



NEWS RELEASE

SUZANNE STEFANAC TO HEAD DIGITAL CONTENT LAB AT AMERICAN FILM INSTITUTE

LOS ANGELES, September 19, 2006—Suzanne Stefanac, a journalist, author and pioneer of interactive media and web design, has been appointed the director of American Film Institute's Digital Content Lab (DCL). The AFI DCL teams top-tier entertainment companies with design and technology innovators in the country's leading R&D Lab for digital content. More than 75 interactive prototypes have been created during the program's nine years—which was formerly known as the AFI Enhanced TV Workshop.

"Suzanne Stefanac is a perfect leader for this program as digital content becomes part of the daily lives of artists and audiences worldwide," said Nick DeMartino, AFI Senior Vice President, Media & Technology. "As a journalist and author, she has developed comprehensive knowledge of the technology and the people who create and use it. As a practitioner, Suzanne has always been at the forefront of innovation."

"AFI has already set a standard within the digital media world, consistently fostering innovation and a sense of community, all the while enhancing the value of a wide spectrum of properties," said Stefanac. "I am honored to join the Digital Content Lab, particularly at this point in time, with content beginning to reach audiences via new and exciting channels. I welcome the opportunity to help integrate these new possibilities into upcoming projects with real world impact."

Stefanac has just written *Dispatches from Blogistan*, "a travel guide for the modern blogger" (Peachpit Press/New Riders/Voices that Matter series, dispatchesfromblogistan.com) and has built Web sites and provided consulting to a wide range of nonprofit arts and political organizations.

Earlier, Stefanac was a co-founder and SVP/Creative for RespondTV, a pioneer in interactive television programming and advertising. In the mid-90s, Stefanac was an executive producer for *The Site*, an hour-long, nightly joint production between MSNBC and ZDTV that served as one of the first integrated TV/web ventures. Throughout the 80s and early 90s, she wrote for many periodicals, and was founding editor of macworld.com. Stefanac has served as an advisor to the AFI DCL program since 1998.

Stefanac heads the AFI DCL team that includes newly appointed Production Manager Lisa Osborne, and Marketing And Events Manager Suemyra Shah, who was previously at Current Media in San Francisco.

Current AFI Digital Content Lab projects include NBC Universal (LAW & ORDER), Cartoon Network, PBS (D-SQUARED) and AOL. Recent Lab projects include MTV Overdrive, National Geographic Channel, Music Choice and Reuters.

About the American Film Institute

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 ArcLight 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 34 years, AFI's Life Achievement Award has become the highest honor for a career in film.

Additional information about AFI is available at AFI.com.

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NOTE: Photos are available upon request.

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