

For Immediate Release

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Screeners available by request

KQED's *QUEST*

**2010 Season Kicks Off with Great White Sharks and Engineering Secrets of the New Bay Bridge
Tuesday, April 6 at 7:30pm on KQED 9HD**

**Ground-Breaking Project Also Launches New Web Series, *Science on the Spot*, and
New Radio Series, *Race for Renewables***

**Trains Educators, Community Partners, and Other PBS Stations on
Media-Making and Science Reporting Strategies**

San Francisco, March 15, 2010 - [QUEST](#), KQED's award-winning science and environment series, dives into its fourth television season Tuesday, April 6 at 7:30pm on KQED 9HD, with new stories uncovering the cutting-edge work of Northern California scientists and researchers. *QUEST* also continues its innovative multimedia approach to reporting on science and environmental issues with stories produced for television, radio, and the Web, along with providing media training for educators, community partners, and other PBS stations.

"We are taking the challenge of communicating science to the general public to the next level," said Sue Ellen McCann, executive producer of *QUEST*. "Not only will you see and hear amazing new science stories – like the latest on Northern California's great white shark population – but we are also training community partners and other PBS stations to reach and engage new audiences in science."

***QUEST* Television** (30-minute episodes, Tuesdays at 7:30pm KQED Public Television 9HD)

- **April 6:** In its television season premiere, *QUEST* swims with the most ferocious predators on Earth, **great white sharks**, and discovers that they may not be the monsters we think they are. Next, *QUEST* scales the **new Bay Bridge** and explores the engineering features that will give it the strength and flexibility to withstand the next "big one." Plus, *QUEST* experiments with the speed of sound across San Francisco Bay.
- **April 13:** *QUEST* investigates **how sleep affects our minds** and bodies and uncovers why some people are genetically programmed to need less sleep than others.
- **April 20:** *QUEST* finds out what is being done about the alarming amount of plastic and other man-made trash that is collecting in the **Pacific Ocean's infamous "garbage patch."**
- **April 27:** *QUEST* visits world-class wine country chefs to examine the **chemistry of flavor** and why humans have such an acute sense of taste.

QUEST* Web New Series – *Science on the Spot (3-6 minute videos at kqed.org/quest)

- **April 6:** *QUEST* suits up at the Monterey Bay Aquarium and discovers what divers wear as they clean the Outer Bay tank to swim with sharks.
- **May – June:** *QUEST* takes a fresh, fast, and curious look at science, discovering rare albino redwoods, explaining the science of fog, examining the technology behind driver-less cars, and more.

QUEST* Radio New Series – *Race for Renewables (5-6 minute reports, Mondays at 6:30am and 8:30am on KQED Public Radio 88.5FM)

- **May** – *QUEST* Radio launches a new monthly series, "Race for Renewables," examining the efforts, and obstacles, on the way to reaching California's alternative energy goals.
- Listen for other stories on pesticide drift, the growing problem of solar panel theft, Coho salmon, the drought, the Bay Area ant invasion, the battle over public power, new neonatal technology, and more.
- Watch audio slide shows and discover other multimedia features accompanying traditional radio reports on kqed.org/quest.

QUEST Education (resources correlated to California state curriculum standards at kqed.org/quest/education)

- Provides professional development to science teachers from Bay Area school districts to support multimedia and technology integration in the classroom, including using *QUEST* podcasts and creating online science-based maps and narrated slideshows.
- New for this season, *QUEST* Education will be creating an online media-making tool kit and piloting a community science media project in partnership with the [Encyclopedia of Life](#) and the [East Bay Regional Park District](#).

QUEST in the Community

- Provides media trainings for [16 local museums and other community partners](#). New trainings for this season include audio slideshows, audio recording and interviewing skills, and shooting video for the Web.
- Participates in local science cafés and partner events. Upcoming events include:
April 17: Crissy Field's [Earth Stroll](#), the [Oakland Zoo's Earth Day](#) celebrations, and [UC Berkeley's Cal Day](#).
April 29: *QUEST*'s **great white sharks segment** will screen at the [California Academy of Sciences NightLife](#) event and will feature a discussion with John McCosker, the Academy's renowned shark expert.
May 11: *QUEST*'s **New Bay Bridge segment** will be featured at the "[Ask a Scientist](#)" science café with Bart Ney, spokesperson for CalTrans and Marwan Nader, lead design engineer on the Bay Bridge.

QUEST Expanding its Reach

Launched in February 2007, *QUEST* is KQED's largest multimedia production to date. Since its inception three years ago, *QUEST* has reached approximately 32 million viewers and listeners through its traditional television and radio broadcasts and its growing Web audience. *QUEST*'s multi-platform approach has garnered national interest across the PBS system, where it is largely regarded as a centerpiece of new media innovation. The Emmy Award-winning project is currently working to expand its reach by training other PBS stations on how to adopt *QUEST*'s multimedia science reporting model. Those PBS partner stations are: WCPN and WVIZ **Cleveland**; NET-**Nebraska**; UNC-TV **North Carolina**; WHYY-**Philadelphia**; KCTS **Seattle**; WEDU-**Tampa**; and WPT and WPR **Wisconsin**.

Funding

To support *QUEST*'s first three seasons, KQED received an unprecedented **\$7.7 million** in support from a host of institutional and individual sources, including the National Science Foundation, the Gordon and Betty Moore Foundation, The Amgen Foundation, the Richard and Rhoda Goldman Foundation, and other donors. In 2009, KQED received a renewal grant from the National Science Foundation for **\$2.25 million** over two years in order to continue production and expand the model to other PBS stations. *QUEST* is currently actively fundraising for 2011.

More about QUEST

This season, *QUEST* will package **20 half-hour television shows** with three segments in each episode for a total of 60 segments. *QUEST* Radio will produce approximately **48 radio reports** that run 5-6 minutes each on KQED FM. *QUEST* Education will also produce **20 educator guides** to accompany select stories that complement California state curriculum standards for teaching science. *QUEST*'s unique website features a daily **science blog** written by Northern California scientists, **Flickr photos**, and local science-based hikes called **Explorations**. *QUEST* is also on **Twitter** at KQEDScience and has a fan page on **Facebook**. *QUEST*'s **geographic coverage** spans from Mendocino to Monterey and from Sacramento to Silicon Valley, **focusing on ten subject areas**: astronomy, biology, chemistry, climate, engineering, environment, geology, health, physics, and weather. For more information visit www.kqed.org/quest/about.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, one of the nation's most-watched public television stations, 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 one of 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 streams at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.