




2019

REPORT TO THE COMMUNITY

Local Content & Services




★ **NORTHERN
CALIFORNIA**
PUBLIC MEDIA




Northern California Public Media (NorCal) enhances connections with the community by listening, understanding and fostering dialogues throughout the Bay Area as one of the few community owned and operated media entities serving the region. In 2019, NorCal created and broadcast over 1,000 top-quality, locally produced stories and programs covering an extensive array of issues important to the Bay Area, including the environment and news reporting, as well as arts and culture.

LOCAL VALUE



NorCal Public Media reaches an estimated 825,000 viewers each week through our television channels and 12,000 listeners each week through our Sonoma County radio service. Over 15,000 community members have attended NorCal events during the year, and over 30,000 people have watched or listened to NorCal programs each month through our online and social media channels.

LOCAL IMPACT



NorCal Public Media consists of two television stations and one radio station. KRCB TV (Cotati, California) a PBS member station, with three channels of public television service: KRCB HD, KRCB Create, and NHK World Japan. KPJK TV (San Mateo, California), an independent educational station, includes six channels of public television service: KPJK HD, France 24, NHK World Japan, MHz Worldview, FNX First Nations Experience, and Jazz TV. KRCB FM Radio 91 (Windsor, California) is an NPR member station with a primary broadcast on 91.1 serving the north and west regions of Sonoma County and a repeater signal on 90.9 serving the City of Santa Rosa.

KEY SERVICES

2019



Nancy Dobbs
& Darren LaShelle

has been a year of transitions for Northern California Public Media.

NorCal founder, President and CEO Nancy Dobbs retired at the end of the year. After 39 years of service and leadership, Nancy turned over the reins of this organization to me, and I hope to successfully guide this organization through the tumultuous evolution of the public media landscape we are sure to experience in the coming years. Nancy Dobbs and John Kramer created this organization to tell the untold stories of our region, and to advocate for those who have no voice. After four years of planning and fundraising, KRCB TV in the North Bay went on the air in 1985. KRCB FM Radio 91 followed ten years later, and we launched KPJK TV in the South Bay in 2018. Our reach and influence are greater than ever before, and Nancy has left NorCal in a position of strength and stability.

This year also marks a new era in fundraising for the organization. NorCal has hired Director of Development Cindy Corrello Hilke who comes to us with a wealth of experience in fundraising work with Cal State Hayward, Communities for a Better Environment, UCSF, and University of the Pacific. Kiersten Elzy-Loving has also joined the development team as Underwriting and Community Partnerships Manager. Cindy and Kiersten have joined with our membership and auction staff to fill out our complete fundraising team.

Technology and engineering have taken a prominent place in our year of transition. We have spent the year installing new transmitters and antennas for KPJK TV and KRCB TV. This FCC mandated spectrum transition will be complete and enacted in March and May of 2020 respectively. In addition, we had to replace the 91.1 KRCB FM tower and antenna due to strong windstorms in the spring of 2019. Those replacements were made, only to be followed later in the year by the total loss of our 91.1 KRCB FM transmitter during the Kincade Fire. Replacement work is in full swing for the transmitter, as we continue to broadcast with temporary emergency equipment acquired with the help of NPR and the Corporation for Public Broadcasting.

In December of 2019, NorCal Public Media celebrated 35 years of service to the Bay Area. Our community partners and supporters have been there for us through the ups and downs, and we continually strove to be there for them—helping our community learn, grow, connect, and be inspired. We are glad to be working together as we embark upon our next 35 years of providing quality Bay Area focused public media.

Sincerely,

A handwritten signature in white ink that reads "Darren LaShelle".

Darren LaShelle
President & CEO



STORIES THAT MATTER

STORIES OF DIVERSITY

During the 2019 Cinco de Mayo festivities, residents in Santa Rosa's Roseland neighborhood expressed their fears about gentrification in this majority Latinx neighborhood. NorCal Public Media partnered with *La Prensa Sonoma* founding editor Ricardo Ibarra on the compelling housing crisis story "Mi Tierra" for the NorCal news program *Connect the Bay*.

The Pomo basket-weaving tradition has been passed down for generations. However, development and invasive non-native plant species threaten the survival of the native plants used to make the baskets. In the December episode of *Bay Area Bountiful* we presented "The Basket Weavers," which explores how Clint McKay and his family work to preserve these riparian habitats for future generations as they carry on this ancient tradition.

“ Such an important resource! I was **sitting in the car at midnight** listening to KRCB FM for an update on our evacuation status. **Thanks for all you do.** ”

Francesca Soriano-Hersh,
Sonoma County



Ricardo Ibarra

CALIFORNIA WILDFIRE COVERAGE

During the Kincadee Wildfire of 2019, the NorCal news team reported around the clock on the danger to local towns and collaborated with colleagues in Chico, California to mark the one-year anniversary of the Paradise fire and the two-year anniversary of the Santa Rosa Tubbs fire with a unique public radio series, *One Year, One Hundred Miles Apart*.

THE VAPING CRISIS

NorCal Public Media collaborated with *Sonoma West* newspapers and the Sonoma County Health Department to create a one-hour radio news special called "Vaping, What You Don't Know Can Kill You." The program was offered to other NPR stations, with several broadcasting it, including the system's largest station WNYC in New York.

NEWS REPORTING AWARDS

News Director Steve Mencher and Assistant News Director Adia White received three national journalism awards from the Public Media Journalist's Association,



Vaping: What You Don't Know Can Kill You

including "The Forgotten Civilians of Eglin Air Force Base" an episode of our national NPR One podcast *Living Downstream: The Environmental Justice Podcast*. This was a first place win for Best Podcast, focusing on Vietnam War era civilians at Eglin Air Force Base suffering negative health effects from Agent Orange testing. An excerpt was broadcast on NPR's *Here and Now*, featuring reporter Jon Kalish.

"After Paradise, Day 34" won First Place for Best Collaborative Effort, with a report on the California communities of Paradise and Chico which felt the full fury of the most destructive fires in California history. The collaborative effort also featured "A Letter from Santa Rosa," interviewing survivors of the Tubbs fires who spoke of resiliency and self-care for their neighbors to the north.

"Will the Annexation of Roseland Improve the Community's Health?" which reported on the community of Roseland that was annexed into the city of Santa Rosa won second place in Best Collaborative Effort. We investigated how politics might play out in the everyday lives of residents, especially in the area of health. The work was facilitated by the Latino Public Radio Consortium and funded by the USC-Annenberg Center for Health Journalism.

EMMY NOMINATIONS

NorCal Public Media received two Emmy nominations in 2019 from the Northern California Chapter of the National Association of Television Arts and Sciences. *When the Waters Speak* producer Joshua Dylan Mellars



Firefighters during the Kincadee Fire

Grateful for your attention to **humane and environmental sustainability and justice**. We are educated and encouraged to imagine and extend our potential for compassion and mindful health and social responsibility.

Motivation and action!

Carroll Estes, San Francisco

was nominated in the category of Informational/Instructional Feature Segment and reported on the reclamation of an urban watershed. *The Only Home I Know* producer Rhian Miller was nominated for Community Affairs Program Special for a program that told the stories of Bay Area Dreamers – young people with DACA status facing an uncertain future.



Joshua Dylan Mellars



BUILDING COMMUNITY

MEANINGFUL DISCUSSION

Assistant News Director Adia White moderated a presentation by Georgia gubernatorial candidate Stacey Abrams in Santa Rosa on May 20, 2019, at the Luther Burbank Center to a near capacity crowd of 1,500 people. This event was recorded for a one-hour public radio special.

News Director Steve Mencher joined event partner Rollie Atkinson, Publisher of the Sonoma West newspaper group, for a presentation featuring investigative reporting legend Lowell Bergman, on September 18, 2019. This fascinating discussion of journalism was edited into a one-hour radio special.

In October of 2019, NorCal News Director Steve Mencher moderated a panel on journalism at a special screening of *Raise Hell: The Life and Times of Molly Ivins*, which kicked off the Alexander Valley Film Festival.

STUDENTS AND EDUCATION

Producer Joshua Dylan Mellars was a panelist at career events at Rancho Cotate High School in Rohnert Park on March 27, 2019. Mellars discussed working in public television, filmmaking and journalism, and showed clips from NorCal Public Media productions. On April 25, he advised the faculty and students at the school's media

department on television production and filmmaking best practices.

The NorCal production team conducted television studio production training on April 17, 2019, for a group of student volunteers from Windsor High School and the Tech High School housed on the campus of Sonoma State University.

On December 9, 2019, students enrolled in the Workability Program from El Molino High School visited the NorCal Public Media studios. The students



Max Buschman and Yinka Adeboyejo

“ Thank you for all you
do for our
community! ”

Amy Shaw, Santa Rosa

““

Thanks for your
amazing work
advancing community
awareness in Sonoma
County.

Julene Bair, Santa Rosa

””

toured the TV production studio and the radio station and were introduced to media professionals in order to learn about procedures and protocols, equipment proficiency, research, and writing.

Students from the Santa Rosa Junior College Mass Communications class toured NorCal's radio and TV broadcast operations on July 10, 2019. The students participated in a Q & A session with station staff where they learned about job opportunities, work duties, public media vs. commercial media, TV and radio programming, and audience demographics.



Sonoma County Pride 2019

EVENTS IN THE COMMUNITY

NorCal Public Media celebrated our 35th Anniversary in 2019. An event on November 17 was open to the public and attended by 200 members and supporters. Highlights included the screening of a film about NorCal's 35-year history, a speech by retiring President and CEO Nancy Dobbs, and the presentation of a US Congressional Resolution to Dobbs from two of our US House Reps, Mike Thompson (Dist 5) and Jared Huffman (Dist 2).

Rialto Cinemas (Sebastopol, Berkeley, El Cerrito) partnered with NorCal on three community film screenings. In March NorCal and the Independent Television Service (ITVS) presented the "Indie Pop Up" presentation of *The Providers*, examining the opioid epidemic in rural America; in September, *Downton Abbey* movie, the continuing story of the Crawley family, wealthy owners of a large estate in the English countryside in the early twentieth century; and in November, *A Beautiful Day in the Neighborhood* with Tom Hanks portraying PBS icon Mister Rogers.

NorCal was the media sponsor of two important community events. In June we helped celebrate Sonoma County Pride. The 32nd annual celebration, designed to appeal to a large diversity of people, spanned three days of events and activities in Courthouse Square in downtown Santa Rosa. In August, NorCal was proud to be a sponsor of the annual Gravenstein Apple Fair, which featured something for everyone: live music on two stages, arts & crafts vendors, excellent local food, cider, microbrews & wine, and a children's activity center.



Nancy Dobbs and Lowell Bergman



NEWS REPORTING

CONNECT THE BAY

In 2019, NorCal Public Media launched a quarterly, live multimedia program on issues of importance to Bay Area residents, broadcasting on both television stations and simulcast on KRCB FM Radio 91, as well as live streamed on our website and Facebook Live. The first episode in March was about housing. The second episode examined gentrification and displacement in communities throughout the region and was produced in partnership with San Jose-based organizations CreaTV and San Jose Spotlight, and then followed by a live community forum supported by the Knight Foundation. These programs featured live Skype appearances by guests in the South Bay and Peninsula, with live guests from Sonoma County and the North Bay. The third episode, *Erasing the Gap: Conversations with Women Leaders* featured appearances by Nancy Pelosi and Dolores Huerta.



I so appreciate my local public radio!

So grateful to have a trustworthy, balanced source of world, national, state and community news.

Tom McKenzie,
Sonoma County



RESPONSIVE REPORTING

The news team held a community summit as a kick-off to a project in 2020 featuring a deep journalistic dive into the race for city council in a newly incorporated neighborhood of Santa Rosa. This majority Latinx district will be electing their first member of the city council. We plan to cover the race from start to finish in coordination with partners in the community, including the bilingual radio station KBBF and the Sonoma County library system. We are participating in this project under the auspices of the American Press Institute. Our news director Steve Mencher is in the inaugural class of Community Listening Fellows being nurtured by the Institute.

Assistant News Director Adia White created a project with the Center for Health Journalism at the University of Southern California about childhood trauma connected with local fires and disasters. The results were presented on radio and television.

KRCB FM Radio 91 recorded the first Sonoma County Supervisor debate of the election season, presented by the Santa Rosa Metro Chamber of Commerce on October 16, 2019. A few weeks later, we broadcast the entire debate on Radio 91. This was especially important, because tickets to the in-person breakfast debate averaged \$40 for members and \$50 for nonmembers.



Steve Mencher, Julian Castro and Adia White



ARTS & CULTURE

LIVE FROM THE FREIGHT & SALVAGE

NorCal Public Media proudly presented the first season of a new television series celebrating fifty years of storied Berkeley music venue the Freight and Salvage. *Live from the Freight and Salvage* immerses audiences in the artistry, passion, and shared experience of live music in an intimate setting. The first season featured Ladysmith Black Mambazo (see cover photo), Windham Hill, Bay Area favorites the T Sisters, Ukrainian world music band DakhaBrakha, Justin Townes Earle, Bettye LeVette, Red Molly, and Perla Batalla.

MUSIC EVENTS

From May through August of 2019, KRCB FM Radio 91 was media sponsor and host to Friday Night at the Plaza in downtown Cloverdale. Bands from across the country and from around the Bay Area make this musical venue a destination spot.

On June 9, 2019, Radio 91 had a media sponsor booth at the Railroad Square Music Festival. This music-centered community event is held in the heart of downtown Santa Rosa and creates unforgettable and accessible music experiences for visitors and locals.

NorCal was a media sponsor of the 10th Annual Rivertown Revival held in Petaluma on July 20, 2019. This community festival brings together music, food,

and community engagement to benefit the environmental work of Friends of the Petaluma River.

The Petaluma Music Festival, on August 3, 2019, benefited the music education programs of Petaluma area public elementary and secondary schools. Over the past decade, the Festival has donated over \$325,000 to all Petaluma area public school music programs. NorCal was a media sponsor and interacted with the public at our booth.

September 21, 2019, we celebrated the music of Hank Williams with the release of a new 2 CD set. *The Songs of Hank Williams* is a compilation of Northern California musicians. The event held at the Mystic Theatre in Petaluma helped promote the broadcast of *Country Music by Ken Burns*. Many of the musicians appearing on the recording were on stage for a live show including The Driftin' Cowpokes and Dirty Cello, as well as Radio 91's own Doug Jayne and Brian Griffith.

SANTA ROSA SYMPHONY

We partnered with Sonoma County's premier arts organization, the Santa Rosa Symphony, to record and present the orchestra's classical series on the radio. Each concert is illuminated with a discussion by the symphony's music director Francesco Lecce-Chong.



Friday Night Live at the Plaza

THE CENTER FOR ENVIRONMENTAL REPORTING

Northern California Public Media's Center for Environmental Reporting brings together television, radio, and digital reporting resources to cover the environmental issues important to the Bay Area. In addition, the Center educates student reporters within a multi-media environment to gain the valuable skills they will need to cover environmental issues in their future careers.

BAY AREA BOUNTIFUL

The Bay Area environmental initiative finished its third year with 10 new television episodes in 2019. Features included stories about cheesemaking in the region, students and sustainability, Native American traditions, California wildlife, and our first annual student environmental film festival.

Students are a primary focus of our environmental reporting, and some notable stories included a group from Bayview, Hunters Point, and Candlestick raising awareness of sustainability issues through an apprenticeship program called Literacy for Environmental Justice. We also met Santa Clara University students, at the innovative Miller Center Program, helping disadvantaged communities around the world launch sustainable businesses.



Congratulations on your success from all your hard work in obtaining wonderful programming for the new channel. I already watch **Bay Area Bountiful** which is an **awesome program.**



Elizabeth Brand, Glen Ellen

Wildlife, on land and sea, features prominently in our reporting. Our 2019 stories have examined the mystery of gray whales washing up on California beaches. This past year we saw more gray whales than usual enter the highly trafficked San Francisco Bay. We also visited the Wildlife Center of Silicon Valley to learn how they rescue and rehabilitate wildlife, and we even followed goats through the city of San Francisco to report on how they offer a beneficial solution to weed control and fire risk.

The unique contributions of individuals make a big difference in how we view the world around us. "Walk on the Wild Side" profiled Dutch photographer Jouko van Der Kruijsen as he captured images of wildlife in and around San Francisco. We also toured the region with John Muir Law, who literally wrote the books – more than one – on how to draw birds. He urges students of nature-journaling to pay sustained, compassionate attention to details of bird form and behavior.



"Are Gray Whales the Canary in the Climate Coal Mine?"



Clint McKay, Pomo Basket Weaver

Bay Area Bountiful Radio debuted 52 new episodes informing the public about environmentally focused community events, regional farmers market schedules, and special feature reports on Bay Area innovators and scientists addressing sustainability, adaptability, and resilience.

“ I listened to the podcast last night. It had both wonderful production values and a real message that was very moving and enduring. ”

Paul Ginsburg, Santa Rosa

LIVING DOWNSTREAM

A local/national partnership between Northern California Public Media and National Public Radio's NPR One app, this series features stories that center on environmental justice, and are told from communities across the globe by a team of seasoned public radio journalists and new media reporters. The second half of the first season concluded in 2019 with features on farmworkers in Coachella Valley, deforestation in Borneo, and Native American tribes seeking recognition from the US government.



Rebels With a Cause

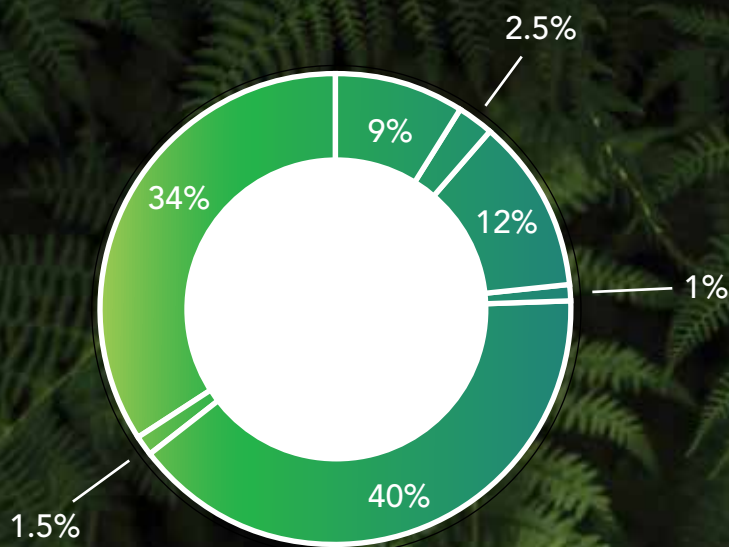


Bay Area Bountiful

ENVIRONMENTAL NEWS COVERAGE

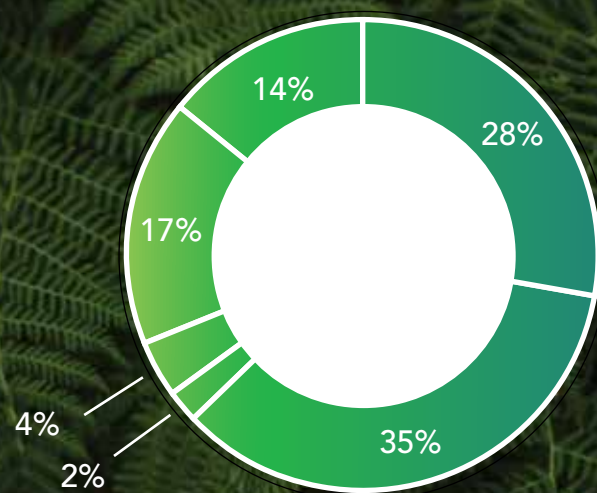
The NorCal news team covered many environmental-themed issues including, but not limited to, many aspects of California wildfire, stories of indigenous peoples, cannabis cultivation issues, climate change, flooding in 2019, earthquake risk and preparedness, coastal protection measures, salmon populations, elephant seals at Point Reyes, and atmospheric rivers.

2019 FINANCIAL INFORMATION



2019 OPERATING REVENUE: \$6,895,236

Investments	40%
Other Revenues	34%
Membership	12%
Government, Corporate, Foundation Support	9%
Underwriting	2.5%
Donated Goods & Services	1.5%
Auction	1.0%



2019 OPERATING EXPENSES: \$4,510,647

Broadcast Expenses	35%
Programming & Production	28%
General Administration	17%
Fundraising	14%
Marketing & Promotion	4%
Web and Digital	2%

Source: Audited Financial Statements for fiscal year ending September 30, 2019 by Propp, Christensen, and Caniglia LLP

COMMUNITY PARTNERS

PROJECT PARTNERS

Russian Riverkeepers
 Sonoma Water
 Oliver's Market
 Nicasio Valley Cheese Company
 Wildlife Center of Silicon Valley
 Othering & Belonging Institute at UC Berkeley
 Russian River Watershed Association
 Pepperwood Preserve
 Dry Creek Rancheria Band of Pomo Indians

Bird Rescue Center of Sonoma County
 SF Wildlife
 Bellwether Farms
 California Highway Patrol
 La Prensa Sonoma
 Mitote
 Sonoma County Economic Development Board
 Miss Latina Wine Country
 Tu Mole Madre Restaurant
 Agave Mexican Restaurant
 Sustainable Sonoma
 Community Soil Foundation


Marin Agricultural Land Trust
 North Coast Resource Conservation & Development Council
 School Garden Network
 Drawdown: Marin
 Environmental Action Committee of West Marin
 Absolute Music
 Coastwalk/California Coastal Trail Association
 Jerry Knight's Historic River Theater
 St. Joseph Health Hospice Services
 Stewards of the Coast and Redwoods

Transcendence Theatre Company
 Tapas New Short Play Festival
 350 Sonoma
 Fisherman's Festival
 6th Street Playhouse
 Arlene Francis Center for Spirit, Art, & Politics
 Art Start
 Art Trails
 Aspire: Applications for Serious Psychiatric Illness Recovery
 Bodega Bay Firefighters
 Buckelew Programs
 California Native Plant Society (Milo Baker Chapter)
 California Redwood Chorale
 Cantiamo Sonoma
 Catholic Charities
 Ceres Community Project
 Chabad Jewish Center of Petaluma
 Charles M. Schulz Museum
 Children's Museum
 Cinnabar Theater
 Clean River Alliance
 Cloverdale Arts Alliance
 Comite Vida
 Community Alliance of Family Farmers/ Farmers Guild
 Cotati Accordion Festival
 COTS (Committee on the Shelterless)
 Creative Sonoma
 Daily Acts
 Elizabeth Morgan Brown Memorial Fund
 Face to Face
 Farm Trails
 Fire Circle Theater
 First Responders Resiliency, Inc.
 Flat Broke Farm
 Food for Thought
 Forestville Skatespot Committee
 Friends of the Petaluma River
 Funky Fridays
 Give Kids a Smile
 Graton Community Club
 Guelaguetza Sonoma County 2019
 Halter Project
 Healdsburg Center for the Arts
 Healdsburg Chorus
 Healdsburg Jazz Festival
 Home Instead Senior Care
 Isis Oasis Retreat Center
 Israeli Film Festival
 Jewish Community Center
 Jewish Community Free Clinic
 Jewish Film Festival
 Laguna de Santa Rosa Foundation
 LandPaths
 Left Edge Theater
 Legal Aid

Main Stage West
 May 1st Coalition
 Museum of Sonoma County
 National Heirloom Festival
 Novato Elks Lodge
 Occidental Arts and Ecology Center
 Occidental Center for the Arts
 Occidental Community Choir
 Off the Page Readers Theater
 Pegasus Theater Company
 Petaluma Bounty
 Petaluma Health Center
 Petaluma Historical Library and Museum
 Petaluma Music Festival
 Progressive Festival
 Raven Theater
 Reading Theatres
 Rebuild Clean Coalition
 Recology
 Redwood Arts Council
 Redwood Empire Food Bank
 Rialto Cinema
 Rotary Club of Petaluma Valley
 Rumi's Caravan
 Russian River Sisters of Perpetual Indulgence
 San Francisco Mandolin Festival
 Santa Rosa Arts Center
 Santa Rosa Dance Theater
 Santa Rosa Symphonic Chorus
 Santa Rosa Symphony
 Sebastopol Center for the Arts
 Sebastopol Documentary Film Festival
 Sebastopol Farmers Market
 Sebastopol Grange
 Senior Advocacy Services
 SF Mime Troupe
 Share Sonoma County
 Sky Hill Cultural Alliance
 Snow Leopard Conservancy
 Social Advocates for Youth
 Sonoma County Bluegrass and Folk Festival
 Sonoma County Human Services Department
 Sonoma County Library
 Sonoma County Peace and Justice Center
 Sonoma County Philharmonic
 Sonoma Land Trust
 Sonoma State University Art Gallery
 Spreckels Center for the Performing Arts
 Task Force for the Americas
 The Imaginists
 The Living Room
 Voice of Roma Herdeljezi Balkan Romani Music Festival
 West County Community Health Center
 Yountville International Short Film Festival

SPONSORSHIP SUPPORT

Capitol Public Radio
 Cotati Cabaret
 Culligan Water of Sonoma County
 Emerald Cup
 Freight & Salvage
 Gravenstein Apple Fair
 Healdsburg Jazz Festival
 Healthcare Foundation of Northern Sonoma County
 Heart Space Presents
 Laguna de Santa Rosa Foundation
 Lagunitas Brewing Company
 Luther Burbank Center for the Arts
 Mill Valley Film Festival
 Mystic Theatre
 Mystic Marketing
 North Bay Bohemian
 North Bay Leadership Council
 North Coast Ballet
 Oliver's Market
 Paul Feinstein
 Petaluma Music Festival
 Petaluma Poultry
 Push the Show
 Railroad Square Music Festival
 Redwood Coast Music Festival
 Rialto Cinemas
 Rivertown Revival
 Rodney Strong Wine Estates
 Sebastopol Documentary Film Festival
 Second Octave Talent
 SOMO Concerts
 Sonoma Clean Power
 Sonoma County Agricultural Preservation and Open Space District
 Sonoma County Folk Festival
 Sonoma County Gay Pride
 Sonoma County Go Local Cooperative
 Sonoma County Libraries
 Sonoma Land Trust
 Sonoma Water
 Sonoma West Publishers
 St. Joseph Health
 Stanroy Music Center
 The Last Record Store
 The Raven Theatre
 United Way of the Wine Country



★ NORTHERN CALIFORNIA

PUBLIC MEDIA



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



KRCB 
NORTH BAY

KRCB  npr
FM RADIO 91

KPJK 
SOUTH BAY