



MEDIA RELEASE

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Screenrights welcomes AIMIA website nomination

Screenrights CEO Simon Lake welcomed the nomination of Screenrights' www.enhancetv.com.au site as a finalist in the best non-profit website category in the 13th annual Australian Interactive Multimedia Industry Association (AIMIA) Awards.

In announcing the awards, AIMIA CEO John Butterworth said: "The entries were of exceptional quality with finalists representing the very best of Australia's booming Interactive and Digital Media Industry". The awards will be announced on 2 March. Details on the awards are at www.aimia.com.au/awards

Mike Lynch, the EnhanceTV project director, said: "EnhanceTV is a unique web resource for Australian educators, providing information on educational TV programs and films, as well as free study guides and feature articles to help teachers using television in the classroom."

The EnhanceTV email newsletter is circulated to over 19,000 Australian educators every week, highlighting the best in educational television. The EnhanceTV website receives over 2,000 visitors a day.

The site has more than 500 free study guides covering Australian and international programs. Mike Lynch said: "This nomination acknowledges the great work done by the Australian Teachers of Media (ATOM) in preparing world class study guides. It is also an endorsement of the Film Finance Corporation's policy of funding the production of study guides for many of the FFC funded Australian documentaries."

Lynch said that EnhanceTV acts as a bridge between the Australian film and television production sector and Australia's schools, universities and TAFEs.

The site also has an online store of copied programs, podcasts highlighting the best in educational television, feature articles, television guides via rss feeds, and a searchable archive of 40,000 film and TV titles.

About Screenrights and [enhancetv.com.au](http://www.enhancetv.com.au)

EnhanceTV was launched in 2002 as an online service provided by Screenrights to its filmmaker members and the education sector. In 2006 it was redesigned to include an online Resource Centre of copied broadcast television for educators from institutions with a Screenrights licence.

For More Information

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