

FOR IMMEDIATE RELEASE
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Discover the New KQED Website:
KQED.org Premieres on August 1
www.kqed.org

July 29, 2008, San Francisco --- Six years is a long time in the online world. KQED.org is finally getting a new look to match today's standard of engaging our users and offering more and better connectivity, with new features and streamlined content.

KQED's web producers and designers have been working since the start of the year, reading audience emails and evaluating traffic statistics, developing a plan for the first site-wide renovation since 2002. The new redesign goals were straightforward: to make the site simpler to use; to better feature KQED's daily coverage of Bay Area food, arts, science and news; and to make the site easier to update in the future. The new site features:

Navigation

A universal header, so users will be able to clearly see where they are in the site, and easily move between sections.

News, Arts, Food, Science

We've created four main content "topic" areas: news, arts and culture, food and wine, science and nature, and moved them to the main navigation. Our daily, unique coverage of the Bay Area includes special election coverage, short independent film podcasts, the popular Bay Area Bites food blog, and the multi-platform QUEST project, featuring local science, nature, and environment stories.

Community

Audiences love to interact with KQED and each other, through a myriad of ways – from submitting *Perspectives* radio editorials, joining our facebook page, and adding flickr photos – to calling into our *Forum* radio program, nominating local heroes for KQED's heritage month events, and attending teacher training workshops. These resources will continue to be found throughout KQED.org, but a new tab called "community" to makes them more prominent and accessible.

Events

Through KQED Radio's *The Do List*, KQED Television's *Spark*, KQED Family Fun Adventures for our members, and much more, KQED.org covers numerous Bay Area events each week, now with a new events calendar that lists them all in one place.

Video and Audio

A new built-in audio player enables listening to KQED Radio archives without having to open a separate media player. There is a central location in the top navigation to find all the video and audio from KQED-produced programs, many of them available via download and podcast. In the coming year, KQED will be working with PBS and NPR to make more of the nationally distributed shows available here too.

Screen Width

With most screen resolutions set to 1024 pixels or wider, the width of the site is expanded to 960 to better utilize screen space.

Mobile friendly

While 98% of KQED.org's traffic comes from desktop computers, there are more and more people using iPhone, Palm and other devices to access KQED.org. The new site design runs faster and scales better on the smaller screens.

About KQED Interactive

KQED Interactive (www.kqed.org) develops content and applications for digital platforms and mobile devices. Since 1994, KQED Interactive has provided users with a place to interact, learn more, and connect with others on the issues and topics explored on radio and television. The website hosts online services for KQED Public Television, Public Radio, and Education Network, and serves as a community convener, providing event listings, resources, online polls, podcasts, blogs and other items of timely interest. KQED Interactive functions as KQED's third media platform, delivering content specifically acquired and produced for the Web.