

For Immediate Release:

Contact: Sevda Eris, Publicist-QUEST

415-553-2835

seris@kqed.orgwww.kqed.org/press**KQED Working to Expand *QUEST* Science Series Nationally****Training Seven PBS Stations on Multimedia Science Reporting with \$2.25 million NSF Grant
Kick-off Symposium in San Francisco January 25-26**

San Francisco, CA, January 22, 2010 — KQED is taking steps to expand its award-winning science and environment series *QUEST*. *QUEST* will be training seven PBS stations across the United States on adopting *QUEST*'s multimedia science reporting model with a \$2.25 million grant from the National Science Foundation, which it received a few months ago.

QUEST's PBS partner stations are: WCPN and WVIZ **Cleveland**; NET-**Nebraska**; UNC-TV **North Carolina**; WHYY-**Philadelphia**; KCTS **Seattle**; WEDU-**Tampa**; WPT and WPR **Wisconsin**.

KQED will kick-off its foray into expanding *QUEST* nationally with a two-day intensive training symposium on January 25-26 in San Francisco. PBS station partners will meet to discuss best practices in cross-platform science reporting on television, radio, and the Web, and working with community partners and educators.

"We'll be helping these stations come up with a working plan to scale the *QUEST* model in a form that will work for their station's goals and resources," said Sue Ellen McCann, *QUEST*'s executive producer.

QUEST also plans to continue production of its Bay Area science, environment, and nature reports on TV, radio, and the Web in 2010 while actively fundraising for 2011. ***QUEST* will begin its fourth television season at 7:30pm on April 6** with an exciting new episode investigating the **great white sharks** that live and hunt off the Northern California coast and the race to re-engineer the **Bay Bridge** before the next "big one" strikes.

KQED's Largest Multimedia Project

Launched in February 2007, *QUEST* is KQED's largest multimedia project to date. Since its inception three years ago, *QUEST* has reached approximately 32 million viewers and listeners through its traditional TV and radio broadcasts and its growing Web audience.

QUEST's ultimate aim is to raise science literacy throughout the Bay Area and inspire audiences to discover and explore for themselves. Going beyond its weekly television broadcast, *QUEST* features weekly **radio reports**, free **educator resources** and a dynamic website that includes exclusive **Web extras**, a daily **science blog** written by Northern California scientists, **Flickr photos**, and local science-based hikes called **Explorations**. *QUEST* also works closely with **16 community partners**, not only on story idea collaborations and events, but also on media trainings including Web 2.0 strategies.

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.