

KRCB NORTH BAY PUBLIC MEDIA

Local Content & Service Report



KRCB Health Connections

2012 has seen continued progress on the KRCB North Bay Public Media path to community collaboration and sustainability. The knowledge that we must grow our local unique and important services with our many community partners has informed and directed many of our activities. The full Local Content and Service Report which follows details much of this work. Here, however is a brief summary.

supported Big Read, Sonoma County. The chosen book this year, *Bless Me Ultima*, was popular in a number of settings, including Hispanic youth at a local high school who shared their reactions for the KRCB Television audience. Their thoughtful comments provided a window



KRCB is serving as the media backbone for a community-wide effort that has gained national attention and funding to “connect the dots”...

Our work featuring local classical music talent and programs soared this year with the opening of a new music venue at Sonoma State University - the Green Music Center (GMC). KRCB and KDFC staff hosted the opening weekend events, sharing the broadcast with a wide audience. The KRCB partnership with the GMC continues to expand, including KRCB’s carriage of the Santa Rosa Symphony from their new symphonic home. And 2012 was the launch year of *KRCB Live!* For the first time local and traveling artists, well-known and new-on-the scene musicians, were brought to our entire Bay Area audience on television, and featured on KRCB FM and krcb.org. Season 2 is underway.

Community outreach and engagement activities brought two great events to the North Bay. A grant from NEA

into the realities of young people living in two cultures. KRCB also participated in and worked with the local history museum to present the National Youth Summit at Santa Rosa High School. After this successful effort, more collaborative efforts with the Museum are on the horizon.

A major production partnership with local independent filmmakers Nancy Kelly and Kenji Yamamoto culminated in the completion of the film *Rebels With A Cause*. Many years in fundraising and production, with the first vision 14 years ago, the film is screening to sold out audiences and tremendous acclaim. Distribution by PBS is currently being sought and plans for outreach and engagement solidified and fundraising begun. And, the fifth season of our national series *Natural Heroes* won its 6th regional Emmy®

-- continued on next page

-- continued from page 1

and successfully raised funding for Season 6, which is now in production.

Finally, launched in 2012, but really taking wings in 2013, is **KRCB's Health Connections** initiative. Supported by the County of Sonoma and, to date, 10 local businesses, Health Connections is an ambitious undertaking to inform the community about the importance of the social determinants of health. KRCB is serving as the media backbone for a community-wide effort that has gained national attention and funding to "connect the dots" for the community as to what really makes us ill and what really keeps us healthy. Our goal? To make Sonoma County the healthiest county in California by 2020.

Each of these projects, no matter on which platform it was delivered, has taken KRCB into the community in partnership with dozens of other organizations, with the goal of providing unique and important services to our community and to re-build the membership and underwriting support which has been damaged by the economy. Our overarching goal? To make KRCB an indispensable part of the North Bay community.

Nancy Dobbs
President & CEO



KRCB's new satellite dish



The Human Race



Emergency Backup Generator

Emergency Generator Installation

As the only local television station in the North Bay, KRCB was extremely proud and happy to receive one of the PBS WARN grants to purchase and install an emergency backup generator. Local fundraising permitted the purchase of a slightly larger generator so that KRCB FM will also be supported by the generator. KRCB engineering staff worked closely with PBS and the contractor to design and build a very robust system, able to keep us on the air for 3 days.

NPR Satellite Upgrade

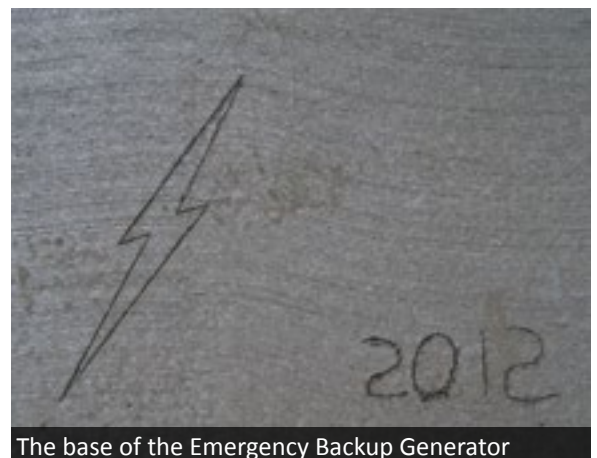
KRCB recently upgraded the station's satellite antenna system. The upgrade, performed with the assistance of NPR, was part of NPR's Public Radio Satellite Service (PRSS) Ground Equipment Upgrade Project. The project was funded by Congress through the Corporation for Public Broadcasting with the goal to insure that the PRSS station interconnection system will be robust for years into the future.

KRCB joins the Human Race

A dedicated delegation of KRCB staff members and volunteers from KRCB donned their matching T-shirts and joined the annual Human Race in May. The event, sponsored by the Volunteer Center of Sonoma County, is a major fundraiser for numerous local non-profits. The money raised by this team will come back to benefit KRCB.



T-shirts for the Human Race



The base of the Emergency Backup Generator



RADIO

Weill Hall at the Green Music Center



Pianist Lang Lang, Green Music Center Opening

Live Broadcast - Opening of Green Music Center

KRCB was on the scene when Weill Hall at the Green Music Center was finally unveiled in September 2012 with a gala weekend of concerts featuring pianist Lang Lang, and the Santa Rosa Symphony. It took more than 15 years to bring Weill Hall from Don Green's inspired donation to its glorious debut. The main concert hall is modeled on Tanglewood, with its beautiful wooden interior, and a back wall that opens to garden seating.

Robin Pressman hosted two broadcasts live from Weill Hall, from downbeat to encores, including interviews with many of the movers and shakers behind the building of the grand hall.

Broadcasts of the Santa Rosa Symphony

This season, the Santa Rosa Symphony is the resident orchestra of Sonoma County's magnificent new concert hall, Weill Hall at the Green Music Center.

KRCB has brought the Santa Rosa Symphony, one of Sonoma County's jewels in the crown, to our radio airwaves and our online service since 1996. Our host, John Lounsbery, brings his horn player's insider knowledge to his commentary as he presents each program. The broadcast is tape delayed for two weeks, for those who missed the live performance, and for those who want to experience it again.

Amy Goodman visit

Amy Goodman, the popular host of Pacifica Radio's *Democracy Now!*, regularly takes to the road to meet her audience. This year, during election season, she came to town with her longtime producer, and now co-author, Denis Moynahan, (*The Silenced Majority: Stories of Uprisings, Occupations, Resistance and Hope*). KRCB hosted the duo for an audience of more than 300 people at the Sebastopol Community Center. Amy and Denis arrived in early afternoon, after a breakfast event a few hours north of here. As always, Amy immediately got down to business,

-- continued on next page



Members of the Santa Rosa Symphony



Amy Goodman at the Sebastopol Community Center



Musical guests on Outbeat Radio



Outbeat Radio, in the studio

striding onto the stage and speaking for more than an hour about the *Democracy Now!* coverage of the 2012 presidential campaign. After signing books and speaking to every person on the long line of admiring fans, they were off to their next event, scheduled to begin in two hours.

Outbeat Radio

Outbeat Radio is the longest running radio program in the North Bay Area providing unique and exclusive high-quality programming for and about the lesbian, gay, bisexual, and transgender community. For over 14 years, KRCB has supported the flourishing LGBT community with weekly programming featuring shows about relationships, music, arts and entertainment, news, and public affairs. Each show is produced and hosted by volunteers who are members of the North Bay's LGBT community.

All of the *Outbeat Radio* shows provide a voice for the LGBT community by providing an opportunity for individuals and organizations to share their stories with listeners who would otherwise not hear from this corner of our community. Each show also includes a news segment featuring local, national, and international LGBT stories. *Outbeat News In Depth* is the newest program offering a news magazine style show each month. At the center of this show is the *Outbeat News* website which KRCB offers as the source for LGBT news and information from the North Bay Area and beyond.

outbeatradio.org

Sonoma Spotlight

Sonoma Spotlight is a daily dip into the goings on in our community – a five minute interview about the work that all kinds of non-profit organizations are doing. We talk to The Red Cross about CPR trainings, to Cinnabar Theater about their upcoming play, Food For Thought and the Aids Food Bank about their upcoming fundraisers, and The Voice of Roma about their festival.

Spotlight runs every weekday morning right after NPR's *Morning Edition*. Roland Jacopetti, a veteran broadcaster with KSAN roots, has been the host of the program since its inception in 1997. Sharing news with our community about events, activities and the good work being done by so many people to better all our lives, is both an honor and a joy.

In 2012, some highlights were interviews featuring the Redwood Empire Food Bank, Hospice of Petaluma, NEA The Big Read, American Civil Liberties Union Benefit, Daily Acts 350 Garden Challenge, Sonoma County Farm Trails, The Sitting Room Women's Shelter, Stewards of the Coast and Redwoods – Parks Update, and the Sonoma County Bicycle Coalition.

krbc.org/sonomaspotlight



TELEVISION

New music performance program, *KRCB Live!*

Rebels With A Cause

Rebels With A Cause

Rebels With A Cause portrays the ordinary citizens who did extraordinary things to save what are now the Point Reyes National Seashore and the Golden Gate National Recreation Area from development, creating an 80-mile-long park that supports open space, recreation, agriculture and wildlife. This compelling and epic story weaves together themes of conservation, ecology, development, finance, politics and sustainability.

KRCB produced this important documentary in partnership with award-winning filmmakers Nancy Kelly and Kenji Yamamoto. *Rebels With A Cause* will be presented nationally on PBS stations and is inspired by the books of naturalist John Hart, *The Wilderness Next Door* and *Farming on the Edge*, and conservationist Dr. Martin Griffin, *Saving the Marin-Sonoma Coast*. *Rebels With A Cause* will serve the entire nation as a model of environmental preservation, stewardship of the land, and the rebirth of our agricultural heritage.

The film premiered at the Mill Valley Film Festival, and has since screened at other international film festivals as well as community events in Marin and Sonoma counties.

Learn more, and find a screening near you at krcb.org/rebels

KRCB Live!

2012 marked the Broadcast Premiere of our in-studio performance program, *KRCB Live!* Airing on both television and radio, *KRCB Live!* showcased a wide variety of artists and bands from Northern California and beyond. Some show highlights include memorable performances from legendary artists Lester Chambers and Roger McGuinn; foot-stomping with The Highway Poets and the Timothy O'Neil Band; taking a trip through electronic and folk music with Audiafauna; and a very fun set with Colorado-based singer/songwriter Danielle Ate the Sandwich. *KRCB Live!* was a monthly program airing from March through December, and is currently in production for Season Two, which will return weekly in the spring of 2013.

Watch full episodes online at youtube.com/krcblive



Nancy Kelly with "rebel" Stuart Udall



The Timothy O'Neill Band on *KRCB Live!*



Our Watershed Stories

Parents' Survival Guide: Childhood Obesity



Natural Heroes wins its sixth Emmy®

Natural Heroes

All over the world, people are finding ways to bring clean air and water back to their communities, preserve open spaces, protect endangered species, and ensure that their schools and neighborhoods are healthy. Through the power of short independent film, *Natural Heroes* shares inspiring, extraordinary stories of people making a positive difference for our world. Now in its sixth season, *Natural Heroes* has earned six Northern California Emmys®. The latest for *The Brower Youth Awards 2010*, produced by Valerie Landes, and directed by Dominic Howes, Rikshaw Films. The episode profiles the six young, bold, environmental leaders who won the Brower Youth Awards in 2010.

naturalheroestv.org

Parents' Survival Guide: Childhood Obesity

The statistics surrounding childhood obesity are alarming. In the past three decades, the number of children considered overweight or obese rose 300 percent. Although the causes of childhood obesity vary, the effects

do not: obesity compromises a child's growth, health and quality of life. *The Parents' Survival Guide: Childhood Obesity* addresses the multi-faceted solutions to this growing pediatric health problem, specifically the role parents can play as the "first line of defense" in their children's nutrition and fitness. By combining interviews with experts and profiles with families, the one-hour documentary helps parents determine their children's risk for obesity and offers proven, practical strategies for prevention and intervention.

KRCB acted as the presenting station for producer Louise Pencavel, who we partnered with, and the film was distributed by APT Exchange in May of 2012.

parentssurvivalguide.org

Our Watershed Stories

A partnership between the Sonoma County Water Agency, North Bay Watershed Association and Russian River Watershed Association, this series of short videos explores nine North Bay watersheds and their role in our environment and everyday lives, plus one video which provides the basic definition of a watershed.

The 90-second television segments cover important topics like the threatened existence of Coho salmon, and efforts being made to rebuild their populations; the impact of Healdsburg's Warm Springs Dam; restoration of the Laguna de Santa Rosa; and a look into wastewater treatment as a means to recycle water.

ourwatershedstories.org

2012 Election Coverage

KRCB News Director Bruce Robinson and political correspondent Dick Spotswood returned this year to provide live analysis and coverage of the primary and presidential elections, with particular focus on issues of local importance to the North Bay. The broadcast included in-studio appearances from many local leaders including State Assemblymember Michael Allen, and candidates for US Representative District 2 Norman Solomon and Jared Huffman, as well as insight into changing political processes like the Top Two primary voting system inacted in June.

FOR THE KIDS

Big Read, Sonoma County

KRCB has for more than a decade been supporting community-wide reading events, including four years presenting **The Big Read, Sonoma County**. This year, community members of all ages were encouraged to read and talk about the novel *Bless Me, Ultima*, and other books by Rudolfo Anaya. Among the special events was a "Little Read" at a Windsor elementary school for third graders which featured Anaya's story, *The First Tortilla*, and was followed by a lesson in making tortillas as part of their healthy foods curriculum. Some high school students took part in the Big Read by producing a radio drama, with help from the Imaginists Theater Collective. This wonderful combination of Anaya's story, and the personal accounts by the students, was presented at the Imaginists' Theater in Downtown Santa Rosa. KRCB also produced short segments with high school students from Roseland University Prep, which highlighted their connections between the story and their own lives. The Big Read, Sonoma County returns in 2013 with The Poetry of Emily Dickinson.

Learn more at krcb.org/thebigread

American Graduate Day: Let's Make it Happen

As part of our budding **Health Connections** initiative, KRCB Television participated in *American Graduate Day*--an unprecedented full-day broadcast and outreach event

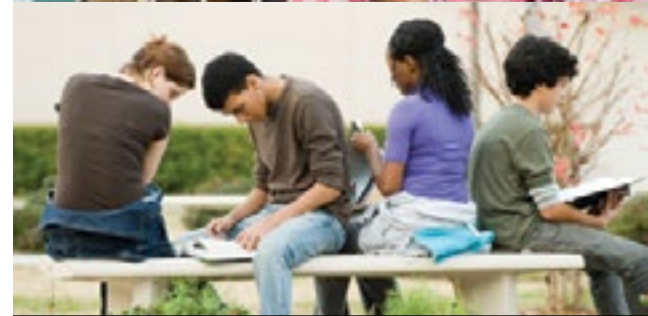
dedicated to engaging our country around the dropout crisis with special celebrity guests, relevant spokespeople and compelling stories from students themselves. Each half hour of the day featured a 23-minute segment about a national organization working to keep kids on track and in schools. On the local level, the broadcast coincided with the rollout of the **Cradle to Career** initiative, which reflects a coordinated effort among all sectors of society to address the systemic issues underlying the dropout rate while providing ongoing support for our current students.

National Youth Summit - Ken Burns, The Dust Bowl

KRCB, along with the Sonoma County Museum and Santa Rosa High School participated in the **National Youth Summit** featuring Ken Burns' latest film, *The Dust Bowl*. The National Youth Summit is designed to convene a national discussion where scholars, teachers, activists and students can engage in a discussion about important historical events that have relevance to contemporary issues facing Americans. Held at Santa Rosa High School, the project included viewing the film, asking questions of the filmmaker, and a panel of local experts discussing environmental issues closer to home. Our discussion revolved around the proposed nuclear power plant at Bodega Head, and what might have been had that plan been approved. This topic will also be the subject of an exhibition at the Sonoma County Museum planned for 2013 or 2014.



High School students act as foley editors for The Big Read radio drama



American Graduate Day: Let's Make it Happen