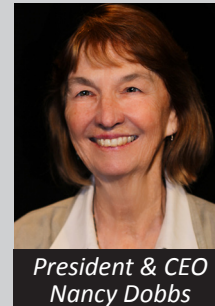


KRCB NORTH BAY PUBLIC MEDIA LOCAL CONTENT AND SERVICE REPORT

2015 for KRCB North Bay Public Media was the second year in a row of incredible growth in the amount of local content created for our community. 2014 had already topped the charts, and then we did it again! And, based on the knowledge and experience gained from the CPB-sponsored Harwood Institute training, the content and services provided specifically grow out of and reflect the communities we are a part of.

KRCB studied the recommendations and the examples in that report very carefully. In this Local Content and Service Report it will become clear that we very much took many of the recommendations to heart.

Based in large measure on the Knight Foundation's "Getting Local: How Nonprofit News Ventures Seek



*President & CEO
Nancy Dobbs*

We have deepened our connections with dozens of community partners who collaborate with KRCB as we find and tell the stories that hold a mirror up to our community, inciting broad public discussion of important local issues, while deepening our appreciation of the amazing place we call home.

We have been able to sustain this amazing growth, despite the continuing challenging financial picture, because of critical organizational shifts (see the Infrastructure section on p. 2), because of the continuing success with our first focused initiative (see the section on Health Connections on p. 7) and, finally, because of the launch of our second focused initiative, North Bay Bountiful as described on page 6.

Several years ago CPB published "Public Media Models of the Future" which explored the various elements critical to building a strong and successful public media service.

Sustainability," the CPB report pointed out that sustainability is not just about money. "To achieve long term sustainability, organizations also need to create social value and have the organizational ability to implement initiatives and adapt over time." The report further defines social value creation as "the ability to create unique and relevant content and services and to engage citizens in ways that produce measurable impact."

The pages that follow bear strong witness to the social value that KRCB is creating. Both focused initiatives, Health

President's Message — continued on next page

President's Message— continued from page 1

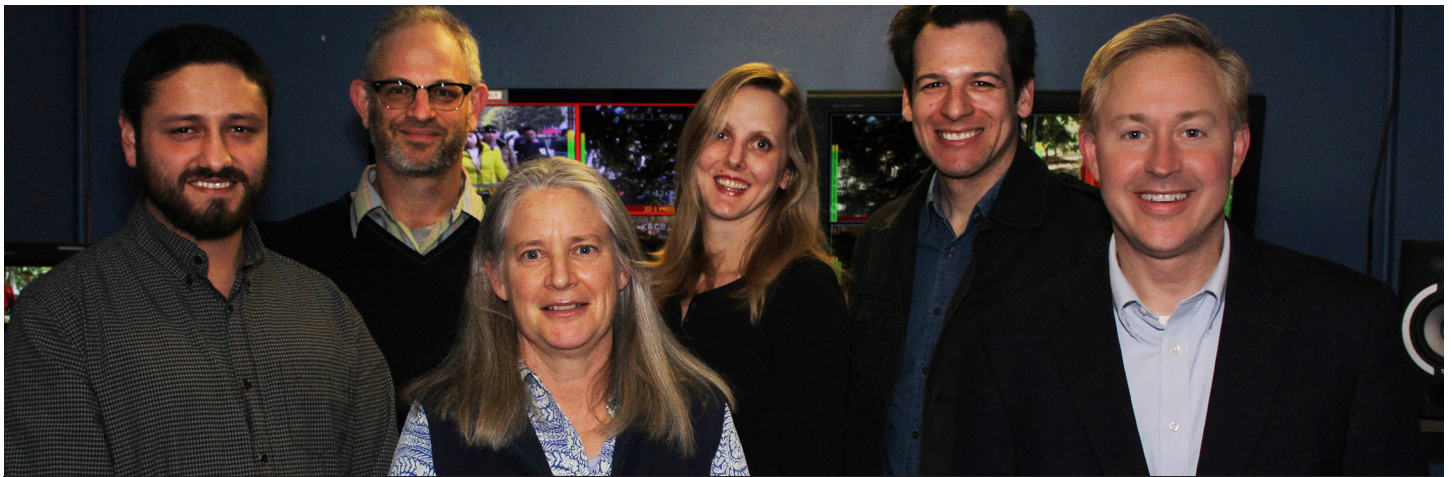
Connections and North Bay Bountiful, grew directly out of robust and broadly inclusive community conversations. The first focused on those social determinants of health that could be changed by community action and thus improve community health. The second reflected deep and often cutting edge conversations and action around issues of adaptability, resiliency, and sustainability. Dozens of community partners collaborated with KRCB to find and tell the stories that, à la Harwood, hold a mirror up to the community as well as spread the conversations broadly.

We are very proud of what we have accomplished and what is still to come and hope and trust that many colleagues in the public media eco-system are on a similar path.



Nancy Dobbs
President & CEO

INFRASTRUCTURE IMPROVEMENTS



Front row: Production volunteer Leonardo Angarita Vergara, Production Manager Amy Boyd, and Content Manager Darren LaShelle. Back Row: TV and Radio Producers Jesse Fankushen, Lilia McIntyre, and Joshua Mellars

In the 2013 and 2014 Local Content and Service Reports, we focused on technical infrastructure issues. While we continue to make strides in this area, it is perhaps more informative this year to focus on the human infrastructure changes implemented at KRCB in 2015.

As mentioned in the introduction to this report, we have been strongly influenced by CPB's "Public Media Models of the Future." Based on the core message of that report, we shuffled our organization. As a joint licensee, KRCB had many opportunities to improve our structure so as to create more and better "social value." We began by creating the position of Content Manager with responsibility for all programming and production on television, radio, web, and in the community. We were fortunate to hire an individual with several decades of experience at another joint licensee, serving as the Content Manager there.

Immediately the cross-platform creation and promotion of content began to take shape based on smarter use of all staff. Efficiency, effectiveness, and planning all projects to be as multi-platform as possible are key factors in the significant growth in our local content production. And this, of course, is also essential to the success of our two focused initiatives.

The second element that "Public Media Models" identified as critical was to assure "the infrastructure, resource allocation and skills" are such as to allow the organization to adapt and innovate. Once again we shuffled the organization to assure that a single person had responsibility over these elements of the station. Our Chief Engineer, already responsible for engineering and IT, took on facilities, HR, and administration. Functioning as the CE and COO he can assure that we have both the technical and people resources KRCB needs to "adapt and innovate."

Finally, the third leg of the organizational stool is the capacity to raise revenue from a variety of sources to support the content creation and services which reflect our mission statement. Once our CEO was able to hand off many of the responsibilities now handled by our CE/COO and our Content Manager, she was able to re-focus her attention to development efforts, especially in relation to major donors. In addition, she now spends significant time in the community feeding back to the station issues and community engagement insights.

The new organizational structure has proven quite satisfactory in building new capacity and resiliency for KRCB.



TELEVISION

From the 2015 season of *Natural Heroes*, the Emmy-award winning documentary *MoveShake: Stories of Gregg Treinish and Alison Gannett*. Inset: (top to bottom) From *Anna, Emma, and the Condors*, *American Outrage*, *Second Nature: The Biomimicry Evolution*, and *Truck Farm*



From *Fixed: The Science/Fiction of Human Enhancement*



Climate One from the Commonwealth Club

KRCB TV presents non-commercial programs on three digital channels 24/7, including public television and local favorites on 22.1, CREATE cooking, travel, and lifestyle programs on 22.2, and NHK World Japanese cultural programming for an American audience on 22.3.

We help independent filmmakers bring their work to a wide and eager public television audience in the Bay Area by co-producing and presenting their work. KRCB also produces documentary programs and educational video throughout the year within our North Bay Bountiful and Health Connections public engagement initiatives. (See pages 6 & 7 for more information about these special initiatives.)

A Sustained and Deepening Emphasis on Sustainability

KRCB TV took a public education leadership role in 2015 on issues of sustainability. Our 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. *Natural Heroes* celebrated its seventh season in 2015.

In addition, we featured numerous programs offering a multitude of views about agriculture, climate change, food systems and environmental social justice, including *Climate One Forums* and *Tasteable California*.

We also launched a new multi-platform initiative, North Bay Bountiful, which explores issues around agriculture, food, and sustainability. Read more about our North Bay Bountiful programming on page 6.

Supporting Independent Productions

We are also especially proud of our intensive work with independent producers who have so 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. All 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:

- **Fixed: The Science/Fiction of Human Enhancement.** This haunting and subtle documentary questions commonly held

beliefs about disability and normalcy by exploring technologies that promise to change our bodies and minds forever. Told primarily through the perspectives of five people with disabilities—a scientist, journalist, disability justice educator, bionics engineer, and exoskeleton test pilot—*Fixed* takes a close look at the implications of emerging enhancement technologies for the future of humanity.

- **Learning from El Salvador.** This new one-hour documentary from award-winning producer Bob Gliner (see below) presents a timely and critical look at this small Central American nation, which while deeply connected to United States’ policies remains little understood by most Americans. Despite its problems with gang violence and immigration, recent changes



KRCB is proud to support the work of local filmmakers like Bob Gliner (*Learning from El Salvador*, *Schools That Change Communities*, *Growing Up Green*, *Barefoot College*).



From the documentary, *Thin Ice: The Inside Story of Climate Science*

in El Salvador’s education, health care, agriculture, and democratic governance offer a different and more hopeful perspective on this small country, and may provide a model for helping us solve problems here at home.

- **Thin Ice: The Inside Story of Climate Science.** In this award-winning documentary, filmmaker Simon Lamb interviews climate scientists discussing their work. Learn about the physics of greenhouse gases, how average world temperatures are determined, and how regular patterns of warming and cooling are correlated with carbon dioxide and other greenhouse gases. *Thin Ice* introduces viewers to scientists drilling in the Antarctic for climate history from ice and sediment cores, to others measuring changes in the atmosphere, oceans, and ice sheets. The scientists discuss their work, and their hopes and fears with a candor and directness rarely seen by the public.
- **American Music.** *American Music* airs monthly on KRCB and incorporates interviews, commentary, performances, and storytelling. Amazingly personal, highly-biographic stories are central to this must-see music documentary series, a co-production of the Department of Television and Radio at Brooklyn College/CUNY; KRCB North Bay Public Media; and Rakeiho Musical Offerings, Inc.

North Bay DREAMers on KRCB TV22

The Deferred Action for Childhood Applicants (DACA), known as the DREAMers law, has allowed some young undocumented immigrants in the United States to qualify for temporary legal status and work permission. This law has significantly changed the lives of many youth of the North Bay, allowing them for the first time to work legally and more easily attend university. KRCB and producer Rhian Miller are working with many of these young people and community partners to tell their stories. These TV and web videos give audiences a chance to “meet” young DREAMers and better understand their challenges and successes as our friends and neighbors.

Other Ongoing Series by Local Filmmakers

- **Climate One:** This lecture series from the Commonwealth Club, which airs once a month on TV 22, is a forum for candid discussion among climate scientists, policymakers, activists, and concerned citizens.
- **Tasteable California** is a weekly public television series, which brings a culinary tour of California to viewers.
- **Hispanic Lifestyle** promotes positive images of the Latino community, highlighting the achievements of community leaders, organizations, entertainers, and business owners.



RADIO

KRCB features live musical performances on air, like this one from the local band *The Easy Leaves*. Inset (top to bottom): Teresa Tudury sings at a Radio 91 event; KRCB Outbeat host Gary Carnivele, Radio admin Wendy Nicholson, and Radio Program Director Sean Knight, and the North Bay Report producer Bruce Robinson (right) with on-air political consultant Dick Spottswood.

We Call It Sonoma-cana: Local Americana

Radio 91 has established itself as the place where audiences can find unique music selections, hosted by local curators, introducing the very best of Americana, Roots and Blues music to Northern California listeners. Each week, Radio 91 presents live music on the radio. These live feature appearances give local musicians the opportunity to perform original music composed in and inspired by the North Bay. Radio hosts Brian Griffith and Doug Jayne connect community to music that makes a difference in our lives through on-air programs and KRCB-sponsored community events.

A New Emphasis on Sustainability

KRCB North Bay Public Media's Radio 91 took a public education leadership role in 2015 on issues of sustainability. Radio 91 featured reports that presented a multitude of views about agriculture, climate change, food systems and environmental social justice. Regular features included: *Climate One Forums* (every Sunday at 8:00 am), *Climate Connections* (weekdays during *Morning Edition* and *All Things Considered*), environmental reports on the *North Bay Report* (weekdays during *Morning Edition* and *All Things Considered*) and the *Sonoma County Regional Parks Update* (Fridays during *Morning Edition* and *All Things Considered*). In addition, KRCB launched a weekly feature and events calendar called *North Bay Bountiful Radio*. (Read more about these programs on p. 6 as a part of our multi-platform initiative North Bay Bountiful.)

An Ongoing Commitment to the Arts

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 1,900 performing, visual, and literary artists. He introduces audiences to the productions of local theater companies, including Sixth Street Playhouse in Santa Rosa, Cinnabar Theater in Petaluma, Napa Valley Playhouse, and more. He also interviews musicians who appear at Sonoma State's Green Music Center,

a venue for international musicians of all stripes. Recent guests include violinist Philip Setzer of the Emerson String Quartet, world guitar pioneer Matthew Montfort; guitarist Perry Smith of the New West Guitar Group; cellist Joshua Gindele of the Miró Quartet; finger-style guitar master Alex De Grassi; organist David Parsons, and many others.

KRCB FM also 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 *Word-Temple*, a showcase of author interviews and readings, featuring host and poet Katherine Hastings. All of these broadcast programs are also available as digital podcasts.

In the News: North Bay Report and Election Coverage

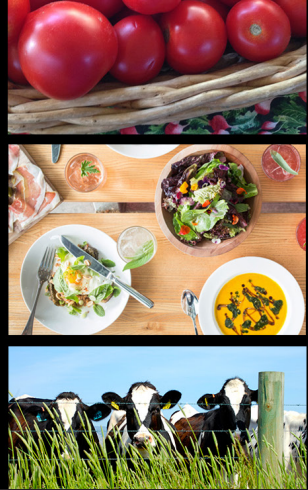
KRCB FM covers the news and events that matter to the region in our daily news feature *North Bay Report*. Bruce Robinson, Radio News Director/On-Air Host, and Danielle Venton, News Reporter/Producer, keep listeners up to date on the latest developments in politics, environmental science, education, and social issues. Stories are available on air, streaming on the KRCB free app, and past stories are archived on our website.

Outbeat Radio

Outbeat Radio is the longest running radio program in the North Bay providing unique and exclusive high-quality programming by, for, and about the lesbian, gay, bisexual, and transgender community. For over 17 years, KRCB has supported the flourishing LGBT community with weekly programming, featuring shows about relationships, music, arts and entertainment, news, and public affairs.

New Programs on Radio 91 FM

In 2015, we added several new programs to our radio schedule, including *American Routes*, *Reveal*, and *America's Test Kitchen Radio*.



A Multi-platform Initiative

NORTH BAY BOUNTIFUL

North Bay Bountiful is about food, agriculture, and the environment—and important connections between them.

Cultivate. Celebrate. Connect. These are three simple words that capture the mission of KRCB's North Bay Bountiful sustainability-awareness initiative. The San Francisco North Bay area enjoys an incredible bounty of resources—both natural and creative—that enrich all our lives. Our land and seascapes offer breathtaking vistas while also serving as the source of an amazing variety of food and products.

KRCB TV is working with other non-profit organizations to highlight the efforts being undertaken in our region to preserve our land and conserve our water, as well as to dig into the agricultural stories of farming innovations and food production and distribution. We seek to explain what sustainability really means for our community.

North Bay Bountiful Video Storytelling

A unique series of TV, web, and mobile app videos explore the farm-to-table movement, native planting, alternative and renewable energy, and community gardening. Local subjects have included Zazu restaurant and farm, the rehabilitation gardening initiative of the Santa Rosa jail, a scholarly antique book dealer and his collection of early cookbooks and agricultural study publications, and the Farm Trails organization that connects consumers to farmers through a unique farm tour program. Independently-produced videos include the *California Matters* series with Mark Bittman, *Farm Shorts* by Kala Philo, and a unique series of sustainable food system videos by the Lexicon of Sustainability.

Television Goes Bountiful

In addition to our own productions, KRCB presents a collection of independently-produced and local programs that explore themes of conservation, preservation and environmentalism. Programs from 2015 include *Russian River: All Rivers*; *Redemption: The No Kill Revolution*; *Shelter Me: Partners for Life*; *Climate One*; *Tossed Out! Food Waste in America*; *This American Land*; *New Shepherds of the Farm*; and KRCB's own *Natural Heroes*.

Radio: The Sound of Sustainability

Every week, *North Bay Bountiful Radio* presents a community calendar of agricultural events and sustainability workshops being held around the area. We also help audiences define terms like “non-GMO,” “cage-

free” and “certified organic” through our weekly “Crash Course” audio journey, and our “Sustainable Moment” feature examines the effectiveness of government policy and organizational efforts to foster sustainable and adaptable innovation.

KRCB Radio 91 reporters regularly cover sustainability-related stories for *North Bay Report*, including ground-breaking local reports like these:

Busy Times for Sonoma Land Trust. With three major projects wrapping up in 2015, the Sonoma Land Trust is looking ahead to more in the New Year, including a celebration of the organization's 40th anniversary and the Sears Point wetlands conversion project.

Invasive Species, Past and Future. From the emergence of animals to the development of agriculture, new species have regularly displaced their predecessors. So it may be time to rethink the viability of restoring lost or disappearing ecosystems.

Environmental Groups Sue State Over Pesticide Plan. A sweeping plan to give the California Department of Food and Agriculture free rein in applying pesticides statewide is being contested by a broad coalition of food and environmental groups that contend it violates the state's Environmental Quality Act.

Web and Mobile App

All content produced in the North Bay Bountiful initiative is available at northbaybountiful.org, along with relevant resources and sources, and on the KRCB free mobile digital app, available for download at iTunes and Google Play. Hear *North Bay Bountiful Radio* stories here: <http://krcb.org/north-bay-bountiful/listen/>.



Sophia Englund and Darren LaShelle are the hosts of the new KRCB program, North Bay Bountiful Radio



HEALTH CONNECTIONS

A Multi-platform Initiative

From Community Health Connections programs on the importance of parental involvement for school success and building homes for low- and middle-income residents.



KRCB's Health Connections initiative is a cross-platform undertaking that is supported in part by a grant from the Sonoma County Department of Health Services and multi-year support from many local businesses. Content is created on television and radio, archived on the web, and showcased in the community. The initiative consists of documentary programs—a series of Civic Parables that illustrate how community action can affect positive change. In addition, KRCB TV airs short educational videos, KRCB Radio 91 airs frequent health-related reports, and all material is archived on the krbc.org website and on the KRCB mobile app, available, for free, on iTunes and Google Play.

Video Examples

DOCUMENTARY: *Early Childhood Education in the North Bay*. KRCB explores how children who receive quality early childhood education are more likely to graduate from high school and attend college. They have higher earning potential over a lifetime and experience better health. These kids grow up to contribute to the economic, social, and cultural life of Sonoma County. In order to provide every child with ample opportunities to succeed and thrive, we must come together as a community to address the barriers and challenges that prevent many children from getting a quality early learning experience.

DOCUMENTARY: *Building a Better Society*
More and more American wage earners cannot meet the demands of a rapidly increasing cost of living. While housing, food, fuel, education, and healthcare costs accelerate upwards, wages for many remain stagnant, diminishing, or non-existent. In this production, KRCB looks at the people and organizations attempting to address this growing economic divide.

CIVIC PARABLE: *Building a Dream Center*. How do people come together to create positive change in our community? Social Advocates for Youth (SAY) created unique partnerships to open the Dream Center, repurposing the former Warrack Hospital in Santa Rosa into a home for at-risk youth. Many neighbors were concerned about this addition to their neighborhood. This video explores how people with differing opinions and viewpoints can work together for the civic good and find solutions and pathways to success.

Short Educational Videos

Healdsburg: Housing Prices (Spanish Language). Affordable housing is a big issue in the Bay Area. In the North Bay, people are finding that they can no longer afford to live in the communities in which they work. How do we find solutions and what can be done?

Rohnert Park: Childhood Hunger (English Language). In Rohnert Park, city leaders understand that childhood hunger is a problem. People from the non-profit, governmental and private sectors have come together to develop programs to address these problems, but there is still much work to be done.

Cloverdale: Recreational Spaces (Spanish Language). In Cloverdale, community members have come together and are working with city leaders to develop safe places for families and children to gather and play. Safe spaces are important for recreation, enjoyment, and overall community health.

Audio Examples

Health Games: Innovation or Fad? Medical professionals are increasingly using games in their efforts to make people healthier. Is the trend here to stay? The games take many forms and are designed to address a host of conditions: from asthma to diabetes, depression or stroke.

Young Adults with Autism Thrive in Their New Home. Eight years in the making, a new living environment for young adults with autism is attracting nationwide attention to their shared homes in downtown Sonoma.

How to Change Hospital Culture When It Comes to Giving Birth. Marin General Hospital successfully lowered its caesarean section rates by employing nurse midwives. As KRCB's Danielle Venton reports, duplicating those results around the state is going to require some creative thinking. A soon-to-launch statewide effort from the California HealthCare Foundation aimed at changing hospital practices around giving birth may provide some of those answers.



Art Matters participants at the Charles M. Schulz Museum in Santa Rosa. Inset (top to bottom): American Graduate event, Last Days of Vietnam, and Downton Abbey party

Strong and vibrant television, radio and online content create a foundation for active community engagement. In 2015, KRCB conducted a series of community events and initiatives that brought citizens together around issues of importance to our community, and created a place for fans of KRCB media content to gather and share their experiences.

Art Matters

KRCB challenged Sonoma County high school students to identify a social issue that matters to them as individuals and to consider how to express their thoughts, feelings, and opinions about that issue through art. Then KRCB facilitated their ability to create the art they envisioned. We partnered with community activists, art teachers from the school system, and the art outreach professionals at the Charles M. Schulz Museum to conduct workshops where the students could learn artistic storytelling techniques, and learn the basics of various artistic media. The students were interviewed for television and radio segments and their art was exhibited at numerous public viewing locations throughout the community.

Literacy Initiatives

Working with our partners from the Community Foundation of Sonoma County, KRCB North Bay Public Media, along with Cradle to Career, developed the iREAD media campaign to get the word out about the importance of early childhood education and literacy. Television and radio spots encouraged young parents and families to use easy techniques to encourage a love of lifelong reading in their young children. In addition, KRCB partnered with the Sonoma County Library to present the 2015 Sonoma County Reads book selection: *Into the Beautiful North* by Luis Alberto Urrea. Citizens

from all over the county were encouraged to read the book, join community discussions, explore literature with their neighbors, and celebrate and encourage literacy in our community. The book and the events were presented in both English and Spanish. The Sonoma County Reads initiative was unveiled at the opening of a brand-new community library branch in Santa Rosa's Roseland neighborhood.

American Graduate

KRCB North Bay Public Media was one of the select stations chosen from around the nation to participate in uncovering American Graduate Champions from our community and reporting on their work and contributions to education in the North Bay region. Through TV, radio, the web, and at a special recognition event at the Rohnert Park Farmer's Market, KRCB introduced the public to these unsung heroes of education in Sonoma County. "American Graduate: Let's Make it Happen" is public media's long-term commitment to supporting community-based solutions to the dropout crisis. Supported by the Corporation for Public Broadcasting (CPB), more than 100 public radio and television stations have joined forces with over 1,400 partners and at-risk schools across 40 states.

Last Days in Vietnam

KRCB presented a free public screening and discussion of this remarkable American Experience film on Tuesday, April 21 at the Rialto Cinemas in Sebastopol. Forty years ago, in April of 1975, as the North Vietnamese Army was closing in on Saigon, 5,000 American soldiers and personnel remained with roughly 24 hours to get out. Their South Vietnamese allies, co-workers, and friends faced certain imprisonment and possible death if they remained behind, yet there was no official evacuation plan in place. Still, with the clock ticking and the city under fire, 135,000 South Vietnamese managed to escape with help from a number of Americans who took matters into their own hands, engaging

in unsanctioned and often makeshift operations in a desperate effort to save as many people as possible. KRCB arranged a moderated discussion panel of Vietnamese-Americans and US veterans of the conflict.

Downton Abbey Screening Events

Downton Abbey fans were sad to learn that the breakthrough PBS series was coming to an end, yet they were excited to participate in free public screening events of the premiere episode of the final season. KRCB partnered with the boutique winery Sonoma Aperitif to host a costume event in a unique space – a former milking house of an old Sonoma County dairy. Attendees sampled Aperitif specialties and regaled each other with *Downton Abbey* tales and storylines before and after the screening event. The Sonoma County Library branch in Petaluma also hosted a free public screening that showcased book selections about the Edwardian Age in Great Britain and class politics and life in the UK.

KRCB Concerts in the Garden

KRCB Radio launched a summer concert series in 2015—Concerts in the Garden at Chroma Gallery. Radio 91 fans and members joined us for the summer music series at Chroma Gallery in the South of A Street Arts District in downtown Santa Rosa.

The concerts took place on the third Saturday of each month. Attendees could browse the wonderful local galleries, grab something to eat from some fun food trucks, get a glass of wine, and then settle in for some terrific music. Musicians included Teresa Tudury & Friends, Jeffrey Halford, Markus James with Marlon Green, Kevin Russell & His So-Called Friends, and Cahoots with Owl Country.



Marlon Green bangs it out at a KRCB Concert in the Garden.

Faces of My Community

KRCB was proud to partner with students from Cloverdale High School and Roseland University Prep in the creation of unique television interviews with residents in their respective communities. The students, who were all trained in listening and interviewing techniques by the Sonoma County organization Listening For a Change, were charged with identifying individuals in their community with whom they would explore questions such as What do you like about our town? What do you wish we could change? How has it changed since you've lived here? Who has power in our community? This series of 10 short videos was the remarkable result, and a moving record of life in our region. The videos appeared on KRCB, Channel 22 throughout the summer and into the fall. They were also presented on the Mobile History Museum Kiosk that travels around the small communities of our region as a learning tool for citizens.



KRCB was on hand at the opening of the Roseland Library as a part of our literacy work with First 5 Sonoma County



From a Faces of My Community interview with Adrian Reyes