



For immediate release—Rohnert Park, CA, February 11, 2026—

Connect the Bay: Journalism Liquidation Sale is NorCal Public Media's latest ***Connect the Bay*** town hall program airing this month



Local journalism in California is at a critical moment - and NorCal Public Media invited the community into its studios to join this vital conversation. The organization hosted an in-studio television event inspired by the documentary *Stripped for Parts: American Journalism on the Brink*, which follows journalists fighting back against hedge funds gutting local newspapers across the country.

Connect the Bay: Journalism Liquidation Sale brought journalism students from local universities and members of the public together with the filmmaker and several California journalists to watch the film and discuss the impact of corporations buying and stripping media companies on communities in the Bay Area.



311 Professional Center Dr., Rohnert Park, CA 94928 | 707.584.2000 | norcalpublicmedia.org



TRUSTED.
INDEPENDENT.
ESSENTIAL.

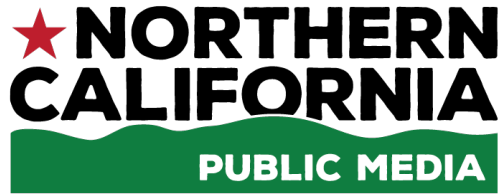


The expert panel, moderated by KRCB-NPR News Director Greta Mart (*above, end right*), featured (*above, left to right*) Rick Goldsmith, filmmaker of *Stripped for Parts: American Journalism on the Brink*--currently airing nationwide on PBS stations; John D'Anna, Managing Editor of CalMatters; and Queenena Kim of UC Berkeley Journalism and the California Newsroom.

Connect the Bay: Journalism Liquidation Sale will air on KRCB-PBS--channel 22 on most Bay Area antenna and cable TV—on Thursday, February 19th. It will also be shown on KPJK public television—



311 Professional Center Dr., Rohnert Park, CA 94928 | 707.584.2000 | norcalpublicmedia.org



TRUSTED.
INDEPENDENT.
ESSENTIAL.

channel 17 or 60—on Sunday, February 22nd. Immediately before **Connect the Bay: Journalism Liquidation Sale**, both stations will broadcast *Stripped for Parts: American Journalism on the Brink*.

NorCal Public Media will also live-stream the show in The Norcal App for televisions and mobile devices concurrently with the broadcast times, and on-demand in The Norcal App just after the February broadcast.

Darren LaShelle, President and CEO of NorCal Public Media, hosted the studio audience. “Locally-owned journalism builds trust, accountability, and a shared sense of place,” said LaShelle. He continued, “The news should exist to serve the public, not shareholders, ensuring newsrooms are not shaped by profit or corporate power.”

He also took the student journalists on a tour of the station’s radio newsroom where KRCB reporters answered many student questions about producing the news and their daily work as reporters, producers, editors and anchors at KRCB.

Greta Mart who hosted the panel remarked on the questions provided by the studio audience and the thoughtful responses by experienced journalists. “What I anticipated would be a heavy discussion about a bleak media landscape instead blossomed into a hopeful and heartening conversation on the future of local journalism.”



In the town hall special, CalMatters managing editor John D’Anna said, “Once people really understand what it is that we [journalists] bring to the table and how we do our work, we can motivate the public to be



311 Professional Center Dr., Rohnert Park, CA 94928 | 707.584.2000 | norcalpublicmedia.org



behind us—whether that's for state funding or whether that's just to be subscribers or readers—that support is essential.”

Viewers across the Bay Area are encouraged to watch these critical shows about the state of trusted, independent journalism and the shrinking media landscape to learn how it may affect their lives.

Stripped for Parts: American Journalism on the Brink airs Thurs Feb 19 on KRCB at 8pm

Followed by ***Connect the Bay: Journalism Liquidation Sale*** at 9:30pm

Stripped for Parts: American Journalism on the Brink airs Sun Feb 22 on KPJK at 7pm

Followed by ***Connect the Bay: Journalism Liquidation Sale*** at 8:30pm

###

Press contact at NorCal Public Media:

Darren LaShelle

707.584.2000

darren_lashelle@norcalpublicmedia.org

More information and links:

[Connect the Bay web page](#)

[Connect the Bay on YouTube](#)

More about [Stripped for Parts on PBS](#)

NorCal Public Media's [television schedule page](#)

More about [Cal Matters](#)

More about [The California Newsroom](#)

