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KQED CELEBRATES ASIAN PACIFIC AMERICAN HERITAGE MONTH IN MAY
- *More than 125 Asian Pacific American-Related Television and Radio Programs to Air* -
- *Four Local Heroes to Receive Accolades in Ceremony Sponsored by Union Bank* -

San Francisco, California, April 23, 2009 – 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 twenty-five programs related to Asian Pacific Americans and recognition of four local leaders for their outstanding accomplishments and unswerving service within their communities.

For more than a decade, KQED and Union Bank 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 Tuesday, May 5, from 6 to 8:30pm at the KQED Public Broadcasting Center in San Francisco. The four new honorees have been chosen based upon their outstanding contributions to their local communities and the Bay Area community at large.

The 2009 Asian Pacific American Heritage Month honorees are:

- **Doreen Der-McLeod**, Donaldina Cameron House
- **Caryl Ito**, Pacific Asian American Women Bay Area Coalition
- **Dean Ito Taylor**, Asian Pacific Islander Legal Outreach
- **Lourdes Santos Tancinco**, Veterans Equity Center of San Francisco

Also in honor of Asian Pacific American Heritage Month, KQED will offer over 125 programs that focus on Asian Pacific American themes and issues, sponsored by Union Bank. Some highlights of the month include:

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

- **Bridging the Shores: The Hmong American Experience – Saturday, May 2 at 1pm**
This one-hour documentary explores the challenges and triumphs of the Hmong American community as they strive to assimilate into mainstream society while still preserving their traditions.

KQED Public Television 9HD:

- **10 Questions for the Dalai Lama – Monday, May 4 at 10:30pm**
Against the backdrop of an exotic land, filmmaker Rick Ray is granted one hour to ask 10 questions of the 14th Dalai Lama of Tibet.
- **Spark – Wednesday, May 6 at 7:30pm**
This episode of *Spark* profiles San Jose's Firebird Youth Chinese Orchestra, environmental sculptor Daniel McCormick, and glass artist Jaime Guerrero.



- ***Independent Lens: Lakshmi and Me* – Tuesday, May 12 at 11pm**
In this intimate examination of the relationship between Indian filmmaker Nishtha Jain and her young maid, Lakshmi, Jain holds up a mirror to her own culture and the pervasive caste system that can still determine an individual's fate in life.
- ***Indique: Untold Stories of Contemporary India: Bollywood Calling!* – Sunday, May 17 at 6pm**
Bollywood Calling! follows movie sensation Rahul Bose, filmmaker Mira Nair, music pioneer Daler Mehndi, and many more stars and artists as they show the viewers everything that goes on in the world's second largest film industry.
- ***American Masters: Hollywood Chinese* – Wednesday, May 27 at 9pm**
Hollywood Chinese looks at how Chinese people have contributed to and have been portrayed in the film industry.

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 (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.

Headquartered in San Francisco, UnionBanCal Corporation is a financial holding company with assets of \$70.1 billion at December 31, 2008. Its primary subsidiary, Union Bank, N.A., is a full-service commercial bank providing an array of financial services to individuals, small businesses, middle-market companies, and major corporations. Union Bank is California's fifth largest bank by deposits. The bank has 335 banking offices in California, Oregon and Washington, and two international offices. UnionBanCal Corporation is a wholly-owned subsidiary of The Bank of Tokyo-Mitsubishi UFJ, Ltd., which is a subsidiary of Mitsubishi UFJ Financial Group, Inc. (NYSE: MTU). Visit www.unionbank.com for more information.