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**SILVERDOCS EXPANDS INTERNATIONAL DOCUMENTARY CONFERENCE TO FOUR DAYS
AND ANNOUNCES PROGRAM HIGHLIGHTS**

Former Vice President Al Gore Keynote Speaker

Conference explores "The Future of Real"

Silver Spring, Maryland, May 10, 2006—SILVERDOCS: AFI/Discovery Channel Documentary Festival announces program highlights and the expansion of the International Documentary Conference to four full days of seminars, panels, workshops, screenings, pitch sessions and informal networking opportunities for filmmakers and funders.

This year's Conference explores "The Future of Real." What is the future of documentary storytelling in a moment where distribution technology is radically altering the industry's financial, marketing and distribution models? How will these new models affect the role of documentary and the ways in which stories are told? The Conference runs June 14-17, 2006. Each year the Conference draws 450 filmmakers and guests from around the world. Conference participants are documentary filmmakers, program executives from leading TV channels and production companies, the entertainment press and non-profit media leaders.

In addition to 110 professional panelists over four days, program highlights include the keynote address, given this year by former Vice President Al Gore, featured in the environmental documentary AN INCONVENIENT TRUTH opening theatrically in May. From his early work as a leading advocate for the development of the Internet, to the creation of Current TV, Vice President Gore has been a visionary promoting technology as a tool to advance civic discourse and give voice to individual citizens, including those outside the mainstream.

"SILVERDOCS is the only Festival in the US dedicated to creative documentary that combines the exhibition experience of a festival with a concurrent professional conference," said Festival Director Patricia Finneran. "We are creating a hothouse environment for independent documentarians and public and private media entities to interact and look at how documentaries are used to engage the public and affect our understanding of the world around us."

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"The International Documentary Conference is an outstanding extension of SILVERDOCS, giving filmmakers the chance to connect with their peers from around the world. For Discovery, there is no better way to support the vision and craft of documentary filmmakers than by making sure their projects are funded and distributed to larger audiences," Said Donald A. Baer, Senior Executive Vice President of Strategy and Development for Discovery Communications. "This year's focus on new technology is especially significant. Filmmakers are eager to explore strategies and best practices for navigating the trends that are already changing the way a film is packaged and delivered to consumers."

CONFERENCE PROGRAM OVERVIEW

KEY NOTE ADDRESS

Former Vice President Al Gore

From his early work as a leading advocate for the development of the Internet, to the creation of Current TV, Vice President Gore has been a visionary promoting technology as a tool to advance civic discourse and give voice to individual citizens, including those outside the mainstream.

FOCUS ON DISTRIBUTION

THE FUTURE OF REEL: NEW TRENDS IN THEATRICAL EXHIBITION OF DOCS

What's happening now, and what's next? The theatrical space is seen as the holy grail of distribution for filmmakers. What is the potential impact of new technologies, such as digital delivery and satellite on cinema-going practices?

THE FUTURE OF HOME VIDEO/DVD DISTRIBUTION

What releases have garnered the most success in the past 18 months? What will be the future of bricks and mortar; VOD for docs; pay-per-view? What are the new business models and how are critical players in the industry positioning themselves in this changing marketplace?

DO DOCUMENTARIANS NEED PUBLIC MEDIA?

Public media, especially public broadcasting, have long had a special relationship with documentarians. The broadcasters who brought us EYES ON THE PRIZE, THE BOYS OF BARAKA and RX FOR SURVIVAL now find themselves competing with cable channels and even direct-to-viewer strategies for documentarians' attention. Do doc makers still need public media? How are public media operations changing to take advantage of new technologies and opportunities?

THE BROADCAST SCENE

What's hot and what's not over the last year? What are the trends/potential for feature length docs? Top broadcasters present channel sizzle reels and provide market intelligence on the following: What was the highest rated acquisition? Highest rated commission/co-pro? What was your favorite?

THE FUTURE OF REAL: E-Media, I-Media, What Media, Whose Media?

Why should documentary filmmakers care about pod-casting, video i-pods, mobile phone content delivery, VOD, broadband, cross-platform distribution? Are digital distribution technologies opening up new audiences, new sources of production funding? Or simply asking media artists to provide more versions of their content for the same—or less—amount of money?

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FOLLOW THE MONEY

What really happened to three feature-length films that played the Festival circuit, went to theaters and are now in DVD and international broadcast distribution? What was the funding model and subsequent distribution model? What worked, what didn't, and why?

SHORT DOCS—HIP, NEW AND COMING TO A SCREEN NEAR YOU

Creating compelling short format content for multiple media outlets. Hear from the hottest new directors who are empowering youth around the country to share stories, enthusiasm, and explore the issues of our age.

FOCUS ON IMPACT: DOCUMENTARIES IN ACTION

CELEBRATE SOUTH AFRICA!

South African Filmmakers and Artists examine the role of media, in particular film and music, as a tool for civic engagement.

COLLABORATING WITH NON-PROFITS

How does one find balance between funding for documentary films and social interest agendas? What do representatives from leading non-profits look for in a strategic alliance with a media artist? Where are the links/balance between production, outreach and action?

THE GREAT DEBATE

Commissioning Editors/Broadcasters square off against a panel of award-winning documentary filmmakers to examine the assertion: "Like it or not, ratings determine commissions. Broadcasters know their audiences and must deliver what those audiences want. Filmmakers need to pitch/provide films that serve this reality."

GLOBAL HEALTH IMPACT

A look at the positive impact social issue documentaries have had addressing health issues when accompanied by innovative community outreach and grassroots engagement. Case studies examine FIGHT MALARIA, a prevention program in Uganda; THE FORGETTING, an Alzheimer's awareness campaign in the US; and BLOOD OF YINGZHOU DISTRICT improving care for AIDS orphans in China.

PUBLIC TELEVISION IN ACTION

Representatives from WETA, Maryland Public Television and WHUT share activities they engage in at the local level: collaborations with filmmakers, civic engagement around national programs and community partnerships.

DOCUMENTARY IN A POST-9/11 WORLD

FARENHEIT 911 shattered box office records for documentary. But what of the dozens of other insightful, engaging and challenging films that address the condition of the United States in the aftermath of an attack that changed America? A look at what audiences can expect next.

TRUE STORIES? EXPLORING THE SOCIAL CONTRACT BETWEEN THE DOCUMENTARY FILMMAKER AND THE AUDIENCE

Join award-winning journalists and filmmakers as they weigh in on issues concerning truth and integrity in the documentary genre. Taking up Bill Nichols' questions in "Toward a Code

of Ethics,” can we establish standards for an ethical documentary practice? What might such a standard be and who might enforce it? What does this mean in practice? What obligation does a filmmaker have to avoid distortion, misrepresentation, coercion, or betrayal?

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WORKSHOPS AND MASTER CLASSES

COPYRIGHTS – CREATIVE CONTROL IN CRISIS

Brian Newman of National Video Resources and Kelly DeVine, former Acquisition Executive at IFC will lead a timely discussion of the new turf battle centered on control, ownership, and the right to exploit intellectual property for documentary film and video production. The discussion will examine issues of public archives in private hands, and other pressing concerns. Who will win and who will lose? Filmmakers, distributors and consumers are ready to rumble. Digital technologies are straining already fragile legal relationships. Will the digital age bring a new creative commons or a more rigid commercial control of content?

THE DISTRIBUTION REVOLUTION

Peter Broderick, President, Paradigm Consulting will present a report from the distribution frontier -- where filmmakers all over the world are seizing control of the process. Using state-of-the-art techniques, filmmakers are circumventing gatekeepers and reaching viewers directly, building core personal audiences, and achieving true global distribution.

HI-DEF VIDEO CINEMATOGRAPHY WORKSHOP

Rob Draper, ACS, award-winning Cinematographer will convene a full-day hands-on professional development workshop on shooting, lighting and post-production in Hi-Definition and getting the most out of your equipment.

HOW TO WRITE—AND PITCH—A SLAM DUNK TWO-PAGE TREATMENT

A hands-on workshop designed to help attendees hone written and oral presentation skills. Participants must sign up in advance and are encouraged to bring writing samples for review and critique.

A MASTER CLASS WITH SUSAN LACY, EXECUTIVE PRODUCER AMERICAN MASTERS, THIRTEEN-WNET

As creator and executive producer of AMERICAN MASTERS, Ms. Lacy has been responsible for the production and national broadcast of 66 documentary biographies on artistic giants who have impacted American culture, including the films BOB DYLAN: NO DIRECTION HOME; PAUL SIMON: BORN AT THE RIGHT TIME; and JOHN HAMMOND: FROM BESSIE SMITH TO BRUCE SPRINGSTEEN. Join her as she explores what goes into making great music documentaries.

PITCH SESSIONS AND SPECIAL SCREENINGS

ACE—ANIMAL CONTENT IN ENTERTAINMENT GRANT PITCH FOR \$10,000

Five finalists present their feature length documentary projects addressing critical animal *related* issues to a distinguished panel of broadcast and distribution executives.

ACE is a division of the Humane Society of the United States.

STUDENT PITCH: GROOMING THE NEXT GENERATION OF FILMMAKERS

Students from top graduate film schools including NYU's Center for Media, Culture and History, the Documentary Institute, University of Florida, Gainesville and American

University's School of Communications present their projects to a panel of commissioning editors, distributors, and executive producers. This program will provide up-close access to leading executives coaching filmmakers on how to present their project ideas to potential funders.

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DOCUCLUB WORKS IN PROGRESS-NY/ DOCS IN PROGRESS-DC

The "In the Works" session offers an unusual opportunity for professionals and non-professionals to view documentaries at various stages of production and participate in the critique process. This program provides filmmakers with an in-depth view on how a film project is assessed—in a friendly, supportive environment—by colleagues and peers and how this process leads to improved quality and clarity in documentary storytelling.

SILVER SESSIONS

Silver sessions are small group meetings with international and domestic development, programming and acquisition executives; program officers from the NEH, NEA and NSF; theatrical, DVD and international broadcast distributors; marketing and PR consultants; producers representatives; legal advisors and industry leaders. Advance sign-up is required. The Silver Sessions are among the most valuable programs for filmmakers attending the Conference; they afford personal access in a relaxed, informal environment that encourages open exchange between filmmakers and attending film and TV executives and funders.

Confirmed SILVERDOCS participants as of mid-April include:

Nancy Abraham (HBO), **Barbara Abrash** (Center for Media, Culture and History at New York University), **Claire Aguilar** (ITVS/Independent Lens), **Joe Amodei** (Hart Sharp Video), **Pat Aufderheide** (Center for Social Media), **Orlando Bagwell** (Ford Foundation), **Gareth Benest** (OneWorld TV), **Luca Bentivoglio** (Latino Public Broadcasting), **Naomi Boak** (Twin Cities Public Television), **Peter Broderick** (Paradigm), **Michelle Byrd** (IFP Market), **Gillian Caldwell**, (WITNESS), **Steve Cheskin** (Women's Entertainment), **Maryanne Culpepper** (National Geographic Film and Television), **Jamie Doran** (WEN TV, Russia), **Sally Jo Fifer**, (Independent Television Service – ITVS), **Thomas L. Friedman** (The New York Times), **Former Vice President Al Gore** (Current TV), **Yogi Graham** (Current TV), **Jeff Hasler** (The Discovery Channel), **Albie Hecht** (Worldwide Biggies/Shine Global Foundation), **Peggy Holter** (Al Jazeera International), **Ian Inaba** (Guerrilla News Network), **Karen Fuglie Miles** (National Endowment for the Humanities), **Christoph Jorg** (ARTE France), **Valentine Kass** (National Science Foundation), **Shannon Kelley** (Sundance Documentary Program), **Larry Kirkman**, (AU School of Communication), **Andy Kolker** (Center for New American Media), **Susan Lacy** (American Masters), **Steven Markovitz** (The Encounters Documentary Festival), **Mike Marriner** (Road Trip Nation), **Cara Mertes** (POV), **John Moser** (Showtime Networks), **Liz Ogilvie** (Docurama), **Angela Palmer** (Corporation for Public Broadcasting), **Sam Paul** (Sundance Channel), **John Pierson** (Grainy Pictures), **Charles Poe** (National Geographic Channel), **John Prizer** (Corporation for Public Broadcasting), **Phillip Rodriguez** ("My City Now"), **Gustavo Sagastume** (PBS), **Steve Savage** (New Video), **Charles Schuerhoff** (CS Associates), **Ellen Schneider** (Active Voice), **Stephen Segaller** (Thirteen-WNET), **Mary Smith** (National Endowment for the Arts), **Clint Stinchcomb** (Discovery Communications), **Melanie Wallace** (NOVA/WGBH), **Diane Weyermann** (Participant Productions), **John F. Wilson** (PBS), **Donald Young** (Center for Asian American Media), **Marcia Zellers** (AFI Digital Content Lab), **Debra Zimmerman** (Women Make Movies), **Doug Zwick**, (Porchlight/Popwist).

SILVERDOCS Industry Partners Include:

AIVF; AU School of Communication's Institute for Strategic Communications for Nonprofits; Center for Social Media; Docs in Progress; DocuClub; Documentary Institute; University of Florida; Gainesville; The D-Word; EDN—European Documentary Association; The Encounters Documentary Festival; South Africa; Filmmaker Magazine; IDFA; IFP—Independent Feature

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Project; IDA—International Documentary Association; NYU Center for Media; Culture and History; Real Screen; The Documentary Center at George Washington University; Women in Film and Video Washington, DC; and Zinebi.

About SILVERDOCS

SILVERDOCS: AFI/Discovery Channel Documentary Festival brings the best new documentaries to Washington, DC, audiences, with six days of programming showcasing nearly 100 films, plus special screenings. Now in its fourth year, SILVERDOCS is the most talked about documentary festival in the United States, called "Non-Fiction Nirvana" by *Variety*, the "Pre-eminent US Doc Fest" by *Screen International* and "premiere showcase for documentary film" by *Hollywood Reporter*. The Festival—which will take place June 13 – 18, 2006, at the AFI Silver Theatre just outside Washington, DC—serves as a launch pad for independent documentaries, and affords international filmmakers access to US audiences. SILVERDOCS provides business and creative connections between filmmakers, broadcasters, distributors, and funders from both established and emerging media markets at the concurrent International Documentary Conference, June 15-17. For more information, go to www.SILVERDOCS.com.

About AFI

AFI is a national institute providing leadership in screen education and the recognition and celebration of excellence in the art of film, television and digital media. AFI trains the next generation of filmmakers at its world-renowned Conservatory, maintains America's film heritage through the *AFI Catalog of Feature Films* and explores new digital technologies in entertainment and education through the AFI Digital Content Lab and K-12 Screen Education Center. As the largest nonprofit exhibitor in the US, AFI ON SCREEN encompasses the annual AFI FEST presented by Audi: AFI Los Angeles International Film Festival—as well as year-round programming at ArLight Hollywood and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland, including SILVERDOCS: AFI/Discovery Channel Documentary Festival. AFI AWARDS, the annual almanac for the 21st century, honors the most outstanding motion pictures and television programs of the year, while **AFI's 100 Years . . .** series has ignited extraordinary public interest in classic American movies. And, during the past 33 years, AFI's Life Achievement Award has become the highest honor for a career in film. Additional information about AFI is available at www.AFI.com.

About Discovery Communications, Inc.

Discovery Communications is the leading global real-world media company. Discovery has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in 170 countries and territories with nearly 1.4 billion cumulative subscribers. DCI's over 100 networks of distinctive programming represent 27 network entertainment brands including TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery Kids, Discovery Times Channel, The Science Channel, Military Channel, Discovery Home Channel, Discovery en Español, Discovery Kids en Español, Discovery HD Theater, FitTV, Discovery Travel and Living (Viajar y Vivir), Discovery Home & Health and Discovery Real Time. DCI's other properties consist of Discovery Education and Discovery Commerce, which operates more than 100 Discovery Channel Stores in the U.S. DCI also distributes BBC America in the United States. DCI's ownership consists of four shareholders: Discovery Holding Company (NASDAQ: DISCA, DISCB), Cox Communications, Inc., Advance/Newhouse Communications and John S. Hendricks, the Company's Founder and Chairman.

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