



FOR IMMEDIATE RELEASE
2008 RHODE ISLAND
INTERNATIONAL FILM FESTIVAL
MEDIA RELEASE

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RIIFF WINS NEW ENGLAND EMMY FOR ITS 2007 PUBLIC SERVICE ANNOUNCEMENTS / FESTIVAL PROMOTIONS

PROVIDENCE, RI (May 11, 2008) The **Rhode Island International Film Festival** (RIIFF) won a **New England Emmy Award** for its promotional campaign that showcased the Oscar-qualifying event. The trophy was presented in the packed ballroom of the Boston Marriott Copley Place for the 31st Annual Boston/New England Emmy Awards.

The Board of Governors of the Boston/New England Chapter of the National Academy of Television Arts & Sciences notified RIIFF in April about the nomination for the Community/Public Service (PSAs) Campaign. The nominated categories were judged by industry peers from the Northwest, Pacific Southwest, Mid-Atlantic and Mid-America Chapters of the National Academy.

The promotional campaign featured two spots. Entitled "**No Excuses**," the PSAs was created and directed by Providence resident, William Smyth. Miraj Berry wrote the script and composed the score, while George T. Marshall, Executive Director of RIIFF served as the Producer. The campaign featured the talents of Richard Donnelly and Phyllis Kay of Trinity Repertory Company. The spots aired in July and August 2007 on WJAR TV, Rhode Island's NBC affiliate.

"This campaign would not have existed without the creativity and commitment of William Smyth and Miraj Berry," noted Newport resident, George T. Marshall, who accepted the award. "The edgy, memorable spots have served to brand the Festival and created quite a buzz when they were released last year."

Marshall noted that he and Smyth have worked together since 1986 when Smyth was a film studies major at Rhode Island College and he was an Assistant Professor of Communications.

"Bill has always had an amazing visual sensibility and his work continually surprises and inspires me," Marshall noted.

This marks the third time Public Service Announcements produced by RIIFF been nominated for Emmy Awards. This marks the second win. All spots were created and directed by William Smyth.

Also winning an Emmy that evening was Rhode Island director, Cherry Arnold. Her film, "Buddy: The Rise and Fall of America's Most Notorious Mayor," which aired on WJAR, had its World Premiere at the Rhode Island International Film Festival in 2005 where it won the Viola M. Marshall Audience Choice Award.

ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL:

The **Rhode Island International Film Festival (RIIFF)** discovers and empowers filmmakers. Held in Providence, and locations throughout the state of Rhode Island, RIIFF is one of only a handful of festivals worldwide that is a qualifying event for the Academy Awards (i.e. "Oscars"). RIIFF incorporates gala celebrations, premiere screenings, VIP guests, industry seminars, educational programs, and award ceremonies into a week-long extravaganza. Cited as one of the "Best International and Short Film Festivals in the United States," RIIFF is New England's largest film festival, screening a record 300 films. Its innovative programming, cultivated industry ties, and loyal audiences have made the Festival a strategic and desirable platform for film premieres, drawing hundreds of independent filmmakers from around the globe. This year's Festival takes place August 5-10, 2008.

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