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**FROM DOLL TESTS TO NO CHILD LEFT BEHIND:
Social-Issue Film Festival Reaches
Hundreds of Thousands of People**

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NEW YORK, NY (March 5, 2007)–The new Media That Matters Film Festival will premiere at **IFC Center** in Greenwich Village on Wednesday, May 30th, and the filmmakers will be honored at an Awards Ceremony at **HBO Headquarters** on Thursday, May 31st.

Last year well over 500,000 people watched the Media That Matters Film Festival online, in schools, in communities and in their homes. Sixteen short films on sixteen social issues caught people's attention all year. Now a new batch of exceptional films is in the works for 2007. By looking back at the sixth festival, we can start to get an idea of what's to come.

At seventeen years old, Kiri Davis is one of the youngest filmmakers out there, but since her film ***A Girl Like Me*** won the Diversity Award at the Media That Matters Film Festival last June, her story has become know to hundreds of thousands of people. Its sudden and sustained influence on the national discourse about race and gender is a fitting example of the power of short form video and curatorial showcasing. It demonstrates the importance of the Media That Matters multi-platform and multi-outlet approach and the resonance of social-issue filmmaking.

Who will be the new Kiri Davis for the seventh annual Media That Matters Film Festival? Who will tell the story that hundreds of thousands of people want to hear? How do social-issue shorts become viral?

Kiri, a New York City native, set out to recreate Kenneth Clark's landmark Doll Choice Experiment, an experiment that was used as a key piece of evidence in *Brown v. Board of Education*. The original Doll Choice Experiment looked at how a group of African American children assessed the relative "goodness" of white dolls and black dolls. During the course of Clark's study the children were asked if they preferred the white doll or the black doll. Nearly every African American child in the study chose the white doll for all things positive, and identified the black doll with those that were negative. In her film Davis recreated Clark's experiment. In a series of vivid scenes, Davis interviews several young children at a Harlem day care center, revealing that her experiment in 2005 produced nearly the same results as Clark's studies from the 1940s and 50s.

Gabe Cheifetz, Chris "Shakademic" Johnson and Glenn Scott won the Knowledge is Power Award at Media That Matters in 2006. Their film, ***No Child***, tackles the issue of military recruitment in schools through the No Child Left Behind Act. The filmmakers investigated both sides of the recruitment story and we're left to ponder the ethics of a widespread practice in schools across America.

MORE

SEVENTH ANNUAL MEDIA THAT MATTERS FILM FESTIVAL

In its seventh year, the Media That Matters Film Festival is an interactive, yearlong celebration of short, high impact films on global warming, free trade, gay rights, sustainable agriculture and many other pressing social issues. During its highly successful six-year history, Media That Matters has presented films that have gone on to catalyze national legislation, change corporate hiring practices, spur social action and inspire new filmmaking.

Once selected, **the sixteen winning Media That Matters films will be celebrated with a premiere at IFC Center in Greenwich Village on May 30th and an awards ceremony at HBO's midtown headquarters on May 31st.**

Past awards ceremonies have included presentations by **Tim Robbins, Al Franken, Public Enemy's Chuck D**, Woody Harrelson, Academy Award winner Barbara Kopple, legendary filmmaker Al Maysles, Reiko Aylesworth from 24. Arrested Development's David Cross, and Air America's Sam Seder.

The new seventh annual Media That Matters films will stream online at **www.mediathatmattersfest.org** starting on June 1st, 2007. The site provides high quality video feeds, "take action links," and viewer forums on social issues. The films will then embark on a tour of 100+ locations across the United States and around the world. With nationwide distribution through Netflix, dozens of "do-it-yourself" screenings, and a high impact outreach campaign, Media That Matters is set to inspire hundreds of thousands of students, teachers, filmmakers, social activists and just about anyone to take action.

ABOUT ARTS ENGINE

Arts Engine supports, produces, and distributes independent media of consequence and promotes 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. And Arts Engine produces the Media That Matters Film Festival.

www.mediathatmattersfest.org

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