

For Immediate Release:
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A “New” *This Week in Northern California*

San Francisco, CA, October 6, 2009—*This Week in Northern California*, KQED’s long-running news and public affairs program, returns from a summer hiatus with a new episode premiering on Friday, October 9, 2009. *This Week* will return with several new features, including a re-imagined set and title sequence, a re-tooled website that allows for increased viewer interaction, and a new editorial focus that allows for coverage of new topic areas of interest to Bay Area viewers.

This Week in Northern California premiered on February 16, 1990. The program’s creators set out to offer insightful, thought-provoking roundtable discussions of issues and events affecting Northern California. On October 9, almost 20 years later, KQED unveils a re-vamped *This Week in Northern California*. The new *This Week* airs on Friday evenings at 7:30pm and now follows a magazine format similar to that of the *PBS NewsHour* and NPR’s *All Things Considered*.

The range of topics has broadened to include arts, science, history, food, and more, while continuing its strong commitment to news and public affairs. Belva Davis, the legendary anchor, continues in the host’s chair. A new Web presence allows the local community to view segments online and interact with producers and content. With these changes, *This Week* hopes to better serve its audience by providing more content variety and opportunity for involvement.

This Week is developing exciting new features that they expect to introduce over the next several months, including a new set, designed by Zaldy Serrano, KQED’s Emmy Award–nominated creative director. The plans allow for an ensemble of contributors who will serve as interviewers or correspondents and will appear in both studio and field-produced segments. *This Week*’s new website (kqed.org/thisweek) is developing new features that allow for greater community participation, including viewer polls, audience-driven requests for stories, photographs, and video essays.

Planning for the new *This Week* began more than a year ago and involved dozens of KQED personnel—from producers to content providers, KQED Public Radio

reporters, production and technical professionals, interactive specialists, designers, and more. In July 2009, *This Week's* producers and host Belva Davis gathered a group of reporters, many of whom have been regular guests, to get their insights into building the new program. Participants included journalists from KQED Public Radio, the *San Francisco Chronicle*, the *Oakland Tribune*, Pacific News Service, New America Media, and freelance reporters. Their brainstorming produced ideas like inviting viewers to Twitter during the show and featuring their “tweets” on the program, encouraging viewers to do “eye-witness reports” and upload them to YouTube, offering a segment in which someone interviewed that week in the media has an opportunity to discuss the story with its reporter after its release, rethinking assumptions about who makes news, and getting more viewpoints from ethnic media outlets. Everyone at the summit agreed that the most important task facing the producers was to maintain the quality of in-depth analysis and discussion that has been the hallmark of the program since its inception.

Staff for This Week include Series Executive Producer Fawn Ring, Producer Robin Epstein, Executive Producer for Arts and Culture Louise Lo, Associate Producers Elizabeth Pepin and June Ouellette, Executive Director for Interactive Colleen Wilson, Directors Peter Borg and Kurt Mendelsohn.

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The range of topics has broadened to include arts, science, history, food, and more, while continuing its strong commitment to news and public affairs. Belva Davis, the legendary anchor, continues in the host’s chair. A new web presence invites the community to view complete episodes online and to suggest stories and questions for guests, subscribe to the podcast, follow top news stories via Twitter, and comment. With these changes, *This Week* hopes to better serve its audience by providing more content variety and opportunity for involvement.

This Week is developing exciting new features that they expect to introduce over the next several months. In addition to a new set, title sequence and graphics, the plans allow for the addition of other contributors who will serve as interviewers or correspondents and will appear in both studio and field-produced segments. *This Week*’s new website (kqed.org/thisweek) is developing new features that that allow for greater community participation, including discussions hosted by Belva Davis, audience-driven requests for stories, photographs and video extras.

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