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KQED CELEBRATES WOMEN'S HISTORY MONTH IN MARCH

- Over 70 Women's History Related Television and Radio Programs to Air -
- Five Local Heroes to Receive Accolades in Annual Awards Ceremony on March 18
Sponsored by Wells Fargo-

San Francisco, CA, March 10, 2009 -- This March, KQED proudly celebrates the culture, experience, and history of women in the United States and around the world. This month-long commemoration includes special programming and an event honoring a group of five unsung local leaders for their outstanding accomplishments and service within their communities.

KQED and Wells Fargo will celebrate this year's Local Heroes on Wednesday, March 18 from 6:00 to 8:30pm at the KQED Studios in San Francisco. The event will feature live entertainment and an awards ceremony. The five new honorees have been chosen based upon their outstanding contributions to their local communities and the Bay Area community at large.

The 2009 Women's History Month honorees are:

- **Jean Murrell Adams**, ADAMS ESQ
- **Aspen Baker**, Exhale
- **Mary Howe**, Homeless Youth Alliance
- **Lieutenant Lea Militello**, SF Police Department
- **Leslie Simon**, City College of San Francisco

Also in honor of Women's History Month, KQED Public Media will offer over 70 programs that focus on themes and culture related to women's history. Some of the month's highlights include:

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

- **Peace Talks Radio: Nobel Peace Laureate Jody Williams – Wednesday, March 11 at 8pm**
A conversation with Nobel Peace Prize laureate Jody Williams, the leader of the International Campaign to Ban Land Mines.

KQED Public Television 9HD:

- **Betty Ford: The Real Deal – Monday, March 16 at 11pm**
Historians and family discuss the first lady who went public with her mental illness and addiction.
- **Marie Antoinette – Wednesday, March 18 at 9pm**
The two-hour film the journey of one of history's most controversial monarchs, from the splendors of her childhood in the palaces of the mighty Austro-Hungarian Empire to her final hours in a squalid French prison cell.

KQED

- **Shirley MacLaine: Kicking Up Her Heels – Thursday, March 19 at 11pm**
This once perky "gypsy" of Broadway would leave her mark as one of the finest actresses of her day, an Academy Award-winner ready and able to tackle any role that seems equal to her intelligence and talent.
- **The Powder and the Glory – Monday, March 23 at 9pm**
Starting from nothing in one of the few fields open to them, Helena Rubinstein and Elizabeth Arden pioneered what is today the \$150 billion global health and beauty industry.
- **Erma Bombeck: Legacy of Laughter – Monday, March 30 at 7:30pm**
Phil Donahue narrates this exploration of the extraordinary life and career of a beloved humorist.

Program listings and descriptions for March can be found in the KQED Women's History Month Guide, online at www.kqed.org/heritage.

About KQED

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.

About Wells Fargo

Wells Fargo & Company is a diversified financial services company with more than 17,000 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."