

# KQED

FOR IMMEDIATE RELEASE

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## **Monika Chinai joins Northern California Public Broadcasting as new Executive Director of Sales and Marketing for KQED and KTEH**

San Francisco, CA --- Northern California Public Broadcasting (NCPB) announces the appointment of Monika Chinai as the new executive director of sales and marketing. Reporting to Don Derheim, executive vice president of marketing and communications, Chinai will directly manage the corporate support staff and national underwriting for KQED and KTEH.

“We are delighted to have Monika Chinai’s leadership in our marketing division, with her expertise in the Bay Area media landscape and in developing creative funding strategies,” says Don Derheim. “With her history and deep understanding of traditional and new media, we anticipate an immediate impact on our efforts to create even stronger corporate relationships between KQED and the local business community.”

Chinai brings to NCPB a strong background in business development and is a veteran of CBS Radio. She created, designed and raised all funding for the KCBS “Health Matters” on-air and online program, educating the community on health and wellness topics. Her experience with sponsorships, strategic partnerships, and online promotion will continue to grow KQED’s and KTEH’s fundraising possibilities.

Prior to Chinai’s work at CBS, she managed sales at Clear Channel Worldwide and ABC/Disney Worldwide, now Citadel Broadcasting. A Bay Area native, she is a graduate of University of California – Santa Barbara and resides in Mill Valley with her husband.

For interviews and more information, contact:

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Northern California Public Broadcasting, Inc. (NCPB) ([www.ncpb.com](http://www.ncpb.com)) is the most-watched public television and most-listened-to public radio broadcaster in the country. NCPB owns and operates public television stations KQED 9 (San Francisco), KTEH 54 (San Jose), and KQET 25 (Watsonville/Monterey); public radio stations KQED 88.5FM (San Francisco) and 89.3FM (Sacramento); KQED’s Education Network; and the Interactive platforms KQED.org and KTEH.org. Audiences and users can also access NCPB content through: digital television channels KQED HD, KQED Life-Encore, KQED World, V-Me, KQED Kids, and KQED PBS Kids Sprout; and stream or download available content on [www.kqed.org](http://www.kqed.org).

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