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## **KQED celebrates American Indian Heritage Month**

-- Local Heroes Awards Ceremony at City Hall Sponsored by KQED, The San Francisco Mayor's Office of Neighborhood Services, Friendship House Association of American Indians, Native American AIDS Project and Native American Health Center --

**San Francisco, California, October 29, 2008** – This November, KQED is proud to honor the culture, heritage, and impact of American Indians with special programming and an event honoring five local leaders who have given their time, creativity, and passion to the Bay Area community.

This year's American Indian Heritage Month Local Heroes Awards Ceremony and Reception, hosted by KQED, The San Francisco Mayor's Office of Neighborhood Services, Friendship House Association of American Indians, Native American AIDS Project and Native American Health Center, takes place on Friday, November 19th from 5:30 pm to 7:30 pm at San Francisco City Hall in the Rotunda – 1 Dr. Carlton B. Goodlett Place. Recognition and awards will be presented to Bay Area American Indian community leaders. Mayor Gavin Newsom will also receive recognition for his ongoing commitment to the Native American community.

The 2008 American Indian Heritage Month heroes are:

- **John Ammon**, Native Doors Networking Senter
- **Veda Gamez**, Native American Health Center
- **LaVerne Roberts**, American Indian Alliance
- **Patricia Shirley**, Friendship House Association of American Indians
- **Kim Shuck**, Insights 2008

Also in honor of American Indian Heritage Month, many 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:

- **Spirit Warriors: The Legacy of the Navajo Veteran** chronicles the history, service, sacrifice and dedication of the Navajo veteran from World War I to Iraq. The Native American has been the first to volunteer and fight for their country and their land in every major conflict since World War I. "Spirit Warriors" is the story of these Americans who weren't even recognized as citizens until they joined the US military and shed their blood on foreign soil.
  - *Airs Sunday, November 9 at 2pm on KQED 9 & HD*
- **Brule, Live at Mt. Rushmore: A Concert for Reconciliation of the Culture** features footage from one of the most profound Native American concerts to ever take place. The concert was filmed in front an audience of 11,000 people at Mt. Rushmore National Memorial in July of 2007 and was produced by one of the top-selling Native American



recording artists worldwide, Brule. This concert combines beautiful music with breathtaking Native American rhythms and dance, while delivering the unmistakable message of peace, hope, and reconciliation.

- *Airs Sunday, November 16 at 7pm on KQED Life*
- **Independent Lens: March Point** documents three teens from the Swinomish Tribe who wanted to make a gangster movie or rap video, but were instead asked to investigate the impact of two oil refineries on their tribal community. "March Point" follows their journey as they come to understand themselves, the environment and the threat their people face.
  - *Airs Tuesday, November 18 at 11pm on KQED 9 & HD*
- **Spark** Carlos Baron, Josephine Taylor travel to Yosemite, once home to some of Native America's most skilled basket weavers, where Julia Parker is helping to revive the art form.
  - *Airs Wednesday, November 26 at 7:30pm on KQED 9 & 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](http://www.kqed.org/heritage). Many of KQED's American Indian Heritage Month programs also air or air exclusively on KQED's digital channels, please check [www.kqed.org/dtv](http://www.kqed.org/dtv) for schedules.

**KQED** ([www.kqed.org](http://www.kqed.org)) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television 9, the nation's most-watched public television station, 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, 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](http://www.kqed.org), featuring unique content on one of the most-visited station sites in public broadcasting.

The **San Francisco Mayor's Office of Neighborhood Services** (MONS) is dedicated to helping the citizens of the City & County of San Francisco receive the highest levels of service possible from all areas of City government. Our district and community liaisons work to ensure that the Mayor's Office is involved with helping to improve the quality of life for all San Francisco residents.

**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.



The **Native American AIDS Project** (NAAP) is one of the country's most comprehensive full-service HIV/AIDS programs for Native Americans and the only Native-specific HIV/AIDS service organization in California. The Native American AIDS Project's mission is to provide culturally competent services that celebrate the Native American culture to individuals living in the San Francisco Bay Area. NAAP's programs empower participants to explore the root causes - both societal and personal - which place them in situations of disempowerment, poverty, victimization, dependency and addiction. All services draw upon Native cultural, spiritual, behavioral and medicinal tradition to communicate HIV prevention messages and to care for our HIV positive brothers and sisters. NAAP's services are driven by community need and programs are designed and staffed by members of the community. In many instances, NAAP succeeds in reaching people alienated from their families and communities of origin due to racism, homophobia, transgender-phobia, addictions and homelessness. NAAP provides all participants with a safe, non-judgmental environment in which to access culturally sensitive HIV care and prevention services. At NAAP, all clients are given the opportunity to experience traditional Native American medicine, spirituality and culture. Traditional beliefs, ceremonies and practices are honored as an integral part of wholeness and self-efficacy. All clients are encouraged to exercise their freedom to practice their tribal spiritual beliefs. The organization acknowledges the diversity of healing beliefs among different tribes and respects each tribe's practice of traditional medicine.

Established in 1972, **Native American Health Center** assists American Indians and Alaska Natives to improve and maintain their physical, mental, emotional, social and spiritual well-being with respect for cultural traditions and to advocate for the needs of all Indian people, especially the most vulnerable members of our community. Native American Health Center maintains two community clinics in San Francisco and Oakland which provide a full range of community health care and prevention services including primary medical care, comprehensive dental care, family and child counseling, HIV/AIDS prevention and treatment, youth services, a Women, Infants and Children (WIC) Program, and general nutrition and fitness. Native American Health Center also maintains a satellite clinic at Alameda Point, a school-based clinic in Alameda and the Healthy Nations Wellness Center.

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