



Media That Matters Fact Sheet

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By Line: More than a film festival, Media That Matters is the oldest and largest online global showcase of short films with insight, humor and creativity that make audiences think, laugh and take action on today's most pressing social issues.

First Festival Collection: 2001

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

Presenter: Arts Engine, a nonprofit media organization, is a trusted source for media that matters. Arts Engine drives change by connecting media, technology and community. Whether it's through Media That Matters, Big Mouth Films, MediaRights.org, or DocuClub, Arts Engine is a pioneering force behind the new generation of mediamakers exploring social issues. To learn more, go to: <http://www.artsengine.net/>.

Founder: Katy Chevigny, co-founder and former executive director. As of June 1, 2010, Stephen Mendelsohn assumes the role of Arts Engine's executive director.

Headquarters: New York City

Audience: More than 2.5 million people participated in the ninth annual Media That Matters events throughout 2009, either by viewing the films online or attending one of the more than 100 screenings held in theatres, schools, and community centers around the world from Austin and Atlanta to Rio de Janeiro and New Delhi.

Activism: For online viewers, Media That Matters is accompanied by "Take Action Links," interactive tools that empower viewers to become activists at the click of a button. At local screenings, audiences participate in workshops and receive discussion materials aimed at sparking dialogue and inspiring action.

Success Stories: Media That Matters films, many of them by first-time directors, have gone on to create real change around the world. Sixteen-year-old Kiri Davis' *A Girl Like Me* (2006) went on to be seen by millions of people online and offline, including during an episode of Oprah. *Vision Test* (2003) was used as an educational tool by Fortune 500 companies, such as AT&T and Archer Daniels Midland, to help educate employees about stereotyping in hiring practices. A minimum wage advocacy group, called \$5.15 Is Not Enough, used *Struggling to Survive* (2004) in a successful campaign to raise the New York minimum wage. Recent films include Jennifer Redfearn's *The Next Wave* (2009), which has gone on to become the much anticipated long-form documentary *Sun Come Up*, and *We are the Zeballeen* (2008), which became the Academy Award-nominated film *Garbage Dreams*.

2010 Collection: This year's Media That Matters opens with a public premiere at the Visual Arts Theater in New York City on June 2, followed by a gala awards ceremony at HBO's midtown Manhattan theater on June 3. The films will then stream online and screen around the world. First stops of the traveling festival will be: London, Minneapolis, San Francisco, and New Mexico, with many more to come.

Sponsors: Media That Matters is supported by a diverse group of sponsors, including corporations, nonprofits, municipalities, universities and organized labor. This year's sponsors include: The Fledgling Fund, The Ford Foundation, Nathan Cummings Foundation, HBO, National Endowment for the Arts, Working Films, Abigail Disney and Pierre Hauser, American University School of Communication's Center For Social Media, New York City's Department of Cultural Affairs, New York State Council on The Arts, and others.

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