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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, and Native American AIDS Project --

San Francisco, California, October 22, 2009 – 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, and Native American AIDS Project, takes place on Thursday, November 12 from 5pm to 7:30pm at San Francisco City Hall in the Rotunda. There will be dancing and drumming, and awards will be presented to Bay Area American Indian community leaders.

The 2009 American Indian Heritage Month heroes are:

- **Lehman Brightman**, United Native Americans, Inc.
- **Gayle Burns**, Native American AIDS Project
- **Cathy Chapman**, Native American Health Center
- **Ras K'dee**, Seventh Native American Generation, Audiopharmacy
- **Mary Jean Robertson**, Voices of the Native Nation

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:

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

- **We Shall Remain – Thursday, November 26 at 8pm**
This one-hour program complements the five-part television special from PBS's *American Experience* exploring the Native American perspective on pivotal moments in U.S. history.

KQED Public Television 9HD:

- **Independent Lens: *Power Paths* – Tuesday, November 3 at 11pm**
This new film is an exploration of energy through the eyes of Native Americans as they reveal their quest to tap wind, solar, biomass, and other power sources for their communities and cities across the country.

- **Truly CA: Our State, Our Stories: *Pikyav* – Sunday, November 8 at 6pm**
For centuries the Karuk fished, gathered food, and made medicine in the fertile watershed of the Klamath River. Despite efforts to suppress them, Karuk traditions were carefully passed from one generation to the next, but today these traditions are hampered by new governmental policies.
- **Jim Thorpe: World's Greatest Athlete – Saturday, November 14 at 6pm**
This program chronicles the sports superstar's remarkable life (1887-1953) – from his boyhood in Oklahoma and his gold-medal wins at the 1912 Summer Olympics to his subsequent fall from grace and later, his advocacy of American Indian rights and self-sufficiency.
- **Playing for the World: *The 1904 Fort Shaw Indian Girls Basketball Team* – Sunday, November 15 at 12pm**
In 1902, a unique combination of Native women came together at a boarding school in Montana and used the new sport of basketball to help them adjust to a rapidly changing world. Their travels and experiences together led them to places they never imagined.
- **P.O.V.: *Standing Silent Nation* – Monday, November 23 at 11pm**
In 2000, a Lakota family planted industrial hemp on the Pine Ridge Reservation in South Dakota after other crops had failed. When federal agents raided the fields, the Lakota Nation was swept into a Byzantine struggle over tribal sovereignty, economic rights, and common sense.

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, please check www.kqed.org/dtv for schedules.

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

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). Primarily serving the American Indian population, the Friendship House operates at two locations – San Francisco (80-bed residential facility for adult men and women and

substance abuse prevention activities for youth) and Oakland (5 beds for women with 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 Friendship House philosophy as an American Indian social model program is to break the cycle of substance abuse by providing a safe and supportive, holistic and healing environment that is culturally relevant to American Indians, develops connections with our proud American Indian heritage and strengthens and empowers a personal recovery process to restore the balance of mind, body and spirit.

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.

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