



**FOR IMMEDIATE RELEASE:**  
**2010 FLICKERS: RHODE ISLAND  
INTERNATIONAL FILM FESTIVAL**  
**MEDIA RELEASE**

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**AND THEY'RE OFF: RHODE ISLAND'S "7 DAY PSA  
COMPETITION" EXPANDS INTO NEW ENGLAND**  
*Local filmmakers compete in the Boston 7DAYPSA competition to  
make TV public service announcements for local non-profits.*

**(BOSTON, MA)** Last winter, **FLICKERS: Rhode Island International Film Festival** (RIIFF) introduced a novel new filmmaking competition that created a model for community outreach. Now, after a successful run in Maine, the competition comes to Boston.

Hosted by **Wednesday Morning Productions** with media sponsor **WCVB-TV 5**, the first annual **Boston 7DAYPSA Competition** challenges local filmmaker teams to write, shoot and edit a public service announcement for a deserving non-profit in just seven days between November 4th and the 13th. These non-profits must not currently have or be able to afford a broadcast presence, and they must provide a needed service to the local community.

As part of the national **7DAYPSA** effort, Boston's first competition will have **several hundred participants** forming teams to create PSAs for **North Charles Inc.** (Mental health & substance abuse treatment), **Birthday Wishes** (Provides birthday parties for homeless children), and **E.L.A.H.P./ Elders Living at Home Program** (housing & medical assistance to homeless & formerly homeless elders). Several teams are given the same non-profit assignment to allow those organizations to choose from more than one PSA (they may choose more than one). The finished entries are judged by a panel of industry professionals and the winning spots will be aired for one year on WCVB-TV 5.

Filmmaker teams (called "Agencies") run the gambit from talented amateurs, to students, to indie filmmakers, to professionals. Each Agency team is randomly assigned a non-profit "Client" organization for whom they will create what is essentially a micro short film whose purpose is to motivate and inspire the viewer to find out more about the client organization.

"This is a chance for the filmmakers to do the "Mad Men" thing and produce a television spot for their client that conveys emotion along with the facts," says competition creator **Duncan Putney**.

National 7DAYPSA co-chair, **Andre Stark** adds, "...and as an added incentive for the filmmaker agencies, the PSAs that make it to air will be eligible for consideration for Emmy, Telly, Hatch and other industry awards."

Following on the heels of the first 7DAYPSA events in Rhode Island and Maine, the Boston competition promises to be an growing annual event that inspires the filmmaking community while helping the non-profit community.

WCVB's Director of Public Affairs, Karen Holmes Ward, is excited about the project as "non-profits will benefit from the media attention they deserve but cannot afford, while filmmakers will have the opportunity to showcase their talents and receive media exposure on WCVB."

Teams will be treated to an awards evening at WCVB in Needham, competing for awards like Best PSA, Best Directing, Best Editing, and Best Writing, as well as some great prizes from such sponsors as **Final Draft, Virtual Pitch Fest, Movie Maker Magazine, MGM HD**, and more. This competition is a great opportunity for filmmakers to use their skills and do something good for their careers and their karma.

For information on the national 7DAYPSA effort and its parent Rhode Island-based non-profit arts organization, FLICKERS, please go to [www.7DayPSA.org](http://www.7DayPSA.org).

#### **THE FLICKERS' BACKSTORY & MISSION:**

The mission of the **Flickers, the Newport Film Society & Arts Collaborative** - now in its 29th year - has been to serve as a creative partner in the arts by uniting various media and arts disciplines that nurture the artistic process and support a vital part of our community. This includes multi-disciplinary art presentations; artistic and cultural activities; performance festivals; video and television productions; audio recordings and broadcasts; educational outreach programs; and the **FLICKERS: Rhode Island International Film Festival (RIIFF)**.

#### **ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL:**

The **FLICKERS: Rhode Island International Film Festival (RIIFF)**, has secured its place in the global community as the portal for the best in international independent cinema, earning the respect of domestic and foreign filmmakers, filmgoers and trend watchers. This confluence of art and commerce brought together world-class celebrities, award-winning filmmakers, new talent and audience members in record numbers last year. Ranked as one of the top 12 Festivals in the United States, RIIFF is also a qualifying festival for the Short Film Academy Award through its affiliation with the Academy of Motion Picture Arts & Sciences. There are 65 film festivals worldwide which share this distinction and RIIFF is the only festival in New England. The Festival takes place every August. For more information about the festival, please visit [www.rifilmfest.org](http://www.rifilmfest.org).

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