

FOR IMMEDIATE RELEASE

Harlem Shows Up & Shows Out at the 11th Annual People's Film Festival at the AMC Magic Johnson Theater & Maysles Cinema!



New York, NY – [JUNE 6, 2022] – The People's Film Festival presented by The People's Media Music & Arts Foundation wrapped up a fantastic 11th season at the AMC Magic Johnson Theater & Maysles Cinema in Harlem, NY. The 4-day festival held June 2- June 5, 2022 featured 55 independent films from 10 different countries—22 of which were films directed by women, 14 were New York City based film directors – 4 of which were from Harlem.



Damon Jamal, was this year's top winner taking home "**Best Film**" for his film "**SURVIVAL**"—a fast paced, suspense, thriller about a young women's fight to survive after a carjack. Brooklyn filmmaker, **Tayo Giwa** took home **Best Documentary** for his film "**THE SUN RISES IN THE EAST**"—a film about a thriving Pan-African cultural organization built by young people 1970s in Bedford-Stuyvesant, Brooklyn. The film played to a packed audience in which actual members and their families engaged in a spirited discussion following its screening about growing up in The East. **Jordan Stone** and Executive Producer **Rosario Dawson** won **Best Director** for **IMPACT- Dick Gregory**, a film that delves into the life of his extraordinary career and contributions to the entertainment industry. We were also honored to screen "**EMBARRASSED**", a short film PSA, directed by Oscar Winner **Sir Steve McQueen**, which addresses the importance of black men to get tested for prostate cancer. This film ran in between segments throughout the duration of the festival. "**Rem**" directed by **Jason M. Johnson**, played to a sold-out audience with standing room only (with a few attendees literally sitting on the floor). REM depicts a darker side of what could happen during 'rem-sleep'.

Filmmakers of **“WHEN MOMMA & ME LIVED OUTSIDE: ONE FAMILY’S JOURNEY THROUGH HOMELESSNESS”** came out in full force from Oakland CA, taking home the first ever **Radical History Makers Award** for their bravery and courage and the plight of the Poor People’s Campaign.



This year’s festival also included a panel of 10 women entitled **“THE POWER OF SHE”**, which included Online Content Creator from Nigeria **Ezeani Chinaza**, who joined the spirited discussion via Zoom, about women in media—addressing issues of women in leadership positions, images. The panel, moderated by **Veronica Keitt, Director, Editor and Founder of the People’s Film Festival**, included Award Winning **Film Director & Founder of The Muse Source, Sandra R. Nixon**; Award Winning **New York & International Film Director and Actress Jyoti Singh**; **Diversity, Equity, and Inclusion Training Coach Charlene Holmes**; **CEO/Founder of Imana Borena, Inc; Film Director and Actress Katie Mack of the K. Mack Brand**; **Associate Editor Francesca Sharper, L. Michelle Salvant - CCO at L Michelle Media, Media & Content Development Coach**, and **Zenaida Mendez- Director at MNN's El Barrio Firehouse Community Media Center**.



The festival concluded with a special screening of the **Black Spades** documentary directed by **Veronica Keitt**, executive produced by **David L. Baughan** and **Marion Frampton**. The screening was attended by original **Black Spades** members, with the founder **Guru** who gave a passionate plea for **Black Spades** to continue to support one another. Special Thanks to our Sponsors and Supporters, **Manhattan Neighborhood Network**, **The Mayor’s Office of Media & Entertainment (MOME)**, **Uncle Nearest Brand**, **Mooshood**, **Cecile’s & Minton’s Playhouse**, **VIP Productions**, **Lu Sierra - ALUP Productions**, **Designed By Nature Apparel**, **Record Drop**, our **Judges**, **Volunteer Staff & Volunteers**.

The People’s Film Festival is an initiative of **The People’s Media, Music & Arts Foundation (TPMMAF)**— a non-profit corporation whose purpose is to promote awareness in independent music, media, and art across the globe while encouraging those—particularly in the **Harlem New York** area, to develop a greater appreciation and understanding for cultural diversity in film.

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The festival winners for 2022 are as followed:

BEST FEATURE FILM	SURVIVAL Damon Jamal
BEST SHORT FILM	ADONAI Gil Green, Hess Wesley
BEST DIRECTOR	IMPACT – DICK GREGORY Jordan Stone
BEST CINEMATOGRAPY	NOTHING IS REAL – Masa Gibson
BEST ACTRESS	REMOVABLE Yi Lu –Directed by Shu-Ying Chung
BEST ACTOR	THE BLUE CAVE Robert Barnes Jr
BEST DOCUMENTARY	THE SUN RISES IN THE EAST Tayo Giwa
BEST DOCUMENTARY SHORT	CRIMES AGAINST HUMANITY Maria S. Gomez
BEST DOCUMENTARY SHORT - HM (HONORABLE MENTION)	OYÁTE UN ITÓWAPI - PICTURES OF MY PEOPLE MLK DAY FEATURE Mark Ruberg
BEST MUSIC DOCUMENTARY	COMING HOME SOUTH AFRICA Eric Narciandi
BEST INTERNATIONAL	THE RECKONING Trudy Rozani • SOUTH AFRICA
BEST INTERNATIONAL - HM (HONORABLE MENTION)	HEZA (strength) Derya Deni • IRAQ
BEST URBAN UNDERGROUND	LOVE & BROTHERHOOD Jay Horn
BEST PSA	EMBARRASSED – Sir Steve McQueen
BEST ONLINE CONTENT CREATOR	MISS_ezeani - Chinaza Ezeani
THE AUDIENCE AWARD	REM Jason M Johnson

TPFF SPECIAL FESTIVAL AWARDS

HARLEM CREATIVE AWARD	THE BLUE CAVE Muhammad Bilal
HARLEM CREATIVE AWARD - HM (HONORABLE MENTION)	STRANGER IN THE PARK David Djaco
POWER OF “SHE”	JUST US Alycia L. Cooper
POWER OF “SHE” - HM (HONORABLE MENTION)	HEZA (strength) Derya Deni • IRAQ
THE CHANCE AWARD	AMERICA GONE VIRAL Selton Haith Shaw
SPIRIT OF THE PEOPLE	SENSI MARVIN GATLIN

PUBLIC MEDIA AWARDS OF EXCELLENCE

MEDIA ACTIVIST	KEN MURPHY
LIFETIME COMMITMENT TO PUBLIC MEDIA	GLORIA MESSER
COMMUNITY ACTIVIST AWARD	THE HUDSON FAMILY
RADICAL HISTORY MAKERS	WHEN MOMMA & ME LIVED OUTSIDE: ONE FAMILY'S JOURNEY THROUGH HOMELESSNESS