENIED

USA / 12:00 / Documentary

Directed & Produced by Julie Winokur

Simultaneously battling cancer and abandonment by her insurance company, one woman fights for her right to health care.

JURY AWARD

I'M JUST ANNEKE

Canada & USA / 11:14 / Documentary

Directed & Produced by Jonathan Skurnik

With the support of family and friends, a 12-year-old experiences the onset of puberty in the fluid space between genders.

CHANGEMAKER AWARD

I AM SEAN BELL

USA / 10:36 / Documentary

Directed & Produced by Stacey Muhammad

Young boys reflect on the Sean Bell tragedy, speaking out about their fears and hopes as they approach manhood in a city where the lives of young black men are often cut short.

SPEAKING OUT AWARD

NO ONE BOTHERED

UK & Canada / 7:54 / Documentary

Directed by Josephine Boxwell, Produced by Laurie Nicholls

Meet Claire and Darren, and take a tour of the streets they used to call home and the daily ridicule they encountered.

EMPOWERMENT AWARD

SHADES OF THE BORDER

DR, Haiti, & USA / 12:00 / Documentary

Directed & Produced by Patrick Smith

One island, two countries, many skin colors. A history of racial prejudice divides the island of Hispaniola.

RACIAL DIALOGUE AWARD

MY HOTNESS IS PASTED ON YEY!

USA / 5:37 / Experimental, Puppetry

Directed & Produced by Gus Andrews

What do audiences want—naked truth or flawless beauty? Puppets Weena and Erna expose the trade secrets of an industry chasing after perfection.

FAIR USE AWARD

DAY JOB

USA / 6:36 / Documentary

Directed & Produced by Sara Hopman

Day laborers voice their grievances and reflect on the challenges they face as they bide their time in parking lots, hoping that work is around the corner.

ECONOMIC JUSTICE AWARD

THE LAST TOWN

China & USA / 7:26 / Documentary

Directed & Produced by Yan Chun Su

What if your hometown ceased to exist? Take one last look at a 2000-year old town before it is flooded by China's Three Gorges Dam project.

SUSTAINING TRADITIONS AWARD

JUSTICE DENIED: VOICES FROM

GUANTANAMO

UK & USA / 9:30 / Documentary

Directed by Joel Engardio, Produced by Joel Engardio & Ateqah Khaki

Wrongfully imprisoned and later released, Guantanamo detainees recount their stories as they move on with their lives and chart a course for healing.

GLOBAL JUSTICE AWARD

AQUAFINITO

USA / 8:18 / Documentary

Directed & Produced by Annalise Littman

Why do consumers ignore our most "green" source of drinking water—the tap? A simple taste test yields eye-opening results.

YOUTH SUSTAINABILITY AWARD

UNINSURED IN THE MISSISSIPPI DELTA

USA / 5:17 / Documentary

Directed & Produced by Katie Falkenberg

In one of the most impoverished and uninsured areas in the U.S., the inhabitants of the Mississippi Delta grapple daily with an impossible dilemma: do they put food on the table or life-saving medicine in the cabinet?

HUMAN RIGHTS AWARD

LESSONS FROM A TAILOR

USA / 8:23 / Documentary

Directed by Galen Summer, Produced by Caitlin Dourmashkin

Entrepreneur Martin Greenfield's infectious passion and hopeful perspective bring his community and his employees more than just jobs.

PERSPECTIVES AWARD

MORE

About Media That Matters

Media That Matters, a project of Arts Engine, is the premiere showcase for short films on the most important topics of the day. Local and global, online and in communities around the world, Media That Matters engages diverse audiences and inspires them to take action. The tenth annual Media That Matters collection is made possible by the generous support of: The Ford Foundation, The Nathan Cummings Foundation, The Fledgling Fund, HBO, Abigail E. Disney and Pierre N. Hauser, National Endowment for the Arts, New York City Department of Cultural Affairs, New York State Council on the Arts, Center for Social Media, and Working Films. To watch the entire collection of Media That Matters films, please go to: www.mediathatmattersfest.org.

About Arts Engine

Celebrating over ten years of producing, supporting and distributing social-issue media, Arts Engine is a trusted source of media that matters, driving change by connecting media, technology and community. Arts Engine consists of four principal programs: Big Mouth Films, Media That Matters, MediaRights.org and DocuClub. As a major innovator and contributor to the current independent media culture, Arts Engine's vision for the next decade is to shape and define that culture with reverence for the great tradition of social-issue documentaries as well as an eye toward the future of new technologies and new media. To learn more, please go to: www.artsendine.net.

For press inquiries, please contact:

Phil Lane

phil@artsendine.net

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