

## KQED's Largest Multimedia Series

Exploring Northern California Science, Nature and Environment

### More About the Project's Main Components

**QUEST Television** airs Tuesdays at 7:30pm on KQED 9 and KQED HD, Comcast 709. *QUEST's* second television season premieres on **Tuesday, April 1, 2008, at 7:30pm.**

- Along with two longer stories, most 30-minute episodes feature a 2-3 minute signature mini-segment that inspects an additional unique subject.
- In its first season *QUEST* explored a wide range of topics from plug-in hybrids, to sea otters and eco-architecture, to nanotechnology and the physics of baseball, to the science of big waves.
- A new search for extraterrestrials with giant radio telescopes, ravenous Humboldt squid, the world largest laser beam and new research on biofuels and Alzheimer's are some of the stories investigated in 2008.
- *QUEST TV's* main focus is on explanatory science journalism and tends not to go in-depth into the controversies surrounding a topic.

**QUEST Radio** (starting April 7) airs every Monday at 6:30am and repeats at 8:30am on KQED FM 88.5 San Francisco and 89.3 FM Sacramento. (Currently, *QUEST Radio* airs on Friday mornings.)

- *QUEST* radio covers breaking environmental news in addition to exploring urban environmental challenges such as pollution, toxics and threats to our food supply; and investigates new technologies, emerging trends in science and the impact of public policy on natural resources.
- *QUEST's* radio reports have covered a variety of subjects from urban heat islands to the latest on alternative fuels, to the safety of California's bridges, to the ban on new nuclear power plants, to sharks in San Francisco Bay.
- A two-part special report on mercury pollution in San Francisco Bay is planned for April 2008.

**QUEST Education Network** develops and offers:

- Education Guides that are distinctively tailored for use both inside and outside the classroom;
- Media workshops to train educators on how to use *QUEST* stories in educational settings; and
- "EdTreks," educational treasure hunts that encourage participants to get out and connect with their natural surroundings in a fun and meaningful way.
- All *QUEST* education materials are free and available for download from the *QUEST* website.

**QUEST Interactive** produces the website, [www.kqed.org/quest](http://www.kqed.org/quest). As the nucleus of *QUEST*, the site archives and makes available all television and radio broadcasts for online viewing and listening, includes the educator guides, and more. Unique features of the site are:

- An embed code is published next to each television segment which allows others to post *QUEST* video stories on their own web sites;
- An interactive map created with Global Positioning Satellite technology that 'geotags' locations and images where *QUEST* segments were filmed and recorded;
- "Explorations" – nature hikes and walks with a strong science themes;
- A community science blog with daily contributions from our partners including scientists, experts, teachers and students with different Bay Area perspectives; and
- Discussion groups, photo sharing and special "web exclusive" content rounds out the site.

## **QUEST Partners**

The *QUEST* team relies on the expertise of the vast Bay Area science and environmental community in helping to identify story ideas and create awareness of *QUEST*. As a result, KQED has created unprecedented community partnerships with 15 key organizations that span a wide range of discovery. *QUEST* partners are integral to offering hands-on experiences related to *QUEST* programming through their science research centers, museums and parks.

*QUEST* partners as of September 2007 are as follows:

- *The Bay Institute*
- *California Academy of Sciences*
- *Chabot Space & Science Center*
- *East Bay Regional Park District*
- *The Exploratorium*
- *Girl Scouts of San Francisco Bay Area*
- *The J. David Gladstone Institutes (new as of 9/07)*
- *Golden Gate National Parks Conservancy*
- *Lawrence Berkeley National Laboratory*
- *Lawrence Hall of Science*
- *Monterey Bay Aquarium and the Monterey Bay Research Institute (new as of 9/07)*
- *Oakland Zoo*
- *The Tech Museum of Innovation*
- *U.S. Geological Survey (new as of 9/07)*
- *University of California at Berkeley Natural History Museums*

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