



KRCB: NORTH BAY PUBLIC MEDIA LOCAL CONTENT AND SERVICE REPORT

2016 like so many other years at KRCB, brought unwavering commitment to our community. During a tumultuous presidential election year the value and importance, both locally and nationally, of news and information from a trusted and reliable source was writ large. As you will see in reviewing page 5 of this Local Content and Service Report, 24 years of live election coverage – both primary and general – continued to enlighten and inform our citizens.

Complimenting over a decade of work with *Natural Heroes*, KRCB proudly launched the first season of *North Bay Bountiful* television programs. Focusing on critical local and national issues of sustainability, adaptability, and resiliency, we have sought to shine a spotlight on efforts to make our communities more self-aware, self-reliant, and self-correcting so as to be able to cope



President & CEO
Nancy Dobbs

KRCB's 32 years of service to our community continues to be actively guided by our mission statement of all these years. It informs investment of our resources, focus of our local programming, choice of partners with whom to work in the community, and our community engagement efforts.

Perhaps even more important than coverage on election evening, our own *North Bay Report* interviewed dozens of candidates (see page 7); those interviews were aired as well as posted online for voters to review as they considered their decisions. KRCB is the only broadcast media in our area that gives voters access to this level of information; the station is a truly essential community asset.

Continuing yet another KRCB tradition, our own *Natural Heroes* (see page 4) presented Season 7 which was again carried by stations reaching almost half of the American public. And to cap that accomplishment off, we were awarded our eighth Emmy for this important and unique series.

with major unexpected (or expected!) challenges in a rapidly changing world. We are very pleased that our community has embraced and supported this work.

In a community with an important and significant number of immigrants, we have partnered with local organizations to feature young people who have thrived and succeeded in America based on their own intelligence, heart, and hard work and through the legislation nick-named the Dream Act. The Dreamers have wonderful all-American stories to tell which they do in our series *My American Dreams*. We are pleased that a number of stations around the country are airing the series as well.

President's Message — continued on next page

President's Message — continued from page 1

2016 also saw, as this report will describe, important growth in our staff and in the infrastructure they work with. For a small station, every new camera, every new tape deck is cause for celebration. And then we celebrate the amazing work our talented staff achieves with that equipment.

KRCB's 32 years of service to our community continues to be actively guided by our mission statement of all these years. It informs investment of our resources, focus of our local programming, choice of partners with whom to work in the community, and our community engagement efforts. We anticipate that the statement will serve well in informing the next decades of service: "In order to encourage full participation in society and community, KRCB provides educational, informational, and cultural telecommunication services in partnership with our community." And that is the path we intend to continue to tread.



Nancy Dobbs
President & CEO



KRCB Director of TV Broadcast Operations Stan Marvin and Associate Producer Sonya Redi in the TV studio

INFRASTRUCTURE IMPROVEMENTS

2016 was a year of technological improvement at KRCB, with an upgrade of the television production control room, studio, and field equipment. New equipment and software in these areas had a major positive impact on the quality and quantity of community-minded television productions.

Our former control room and studio were set up to broadcast standard definition quality video. During the high definition broadcast shift in 2009, KRCB was able to modify and upgrade our broadcast facility, but not our local production facilities. This past year, KRCB was finally able to present our live studio programs in high-definition. The control room is now managed by a Blackmagic Design ATEM Production Control Switcher System. The ATEM system allows for the implementation of high definition, wide screen production, including a variety of graphic options and digital inputs.

A grant from Sonoma Wine Country Weekend helped KRCB expand our field equipment and storytelling technology with the addition of a new camera – Panasonic DMC-GH4 “LumixG” – and a new tripod. With this additional camera, KRCB's three multi-media producers will be able to cover

more stories at multiple locations, bringing efficiency to the production unit. Two new Mac Pro editing platforms were added, which allowed us to upgrade one of our older units and launch an additional editing platform which is designed to be used by students and interns.

This investment in technology will aid in the cross-platform creation and promotion of content, adding expanded capacity, efficiency and effectiveness.



Upgraded TV production control room

TELEVISION

A sunrise shoot for KRCB's North Bay Bountiful initiative



Joshua Dylan Mellars, TV & Radio Producer, on assignment

NORTH BAY BOUNTIFUL

Cultivate. Celebrate. Connect. These are three simple words that capture the mission of KRCB's North Bay Bountiful sustainability-awareness initiative. The San Francisco North Bay area enjoys an incredible bounty of resources—both natural and creative—that enrich all our lives.

KRCB TV is working with other non-profit organizations to highlight the efforts being undertaken in our region to preserve our land and conserve our water, as well as to dig into the agricultural stories of farming innovations and food production and distribution. We seek to explain what sustainability means for our community.

North Bay Bountiful Video Storytelling

A unique series of TV, Web, and mobile app videos explore the farm-to-table movement, native planting, alternative and renewable energy, and community gardening. Subjects have included: community gardening efforts in North Bay schools, the unique Seed Bank of Petaluma, Quarry Hill Garden's program of botanical conservation, atmospheric

river rainfall patterns of flood and drought, an exploration of the water system in our region, and the story of fish ladders constructed on the Russian River so that endangered coho salmon can navigate upstream during the mating season. Independently produced videos include a look at the decommissioning of the Camp Meeker dam in Sonoma County, the restoration of the San Pablo Bay marshlands, and the story of how land trust organizations worked with the Kashia Band of Pomo Indians to reclaim native lands on the Sonoma coast.

Television Goes Bountiful

In addition to video shorts for TV and digital distribution, KRCB launched a regular half-hour, monthly series called *North Bay Bountiful TV* that brings our work together with that of the independent film community in the Bay Area to explore topics ranging from sustainability to waste and recycling, and from soil health to the health of rivers and streams.

Web and Mobile App

All content produced in the North Bay Bountiful initiative is available at northbaybountiful.org, along with relevant resources and sources, 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.

MY AMERICAN DREAMS

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 five years, over 750,000 young people have obtained this form of legal status through the DACA law including thousands from 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, more easily 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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TELEVISION

San Francisco Giants reporter Amy Gutierrez hosts KRCB's First 5 television campaign

KRCB explores the stories of DACA youth through a unique series called *My American Dreams*. This project started out as a regional series of videos on KRCB TV 22, but has now expanded to reach a nationwide audience, having found distribution on public television stations all across the United States. *My American Dreams* is a great example of the public media local/national model in action.

NATURAL HEROES

Natural Heroes is an award-winning series produced by KRCB and can be seen on public television member stations across the United States. The mission of *Natural Heroes* is to celebrate independent filmmakers who turn their lens on our natural world, and to showcase encouraging, inspiring stories of people who are making positive differences for our environment.

In 2016, KRCB won our eighth Emmy Award for the series for the seventh season of *Natural Heroes*. KRCB producer, Valerie Landes, curates the best environmental stories from around the nation for inclusion in the series, which has become public television's premiere showcase for storytelling about the environment, agriculture, alternative energy, and the inspiring stories of the people who make a difference for the future of the natural world.

SYMPHONY OF THE SOIL

Drawing from ancient knowledge and cutting edge science, *Symphony of the Soil* is an artistic exploration of the miraculous substance soil. By understanding the elaborate relationships and mutuality between soil, water, the atmosphere, plants and animals, we come to appreciate the complex and dynamic nature of this precious resource. The film also examines our human relationship with soil, the use and misuse of soil in agriculture, deforestation and development, and the latest scientific research on soil's key role in ameliorating the most challenging environmental issues of our time. Filmed on four continents, featuring esteemed scientists and working farmers and ranchers, *Symphony of the Soil* is an intriguing presentation that highlights possibilities of healthy soil creating healthy plants creating healthy humans living on a healthy planet. KRCB is the proud nationwide presenter of the film by Deborah Koons-Garcia.



Montgomery Village Lions Club members answer phones for the KRCB Travel and Wine Auction

NATIONALLY DISTRIBUTED PROGRAMS BY KRCB

SCHOOLS THAT CHANGE COMMUNITIES

When we think about schools, it usually evokes images of places separated from the larger community, places where students go to learn. Yet, a few public schools across the country are trying a different approach to engaging students in the learning process, using the community and neighborhoods where students live as classrooms — creating not only a different type of learning environment, but also a different kind of student.

PENNY: CHAMPION OF THE MARGINALIZED

Penny Cooper is a celebrated criminal defense attorney and protector of the underdog. 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.

HIDDEN LEGACY: JAPANESE TRADITIONAL PERFORMING ARTS IN THE WWII INTERNMENT CAMPS

This film uses the historical footage and interviews from artists who were interned to tell the story of how traditional Japanese cultural arts were maintained at a time when the

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TELEVISION

An aerial shot from North Bay Bountiful's program on water conservation



KRCB June 2016 primary coverage with News Director Bruce Robinson and guests

War Relocation Authority (WRA) emphasized the importance of assimilation and Americanization.

MONKS OF VINA

In the middle ages, monks were considered the premier winemakers in the world. Now, a brotherhood of Trappist monks at the Abbey of New Clairvaux is attempting to revive the old craft in the hot, dusty town of Vina, just north of Chico, California. In a region known more for olives and prunes than wine grapes, they're growing unusual varietals like Albarino, Tempranillo, Trebbiano, Graciano and Barbera.

WEST OF THE WEST: TALES FROM CALIFORNIA'S CHANNEL ISLANDS

The programs in this four-part series tell the human history of California's eight Channel Islands. It is a remarkable saga, including discovery of the oldest human remains in all of North America, the first contact with Europeans in 1542, a thriving Native American culture, the Mission period, and more recent efforts to preserve the islands.

SLOVAKIA: TREASURES IN THE HEART OF EUROPE

A country of lush forests and mountains surrounded by hidden hills, Slovakia is a land rich with historical and cultural treasures. Centrally located in Europe, Slovakia was obscured for centuries within the Austro-Hungarian Empire

and later by the establishment of Czechoslovakia, and has remained relatively unknown to the world.

LIVE ELECTION COVERAGE 2016

KRCB provided live election coverage during the June 2016 California Primary and the November 2016 General Election. News Director Bruce Robinson co-hosted our coverage with North Bay political analyst Dick Spottswood, and gave up-to-the-minute election return coverage. Robinson also interviewed a wide variety of candidates running for office and those representing ballot issues. Leading up to election day, KRCB produced a series of information videos to inform the electorate about important issues on the ballot.

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 2016 we reported on how climate change affects your local neighborhood during periods of extreme heat, how the Healthy Retail Project is working to create a healthy food environment in the Windsor community, and how a group of Roseland neighborhood parents are working to make positive health changes for the future of their community. We also reported on the homeless population in Guerneville, California, which is four times the per capita rate of San Francisco, and three times the national average. A winter shelter program exists at the local Veteran's Hall, but there is no shelter offered during the rest of the year. Encampments along the river are increasing in number and tension is building in the town, but many social service organizations are working together to remedy the situation.

FIRST 5 SONOMA COUNTY

Early childhood education is a priority subject of importance for KRCB in our community. In 2016, KRCB worked in partnership with First 5 Sonoma County to develop a series of videos. We explored the importance of parental involvement, how literacy builds a love of lifelong learning, and how universal access to early childhood education should be a priority for our community.



RADIO

Gaelynn Lea, winner of NPR's 2016 Tiny Desk Concert Tour



North Bay Bountiful Radio with Sonya Redi, Craig Allen Jones, and Wendy Nicholson

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 North Bay region. Each episode includes reports that profile innovations 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.

KRCB CONCERTS IN THE COMMUNITY

KRCB FM Radio 91 presented a second season of our summer concert series: *Concerts in the Garden* at Chroma Gallery. Radio 91 fans and members joined us for the summer music series at Chroma Gallery in the South of A Street (SOFA) arts district in downtown Santa Rosa.

The concerts took place on the third Saturday of each month. Attendees could browse the wonderful local galleries, grab something to eat from some fun food trucks, get a glass of wine, and then settle in for some terrific music.

Radio staff also represented Radio 91 at a number of community concert events including: the Cloverdale Friday Night Live at the Plaza, the Petaluma Music Festival, the SoMo Summer Concert Series (at the Rohnert Park, solar powered Sonoma Mountain Village venue) and the Winterblast Festival in Santa Rosa's SOFA arts district.

TINY DESK

NPR's popular Tiny Desk music series took to the road this past year, and KRCB partnered with NPR to present the 2016 line-up of artists in the North Bay. KRCB's longtime partner, Lagunitas Brewery in Petaluma, helped sponsor the

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Thao Nguyen and The Get Down Stay Down sings at NPR's Tiny Desk Concert Tour



KRCB Jazz Connections host Elbert “Big Man” Howard and guests at The Chroma Gallery Concerts in the Garden

Tiny Desk Concert Contest Winner Tour and provided the venue for the musical event.

NORTH BAY REPORT

Every weekday, the *North Bay Report* presents in-depth radio reports on everything North Bay related. From politics and civic affairs, to healthcare and the environment. KRCB News Director Bruce Robinson and reporter Tiffany Camhi interview the North Bay’s most interesting people and uncover the story behind the headlines.

CITY COUNCIL AND ELECTION COVERAGE 2016

During the 2016 election season, KRCB News Director Bruce Robinson interviewed candidates for City Council races from Sonoma County’s many municipalities. Council candidates from Santa Rosa, Sebastopol, Rohnert Park, Sonoma, Windsor and Healdsburg all sat down for wide ranging discussions with Robinson that were broadcast on Radio 91 during the lead-up to the November election.



Aoife O’Donovan in the KRCB radio studio

SONOMA SPOTLIGHT

KRCB continued broadcast of our daily, five-minute arts and culture interview series about events, issues, activities, and people in and around Sonoma County. Hosted by Roland Jacopetti, *Sonoma Spotlight* has become a community media hub welcoming performers, authors, great thinkers, and people doing amazing things that otherwise would receive little, if any, media attention.



Ottmar Leibert visits Midday Music with Doug Jayne



Easy Leaves sings at the taping of West Coast Live in Healdsburg



BLACK PANTHERS SCREENING AND DISCUSSION

During Black History Month, KRCB continued our partnership with a local supportive cinema and the Indie Pop Up series from ITVS. We screened the important *Black Panthers: Vanguard of the Revolution* during this, the 50th anniversary of the formation of the Black Panthers. Following the free screening we assembled a panel anchored by one of KRCB’s own radio personalities, Elbert “Big Man” Howard, who was one of the six founders of the Panthers. Big Man was joined by community members involved in the Black Lives Matter movement and a lively discussion followed.

STUDENT ENVIRONMENTAL REPORTING INITIATIVE

KRCB partnered with the Sonoma Wine Country Weekend charitable foundation to encourage students to join our efforts of environmental reporting. Six students were mentored by KRCB producers and reporters as they selected three environmental action organizations to profile and then embarked on the creative work 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.

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Elbert “Big Man” Howard and guest panelists discuss the documentary The Black Panthers: Vanguard of the Revolution



"Founding Mothers" of public media, KRCB President and CEO Nancy Dobbs with Susan Stamberg

SUSAN STAMBERG VISIT

In June we were honored by a visit with one of NPR's "Founding Mothers," Susan Stamberg, at our Leadership Circle Appreciation Day. The event was held at the private architectural archives of John Warnecke where attendees were able to tour the incredible collection of 20th century American architecture. Ms. Stamberg was the perfect guest at the event, reflecting on NPR stories that have illuminated the art and culture of America.

INDIE LENS PARTNERSHIP WITH ITVS

Indie Lens Pop-Up is a neighborhood series that 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 and the Rafael Film Center in San Rafael acted as the film screening hosts for the 2016 slate of documentary films.

AMY GOODMAN EVENT

In April, the ever-popular Amy Goodman of *Democracy Now!* honored us yet again with a stop on her book tour. As usual, Amy attracted a sold-out crowd, inspiring the audience with insight into national affairs and encouragement to be involved in this important presidential election year.

ANYA GRUNDMANN VISIT

The NPR Vice President for Programming, Anya Grundmann, paid a visit to KRCB in June. We took advantage of the opportunity to host a discussion of the current state of news and public affairs in American media. Attendees at the station included major donors, donors particularly interested in news coverage, Board members, and folks from local media. Anya also spoke on evolving challenges and opportunities of digital distribution, with an insight into some of NPR's plans.



Democracy Now!'s Amy Goodman



NPR Vice President for Programming Anya Grundmann