

ARTS ENGINE, INC.

104 West 14th Street
Fourth Floor
New York, NY 10011

646 230 6368 Tel
646 230 6388 Fax
info@artsendine.net
www.artsendine.net

FOR IMMEDIATE RELEASE

“MEDIA THAT MATTERS” TO PREMIERE AT IFC CENTER ON MAY 31ST WITH AN AWARDS CEREMONY AT HBO JUNE 1ST

**Technology driven, populist film festival uses every means necessary
to change America in 50 states, 365 days a year**

Contact:

Enrico Cullen, Arts Engine

646-230-6368, x219, enrico@artsendine.net, www.artsendine.net

NEW YORK, NY (May 17, 2006) – On Wednesday, May 31st, 2006, the sixth annual Media That Matters Film Festival will launch at the IFC Center in New York City. The Festival’s 16 short films ask questions the networks are afraid to ask:

- Is the No Child Left Behind Act sending our kids to Iraq?
- Can American neighborhoods die of thirst?
- How does hate become part of the media?
- Is there a school-to-prison “pipeline”?

With a year-long distribution strategy that uses the internet, school classrooms, town meeting halls and every kind of screen imaginable, Media That Matters turns the traditional film festival on its ear.

“We no longer have to rely on major corporations for things to be seen,” says actor/activist **Tim Robbins**, “we have **Media that Matters** to distribute new material and new voices and new points of view.” Woody Harrelson, Al Franken, Chuck D, Netflix, Adobe Systems, Green Mountain Coffee and dozens of other progressive individuals and organizations all support Media That Matters, helping it synthesize grassroots activism and state-of-the art distribution technology into the film festival of the 21st Century.



*Tim Robbins with Media That Matters
filmmakers “Shakademic” and Glenn Scott*

Each Media That Matters film is distributed with its own interactive education campaign. Immediately following the IFC Premiere, the films go online at www.mediathatmattersfest.org with film-specific “**take action links**”. These links allow viewers to engage with the issues raised by each of the films. Media That Matters also includes a year-long **fifty-city national tour**, with each screening tailored to the set of issues relevant to a given local community. The Media That Matters cycle finishes with a 10,000 DVD distribution campaign to schools that is packaged with a standards compliant teacher’s guide. The general public can rent the Festival via Netflix or purchase it on Amazon.com.

A jury of Academy Award-nominated filmmakers, editors from The New Yorker, Vogue, and McSweeney’s, HBO and Sundance Channel programmers, and a diverse group of activists and youth from around the country selected the films. Some of the Media That Matters films, like Gabe Cheifetz’s “No Child”, are investigative in nature, taking on topics like army recruiting in poor high schools. Others like Public Interest’s “Permission” are satires, poking fun at the supposed “moral values” that have forced gay Americans to live without the right to marry.

TWO events will form this year's Media That Matters Film Festival launch:

1. THE PREMIERE (open to the public)
Wednesday, May 31st, 7pm
IFC Center in the West Village
323 Sixth Avenue (at West 3rd Street)
www.ifccenter.org
2. THE AWARDS CEREMONY
Thursday, June 1st
HBO Theater in midtown Manhattan
(Invite Only – please contact Paul Greenberg for details at 646 230-6288, x 223
paul@artsendine.net)

Previous years of Media That Matters Film Festival can be viewed online all year at
<http://www.mediathatmattersfest.org>.

ABOUT ARTS ENGINE

Arts Engine produces the Media That Matters Film Festival. Our mission is to support, produce, and distribute independent media of consequence and promote the use of independent media by advocates, educators and the general public. By fostering the production and use of independent film, video and new media, Arts Engine connects media makers and active audiences in order to spur critical consideration of pressing social issues.

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Slip of the Tongue, 4:07 min, Youth Slam
Directed by Karen Lum, Produced by Youth Sounds Factory
"What's your ethnic make up?" A young man makes a pass at a beautiful stranger and gets an eye-opening schooling on race and gender.
Winner of the Jury Award sponsored by Adobe Systems

A Girl Like Me, 7 min, Youth Documentary
Directed by Kiri Davis, Produced by Reel Works Teen Filmmaking
Color is more than skin deep for young African-American women struggling to define themselves.
Winner of the Diversity Award supported by Third Millennium Foundation

In Transit, 8 min, Documentary
Directed and Produced by Bent Jorgen Perlmutter, Nelson Walker III and Louis Abelman
War may be over in the Democratic Republic of Congo, but many Congolese women continue to battle for their reproductive health.
Winner of the Global Health Award supported by Daniel B. and Florence E. Green Foundation

Water Warriors, 6:30 min, Documentary
Directed and Produced by Liz Miller
When water costs soar, residents of Highland Park, Michigan demand to know who will foot the bill.
Winner of the Environment Award sponsored by Loreto Bay Company

How Wal-Mart Came to Haslett, 2:52 min, Exposé
Directed and Produced by the Meerkat Media Collective
Michigan youth investigate the dubious circumstances under which a Wal-Mart appeared on a wetland in their small town.
Winner of the Corporate Responsibility Award

The Rules of the Game, 8 min, Documentary
Directed and Produced by Garance Burke and Monica Lam
A Native American tribe's dreams of prosperity clash with small town values in Rohnert Park, California.
Winner of the Community Discourse Award

Permission, 30 sec, PSA
Directed by Vance Malone, Produced by Public Interest
Whose permission would you need to get married to the person you love?
Winner of the Lesbian, Gay, Bisexual, Transgender Rights Award

Eyes on the Fair Use of the Prize, 2:13 min, Advocacy Short
Directed and Produced by Jacob Caggiano
Copyright abuse or Fair Use? Learn how much is at stake when vital films are pulled from public discourse.
Winner of the Fair Use Award supported by Center for Social Media

Book 'Em: Undereducated, Overincarcerated, 8:15 min, Youth Documentary
Produced by Youth Rights Media
In New Haven, Connecticut the pipeline from school to prison is shorter than you might think.
Winner of the Criminal Justice Award

(Hate) Machine, 4:45 min, Satire
Directed and Produced by Phil Caron
When media messages are constructed, sometimes truth hits the cutting room floor.
Winner of the Media Literacy Award sponsored by Utne magazine

In the Morning, 8 min, Dramatic Narrative
Directed by Danielle Lurie, Produced by Katie Mustard
When a young Turkish woman is raped, there is nothing honorable about revenge.
Winner of the Women's Rights Award

Bread, 4:30 min, Documentary
Directed by Marcelo Bukin, Produced by Rec Stop and Play/Global Humanitaria
Guatemalan brothers Edwin and Edson crush rocks with their father so their family has enough to eat.
Winner of the Global Justice Award sponsored by Seventh Generation

Asparagus! (A Stalk-umentary), 6 min, Documentary
Directed and Produced by Kirsten Kelly and Anne de Mare
Journey to the "Asparagus Capital of the World" to discover why one little vegetable is so important.
Winner of the Good Food Award supported by the W.K. Kellogg Foundation

Recycle, 6 min, Documentary
Directed and Produced by Vasco Lucas Nunes and Ondi Timoner
Poet Miguel Diaz transforms poverty into cultivation in the middle of a Los Angeles street.
Winner of the Sustainability Award sponsored by Stonyfield Farm

Night Visions, 7:15 min, Documentary
Directed and Produced by Kathy Huang
Individuals enlist in the U.S. military for different reasons, but they all return from war, changed.
Winner of the War and Peace Award sponsored by Netflix

No Child, 8:30 min, Youth Documentary
Directed by Gabe Cheifetz, Produced by Chris "Shakademic" Johnson and Glenn Scott
Minneapolis hip-hoppers Shakademic and Glenn Scott get the inside scoop on military recruiting tactics.
Winner of the Knowledge is Power Award supported by Green Mountain Coffee Roasters Foundation