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KQED, Friendship House Association of American Indians and the San Francisco Mayor's Office of Neighborhood Services celebrates American Indian Heritage Month
--Nearly 40 American Indian Related Television Programs to Air--
--Four Local Heroes to be Honored in Awards Ceremony at City Hall --

San Francisco, California, October 22, 2007 – This November, KQED is proud to honor the culture, heritage, and impact of American Indians with special programming and an event honoring four local leaders who have given their time, creativity, and passion to the Bay Area community.

This year's American Indian Cultural Event and Awards Ceremony, hosted by KQED, Friendship House Association of American Indians, Inc. and the San Francisco Mayor's Office of Neighborhood Services, takes place on Friday, November 2 from 12 pm to 1 pm at San Francisco City Hall in the Rotunda. Recognition and awards will be presented to Bay Area American Indian community leaders, including the KQED Local Heroes Awards and the Gary Rhine Memorial Awards. Mayor Gavin Newsom will also receive recognition for his ongoing commitment to the Native American community. Following the awards ceremony, there will be a cultural celebration with American Indian dancers and the Friendship House Drum.

The day continues with the First Annual American Indian Market to be held at Friendship House at 56 Julian Avenue in San Francisco from 1 pm to 4 pm. The American Indian Market will feature educational activities, arts and crafts booths, and informational booths about Bay Area American Indian organizations. Indian tacos and refreshments will be on sale.

The 2007 American Indian Heritage Month heroes are:

- **natoyiniinastumiik - Holy Old Man Bull** (formally known as Marcus de Maria Arana) San Francisco Human Rights Commission
- **Rev. Hank and Sherry LeBeau** Indian Health Center of Santa Clara Valley
- **Ron Rowell** The San Francisco Foundation

Also in honor of American Indian Heritage Month, nearly 40 programs will be showcased on KQED Public Television that focus on themes and issues unique to the American Indian community. Some of the month's highlights include:

- **Way of the Warrior** examines the visceral nature of war and the bravery of Native American veterans who valiantly served in the United States military during the wars of the 20th century. These gripping stories are told against the backdrop of positive and negative themes familiar to Native Americans - the warrior ethic, prejudice, forced assimilation, poverty and cultural pride.

- *Airs Saturday, November 3 at 6pm on KQED Public Television 9.*
- **Truly CA: Pikyav** This poetic film chronicles the Northern California Karuk tribe's efforts to regain their cultural identity and restore their rights to manage the ecologically wondrous landscape along the Klamath River.
 - *Airs Sunday, November 11 at 6pm on KQED Public Television 9.*
- **Independent Lens: Miss Navajo** follows contestants in their quest for the Miss Navajo Nation crown, featuring personal stories of recent winners.
 - *Airs Tuesday, November 13 at 11pm on KQED Public Television 9.*
- **California and the American Dream: California's "Lost" Tribes** The first episode of this four-part series explores the historical underpinnings of tribal sovereignty, the evolution of tribal gaming and its effects on California's native peoples and their non-Indian neighbors.
 - *Airs Tuesday, November 13 at 11pm on KQED HD.*

Program listings and descriptions for November can be found in the KQED American Indian Heritage Month Guide, which also lists Bay Area resources pertaining to the American Indian community. The Heritage Guide is available online at www.kqed.org/heritage. Many of KQED's American Indian Heritage Month programs also air or air exclusively on KQED's digital channels, for more information on digital channels and schedules, please check www.kqed.org/dtv.

KQED Education Network presents its ongoing series, Bay Area Mosaic, a professional development workshop series designed to help teachers integrate ethnic studies content into the standardized curriculum. Bay Area Mosaic presents these educational themes by utilizing PBS and KQED films to enhance learning and teaching, with an emphasis in single-subject social studies and language arts. For American Indian Heritage Month, the workshop will feature **The Way of the Warrior** at an event for educators on Thursday, November 15th from 5:30 pm to 8:00 pm at the KQED studios. Online lessons and further information about workshops and videos for educators can be found at www.kqed.org/ednet.

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television 9, one of the nation's most-watched public television stations during primetime, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pepin: Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include KQED HD, KQED Life-Encore, KQED World, KQED Kids and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio, 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 (88.5 FM in San Francisco and 89.3 FM in Sacramento). 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.

Friendship House Association of American Indians, Inc. is state licensed, certified, and nationally accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF). Friendship House operates at two locations – San Francisco (80-bed residential facility for adults and substance abuse prevention activities for youth) and Oakland (5 beds for women and 6 beds for their children); both facilities provide an array of comprehensive services including: intake and screening; assessment of needs; individual, group, and family counseling; case management; life skills workshops; traditional arts and healing practices; employment training and assistance; and health and wellness education/referrals.

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