



## NEWS RELEASE

### **AFI SELECTS DIVERSE SLATE OF NETWORKS AND PRODUCTIONS TO PARTICIPATE IN 2002 ENHANCED TELEVISION (ETV) WORKSHOP**

*PBS' SESAME STREET and ARTHUR, Turner Classic Movies, ESPN's MOHR SPORTS and Food Network's THE BEST OF are Among the Participants*

*Workshop to Commence at AFI's Los Angeles Campus July 24-26, 2002*

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LOS ANGELES, CA, July 18, 2002—The American Film Institute (AFI) today announced its selections for the 2002 AFI Enhanced TV (eTV) Workshop (complete list of participants attached). This year's line-up includes submissions from PBS (SESAME STREET and ARTHUR), ESPN (MOHR SPORTS), Turner Classic Movies and Food Network (THE BEST OF). The production cycle kicks off July 24, with a three-day orientation event at AFI's Los Angeles Campus. Major funding for the 2002 AFI eTV Workshop is being provided by media and technology sponsors the Corporation for Public Broadcasting (CPB), Microsoft TV and Microsoft Digital Media Division, OpenTV, Liberate Technologies, AT&T Digital Media Centers and Interland Inc.

The Workshop, now in its fifth year, is an exclusive production-based environment that provides television producers with the opportunity to work with world-class technology innovators and designers—who serve as mentors—to create a prototype for the next generation of digital television. The AFI program identifies and addresses issues that could influence and accelerate the development of this new medium in the US and internationally. To qualify for the Workshop, participants must be working television professionals with programs on air or slated for distribution for the 2002/2003 season. Selections were based on the strength of the programs and proposed plans for incorporating digital enhancements into future programming.

"Millions of consumers in America and Europe have—or will soon have—access to interactive services," stated AFI Enhanced Television Workshop Director Marcia Zellers. "With the transition to digital transmission, more and more programs and networks will begin to offer interactive, or as AFI dubbed it five years ago, 'enhanced' TV features. AFI's goal is to give a voice to the community creating these features, in the hopes of making enhancements intrinsic to the programming itself, whatever platform is employed. AFI has created an environment which allows for maximum experimentation and creativity, but is also supported by industry leaders who hope to bring these exciting features into the real world."

"The AFI eTV Workshop inspires some of the most creative work being done with this exciting new technology," said Robert T. Coonrod, President and CEO of CPB, the private, non-profit corporation that provides funding for public TV and radio programming and stations. "More and more, Workshop projects are delivering on their potential, becoming real programming that makes real learning possible."

The Workshop kick-off event on July 24 will feature a keynote speech by Craig Leddy, CEO of Interactive TV Works; presentations from BBCi, Discovery Network, Fox News, Showtime, Game Show Network, Liberate and PBS; and a panel moderated by Gary Arlen of Arlen Communications, featuring panelists from DirecTV, Liberty Broadband and Cable Center.

Past programs in the Workshop include THE ACADEMY AWARDS, BLIND DATE, CNN's HEADLINE NEWS, Comedy Central's THE DAILY SHOW WITH JON STEWART, Discovery Channel's EXTREME RIDES and SPACE STATION ODYSSEY, E! Entertainment's TALK SOUP, HBO's ARLISS and PBS' AMERICAN FAMILY.

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of filmmakers, coordinates nationwide film preservation efforts and explores new technologies in movie-making. AFI also presents the best of film through the AFI Los Angeles International Film Festival (AFI FEST), the AFI National Theater at the Kennedy Center in Washington, DC, the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland (opening in 2003) and the annual AFI Life Achievement Award, the highest honor given for a career in film. More information about AFI can be found by visiting its Web site, located at [www.AFI.com](http://www.AFI.com).

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**The following is a complete list of participants for the 2002 AFI eTV Workshop:**

- **SESAME STREET—Airs on PBS**
  - Produced by Sesame Workshop
  - This long-running children's series focuses on the people and characters who live and work on Sesame Street.
- **TURNER CLASSIC MOVIES—Airs on Turner Broadcasting System**
  - A network devoted to showing and preserving classic movies.
- **MOHR SPORTS—Airs on ESPN**
  - Produced by Hollywood Center Studios
  - Acerbic comedian Jay Mohr hosts this comedy sports talk show.
- **ARTHUR—Airs on PBS**
  - Produced by WGBH
  - Adapted from the Marc Brown series of children's books, Arthur is a good hearted aardvark making his way in the world and learning lessons along the way, with the help of his family and many friends.
- **THE BEST OF—Airs on Food Network**
  - Produced by Homefront Entertainment
  - Hosted by Jill Cordes and Marc Silverstein, the program is a trek across the country in search of the best food, restaurants and trends in America. Each episode features visits to restaurants in five states and interviews with people who are making their marks in the culinary world.
- **TV LAND—Airs on TV Land**
  - Airs classic television shows.
- **MATTERS OF RACE—Airs on PBS**
  - Produced by ROJA Productions
  - This four-part documentary series explores issues of identity, multiculturalism and the creation of a global community.
- **P.O.V.—Airs on PBS**
  - Produced by PBS
  - Celebrating its 15<sup>th</sup> anniversary in 2002, P.O.V. is the award-winning PBS series that puts a human face on contemporary social issues. Presenting the work of emerging and established filmmakers, P.O.V.'s mandate is to bring diverse stories and issues into the national dialogue—stories that reflect compelling American realities but are often overlooked by mainstream media.

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