

**Pacific Mountain Network  
Public Television  
HERITAGE MONTH TOOLKIT**

**FOR IMMEDIATE RELEASE**

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**KQED PUBLIC BROADCASTING CELEBRATES  
LATINO HERITAGE MONTH IN SEPTEMBER  
--Four Local Heroes to be Honored in Awards Ceremony Hosted by  
KQED and Kaiser Permanente--**

**San Francisco, California-** This September, KQED Public Broadcasting is proud to honor the culture, heritage, and impact of Latino Americans with special programming and an event honoring four local leaders who have given their time, creativity, and passion to the Bay Area community.

The special evening of recognition, hosted by KQED Public Broadcasting and Kaiser Permanente, takes place on Thursday, September 1 at the KQED Broadcasting Center from 6 to 8:30 p.m. The event features live entertainment and an awards ceremony. The four honorees have been chosen based upon their commitment and contributions to their local communities and the Bay Area community at large. The 2005 Latino Heritage Month heroes are:

- **Felix Bedolla, Aldea/Nuestra Esperanza**
- **Carlota del Portillo, City College of San Francisco, Mission Campus**
- **Joel Garcia, J.D., Tiburcio Vasquez Health Center, Inc.**
- **Pedro Gonzalez, Community Volunteer, City of South San Francisco**

Also in honor of Latino Heritage Month, programs will be showcased on KQED Public Television and KQED Public Radio that focus on themes and issues unique to the Latino community. Program listings and descriptions for September can be found in the KQED Latino Heritage Month Guide, which also lists Bay Area resources pertaining to the Latino community. Look online at [www.kqed.org/heritage](http://www.kqed.org/heritage). Many of KQED's Latino Heritage Month programs also air or air exclusively on KQED's digital channels, for more information on digital channels and schedules, please check [www.kqed.org/dtv](http://www.kqed.org/dtv).

Kaiser Permanente, founded in 1945, is a non-profit integrated health care organization, with physicians, nurses and staff working in collaboration to provide high quality care to patients and address the health care needs of communities served by the organization. The Kaiser Permanente Northern California Region serves almost 3.2 million members. It includes 5,000 physicians in The Permanente Medical Group (TPMG) and about 54,000 employees. The region has 19 major medical centers. Each year, Kaiser Permanente donates more than \$300 million to a variety of community programs and agencies in Northern California.

KQED Public Broadcasting operates **KQED Public Television 9**, one of the nation's most-watched public television stations during prime-time, and **KQED's digital television channels**, which include **KQED HD, KQED Encore, KQED World, KQED Life and KQED Kids**; **KQED Public Radio**, the most-listened-to public radio station in the nation with an award-winning news and public affairs program service (88.5 FM in San Francisco and 89.3 FM in Sacramento); **KQED.org**, one of the most visited station sites in Public Broadcasting; and **KQED Education Network**, which brings the impact of KQED to thousands of teachers, students, parents and media professionals through workshops, seminars and resources.