



**February 11, 2016
For Immediate Release**

**KCTS 9 AND SIFF PRESENT FREE SCREENING & DISCUSSION OF
*THE HUMAN FACE OF BIG DATA***

Premiere Event Co-hosted by KCTS 9, SAP, SIFF, and Washington Filmworks

SEATTLE—KCTS 9 is partnering with SIFF to present a free screening and discussion of ***The Human Face of Big Data*** on February 17, 2016 at SIFF Cinema Uptown in Seattle. The Seattle premiere event is co-hosted by **KCTS 9, SAP, SIFF, and Washington Filmworks**. KCTS 9's Enrique Cerna will be leading the panel discussion, featuring filmmaker Sandy Smolan and featured expert and MacArthur Fellow Shwetak Patel, of University of Washington. Other distinguished panelists include Trish Millines Dziko, Co-founder and Executive Director of TAF, and Mark Nelson, CTO of Concur.

The event is a special preview of the award-winning film, *The Human Face of Big Data*, which premieres nationally on PBS and on KCTS 9 on February 24 at 10:00 pm.

With the rapid emergence of digital devices, an unstoppable, invisible force is changing human lives in incredible ways. Every two days the human race is now generating as much data as was generated from the dawn of humanity through the year 2003. The massive gathering and analyzing of data in real time is allowing us to address some of humanity's biggest challenges—pollution, world hunger, and illness—but as Edward Snowden and the release of NSA documents have shown, the accessibility of all this data comes at a steep price. *The Human Face of Big Data* captures the promise and peril of this extraordinary knowledge revolution.

"Decisions by tech companies and the government are defining how we will all live in the future," said director Sandy Smolan. "This film encourages viewers to be informed, to have a say in the use of Big Data, and to take part in the decisions being made without us."

There are several Seattle connections to this new documentary. The director, Sandy Smolan, considers Seattle home as he splits his time between here and LA. Parts of the documentary were filmed in Seattle, and the film is narrated by Joel McHale who attended high school and college in the Seattle area. The film also features Shwetak Patel, a University of Washington MacArthur Fellow who analyzes how big data is created.

To arrange interviews and event photo ops, please contact [Hilda Cullen](#). For details about the February 17 event and to watch a preview of the February 24 program, click [here](#).



Caption: Dr. Carolyn McGregor and her team, Project Artemis at the University of Ontario Institute of Technology, are still in the process of publishing and confirming their findings, but they hope that ICUs around the world will start using data as an early warning system. By harnessing millions of heartbeat measurements from the ICU each day, they were able to detect a baby's infection at least a day before it became symptomatic, giving physicians a potential 24-hour jump on treating and beating the bacteria, enabling babies to begin receiving lifesaving treatments for their infections before it's too late.

Credit: Courtesy of © BSIP / Corbis 2012 / from The Human Face of Big Data

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About KCTS 9

KCTS 9 brings quality public media programming to the public when and where they need it—on the air, online, and in our communities—serving more than 2.2 million viewers each week in Western and Central Washington State, British Columbia and across Canada. To learn more about our programs and initiatives, visit KCTS9.org.

On Facebook: [facebook.com/KCTS9](https://www.facebook.com/KCTS9)

On Twitter: [@KCTS9](https://twitter.com/KCTS9).

About SIFF

Founded in 1976, SIFF creates experiences that bring people together to discover extraordinary films from around the world with the Seattle International Film Festival, SIFF Cinema, and SIFF Education. Recognized as one of the top film festivals in North America, the Seattle International Film Festival is the largest, most highly attended film festival in the United States, reaching more than 150,000 annually. The 25-day festival is renowned for its wide-ranging and eclectic programming, presenting over 450 features, short films, and documentaries from over 90 countries each year. SIFF Cinema exhibits premiere theatrical engagements, repertory, classic, and revival film showings 365 days a year on five screens at the SIFF Cinema Uptown, SIFF Cinema Egyptian, and SIFF Film Center, reaching more than 150,000 attendees annually. SIFF Education offers educational programs for all audiences serving more than 13,000 students and youth in the community with free programs each year.

About the Film

***The Human Face of Big Data* premieres nationally on PBS and on KCTS 9 on Wednesday, February 24, 2016 at 10:00 p.m.**

THE HUMAN FACE OF BIG DATA was directed by Sandy Smolan and produced by Bill Medsker and Sandy Smolan. Executive producers are Rick Smolan and Jerry Solomon. The film was edited by Daniel Oberle, with cinematography by Jacek Laskus and music by Philip Sheppard. **THE HUMAN FACE OF BIG DATA** was produced by Against All Odds Productions in association with Luminous Content and CuriosityStream. The film was made possible through the generous support of Cisco and SAP. **THE HUMAN FACE OF BIG DATA** project was underwritten by EMC with additional support from Cisco, SAP, VMware and FEDEX. For more information, visit <http://www.humanfaceofbigdatafilm.com/>. To interact with the film via Twitter, use #BigDataPBS.

CONTACTS:

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