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Screeners available upon request

A Look at the Meaning of Fame with *Why Isn't Chris von Sneidern Famous? on KQED's Truly CA*

Premieres on KQED Public Television 9 on Sunday, November 7 at 6pm

SAN FRANCISCO, October 12, 2010 – Why do some artists garner mass adulation, while others remain only cult heroes? Director Kathleen McNamara attempts to answer these questions in an aptly named, intimate portrait of San Francisco-based musician Chris von Sneidern. **Why Isn't Chris von Sneidern Famous?** airs as part of KQED's documentary film series **Truly CA** on Sunday, November 7 at 6pm on KQED 9.

According to critics and fans alike, Chris von Sneidern—known to his followers as CVS—was destined for fame. It hasn't happened. Critically acclaimed for his musical talent and known for his charismatic and uncompromising personality, the singer/songwriter/guitarist is a long-time fixture of San Francisco's independent music scene. But twenty years and twelve albums after coming to California to follow his musical dreams, he continues to play small clubs and is little known outside pockets of devoted fans around the world.

After hearing von Sneidern perform at Mission District hotspot Bruno's, filmmaker Kathleen McNamara began her quest, ultimately following CVS for four years, capturing candid and funny interviews and engaging performances. Her film doesn't shy away from the poignant questions of offstage life, as CVS confronts middle age and attempts to reconcile his current station with the grand visions he and others continue to hold for him, even as dreams of rock and roll stardom begin to slip away. But what if success is simply doing what you love?

Why Isn't Chris von Sneidern Famous? is the story of the passionate search for artistic freedom and success, and the challenge posed by the inevitable disparity between our dreams and life's reality. Through his own eyes and the insights of fellow musicians, music critics, producers, and family, the film looks at the personal struggle of von Sneidern and the larger evolution of San Francisco's local music scene.

About Truly CA

Winner of five Northern California Emmy Awards, **Truly CA** is KQED's series of independent documentaries about life in the Golden State. Since 2007, select **Truly CA** films have been presented by KQED to stations throughout California. It airs monthly on Sundays at 6pm on KQED 9. **Truly CA** is a KQED production presented in association with the **Bay Area Video Coalition** and the **San Francisco Film Society**.

About KQED Public Media

KQED Public Media (kqed.org) owns and operates public television stations KQED 9 (San Francisco/Bay Area), KTEH 54 (San Jose/Bay Area), and KQET 25 (Watsonville/Monterey); KQED Public Radio (88.5FM San Francisco and 89.3FM Sacramento), the interactive platforms kqed.org, kteh.org and [KQEDnews.org](http://kqednews.org), and Education Network. KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national

series such as *QUEST*; *Check, Please! Bay Area*; *This Week in Northern California, Truly CA*, and *The Essential Pépin*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public radio stations in the nation with an award-winning news and public affairs program service delivering more than fifteen local newscasts daily. KQED Interactive hosts KQED's cross-platform news service, KQED News, as well as offers video and audio podcasts and live radio stream at kqed.org. The Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources.

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