



## **NorCal Public Media Announces Grand Opening of New Community Media Hub**

**For immediate release—Rohnert Park, CA, September 29, 2025—**

Northern California Public Media (NorCal Public Media) celebrated the Grand Opening of its new headquarters at an event held there on September 27, 2025.

The new media community hub is located at 311 Professional Center Drive in Rohnert Park. The culmination of seven years of investing, saving, planning, purchase and renovation by the NorCal Public Media Board of Directors, COO Amy Boyd and CEO Darren LaShelle, the building gives the public media provider about 3.5 times the space of its previous building.

The decision to purchase an existing structure was made in alignment with the organization's commitment to environmental responsibility, and after a long search, 311 Professional Center Drive was purchased in August 2023 with the help of Annette Cooper of Keegan & Coppin Realty.

Architect Nate Bisbee of Bisbee Architecture+Design worked with NorCal Public Media to create a distinctive modern look and feel while providing the creative spaces and work areas critical for staff, television and digital media producers, the news team and radio creators to do their work more effectively. The design also includes several new meeting rooms, community rooms, and multi-purpose spaces for community events.

"A new facility is exciting and holds much promise for the future," said CEO Darren LaShelle. "This new, larger space marks a turning point for an organization like ours. It speaks of growth, expanded services, and a renewed commitment to the community we serve."

The construction phase spearheaded by Holly Construction of Santa Rosa began in January of 2025. The entire first floor of the two-story structure was remodeled with environmentally thoughtful building practices and materials incorporated throughout. One key design element is vertical wood walls surrounding the core of the first floor and in the Radio wing of the building, made with wood from high school bleachers dismantled from a school in Oregon.





COO Amy Boyd and the construction team worked to donate salvaged materials from the new building for other construction and renovation projects. The building also features low-power lighting elements with occupancy sensors to save power, and all of its 'new' furnishings are actually gently-used furnishings acquired from several California sources.

New broadcast infrastructure is being led by NorCal Public Media Director of Technology Chuck Cooper. His engineering team is completing work on digital television streaming equipment, three new radio studios for broadcast, streaming, podcasting and audio engineering, a new television production control room, TV studio, and television Master Control space.

At the Grand Opening event, NorCal Public Media staff and volunteers as well as architect Nate Bisbee and team members from Holly Construction gave tours of the building to local elected officials, including U.S. Representative Mike Thompson of California's 4<sup>th</sup> District, U.S. Representative Jared Huffman of California's 2<sup>nd</sup> District, Rohnert Park Vice Mayor Emily Sanborn, City Manager Marcela Piedra and city council members Samantha Rodriguez, Susan Hollingsworth, and Jackie Elward. Also attending were Santa Rosa Mayor Mark Stapp and Keith Roberts representing the office of County Supervisor James Gore.





U.S. Representative Mike Thompson of California's 4<sup>th</sup> District (left), U.S. Representative Jared Huffman of California's 2<sup>nd</sup> District (right). Both Congressmen attended the opening and emphasized the recent reminders of threats posed by media consolidation, underscoring the vital role of local journalism and independent public media, and the importance of continued funding to ensure these services remain strong and accessible for our communities.



Attending from PBS National offices in Washington, D.C. was Susi Elkins, Senior Vice President of Station Relations at PBS. She highlighted the core of Northern California Public Media's commitment to environmental storytelling, and emphasized how the opening of NorCal's new facility represents a step toward the future and a beacon of hope during a challenging time for the PBS system.





Our new television production studio was transformed into an event space for the opening celebration, where an intimate gathering of friends and family honored the hard work, vision, and dedication that brought this dream to life.

In September and October 2025, NorCal Public Media expects to complete the broadcast and building engineering, furnishings and moving all staff from the previous headquarters.

NorCal Public Media marks its 40th Anniversary in 2025—flagship PBS station KRCB went on the air in December 1984—and its 30th year on the air with NPR radio station KRCB 104.9FM.

In addition to its PBS and NPR stations, NorCal Public Media also serves the 9-county Bay Area region with 6 more free public media TV channels and streams—NHK World Japan, Create (public television lifestyle shows), France 24, Deutsche Welle from Germany, FNX First Nations Experience, and KPJK, an independent public television station.

In keeping with the modern media landscape and meeting viewers where they consume media, NorCal streams programs on the PBS Video App, its own NORCAL TV app, on Prime Video, Hulu+ Live TV and on YouTube TV as well as broadcasting over-the-air and on several cable television platforms. Streaming Radio, TV and emergency information services are also provided with the NorCal app for mobile devices and tablets.

The next event scheduled for the new facility is a public Open House taking place on Sunday, October 26, 2025. A cornerstone of the Open House will be tours of the facility, allowing the public to see into television and production facilities and to learn how media is made.

“You only get to have a Grand Opening once,” said LaShelle. “The Open House will be a real community celebration with many things scheduled to ensure a fun day for people of all ages and interests. Live musical performances will take place in our new TV studio, PBS Kids’ Daniel Tiger will make an appearance in the NorCal PBS Kids activity center, food trucks will be available, Rohnert Park is sending a fire truck for kids to visit and explore, guests can meet our News team, and we will be broadcasting live on KRCB 104.9 FM throughout the day.”





Open House details and reservations can be found at [norcalpublicmedia.org.events](https://norcalpublicmedia.org/events).

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Public Media Open House October 26, 2025 – [Information and Reservations](#)

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