



NORTHERN CALIFORNIA PUBLIC MEDIA LOCAL CONTENT AND SERVICE REPORT

2018 was the second year in a row of unbelievable change for KRCB Television, KRCB Radio, and KPJK Television, now collectively known as Northern California Public Media (NCPM). Last year we successfully competed in the FCC Spectrum Auction and set in motion, among other growth initiatives, the acquisition of the storied PBS station KCSM (now KPJK); in 2018 we began programming the new channel, bringing new services to a significant audience.

Our Board of Directors had moved to acquire KCSM, dismayed by the prospect that yet another public television station would likely go off the air. The communities served lost another public station, KTEH in San Jose, about a decade ago. We understood that once lost, this critical public asset would never be recovered. To our Board leaving the 10th largest city in the country, and its populous surrounding cities and towns, without its own public television station was unacceptable.

At the end of 2017 the FCC was in the process of approving the transfer of the license of KCSM to us. The transfer was completed in May, which began the long process of negotiating the details of the deal. The newly named KPJK signed on July 31, 2018 with final program lineup settled in by December 1. Public response and support has been strong and gratifying. Folks in Silicon Valley and the South Bay are responding positively to having a local public television station again.

Staff has spent considerable time in 2018 in these communities, meeting with educators, nonprofits,

community volunteers, and government officials, identifying issues of concern, matters of pride to celebrate, and aspirations for the future of the area. Uniformly they are heartened by once again having a local public television station focused on their hopes to strengthen their communities. KPJK will be there for them. And because NCPM now reaches the entire 9-county Bay Area we will be looking at programming which helps create a sense of the region without losing the unique qualities of each and every town and city.



*President & CEO
Nancy Dobbs*

To take this challenge on, which is very much like starting a new station, the NCPM Board of Directors held a retreat in February to begin planning the effort as well as evaluating the resources that would be needed to do the job well. We heard from people in government in San Jose as well as representatives of the regional community foundations. And we explored the options for strengthening our KRCB FM signal. The Board looked the challenges and opportunities squarely in the eye and began making plans for this fundamental rebuilding of this organization.

**Nancy Dobbs
President & CEO**



Members of the Board of Directors attend a strategic planning retreat held at the Buck Institute in Marin County.

Expanding and upgrading the NCPM infrastructure continued in earnest in 2018. During 2017 we had addressed the critical addition of core staff positions to meet our current and expanding commitments to our communities. In 2018 we were able to add a retirement benefit, albeit initially small, and provide what is considered locally a living wage to all employees, as well as normalize wages to local standards. For many staff it has been years since raises have been possible so this represents a very notable infrastructure improvement for us.

The responsibility to thoughtfully invest the proceeds from the Spectrum Auction into a quasi-endowment has also been tackled this year as we created an Investment Advisory Committee, developed an Investment Policy Statement, and developed a system of reporting to the Board of Directors. These actions, as well as the others mentioned above, are key infrastructure matters to create responsible and sustainable growth.

Activity in our technical plant has been non-stop and productive. Putting KPJK on the air required massive expansion of our master control facility within our existing space. Four additional channels were built, combining local, national, and international programming, most of it unique to the Bay Area. New delivery of much of the programming over IP required new delivery technology, as well as installation of more sophisticated fiber to the cable head ends. Coordination with cable companies as well as satellite providers to negotiate channel placement and customer notification was a significant job unto itself. Undertaking the complex technical plant work, while at the same time alerting our new communities to the new program services, dominated much of the last half of 2018. Even our monthly program guide needed to be re-tooled, as did our practices for TV programming, traffic, and operations.

Late in 2018 the FCC approved the move of KRCB to a new transmission site. This approval process was complicated and lengthy but will allow a much more

efficient management of our transmission plant. Both KRCB and KPJK must complete the repack process in early 2020. In all, 2018 saw much evaluation and planning to assure the best possible outcome for the audiences in our coverage area.

Meanwhile, programming initiatives continue with new local programming being produced on a regular basis (see pages 3-8). Thanks to a generous local grant we have been able to learn and improve our social media and digital offerings for our Bay Area Bountiful initiative. This infrastructure capacity building will stand us in good stead for promoting all our services.

And finally, in the fundraising arena we added several new tools including launching a text-to-give option. We believe this will prove a substantial improvement, especially in fundraising for KRCB FM.



*Sutro Tower, location of KPJK antenna.
Photo by: Matt Biddulph/Creative Commons*



FIRE RECOVERY REPORTING

The first house built in the Coffey Park neighborhood of Santa Rosa since the 2017 North Bay Fires destroyed the area.

As 2018 dawned, our community began to live the phrase we'd been hearing since October, 2017: that fire recovery would be a "marathon, not a sprint." We sought to find our appropriate role in the recovery, and landed on several priorities:

- Publicizing resources for recovery and resiliency
- Creating a robust set of resources for fire prevention and preparedness
- Highlighting the struggles of those in the community least able to rebound from the fires
- Advocating for officials to better communicate with those lacking English language fluency
- Spotlighting the role of the arts and artists in documenting the recovery and aiding in healing
- Keeping an eye on "Saturday problems" – the shorthand that officials began to use for issues in our community that were pre-existing and exacerbated, but not caused by the fires (which started on a Sunday). These include shortages of housing, inequities in treatment of minority populations, and many other problems.

With support from two organizations, Tipping Point Foundation and Internews, we created two web portals, one called "Fire Recovery Reporting" and a second called "Post-Fire Reporting on Equity Issues." Into these sections of our website, we pulled together material from our daily radio news feature *North Bay Report* and our quarterly 2018 special TV series *The New Normal* which had a limited run in response to the North Bay Fires.

We also used the web and social media to document significant educational and scientific events in the community, particularly a state-wide fire summit: "Living with Fire in California's Coast Ranges: Promoting Fire-Resilient Communities and Landscapes in an Era of Global Change." This event, organized by the California Fire Science Consortium, began with the science of fire and spread out to consider how

communities can protect themselves from its ravages. We filmed and published on norcalpublicmedia.org and on our YouTube channel ten presentations from the symposium, and translated five of them into Spanish.

Throughout the year, we covered fire recovery, resiliency, prevention, and preparedness on the radio. We profiled a group offering free counseling, in both English and Spanish, to fire survivors and others. We worked closely with nonprofit bilingual station KBBF to translate some of that radio material into Spanish for their weekly call-in show *Informe*.

As the anniversary of the North Bay Fires approached in October, we used part of our Internews grant funds to create a live radio simulcast with our partners at KBBF in both Spanish and English. The hour-long show emphasized the recovery, remembered the trauma, and gave due credit to KBBF for being the only media outlet in our county that instantly and consistently provided life-saving information in Spanish during the emergency.

Then November 2018 arrived with a sense of deadly déjà vu. Fires were once again burning in Northern California, well north of us, but nevertheless filling our community with smoke and dread. NCPM's response was to reach out to colleagues at North State Public Radio in Chico, which was closest to the disaster in Paradise. We collaborated on an extraordinary half hour of radio. It was, in essence, a letter from our community to theirs, with the message, "we got through this, and you can, too."

Looking ahead to 2019, we have no doubt that our fire coverage will continue, as California fires shake off the restraint of "seasons" and what former Governor Jerry Brown called "The New AbNormal" becomes our daily reality.

Visit norcalpublicmedia.org/fire for more on Fire Recovery Reporting.



Management Team: COO and Chief Engineer Larry Stratton, President and CEO Nancy Dobbs, and Content Manager Darren LaShelle

BAY AREA BOUNTIFUL

Cultivate. Celebrate. Connect. Now in its third year, this unique series of TV, website, social media, and mobile app videos explores the farm-to-table movement, alternative energy, and community-based solutions to environmental problems. With the addition of KPJK TV in the San Francisco South Bay, our environmental initiative has expanded scope to a much larger geographic area. Subjects have included an examination of watershed ecology; transportation issues in the Bay Area from expansion of the San Francisco-San Jose CalTrain service to new citizen-driven ride sharing programs; sustainable business practices at the San Francisco International Airport and at North Bay Breweries; a 360° look at farmers markets from the growers and vendors to the community nonprofits that organize the markets; and the survival of Bay Area wildlife.

ELECTION COVERAGE

In November 2018, Northern California Public Media presented a live election coverage special simulcast on KRCB TV, KPJK TV, KRCB FM, and streaming live online. Host and News Director Steve Mencher welcomed guests including US House Representative Jared Huffman from California District 2 (D), Political Science Professor Terry Christensen from San Jose State University, Political Editor Dick Spotswood from the *Marin Independent Journal*, Caryl Hart from the Sierra Nevada Research Institute, and Beatrice Camacho from the North Bay Organizing Project. In June 2018, NCPM provided primary coverage and election updates on our digital platforms in conjunction with in-depth radio reports.

MY AMERICAN DREAMS

Since 2012, the Deferred Action for Childhood Applicants (DACA), known as the DREAMers law, has allowed certain young immigrants here in the United States without documents to qualify for temporary legal status and work permission. The future status of these young people is undecided, and the issue has



Director/Editor Isabel Fischer of "Live from the Freight and Salvage."

become politically charged. NCPM has presented a fourth year of special films that allow these Dreamers to tell their own stories. In 2018 we expanded these stories into the San Francisco South Bay and Peninsula regions.

LIVE FROM THE FREIGHT AND SALVAGE

Over the past year and a half, NCPM has been in production on a new 10-episode, hour-long music series in partnership with the storied Freight & Salvage Coffeehouse music venue in Berkeley, California. In the 1960s, Berkeley was characterized by a free-wheeling mix of anti-establishment politics, radical lifestyle experimentation, struggles for racial and gender equality, and a profound respect for traditional cultures able to survive and even flourish outside the commercial mainstream. All ten episodes have been recorded and are now in the editing phase. In 2019 the series will launch here in the Bay Area and nationwide on PBS stations.

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Producer Anthony Garcia trains students on live television audio techniques in the control room.

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ARTS RESPONSE TO THE FIRE

On the one-year anniversary of the North Bay Wildfires, Northern California Public Media and Creative Sonoma partnered to tell the stories of how artists and musicians are using their creativity to synthesize the loss our community experienced. More than 210,000 acres burned, 90,000 people were forced to evacuate their homes, and 44 people were killed, making this one of the deadliest wildfire events in the United States during the past century. These stories were told in a series of TV and FM stories, and also shared online and through the NCPM free mobile app.

EMMY NOMINATIONS

NCPM received multiple Emmy nominations for a variety of projects. Congratulations to the News and Production Team for their hard work. Nominations included Joshua Dylan Mellars Producer/Director for Interview/Discussion-Feature/Segment "Down Home on the Zazu Farm," from the *Bay Area Bountiful* series. Darren LaShelle Senior Producer with Producers Isabel Fischer and Joshua Dylan Mellars for Public/Current/Community Affairs-Program/Special



NCPM's production team at the Emmy Awards.

"Bay Area Bountiful: Carbon and Compost." Joshua Dylan Mellars, Producer/Director and Sofia Englund, Producer for Arts/Entertainment-Program/Special "Shakespeare in the Shadows."

PROGRAMS NATIONALLY DISTRIBUTED BY NCPM

Making a Buck in Beijing

What do two Americans have in common with their counterparts in China? More than you think. Join Sarah, a fashion designer from San Francisco and Ryan, an entrepreneur from Silicon Valley as they make their way through Beijing, China. Both are seeking ways to expand their businesses and make connections that will forge long-lasting relationships for future growth. Beijing, China's capital city has long been the center of economic and political development and serves as the hub for domestic and international companies.

Catching the Tech Wave

A rare documentary that looks into new technologies coming out of Shenzhen, the Chinese Silicon Valley. For years now, China has been the "go-to" country for the manufacturing of products. Nick Kohut and Andrew Gillies from Dash Robotics, Inc. have their sights set on taking their business overseas. Follow their journey step-by-step as they meet with burgeoning tech companies, such as 3GLASSES, Seeed Studio, Makeblock, INMOTION and Royole in Shenzhen.

El Cap Report

El Cap Report looks at the sometimes inspiring and sometimes frightening stories of the men and women who climb El Capitan in Yosemite National Park. Included is the now famous and historic Dawn Wall project, known as "the hardest climb in the world." This is not a "climbing" film per se, but rather a film about climbers that looks into their emotional and psychological motivations for risking their lives in the pursuit of adventure.

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TELEVISION

Bay Area Bountiful features gleaners on the "Orchard" episode of the TV program.

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New Environmentalists – Series & Specials

Each program features portraits of six passionate and dedicated activists around the globe who have placed themselves squarely in harm's way to battle intimidating adversaries for environmental justice in their communities. Narrated by Robert Redford, *New Environmentalists* illustrates how ordinary people are effecting extraordinary change.

Shakespeare in the Shadows

Shakespeare in the Shadows shows the power, the purity and the simplicity of the master dramatist's work—from diminuendo to crescendo, whisper to roar—set against San Francisco backdrops of foreboding coastal promontories and stark noir cityscapes. Mark Cohen, who honed his craft at Royal Shakespeare Company affiliate Guildhall, performs a one man show of Shakespeare's most intriguing characters.

4 Wheel Bob

4 Wheel Bob tells the story of Bob Coomber, an intrepid adventurer who sets out to become the first wheelchair hiker to cross the 11,845 foot Kearsarge Pass in the Sierra Nevada of California. The one-hour documentary follows the inspirational journey of Bob while encouraging us to look at our own self-imposed limitations and perhaps reach beyond what we think is possible.

Wai Lana Yoga

Wai Lana Yoga builds upon the serenity and strength-inducing poses of previous seasons while emphasizing yoga for stress relief. From the warrior stance to the rocking plough to kneeling leg lifts, Wai Lana's combination of cleansing asanas, proper breathing techniques, gentle relaxation exercises and soothing meditation sessions help reduce stress and strengthen and tone muscles.



Musician Eki Shola in a scene from Arts Response to the Fire.



Student volunteers answer the phones during a television fundraiser.



RADIO

The Kingston Trio performs live on KRCB FM Radio 91.



News Reporter Adia White interviews young people in the Roseland neighborhood of Santa Rosa.

LIVING DOWNSTREAM

This podcast project is a unique local-national partnership between Northern California Public Media and National Public Radio's NPR One app. The series features stories that center on environmental justice, and are told in communities across the globe, by a team of seasoned NPR journalists and new media reporters. The first six episodes released in 2018 include Native American water rights in California, Navajo people living near uranium mines in New Mexico, Latino farmworker health in Coachella, oil refineries in Richmond, California, veterans in Florida affected by Agent Orange, and traditional Native burning of forest lands to control large wildfires. Six more episodes will be released in 2019.

COMMUNITY HEALTH REPORTING

KBBF Bilingual Public Radio and KRCB FM Radio 91 collaborated on a project looking at the health of people in the Roseland community of Santa Rosa. The goal was to see if the annexation of Roseland in 2017 resulted in any improvement in the health of people in the community. We assembled a team of nonprofit partners, set up information gathering sites at area parks and grocery stores, and then told the stories of the community in both English and Spanish. This project was supported by a grant from the USC-Annenberg Center for Health Journalism Impact Fund.

NORTH BAY REPORT

NCPM News Director Steve Mencher and reporter Adia White interview the North Bay's most interesting people and uncover the stories behind the headlines. From politics and culture, to healthcare and the environment, the *North Bay Report* keeps listeners up-to-date on issues that impact the lives of residents in our region.

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North Bay musicians perform at the NPR Tiny Desk Concert.

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NATIONAL FEDERATION OF COMMUNITY BROADCASTERS

For 40 years, the National Federation of Community Broadcasters (NFCB) has been a convener of community radio stations, providing professional development for managers, broadcasters, and news reporters. The NFCB held their West Coast Conference in September 2018 in Santa Rosa. Northern California Public Media acted as conference host for the three-day event. Highlights included an appearance by Marilyn Pittman, who has coached some of noncommercial radio's biggest names, a presentation by fundraiser extraordinaire Kim Klein who taught attendees about development from new angles and in a connected world, and a session by KBOO's Becky Meiers helping stations audit their fundraising, strategy and vision, and make strategic improvements. NCPM News Director Steve Mencher led a panel discussion on journalism during a natural disaster, relating experiences from the 2017 North Bay Fires.

ENVIRONMENTAL COVERAGE

Governor Jerry Brown hosted the Global Climate Action Summit in San Francisco in the fall of 2018. NCPM News Director Steve Mencher covered the conference with environmental writer/reporter Caryl Hart. Radio and website reports updated listeners and readers about developments at the conference, including many announcements of global agreements to protect indigenous people, reduce emissions, and protect natural spaces. One particularly interesting development was the 30X30 Forest, Food and Lands Challenge. This challenge aims to achieve 30 percent of greenhouse gas reduction goals by 2030. By restoring forests, reducing waste, and engaging in smart land use it is thought this goal can be achieved.

RADIO MUSIC EVENTS

Throughout the year KRCB FM Radio 91 attended and sponsored many community music events. The unique

format of news and Americana music puts Radio 91 in a strong position to engage with the community as a trusted partner and convener of musical events.

NPR Tiny Desk Concert

NCPM, KQED, and NPR Music partnered with Petaluma's Lagunitas Brewing Company for a concert featuring the 2018 Tiny Desk Contest winner Naia Izumi, as well as some favorite local artists from the Contest lineup, including La Misa Negra, Eki Shola, and SOL Development. Thousands of unsigned bands and artists entered NPR Music's Tiny Desk Contest in 2018, part of the search to find a great undiscovered talent to perform at the most famous little desk in music. The national judges picked one winner, but in the process, they found many new musicians for us to fall in love with, and countless reasons to celebrate all the creativity tucked away in communities across the country.

Railroad Square Music Festival

Northern California Public Media was the media sponsor of the Fourth Annual Railroad Square Music Festival in Santa Rosa, at the historic downtown location. This free community event took place on Sunday, June 10, and featured live KRCB FM Radio 91 interviews with many of the bands performing and an on-air chat with founder Josh Windmiller. Radio 91 hosted an information table, and KRCB FM staff acted as emcee hosts on the main stage.

Petaluma Music Festival

The Petaluma Music Festival donated over \$60,000 to all Petaluma area public school music programs in 2018, and over \$325,000 in the last 11 years. The community has established a world-class music festival in Petaluma and is keeping music in our schools. KRCB FM Radio 91 was proud to be a media partner for the event that featured 14 fantastic bands on 4 stages, as well as a variety of specialty food, craft and community vendors.

Friday Night Live Concerts

The Cloverdale Arts Alliance and KRCB FM Radio 91 partnered once again to present a lineup of great musical performances throughout the summer of 2018. Downtown Cloverdale became the center of activity in Sonoma County with the Friday Night Live at the Plaza & Street Fair event. In addition to high-caliber music delivered by a variety of bands hailing from across the United States, there was also a variety of food vendors, premium Sonoma County wines and craft beers, and handcrafted arts, crafts and other unique, locally made items. There was also a featured children's art education experience.



NPR Reporter Alex Chadwick, NPR Ombudsman Elizabeth Jensen, News Director Steve Mencher, and Paul Gullixson from Sonoma State University.

VOLUNTEER & STUDENT TRAINING

Volunteer and student engagement is an integral part of the mission of Northern California Public Media. Volunteers connect NCPM to the community and perform a variety of volunteer functions, from TV and FM production assistance, to membership activity support, and even on-air hosting of live and prerecorded programs.

PRODUCTION TECHNICAL ASSISTANCE

NCPM staffers conducted two fundraising auction training sessions with the Santa Rosa Junior College Multi-Camera TV Production Class and the Windsor High School Video Class students in September 2018. We also provided one training session for both classes in April 2018. Members of those classes volunteered on both fundraising auctions along with several students from Tech High School in Rohnert Park, located on the campus of Sonoma State University. Volunteers also assisted with production efforts on our live Midterm Election Night Coverage.



Students record footage at the Gravenstein Apple Fair.

FACILITY TOURS AND PARTNERSHIPS

NCPM hosted the Cotati-Rohnert Park Unified School District's IT Technology Supervisor for a tour of the TV studio and control room, as well as FM facilities. Our local school district is investing funds to develop a video production curriculum to build a new TV studio for high school student projects. Through partnership with NCPM, they are learning about TV production hardware and software. In addition, NCPM's Media Production Manager Amy Boyd joined the Santa Rosa Junior College's Digital Media Production Advisory Committee.

Content Manager Darren LaShelle spoke to Windsor Middle School students about TV and Radio production. The students developed a school promotional video with NCPM oversight. Television Producer/Director Joshua Dylan Mellars spoke to Rancho Cotate High School media students about television storytelling and technology. Multimedia Producer Isabel Fischer attended the Sonoma State University career day event to counsel students on jobs in the field of media technology and production. NCPM News Director Steve Mencher taught a journalism class at Sonoma State University as a guest lecturer, emphasizing public radio techniques and values to the students.

STUDENT ENVIRONMENTAL REPORTING INITIATIVE

The Center for Environmental Reporting at Northern California Public Media mentored another group of talented students as they joined our environmental reporting team during the summer of 2018. Three students worked to produce video and radio reports on sustainability efforts in the Bay Area. Reports featured green business initiatives and land preservation efforts. These reports were presented on TV, radio, the new website, social media, and the NCPM free mobile app.

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Student Environmental Reporters: Zach Hendry, Chelcey Leahman, and Maxwell Glenn.



TV Program Manager Karen Bell.

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SCREENING EVENTS

In partnership with the Rialto Cinema in Sebastopol, California, and the Independent Lens Pop-Up Series, NCPM held two community screenings. In March 2018, NCPM presented *Independent Lens: Dolores*. Filmmaker Peter Bratt examined the life and work of activist Dolores Huerta. Huerta led the fight for racial and labor justice alongside Cesar Chavez, and became one of the most defiant feminists of her time. Content Manager Darren LaShelle moderated a discussion with a group of panelists, including Alegria De La Cruz,

Sonoma County's Chief Deputy Counsel and Omar Gallardo, LandPaths' Outreach and Diversity Director. In July 2018, NCPM partnered with the early learning advocacy organization First 5 Sonoma County to present a screening of *Won't You Be My Neighbor?* Academy Award-winning filmmaker Morgan Neville takes an intimate look at America's favorite neighbor: Mister Fred Rogers. A portrait of a man whom we all think we know, this documentary is an emotional and moving film that takes you beyond zip-up cardigans and the land of make-believe, and into the heart of a creative genius, who inspired generations of children with compassion and limitless imagination.

GRAVENSTEIN APPLE FAIR

This community event is held under the shade of majestic oaks every August in Ragle Ranch Park in Sebastopol. NCPM was the media sponsor of this event that features something for everyone. We produced three community videos and recorded a series of instructional lectures on agricultural practices. The Fair included live music on two stages, arts & crafts vendors, excellent local food, cider, microbrews & wine, contests & activities, Children's Corner, Artisan Tasting Lounge, Do-It-Yourself Arena, Life on the Farm Arena and of course the famous heirloom Gravenstein apples. This year the Fair welcomed the Agrarian Games, a "Farmer's Olympics" presented by Farmer's Guild/C.A.F.F.

SEBASTOPOL FILM FESTIVAL

NCPM was the Official Media Sponsor of the 2018 Sebastopol Documentary Film Festival (SDFF), which took place March 22 - 25 in Sebastopol, including the Sebastopol Center for the Arts and Rialto Cinemas. Visitors to the NCPM Tent, located in SDFF's Media Village, were invited to watch as our TV crews conducted interviews with filmmakers and personalities. The videos were presented on the norcalpublicmedia.org website and on the website of the festival.

ETHICS AND JOURNALISM: A DISCUSSION WITH NPR LUMINARIES

October 15th, Northern California Public Media presented this educational public lecture which was free to the public, and open to journalism students in both high school and college. NPR Ombudsman Elizabeth Jensen was joined by NPR reporter Alex Chadwick, and Paul Gullixson from Sonoma State University, for an interactive talk on how journalism is an important part of a healthy democracy. The event was held at the Cooperage facility on the campus of Sonoma State University. The hour-long discussion was audio recorded and presented on KRCB FM Radio 91 as a special program, as well as uploaded to the norcalpublicmedia.org website.