



*Darren LaShelle, KRCB Content Manager, with Judy Woodruff, Anchor and Managing Editor of the PBS NewsHour.*

## KRCB: NORTH BAY PUBLIC MEDIA LOCAL CONTENT AND SERVICE REPORT

**2017** will surely be remembered as an exceptional year for KRCB, North Bay Public Media. A year of “firsts” has been supported and augmented by our continuing growth in capacity and service to the community. And that service continues to be firmly rooted in our mission statement of over 30 years: “In order to encourage full participation in society and community, KRCB provides educational, informational, and cultural telecommunication services in partnership with our community.”

As will be seen, our commitment to our two major initiatives for television and radio— North Bay Bountiful (page 4) and Health Connections (page 6)—remains strong. Community partnerships and support make this programming relevant and stimulating to community awareness and involvement. An auspicious local grant has allowed us to significantly expand that engagement with North Bay Bountiful through social media tools and techniques while staff sharpens their skills in this important arena.

After wind-driven wildfires erupted in the heart of our community on October 8, killing 43 and leaving thousands homeless, the face of the North Bay was changed forever. KRCB rose to the occasion, providing exemplary and timely news and information, developing new production and broadcast tools in the thick of the crisis (see page 3). We intend to provide important continuing coverage of community commitment to the extensive and lengthy recovery efforts over the next several years.

Of course, the game changer for KRCB has been our successful participation in the FCC Spectrum Auction. After much diligent work, KRCB, one of the smallest stations in the system (annual operating budget ~\$3.5 million), received \$72 million from the auction. This is nothing short of a miracle. KRCB agreed to move from a UHF to a VHF in exchange for that payment, and has spent countless hours since then

learning about investment options, evaluating plans, and deciding on the best course of securing and growing those funds in a permanent quasi-endowment. The firm intent of both Board and staff is to be conservative and cautious in the use of the funds.

Another outcome of the Auction appeared to be the loss of yet another public, noncommercial television station. Two of the five San Francisco area stations have gone off the air as a result of the Auction and a third seemed to be heading in that direction as well. The KRCB Board, knowing that once such an asset is lost, it is gone forever, moved to make an offer to purchase that station in order to preserve that asset and to expand KRCB’s community of service. As of this writing, we are awaiting the FCC decision on the transfer of the license for (the newly named) KPJK to KRCB’s parent, Rural California Broadcasting Corporation.



*President & CEO  
Nancy Dobbs*

The former KCSM, with a 50 + year history of service to the Southern Bay Area, will continue to provide that critical public service.

It has been an exceptional year indeed. And, while we feel stronger and more secure as an institution, we have not lost sight of our reason for being: service to, with, for, and about our communities.

A handwritten signature in dark ink, appearing to read "Nancy Dobbs".

**Nancy Dobbs**  
*President & CEO*





# INFRASTRUCTURE IMPROVEMENTS

*Vanessa Bergamo, Membership Manager. Steve Mencher, News Director. Karen Bell, TV Program Manager.*

It was a busy year for planning activity around infrastructure. Foundational improvements included adding staff and equipment, preparing for the move from UHF to VHF transmission, and managing repack for our new station acquisition.

KRCB added several new top level staff members as long term staffers moved to retirement. Serving both KRCB Television and KRCB Radio, we have a new Membership Manager as well as a new News Director, one a former staffer returning and the other an experienced public media news person. In television, we welcomed an experienced programmer from another PDP Joint Licensee who is well versed in the challenges facing small stations.

Additionally, we welcomed several new multi-media producers to support and provide content for television, radio, and our Web presence. Our focus remains cross-platform efficiencies to maximize the value of our productions. We have invested in contract support to give our website an update and to become more successful in the social media world. We also brought on another seasoned and capable engineer to give more depth to that department.

KRCB's field production equipment received an upgrade this year with the purchase of a new camera, bringing our in-house digital SLR compliment of cameras to three. New lenses, camera tripods and monopods, as well as LED lighting are also new additions to the KRCB field equipment kit. The purchase of a multichannel digital audio recording system enables our production staff to record musical stage performances with exceptional quality and post-production flexibility.

The move to the VHF is complicated by the need of the owner of the tower on which we are located to replace that tower. We spent time in 2017 urging the decision-making

process forward, as we are quite concerned about the FCC deadline for the migration to the VHF channel by May, 2020.

Finally, with our acquisition of the former KCSM, now KPJK, KRCB will be taking on the responsibility for the repack of that station. As with the move to the VHF channel, much time was spent in 2017 understanding and planning for that migration. Deciding on issues such as signal transport, melding of program streams, channel leasing, if any, to say nothing of branding in our new community, have made 2017 an intensive year. We expect 2018 will be much the same.



*Bob Amoroso, Technical Operations Manager/Engineering.*



# NORTH BAY FIRE COVERAGE

*Scene from The New Normal: What's Now? What's Next.*



*Interview at the Fire Animal Rescue Center on the campus of the Sonoma County Fairgrounds.*

Early on the morning of October 9, KRCB's *Morning Edition* host Mark Prell arrived at the station, already aware that fire was breaking out all around the region. Prell immediately began reaching out to state officials and calling city and county representatives. A picture was emerging of a devastating fire, still growing in many parts of Sonoma County and adjacent areas. But it wasn't until later in the day that reports emerged of entire neighborhoods obliterated in the first hours of the firestorm.

From that day forward, for the next few weeks as the fire burned and was eventually contained, KRCB provided moment by moment information to our radio and TV audiences. KRCB carried live daily briefings from the Sonoma County Sheriff's Office, Cal Fire, and California Office of Emergency Services. While staff members worked to serve the audience, some were also watching their homes and shepherding relatives to safety. Everyone knew somebody who was evacuated, or worse. Four KRCB Board members lost their homes.

The strong community ties nurtured by the station over decades paid enormous dividends during this trying time. Elected leaders and heads of local NGOs used the station as an outlet for crucial information, and to seek direct help from the community. Organizations were quick to answer our calls, even in the midst of competing demands.

KRCB TV produced two television specials, seeking to take the temperature of the community and spur their involvement in the rebuilding. That effort is ongoing. In 2018 KRCB news will present four specials under the heading "The New Normal." These will examine housing and other issues that were already challenging in Sonoma County and throughout the Bay Area, but have been exacerbated by the fire.

There's also a renewed sense of purpose, especially for KRCB's news operation. The goal is not simply to provide information, but to amplify the voices of those whose input is not always sought. As Sonoma County rebuilds, the station is making a commitment to work with all people in the community so that each person has a say, and can contribute to sound and sustainable choices.

It's also clear that we live in an information ecosystem. KRCB news is now in regular contact with partners at our surrounding stations, including KQED, KALW, Capital Public Radio, and Mendocino County Public Radio about collaborating on coverage of the rebuilding and beyond. We are also in the midst of talks with the local public Spanish language station to collaborate on projects to improve the health and living conditions of immigrant neighbors. In this, and every other dimension, we've learned that we are stronger together.



*Steve Mencher and Tiffany Camhi provide news updates on the North Bay fires during the crisis.*





*KRCB TV production crew records a studio program about the life and music of Kate Wolf.*

## **NORTH BAY BOUNTIFUL**

Cultivate. Celebrate. Connect. North Bay Bountiful is a unique series of TV, website, social media, and mobile app videos that explore the farm-to-table movement, alternative energy, and community-based solutions to environmental problems. Subjects have included: an in-depth examination of land preservation practices, a look at the environmental issues important to the health and future of the California coastline, the relationship between the science of compost in farming and carbon sequestration, a revealing program on the topic of food origin and safety, a unique series of reports about food and beverage fermentation practices, an overview of alternative energy projects in Northern California, a historical and environmental revisiting of the health of our coastal forests, and a program that explored orchard management and mitigation of food waste for community benefit.

## **STUDENT ENVIRONMENTAL REPORTING INITIATIVE**

KRCB completed a year-long initiative that mentored students as they joined our *North Bay Bountiful* environmental reporting team. Six students, ranging in age from 18 – 22, helped select three environmental action organizations as reporting subjects, and then embarked upon the creative effort to produce video and radio reports on the important work of these regional organizations. Reports featured the Friends of the Petaluma River, Daily Acts of Sonoma County, and the Sonoma Ecology Center. These reports were then presented on TV, radio, website, social media, and the KRCB free mobile app.

## **DOCUMENTARY SERIES**

In addition to video reports for TV and digital distribution, KRCB began work on season two of our regular half-hour, monthly series called North Bay Bountiful TV. This program brings our work together with that of the independent film community in the Bay Area to explore diverse topics ranging from community resiliency and vineyard best practices, to Native American land use and the science behind modern food production.



*Renata Brillinger, CalCAN Executive Director, discusses the importance of soil carbon and compost practices in an episode of North Bay Bountiful.*

## **WEB AND MOBILE APP**

All content produced in the North Bay Bountiful initiative is available at [northbaybountiful.org](http://northbaybountiful.org), along with relevant resources and educational links, and on the KRCB free mobile digital app, available for download at iTunes and Google Play. Mobile users can watch all of our North Bay Bountiful content on any device, wherever they may be, and on their own time schedule.

## **My American Dreams: The Only Home I Know**

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. In the intervening years, over 750,000 young people have obtained this form of legal status through DACA including thousands of individuals in the counties of Sonoma, Napa, Mendocino and Marin. This law has significantly changed the lives of many youth, allowing them for the first time to work legally, obtain a driver's license, attend university or other advanced education, pursue long-term careers in our society, and otherwise live as their peers born in this country.

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The founders of Cirque du Ferments explain the benefits of organically-grown, fermented foods on an episode of North Bay Bounty-



Denia Candela and Cristian Fertino host a screening event and discussion about the impact of DACA.

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This year, KRCB partnered with the My American Dreams working group to curate some of the most compelling stories we had previously distributed to public television stations across the nation, and put them together into a half-hour program. *My American Dreams: The Only Home I Know* was the result, hosted by Pulitzer Prize-winning Washington Post journalist Jose Antonio Vargas.

## PROGRAMS NATIONALLY DISTRIBUTED BY KRCB

### Job Centered Learning

Many economists, business owners, and labor leaders have raised alarm about a rising skills gap in the United States between the jobs that are available and those with the skills needed to fill them. *Job Centered Learning*, a very timely film, takes a critical look at the wide range of career education some high schools are offering as a way of both closing this gap as well as making education more meaningful and relevant for students.

### Penny: Champion of the Marginalized

This program is a multi-dimensional portrait of Penny Cooper, a celebrated criminal defense attorney, art collector,

supporter of female artists, and protector of the underdog. Cooper's life brims with stories mirroring the profound changes in our country from the 1940s to the present. In this revealing documentary, Cooper proves herself quite the raconteur with seemingly unlimited anecdotes. Her stories are engaging; sometimes funny, and sometimes distressing. The film is a collection of these moments as told by Cooper and the people who have been impacted by her dynamic spirit. The talented lawyer and art enthusiast offers a unique perspective on important social narratives such as criminal justice, the artists and collectors who generate today's global contemporary art market, gender equality, and more. Through it all, she has found herself at the center of dramatic social progress for women. A role model and pioneer, Cooper perhaps owes much of her success in transcending the glass ceiling to her unwavering resilience, fortitude, and infamous humility.

### Robert Bly: A Thousand Years of Joy

This documentary presents a moving portrait of one of America's most celebrated and revolutionary poets of the last half-century. The film showcases Bly's development as a writer with an unswerving belief in the importance of poetry both to his own life and to American culture in general. *Robert Bly: A Thousand Years of Joy* charts Bly's singular path from a mid-western farmer's son to radical anti-Vietnam War activist to "wild man" of the 1990s men's movement and author of *The New York Times* best-seller *Iron John: A Book about Men*.

### West of the West: Tales from California's Channel Islands

Introduced by Joe Walsh of the legendary band The Eagles, and told from the view point of the native people who've inhabited and experienced the Channel Islands, the three-part documentary series *West of the West: Tales from California's Channel Islands* explores the history, geography, archaeology, and biology of the eight islands off the California coast. Through interviews with a range of experts – including academics, archeologists, historians, and natives. *West of the West: Tales from California's Channel Islands* provides an engaging portrait of each of the island's intimate personal history.

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KRCB and the Freight and Salvage Coffeehouse are partnering on production of the music series "Live from the Freight and Salvage."

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### **Wai Lana Yoga**

This long running public television series aims to help viewers achieve a healthy body, mind and spirit. With a step-by-step approach to "Salute to the Sun," yoga instructor Wai Lana teaches viewers how to flow through yoga's aerobic exercise—a series of forward and back-bending poses that stretch, strengthen and oxygenate the whole body. The various upside-down poses bring blood to the head and activate the various glands that are essential for good health. They relieve pressure on the heart and stimulate all the internal organs, and promote deep and proper breathing. Throughout the 26-part series, Wai Lana discusses the many benefits of yoga, from easing tension and controlling stress to creating an inner awareness and calmness that carries over into daily life.

### **HEALTH CONNECTIONS**

KRCB's Health Connections initiative examines the social determinants of health, in partnership with community partners such as the Department of Health Services of Sonoma County. During 2017, our report included: A unique community platform for organizations and stakeholders in the Sonoma Valley to collaborate on environmental health issues, a countywide cardiovascular disease risk reduction initiative to prevent heart attacks and strokes, the impact homelessness and inadequate housing have on public health, and how opioid dependency is devastating communities throughout our region.

We also explored the Adverse Childhood Experience (ACE) Study in a full-length documentary program. The ACE Study found that the more adversity and trauma one experienced as a child, the higher their risk of negative health outcomes as an adult—like diabetes, heart disease, or depression. KRCB examined why this correlation exists by seeing how stress and adversity affect brain development and genetics, and discussed what we can do in our communities to build resilience against the effects of trauma.

### **LIVE FROM THE FREIGHT AND SALVAGE**

KRCB began production on a new 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 life-style experimentation, struggles for racial and gender equality, and a profound respect for traditional cultures able to survive and even flourish outside the commercial mainstream. As psychedelic and electronic music began to take over the American music scene, the Freight and Salvage kept traditional folk music alive for an appreciative audience.

Today this tradition continues and KRCB's new series will present a variety of musicians and groups as they perform on "the Freight" stage. In 2017, KRCB began recording a series of performances that will be presented monthly on our local channel beginning in the summer of 2018. KRCB intends to seek national distribution of the series in fiscal year 2019.

### **ARTS IN EDUCATION**

KRCB produced a series of television and radio interstitials highlighting the crucial role arts education plays in student development. The series profiled three acclaimed arts programs in Sonoma County public schools: theater at Analy High School, music at Lawrence E Jones Middle School, and ArtQuest at Santa Rosa High School. Interviews conducted with teachers and students demonstrated the numerous ways in which an arts education helps to create well rounded and community minded individuals. Some of the benefits of an arts education include: increased academic success in other subjects, greater self-esteem and self-confidence, better developed team building and problem solving skills, a stronger sense of purpose and perseverance, the ability to cope with stress and perform under pressure, and a heightened joy of learning. The series was funded by a grant from Sonoma Wine Country Weekend and produced in partnership with Creative Sonoma.





*Craig Allen Jones and Wendy Nicholson host North Bay Bountiful Radio each Friday morning on KRCB FM Radio 91.*

## NORTH BAY BOUNTIFUL RADIO

Each Friday, KRCB FM Radio 91 presents *North Bay Bountiful Radio*, a community calendar that highlights environmental, agricultural, and conservation efforts in the San Francisco Bay Area. Each episode includes reports on innovations and developments in environmental activism and community collective impact. Hosts Craig Allen Jones and Wendy Nicholson connect listeners to stories and events that make a difference in all our lives.

## CONCERTS IN THE COMMUNITY

KRCB FM Radio 91 presented a series of summer concerts in partnership with the Cloverdale Arts Alliance. These “Friday Night Live at the Plaza” events included musical acts such as Tommy Castro and the Painkillers, the Iguanas, and the Monophonics. These concerts bring together diverse communities from all over the northern part of Sonoma County for a celebration of arts, culture, and musical performance.

Radio staff also represented Radio 91 at a number of community concert events including the Petaluma Music Festival and the Rivertown Revival in Petaluma. In Santa Rosa, Radio 91 co-hosted events and coverage of the Railroad Square Music Festival, and the annual Winterblast Festival in Santa Rosa’s SOFA (South of A Street) arts district.

### Tiny Desk

NPR’s popular Tiny Desk music series took to the road this past year, and KRCB partnered with NPR and KQED to present the 2017 line-up of North Bay artists. KRCB’s longtime partner, Lagunitas Brewing Company in Petaluma, helped sponsor the Tiny Desk Concert Contest Winner Tour and provided the venue for the musical event.

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*Diana Gameros performs as an opening act at the 2017 Tiny Desk Contest on the Road Tour in Petaluma at Lagunitas Brewery.*



*Brian Griffith, KRCB FM Radio 91 Music Director, introduces a series of musical specials on KRCB TV.*





Royal Jelly Live performs at the 2017 Tiny Desk Contest on the Road Tour hosted by KRCB FM Radio 91.



KRCB FM Radio 91 volunteers and staff attend North Bay community outreach events.

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### North Bay Report

Every weekday, the *North Bay Report* presents in-depth radio reports on everything North Bay related. KRCB News Director Steve Mencher and reporter Tiffany Camhi 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.

### North Bay Songwriters

In May of 2017, Radio 91 launched an exciting new weekly series that host and Sonoma County musician Jon Gonzales describes as a "locals only" program. The show features recorded songs and live performances from North Bay songwriters. In-studio interviews and a weekly calendar of live, local shows offer a vast range of homegrown music. KRCB is proud to add *North Bay Songwriters* to our line-up of locally-hosted programs that explore life, culture, and music in Northern California's wine country.

### Climate One

KRCB FM Radio 91 has been a proud presenter of *Climate One* since the inception of the program. *Climate One* recorded at The Commonwealth Club in San Francisco offers a forum for candid discussion among climate scientists, policymakers, activists, and concerned citizens.

These live events are recorded and distributed to a global audience. By gathering inspiring, credible, and compelling information, *Climate One* provides an essential resource to change-makers looking to make a difference and offers a thriving leadership dialogue on energy, the environment, and the economy. KRCB is proud to present the top thinkers and doers from business, government, academia, and advocacy groups to advance the discussion about a clean energy future.



Sean Knight, Radio Program Manager. Doug Jayne, host of Midday Music. Nancy Dobbs, President and CEO. Steve Mencher, News Director.





# IN THE COMMUNITY

*Steve Mencher moderates a panel of Vietnam War veterans and survivors at the Rialto Cinema in Sebastopol.*

## INTERNSHIP PROGRAM

KRCB facilitates student learning through a robust internship program. Students learn the basics of broadcast operation and assist in the creation of a variety of radio and TV productions. In 2017, college and high school students were placed through partnerships with Sonoma State University, Santa Rosa Junior College, Healdsburg High School, Windsor High School, and Sebastopol's Analy High School. Staff members from KRCB spoke at career day events in our area and hosted information booths at career fairs – both at the college and high school level.

## SCREENING EVENTS

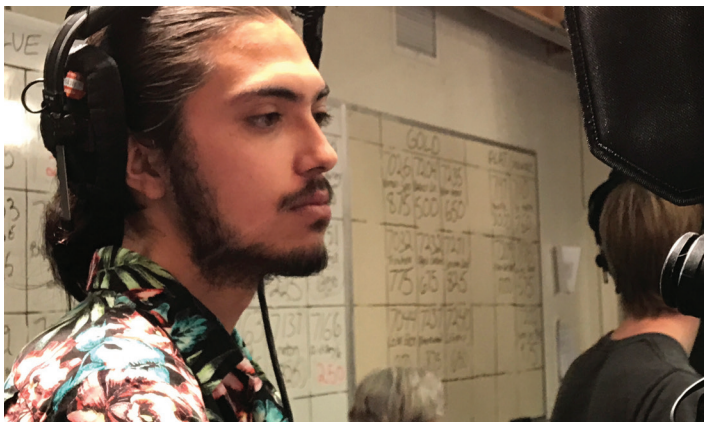
### The Vietnam War

An hour-long highlight film reel from this groundbreaking series by Ken Burns and Lynn Novick was screened at a free public event in partnership with the Rialto Cinema. KRCB News Director Steve Mencher hosted the event and facilitated a discussion about the themes of the film. A panel of local Vietnam War veterans and survivors shared their experiences and took questions from a large audience of active and interested attendees.

### Indie Lens Pop-Up Series

This neighborhood series brings communities together for film screenings and meaningful conversations. KRCB partnered with ITVS to feature documentaries seen on PBS's *Independent Lens* series. Indie Lens Pop-Up draws local residents, leaders, and organizations to discuss what matters most, from newsworthy topics, to family and relationships. The Rialto Cinema in Sebastopol acted as the film screening host for the 2017 slate of documentary films.

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*KRCB student interns help with production of the Bay Area Wine and Travel Auction.*



*A scene from "What Was Ours," an Independent Lens presentation and part of the Indie Lens Pop-Up Series.*





*KRCB was the media sponsor of this year's Bioneers Environmental Conference.*



*Students sign up for a discussion about the importance of public media in American society at Sonoma State University.*

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## 50TH ANNIVERSARY OF PUBLIC MEDIA

On November 7, 2017, public media in the United States turned 50 years old. President Lyndon B. Johnson signed the Public Broadcasting Act of 1967 into law and soon after PBS and NPR launched. These media outlets provide balanced and commercial-free news, information, education, and entertainment to Americans starved for high quality and meaningful media.

KRCB staff including Nancy Dobbs, President and CEO, Darren LaShelle, Content Manager, and Steve Mencher, News Director, joined Sonoma State University Professor of Communications Ed Beebout, and many of his students, for a discussion of public media in society – yesterday, today and tomorrow.

## ENVIRONMENTAL CONCERNS

As a regional leader in environmental reporting and community engagement, KRCB partnered with two influential environmental organizations to help present their conferences in the North Bay. Each spring, the Sustainable Enterprise Conference is presented by the School of Business and Economics at Sonoma State University and is co-sponsored by Sustainable SSU. Speakers included KRCB's President and CEO, Nancy Dobbs, as presenter on the topic of "Community and Collaboration to Build Equity and Resilience in Sonoma County." This fall, KRCB was a media partner for the international Bioneers Conference held at the Marin Center in San Rafael. Bioneers presents social and scientific innovators along with practical and visionary solutions for the world's most pressing environmental and social challenges.



*Nancy Dobbs talks about the 50 year history of public television and radio.*