

ABOUT THE ANTI-PREJUDICE PUBLIC SERVICE FILM



**Emmy Award
Outstanding National PSA**



**Began Airing on CNN - May 2002
Aired at Orioles' Camden Yards
honoring 'Eli Siegel Day' 8/16/02**

THE HEART KNOWS BETTER

Produced by Ken Kimmelman of Imagery Film, Ltd., the Emmy award-winning 60-second public service film **THE HEART KNOWS BETTER** addresses racial prejudice. It is based on the philosophy Aesthetic Realism, whose founder, American poet and critic Eli Siegel, showed that contempt – the “disposition in every person to think he will be for himself by making less of the outside world” – is at the heart of, is the *cause* of prejudice. “Aesthetic Realism can change prejudice to kindness,” says Ken Kimmelman, “because it criticizes contempt, and shows how we are, at every moment, in an aesthetic relation of sameness and difference to the world and all people. I learned to see people with depth – with feelings as real as mine – and also that every person's greatest, deepest desire is to like the world honestly.”

The *NY Amsterdam News*, “Anti-prejudice film has finger on pulse of racism” (12/23/95) reported:

The Heart Knows Better is based on this powerful, kind statement by Eli Siegel: ***“It will be found that black and white man have the same goodnesses, the same temptations, and can be criticized in the same way. The skin may be different, but the aorta is quite the same.”*** Aesthetic Realism can end prejudice.

THE HEART KNOWS BETTER is stirring people worldwide. It was shown for Human Rights Day in Geneva by the United Nations High Commission on Human Rights in 2001. Major TV stations broadcast it nationally, including CNN, BRAVO, and ESPN in South America, Australia, Mexico, Asia. It has played in theatres and professional sports organizations – the NY Yankees show it at every game. At the Jackie Robinson 50th Anniversary

Celebration at Shea Stadium it received a rousing ovation. The U.S. Armed Forces Radio/Television Services has aired it in 58 countries; South Africa's Communication Service uses it in youth programs. In Atlanta it aired at the summer Olympics video wall and was seen by over 2200 children at the Dr. Martin Luther King, Jr. Center.

Gordon Parks, photographer / filmmaker, said, “I see [this film], with its statement by Eli Siegel, as a powerful means of opposing prejudice and racism.” At Boston University it was part of Mr. Kimmelman's Keynote address to 700 community service students in 2003. His talk “The Heart Knows Better: Changing Prejudice to Kindness” has been presented to enthusiastic audiences of children, parents, and teachers at the Brooklyn Children's Museum, the Queens Borough Public Library, and at public schools in the NYC metropolitan area. With his colleagues Dr. Arnold Perey and Dr. Jaime Torres, he conducted the workshop “Prejudice Can End: Aesthetic Realism Explains How!” at the Campus Outreach Opportunity League Conference at Harvard University.

Ken Kimmelman is a Consultant on the faculty of the Aesthetic Realism Foundation, a not-for-profit educational foundation, 141 Greene St., NYC 10012; 212-777-4490; AestheticRealism.org. He produced films against racism for the United Nations; was inducted into the African Hall of Fame in 2002; won Newark Black Film Festival's Paul Robeson Award, Atlanta Film Festival's Director's Choice Award; an Emmy Award for his contributions to *Sesame Street*. His award-winning public service film against homelessness and hunger, ***“What Does a Person Deserve?”*** endorsed by the National Coalition for the Homeless, and others, is showing in movie theatres and on TV, including CNN.

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