

FOR IMMEDIATE RELEASE  
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## **BEHIND-THE-SCENES CRAFTS IN THE SPOTLIGHT** **ON NEW FILMMAKING POSTAGE STAMPS**

### **Stamp Dedication Event Features First Public Mailing of Oscar Ballots**

WASHINGTON – The unsung artisans responsible for crafting great American motion pictures will take a curtain call Feb. 25 when the U.S. Postal Service issues new commemorative stamps honoring the filmmaking industry.

The official first day of issue ceremony for the American Filmmaking: Behind the Scenes stamps will take place at 10 a.m. PT at the Academy of Motion Picture Arts and Sciences' Samuel Goldwyn Theater, 8949 Wilshire Boulevard, Beverly Hills, Calif.

The event is free and open to the public. It marks the first time the public will have an opportunity to witness the final handling and mailing of the Oscar ballots and a rare opportunity for movie buffs to visit the Academy's headquarters location.

"The American Filmmaking: Behind the Scenes stamps call attention to the many skills required and the teamwork necessary to carry a story idea through the creative process and bring it to the silver screen," said Postmaster General John E. Potter, who will dedicate the stamps.

"This collaborative effort so important to the critical and financial success of the film industry is also the key to a thriving mailing industry, where the people who work behind the scenes are instrumental in helping the Postal Service provide efficient, affordable mail service to everyone, everywhere," said Potter.

Also expected to attend the ceremony are Frank Pierson, president of the Academy; Gena Rowlands, Oscar-nominated actor and widow of actor/director John Cassavetes (who is depicted on the Directing stamp); Sara Karloff, whose father, Boris Karloff, appears as Frankenstein's monster on the Makeup stamp; Karl Malden, actor and member of the Citizens' Stamp Advisory Committee; and film critic Leonard Maltin, who wrote the explanatory text on the back of the stamp pane.

In addition to directing and makeup, the stamps also honor art direction, cinematography, film editing, special effects, sound, screenwriting, costume design and music. Producing is highlighted on the selvage of the 10-stamp pane. The Feb. 25 issuance of the stamps is one of many events scheduled during the celebration commemorating the Academy's 75th anniversary.

In a unique demonstration of how commemorative stamps add value and appeal to First-Class cards and letters, the first American Filmmaking stamps will be applied to final ballots to be mailed on the day of the ceremony to members of the Academy voting for the winners of the 75th Academy Awards. The subject of each stamp used on the ballots will be matched with the discipline for which each member will vote. For example, envelopes containing ballots for screenwriting will bear the Screenwriting stamp.

To see the American Filmmaking: Behind the Scenes stamps, visit the Postal Service Web site at [www.usps.com/communications/news/stamps/welcome.htm](http://www.usps.com/communications/news/stamps/welcome.htm) and select the online version of this news release.

Current U.S. stamps, as well as a free comprehensive catalog, are available toll free by calling 1 800 STAMP-24. In addition, a selection of stamps and other philatelic items are available in the Postal Store at [www.usps.com/shop](http://www.usps.com/shop).

For more information on the Academy of Motion Picture Arts and Sciences, go to the Academy's Web site at [www.oscars.org](http://www.oscars.org).

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency that visits 137 million homes and businesses every day, it is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. The Postal Service delivers more than 46 percent of the world's mail volume—some 207 billion letters, advertisements, periodicals and packages a year—and serves 7 million customers each day at its 40,000 retail locations nationwide.



## AMERICAN FILMMAKING: BEHIND THE SCENES STAMPS

Stamp	Explanatory Text on Backing Paper of Stamps and Pane by Leonard Maltin
Art Direction	An art director, such as <i>Citizen Kane's</i> Perry Ferguson, creates the setting in which a story unfolds, persuading moviegoers that what they see—whether ordinary or incredible—is real.
Cinematography	The art of cinematography—what the camera sees and how it filters that information—involves capturing and interpreting images, from the mundane to the magnificent, on film.
Costume Design	In films, clothes definitely make the man—or woman. Costume design, as practiced by Edith Head and other artists, is essential to the fashioning of definable and believable characters.
Directing	Great directors leave their stamp on every film they make. As they translate scripts into cinematic terms—often framing shots, like John Cassavetes—they guide actors and crews through the filmmaking process.
Film Editing	The film editor works with the director to give a motion picture its final shape. Carefully cutting and rearranging raw footage, the editor puts a film together scene by scene.
Makeup	Movie makeup artists can turn actors into almost anything or anybody. Pioneering artist Jack Pierce, for example, gave actor Boris Karloff the frightening visage of <i>Frankenstein's</i> monster.
Music	Ever since the days of silent films, music has made an enormous contribution to motion pictures. It builds mood, enhances atmosphere, sets the tone, and is as vital to a movie as any character on the screen.
Screenwriting	From low-budget B movies to epics like <i>Gone With the Wind</i> , every film starts with a blueprint: the script. The screenwriter's work provides the foundation for all that follows in the making of a movie.
Sound	Creating a movie sound track—a seamless combination of dialogue, music, and sound effects—involves many stops along the way, from the initial recording on the set to sophisticated sound mixing and editing.
Special Effects	Special effects artists translate filmmakers' ideas—a Kansas tornado, a sinking ocean liner, an alien named E.T., for example—into cinematic reality, advancing their craft with each new challenge.
Selvage	Additional Explanatory Text on Stamp Pane's Selvage
Producing	Movie producers, much like orchestra conductors, must coordinate all the many talents of a large company of people. A quote (front) from the legendary David O. Selznick addresses that challenge.
Filmmaking	While a painting reflects the vision of one artist, a motion picture mirrors the artistry and skill of many men and women. These stamps honor American filmmakers, whose combined efforts to bring entertainment—and art—to millions of moviegoers around the world.

## TECHNICAL DETAILS

Issue: *American Filmmaking: Behind the Scenes*  
Item Number: 563800  
Denomination & Type of Issue: 37-cent Commemorative  
Format: Souvenir sheet of 10 (10 designs)  
Issue Date & City: February 25, 2003, Beverly Hills, CA 90210  
Designer: Imaginary Forces, Hollywood, CA  
Art Director: Ethel Kessler, Bethesda, MD  
Typographer: Imaginary Forces, Hollywood, CA  
Modeler: Donald H. Woo  
Manufacturing Process: Gravure  
Printer: Sennett Security Products (SSP)  
Printed at: American Packaging Corporation, Columbus, WI  
Press Type: Rotomec, 3000  
Engraver: Armotek Industries  
Stamps per sheet: 10  
Print Quantity: 70 million stamps  
Paper Type: Phosphor Tagged, Block  
Gum Type: Self-adhesive  
Processed at: Unique Binders, Fredericksburg, VA  
Colors: Magenta, Cyan, Yellow, Black, PMS 5773 (Gray-green), PMS 877 (Silver)  
  
Stamp Orientation: Horizontal  
Image Area (w x h): 1.140 x 1.085 in./28.956 x 27.559 mm  
Overall Size (w x h): 1.560 x 1.225 in./39.624 x 31.115 mm  
Pane Size (w x h): 6.50 x 7.50 in./165.10 x 190.50 mm  
Plate Size: 120 stamps per revolution  
Plate Numbers: N/A  
Marginal Markings: Front: Selvage text  
Back: "© 2002 USPS" • Price • Text • Barcode •  
  
Catalog Item Number(s): 563840 Full pane w/plate no. — \$3.70  
563862 First day cover — \$6.20  
563864 Canceled full pane — \$6.20  
563884 Press Sheet — \$22.20  
563891 FP w/ceremony — \$9.65  
563893 FP w/FDC — \$9.90

## HOW TO ORDER THE FIRST DAY OF ISSUE POSTMARK

Customers have 30 days to obtain the first day of issue postmark by mail. They may purchase new stamps at their local post office, by telephone at 1 800 STAMP-24, and at the Postal Store at [www.usps.com](http://www.usps.com). They should affix the stamps to envelopes of their choice, address the envelopes (to themselves or others), and place them in a larger envelope addressed to:

AMERICAN FILMMAKING COMMEMORATIVE STAMP  
POSTMASTER  
325 N MAPLE DR  
BEVERLY HILLS CA 90210-9991

After applying the first day of issue postmark, the Postal Service will return the envelopes through the mail. There is no charge for the postmark. All orders must be postmarked by March 27, 2003.



(American Filmmaking First Day of Issue Postmark)