

## MEDIA ALERT

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### **SAN FRANCISCO TV HOST LAUNCHES *OPENROAD WITH DOUG McCONNELL***

New Public Television travel series premieres in April on KQED in San Francisco

(SAUSALITO, CA--February 3, 2009) Doug McConnell, longtime host of KRON Television's BAY AREA BACKROADS, will launch a new travel series on April 6, 2009 on KQED, KTEH and KQET television in northern California. The series, that focuses on the West, from Alaska to Mexico and the Rockies to Hawaii, will be made available for fall release to Public Television stations throughout the West and elsewhere in the nation by KQED, the presenting station.

OPENROAD WITH DOUG McCONNELL will tell stories about nature, history and culture, and will feature fascinating adventures and the insight of informed insiders who know the West the best. The series will also give tips about the region's best road trips, wildlife viewing, scenic vistas, historic towns, big city neighborhoods and much more.

From the glorious Napali Coast in Hawaii to a River of Bears in Alaska, from the historic streets of San Francisco to the red rock wonders of the Southwest, and from quirks of nature to quirky and wonderful characters, the OpenRoad will lead to unforgettable experiences for anyone interested in exploring, appreciating and caring for the West.

Throughout the series, OPENROAD will foster an ethic of conservation and preservation and will encourage viewers to support the protection of the West's vulnerable natural, cultural and historic treasures for generations to come.

OPENROAD will premiere on KQED Public Television on Monday, April 6 at 7:30pm and on KTEH Public Television, San Jose, beginning Saturday, April 11 at 1:30pm. A national roll-out is planned for fall 2009.

On McConnell's accompanying website, [www.OpenRoad.TV](http://www.OpenRoad.TV), visitors can find more information about the stories they see on television and links to conservation groups and helpful travel resources. The OpenRoad.TV website is filled with video, stories and tips from Doug's extensive travels over the years throughout the West. It is the traveler's video guide to the West, and those who check in are encouraged to pass along their own tales of travel in the region and their recommendations about things to do, places to visit and organizations to support.

OPENROAD WITH DOUG McCONNELL is underwritten by Kaiser Permanente and the East Bay Regional Park District.

#### **About KQED**

**KQED** ([www.kqed.org](http://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 Vme, 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](http://www.kqed.org), featuring unique content on one of the most-visited station sites in public broadcasting.

### **AMERICAN PUBLIC TELEVISION**

For 45 years, **American Public Television (APT)** has been a prime source of programming for the nation's public television stations. APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library. It is responsible for many public television milestones including the first HD series and the 2006 launch of the Create channel featuring the best of public television's lifestyle programming. APT is known for its leadership in identifying innovative, worthwhile and viewer-friendly programming. It has established a tradition of providing public television stations with program choices that strengthen and customize their schedules, such as JFK: Breaking the News, Battlefield Britain, Globe Trekker, Rick Steves' Europe, Great Museums, Jacques Pépin: Fast Food My Way, America's Test Kitchen From Cook's Illustrated, Broadway: The Golden Age, Lidia's Family Table, California Dreamin' -- The Songs of The Mamas & the Papas, Rosemary and Thyme, P. Allen Smith's Garden Home, The Big Comfy Couch, Monarchy With David Starkey, and other prominent documentaries, dramatic series, how-to programs and classic movies. For more information about APT's programs and services, visit [APTonline.org](http://APTonline.org).

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