

FOR IMMEDIATE RELEASE
Contact: Meredith Gandy
(415) 553-2116, mgandy@kqed.org
www.kqed.org/pressroom

KQED CELEBRATES ASIAN PACIFIC AMERICAN HERITAGE MONTH IN MAY

*- More than 100 Asian Pacific American-related Programs to Air -
- Five Local Heroes to Receive Accolades in Ceremony Sponsored by Union Bank of California -*

San Francisco, California, April 28, 2008 – This May, KQED proudly celebrates the culture, heritage, and presence of Asians and Pacific Islanders in the United States. This month-long commemoration includes more than one hundred programs related to Asian Pacific Americans, a workshop presented by KQED Education Network for teachers, and recognition of five local leaders for their outstanding accomplishments and unswerving service within their communities.

For over a decade, KQED and Union Bank of California have partnered each May to celebrate the history of the Asian Pacific American experience through the Local Hero awards program. The special evening of recognition, hosted by KQED and Union Bank, will take place on Wednesday, May 7, from 6:00 – 8:30pm at the KQED Public Broadcasting Center in San Francisco. The five new honorees have been chosen based upon their outstanding contributions to their local communities and the Bay Area community at large.

The 2008 Asian Pacific American Heritage Month honorees are: **Regina Clewlow** (Engineers for a Sustainable World); **Reverend Norman Fong**, (Chinatown Community Development Center); **Cathy Inamasu** (Nihonmachi Little Friends); **Christina Mei-Yue Wong** (Chinese for Affirmative Action); and **Connie Young Yu** (Chinese Historical Society of America).

KQED will offer over 100 programs that focus on Asian Pacific American themes and issues, sponsored by Union Bank of California. Some highlights of the month include:

- **Bolinao 54** This KTEH (San Jose public broadcasting)-produced documentary tells the story of one of the many boats carrying refugees from the Vietnam War across the South China Seas. The present-day voyage into the past event reveals the heavy price for freedom that was paid by many of the refugees.
Airs Sunday, May 4 at 2:00pm on KQED Public Television 9. Also on KQED World; visit www.kqed.org/dtv for details.
- **Secret Asian Women** is a personal exploration of identity and mixed race by two-time Peabody Award-winning producer Dmae Roberts, who has to make a daily decision to reveal her ethnicity.
Airs Sunday, May 4 at 4:30pm on KQED Public Radio 88.5FM San Francisco/89.3FM Sacramento.
- **Spark** visits the Japanese-born owners of Yoshi's, the Bay Area's world-class jazz club that recently opened a new venue in San Francisco's Fillmore district.
Airs Wednesday, May 14 at 7:30pm on KQED Public Television 9 and KQED HD. Also on KQED Life-Encore; visit www.kqed.org/dtv for details.

- **Slanted Screen** examines portrayals of Asian men in film and television and how filmmakers are now redefining stereotypes.
Airs Saturday, May 17 at 6:00pm on KQED Public Television 9. Also on KQED Life-Encore; visit www.kqed.org/dtv for details.
- **Women of Tibet** Elder women and the Dalai Lama discuss the 1959 Tibetan women's uprising against China's occupation.
Airs Sunday, May 18 at 6:00pm on KQED Public Television 9. Also on KQED World; visit www.kqed.org/dtv for details.
- **The Last Emperor** This Academy Award-winning biography recalls the life and struggles of Pu Yi, China's last emperor. Starring Joan Chen and John Lone.
Airs Saturday, May 24 at 8:00pm, on KQED Public Television 9.

Repeats and more program listings and descriptions can be found in the KQED Asian Pacific American Heritage Month Guide, which also lists Bay Area events and resources for Asian Pacific Americans. Available online at www.kqed.org/heritage.

KQED Education Network will also present a free professional development workshop for 6-12th grade teachers on May 17.

Saturday, May 17, 2008, 9:30am – 2:00pm (includes tour)

Asian Art Museum, 200 Larkin Street, San Francisco

Bay Area Mosaic: KQED Films about Asia and Asian America

Presented in partnership with The Asian Art Museum of San Francisco and the Center for Asian American Media (CAAM).

Featuring the ITVS film, *A Dream in Doubt*, which follows a family searching for answers after one of their own became one of the first victims of hate-based murder in the wake of September, 11, 2001.

RSVP by calling 415.581.3697 or email at schools@asianart.org

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.

Based in San Francisco, UnionBanCal Corporation (NYSE: UB) is a bank holding company with assets of \$55.7 billion at December 31, 2007. Its primary subsidiary, Union Bank of California, N.A., had 330 banking offices in California, Oregon and

Washington, and 2 international offices at December 31, 2007. The company's Web site is located at www.unionbank.com.