



**FOR IMMEDIATE RELEASE**

**CONTACT**

Voleine Amilcar

415-356-838 x 244

voleine\_amilcar@itvs.org

**ITVS LAUNCHES NEW WEBSITE**

**High-Quality Streaming Media for Audiences, High-Powered Search Engine for Indie Doc Fans, and Educators, and New Resources to Empower Filmmakers**

**SAN FRANCISCO, CA –(May 6, 2010)** — The Independent Television Service (ITVS), the leader in independent public media, announces the launch of the redesigned ITVS.org. The new website presents a full sweep of the work ITVS undertakes and embodies the organization's forward-thinking vision and commitment to the growing needs of its constituents.

The dramatically redesigned web site features access to more than 800 award-winning documentaries, shorts, and narrative features along with new media presentations and a host of specialized content for engagement and learning. The new website helps viewers, communities, and educators access social issue programming and empowers independent producers with new tools and information to produce programming that serves the public interest.

“The redesigned website has streamlined access to our very rich content. Now online visitors will experience a more vibrant and seamless view of ITVS and its deep online resources,” says Sally Fifer, ITVS CEO and President. “ITVS.org also reflects the impact of the changing media landscape — a world that is more digital, more global, more user-centered, more networked, and more impact-oriented than before.”

**Deeper Content and More Access**

The newly redesigned website puts information about ITVS's robust catalog of programming directly in the hands of the user, allowing more access to ITVS programming and the ability to delve deeper into the content of each film. The film profile pages feature detailed film synopses, filmmaker bios, viewer comments, and up-to-the-minute viewing information along with press kits, reviews and awards, and film-specific engagement resources. Additionally the high powered search engine allows users to search, sort, and browse ITVS's hundreds of programs making it easier to find upcoming broadcast information by zip code or online availability.

A new video section brings together all of ITVS by featuring high-quality streaming video, including film trailers, clips, and other interviews, and behind-the-scenes content. The site also showcases current and past interactive games, websites, and other new media presentations.

**Connecting and Engaging Audiences**

ITVS.org features integrated social media tools to help users connect and engage with ITVS content on multiple platforms and access to additional resources beyond ITVS.

*-More-*



Expanded Community Cinema and Community Classroom sections, specialized engagement resources, educational video modules, and lesson plans make it easier for educators to access content to enhance teaching and learning in and out of the classroom.

These tools and resources emphasize ITVS's commitment to bring the highest quality programming and diverse content to users where they are and where they want to engage.

### **Empowering the Independent**

Independent filmmakers are ITVS's core constituency. The site expands and enhances ITVS's online resources with the goal of empowering the independent filmmaker to construct a more successful funding proposal. The new funding pages on ITVS.org make it easier to understand ITVS's application process by providing examples of the types of projects ITVS funds. The section also provides direct access to ITVS staff to discuss the application and information about upcoming events, conferences, festivals, and workshops that ITVS staff will be attending or hosting.

Funded filmmakers already familiar with the resources ITVS provides for their projects will find that the new ITVS.org offers enhanced ways to engage with their audiences. For the first time ever, ITVS funded filmmakers will be able to post information about their theatrical and festival screenings and connect viewers with their own Facebook or Twitter accounts, making ITVS.org an extension of their marketing efforts.

“This new website was created specifically for our growing online audience, educators, and filmmakers,” says Fifer. “Packed with high-quality videos, and engaging content that will be constantly updated, the website will help make ITVS programming and resources more accessible to a global audience.”

For more information about ITVS, visit <http://www.itvs.org/>

###