

Providence Children's Film Festival Appoints Executive Director and Announces New Organizational Structure

LOCAL DESIGNER AND PARENTING ADVOCATE TO DIRECT THE REGION'S ONLY FILM FESTIVAL DEDICATED TO PROGRAMMING FOR YOUTH AND FAMILIES

Providence, Rhode Island
October 1, 2013

The Providence Children's Film Festival (PCFF) is pleased to announce the appointment of Anisa Raof as Executive Director. Raof, a resident of Providence and the creator and publisher of the popular online parenting resource KidoInfo, will manage the annual February festival and oversee efforts to bring film and media-related events to Providence and beyond year round. Raof will also play a key role in establishing a new organizational structure for PCFF that will assure not only its sustainability but also allow it to expand its offerings, especially in the areas of education and media literacy, and says of the appointment, "I am thrilled and honored to have the opportunity to take a leadership role in the growth of what has become, in just four years, a much treasured provider of alternative programming in the arts and humanities for Rhode Island youth and families."



The 2014 festival (February 13-24) will mark the fifth anniversary of the nonprofit organization's founding, which until this year has been managed almost entirely by a volunteer board of directors. Heading into its fifth season, the day-to-day operations of the organization will be managed by a staff of two. Anisa Raof will be joining Eric Bilodeau, volunteer programmer for the festival's first four years, who was hired in June 2013 into the paid staff position of Director of Programming. With much of the implementation now in the hands of a professional staff, the PCFF Board of Directors will focus more of its attention on oversight and fundraising, while planning for the organization's future will be shared by board and staff alike.

Brenda Shannon served as president of the PCFF Board from July 2010 to May 2013. During Shannon's three years of leadership PCFF's annual festival grew significantly, from two to three screens and from 2000 to 4000 viewers. Programming beyond the anchor event expanded as well, including partnerships with other arts and educational organizations that broadened PCFF's reach in the community. Margot Nishimura served as the PCFF president in the first year of the festival, from July 2009 to June 2010. Board member Kate Flanders served as interim Director of Development from June through September 2013. Raof comes to the position with considerable firsthand knowledge of the organization, having served as interim Executive Director from June through September 2013, as a PCFF Board member 2012-2013, and as a media sponsor, through KidoInfo, from the very beginning of the festival in 2010.

The search for the executive director was chaired by board member Margot Nishimura, who said, "We were delighted by the diversity of the pool and the great number of very talented applicants

who clearly appreciate the transformative power of the moving image in all its forms, and who really "get" what PCFF is about. Preserving these values, while firmly establishing and sustaining a new organizational structure, were foremost in our minds as we considered the best fit for the hire of our first permanent, professional executive director." About the appointment, interim PCFF Board Chair Abbot Stranahan, remarked "With Anisa we're thrilled that we're getting the passion for film, community, and education that drove us to found PCFF in the first place, combined with incredibly capable, enthusiastic, and natural leadership. Her experience building Kidoinfo into a trusted hub for families in the Rhode Island area, her success in working with local businesses to support family-oriented programming, and her social media savvy will all be invaluable in this position."

ABOUT ANISA RAOOF

Anisa Raoof received her B.A. in Psychology, with a minor in Painting, from the University of Rochester, and pursued further coursework in Graphic Design at RISD|CE. She is the creator and publisher of online parenting resource Kidoinfo, co-founder of the Providence Craft Show, and runs her own design company, Anisa Designs. She creates a seasonal column for *Edible Rhody Kids*, inspiring children to learn about their local food sources. She is a sought after panelist for parenting programs, and has worked with AS220, Greater Kennedy Plaza, the Partnership for Providence Parks, and the Providence Children's Museum to create and support local family programming and activities. Anisa lives in Providence with her husband and twin 12-year-old boys, who are aspiring film makers and critics.

ABOUT THE PROVIDENCE CHILDREN'S FILM FESTIVAL

The Providence Children's Film Festival (PCFF) brings high quality films for children and youth from around the world to Rhode Island and presents them as shared theatrical experiences for families and the community. The anchor event for the organization is an annual multi-day film festival of feature length and short films encompassing many genres, including live-action, animation and documentary, during the extended President's Day weekend in February. PCFF also presents year-round screenings, often in partnership with other organizations throughout the state to increase the reach of its programming, especially to underserved communities. PCFF recognizes that film and video are among the most accessible and innovative, but also challenging, media for the communication of stories and ideas, both historical and contemporary, and thus education is as important to its mission as programming. In addition to the film viewing experience, PCFF provides opportunities to learn about the history of the medium and its critical context, as well as the craft of filmmaking, through media literacy programs, hands-on workshops, and filmmaker presentations.

The Providence Children's Film Festival is a 501(c)(3) non-profit organization.

For more information about the festival: www.pcffri.org

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