

JED RIFFE FILMS + ELECTRONIC MEDIA

FOR IMMEDIATE RELEASE

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NEW INTERACTIVE KIOSKS

“PUBLIC BROADCASTING IN PUBLIC PLACES”

WINS GOLD PLAQUE FOR BEST VISITORS CENTER INTERACTIVE AT 2007 CHICAGO INTERNATIONAL'S FILM AND INTERCOM NEW MEDIA FESTIVAL

(San Francisco) Interactive Producer and Writer Jed Riffe accepts major award for best interactive kiosk from the Chicago International Film Festival's INTERCOM Competition. The award followed the national premiere of **Public Broadcasting in Public Places**, featuring interactive public television content from the nationally broadcast PBS Series **CALIFORNIA AND THE AMERICAN DREAM**, at the **Council of Foundations Fall Conference for Community Foundations** in San Francisco from September 16th-20th, 2007 <www.gfem.org>.

Public Broadcasting in Public Places brings prime-time PBS programming to audiences beyond public television. Funded in part by the Corporation for Public Broadcasting, the digital initiative presents interactive content from each of the four hour-long programs in The Series in custom designed, user-friendly, interactive kiosks.

Designed and programmed by new media producers Emrah Oral and Jed Riffe, each **interactive kiosk** features an Apple iMac touch screen computer. The kiosks are programmed in Flash to engage and inform users with specially edited video content and an interactive California Trivia Game. Users can also enter a contest to win DVDs from The Series.

Currently, kiosks are installed in these locations: the **Autry Museum of the American West** in Los Angeles, **Google's Campus** in Mountain View, CA, the **California Museum of History, Women and the Arts** in Sacramento, CA and the **Price Charities Civic Complex** in San Diego, CA. For more information on the Series: www/californiaseries.org

The Series **CALIFORNIA AND THE AMERICAN DREAM** is a co-production of Executive Producers Paul Espinosa, Lyn Goldfarb and Jed Riffe and the Independent Television Service (ITVS). Executive Producer for ITVS is Sally Jo Fifer. Major funding was provided by the Corporation for Public Broadcasting with additional funding provided by PBS, The Ford Foundation, the Independent Television Service, Native American Public Telecommunications, Skirball Foundation, Latino Public Broadcasting, the Center for Asian American Media, The Rockefeller Foundation and the California Council for the Humanities' California Stories Initiative. Additional Series outreach funding provided by the Federated Indians of the Graton Rancheria.

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