

PUBLIC MEDIA


TELE

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RTIN

2024


Local Content and Service Report TO THE COMMUNITY

★ NORTHERN
CALIFORNIA
PUBLIC MEDIA

A photograph of the Golden Gate Bridge at night, illuminated with warm lights against a dark sky. The bridge's iconic towers and suspension cables are clearly visible, with the lights reflecting on the water below.

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 2024, NorCal created and presented over 2,000 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

A photograph showing a wooden pier structure extending into the ocean at sunset. The sun is low on the horizon, creating a warm, golden glow that reflects on the water and illuminates the rocks in the foreground. The sky is a mix of orange and blue.

NorCal is enjoyed by 714,000 viewers in the Bay Area community each week through our television channels and 25,000 listeners each week through our Sonoma County radio service. Over 98,000 community members have attended NorCal sponsored events during the year, and over 600,000 people have watched or listened to NorCal programs during 2024 through our online and social media channels.

LOCAL IMPACT

A photograph of a lush, green landscape featuring moss-covered rocks and a small waterfall. The scene is vibrant with various shades of green, from deep forest greens to bright, sunlit areas. The water of the waterfall is white and frothy as it cascades over the rocks.

NorCal Public Media consists of two television stations and one radio station. KRCB TV (Cotati, California) is a PBS member station with three channels of public television service: KRCB PBS, KRCB Create, and NHK World Japan. KPJK TV (San Mateo, California) is an independent educational station with six channels of public television service: KPJK HD, France 24, NHK World Japan, Deutsche Welle, KRCB Radio Live Stream, and FNX First Nations Experience. KRCB FM 104.9 (Rohnert Park, California) is an NPR member station with a primary broadcast on 104.9, but also simulcasts on 91.1 serving the north and west regions of Sonoma County, and on the 90.9 repeater signal serving the City of Santa Rosa, in addition to a KRCB Radio Livestream.

KEY SERVICES

2024



Darren LaShelle &
Ayesha Rascoe

was a year of affirming the importance of our mission as public media journalists serving the Bay Area.

When most of us were young we couldn't imagine a world where our local communities would be receiving more partisan opinion than news reporting; where the end of fact checking would be celebrated by a large portion of the populace; where the intentional spreading of misinformation would be tolerated; and where local issues of importance would be overtaken by a nationalized culture war. Nevertheless, here we are.

Many people prefer information that aligns with their firmly held beliefs. It is comforting and ego-affirming. Verifiable facts become a secondary concern. Today, journalistic institutions that spend resources on factchecking and verification are at best marginalized and at worst vilified. Professional reporting rarely fits into one ideology or another, instead it uncomfortably challenges all.

The circus sideshow aspect of social media and the current climate of nationalized political tribalism are obstacles to reaching people with good, solid, local reporting. These forces are also contributing to the demise of local media outlets, putting the financial model of commercial media in peril.

Enter public media.

NorCal Public Media is adding new local journalists to our daily reporting and bringing you news focused on the most important local issues of our region. National outlets are not going to cover the latest county supervisor meeting, nor will they ask difficult questions to those in power on city councils, school boards, or in the mayor's office. We are your eyes and ears in the halls of power, so you know what decisions are being made about your future.

Our partnership with the *Press Democrat* newspaper resulted in a year-long initiative called "Trust & Democracy" that highlighted these issues. This series of lectures, panel discussions, and film screenings introduced local audiences to some of today's great thinkers on the role of local journalism in society. One of the most memorable evenings was a riveting lecture by *NPR Weekend Edition Sunday* host Ayesha Rascoe, who also participated in a follow-up panel discussion with local journalists and a robust Q&A session with an engaged audience.

Thank you for supporting impactful local reporting with your membership in NorCal Public Media. Together, we will keep the beacon of local journalism lit brightly. We are all beginning to understand what happens when the shadows grow deeper, and the light begins to fade.

Sincerely,

Darren LaShelle
President & CEO



STORIES THAT MATTER

WOMEN ENVIRONMENTALISTS

AWE: Awesome Women Environmentalists is a documentary series celebrating women addressing climate change and environmental challenges while ensuring parks and open spaces are inclusive to all. Produced by Kelly + Yamamoto Productions and NorCal Public Media, the series shares stories of diverse, inspiring women. Season two highlights Lidia D'Amico, a National Park Service ranger and first-generation Latina American who monitors Alcatraz Island's bird populations, including once-endangered Peregrine Falcons. Also featured is Blanca Hernández, an immigrant from Mexico and the first in her family to attend college. Blanca is Director of Programs & Partnerships for YES! Nature to Neighborhood, a non-profit organization that promotes the transformative benefits of connecting people with nature.



I especially appreciate your programs on **current life for Native Americans**. Please keep it up!

Patricia Stone
Windsor



YES! Nature to Neighborhood

LGBTQ+ PERSPECTIVES

From local streets to cities around the world, LGBTQ+ pride is rising. In Oakland, *Connect the Bay* met Jeffrey Myers, head of the new Lakeshore LGBTQ Cultural District. He hopes the district will foster a community where every Oakland resident can feel safe to exist free and proud. In San Jose, we featured a story about trans county manager Sera Fernando in the annual Pride parade representing Santa Clara County's groundbreaking Office of LGBTQ Affairs. And international stories of people inspired by San Francisco artist Gilbert Baker's original rainbow flag make up a traveling exhibit that has been documented in NorCal's film *Flag in the Map: Charting Rainbow Flag Stories*.

AFRICAN AMERICAN STORIES

At San Jose State's Art Department, *Connect the Bay* met Caleb Dowdell, a young painter who is bringing the beauty of black faces to light through his art.



Artist Caleb Dowdell

His goal is to uplift those around him by creating artwork that inspires and fosters unity and creativity. In East Palo Alto, Millicent Grant works tirelessly as a volunteer assisting her aging neighbors. For decades she has been involved with the senior center there, helping to provide services and much-needed meals to the underserved older population. In one of NorCal's special *Unsung Hero* stories she reminded that "Everybody needs to know that somebody loves them, somebody cares!"

LATINO COMMUNITY FOCUS

Latina Coalition of Silicon Valley is a non-profit organization that has been providing Latinas with civic engagement and leadership development skills in Silicon Valley since 1999. *Connect the Bay* learned they cultivate leadership through a female and Latino/a cultural lens, by educating on issues that affect the community through panels, workshops and events. In Half Moon Bay, Ayudando Latinos a Soñar (Helping Latinos Dream) is a 10-year-old nonprofit known affectionately as ALAS. They provide crucial services to

many in the community, including farmworkers. *Bay Area Bountiful* joined them as they brought lunch to these hard-working people in the field.

NATIVE AMERICAN CULTURE

Indian Health Center of Santa Clara Valley believes that culture is medicine. Marissa Hemstreet (Cañoncito Band of Navajo) showed *Connect the Bay* how IHC addresses physical and mental health needs with a uniquely Native American perspective. She told us, "There is true healing in the reclamation of things that were taken from you." Our reports also focused on artist/activist Charlene Eigen-Vasquez (Ohlone) who led the installation of a new exhibit at Saratoga's Montalvo Arts Center. "A Path Forward: Honoring Ohlone Land & Spirit" uses both actual and virtual artwork. Called a living monument, Charlene told us "The idea is to lift up the culture...and just overall have respect for one another."

“Public television is great. We need an independent voice in a sea of noise and confusion.”

Leland & Fabiola Noble
Morgan Hill



Lakeshore LGBTQ Cultural District



Ayudando Latinos a Soñar



BUILDING COMMUNITY

FOOD AND WINE AWARDS

NorCal Public Media's gala fundraising event had a second successful year, celebrating individuals and organizations that exemplify excellence, innovation, and a commitment to the betterment of our local communities and environment, shining a spotlight on environmental issues and their impact on our communities, and winning support for our Center for Environmental Reporting. In September, the Food & Wine Awards event won the 2024 Public Media Award for Best Community Special Event at the National Educational Telecommunications Association (NETA) conference.

NORCAL KIDS AND FAMILIES

PBS Kids made fun and learning happen in 2024! In April at the annual Family Day at the Green Music Center, kids enjoyed a 20-foot-long *Sesame Street* coloring activity, a PBS Kids photo backdrop, and tablets loaded with PBS Kids games, apps, and their favorite shows. And lots and lots of stickers! In August at the Gravenstein Apple Fair, thousands of kids brought their parents to dance with bubbles and climb hay bales at our outdoor PBS Kids play area. *Wild Kratts* fans got animal nets and eye scopes for their nature adventures, and *Daniel Tiger* lovers stopped by for stickers and photos. In November, bilingual PBS Kids materials, including helpful resource materials for parent and teachers, were the highlight of a family sing-along night with the animated film *Encanto*.

TRUST AND DEMOCRACY

In partnership with *The Press Democrat* newspaper, this 3-part series invited the community to join us as we created interactive experiences with expert speakers, writers and filmmakers to give people in our community tools to navigate the complexities of



I'm donating because
**I watch PBS Kids
every morning with
my children.**

Ricardo Lopez
Richmond





Trust & Democracy



NorCal PBS Kids

our information landscape. We heard from author and former AP bureau chief Katherine Corcoran about the dangers faced by journalists trying to bring the truth to light in some societies; from NPR's Ayesha Rascoe about the personal triumphs and pitfalls she faced as she built her career in journalism; and from Academy Award nominee Rick Goldsmith who showed us his film *Stripped for Parts: American Journalism on the Brink*.

YOUTH PODCAST CAMP

The KRCB FM 104.9 Youth Podcast Workshops Series offers a dynamic learning experience for aspiring young creators in podcast production. Featuring "ears on" learning, students explore diverse podcast examples to understand various sounds and styles. The program swiftly transitions to "hands on" sessions, where participants engage with recording equipment and preproduction techniques. Collaboratively, students develop a podcast, focusing on story ideas and soundscapes, while gaining practical field recording experience. The series concludes with a focus on post-production skills,

enabling participants to script and edit their podcasts, thus equipping them with vital tools for future media storytelling.

SONOMA SECRET SANTA

Starting with a single Giving Tree in 1988, Sonoma County's Secret Santa, a project of the Center for Volunteer and Nonprofit Leadership, has grown to help more than 100 county agencies, schools and nonprofits serving children in need. Staffed by hundreds of dedicated volunteers and sponsored by thousands of local businesses, Secret Santa fills more than 25,000 wishes each year, and NorCal was a proud media sponsor, spreading the word throughout our viewing and listening area in support of holiday giving.



Thanks for featuring
**local community
efforts!**

Karen Cross
Sebastopol



Sonoma Secret Santa



NEWS REPORTING

REAL DANGERS OF FENTANYL

In a series of investigative reports, Northern California Public Media's news team revealed concerning narratives surrounding the opioid crisis in Sonoma County, particularly regarding fentanyl. The Sonoma County District Attorney's Office withdrew a contentious public service announcement depicting a child's death from merely touching fentanyl. Medical experts deemed this portrayal misleading and unfounded. Sonoma County's District Attorney dismissed concerns over the public alarm that was caused. A separate incident involved a deputy requiring Narcan after suspected fentanyl exposure, with experts suggesting anxiety rather than overdose as the cause. Our newsroom exposed increasing misinformation about the dangerous drug fentanyl.

MEASURE J TOWN HALL DEBATE

KRCB FM 104.9 hosted a full-house town-hall style debate at the Central Santa Rosa Library, focusing on Measure J, a citizen-initiated ballot measure in Sonoma County. Measure J sought to phase out existing

“ What we need most in our **democracy** is an **educated citizenry** and that is what you're helping us become.

*Laurel Michaels
Rohnert Park*

”



Town Hall Moderator Gina Belaria



Elections Intern Kayla Rodriguez



Student Reporting Education

and prohibit future Concentrated Animal Feeding Operations (CAFO) across Sonoma County. The debate was live-streamed on our website, YouTube, and Facebook, reaching a wide audience and inspiring a follow-up fact-checking initiative from our newsroom, a special radio program and episodes of our *NorCal Ballot Box* podcast. Through this initiative, KRCB reinforced its commitment to informed community dialogue and civic engagement, ensuring that residents were equipped to make informed decisions.

ELECTION COVERAGE 2024

KRCB FM 104.9 reaffirmed its dedication to civic engagement by producing over 30 election-related stories, including candidate interviews and comprehensive analyses of ballot initiatives. Collaborating with *The Press Democrat* and Sonoma State University, KRCB conducted a post-election online survey that engaged nearly 3,000 North Bay residents. This survey delved into voting choices for the presidential race, Measure J in Sonoma County, and Measure U in Napa County, uncovering not just how individuals voted, but the motivations behind their decisions. Developed by graduate students, the survey captured diverse local perspectives, fostering informed discussions and stories that resonate within our community.

COMMUNITY NEWS PODCASTING

KRCB Sonoma County News is dedicated to fostering informed communities through podcast offerings. The *Sonoma First News* podcast provides essential local news each weekday morning, covering breaking news, county government, elections, environmental updates, and cultural happenings from Sonoma to Bodega Bay. Additionally, the *NorCal Ballot Box* podcast offers insights into ballot measures and interviews with candidates, equipping listeners to make informed voting decisions. KRCB's newsroom strives to illuminate



I'm happy to donate to KRCB my favorite PBS station for music and news!

Cynthia Helen Beecher
Healdsburg



the issues that matter most to residents, ensuring they have the knowledge needed to actively participate in shaping their community's future.

IMMIGRANT RIGHTS

In the wake of the 2024 election, KRCB news reported on a series of educational presentations, "Know About Your Rights." These sessions aim to empower attendees by informing them about their rights when interacting with federal immigration officials. With hundreds participating, the program covers essential scenarios and legal rights, providing practical advice and resources, such as a Red Card outlining rights related to the 4th and 5th Amendments. The presentations emphasize the importance of emergency preparedness and legal education amidst uncertainty. KRCB's newsroom is dedicated to conveying critical information to all members of the community, empowering attendees with essential knowledge about their rights.



Greta Mart & Noah Abrams – KRCB News

CULTURAL HUB

INDIE LENS POP-UP SERIES

NorCal Public Media was selected to host community events with five *Independent Lens* documentary films. At a variety of locations in the community—libraries, theaters, community centers and more—we showed *A Town Called Victoria*, *Razing Liberty Square*, *Breaking the News*, *Matter of Mind: My Parkinson's*, and *The Tuba Thieves*. Audiences were brought together with housing advocates, NAACP thought leaders, news reporters and journalism educators and students, medical professionals, caregivers and boxing coaches for Parkinson's patients, and proud Muslim-Americans describing their rich cultural American stories. NorCal brings talented filmmakers and audiences together to reach a deeper understanding about fascinating and important topics.

“ KRCB helps me to be part of our whole community in the North Bay. Thanks for all the great programming!

Ron McDowell
Santa Rosa



MUSIC FESTIVALS

Summer is a favorite time of year at NorCal Public Media, because it means music festival season is here! With a strong music program on KRCB FM 104.9, we are invited every year to festivals all around the region and our music hosts, deeply connected with artists locally and nationally, often discover the musicians who fill these festivals with great sounds.

The NPR *Tiny Desk Tour* came to Petaluma and KRCB hosted the event; we proudly sponsored and hosted the stage for the Petaluma Music Festival, raising funds for music education; we sponsored a bluegrass concert in a redwood grove; and we grooved in our booth at the Railroad Square Music Festival to round out the summer fun.

COMMUNITY VOICES INITIATIVE

KRCB remains dedicated to strengthening community engagement by showcasing the rich diversity of voices and cultures within Sonoma County. Segments like *Postcards from Sonoma County* offer hyper-local narratives from smaller communities, granting them a valuable platform to share their insights and perspectives.



Youth Jazz Ensemble

In 2024, KRCB 104.9 proudly spotlighted youth-focused organizations in the arts, including the Santa Rosa Symphony Youth Orchestra, Leland Street Farm Theatre, Poetry Out Loud, and Poetry in the Parks, through its *Arts Briefs* series. This effort not only showcases the talents of young artists but also cultivates a deeper appreciation for the arts throughout Sonoma County.

STUDENT VIDEO CONTEST

The Russian River Watershed Association's 2024 High School Video Contest showcased youth-created videos about Low Impact Development (LID) and its role in protecting the Russian River Watershed. Designed to raise awareness of water-related issues, the contest awarded scholarships to three winners. NorCal featured the winning videos on KRCB TV and KPJK TV, and across our digital platforms. 1st place: *Protect it with LID!*, explained how building and landscaping methods prevent pollutants from harming wildlife. 2nd place: *Put a LID on It!*, highlighted how LID protects habitats like those of the western pond turtle, a species threatened by pollution. 3rd place: *A Little Something About LID!*, addressed the role of water runoff.

HOKULE'A VISITS THE BAY

When the beloved traditional Hawaiian double-hulled voyaging canoe Hokule'a scheduled its first visit to the Bay Area since 1995, *Bay Area Bountiful* visited with Captain Mark Ellis of the Polynesian Voyaging Society to hear about the historic vessel's journey. On a "Voyage for the Earth," he said Hokule'a – Hawaiian for "Star of Gladness" – is circumnavigating the Pacific to visit other indigenous groups to ask them to share knowledge about adapting to climate change, so that all may benefit from their combined centuries of wisdom. "I hope Hokule'a brings that vision of hope and possibilities to everyone," said Captain Ellis.



I'm donating
because I frequently
find interesting
programming on Northern
California Public Media after
moving from San Francisco.

Colleen Gorman
Ukiah



THE CENTER FOR ENVIRONMENTAL REPORTING

CLIMATE CALIFORNIA

Climate change demands new solutions - and new stories. NorCal Public Media proudly premiered the first two episodes of our new docuseries, *Climate California*, a poignant and provocative show that explores urgent and inspiring stories throughout the state. "I could leave and make it someone else's problem, or I can stay and fight. And I've chosen to fight," says Cesar Aguirre in the first episode, who protects his community in Kern County from oil leaks. NorCal also launched *Explorations*, an exciting 10-part digital series for youth, hosted by Meg Haywood-Sullivan, making subjects from redwoods activism to marine wildlife protection accessible to new audiences.

WHO OWNS THE WATER?

KRCB FM 104.9 partnered with *Bay City News* to produce a three-part series on California's Delta Conveyance Project, a proposed 45-mile tunnel transporting fresh water from the northern Delta to southern users. This critical extension of the State Water Project highlights political tensions among diverse stakeholders, including cities, farmers, tribes, and environmen-

“KRCB makes my day!
As a farmer I spend a
lot of time alone with manual
labor and learn so much
as I toil.”
Charlotte Knox
Sebastopol

talists, while addressing water rights and ecosystem impacts amid climate change. The series features insights from engineers on construction logistics and explores restoration efforts, examining how indigenous knowledge can enhance modern strategies. This



The Climate California team



Meg Haywood-Sullivan



Blue whales



Anything to get the story

partnership effort highlights forward progress of the KRCB FM 104.9 educational commitment to critical water issues that impact California's sustainability.

IMPORTANCE OF PARKS

In partnership with Sonoma County Regional Parks, NorCal Public Media produced informational videos about various parks programs that benefit the community. The first video covers native plant restoration efforts taking place on the beaches of Doran Regional Park as well as on Hood Mountain. The second video explores the YES! Program, where youth are given the opportunity to get outdoors, connect with their natural environment, and explore Sonoma County's diverse ecosystems. The third video takes an educational look into the vital prescribed burns that are being conducted throughout various Regional Parks to reduce major wildfire risk and support the restoration of Indigenous cultural fire practices.

HOPE IN THE WATER

NorCal Public Media hosted a screening and discussion in November at the Cowell Theater at Fort Mason in San Francisco for the remarkable eco-series *Hope in the Water* which premiered on PBS this year. Partnering with Fed by Blue, whose mission is to teach us all about feeding our world from healthy oceans, and the International Ocean Film Foundation, we and hundreds of guests watched the national program and local videos, enjoyed wine and were fed sustainable-oceans foods from Hog Island Oysters and Pacific Catch West Coast Fish House. It was an evening of delicious ocean lessons and bounty.

ENVIRONMENTAL LISTENING

KRCB FM 104.9 proudly partners with the community to produce programs encouraging environmental

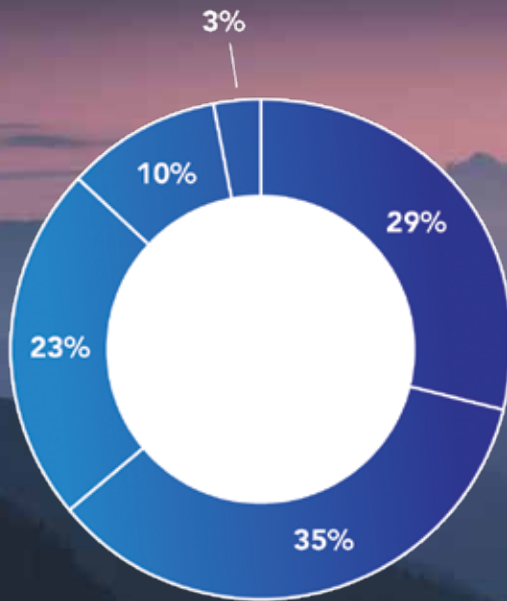
awareness and engagement in local agriculture. Jack Hines, an environmental advocate and soundscape ecologist, presents the award-winning *Ear to the Wild*, immersing listeners in the natural sounds of the North Bay. Featuring recordings of wildlife, *Ear to the Wild* creates a calming sanctuary that encourages mindfulness and a bond to nature. Additionally, KRCB connects the community to agriculture through the *Farm Tales* series, featuring firsthand stories from Sonoma County farmers. This series highlights sustainable practices and innovations in agriculture, fostering a deeper understanding of local food systems. *Savoring Sonoma* complements this effort in a celebration of the bounty of Sonoma County, from winter greens to vibrant citrus. Hosted by James Beard Award-winner Clark Wolf.

“It’s inspiring to watch the growth and evolution of KRCB over the years. Everyone should donate support today!”

Teresa Fogolini
Santa Rosa

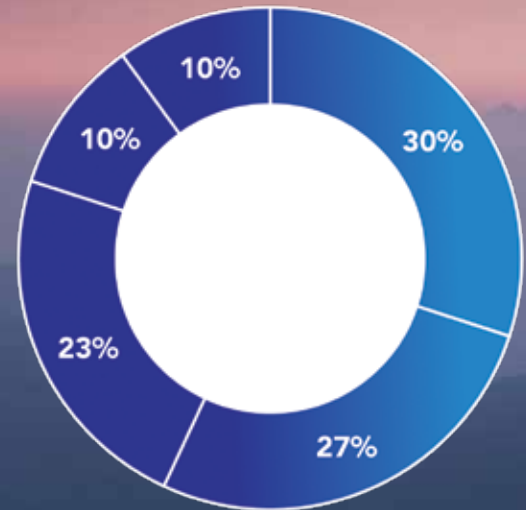


2024 FINANCIAL INFORMATION



2024 OPERATING REVENUE: \$3,490,499

Membership	29%
Other Revenues	35%
Government, Corporate, Foundation Support	23%
Underwriting	10%
Auction & Events	3%



2024 OPERATING EXPENSES: \$6,332,520

Broadcast Expenses	30%
Programming & Production	27%
General Administration	23%
Fundraising	10%
Marketing & Promotion	10%

Financial statements for fiscal year ending September 30, 2024. Auditor: Wipfli LLP

Board approved structural deficit utilizing investment income to close gap between Revenue and Expenses FY 2024

COMMUNITY PARTNERS

PROJECT PARTNERS

AbilityPath, Burlingame
 Acorn MusEcology Project
 ALAS – Ayudando Latinos a Soñar,
 Half Moon Bay
 Ampaire
 Art at the Source
 Arts Alive
 Big Spoon Sauce Company
 Boys & Girls Clubs of Sonoma
 Marin
 Café Ohlone
 Canopy, Palo Alto
 Casa Circulo Cultural, Redwood
 City
 Cazadero Music Camp
 Center California Environmental

Justice Network
 Center for Biological Diversity
 City of Rohnert Park
 City of Santa Rosa
 City of Sausalito
 Climate HQ / San Francisco State
 University
 Collaborative of Native Nations
 for Climate Transformation and
 Stewardship (CNNCTS)
 Community of Rio Nido
 Cool Petaluma
 CreaTV San Jose
 Creekside Science
 Ear to the Wild
 East Bay Regional Park District
 Empire Garden Railroad Society
 Farm to Fight Hunger

Farms to Grow Oakland, CA
 FedByBlue
 Filipino-American National
 Historical Society, Santa Clara
 Valley
 Fort Mason Center for Arts &
 Culture
 Fractracker
 Friends of Huddart & Wunderlich
 Park
 Gensler
 Global Partners for Development
 Golden Ridge Farms
 Gravenstein Elementary
 Green Music Center
 Green Star Farm
 Green Stars Project
 Greenfaith

Hillcrest Middle School
 History San Jose
 Hopmonk Tavern
 iNaturalist
 Indian Health Center of Silicon
 Valley
 Intersectional Environmentalist
 Jobs with Justice
 Kerhoulas Forest Physiology Lab /
 Cal Poly Humboldt
 Kounkey Design Initiative (KDI)
 Laguna de Santa Rosa Foundation
 Lakeshore LGBTQ Cultural District,
 Oakland
 Landpaths Bayer Farm
 Latina Coalition of Silicon Valley
 Leland Street Farm Theatre
 Liberty Ducks


Life on Earth Art
 Los Altos Community Investments
 Lost Church
 Luther Burbank Experimental Farm
 Marine Mammal Center
 Matter of Trust
 Medlock Ames
 Montalvo Arts Center
 Monte Rio Beach
 Mosaic America
 Mycelium Youth Network
 Napa Valley College
 North Bay Children's Center
 Palo Alto High School, Media Center
 Paws for Purple Hearts
 Peninsula Family Services
 Peninsula Open Space Trust
 People Over Plastic
 Petaluma City Schools
 Petaluma Fairgrounds
 Petaluma Historical Library & Museum
 Poetry Out Loud and Poetry in the Parks
 Polynesian Voyaging Society
 Press Democrat
 Reboot
 Rialto Cinemas
 Rio Nido Beach
 River Arts
 River to Coast Children's Services
 Robert Ferguson Observatory
 Rohnert Park Community Services Department
 Russian River Senior Center
 San Francisco State University
 San Jose State University
 San Mateo County Parks
 Santa Clara County Office of LGBTQ Affairs
 Santa Clara University
 Santa Clara Valley Open Space District
 Santa Rosa Central Library
 Santa Rosa City Schools
 Santa Rosa Junior College
 Santa Rosa Symphony Youth Orchestra
 School of Arts & Culture at Mexican Heritage Plaza
 Seamless Bay Area
 Singing Frogs Farm
 Slow Food Community Apple Press
 Solar Punk Farms
 Sonoma Clean Power
 Sonoma County Civil Grand Jury
 Sonoma County Fairgrounds
 Sonoma County Farm Trails
 Sonoma County Fire Memorial Public Art Project
 Sonoma County Gem & Mineral Society
 Sonoma County Historical Society
 Sonoma County Lowrider Council
 Sonoma County Regional Parks
 Sonoma County Registrar of Voters
 Sonoma Ecology Center
 Sonoma Food Runners
 Stanford University

Stewards of the Coast and Redwoods
 Story of Stuff
 Straus Family Creamery
 U.S. Dept. of Energy
 UC Davis Dairy Teaching and Research Facility
 UC Santa Cruz
 UCLA Urban Planning and Geography
 Un Mar de Colores
 United Steel Workers 675
 Urban Wildlife Research Project, Palo Alto
 Valley Water
 Vamos al Tianguis
 Whale Safe / UC Santa Barbara
 Windward Science
 Yurok Tribe
 Zero Waste Sonoma

SPONSORSHIP SUPPORT

Alice Fuller Charitable Trust
 Amitabha Fund at Fidelity Charitable
 Anderson Valley Wineries
 Andrew & Janet Lederer Fund
 Annadel Estate Winery
 Another Planet Entertainment
 Armstrong Redwoods State Park
 AV Film Fest
 Bank of America
 Blue Note Napa
 Boland Carroll Charitable Fund
 Brashley Vineyards
 Buddy's Farm
 Burkes Canoes
 CAL FIRE
 Caltrans Clean CA
 Cap Radio
 Carol Shelton Wines
 Charles Schultz Museum
 Charles Schwab Santa Rosa
 Charlotte A. Hicks Revocable Trust
 Chicago Community Foundation
 Children's Museum of Sonoma County
 Children's Discovery Museum of San Jose
 City of Santa Rosa
 City of Sausalito
 Cline Cellars
 Club Fugazi
 Codding Foundation
 Community First Credit Union
 Community Foundation Santa Cruz County
 Community Foundation Sonoma County
 Community Markets
 Costeaux Bakery
 Cowgirl Creamery
 Crankstart Foundation
 Crowden Music Center 40th Anniversary Concert
 Cultural Affairs Office of San Jose
 CuVer Brewing Co
 Cypress Gallery and Bazaar
 Daniel W. and Victoria C. Ellecamp Charitable Foundation
 David & Anne Murphy Springer
 Trust
 Dona Nesbitt Fuller Charitable Fund
 Dry Creek Vineyard
 Ehlers Estate Winery
 Ellecamp Charitable Foundation
 Empire College of Law
 Estate of Claire Etienne
 Exchange Bank
 Farm Fresh to You
 Federated Indians of Graton Rancheria
 Ferrari Carano Winery
 Fire & Earthquake Safety Expo 2024
 Fourteen Magpies Homemade Jams & Preserves
 Franz W. Sichel Foundation
 Freight & Salvage
 Friedman's Home Improvement
 Friends of the Petaluma River
 Gabilan Foundation
 Go Local Sonoma County
 Gravenstein Apple Fair
 Green Music Center
 Guayaki Yerba Mate
 Happy Hollow Park & Zoo
 Harry and Carol Saal Family Fund
 Higham Family School
 Hillel Eisenberg Fund
 HopMonk Taverns
 Inclusion Festival
 Iron Horse Vineyards
 Isaacson 2000 Trust
 J. Lohr Vineyards & Wines
 Jackson Family Wines
 Jan Kahdeman & Rita Jane Purcell Charitable Fund
 Jewish Community Federation
 John L. Steinmetz Charitable Fund
 Kaid Family Giving Fund
 Kala Brand Music
 Kaumeyer Fund
 Ken & Carol Epstein Charity Fund
 Kitlen Family Giving Fund
 Knutson Luthieri
 Kosbie Fiduciary & CPA Services
 Lala's Jam Bar and Urban Farmstand
 Lost Church
 Luther Burbank Center for the Performing Arts
 Marin Community Foundation
 Mary's Pizza Shack
 McCarthy-Worth Fund
 MCE Community Choice Energy
 Mill Valley Music Festival
 Monte Bellaria Lavendar Farm
 Moon Essence
 Moonlight Brewery
 Mosaic Festival
 Mountain Stage Show
 Napa Valley Paddle
 National Public Radio
 Next Record Store
 North Bay Bohemian/Pacific Sun
 North Bay Childrens Center
 North Bay Leadership Council
 Northern Trust Charitable Giving Program
 Oakland Zoo

Oliver's Market
 Palmeri Wines
 Pamela Graber Charitable Fund
 Paradise Ridge Winery
 Paul Hawken
 Paul Mathew Vineyards
 Peccorini Revocable Trust
 Perkins Revocable Trust
 Petaluma Bounty
 Petaluma Music Festival
 Point Reyes Farmstead Cheese
 Prager-Myszak Charitable Fund
 Press Democrat
 Railroad Square Music Festival
 Raven Performance Art Center
 Red Star Fund
 Renaissance Charitable Foundation
 Rialto Cinema
 River City Bank
 Rivertown Revival
 Robert & Rosalie Applebaum Charitable Fund
 Sam's Mediterranean Café & Deli
 San Francisco State Climate Film Festival
 San Jose Childrens Discovery Museum
 San Jose Clean Energy
 San Jose Department of Parks & Recreation
 Santa Rosa Parks
 Santa Rosa Water
 Scott-McDonald Donor Fund
 Sebastopol Center for the Arts
 Sebastopol Community Center
 Shen Yun
 Silicon Valley Clean Energy
 Sipsong Spirits
 Snoopy's Home Ice
 Sonoma Clean Power
 Sonoma County Airport
 Sonoma County GoLocal
 Sonoma County Library
 Sonoma County Pride
 Sonoma County Regional Park Services
 Sonoma International Film Festival
 Sonoma Syrups
 Sonoma Valley Authors Festival
 Sonoma Water
 Stanroy Music Center
 Starbucks Foundation
 Stare Fund
 Sterling Vineyards
 Steven W. Wierenga Family Charitable Fund
 Stewards of the Coast & Redwoods
 Three Sister Apothecary
 Tres Sabores
 Villa Ragazzi
 Vintners Resort/John Ash
 Wagstaff Family Charitable Fund
 Wildfire Mitigation Advisors
 William and Gretchen Kimball Fund
 Winding Vine Fund
 Zooka Creative



★ NORTHERN CALIFORNIA

PUBLIC MEDIA



NorCal Public Media's mission is to be a trusted, independent, and essential voice that heightens awareness of the diversity of the human experience, reports on issues of importance, and convenes public discussion to strengthen our community.



104.9 **krcb**
npr

KRCB  **PBS**

KPJK 