

From: [REDACTED]

To: [REDACTED]

Subject: Facebook campaign convinces ABC to broadcast MR.BIG

Date: Tue, 07 Dec 2010 04:08:32 +0000

Attachments: ABC_commits_to_MR.BIG_after_FB_campaign.doc

FOR IMMEDIATE RELEASE:

(press released attached as Word Doc and pasted below for your convenience)

ABC STATION IN PROVIDENCE, R.I. PLANS TO SHOW FILM:

FACEBOOK CAMPAIGN TO BROADCAST “MR. BIG” SNOWBALLS!

Just three days after Facebook fans of “*Mr. Big*” started campaigning the Seattle PBS affiliate to broadcast the documentary on KCTS 9, a surprising twist on the opposite side of the country:

“WLNE, the ABC station in Providence, has agreed to air the program as part of our commitment to high-quality, non-studio documentary projects,” said Stephen Doerr, Vice President and General Manager, ABC6.

The campaign to get PBS to play “*Mr. Big*” started after the station agreed to show the film, then changed their minds at the last minute. Bold-faced names soon took up the cause:

Les Walgreen: “I am a filmmaker here in the US. I saw the screening of Mr. Big when [REDACTED] showed it in Chicago. Not only a well-made film, Mr. Big is a powerful story that shows what happens when authority goes too far. To the Producers of KCTS 9: Show this film. Educate your viewers so that they don't ever get into a similar situation of ruined lives and no hard evidence.”

The Walgreen name is familiar to many drugstore shoppers in the United States. Screenwriter Michael Konyves (of the recent award-winning *Barney's Version*) put it more simply:

Michael Konyves: “Please air Mr. BIG!!”

And Suzanne Chisholm, filmmaker of the Scarlett Johansson/Ryan Reynolds production, *The Whale Movie*, asks:

Suzanne Chisholm “The award-winning documentary MR. BIG has not yet been broadcast in the US. Can you please let us know if you have plans to show it?”

“*Mr. Big*” is a documentary about an undercover sting where cops pretend to be gangsters in order to elicit confessions to murder. The controversial Canadian interrogation technique is illegal in the United States, yet a Seattle courtroom allowed evidence to be used during a triple murder trial.

The film has aired on national television in Israel, Latin America, Poland, Sweden, Denmark, Australia, New Zealand and Canada, but has not yet been broadcast in the United States.

See the Facebook campaign here: <http://www.facebook.com/KCTS9>

Official film website: www.mrbigthemovie.com

CONTACT:

