



Photo from the KRCB Community Health Connections program Place Matters

KRCB: NORTH BAY PUBLIC MEDIA LOCAL CONTENT AND SERVICE REPORT

2014 was a banner year for KRCB North Bay Public Media in terms of local content produced and the setting of the stage for an even stronger, more integrated KRCB in 2015. Details follow in this Local Content and Service Report on achievements on radio, television, in the community, and with our focused initiative, Health Connections. As an introduction allow me to present the conceptual framework within which KRCB is working as we move to being an essential community asset.

KRCB staff, board of directors, volunteers, and interns are developing the skills to accomplish these significant goals. We seek to assure that all four KRCB platforms—television, radio, online, and community—are considered in the design and implementation of every project launched and that content is designed to be as multi-purpose as possible. There is a



*President & CEO
Nancy Dobbs*

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Several years ago the Knight Foundation presented some particularly thoughtful and insightful work placing the broad mission of public media in the larger context of society. KRCB has focused our development and evolution around these points:

- Maximize the availability of relevant and credible information to all Americans and their communities.
- Strengthen the capacity of individuals to engage with the information.
- Promote individual engagement with information and the public life of the community.

threefold advantage to this approach: maximize the value of staff time, maximize the exposure of content created, and increase dramatically the likelihood that all citizens of our community, no matter their platform preference, will have access to that content.

As you review this report, you will see progress in this bold effort: in infrastructure, the launch of our mobile app; in programming on all platforms supporting our Health Connections initiative; and increasing community activity built around the new local content. At year end, we brought on board our first Content Manager to pull

President's Summary — continued on next page

together that single KRCB Public Media service available on the multiple platforms and to have those various platforms presented as an integrated system.

We wish to create, as described in the FCC Broadband Plan, a media eco-system. If, over the next several years, our community begins to think of KRCB as the richest,

most trustworthy, most current media eco-system in the North Bay, that will be a huge success. As you will see in this report, we are well on our way.



Nancy Dobbs
President & CEO

INFRASTRUCTURE IMPROVEMENTS



The new KRCB app brings our radio station to far-flung parts of the county — and the world! — that never heard us before.

Continued Evolution of Master Control Facility

With the support of a DDF grant from CPB, KRCB in 2014 completed the full conversion of our master control facility to a digital system. The fully digital system utilizes a file-based workflow and provides the output and control of three video streams.

This critical improvement in infrastructure brings a number of benefits. Foremost, of course, is the improved image and sound quality and close integration with programming and scheduling. This robust system leverages the benefits of automation. And we are very pleased to report that two of the three video streams are HD, a great service to our over-the-air viewers.

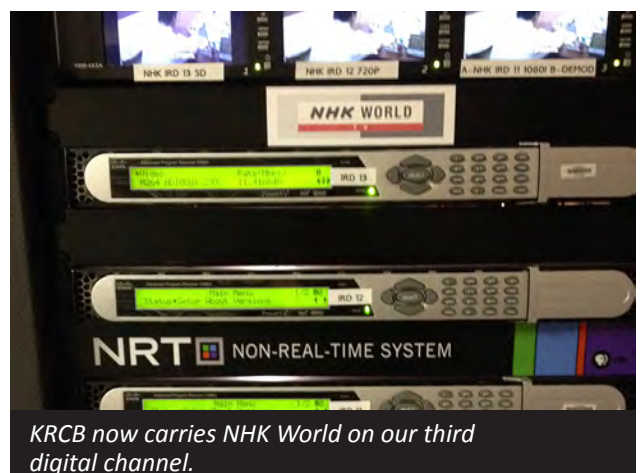
The Launch of our New App

Our second major infrastructure improvement in 2014 was the launch of our mobile application. KRCB FM has long been challenged by a very small broadcast coverage area. We are in a very crowded broadcast market, and despite years of trying, we have been unable to identify a means of expanding that over-the-air coverage. Instead, we decided to widen our reach using a mobile app. The app is designed for all mobile devices and integrates KRCB's radio, web, television, and news in a single platform. The audio streaming provides a solid alternative to listening to the over-the-air signal and features NPR and PBS content. The system provides on-demand as well as live capabilities. A prominent "Donate" button leads to a re-designed and simplified donation page, encouraging support in the moment.

Both of these important advances in infrastructure continue to move KRCB into the fully digital telecommunications world.



Engineer Dan Macken in the new digital master control room



KRCB now carries NHK World on our third digital channel.



2014 saw a continuing effort on the part of KRCB FM to provide a platform for local Americana musicians, like David Luning.



The Bootleg Honeys are a local favorite.

Live and Local Americana, Sonoma County-style

In November 2013, KRCB Radio FM changed its radio music programming from classical to Americana. In 2014, we solidified this shift with an emphasis on local music and home-grown emerging artists, bringing local musicians and bands to play live in the studio every week on both our morning and afternoon music shows. Northern California has a booming Americana scene, and local groups like The Bootleg Honeys (left) and David Luning (above) are regular visitors to our studio.

From 9am – 3pm every weekday, our local DJs Brian Griffith and Doug Jayne have the freedom to play what they want and welcome local and travelling musicians to play in the studio. Our evening and weekend hosts have set up many guests and concerts in Studio J, so it's been a rich and lively scene, allowing our listeners to experience a great diversity of music.

As a part of our ongoing commitment to American roots music, we sponsored two music documentaries at the local art house movie theater, Summerfield Cinemas: *Take Me To The River*, about the blues tradition in the Mississippi Delta region. Blues musician Charlie Musselwhite attended and answered questions with the filmmaker at the end of the event. The second film, Glen Campbell's *I'll Be Me*, explored the country artist's life with Alzheimer's.

We also had an information booth and sponsored three concerts at the Cloverdale Summer Concert Series—Steve Riley and the Mamou Playboys; Mingo Fishtrap; and Jeffery Broussard & the Creole Cowboys.

New Radio Programs Add Breadth to Our Musical Offerings in 2014

In 2014, we added several new programs to our radio schedule that reflected our emphasis on American roots music. *Beale Street Caravan* brings the Memphis sound to our airwaves. We added heft to our blues offerings with the hour-long weekly program *Blue Dimensions*. We also added *Art of the Song* and the classic *Folk Alley*, as well as the storytelling program *Snap Judgment*.



Beale Street Caravan

continued on next page

Curtain Call: Arts Interviews for the North Bay

Curtain Call, KRCB's arts event and interview program hosted by Charles Sepos, has been on air since 1995. Sepos, a well-regarded concert pianist and composer in his own right, has hosted more than 1,800 performing, visual, and literary artists on KRCB. Recent guests include noted concert violinist and New Century Chamber Orchestra Music Director Nadja Salerno-Sonnenberg, Santa Rosa Symphony Music Director Bruno Ferrandis, violist Richard O'Neill, photographer John Martin, pianist Lara Downes, Trio Ariadne, and ballet master Alonzo King, among many others.



Curtain Call's Charles Sepos with Ira Glass and KRCB's new content manager Darren LaShelle



Gary Carnivele, KRCB auction exec and longtime Outbeat producer

Local News: North Bay Report

KRCB FM covers the news and events that matter to the region in our daily news feature *North Bay Report*. Bruce Robinson, Radio News Director/ On-Air Host, and Danielle Venton, News Reporter/Producer, keep listeners up to date on the latest developments in politics, environmental science, education, and social issues. In 2014, *North Bay Report* paid special attention to the health care challenges our community faces, including health and income disparity; hospital services; barriers to insurance coverage; and mental health care reform. Stories are available on air, streaming on the KRCB free app, and past stories are archived on our website.

Literary Airwaves

KRCB FM celebrates the written word each week presenting locally produced programs including *A Novel Idea*, which explores the world of books through conversations with writers and readers, featuring host Rosemary Manchester and producer Suzanne M. Lang; *Word by Word*, a program that gathers several authors together to discuss a common theme, featuring host Gil Mansergh; and *WordTemple*, a showcase of author interviews and readings, featuring host and poet Katherine Hastings. All of these broadcast programs are also available as digital podcasts.

Sonoma County Parks Report

KRCB partners with Sonoma County Regional Parks to provide information about activities in the park system and encourage stewardship of the land. Many California parks were threatened with closure in recent years when the state budget was in severe deficit. Sonoma County took decisive action to save the parks through community, non-profit organization, and government partnerships, creating new models for resource governance. KRCB's weekly *Parks Report* developed out of the crisis and now serves to provide weekly awareness of news and events related to the park system.

Outbeat Radio

Outbeat Radio is the longest running radio program in the North Bay providing unique and exclusive high-quality programming for and about the lesbian, gay, bisexual, and transgender community. For over 16 years, KRCB has supported the flourishing LGBT community with weekly programming, featuring shows about relationships, music, arts and entertainment, news, and public affairs. Each show is produced and hosted by volunteers who are members of the North Bay's LGBT community. All of the *Outbeat Radio* shows provide a voice for the LGBT community by providing an opportunity for individuals and organizations to share their stories with listeners who would otherwise not hear from this corner of our community.

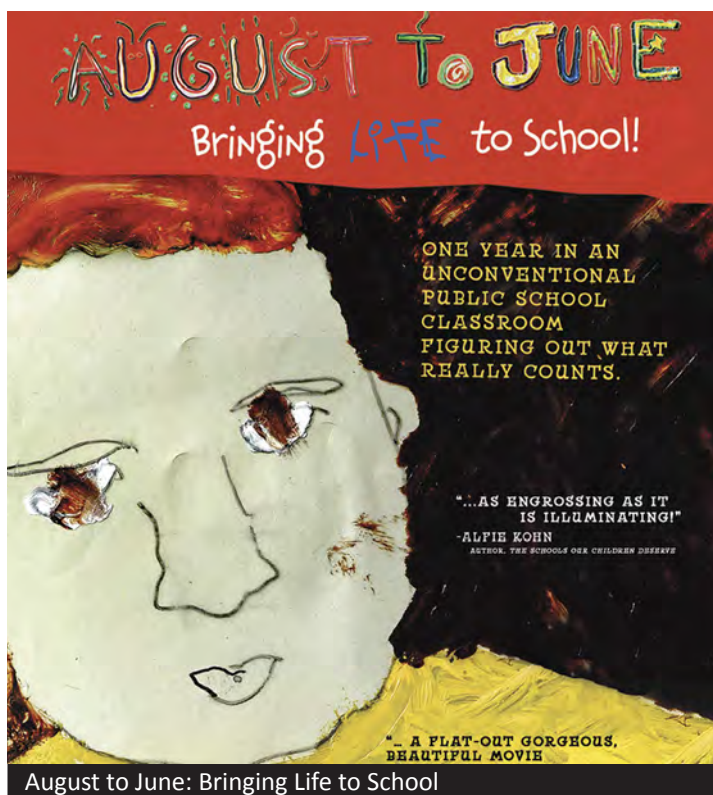


From the KRCB co-production, Mission Hill: The Freedom to Teach, The Freedom to Learn

Work With Independent Producers

Of course, KRCB is very proud of the noncommercial programming we air from a wide variety of sources. We are also especially proud of our intensive work with independent producers who have so very much to contribute to our system. Within our means we provide mentorship, guidance, and a bit of instruction to a wide variety of producers who have shows almost ready to go. Some air on KRCB, but an increasing number also make it to a wider distribution in the public television system. Here are just a few of the documentaries on which KRCB has been a co-producer and a presenting station to the PBS network:

- **August to June: Bringing Life to School.** Filmed in rural Northern California, celebrates values we are on the brink of losing in the single-minded pursuit of higher test scores. Come inside a public school happily and purposefully going against current trends and join twenty-six 8-10 year olds, their teacher, and their parents for a year bursting with opportunities for curiosity, creativity and compassion.
- **Men Who Sailed The Liberty Ships.** The Merchant Marines (volunteer civilian sailors) held one of the most dangerous jobs of World War II: sailing cargo ships loaded with food, fuel, and raw materials to the frontlines. They suffered some of the highest casualty rates of the war. Despite their valiant support of the Allied war effort, veteran merchant seamen waited 45 years before they received official recognition from the U.S. government.
- **Growing Up Green.** This film, a new documentary from award-winning filmmaker Bob Gliner, focuses on how hands-on environmental education can change educational outcomes as well as the way public education is practiced.
- **Beyond Recognition.** After decades struggling to protect her ancestors' burial places, now engulfed by San Francisco's sprawl, a Native woman from a non-federally recognized Ohlone tribe and her allies occupy a sacred site to prevent its desecration. When this life-altering event fails to stop the



August to June: Bringing Life to School



Beyond Recognition's Corinna Gold (left) & director Michelle Grace Steinberg

NATURAL HEROES

KRCB's Program Natural Heroes won its seventh Emmy for Natural Heroes episode of MoveShake with Gregg Treinish

development, they establish the first women-led urban Native land trust.

- **Hidden Legacy: Japanese Traditional Performing Arts in the World War II Internment Camps.** This documentary uses historical footage and interviews from artists who were interned during World War II to tell the story of how traditional Japanese cultural arts were maintained at a time when the War Relocation Authority emphasized the importance of assimilation and Americanization.
- **Good Morning Mission Hill: The Freedom to Teach, The Freedom to Learn.** Imagine a public school environment based on respecting every child and adult's limitless possibilities! Unlike most of their public school peers, Mission Hill teachers have control of their curriculum, and a say in just about every aspect of school life. At this Boston public school academics connect to experiences, empathy and exploration are valued, and children with diverse abilities and backgrounds flourish. There are no panaceas, but much can be achieved when teachers have the freedom to teach, plus the support to keep growing.
- **Out on a Limb.** This program explores the evolution of prosthetics and the exciting advancements being made at the intersection of neuroscience, engineering and robotics. A science story and a human story, this documentary shows the impact of this transformative science, as revolutionary prosthetics move from the lab to the bodies of amputees, and particularly to children with limb loss, who stand to benefit the most.

Natural Heroes: KRCB's In-House Environmental Program is a Perennial Emmy Winner

KRCB's half-hour environmental program *Natural Heroes* was awarded an incredible seventh Emmy this year for one of the episodes from its sixth season—*MoveShake: Stories of Gregg Treinish and Alison Gannett* by filmmaker Alexandria Bombach. 2015 will be *Natural Heroes*' seventh season.

Rebels With A Cause

KRCB's partnership with the production team of Nancy Kelly and Kenji Yamamoto resulted in the award-winning and inspiring *Rebels With A Cause*. Distributed through APTS and PBS World, the film has achieved a record breaking number of airings on PBS stations nationwide. By mid-2014, *Rebels* had enjoyed 2,663 air dates on 351 public television stations in 41 states. Invitations to film festivals and community screenings continue virtually unabated. Also completed and made available is a *Viewers' Guide to Rebels*. The Guide is available online and provides a useful set of questions and suggestions for community and educational screenings for audiences of all ages.

Election Coverage

In 2014 KRCB continued its 22-year history of providing coverage of local and regional elections in both June and November. Anchor Bruce Robinson, KRCB's News Director, and Commentator Dick Spotswood covered critical races with up-to-the-minute election returns and interviews with the candidates live in our studios. A pre-taped set of interviews with two of our Congressional Representatives (Mike Thompson and Jared Huffman) analyzed the shifts in policy that would result if control of the House of Representatives shifted. As is usual with KRCB's election coverage, KRCB is often the only Bay Area media outlet providing critical coverage and analysis of local North Bay elections.



Nancy Kelly & Kenji Yamamoto in the edit suite

COMMUNITY HEALTH CONNECTIONS

KRCB's Health Connections initiative is such a significant, cross-platform undertaking that we decided it needed its own section in the Local Content and Service Report for 2014. KRCB's Health Connections work is supported, in part, by a grant from the Sonoma County Department of Health Services and multi-year support of thirteen local businesses. Content is created on television and radio, archived on the web, and showcased in the community. We have just received word that the County would like to extend this work and funding for several years so we are pleased with the traction our work is achieving. A multi-platform community engagement initiative is a big deal for any station, and especially so for a station as small as KRCB.

Television

Community Health Connections on KRCB Television takes a variety of forms with acquired programs, as well as locally produced long- and short-form programming. As public awareness of the breadth of factors affecting our health expands, so too has the availability of acquired programs which touch on more than disease, going to the underlying causes as well. KRCB has featured shows such as *Cafeteria Man* on healthy school lunch programs; *Fish Meat: Choose Your Farm Wisely* providing insight into fish farming; and *Consider The Conversation: Stories About Cure, Relief, and Comfort*. Full series are becoming available, such as *Ecosense For Living*, and ongoing series are increasingly turning attention to these issues, such as *Frontline's* "Life and Death in Assisted Living."

And of course, we are very proud of our own *Community Health Connections* productions. Topics on the short-form programs have included the importance of affordable housing for the health of families and the community; the challenge of building a culture of health; an exploration of our local food systems; the importance of agencies and

nonprofits working together to achieve success; and what it takes to build a healthy neighborhood. These programs aim to educate the public about the "upstream" factors that affect the health and length of our lives.

Another set of short-form programs address the geographic determinants of health, a concept we call "Place Matters." Comparing assets and needs of various neighborhoods, we focus attention on where community and public investment is needed to assure that everyone lives in a healthy neighborhood. Our half-hour television feature *Place Matters* explores the link between your neighborhood and the length of your life, and features interviews with involved community members who are making a difference in the health of their communities.

Health Connections Screenings

KRCB had the opportunity to screen our first three episodes of our *Community Health Connections* TV series to several community groups. The episodes were on Education, Mental Health and Food Systems. Each video was produced locally by KRCB and were about 30 minutes in length. The videos were well received by our target audiences. The organizations that participated in the screenings were Burbank Housing of Sonoma County, Sonoma State University's Pre-College Programs, and Community Action Partnership of Sonoma County Pasitos Program.

Radio

KRCB radio reporters regularly cover health-related stories. In 2014, some of these stories have included groundbreaking local stories, like these...

- **Pediatric uses of medicinal cannabis.** In this two-part story, reporter Danielle Venton found that some children with rare medical conditions are



Omar Gallardo of Bayer Farms and Landpaths



Sonoma County is a hotbed of resistance to vaccination

benefitting from the carefully managed use of medical marijuana that is high in cannabidiol (and lower in the high-inducing THC), but those strains are harder to find.

- **Behind the decline in Sonoma County's vaccination rates.** In affluent and educated western Sonoma County, childhood vaccination rates are sharply lower than other areas. Reporter Danielle Venton talked to parents and school health officials about the reasons behind this trend, and steps being taken to counter it.
- **Recognizing micro-aggressions.** While overt racism is increasingly infrequent, psychologists are finding that attitudes that perpetuate inequities remain, and are expressed more subtly by both individuals and institutions—sometimes with the best of intentions.

- **Restorative Justice Comes to Santa Rosa schools.** Stung by state reports that found very high rates of student expulsions and suspensions, the Santa Rosa City school district responded by introducing an alternative. KRCB News Director Bruce Robinson examined how the practice of restorative justice was being applied at two trial campuses, and what the initial outcomes were.

Web

All content produced in the KRCB Health Connections initiative is available at krcb.org/healthconnections, along with relevant resources and sources. All Health Connections programming sends folks to this rich site.



Latino Service Providers of Sonoma County

The Latino Service Providers Sonoma County (LSP-SC) works with community partners to engage, collaborate, and exchange valuable information and to promote professional development within the Latino population. Each month a different organization solicits the opportunity to host a meeting at their organization site. The purpose of these meetings is to engage LSP-SC members on the services an agency or group provides. The meetings have been taking place for over 25 years, and there is a waiting list to host these meetings.

KRCB had the opportunity to host a Latino Service Providers meeting at our station site in July 2014. Nancy Dobbs and KRCB's Community Engagement Manager Malinali Lopez made a short presentation to the larger group on the many undertakings that KRCB provides. Members of the LSP-SC were informed of the many ways KRCB can partner with their organizations to promote and inform our larger audience of all the great work that is taking place in our community and where people can receive additional services.

6th Annual Summer Day and Night Festival at Martin Luther King Jr. Park (aka South Park)

The Summer Day and Night Festival is a festival planned by Community Action's DIG (Drug Intervention Group) Youth Leadership team. The festival is a partnership among Community Action Partnership of Sonoma County, the City of Santa Rosa, other community organizations, and neighborhood residents. The goal of the festival is to promote a safe and healthy environment in the Martin Luther King Jr. Park neighborhood and the broader community. The event features a health and safety resource fair, music, dance, sports, contests, police displays and demonstrations, and ends with a movie in the park.

This year the main focus for the KRCB booth was to conduct live video interviews and distribute information on Health Connections. Community leaders, residents and youth were interviewed briefly on camera to explain the history and meaning of the festival. Additionally, KRCB provided reusable grocery bags, general information on community resources, and *Open Air* program guides. The festival was very successful due to the diligence of the DIG leaders who organized it. KRCB was able to engage a large diverse audience who enjoyed the day's events.

22nd Annual Latino Health Forum

The Latino Health Forum continues to be one of the most educational and informative Latino health care events in Northern California. The Forum informs professionals about the most relevant issues facing the Latino population, with the goal of enhancing both the availability and quality of health services. The event features dynamic keynote speakers who present a snapshot of the overall health of the Latino Community, valuable information on health care services, prevention models, current research, and culturally and linguistically competent health programs. The day's events also include morning and afternoon breakout sessions presenting local innovative health care services and prevention models.

KRCB had a booth promoting our *Community Health Connections* TV series and other TV programming. We also encouraged people to view our Health Connections videos on our website and YouTube. KRCB News Director Bruce Robinson was in attendance and conducted interviews that aired on *North Bay Report*.



Teens from Community Action's Drug Intervention Group brainstormed dietary ideas as part of a Health Connections activity.



KRCB's table at the Summer Night and Day Festival at Martin Luther King Jr. Park

10th Annual Community Dialogue on Engagement Conference

This year the Community Dialogue Conference focused on Effective Community Engagement and highlighted the recent issues in neighborhoods like Moorland and Roseland in the City of Santa Rosa. The conference had several key political and community leaders who spoke to the importance of community engagement and retention. During the conference guest panel members spoke about the direct role they played in the revitalization specifically of the Moorland neighborhood. Each panelist addressed neighborhood concerns that can help alleviate neighborhood's problems such as not having a neighborhood park, no adequate sidewalks, high crime, and no close access to fresh food.

KRCB President and CEO Nancy Dobbs was one of the guest speakers at the conference. Nancy spoke about our Health Connections TV series and showed a rough cut of our *Place Matters* episode. Nancy further explained how the episode came about due to the recent neighborhood concerns in places like Moorland and Roseland. Additionally, several of the people featured in the *Place Matters* episode were in attendance at the conference and were recognized for their efforts to improve their neighborhood.



KRCB's President and CEO Nancy Dobbs gave a presentation about KRCB's community-focused programming at the 10th Annual Community Dialogue on Engagement Conference.