



2021

Local Content and Service Report TO THE COMMUNITY



★ **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 2021, NorCal created and presented over 1,200 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 800,000 viewers each week through our television channels and over 20,000 listeners each week through our Sonoma County radio service. Over 10,000 community members have attended NorCal events during the year, and over 40,000 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) is a PBS member station with three channels of public television service: KRCB HD, 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, FNX first Nations Experience, and Jazz TV. 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.

KEY SERVICES

2021



Darren LaShelle &
Chef, Joanne Weir

was a year of building relationships and expanding our community reach for Northern California Public Media.

NorCal was deep into the COVID crisis while helping people in our region deal with the many challenges we face. Through interactive television programs and expanded radio news, we took on the public health crisis with safety messaging, explored ways the community could protect itself from the danger of wildfire, and discussed the threat of exceptional drought in the Bay Area. Our new series *Questions & Conversation* gave the public an opportunity to ask questions directly to those in positions of authority. During these live, call-in programs, we discussed the importance of evacuation during wildfire and the essential need for water conservation. We furthered the reach of the message through on-air public service campaigns and digital video features.

In May, we acquired a brand new, and very powerful, radio signal to expand the reach of KRCB public radio on the 104.9 frequency. Although it was satisfying to know that every person in Sonoma County, and parts of Marin and Napa Counties, could now hear us, it was more important to find new methods to better serve this larger community of listeners. KRCB 104.9 launched an expanded newsroom, hiring a new News Director and radio reporting staff. The organization now has four people dedicated to providing daily news coverage, as well as telling the in-depth stories that only public radio can tell.

Community outreach became more important than ever while students, governments, and social organizations were meeting via video conferencing instead of holding in-person events. Many key staff were featured speakers for a variety of events. For instance, I spoke with the Oakmont Speaker Symposium in conjunction with Rollie Atkinson of SoCo News about the threat posed to small community newspapers and local broadcast media in a world of expanding global media enterprises and digital misinformation. I also brought this message to area Rotary Clubs and college students, as well many others.

Our commitment to diversity, equity, inclusion, and belonging was embodied in extensive staff training, senior management workshops, and the launch of a television campaign highlighting the thoughts of civil rights leaders, activists, and authors. Our *Connect the Bay* initiative featured artists and performers in the Asian, Native, Latino, African American, and LGBTQ+ communities discussing their work and inspirations.

As we continue to build relationships and tell the stories of our region, NorCal values our relationship with YOU as we work to help our community grow, connect, and be inspired.

Sincerely,

A handwritten signature in cursive script that reads "Darren LaShelle".

Darren LaShelle
President & CEO



STORIES THAT MATTER

3 SECONDS IN OCTOBER

NorCal Public Media presented the ground-breaking story of the controversial shooting of 13-year-old Latino Andy Lopez by a Sonoma County, California deputy sheriff, the questionable police investigation that followed, and an outraged community's efforts for oversight and historic reform of the Sheriff's Office. The film revealed a second-by-second account of the shooting, and chronicled misleading efforts by local police and public officials to justify the killing. In the eight years since Andy Lopez was shot, police and public officials claimed that there is a simple explanation for the shooting — a reasonable deputy sheriff mistook a toy gun for a real gun. *3 Seconds in October* showed it wasn't that simple.

“

Wow, great journalism on the Andy Lopez murder. It is important to not forget what happened.

Thank you.

Tom Laporta
Santa Rosa

”

DACA STORIES IN THE BAY AREA

The *My American Dreams* series began in 2015 to document the life experiences of young DACA (Deferred Action for Childhood Arrivals) recipients. *The Education of Yovany Diaz* premiered in 2021 and follows Yovany Diaz as he came to the US from Mexico



Andy Lopez



Yovany Diaz and Mother



San Jose Taiko

at the age of eight, to be reunited with his family. His experience navigating the US education system as an undocumented student led him to fight for the rights of others. Diaz tells the story of pursuing a college degree and helping others along the way.

Our *Connect the Bay* initiative explored how the County of Santa Clara offers the New Americans Fellowship program to DACA recipients, aka “Dreamers,” living, working, or going to school in the County. Administered by the Office of Immigrant Relations, Fellows get the chance to learn about leadership, research and public service while receiving hands-on training and providing an important link between government and immigrant communities, especially significant during the COVID pandemic.

SAN JOSE TAIKO

Taiko, or Japanese drum performance, is a thrilling contemporary entertainment rooted in deep cultural traditions. Founded in San Jose’s Japantown in 1973, San Jose Taiko has grown to become one of the premiere taiko ensembles in the world. The *Connect the Bay* series explored how Taiko helps residents explore and express their identity as Asian Americans.

STUDENT PODCAST ON NPR

Santa Rosa Junior College journalism students gained



Brown Girl Surf

national recognition by having their podcast, *Chronic Catastrophe*, presented by NPR, through a partnership with NorCal Public Media. The four-part podcast examines the impact of cumulative climate change-induced disasters on peoples’ minds, bodies, and spirits. Along with Sonoma County residents affected by fires, floods, and bad air quality, the journalists interviewed more than 30 sources including climatologists, doctors, scientists, mental health experts, and two members of Congress. The project’s goal was to emotionally move listeners everywhere to prepare for disasters and to take action.

BROWN GIRL SURF

The *Bay Area Bountiful* initiative focused on the nonprofit organization Brown Girl Surf. The group is building a community and a movement based around their mission of fostering a more diverse, environmentally reverent, and joyful women’s surf culture. The group is working to change the societal default of who people think is a surfer and who people think belong on the beach and in the water. Their efforts are shaping different expectations of what we can all be and creating real social change. They embody the world they wish to see and expand access.

DEPTH OF FIELD

From hobbyist to professional, photographers strive to create images that reveal something about the world we all share. Whether capturing beauty or revealing meaningful truths, their work has the power to inspire, educate, and bring us closer together. *Depth of Field* is a new video series from NorCal Public Media that profiles Bay Area photographers, exploring their unique visions in order to learn more about our communities and region.

“ It is important to support public media. Informative, relevant, significant, and makes a difference in our world.

John Berry
San Anselmo





BUILDING COMMUNITY

THE NEW KRCB 104.9

In May of 2021, NorCal acquired the 104.9 radio signal to reach listeners throughout Sonoma County, and parts of Marin and Napa Counties. This powerful signal joins 91.1 in Windsor and 90.9 in downtown Santa Rosa. The community celebrated the launch of the expanded KRCB 104.9 at an outdoor music event in September with food, wine, and dancing. KRCB hosts Doug Jayne and Brian Griffith acted as the emcee team, Kevin Russell and the Radio Ramblers entertained the crowd, and Board of Directors member Steve DeLap gave an impromptu performance to a standing ovation.

STAFF IN THE COMMUNITY

NorCal staff members give generously of their time and talent to the community through professional affiliations and volunteer work. News Director Greta Mart represents small stations on the California Regional

Newsroom governance committee and is a voting member of Santa Rosa Junior College's Journalism Advisory Committee. Radio Music Director Brian Griffith is a consulting board member and emcee for the Petaluma Music Festival and hosts the annual fundraiser for Friends of the Petaluma River. Our accounting Associate volunteers at SNAPcats which stands for Special Needs are Precious, an organization dedicated to the rescue and care of special needs cats. Amy Boyd, NorCal's Chief Operating Officer sits on the Santa Rosa Junior College Digital Filmmaking Advisory Board.

MARTIN YAN'S CHINATOWN

This series of web-based videos features the San Francisco Chinatown community. The iconic neighborhood was affected by the pandemic, but also suffered from inaccurate and pervasive rhetoric in the early days of the COVID shut down. Yan takes viewers to tea houses, restaurants, street celebrations, theaters, museums, ingredient shops, and historical areas that

“Kudos to all the hardworking folks at NorCal who are there during this pandemic making sure we get **reliable programs and news!** A job well done to all your departments.”

Mary Meyer
Santa Rosa



Rainbow City Concert



The Wizard of Oz Screening



KRCB's Doug Jayne

celebrate this small city within a city in San Francisco. The web series bolsters this COVID-affected community and demonstrates it's safe to visit once again.

2021 BAY AREA LGBTQ+ PRIDE

NorCal was the media sponsor of the 2021 Sonoma County Pride drive-through parade, with a fun and engaging *Wizard of Oz* theme, held at the Graton Resort and Casino, a screening of the film at the SoMo Village Event Center, and the "Rainbow City Concert" in downtown Santa Rosa featuring performers Todrick Hall and Starr Love.

Our *Connect the Bay* initiative featured an in-depth, broadcast story on "Coming Out: 50 Years of Queer Resistance and Resilience in Silicon Valley." This historical museum exhibit highlighted the history of queer, multi-cultural people in the San Jose area and was organized by the Bay Area Municipal Elections Committee (BAYMEC), which focuses on pro-LGBTQ political candidates.

EARTHQUAKE SAFETY EXPO

In August, NorCal participated at the Northern Sonoma County Fire and Earthquake Safety Expo. Co-hosted by the Citizens Emergency Response Team (CERT), the Cloverdale Citrus Fairgrounds, Citizens Organized to Prepare for Emergencies (COPE) and the American Red Cross, the day featured multiple training demonstrations by fire and medical agencies, evacuation policies and procedures seminars in English and Spanish, and giveaways of emergency kits by the Red Cross in case of evacuation orders.

JOANNE WEIR MILL VALLEY EVENT

The NorCal Leadership Circle major donor group held a savory and satisfying event at the Mill Valley Golf Club featuring guest speaker Joanne Weir. Weir is a

“ I have been **listening and learning** every day from Public Broadcasting.

*Douglas Howell
Sausalito*

”

San Francisco-based chef, cookbook author, and travel expert. She engaged with the group during the annual event, showcasing cooking techniques and sharing her insights about global travel and international food. Weir also donated a variety of unique experience opportunities to the NorCal Bay Area Travel & Wine Auction and membership campaigns.



Joanne Weir Leadership Circle Event



NEWS REPORTING

20TH ANNIVERSARY OF 9/11

Investigative journalist and Sonoma County resident Lowell Bergman is one of the executive producers of the Netflix documentary series *Turning Point: 9/11 and the War on Terror*. It begins with what led up to 9/11, all the way to the Afghanistan withdrawal in August 2021. Bergman is a mentor to the KRCB newsroom, and News Director Greta Mart joined him in interviewing some key people featured in the Netflix docuseries. The radio news series featured: Janet Napolitano the former Secretary of Homeland Security, Fawzia Koofi a Afghan women's rights activist, and Mohammad Jabbari founder of Sonoma County United in Kindness.

WILDFIRE COVERAGE

KRCB 104.9 reporters covered wildfire danger from several community perspectives. Radio reports focused on preventative measures such as weather station implementation for fire notification and a plan to install microgrids for more stable electric power during an emergency. Vegetation management near municipalities, roadways, and homes keeps the risk

of death from fire danger low, and creates paths for evacuation. NorCal launched a unique "FireCast" web and mobile service to track fire incidents, evacuations, and air quality. The importance of evacuating during a fire emergency was highlighted in our *Questions & Conversation: Don't Wait, Evacuate* live, call-in TV program. The public was able to ask questions directly to the Sonoma County Sheriff's office, CalFire, and emergency management officials.

CALIFORNIA COVID CRISIS

The year began with vaccination roll-out coverage and ongoing focus on safety measures, and continued into the summer as the Bay Area experienced a surge of infection. Reporter Tessa Paoli created a compelling series of COVID check-in interviews with UC Berkeley epidemiologist Dr. John Swartzberg. Their discussions covered vaccination rates, medical predictions, de-constructions of misinformation, and scientific explorations of vaccine effectiveness. The year ended with multiple stories exploring the societal schism around mask wearing, especially in area school systems.

“ I watch **PBS NewsHour** every day and I'm a **big fan** of Judy Woodruff.

Bill Stern
San Francisco

”



Gregory Williams, Valley Water



Questions & Conversation: Drought is Here

HOUSING & HOMELESSNESS

Housing affordability is one of the largest and most pressing concerns in the Bay Area. In our continuing series of reports on this issue we took an in-depth dive into the adoption of emergency regulations by the City of Santa Rosa to encourage long-term rentals for area residents over short-term holiday rentals. We explored how Petaluma is creating micro-shelters for the homeless, and how Sonoma County is dealing with the mental health effects of the stress of homelessness and the skyrocketing cost of housing. Investigative reports also examined how large-scale developers are mismanaging rental complexes, and in some cases, are allegedly perpetrating outright fraud.

EXCEPTIONAL DROUGHT

This year, the Bay Area suffered from the highest level of drought in over 40 years. We welcomed Sonoma Water General Manager Grant Davis to our live, call-in program *Questions & Conversation: Drought is Here* who reminded viewers that despite recent rainfall we have a long way to go in beating the drought. Radio reports focused on how ranchers are selling off livestock due to lack of water, conservation efforts by government and residents, reservoir water level updates, and how those who rely on well water needed to secure transported water resources.

PAUL LORCH NEWSROOM

Paul Lorch (1932 – 2018) was former managing editor of the *Bay Area Reporter*, the newspaper of record for the Bay Area's Gay, Lesbian, Bisexual, and Transgender community. He was at the vanguard of advocacy journalism during the AIDS Crisis and was a persistent and controversial voice for gay liberation. Lorch's generous bequest to NorCal Public Media helped launch our newsroom and provides ongoing support for high-quality journalism.

“ Thank you so much for your **local news** and **NPR programs**. Greatly appreciated!

Anita Smith
Sebastopol

”



Karen Bell, NorCal's TV Program Manager



CULTURAL HUB

STUDENT FILM SCREENINGS

NorCal partnered with the PBS series *POV* and the Peralta Community Colleges (Berkeley City College, Laney College and Merritt College in Oakland, and College of Alameda) to provide free online screenings of the new season of *POV* films, including *Inventing Tomorrow* and *Chez Jolie Coiffure*. During COVID, this was an innovative way to expose students to international stories with a selection of public television films, produced from around the world.

SANTA ROSA SYMPHONY ON TV

The Santa Rosa Symphony partnered with NorCal stations KRCB TV and KPJK TV to broadcast the Spring 2021 season performances. Music Director and Conductor Francesco Lecce-Chong led the performances at Sonoma County's Green Music Center on the campus of Sonoma State University. Presentations included works by Caroline Shaw, Tchaikovsky, Rossini, Michael Daugherty, Haydn, Barber, and Brahms. Symphony lovers were unable to attend the events in person due to COVID restrictions but could enjoy the performances on their local public television stations.

DOCUMENTARY FILM FESTIVAL

In the summer of 2021, NorCal once again acted as media sponsor for the Sebastopol Documentary Film Festival. The festival took place in a hybrid presentation with online offerings and in-person events. This year, however, NorCal took selected films from the festival and created a broadcast TV series airing on KRCB TV and KPJK TV, entitled *Declare Your Independents*. Peter Coyote narrated the television series and acted as promotional ambassador for the initiative.

SAN FRANCISCO CHINESE NEW YEAR

The Chinatown community shared their disappointment with the cancellation of the Chinese New Year Parade with NorCal's *Connect the Bay* reporting series. Dragon dancers and drummers found ways to create smaller street performances throughout February and March, and the community came together to create a Year of the Ox community art project. Artists created large sculptures of Oxen that were placed throughout the city, and then auctioned off for charity and community-building activities. Produced in partnership with News Up Now.

“ Love the FNX channel.
Makes me **feel at home**. I'm disabled
and can't get back to the land
and my soul weeps,
but **this helps**. ”

Denese Ullom, Willits



Francesco Lecce-Chong



Dragon dancers

BAY AREA FEATURED ARTISTS

We continued to highlight the work of Bay Area emerging artists in our *Connect the Bay* series. Alicia N. Ponzio creates bronze sculptures in San Francisco's North Beach, Tulio Flores creates colorful murals that mix people and nature in vibrant combinations in San Jose, Matthaus Lam creates playful and intricate structures out of found media and ceramics through AbilityPath Phil Egan Art Program for autistic creatives in Palo Alto, Patty Botello creates amazing pinata sculptures with household materials and exhibits at MACLA Chicano/Latino Contemporary Arts Space in San Jose.

NATIVE MUSIC AND CULTURE

Connect the Bay featured Canyon Sayers-Roods of the Indian Canyon Mutsun Band of Costanoan who shared her knowledge of making and performing with traditional "clapper sticks." The sticks are used to reference the power of the natural world during the performance of traditional songs. In the Ohlone Territory, that now includes San Francisco, the Peninsula, and South Bay regions, tribes such as the



**Thanks for all
you do to keep
public television
a living opportunity for
those of us looking
for enlightened
programs.**



*Frank A. Cassou
Tiburon*

Tamien, Awaswas, Mutsun, Rumsen, and Chalon are reviving their rich cultural histories and working with schools and organizations to reflect the truth of the life experiences and history of these communities.



Alicia N. Ponzio

Chez Jolie Coiffure

THE CENTER FOR ENVIRONMENTAL REPORTING

OCCUPY THE FARM

KRCB TV and KPJK TV marked Earth Day in April with this local independent production. When 200 farmers marched to the gates of the last farmland near Oakland in 2012, they didn't carry signs protesting University of California's plans to build a shopping center. Instead, they carried tents, tools, and 15,000 seedlings. They clipped the padlock off the gate and marched onto the fields. What happened next introduced a new strategy for activism. The documentary was followed by a special NorCal conversation with the filmmaker and subjects of the film, *Future of An Urban Farm*.

LIVING DOWNSTREAM PODCAST

NorCal's environmental justice podcast had a notable second season, ending the year with a nomination for the Public Media Awards. Partners included THE CITY in New York, *Southerly Magazine*, Texas Public Radio, NPR's Gulf States Newsroom and Oaklandside, a Bay Area digital outlet. One story featured a 13-year-old boy whose leukemia was linked to creosote contamination in Houston's Fifth Ward. Another story was

“Your story on the effect of forest fires and climate change on the Coho salmon and the forests was fascinating, keep up the good work.”

Ralph DeAmicis
Napa

about the Salton Sea, reported by two high school seniors and a local filmmaker, under the direction of longtime California journalist and science reporter Molly Peterson.



Occupy the Farm



Student climate activists

BLACK ENVIRONMENTAL LEADERS

Bay Area Bountiful showcased local African American leaders who are making history. From volunteers at the Sonoma County Black Forum feeding families with food insecurity to Black-owned restaurants embracing sustainable culinary practices to established Black entrepreneurs in viticulture leading the way, bringing more diversity to the wine industry. The compelling story of Bri Noble examined her work as a youth mentor through her unique equine program called "Humble" that introduces inner-city kids to horses and nature.

STUDENT CLIMATE ACTIVISM

We highlighted the work of student climate change activists in a *Bay Area Bountiful* story called *Climate Action in the Time of COVID*. Through awareness projects such as sit-in's, protests, and creative art projects, the Sunshine Movement of youth is concerned about the environment and the members are concerned about climate change policies and the well-being of all people. The heightened threat of wildfires inspired many young people to make their voices heard to encourage policy makers to develop efforts to save the environment.

SCIENCE TO THE RESCUE

In this episode of *Bay Area Bountiful*, we visited scientists making a difference during the pandemic through innovative outreach projects. At the Monterey Bay Aquarium, producers introduced audiences to the Aquarium's online live stream feeds, and live virtual dives, and even interviewed an ocean diving naturalist through online videoconferencing while he was underwater!



I watch **Bay Area Bountiful** and love it! I haven't donated in over five years, but I will now.

Gayle Gorden
Walnut Creek



Gray fox on the CritterCam

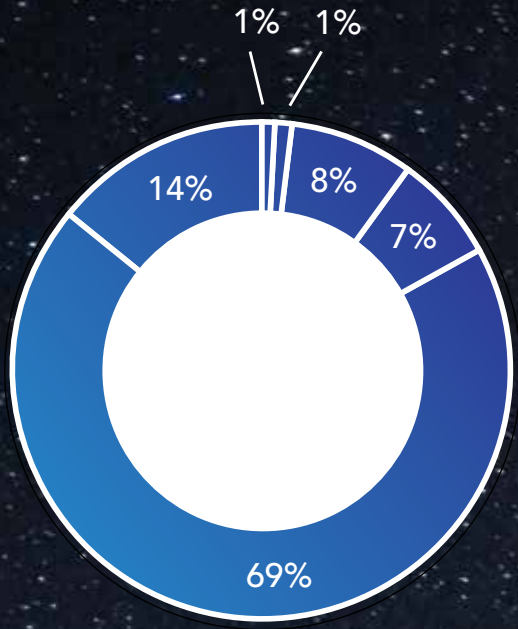
CRITTERCAM FOR KIDS

NorCal launched an educational series of videos for television and digital viewing called *CritterCam*. Naturalist Tracey Simmons, brings her knowledge of the natural world and her enthusiasm for education to the project, highlighting wildlife native to Northern California, including songbirds, coyote, river otters, gray fox, badgers, black-tailed deer, and mountain lions. Wildlife capture camera footage was provided by local and regional parks, environmental nonprofits, and talented nature photographers from the Bay Area.



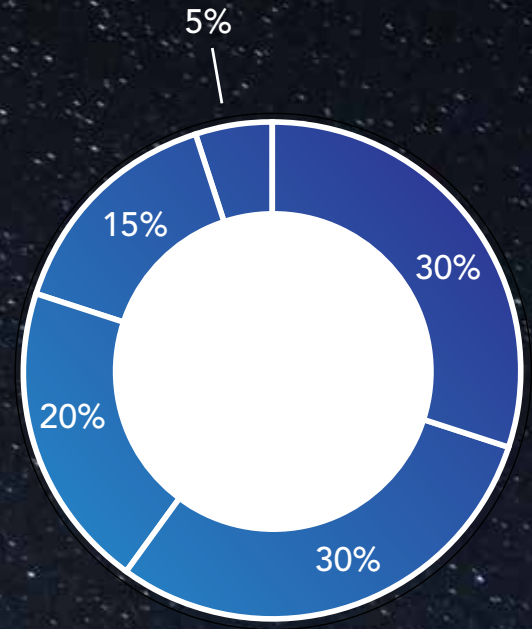
Bouret family, *Living Downstream*

2021 FINANCIAL INFORMATION



2021 OPERATING REVENUE: \$14,384,955

Investments	69%
Other Revenues	14%
Membership	8%
Government, Corporate, Foundation Support	7%
Underwriting	1%
Auction	1%



2021 OPERATING EXPENSES: \$5,371,645

Broadcast Expenses	30%
Programming & Production	30%
General Administration	20%
Fundraising	15%
Marketing & Promotion	5%

Source: Audited Financial Statements for fiscal year ending September 30, 2021 by Propp, Christensen, and Caniglia LLP

COMMUNITY PARTNERS

PROJECT PARTNERS

AbilityPath
Acterra
African American Association of Vintners
Amah Mutsun Tribal Band
American Documentary, POV
American Red Cross
Association of Zoos & Aquariums
Bay Area Air Quality Management District
BAYMEC Foundation
Berkeley City College
Bill Lane Center for the American West
Breathless Wines
Brendel Wines
Brightline Defense

Brown Girl Surf
Burgess Cellars
CalCAN
CalFire (California Dept. of Forestry)
California Academy of Sciences
California Air Resources Board
California Public Television Association
California State Assembly
California State Senate
CalMatters
Capracopia - Redwood Hill Farm
Cascade Ranch
CERT - Citizens Emergency Response Team
Cob on Wood
College of Alameda
Community Grazing Cooperative

Community Voice Newspaper
COPE - Citizens Organized to Prepare for Emergencies
Corporation for Public Broadcasting
CreaTV of San Jose
Curry Canyon Ranch
Cycles of Change
Daily Acts
Demeine Estates
Equity First Consulting
Essential Food and Medicine
Every Second Breath, Abbott & Leland Productions LLC
Farm to Pantry
Friends of the Petaluma River
Front Porch Farm

Full Circle Wool
 Gill Tract Farm
 Grail Family Services
 Green Belt Alliance
 Green Music Center
 Guerreros de Salud Comunitaria
 Halberg Butterfly Gardens
 History San Jose
 Humble by Mulatto Meadows
 ITVS
 KJOR La Mejor Radio
 Kontent Films
 Laguna de Santa Rosa Foundation
 Lambert Bridge
 LandPaths
 Laney College, Oakland
 Legal Aid of Sonoma County
 Library of Congress
 Littorai Wines
 Los Cien Sonoma County
 MACLA (Movimiento de Arte y Cultura Latino
 Americana)
 Merritt College, Oakland
 Monterey Bay Aquarium
 Museum of Sonoma County
 My American Dreams Foundation
 News Up Now, San Francisco
 North Bay Bear Collaborative
 North Bay Jobs with Justice
 North Bay Leadership Council
 Pacific Northwest National Laboratory
 Palo Alto Arts Center
 Paradise Ridge Winery
 Parangal Dance Company
 Peninsula Open Space Trust
 Pepperwood Preserve
 Petaluma Blacks for Community Development
 Petaluma Music Festival
 Pie Ranch
 Plata Wine Partners
 Poynter Institute
 Pride Mountain Vineyards
 Puente de la Costa Sur
 Rialto Cinemas
 Rivers Red Angus
 San Francisco Green Film Festival
 San Jose Bicycle Coalition
 San Jose Environmental Services
 San Jose Fire Department
 San Jose Municipal Water
 San Jose Spotlight
 San Jose Taiko
 San Mateo County Parks
 San Pablo Bay National Wildlife Refuge
 Santa Clara County Public Health Department
 Santa Clara County Board of Supervisors
 Santa Clara County Office of Immigrant
 Relations
 Santa Rosa Junior College
 Santa Rosa Symphony
 Save Mount Diablo
 Save the Redwoods League
 School of Arts and Culture at Mexican
 Heritage Plaza
 School of Public Health at UC Berkeley
 Sebastopol Documentary Film Festival
 Selby Winery
 Sempervirens Fund
 Serres Ranch

Si Se Puede Collective
 Silicon Valley Council of Nonprofits
 Singing Frogs Farm
 SoCo News
 SOMOS Mayfair
 Sonoma County Black Forum
 Sonoma County Board of Supervisors
 Sonoma County Department of Emergency
 Management
 Sonoma County Department of Health
 Services
 Sonoma County Library
 Sonoma County Pride
 Sonoma County Regional Parks
 Sonoma County Tenants Union
 Sonoma Ecology Center
 Sonoma Grape Growers
 Sonoma State University
 Sonoma TrainTown
 Sons of the Soul Revivers
 Stanford University
 Stemple Creek Ranch
 Sunrise Movement Sonoma County
 Table Culture Provisions
 Terra Vesco
 The Crucible
 The Lost Church-Santa Rosa
 The Oak Leaf, Santa Rosa Junior College
 The Press Democrat
 The Redford Center
 The Riley Institute at Furman
 Theopolis Vineyards
 Tish Around Town
 U.S. House of Representatives
 UC Santa Cruz Choir
 UCCE Master Gardeners of Santa Clara
 County
 United Way of the Wine Country
 University of California Cooperative Extension
 of Santa Clara County
 Urban Farmer Store
 US Geological Survey, Western Ecological
 Research Center
 Valley Verde
 Valley Water
 Veggielution
 Watza Lab
 West Marin Compost
 Wildlife Education & Rehabilitation Center
 Yu-Ai Kai Senior Center

SPONSORSHIP SUPPORT

American Endowment Foundation
 Another Planet Entertainment
 Athena fund donation
 Benevity Community Impact Fund
 Cabot Creamery
 California Humanities
 CalRTA
 Capitol Public Radio
 Charles and Jane Zaloudek Charitable Trust
 Clifton Water Supply
 Cloverdale Arts Alliance
 Codding Foundation
 Community Foundation of Sonoma County
 Community Market
 County of Sonoma
 Crankstart Foundation

Deborah & Arthur Ablin Fund
 Dona Nesbitt Fuller Charitable Fund
 Drew & Ellen Bradley Fund
 Dwight L. Johnson Trust
 Freight & Salvage
 Grocery Outlet
 Harry and Carol Saal Family Fund
 Helen & Raj Desai Fund
 Homebody Sebastopol
 Jack and Diane Stuppin Fund
 Jewish Community Federation
 Jim & Sandy Shelton Fund
 John Murray Fox & Evelyn Z. Fox Fund
 Kerosky & Gallelli Immigration Attorneys
 Kulp-Oreffice Philanthropic Fund
 Loveland Fund
 Luther Burbank Center for the Arts
 Marin Community Foundation
 Memsys – Herlick Data Systems
 Myra K. Levenson Fund of the Marin
 Community Foundation
 Nederlander - SOHO Concert
 Neel Foundation
 NHK World-Japan
 Northern Sonoma County Fire & Earthquake
 Expo
 Oakland Zoo
 Oliver's Market
 PBS Brand Refresh Grant
 Paul Lorch Trust
 Penn State Speaking Grief Grant
 Petaluma Poultry
 Postal outlet & printing (Rio Nido)
 Prager-Myszak Family Charitable Fund
 PROP Foundation
 Robert & Rosalie Applebaum Charitable Fund
 at the Chicago Community Foundation
 Safeway
 San Francisco Foundation
 San Jose Art - WeCreate408 Campaign
 Schwab Charitable
 Scott-McDonald Donor Fund
 Solutions Journalism Grant
 Sonoma Agricultural Preservation + Open
 Space District Sonoma Clean Power
 Sonoma County Airport
 Sonoma County Commission on Human
 Rights
 Sonoma County Office of Emergency
 Management
 Sonoma County Virtual Jewish Film Festival
 Sonoma Go Local Cooperative
 Sonoma Land Trust
 Sonoma Water
 Spring 2021 Sonoma County Home & Garden
 Show/Think Tank Media
 Stanroy Music Center
 Stare Fund
 Steven W. Wierenga Family Charitable Fund
 The Friends of Monte Rio
 The Last Record Store
 The Lost Church
 The Monte Rio theater
 The Rio Café & Grill
 Verena Christen Revocable Trust
 Washington Commons Co-housing,
 Sacramento
 William and Gretchen Kimball Fund



★ 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.



104.9 **krcb**
npr

KRCB  **PBS**

KPJK 