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KQED Introduces Way to “Turn Pledge Off” With New Pledge-Free Stream

-- Service is first of its kind in public media fundraising --



April 19, 2011, San Francisco --- Loyal audiences have loudly voiced their support for public media during recent months, and their financial support continues even in tough economic times. Classic fundraising drives are still critical for the success of listener-supported radio, but KQED recognizes that interruptions to favorite programming can become tiresome after loyal listeners have already pledged their support. With this in mind, KQED is proud to become the first station to offer its audience an innovative thank-you gift: the **Pledge-Free Stream**.

On April 21, KQED is rolling out this history-making alternative to the classic pledge drive. The new **Pledge-Free Stream** is the first of its kind, the first attempt by any public media station to offer audiences the satisfaction of giving without pledge break interruptions. By donating \$45 before May 5 at kqed.org/donate, members will receive special access to the **Pledge-Free Stream** that will enable them to listen to KQED Public Radio on a computer or smartphone without interruption for the duration of the May 2011 Spring fundraiser.

“We are excited to introduce the **Pledge-Free Stream** as an option for our listeners and loyal members,” stated Donald Derheim, executive vice president and chief operating officer, “because we want to create a better public radio experience during our on-air fundraising periods. This is, we hope, only a step toward alternative funding models that generate significant donor revenue and enable uninterrupted access to great programming. We’re hopeful that what KQED does here in the Bay Area will spread everywhere to the benefit of public radio listeners around the world.”

Public media outlets across the nation will be looking to KQED and the popularity of the **Pledge-Free Stream**. Serving the technologically progressive Northern California audience, KQED has itself long been recognized as a leading innovator in the public media system. The station's inventive fundraising techniques, dating back to the 1950s – notably, the concept of audience memberships, pledge nights, and televised auctions – became the national fundraising standard early on in the public broadcasting industry.

**The details*

The **Pledge-Free Stream** is an alternate, second live stream of KQED Public Radio that carries all regular KQED radio programming, including live news reports (except for traffic updates). The **Pledge-Free Stream** will be hosted live by a second team of on-air announcers, who will work out of a separate studio. The stream will omit all fundraising breaks. The **Pledge-Free Stream** will be accessible through a Web browser on a computer, smartphone, or tablet, on up to four browsers, through the end of the May 2011 Fundraiser. For more information and technical requirements, visit kqed.org/pfs.

About KQED

KQED (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), 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; 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, 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 eighteen local newscasts daily. KQED Interactive provides KQED's cross-platform news service, KQEDnews.org, as well as offers several popular local blogs, video and audio podcasts, and a live radio stream at kqed.org. KQED Education 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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