

PRESS RELEASE

For More Information, Contact:

Shelly Rogers
KCSM
650.524.6926
shelly@kcsm.net

FOR IMMEDIATE RELEASE

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KCSM PRODUCTION "ZEMAD'S JOURNEY" NOMINATED FOR REGIONAL EMMY

(San Mateo, CA) "Zemad's Journey," a KCSM documentary following the life of a girl in Ethiopia who contracts HIV, has been nominated for a Best Documentary EMMY by the Northern California area chapter of the National Academy of Television Arts and Sciences. "Zemad's Journey" will air Tuesday, May 4th at 9:00 p.m.

"Zemad's Journey" was filmed on location in Ethiopia over two years. The story begins with 12 year-old Zemad struggling to attend school while charged with protecting her father's crops from predatory baboons. Her life choices become more complicated when Zemad's father decides to sell her hand in marriage. Zemad runs away to the city and gets caught up in a new life, with devastating consequences.

Independent producer Belay Workneh, an Ethiopian native, partnered with KCSM to bring Zemad's story to mainstream audiences. "It was important to maintain the cultural authenticity of the film, but we also needed to 'translate' the Ethiopian culture for American

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audiences,” says KCSM producer Josh Springer. “Belay and I spent many late nights learning about each other’s cultures and figuring out the most effective ways to communicate Zemad’s story.”

KCSM Executive Producer Dante Betteo announced the EMMY nomination this week. “This was such a unique project and I’m glad the Academy recognized the effort of Josh and Belay, and the KCSM team that worked on this project” he said.

Also nominated for the “Best Documentary” EMMY are “Aging In America: The Years Ahead” (KQED/Talking Eyes Media); “Lost Childhood: Growing Up in an Alcoholic Family (KRON); “Death of a Shaman” (KVIE/Great Blue Productions). The Northern California region includes television and cable stations from Visalia to the Oregon border and includes Hawaii and Reno, Nevada. The awards will be presented on May 22.

KCSM Public Television is the Bay Area Education Station with more than 4,000 hours of college-credit programming broadcast every year. PBS programs, documentaries, international programs and lifelong learning make up the rest of the schedule. KCSM is licensed to the San Mateo County Community College District.

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