

**KRCB**  
TELEVISION 22  
RADIO 91 FM  
KRCB.ORG

*Forgive my radio and TV minimums, but KRCB is a priority for me even when money is tight. I only watch public TV and listen to public radio (except for the Giants playoff games!) My thanks and appreciation to everyone at TV & Radio. Love you!*  
- Jenny

## 2011 Local Content and Service Report REPORT TO THE COMMUNITY



### *Telling Our Stories—Connecting Our Communities*



KRCB is a valuable community resource in the North Bay Counties of the San Francisco Bay Region. KRCB is the only English language television station, commercial or non commercial, providing local content for these counties. It therefore provides a critical and unique service in times of emergency. In addition, there is no other single radio or newspaper that covers the entire region so KRCB is the media of record for these counties.

KRCB is increasingly invited to the table to share important community discussions on issues such as health care, environmental matters, and elections. In 2011 KRCB continued to strive to identify the appropriate role of public media in the transformed information age and we began to achieve some traction with cross platform efforts, meeting our audience where it is.

In 2011 KRCB launched our online service *North Bay Voice*. We experimented with cross platform sharing and promoting of local content between television, radio (KRCB FM), and online, working to find ways to stimulate and support community engagement. KRCB also launched the beta of *KRCB Live* featuring local and traveling artists, celebrating the arts and culture of our community.

KRCB's mission statement for over 20 years has directed our attention to community involvement and engagement. Our measure of success has never been to get more folks to watch or listen but rather to get more folks, stimulated by what we present, to go out and get involved in their community. With the opportunity provided by CPB to participate in the Harwood Institute's Community Engagement Initiative several years ago we began to understand that successful engagement would require a fundamental re-thinking of how we deliver on our responsibility, of how we integrate authentic engagement with the more traditional role of a public broadcaster.

The examples below show the results of that hard internal work. In addition, the examples begin to show a real integration of what we think of as our four delivery platforms—radio, television, community, and online. We strive to deliver each project on at least two of the platforms most appropriate to the subject, and to promote the project on at least one other. Therefore, while this is a CPB report for television we make no effort to separate our delivery. We are KRCB, North Bay Public providing content, information, and entertainment to our community.

- ***KRCB Live:*** The San Francisco Bay Area is a hotbed of music performers. Many perform in or pass through the North Bay on their way to perform elsewhere. KRCB FM has long been a stopover for those musicians, performing live on our local music shows. But those performances were never taken any further. In 2011 we determined to bring *KRCB Live* to life on television, radio, and our website. It was a year of beta testing with the increasingly professional results available to enjoy at [krqb.org](http://krqb.org). We are now ready for prime time, launching on television and radio in March 2012. With the help of the performers, we are building a following and sharing some incredible, little heard (unless you can afford the shows) music.
- **Harwood “Main Street” Focus Groups:** Helping to set the stage for the 2012 national elections, KRCB, along with some eight other stations around the country worked with the Harwood Institute to convene community focus groups. The goal was to un-earth and articulate the issues that were really on the minds of the ordinary citizens before the horse race style coverage of the national press began. In June 2011, some 18 citizens engaged in a facilitated and taped conversation about their aspirations, fears, and hopes for our community and our country. Harwood, in conjunction with *State of the Re:Union*, edited the conversations for national broadcast on public radio.
- **Marin City Council Elections:** November 2011, as an off year, had very few elections. However, in Marin County, five of the cities held important City Council races. KRCB experimented with a multi-platform coverage of the election evening results. Our News Director and Election Anchor interviewed candidates and followed the results with analysis of the implications of those returns. Experimenting with new technologies, the show was live on radio, and live video streamed online. On television short programs at the top and bottom of the hour updated results for our television audience, and directed folks to the continuing live stream. As we prepare for our 2012 coverage (the 20th year for KRCB to cover election returns) we will benefit from these lessons learned.

- **Earthquake Preparation:** California Public Television secured a grant from several state agencies and commissions to produce and air statewide a documentary on earthquake preparedness, interstitials, online materials, and distribution of earthquake preparedness kits. Along with the 12 other PBS stations in the state, KRCB provided significant airing of these materials and worked with local fire departments, the Red Cross, and the City of Santa Rosa's COPE (Citizens Organized to Prepare for Emergencies) program to provide the kits to our community.
- ***Braceros, The Harvest of Loneliness:*** In 2010 KRCB saw a wonderful documentary on the federal Braceros program from the 1930s. Many of our fathers, uncles, grandfathers and brothers were a part of this controversial program and we realized that there was not sufficient national understanding of this early "guest labor" program. In 2011 KRCB staff worked with the producer of the program guiding him in the securing of rights that he would need for a television release, rights that he had not secured as he assumed the show would never be accepted by a television station. We not only wanted to air it as an important part of the history of our community but also to share it with other audiences. *The Harvest of Loneliness* was distributed nationwide in 2011 for Hispanic Heritage Month.
- **Santa Rosa's Southeast Greenway Projects:** In seeking to stimulate and support community engagement the City of Santa Rosa has been encouraging the development of neighborhood organizations. One of these has become more engaged than perhaps even the city imagined. The group, over the past several years, has focused its attention on a broad and long strip of land abandoned by the California Department of Transportation that runs through their community. Dubbed the "Southeast Greenway," citizens have worked hard to bring small groups together to imagine what could be made of this opportunity. KRCB provided them a large bullhorn to talk about these efforts and to encourage further participation. Specifically we hosted a round table discussion on the threatened closure of local State parks, then moved into the discussion of the creation of a new local park. The conversations were aired live on radio, and streamed as live video online. We used radio and television to encourage folks to join in the conversation. Resources such as photos and maps were also available online to view during the conversation.
- **KRCB's Health Connections:** As with *KRCB Live*, 2011 was a year of planning and beta testing for our 2012 initiative on health. Working with a broad community coalition, our community identified reaching important health targets by 2020 as a focused community-wide goal. Our planning for 2012 included a visit and community meeting with Rich Harwood of the Harwood Institute. Rich met with KRCB staff, then with a group of community leaders to help us think through how best to incorporate authentic community engagement in this ambitious goal. He encouraged us to find and "hold a mirror up to" pockets of change, small examples of community engagement, then to highlight and build upon those. These and other important observations are helping to shape this initiative for 2012.

## ***Not In Our Town***

When the first installment of *Not In Our Town* was produced some 10 years ago, KRCB became the first station in the nation to recognize the importance of community conversation on the very serious matter of hate crimes. We hosted a community panel, following the screening, with an overflow audience. Following our lead, the NIOT team has encouraged and supported community action across the country. In 2011 KRCB held our third such screening and panel, this time pulling in local law enforcement and youth. The young people have now formed a Not In Our School group.



## ***Health Action***

Community leaders in Sonoma County, including KRCB staff, have identified an ambitious goal for the improvement of health indicators in our community. Because success requires commitment at the individual, organizational, and community wide level, KRCB has produced and is airing a series of local stories that illustrate how easy and how important involvement and engagement is to improving our community.



## ***Lyme Disease***

Lyme disease, according to many in our community, is at epidemic levels in Northern California. Community support groups looking to spread prevention and treatment information asked KRCB to air *Under Our Skin*. The film, which brings into focus a haunting picture of the health care system and a medical establishment all too willing to put profits ahead of patients, was supported by radio reports, online community conversation, and significant resources linked at our website. The praise and appreciation for KRCB's attention to this underreported situation was very gratifying.



## *Sonoma County in 10 Years*

### **Reach in the Community:**

The “Sonoma County in 10 Years” conference was held on April 21, 2011. Participants included elected officials, heads of various government agencies, representatives from local businesses, health organizations, community action groups, and social service agencies. Everyone came with a shared vision of creating a healthy and vibrant Sonoma County for all residents. Participants had an opportunity to learn about work being done in this area, in addition to listening to Dr. Anthony Iton from the California Endowment. Attendees then talked in small groups about barriers and opportunities that exist in taking a collective impact approach to leveraging our efforts to reach our bold goals.

### **Partnerships:**

The project was a partnership of the Community Action Partnership of Sonoma County, Sonoma County Upstream Investment, Sonoma County Public Health Department, KRCB, and the California Endowment, among others.

### **Impact and Community Feedback:**

“Sonoma County in 10 Years” was attended by over 110 folks. KRCB heavily promoted this important community conversation. The conference and its discussion were covered on KRCB FM’s *North Bay Report*. The keynote speech by Dr. Anthony Iton and the entire conference were videotaped and made available at our *North Bay Voice* website. KRCB hosted a moderated discussion at our Community Conversations site where ideas and proposals were shared about the central elements of the conference.

There are two key take-aways from the conference. The first was a collective impact approach which describes a close working commitment between all agencies and organizations in the community focusing on solving specific, seemingly intractable community challenges.

The second take-away is still quoted in the community today. Dr. Iton rightly admonished the community and the audience: “We can do better than this.” The clear consensus was that we need to act smarter in our work across jurisdictional boundaries and social sectors to meet these challenges.



*Terrific event, Oscar! Went like clockwork, good all around. Keynote was fascinating. I was honored to be included: you must be very pleased.*

- Ben S.

*Thank you for including us in your conference today! I thought it was a great convening, and a really good process for generating ideas for moving the ‘Collective’ forward. I was impressed by how much of what Dr. Iton advocated we are already doing. We have such a great start! Great Job!*

- Jo W.

*Thank you Oscar! I thought it was a very valuable morning. And the collection of people in the room was good. I’m sure we’ll see progress thanks to your leadership!*

- Marla S.

*Congratulations on a very successful Community Dialogue Conference! You must be pleased at the turnout and community cross section represented. I thought the keynote speaker, Dr. Iton, was great. As you know, I’m also a data person, so I was captivated by the presentation. I look forward to further conversation with you about the conference. Thanks so much!*

- Barbara H.



KRCB's Emmy® award-winning *Natural Heroes* produced, aired, and distributed nationally its 5th season in 2011. The program seeks out and celebrates individuals around the country who through engagement and commitment are making a difference in their world.

*Absolutely riveting and inspiring! Your one show alone justifies the existence of television. First rate. A huge fan.*  
- Chere W.  
(KUEN, Salt Lake City)



KRCB enjoys the support of a significant number of volunteers who help in all aspects of running the station. In 2011 the station received over 20,000 hours of volunteer support.

KRCB reaches some 250,000 individuals in our North Bay Community for whom we are the only public, non commercial service available.

While KRCB can not afford to purchase audience statistics, the last time numbers shared with us showed a weekly cume of 150,000.

KRCB has led the way in the North Bay with the conversation and implementation of an authentic community engagement approach. We continue to work closely with the Harwood Institute and multiple community organizations as we all learn to work more effectively together to make our community a healthier place to live.

*I'm absolutely amazed with "Natural Heroes." I just feel so glad that someone is still getting good stuff on Public Television. You're doing a bang-up job on this program!*  
- David P., Vietnam veteran  
(WTIU, Bloomington, IN)

## ***KRCB Mission Statement***

In order to encourage full participation in society and community, KRCB provides educational, informational and cultural telecommunication services in partnership with our community.

### **GOALS**

- Establish KRCB as a highly visible local arts, cultural, educational, news, and community information media hub, offering a unique service to the North Bay in order to encourage full participation in community and society.
- Expand KRCB's options in providing and responding to new technologies through enhancement of technological functions and equipment.
- Expand KRCB's sphere of influence through community alliances and collaborations.
- Pursue financial growth to support mission statement and strategic plan goals.