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KQED Celebrates Earth Month this April

Earth Day is celebrated with a full month's worth of activities and programming

March 19, 2010, San Francisco --- Earth Day may only come once a year, but at KQED, Earth Day is celebrated with a full month's worth of programming and activities. This April, KQED will explore the state of the world, of the Bay Area, and of California with a multi-platform view of the planet.

KQED will highlight local and global environmental issues with special programming on both television and radio, will participate in several Earth Day events around the Bay Area, and will hold a special "green" pledge day on Saturday, April 24. In 2007, KQED was the first public broadcaster in the country to go carbon neutral, and the "green" pledges will support the station's effort to neutralize its entire year's worth of carbon emissions.

Tune in for special programming and reports from our locally produced television and radio programs, including *QUEST*, *The California Report* and *Climate Watch*. Visit www.kqed.org/earth for the full list of programming. Some of the month's highlights include:

KQED Public Radio 88.5FM San Francisco/89.3FM Sacramento:

- ***The Promised Land: Earth Day Special – Thursday, April 15 at 8pm***
How are communities navigating the crossroads of environmental, social, and health issues? Host Majora Carter explores an urban forest in California, tours an abandoned waterfront in Northern Ireland, takes listeners to her neighborhood in the south Bronx, and talks activism with Robert Redford.

KQED Public Television 9HD:

- ***QUEST – Tuesday, April 6 at 7:30pm***
In the fourth season premiere, *QUEST* swims with the most ferocious predators on earth, great white sharks, and discovers that they may not be the monsters we think they are. *QUEST* also scales the new Bay Bridge and explores the engineering features that will give it the strength and flexibility to withstand the next "big one."
- ***Truly CA: The Damdest Finest Ruins – Sunday, April 11 at 6pm***
Narrated by Peter Coyote and directed by *1906* author James Dalessandro, this documentary looks at the 1906 San Francisco earthquake and the investigation, a century later, into the accuracy of its death toll.
- ***American Experience: Earth Days – Monday, April 19 at 9pm***
This program looks back to the dawn and development of the modern environmental movement - from its post-war rumblings in the 1950s and the 1962 publication of Rachel Carson's incendiary bestseller *Silent Spring*, to the first wildly successful 1970 Earth Day celebration and the subsequent firestorm of political action.

- **P.O.V.: Food, Inc. – Wednesday, April 21 at 9pm**

Featuring interviews with such experts as Eric Schlosser (*Fast Food Nation*) and Michael Pollan (*The Omnivore's Dilemma*) along with forward thinking social entrepreneurs, this film reveals surprising – and often shocking truths – about what we eat, how it's produced, who we have become as a nation, and where we are going from here.

KQED will be on hand at *QUEST* Community Partner events celebrating Earth Day across the Bay Area. On Saturday, April 17, KQED joins the Oakland Zoo for their Earth Day Live a Greener Lifestyle event. KQED will also be at the Crissy Field Earth Stroll on Saturday, April 17. Be on the look out for the *QUEST* table for a fun critter habitat and pollinator match-up games at both locations. Visit www.kqed.org/earth for a more comprehensive listing of *QUEST* Partner events.

In addition to being the first public broadcaster in the country to go carbon neutral, KQED has implemented responsible environmental practices for several years. With a daily shuttle for employees that runs between KQED and the nearest BART station, KQED encourages the use of public transportation. A charter member of the Business Energy Coalition since 2005, KQED was recognized by PG&E and The Energy Coalition as a leader in demand response for San Francisco and California. Since 1991, the organization's direct mail notices have been printed on recycled paper – a standard practice for KQED's mailings whenever possible. KQED's internal Green Team has led the way, partnering with Friends of the Urban Forest to plant trees around the building to provide shade in 1994, encouraging recycling throughout the KQED facility, as well as working with vendors to decrease the amount of paper being used in the building. This year they spearheaded efforts to bring composting to KQED to further reduce waste.

KQED will continue to bring even more information, resources, examples, and products that encourage environmental responsibility to our members and audiences. Climate change and global warming are some of the topics explored throughout the year on KQED through radio and television programs like *QUEST*, *Jean-Michel Cousteau: Ocean Adventures*, *Science Friday*, and *Forum* with Michael Krasny.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, is one of the nation's most-watched public television stations, and 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 one of 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.