

FOR IMMEDIATE RELEASE
Yoonhyung Lee, Director, Media Relations
415.553.3338 ylee@kqed.org
www.kqed.org/press

Chemicals at Home: Searching for Safe Alternatives **A Three-Part Series on KQED Public Radio's THE CALIFORNIA REPORT**

December 19, 2008 --- KQED Public Radio's statewide news program *The California Report* (www.thecaliforniareport.org), presents three radio stories and an online multimedia project on the regulation of chemicals in consumer products.

In January 2009, California will become the first state in the nation to ban certain chemicals called phthalates. Commonly found in children's toys and other soft plastics, phthalates have been linked to abnormal reproductive tracts, sperm damage and reduced testosterone in animal tests, as well as some human studies. A similar federal law banning phthalates will take effect nationwide in February 2009.

But many questions still remain. How can you know which toys contain phthalates? What chemicals will toy companies use as substitutes, and will they be any safer? And is banning chemicals one-by-one after they have been introduced into the market the best policy, or should we be more proactively testing the 80,000+ chemicals used in our consumer products?

Online multimedia content produced by KQED and NPR will accompany the radio series and includes:

- an interactive timeline of how California, the United States and the European Union have regulated phthalates and other chemicals in consumer products
- photos and results from toy tests, advice on how to keep your toy chest safe and resources for more information
- online discussion on regulating chemicals
- each *The California Report* radio piece will also be embedded after they air on www.kqed.org/radio/programs/healthdialogues/multimedia/phthalates.jsp

The daily nine-minute morning edition of *The California Report* hosted by Rachel Myrow airs on KQED 88.5FM Monday through Friday at 5:50am, 6:50am, and 8:50am. The Friday afternoon edition is a half-hour magazine, airing at 4:30pm, 6:30pm and 11:00pm. Hosted by Scott Shafer, the magazine brings listeners an in-depth analysis of the week's top news stories, sound-rich radio excursions and commentaries from voices around the state. Both the daily morning edition and the weekly half-hour magazine are broadcast on 30 partner public radio stations throughout the state. The program is streamed live or can be downloaded from its website, www.thecaliforniareport.org.

Funding for *The California Report* is provided by The California Healthcare Foundation, The California Endowment, The Walter S. Johnson Foundation, TIAA-CREF, The James Irvine Foundation, and Mellon Human Resources & Investor Solutions, The Westly Foundation and The R. Gwin Follis Foundation for coverage of climate change, as well as the members of KQED.

KQED Public Radio (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). 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. Listen on 88.5 FM or Comcast channel 960 in San Francisco, KQEI 89.3 FM in Sacramento, 88.3 FM in Santa Rosa and 88.1 FM in Martinez. KQED Public Radio 88.5 FM and 89.3 FM also broadcast in analog and HD Radio technology. Stream programs live and download archives and audio podcasts at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.