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Contact: Meredith Gandy  
415.553.2116, [mgandy@kqed.org](mailto:mgandy@kqed.org)  
[kqed.org/press](http://kqed.org/press)

## KQED Introduces KQED Do Now for Educators

**San Francisco, California, September 13, 2011** – In ever-changing education and media landscapes, it can be challenging to keep the attention and focus of today's students. Through the integration of relevant local content and new media tools and technologies, KQED aims to both engage students and to add value to learning. On Friday, September 9, KQED Education launched **Do Now**, a new series of activities for middle and high school teachers to use in classrooms.

**Do Now** activities are designed to help focus students at the start of a class period. Most are six to eight minutes in length. They are completed without teacher assistance and are used to often introduce ideas connected to the rest of the lesson. **Do Now** prompts utilize KQED's award-winning online media resources, including videos, podcasts, slideshows, and images, as well as social media tools like Twitter and Facebook as platforms for student responses.

Each Friday, a new post is presented online at [kqed.org/donow](http://kqed.org/donow). In the activities, a piece of media is presented to the students with a question. Students are to then comment with their responses. Whether on a computer or mobile device, any student can participate in the **Do Now** discussion that reaches beyond the classroom and connects students with other learners.

Different content areas will be highlighted, keeping topics relevant and current to what is happening locally or globally. Teachers can be notified of a new **Do Now** post in a number of ways: by checking [kqed.org/donow](http://kqed.org/donow), receiving notifications via Twitter or Facebook, or from an RSS feed.

### **About KQED**

**KQED** ([kqed.org](http://kqed.org)) has served Northern California for more than 50 years and is affiliated with NPR and PBS. KQED owns and operates public television stations KQED 9 (San Francisco/Bay Area), KQED Plus (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](http://kqed.org) and [KQEDnews.org](http://KQEDnews.org); and KQED Education. 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 *Essential Pépin*. KQED's digital television channels include 9HD, KQED Life, KQED World, KQED Kids, and KQED 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 eighteen local newscasts daily. KQED Interactive provides KQED's cross-platform news service, [KQEDnews.org](http://KQEDnews.org), as well as offers several popular local blogs, video and audio podcasts, and a live radio stream at [kqed.org](http://kqed.org). KQED Education ([kqed.org/education](http://kqed.org/education)) produces and distributes media-rich free educational resources to engage learners and bring relevant, real-world examples of standards-based content into the classroom. KQED Education trains educators how to utilize digital media, bring media

making into instruction to advance learning in various content areas, and how to integrate principles of media literacy into teaching and learning.