



MEDIA ALERT

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KQED EDUCATION NETWORK ANNOUNCES LIBRARY CORNERS PROGRAM

- Partnering with One Economy and the San Francisco Public Library -
- Kick off events March 18 and April 15 -

San Francisco, California, March 5, 2010 – KQED Education Network is partnering with One Economy and the San Francisco Public Library to bring **Library Corners** to local libraries this spring. **Library Corners** is a place within the public library where families can discover educational, fun, and interactive media resources such as PBS KIDS Island and PBS KIDS GO! To celebrate the opening of **Library Corners** in San Francisco, KQED will host kick-off events beginning in March.

- Thursday, March 18
6-8pm
Visitation Valley Branch Public Library
45 Leland Avenue
San Francisco, CA 94134
- Thursday, April 15
11am-12pm
Excelsior Branch Public Library
4400 Mission Street
San Francisco, CA 94112

At these events, families will be able to engage in PBS KIDS Raising Readers **Library Corner** activities, register for PBS KIDS Island, and document their experiences through digital images and video. PBS KIDS is recognized as an important learning tool in literacy development for young children, and is the most trusted educational media property in America according to the Roper Poll of Public Trust. Once a month, KQED Education Network will support existing reading time activities at the libraries using a multi-media approach, by providing librarians with PBS KIDS video clips and corresponding activities to use with families. KQED will also work with One Economy's Digital Connectors program in the Visitation Valley and Excelsior branch libraries to provide Chinese language technical computer support to parents and children.

KQED Education Network will incorporate the PBS KIDS Raising Readers *Any Time is Learning Time* messaging into the activities. KQED Education Network and PBS KIDS Raising Readers will deliver sound and useful literacy messages and opportunities to the parents and caregivers of children from ages 2 through 8 in target neighborhoods. KQED strives to meet the literacy needs of target communities in Oakland and San Francisco through community events, media-rich resources, professional development opportunities, and strategic partnerships.

About KQED Education Network

KQED Education Network engages with community and educational organizations to broaden and deepen the impact of KQED media to effect positive change. Through parent education and professional development workshops, public screenings, multimedia resources, and special

events, Education Network reaches more than 200,000 Bay Area residents a year and serves people of all ages, with a particular emphasis on reaching underserved communities. Learn more about its three unique services, Early Learning, Educational Services, and Community Engagement, at www.kqed.org/ednet.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, the nation's most-watched public television station, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.

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COMING THIS FALL: KQED is proud to be the national presenting station for the newest PBS KIDS pre-school program, **The Cat in the Hat Knows A lot About That**, premiering Monday, September 6 on PBS stations nationwide.