2020
REPORT TO THE COMMUNITY
Local Content & Services
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 2020, NorCal created and broadcast 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 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), an independent educational station, includes six channels of public television service: KPJK HD, France 24, NHK World Japan, Deutsche Welle, FNX First Nations Experience, and Jazz TV. KRCB FM Radio 91 (Windsor, California) is an NPR member station with a primary broadcast on 91.1 serving the north and west regions of Sonoma County and a repeater signal on 90.9 serving the City of Santa Rosa.

**LOCAL IMPACT**

NorCal Public Media reaches an estimated 800,000 viewers each week through our television channels and 12,000 listeners each week through our Sonoma County radio service. Over 50,000 people have watched or listened to NorCal programs each month through our online digital and social media channels.
was a year of many challenges for Northern California Public Media and the Bay Area community we serve.

NorCal began 2020 with the task of replacing our radio transmission facility that was lost in the wildfires of the previous year, and yet before work could commence, we found ourselves managing a pandemic news and public information operation under difficult circumstances. Most of our staff immediately began working from home and we developed strict studio safety measures to keep our broadcast employees safe while bringing you the latest news on COVID-19 as it spread throughout the Bay Area. We worked with the public health departments of nine Bay Area counties to share their findings on the devastation of the pandemic and outline the latest safety actions being taken in each county to protect the health of everyone in the region.

Just like with all great challenges, more can be accomplished when collaborating with others who share similar goals. As a member of the California Public Television Association, we were able to get at-home-learning resources onto the laptops and into the lesson plans of students and teachers. This model was adopted by PBS stations nationwide to serve schools and families. Our regional partnerships were strengthened through our participation in the North Bay Leadership Council and the Silicon Valley Council of Nonprofits. NorCal’s seat on the Sonoma County Vaccine Distribution and Outreach Committee enabled us to quickly get information to the public about vaccine timelines and locations.

Our live news coverage during the pandemic and our documentary storytelling were enhanced by strong partnerships forged with other nonprofit news organizations such as San Jose Spotlight, CreaTV in San Jose, CalMatters, and the San Francisco based News Up Now reporting group. We also want to thank journalists like Pamela Lorence from San Francisco who was a regular contributor to our COVID coverage, and Sonoma County photojournalist Erik Castro for his insights and images.

Working together we can make great things happen for the Bay Area and overcome the challenges we face. In this annual report, you will see many other examples of collaboration. These partnerships are focused on building community and providing educational programs that enhance the quality of life for all of us.

Sincerely,

Darren LaShelle
President & CEO
SUFFRAGIST STORIES

In the 100th year since many American women won the right to vote, we put a spotlight on suffragist stories from Sonoma County. We told the story of Abigail Haskell, a leading suffragist from Petaluma and a champion of women’s education and equal pay for equal work. Another prominent advocate for suffrage was Anna Morrison Reed, a poet, lecturer, journalist, and publisher from Ukiah, who travelled around California giving lectures, performing music, and reciting her own poetry. We also explored the contributions to the suffrage movement by some of Petaluma’s Black pioneers including Alexander and Melvina MacFarland, Cooper and Eliza Smith, Thomas and Juliana Johnson, and Charles and Rebecca Montgomery.

MY AMERICAN DREAMS

NorCal continued this initiative with An Uncertain Future: Connecting with Dreamers in Our Community, which featured Bay Area DACA (Deferred Action for Childhood Arrivals) recipients facing an upcoming Supreme Court ruling that could impact their lives, and the fabric of our community. Through a combination

“Thank you so much for your communication efforts on coronavirus. We appreciate your work in this challenging situation.

Val M.”
of My American Dreams documentaries and live interviews, we talked with young people dealing with these challenges and learned how they are making a positive difference in society.

We also premiered a new documentary in the series entitled This is Us where we introduced the Rayas family. Shot on location in San Miguel De Allende, Mexico, we followed American born Nicole, Mexican born Marcos, and their two sons. It also features the work of Caminamos Juntos an organization that specifically works to help families with US citizens who have moved back with their deported Mexican national fathers.

**BREATH OF LIFE**

This film explored the painstaking efforts of dedicated Native Californians who have committed themselves to revitalizing the rich cultural legacy of tribal languages, many under threat of extinction. During an extraordinary conference at UC Berkeley they searched archived field notes and recordings that were made of their ancestors’ grammar, stories and songs. For most it is a challenging and emotional – even spiritual – experience to rediscover these treasures. The biennial event is hosted jointly by the nonprofit Advocates for Indigenous California Language Survival (AICLS) and the Linguistics Department at Cal.

**FOOD DISTRIBUTION DURING COVID**

Connect the Bay installments documented the truly heroic pivot that beloved South Bay neighborhood institutions Yu-Ai Kai Senior Center and the School of Arts and Culture at Mexican Heritage Plaza made in response to the growing food insecurity their community members were facing. Each leveraged their own resources to provide nutritious meals to seniors, and food boxes to families, respectively. This required the nonprofits to think creatively and provide services in a brand-new way. Volunteers provided the elbow grease and the sense of participation, contribution, and camaraderie which jumped off the screen in a manner designed to inspire similar engagement across the region.

**CLOSE ENCOUNTERS OF A VIRTUAL KIND**

When the coronavirus pandemic descended on the San Francisco Bay Area in early 2020, animal conservation and welfare organizations were closed to the public. Many of these public facing institutions quickly adapted to the shutdown by creating virtual tours and online experiences to reach people who were sheltering at home. In this story, we filmed virtual tours to visit the sheep, giraffe, goats, cheetahs, zebra, flamingos, lemurs, rhinoceros, antelope, and other animals at Charlie’s Acres Farm Animal Sanctuary and Safari West. As part of the tours, the animal caretakers explained how these organizations were protecting the animals and using the virtual experiences to raise awareness for their causes. Close Encounters of a Virtual Kind was nominated for a Public Media Award as part of the 52nd edition presented by NETA.

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**Huge thanks to NorCal Public Media for making sure we stay well informed.**

Devi Mathieu

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GRIEF AND HEALING

In December, NorCal hosted a community meeting on grief and healing. This bilingual, interactive virtual meeting was held via Zoom and Facebook Live. The public discussed why the pain of losing a loved one can be so difficult to understand and discuss, as well as the pain of dealing with fires, floods, COVID-19, and attacks on our immigrant community. These experiences have left many needing resources and support. Partners included Latino Service Providers, and Santa Rosa Community Health. This initiative accompanied the airing of Speaking Grief on KRCB TV.

TV SIGNAL TRANSITION

In 2020, NorCal transitioned our two television station signals to new FCC mandated frequencies. On March 13, 2020, KPJK TV began broadcasting on its new digitally assigned frequency, and on April 29, 2020, KRCB TV followed, both emanating from Sutro Tower in San Francisco. This was the culmination of a project that began with the FCC Spectrum Auction that occurred in 2017. The Spectrum Auction was designed to reallocate the airwaves to make more room for digital broadband. NorCal’s Chief Engineer and Chief Operating Officer, Larry Stratton, oversaw this ambitious and ultimately successful transition.

LEARN AT HOME INITIATIVE

NorCal’s evidence-based learning resources are geared to keep students engaged, and during the COVID pandemic we worked quickly to get these resources implemented for at-home distance learning. Our lesson plans help develop social and emotional learning, literacy, social studies, fine and performing art skills, and STEM (Science, Technology, Engineering and Math) competency for children throughout the Bay Area. Providing free educational services to our community is at the heart of NorCal’s mission, and we are proud to be a part of California Public Television’s national leadership on pairing resources with our award-winning children’s programs.

“With heartfelt thanks and appreciation for the power and intimacy of community and KRCB.

Carol Sanoff

Student at South Valley YMCA
LITTLE FREE LIBRARY

Like you, we have noticed the wonderful little free libraries popping up in neighborhoods all over the nation, especially here in the communities of the Bay Area. Our studio location in Rohnert Park is located in an area that was once solely a business industrial park but has transitioned into a high-density residential area. NorCal installed a free little library on our fence and it quickly became a popular neighborhood destination. Individuals and families pick up new books and drop off books to share. Young people have also been painting whimsical scenes on the rocks that sit underneath our free little library.

RADIO 91 FIRE RECOVERY

This was a challenging year for Radio 91. After the complete loss of our 91.1 transmitter and facility near Geyserville during the Kincade Fire, we started an emergency broadcast from our studio location in Rohnert Park. However, COVID safety protocols were in place soon afterward which delayed site clean-up and construction for many months. We were able to get the site rebuilt in the late summer, and back on the air in the fall of 2020. Thank you to our patient listeners for your continued support, we promise even greater expansion of service in the coming year.

COVID COMMUNITY INITIATIVE

As the seriousness of COVID became apparent, it did not take long for Bay Area cities and counties to start using video to inform, direct, and reassure citizens on social media and other online venues. Through the COVID Community Initiative, NorCal helped amplify those efforts by bringing those messages to a wider audience, including on-screen web addresses where viewers could find more information. A number of the messages were multi-lingual and included vital public health messages from Santa Clara County Board of Supervisors president Cindy Chavez and San Mateo County supervisor David Canepa. Area youth were included in the discussion too, featuring a college student giving reminders on COVID protocols in a fun and upbeat way. Who knew rocking a stylish mask could be so cool?

I am donating because I use a lot of the resources online in my teaching.

Teresa Caselli

Yu-Ai Kai Senior Center Patrons
CORONAVIRUS: WHAT YOU NEED TO KNOW

Once it became clear in mid-March that the COVID-19 virus was beginning to impact the health of people in the Bay Area, NorCal worked quickly to develop a weekly interactive public information effort. Over a four-month period, KRCB TV and KPJK TV aired live weekly specials that gave people the opportunity to get answers to their many questions. Each week we featured public health officials from Sonoma County as well as officials from other counties throughout the Bay Area. These programs were simulcast on KRCB FM and streamed live on the NorCal website, YouTube, and Facebook Live. The series was translated in real time by our partners at KJOR La Mejor 104.1 in Santa Rosa. A robust website was developed that continues to answer public questions and provide resources.

CONNECT THE BAY 2020

In January, our Connect the Bay news initiative explored what the new year may hold for equity, tech, the environment, and our future. Guests included john a. powell, Director of the Institute for a Fair and Inclusive Society at the University of California at Berkeley, Richard Walker, author of Pictures of a Gone City, Sharon Fuller, Lecturer in Geography, the Environment, and Planning at Sonoma State University, and Lucia Garay, Youth Activist with The Sunrise Movement. This one-hour special presentation aired on KRCB TV, KPJK TV, and simulcast on KRCB FM.

FIRE COVERAGE

Several wildfires ignited throughout the North Bay and South Bay regions during the summer and fall of 2020. From August through October, the Walbridge, Stewarts, Meyers, and Glass fires, among others, came together to form the LNU, CZU, and SCU Lightning Complex Fires, burning over one million acres and devastating communities all around the Bay Area. The year saw five of the largest 20 fires in California history. Throughout this long and challenging fire season, NorCal news reporters provided daily reports on outbreaks, road closures, evacuation zones, and public safety. Television and radio reporting, as well as digital first web and social media reports kept the community informed every step of the way. The NorCal Fire Recovery resource section of our website continues to help people dealing with the aftermath of these fires.

“Thanks from The Immigrant Learning Center for your list of COVID-19 resources for undocumented immigrants!”

Sarah White
RACIAL JUSTICE REPORTING
The senseless killings of George Floyd, and countless others, at the hands of law enforcement, ignited a movement of racial justice protests throughout the United States, and here in the Bay Area. Our television and radio reports delved into issues and events throughout our broadcast region and explored the need for active anti-racism in public and private institutions and organizations. NorCal developed a comprehensive suite of learn-at-home and classroom resources that openly explore structural racism and implicit bias. Students can explore historical and sociological elements as well as using today's events to frame the subject.

NorCal leveraged the vast resources of PBS and NPR to create a schedule of documentary programs on both television and radio that explored the historical and present-day elements of structural racism in American society.

ELECTION SEASON
During the 2020 election season, NorCal News partnered with CalMatters, CAP Sonoma, the California News Hub, San Jose Spotlight, CreaTV in San Jose, KBBF radio, and the San Francisco based nonprofit new organization News Up Now to cover elections in the Bay Area from multiple perspectives. We provided voter guides on candidates and issues, COVID safety updates at polling places, and created television and radio programs to provide in-depth information.

NorCal also created the “Escuchando” listening project which explored how residents of the Roseland neighborhood in Santa Rosa had the opportunity to vote for a city council member for the first time. The election in district one, determined how members of the Latinx community of Santa Rosa, and others in the district, could make their voices heard on the most important issues to city residents.
BAY AREA ARTS DURING THE PANDEMIC
NorCal Public Media and News Up Now invited arts experts to talk about how some Bay Area cities are helping local artists. The conversation included Kerry Adams Hapner, director of the Office of Cultural Affairs in San Jose, Denise Bradley-Tyson, Acting Director of San Francisco’s Arts Commission, Roberto Bedoya, director of the Oakland Office of Cultural Affairs, and Kristen Madsen, Executive Director of Sonoma Creative. During this program, area artists discovered how they could secure funds in the Bay Area during the pandemic.

WONDERLAND RADIO HOUR

SRJC CLASS PROJECT
NorCal created an educational partnership with the Santa Rosa Junior College media class in the winter/spring semester early in 2020. The original idea was for the class to produce a general video on NorCal Public Media and our services. COVID-19 changed everything as businesses closed and students found themselves learning from home. The students decided to change the focus of their project to an examination of our coronavirus news coverage instead. Using video shot by the subjects on a variety of phones and many Zoom interviews, the students created a compelling video project, capturing a hectic and unforgettable period of time in the spring of 2020 as our health reporting was at its most active point.

“Thank you for all the great music. It’s been a wonderful part of my shelter-in-place. I really appreciate all you do.
Kristen Throop

Wallen Sisters of Duncans Mills
BAY AREA MUSIC LEGENDS

Baba Wain: A Musical Note in the Key of Beauty profiled jazz drummer and civil rights activist E.W. Wainwright, affectionately known to students as “Baba Wain.” Wainwright uses music as a starting point to stress the values of discipline, hard work and self-respect for underserved kids in Oakland through his African Roots of Jazz Performing Arts Academy. His well-rehearsed student drill and drum teams perform at school and in public, and his contemporary adult jazz ensemble plays at many respected venues around the San Francisco Bay Area.

RADIO AND MUSIC DURING COVID

KRCB FM is known as a Sonoma County music hub all throughout the year. Each week bands are setting up their instruments in our studio and practicing in the hallways before they go on the air. When COVID struck, the halls went silent. Once it became impossible to feature musical groups and soloists live in our studio, Music Director Brian Griffith and music hosts Doug Jayne and Michael O’Brien connected with musicians by other technologies instead. Using live phone interviews, Zoom calls, and prerecorded sets, musicians performed from their living rooms for grateful Sonoma County listeners. During our fundraising campaigns, we launched the “DJ For a Day” opportunity, which became one of our most popular thank-you gifts. Fourteen amateur home DJs have signed up and are hosting their own hour of music on KRCB FM.

ELECTION SEASON SCULPTURE PROJECT

NorCal worked with Artist Martín Zúñiga on a grant funded project to install a new sculpture in Santa Rosa’s Courthouse Square. The sculpture is titled “Ollins,” which means movement. It was designed and installed just before the election to encourage people to vote. Six students and two professional artists were asked to be part of this project and painted murals on the sculpture. This unique art and news reporting project was sponsored by Creative Sonoma.

“I’ll never tire of historical Bay Area stories from bygone years. You enrich my life and I am hugely appreciative to be able to watch your fabulous programs.”

Parki Hoeschler
BIODIVERSITY AND SOCIAL DIVERSITY

When we talk about resilience in agriculture, we often talk about biodiversity – how growing many different types of plants and crops together makes a farming operation stronger. The same could be said of our entire food and agriculture system – in who is farming our food, and how many people are growing food. Farmers of color in the United States, especially Black farmers, have historically experienced, and continue to experience less access to land, resources, and information than white farmers. And because many farmers of color hold generations of farming knowledge, as well as use regenerative farming methods, putting them at the forefront of our food system is an investment in climate resiliency. Ultimately, when we have a greater diversity of people growing our food and more people growing their own food, our food system – and our communities – are stronger, more adaptable, and more resilient.

FROM WOOL TO WEARER

California is a wealth of wool and natural fiber production. With such a bounty of material to create yarn, textiles, and clothing products, where does this fit in with the global fashion industry? In this story, we visited a sheep farmer raising sustainable wool to make fiber products, and a fashion designer creating biodegradable and zero-waste clothing. We explored the benefits of circular – or “soil to soil” – clothing production, and how these makers embody this model in their craft. From Wool to Wearer was nominated for a Public Media Award as part of the 52nd edition presented by NETA.

BAY AREA BOUNTIFUL RADIO

Our weekly radio program engages the community by sharing weekly events, highlighting local farmers markets, and introducing listeners to local sustainable organizations and practices. During 2020, we featured several stories of resilience in the agricultural community in response to the pandemic as part of our “Sustainable Spotlight” weekly highlight segment. We also shared which regional and state parks were open,
and at what capacity, during shelter-in-place, and we shared information on virtual events for families that could be experienced at home.

**ENVIRONMENTAL PODCASTING**

The Center for Environmental Reporting presents environmentally themed podcasts that explore environmental issues of importance to the Bay Area and beyond. Our two national podcasts are presented on our website as well as the NPR One podcast app. *Living Downstream* is an award-winning podcast on issues of environmental justice and *For the Wild* is an anthology of the Anthropocene Era focused on land-based protection, co-liberation and intersectional storytelling rooted in a paradigm shift from human supremacy towards deep ecology. Providing a variety of perspectives on environmental topics is a core mission of NorCal Public Media.

**ZEROING IN: CARBON NEUTRAL 2050**

NorCal partnered with NHK World-Japan on the Japanese public broadcaster’s new environmental series, hosted by journalist Catherine Kobayashi from NHK World’s New York City studio. The series focuses on the grassroots actions people are taking to combat climate change and create a carbon neutral future. Greg Dalton, journalist and host of *Climate One* on NorCal radio and TV, appeared as a guest on the first two episodes of *Zeroing In* in 2020. NHK World-Japan and Northern California Public Media are continuing work together on new episodes of *Zeroing In* that will air in 2021.

**WORKING TOGETHER TO MAKE A DIFFERENCE**

Throughout the year, NorCal has worked with a variety of environmental reporting organizations to gather research for our projects, share information, and help these organizations get their quality reporting to the public. For over 20 years, the San Francisco Estuary Partnership has worked together with local communities and federal and state agencies to improve the health of California’s most urbanized estuary. NorCal publishes their articles as part of the Center for Environmental Reporting digital news feed. We have also worked with the Bill Lane Center for the American West, located on the campus of Stanford University to report about western land and life in the United States, Canada, and Mexico. We have featured their latest findings in a series of radio reports.

**EMMY NOMINATIONS 2020**

NorCal was pleased to have our television environmental reporting work nominated for Emmy awards for the Northern California Chapter of the National Academy of Television Arts and Sciences. *Bay Area Bountiful* took a “Walk on the Wild Side” with Dutch photographer Jouko van der Kruijssen as he captured images of wildlife in and around San Francisco. We also visited the Callahan family who runs Bellwether Farms. They produce a variety of European inspired cheeses and yogurts from sheep and cow milk. This stunningly beautiful video also aired as part of *Bay Area Bountiful*. The third entry took home the Emmy for best environmental program in a series – *The New Environmentalists* hosted by Robert Redford. NorCal is proud to be the presenting station of this outstanding series to PBS stations nationwide.

“We pledged support because of the fine programing that we have seen on KRCB, specifically Native American programs and environmental shows. We hope to see more in the future.”

*Stephen Prée & Holly Anderson*
COMMUNITY PARTNERS

PROJECT PARTNERS
Santa Rosa Junior College
Sonoma County Department of Health Services
Sonoma County Department of Emergency Management
U.S. House of Representatives
California State Assembly
California State Senate
KJOR La Mejor
California Immigrant Youth Justice Alliance
The School of Public Health at UC Berkeley
United Way of the Wine Country
Mount Sinai and Northwell Health Services, NYC

Working Partnerships USA
San Jose City Council
Hello Alice/COVID-19 Business Resource Center
Los Cien Sonoma County
The Press Democrat
Redwood Empire Food Bank
Catholic Charities, Diocese of Santa Rosa
UndocuFund
Bay Area Homeowners Network
Santa Rosa Fire
San Jose Spotlight
Watza Lab
Santa Clara County Public Health Department
Sutter Santa Rosa Regional Hospital
Kaiser Permanente, Marin and Sonoma

Emergency Preparedness – Kaiser, Santa Rosa
Santa Rosa Community Health Centers
Sonoma County Regional Parks
ALMAS (Alianza de Mujeres Activas y Solidarias)
Legal Aid of Sonoma County
North Bay Jobs with Justice
Equity First Consulting
Nuts for Candy, Burlingame
Pot Pourri, Burlingame
Filoli Historic House and Garden, Woodside
Sonoma County Counsel
Sonoma Valley Community Health Center
San Jose Public Library
Health Professionals for Equality and Community Empowerment (HPEACE)

2020 OPERATING REVENUE: $9,267,884
Other Revenues 40%
Investments 39%
Membership 10%
Government, Corporate, Foundation Support 10%
Underwriting 1%
Auction 1%

2020 OPERATING EXPENSES: $4,667,149
Broadcast Expenses 33%
Programming & Production 30%
General Administration 17%
Fundraising 15%
Marketing & Promotion 5%

Source: Audited Financial Statements for fiscal year ending September 30, 2020 by Propp, Christensen, and Caniglia LLP
Sonoma State University
Sonoma County Economic Development Board
North Bay Organizing Project
Santa Clara County Board of Supervisors
Santa Rosa School Board
The California Native Plant Society
North Coast Resource Conservation & Development Council
School Garden Network
WORK Petaluma
ArtStart
Marin Agricultural Land Trust
Santa Rosa Garden Club
Agricultural Institute of Marin
River Otter Ecology Project
Zero Waste Sonoma
Feed the Front Lines Marin
Laguna de Santa Rosa’s Sebastopol Meadowfoam Project
UC Master Gardeners of Sonoma County Farm to Pantry
Hallberg Butterfly Gardens
Habitat Corridor Project
Heart Felt Fiber Farm
Fibershed
Italia A Collection
Farms to Grow, Inc.
Yisrael Family Urban Farm
Radical Family Farms
CalCAN
Sonoma County History and Genealogy Library
Petaluma Historical Library & Museum
The Historical Society of Mendocino County
The Sonoma County Archives
Sonoma County Heritage Network
Petalumans of Yesteryear
Petaluma Blacks for Community Development
Acterra
BaciPix Video
City of Belmont
City of Foster City
City of San Jose
City of San Mateo
Creekside Center for Earth Observation
Dependency Advocacy Center
Environmental Volunteers
Pacific Beach Coalition
San Jose Public Library
San Mateo County Board of Supervisors
San Mateo County Parks, Edgewood Park & Natural Preserve
Santa Clara County Board of Supervisors
Santa Clara County Dept. of Public Health
Santa Clara Valley Medical Center Foundation
Santa Clara Valley Open Space Authority
School of Arts & Culture at Mexican Heritage Plaza
South Bay Clean Creeks Coalition
Sustainable San Mateo County
YMCA of Silicon Valley
Yu-Ai Kai Senior Center
San Jose Spotlight
CreaTV of San Jose
News Up Now, San Francisco
CalMatters
Rialto Cinemas
Museum of Sonoma County
Children’s Museum
Sonoma County Mycological Association
Social Advocates for Youth
SSU Art Gallery
Up Street Music Patrons
Food for Thought
Glaser Center
SSU Theater Arts & Dance Department
The Living Room
Cinnabar Theater
Raven Players
PC and Child Parent Institute
Santa Rosa Symphony
Main Stage West
Laguna de Santa Rosa Foundation
Congregation Shomrei Torah
Israeli Film Festival
Left Edge Theater
Roustabout Theater
6th Street Playhouse
Sebastopol Center for the Arts
Healdsburg Center for the Arts
Jewish Free Clinic
Director of Choral Activity
Sonoma County Poet Laureate
Redwood Arts Council
Spreckels Center for the Performing Arts
County of Sonoma Commission on Human Rights
County of Sonoma Youth Commission
Defined America
The Monarch Project
My American Dreams Foundation
Russian River Historical Society
Caninamos Juntos
Buck Institute
Ceres Community Project
LandPaths
Committee on the Shelterless
Daily Acts
Housing Land Trust of Sonoma County
Sonoma County Grape Growers
Community Foundation of Sonoma County
Sonoma County Board of Supervisors
Ya-Ka-Ama
Senior Advocacy Services
Sonoma County Animal Shelter
Marin Humane
Rohnert Park Animal Services
Sonoma County Registrar of Voters
San Francisco Elections Department
Santa Clara Public & Legislative Affairs
Alameda County Registrar of Voters
Luthiers Mercantile International
Griffio Distillery
Fortunati Vineyards
Charlie’s Acres Farm Animal Sanctuary
Safari West
Shafer Vineyards
Sonoma Ecology Center
Sonoma Garden Park
The City of Sonoma
The Living Seed Company
Coyote Family Farm
The Press Democrat
Russian Riverkeeper
SustainXtreme
Russian River Salmon and Steelhead Monitoring Program Sea Grant Extension Program, University of California
U.S. Army Corps of Engineers
California Department of Fish and Wildlife
Don Clausen Fish Hatchery at Warm Springs Dam
Library of Congress
San Francisco Estuary Partnership
Center for Environmental Reporting
Bill Lane Center for the American West

**SPONSORSHIP SUPPORT**

California Humanities
County of Sonoma
Paul Hobbs Winery
Law Offices of Kerosky & Associates
Barbara Grasseschi & Tony Crabb
Vantreo Insurance
Georgina Warmoth
Athena Fund
County of Sonoma Commission on Human Rights
Elevate Semiconductor
Creative Sonoma
Another Planet Entertainment
Emerald Cup
Farm Trails - Graven-Go
Sonoma County Go Local
Heart Space Presents
JCC Sonoma Film Festival
JSL Pictures
Luther Burbank Center for the Arts
St. Joseph Health
The Mystic Theatre
North Bay Bohemian
Sebastopol Documentary Film Festival
Sonoma County Home and Garden Show
SoCo Master Gardeners
Sonoma County Bluegrass & Folk Festival
Sonoma County Gazette
Sonoma County Library
Sonoma Land Trust
Sonoma West Publishers
Starnoy Music Center
Sonoma Clean Power
Culligan Water
Last Record Store
San Jose Office of Cultural Affairs
Oliver’s Market
Lagunitas Brewing Company
Mill Valley Film Festival
California Retired Teachers Association
Capitol Public Radio
Petaluma Poultry
Sonoma County Agricultural Preservation and Open Space District
North Bay Leadership Council
Russian River Chamber
Paul Feinstein and Jewish Community Free Clinic
NHK World-Japan
Sonoma Water
Safeway
Grocery Outlet
Cobalt Creamery
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.