



FOR IMMEDIATE RELEASE

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**Bay Area, Meet Your Neighbors:
New Series Focusing on Local Wildlife Premieres on Public TV**

San Francisco, Calif. (July 25, 2006) -- Herds of massive elk graze impassively on wind-swept coastal grasslands. The sky darkens as thousands of migrating snow geese explode into the air with deafening honks. Prehistoric-looking scavengers with eight-foot wingspans circle in a far-ranging search for carrion.



These are not subjects of a *National Geographic* special from some distant land. They are images of *Bay Nature on the Air*, a new series of interstitial shorts being made available to Northern California PBS stations by *KRCB-TV* starting July 2006. The programs uncover the incredible variety of flora and fauna living in the greater San Francisco Bay Area. Airing between full-length programs, the two-and-a-half minute stories delve into the amazing natural world that is home to seven million people, a booming high-tech industry, and over one million acres of protected open space.

"*KRCB* is delighted to present *Bay Nature on the Air* to Northern California public television stations," said *KRCB-TV* Director of Broadcast Operations Stan Marvin. "It's a perfect complement to our national series *Natural Heroes*, and is totally in keeping with our mission to promote environmental education and appreciation whenever we can."

Inaugural season topics include migrating waterfowl, bayshore habitat restoration, condor conservation and efforts to protect coho salmon in West Marin, home to the largest spawning population left in Northern California. The spots also introduce viewers to dedicated naturalists and eco-volunteers working to explain, reclaim and sustain our rich natural heritage.

Beloved Bay Area naturalist Michael Ellis is at the center of many spots. "There are not many places in the world where you can walk out your door in a metropolitan area of seven million people, and within a very short period of time, find yourself in a place where you can see bobcats, foxes, coyotes, pristine and primeval forests, and have this natural history experience that rejuvenates you," said Ellis. "I think it's important that people recognize the value of the nature that's found in the Bay Area, to ensure that future generations will have the same kinds of opportunities that we do."

Doug McConnell, longtime environmental advocate and host of *KRON-TV's Bay Area Backroads*, serves as the voice of *Bay Nature on the Air*.

This intersection of compelling content, established talent and polished presentation mirrors the inspiration for the series -- the award-winning, Berkeley-based quarterly magazine, *Bay Nature* (www.baynature.com). Now in its sixth year of publication, *Bay Nature* is dedicated to "bringing Bay Area residents closer to the remarkable and incredibly diverse natural world that surrounds us right here where we live and work," according to Publisher David Loeb.

"I learn something new every time I open the latest edition of *Bay Nature*," says Emmy Award-winning series Creator/Producer Rick Bacigalupi, a Bay Area native himself. "More and more surprising facts about this incredible environment we all call home. *Bay Nature* is an absolutely gorgeous publication. It was a TV project just waiting to happen."

Information, sample clips and production stills are downloadable at www.baynature.com or www.krcb.org. In addition to the magazine's extensive archives, baynature.com will be home to special pages filled with information and links geared specifically to viewers who want to learn more about the topics covered in *Bay Nature on the Air*. Series segments will also be made available for download and podcasting at www.krcb.org.

KRCB-TV and FM 91 (www.krcb.org) is the PBS and NPR station serving the North and East Bay areas of the San Francisco Bay region. It provides educational, informational and cultural telecommunication services in partnership with the community by broadcasting the best of noncommercial programming available from national and international sources as well as its own productions. Working with non-profit and government organizations, the station expands the impact of programming by initiating community dialog on important issues, thus encouraging the civic engagement of all citizens. *KRCB-TV* earned a National Telly Award for its *Natural Heroes* series while a Special Merit Award from the National Federation of Community Broadcasters was garnered by *KRCB-FM* for its *Voice of Youth* program.

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This press release is available in MS Word upon request; high-resolution graphics are also available.



Blue Heron at Snow Lake, Golden Gate Park, SF. © Jim Hard