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KQED CELEBRATES LATINO HERITAGE MONTH IN SEPTEMBER
--Five Local Unsung Heroes to be Honored in Awards Ceremony Hosted by
KQED and Wells Fargo --

San Francisco, California, August 27, 2008-- This September, KQED proudly celebrates the culture, heritage and impact of the Latino experience in the United States. This month-long commemoration includes special programming and an event honoring outstanding local leaders who have given their time, creativity, and passion to the Latino community.

The special evening of recognition is hosted by KQED, with support from Wells Fargo to recognize individuals who have demonstrated leadership and a strong commitment to community service. The event takes place on Wednesday, September 3 at the KQED Broadcasting Center from 6 to 8:30 p.m. There will be live entertainment, a tour of KQED broadcast studios, an awards ceremony and a preview of upcoming Latino-themed programming airing on KQED in September. The five honorees have been chosen based upon their commitment and contributions to their local communities and the Bay Area community at large. Jeff Clarke, President and CEO of KQED's parent company Northern California Public Broadcasting, will emcee the event, and Phil Duarte, Wells Fargo San Francisco Bay Area Regional Sales Manager, will be the keynote speaker.

The 2008 Latino Heritage Month honorees are: Dario D'Arrigo, (Novato Public Access Television), Fernando Castillo (El Grupo), Brigitte Davila, J.D. (San Francisco State University), Arabella Martinez (Latino Community Foundation), and Marlene Sanchez (The Center for Young Women's Development).

KQED will feature over 70 television and radio programs that focus on Latino themes and issues throughout the month of September. Highlights include:

KQED Public Radio 88.5FM San Francisco/89.3FM Sacramento

- **Latino USA - Sundays at 6pm**
A weekly roundup of news and public affairs, features on cultural and musical trends, and compelling personal portraits of Latino Americans.

KQED 9 and KQED HD

- **Spark - Wednesday, Sept. 17 at 7:30pm**
KQED's arts series profiles street musicians Jacobo Palacios and Rafael Potillo, two troubadours who strum their guitars and serenade Mission District patrons.
- **Los Lonely Boys Cottonfields and Crossroads - Wednesday, Sept. 18 at 9:30pm**
Three Mexican American brothers create a unique sound that melds the core of the early San Angelo, Texas music scene of the 1950s and '60s with a signature style they call "Texican."



- A feature evening of Latino American programs on **Monday, Sept. 22:**
American Experience: Roberto Clemente – 9pm
American Masters: Rivera in America – 10pm
P.O.V.: Calavera Highway – 11pm
- ***Migrant's Masterpiece: The Life and Legacy of Patrick Flores*** - **Wednesday, Sept. 24 at 11pm** This new documentary by Hector Galan tells the extraordinary journey of America's first Mexican-American Catholic Bishop, Patrick F. Flores, who became one of the most influential Latino leaders in the United States.
- ***A Life in Print*** - **Sunday, Sept. 28 at 12pm**
The story of Bay Area artist Xavier Viramontes, one of the most influential artists of our time and a founding member of Galeria de la Raza, whose iconoclast silk screen poster "Boycott Grapes" for the United Farm Workers awakened a nation and rallied the Chicano movement in art.

Programs and resources are listed in KQED's online Latino Heritage Month Resource Guide with program listings and descriptions in English and Spanish. To download a copy or to learn more about our Latino Heritage Month programs and events, visit <http://www.kqed.org/heritage/>.

Wells Fargo & Company is a diversified financial services company with more than 18,000 team members in the Bay Area and is ranked the #1 corporate giver among financial institutions by the *San Francisco Business Times*. In 2007, Wells Fargo contributed \$14.4 million to non-profits in the Bay Area. Wells Fargo has \$575 billion in assets, providing banking, insurance, investments, mortgage and consumer finance to more than 23 million through almost 6,000 stores and the internet (wellsfargo.com) across North America and internationally. Wells Fargo Bank, N.A. is the only bank in the U.S., and one of two banks worldwide, to have the highest possible credit rating from both Moody's Investors Service, "Aaa," and Standard & Poor's Ratings Services, "AAA."

KQED (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, featuring unique content on one of the most-visited station sites in public broadcasting.

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