




# 2023

## Local Content and Service Report TO THE COMMUNITY




★ **NORTHERN  
CALIFORNIA**  
PUBLIC MEDIA



A photograph of the Golden Gate Bridge at night, with its red structure illuminated and reflected in the water below. The sky is dark blue.


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 2023, NorCal created and presented over 1,800 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

A photograph of a dense forest of tall redwood trees, with sunlight filtering through the green canopy.

NorCal is watched by 750,000 viewers in the Bay Area community each week through our television channels and over 25,000 listeners each week through our Sonoma County radio service. Over 95,000 community members have attended NorCal sponsored events during the year, and over 300,000 people have watched or listened to NorCal programs during 2023 through our online and social media channels.

# LOCAL IMPACT

A photograph of a sunset over the ocean, with a rocky coastline in the foreground and waves crashing against the shore.

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 PBS, KRCB Create, and NHK World Japan. KPJK TV (San Mateo, California) is an independent educational station with six channels of public television service: KPJK HD, France 24, NHK World Japan, Deutsche Welle, FNX First Nations Experience, and Jazz TV. KRCB FM 104.9 (Rohnert Park, California) is an NPR member station with a primary broadcast on 104.9, but also simulcasts on 91.1 serving the north and west regions of Sonoma County, and on the 90.9 repeater signal serving the City of Santa Rosa.

# KEY SERVICES



# 2023



Amna Nawaz,  
Darren LaShelle &  
Geoff Bennett

was a year of exploration and introspection with the launch of some exciting initiatives focused on our strategic planning pillar: Justice, Diversity, Equity, Inclusion, and Belonging (JDEIB).

At NorCal Public Media, our staff, Board of Directors, and Community Advisory Council are working to create an open and safe space where every individual feels respected and valued. We firmly believe that our diversity not only connects us but also enriches and unites us. Authentic connections foster empathy and a sense of belonging, and it is our belief that every individual contributes to our collective sense of belonging.

To align with our strategic goals, we've set forth the following objectives as the core of our work:

**Representation:** Ensuring diversity across our Staff, Board, Radio Volunteer Guild, and Community Advisory Council.

Development of a JDEIB Roadmap: **Outlining a clear path forward** in our pursuit of justice, diversity, equity, inclusion, and belonging.

Commitment to **Education and Communication:** Continuous internal education, open communication, and active participation to support these principles.

**Increased Engagement** with Diverse Community Groups: Strengthening our ties and visibility within diverse communities.

Reflecting Community **Diversity in Programming:** Ensuring our programs mirror the full spectrum of diversity within our communities.

Our JDEIB committee, comprised of dedicated staff, board members, and community advisory council representatives, has been instrumental in spearheading enlightening discussions and a guest speaker series. These sessions have served as powerful forums for knowledge exchange and deepened our collective understanding of various perspectives.

Throughout the past year, our staff has actively engaged in sessions exploring critical topics such as gender stereotypes, the multifaceted nature of diversity, and the true essence of inclusion. Also, a series of lunchtime presentations have served as platforms for thought-provoking dialogues. We were fortunate to start the series with NorCal Board Member Moina Shaiq leading a captivating Q&A session on Muslim perspectives. Later in the year, we welcomed Drew Crawford from Positive Images, shedding light on issues of concern to the LGBTQIA+ community in the Bay Area.

We are immensely grateful for your unwavering support in this journey toward a more just, diverse, equitable, and inclusive community. Together, we affirm that we all belong, and through authentic connection, we can create a community where everyone feels seen, heard, and valued.

Sincerely,

Darren LaShelle  
President & CEO





# STORIES THAT MATTER

## MASS SHOOTING RESPONSE

In the aftermath of the January 2023 mass shooting in Half Moon Bay, NorCal Public Media quickly worked with representatives of the UC Berkeley School of Public Health, CalHOPE crisis counseling assistance, and San Mateo County Behavioral Health and Recovery Services to deliver broadcast and social media messaging that kept the Bay Area community informed and connected people to needed community mental health resources. Many of the victims at the agricultural facilities where the shootings occurred were of Asian descent. Tempers were inflamed and fears were heightened during a time when anti-Asian violence was prevalent around the nation and on the news in the Bay Area on a daily basis.

## EAST BAY NATIVE HERITAGE

At Coyote Hills Regional Park in Fremont, CA, NorCal attended the Gathering of Ohlone Peoples for a revealing *Connect the Bay* story about Native pride and the recovery of tribal heritage. Gregg Castro, Culture Director for the Association of Ramaytush Ohlone explained, "The main message that most of the communities would want to convey is that 'we are still here.' Exploration of our culture, bringing it back, reawakening it, it wasn't extinct or dead, it was asleep." The celebration not only brings Ohlone people together from all over the region, but also is an opportunity to educate the public on the historic and present culture of the Ohlone.

## UKRAINIAN INDEPENDENCE

Overseas, the Ukrainian people are fighting for the independence of their nation against Russian aggression, and here in the Bay Area that spirit of national heritage and pride is captured at the Ukrainian Festival in Sunnyvale. Deanna Rakowsky of the Zoloti Maky

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“Your local programs are wonderful. We tune in daily to your KRCB TV channel and enjoy it very much.”

Jeffrey Loughney  
Petaluma

”

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Gathering of Ohlone Peoples





Ukrainian Dancers

(Golden Poppies) Ukrainian Dance Ensemble told our *Connect the Bay* production team, "We want everyone to understand that the severity of what is happening in Ukraine really effects the entire world and is a large threat to democracy." These advocates encourage everyone to put on your vyshyvanka (traditional Ukrainian shirt) and vinok (flower crown) and join the celebration.

## SING OUT FOR PRIDE

Members of the San Jose City Council wanted to show their opposition to the injustices and discrimination of the anti-gay and anti-trans legislation being passed in many parts of the United States. Councilmember Omar Torres said, in our *Connect the Bay* report, "Investing in our diversity builds a stronger San Jose. That is why I am proud to host a drag queen here at San Jose City Hall." WooWoo Monroe then appeared before the Council to speak against the suppression of

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“ I make an effort to tell  
one new person a day  
to check out  
KRCB. ”

David Peoples  
Santa Rosa

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people who are simply trying to live a life of authenticity. WooWoo Monroe sang a song of pride, culminating in a standing ovation from Council and the audience of residents.

## CHOPSTICKS ALLEY ART

San Jose is home to the largest Vietnamese community outside of Vietnam. Chopsticks Alley Art serves this community by featuring Southeast Asian artists as well as cultural events that provide the Southeast Asian community an opportunity to see their own artworks and to introduce their art to others. "To have Chopsticks Alley at the forefront of art and representation is very empowering and exciting," Managing Artistic Director, Vinh Nguyen told *Connect the Bay*. In addition to visual arts, the group invites performers into their creative space, and offers weekly community art classes for a multigenerational community.



WooWoo Monroe



Young Artists in San Jose





# BUILDING COMMUNITY

## HISTORY OF THE PRIDE FLAG

NorCal partnered with the students and faculty of the Napa Community College to present “Flag in the Map.” This art exhibit and lecture explored the history and creation of the original Rainbow Pride Flag and featured Charley Beal, President of the Gilbert Baker Foundation (Baker created the original rainbow Pride flag) and Cleve Jones, author, long-time Bay Area activist, and creator of the AIDS Quilt. The evening was moderated by Greg Miraglia, host of the KRCB 104.9 LGBTQIA+ program *Outbeat Radio News*.

## YOUTH PODCAST CAMP

The voices of students shine through as KRCB embarked on a podcasting adventure in partnership with the Sonoma County Library. Together, we extended an invitation to students in grades 5 through 12 to participate in our Youth Podcast Workshop Series with sessions at various library locations in the county. Throughout the workshops, young participants delved

into the art of storytelling, acquiring the foundational skills in audio recording and editing from KRCB 104.9 radio experts. Not only did the students hone their podcasting prowess, but they also had the opportunity to enter NPR’s Student Podcast Challenge.

## ONE SMALL STEP

KRCB 104.9 collaborated with StoryCorps and community organizations in a transformative effort to bring strangers with divergent political beliefs together for genuine conversations aimed at fostering understanding. KRCB is one of only five radio stations selected nationally to host *One Small Step* in 2023, encouraging residents to engage in conversation with a fellow resident holding different political beliefs. The project is expanding the station’s reach into the community and breaking stereotypes about public media, liberals, and conservatives. These conversations will be preserved at the American Folklife Center at the Library of Congress.

“

NorCal has more of a **suburban, small-town focus and rural outlook**, and I enjoy that.

Ken Adams  
Walnut Creek

”



Youth Podcast Camp





Mosaic America Dance



Sonoma County Pride 2023

## COMMUNITY VOICES INITIATIVE

In a continued commitment to community enrichment, KRCB 104.9 showcases the vibrant voices, sounds, and culture of Sonoma County. Segments include *Postcards from Sonoma County*, offering hyper-local stories from smaller communities, including indigenous tribal voices and rural residents who get a rare opportunity to share their thoughts and perspectives in the media. The *Arts Briefs* series highlights youth in the arts, and *Savoring Sonoma* with Clark Wolf explores the region's diverse culinary and agricultural landscape. *Farm Tales* segments give voice to local farmers celebrating happenings on their local farms and trends in California agriculture.

## MOSAIC AMERICA

The *Connect the Bay* series profiled this San Jose based organization that presents multicultural gatherings with the specific purpose to promote participation and inclusion. The gatherings often take the form of dance and music performances, giving participants and

audience members the opportunity to express pride in themselves and their cultures. Co-founder Priya Das explained, "We reflect the diversity on stage as it exists in the audience and in Silicon Valley today."

## FOOD AND WINE AWARDS

2023 was the first year for this new gala fundraiser for NorCal Public Media. The community came together to celebrate the often-unsung heroes of the Bay Area who practice sustainable and regenerative agriculture and wine production, fight for clean water, protect vulnerable lands, and inspire future generations about gardening and farming. Our Grand Award Winner was chef and author Alice Waters for her work creating the Edible Schoolyard Project and spreading it worldwide.

“I’m donating because this is **one of the most important things in the world**. Must keep KPJK TV going!”

Natalie Shuttleworth  
San Francisco



Radio Studio Recording





# NEWS REPORTING

## SCHOOL VIOLENCE

On March 1, 2023, two students at Santa Rosa's Montgomery High School instigated a fight with a third student, who stabbed his attackers. One of them died. KRCB FM 104.9 has followed the case from the first day of the stabbing to the sentencing in November of 2023. The judge found the student acted in self-defense but was guilty of a weapons charge. The violent incident sparked emotions and reactions, including a movement to return police officers to school campuses (a practice that was stopped in 2020 due to widespread concern about over policing). Students in the Santa Rosa district and adjacent districts participated in walkouts to protest the way that school officials and law enforcement were handling the issue. Parents passionately addressed the school board with varying perspectives. Fights continue to plague Santa Rosa schools, many of those fights having been caught on video and posted to YouTube and social media sites. NorCal reporters provided objective reporting and gave voice to all perspectives from the police, parents, school officials, and student concerns.



Marc Albert's story on the **Sonoma Developmental Center** re-use is fabulous! You were able to concisely and clearly explain the issue.

*Tracy Salcedo  
Glen Ellen*



Recording Youth Perspectives



Directing in the Studio





Scott Dam on the Eel River



Reporter Marc Albert

## DEVELOPMENT VS CONSERVATION

KRCB FM 104.9 reporter Marc Albert has been following a story throughout 2023 that captures the conundrum of housing availability in California where environmental concerns often compete against development. How does a community redevelop the nearly 1,000-acre, nineteenth century State Hospital site (the Sonoma Developmental Center) in the Sonoma Valley? The region desperately needs additional housing, but what is the impact on traffic, fire evacuation feasibility, scarce water resources, and area wildlife? Can county officials and developers meet the needs of conservation and community advocacy groups? This series of stories is a stellar example of similar land use stories all over the American West.

## WATCHDOG REPORTING

The Sonoma County News Team at KRCB FM 104.9 files regular radio reports that keep a watchful eye on public safety and the effectiveness of governmental agencies. From reports about the overdependence on canine attack procedures by the Sonoma County Sheriff's Office when confronting crime suspects to the management of cold weather shelter services for the homeless. NorCal has reported on municipal and County regulations governing vacation rentals and has been closely following the evolving story on the availability of affordable ambulance services in the region. This year we have focused on renter rights as well as the scandal of rampant overcharging at the cash register above and beyond the advertised price, perpetrated by businesses all over Sonoma County and the North Bay. Stories have also addressed rising utility prices and the news team has been following the story of Pacific Gas & Electric's slow rate of burying power lines underground to avoid starting wildfires.

“ France 24 and the PBS NewsHour are my favorites for accurate and reliable international and domestic news.

Walter Smith  
San Mateo



## DECOMMISSIONING DAMS

The Eel River is a key drinking water resource for hundreds of thousands of people in the counties of Mendocino, Sonoma, and Marin. A water diversion to the Lake Mendocino reservoir is made possible by a tunnel fed by a series of dams on the river. These dams inhibit the spawning cycle of Eel River Salmon and steelhead trout. KRCB FM 104.9 radio reporter Noah Abrams has presented a series of reports on how regional governmental agencies like Sonoma Water are working with the Round Valley Indian Tribes, and water use advocacy groups to develop a plan that captures water for our communities and saves wildlife. The future is uncertain and opinions on both sides of the water diversion issue have valid perspectives.





# CULTURAL HUB

## PARTNERS IN DIVERSITY

NorCal is proud to be the 2023 media sponsor of annual events with community partners including the Sonoma County Latino advocacy organization Los Cien, and the LGBTQIA+ organizations Sonoma County Pride and Silicon Valley Pride. NorCal supported more than a half-dozen Los Cien events celebrating and examining the state of the Latino community in the region. As media sponsor of Sonoma County Pride and Silicon Valley Pride, NorCal staff helped promote and document the pride parades and community engagement events in Santa Rosa and San Jose. New audiences are discovering the educational value and inspirational impact of public media through these collaborative partnerships.

## LIVE FROM THE ABBEY

KRCB 104.9 and Hopmonk Presents united to bring the electrifying energy of live Hopmonk musical performances to the airwaves, with artists such as Eric Lindell, Karl Denson's Tiny Universe, and David

Luning. *Live From the Abbey* serves as a platform for showcasing exceptional live music performances, all recorded at the scenic Hopmonk Tavern's rustic and beautiful Abbey venue in Sebastopol. This collaboration amplifies the commitment of KRCB to deliver the thrill of live music experiences to our audience.

## FREE FILM SCREENINGS

Community members experienced powerful public media films in person and engaged in conversations with local experts on the film topics. In cooperation with *Independent Lens* and the Indie Pop-up series, we hosted several film screenings on topics as diverse as preventing opioid overdoses to basic income levels for working class mothers. NorCal Board member Moina Shaiq led a discussion around the film *A Town Called Victoria* in conjunction with the Muslim Support Network and the Connections Interfaith Council. We hosted screenings for the new documentaries *Becoming Frederick Douglass* and *Harriet Tubman, Visions of Freedom* for audiences in Berkeley and San Jose, with a follow-up discussion with a historian from San Jose State University's African American History Department.

“ Thank you for hosting  
the **viewing event**  
for the films on  
**Harriet Tubman and Frederick  
Douglass** at Berkeley City  
College.

Felicia Phillips  
Hercules



Los Cien Latino Cultural Experience





San Jose Music Scene

## A NOVEL IDEA

From non-fiction to the allure of pulp fiction, *A Novel Idea*, hosted by Suzanne M. Lang, delves into the captivating realm of literature through engaging conversations with writers, academics, and avid readers. In each podcast, the show discusses the diverse narratives that shape our world – one story at a time.

Explore the rich tapestry of human stories because we each have a unique and compelling tale to share. The program also broadcasts as a regular feature on KRCB 104.9 and is a cherished cultural cornerstone of our locally produced radio programs.

## PUBLIC TV TRAVEL STARS

In the Fall of 2023, NorCal public television presented a unique and engaging multimedia lecture experience with public television travel show hosts Joseph Rosendo, of the American Public Television program *Travelscope*, and Ernest White II, of the NorCal Public Media and NETA distributed national program *Fly Brother*. The travel experts joined forces to discuss travel tips and share behind-the-scenes images from their globetrotting experiences, answering audience

I am the caretaker for my wife who is battling multiple myeloma.

**KRCB radio is our companion with all the time we spend at home.**

Rob Singleton  
Santa Rosa



questions, and sharing video clips of their favorite travel moments. The event was held for North Bay audiences in Santa Rosa at the Finley Community Center and in downtown San Jose at our Open San Jose studios. Both series are regularly featured programs on the public television CREATE Channel.




Radio Manager Kathryn Nelson



Public TV Travel Stars Event





# THE CENTER FOR ENVIRONMENTAL REPORTING

## PREPARE YOURSELF!

This innovative five-part series takes a unique approach to disaster preparation, with clever satire, entertaining skits, and original music. The series draws inspiration from popular culture, media references, and sketch comedy. *Prepare Yourself!* is not your typical public television program. Although there are some puppets, viewers also enjoyed game show skits, soap opera spoofs, and even an old-time silent film. NorCal Public Media worked with the Sonoma County Emergency Management Department, through a grant from FEMA, to design messages that are fun, yet relay important information about home emergency kits, go-bag readiness, property protection, and how neighbors and communities can help each other during emergencies and evacuations.

## BAY AREA BOUNTIFUL

Now in its seventh year, this regional Bay Area environmental program airs on KRCB TV, KPJK TV, and is available for streaming on PBS Passport and the free NorCal TV app. In 2023 the Emmy Award winning series highlighted the work of the Center for



I stream NorCal  
on my TV and love  
the station! Also, the fire  
coverage made me a fan of  
KRCB Radio.

Dorothy Geiger  
Santa Rosa



Ecoliteracy at Peterson Middle School in Sunnyvale, where students learn about food systems through an immersive experience in the cafeteria, classroom, and an onsite farm. In partnership with Acterra, the series also profiled the East Bay Municipal Utility



Kid Scientist from *Prepare Yourself!*



You're in Jeopardy from *Prepare Yourself!*





Orcas in the Pacific Northwest

District's Resource Recovery project that manages waste trucked from around the region and generates electricity through biogas power. Bay Area Bountiful also focused attention on the student activists with the Citizens' Climate Lobby in San Mateo, who took to the streets to spread their message to the community.

## PUBLIC MEDIA AWARDS

At the 55th Annual Public Media Awards, NorCal was honored to have two of our environmental projects win awards. *My Planet, My Voice* is a digital education project, using YouTube and Instagram to engage young people in sharing their thoughts and experiences about climate change. *My Planet, My Voice* won the award for Innovations in Education. *Ear to the Wild*, is a podcast and broadcast weekly feature, hosted by Jack Hines, that explores the sounds of nature, introducing Californians to the unique wildlife of the American West. *Ear to the Wild* won best Radio Environmental

Program. The staff is thrilled to have their impactful work recognized by our peers from around the nation.

## (AWE) AWESOME WOMEN ENVIROMENTALISTS

AWE tells the stories of the next generation of diverse and inspiring women environmentalists to Bay Area viewers as well as an audience of millions nationwide. The video series of short documentary portraits features profiles of a diverse group of women working to address environmental challenges and insure that parks and open spaces are open and welcoming to all. The latest episode introduces the magical Yakuta Poonawalla. She brings a group of urbanites to plant new foliage in Tunnel Tops, a brand-new park in San Francisco, where many of these city dwellers have the special experience of planting their first plant.

## PROTECTING MARINE MAMMALS

NorCal News Director Greta Mart reported on the story of Toki, a captive orca at an amusement park in Florida. Mart's father had reported on the capture of Toki off the Pacific coast five decades ago, and she was following the story of the planned release of Toki back into the wild this year. Sadly, the orca died prior to release. The death has sparked renewed calls for releasing marine mammals. California lawmakers are pushing for updated care standards for captive marine mammals, citing obsolete regulations and the cruelty of confining highly intelligent, social animals, suggesting new standards could end marine mammal captivity. Despite decades of advocacy, the USDA, which regulates oceanariums, faces criticism for foot-dragging on regulatory updates. This story aired on the statewide public radio program *The California Report*.

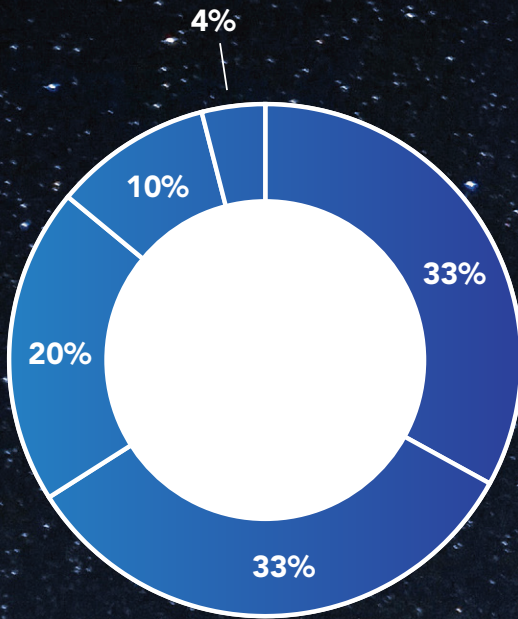
“ KRCB has been in the **forefront of the environmental movement!** Thank you for keeping us informed and entertained.

Irene Clark  
Santa Rosa



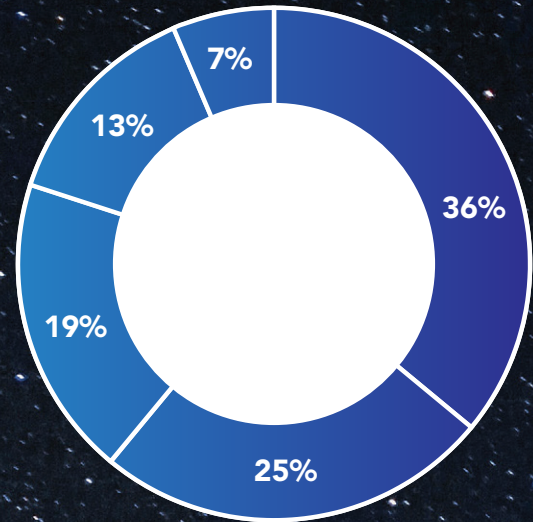


# 2023 FINANCIAL INFORMATION



**2023 OPERATING REVENUE: \$3,373,364**

Membership	33%
Other Revenues	33%
Government, Corporate, Foundation Support	20%
Underwriting	10%
Auction	4%



**2023 OPERATING EXPENSES: \$5,750,871**

Broadcast Expenses	36%
Programming & Production	25%
General Administration	19%
Fundraising	13%
Marketing & Promotion	7%

*Financial statements for fiscal year ending September 30, 2023. Auditor: Wipfli LLP*

*Board approved structural deficit utilizing investment income to close gap between Revenue and Expenses FY 2023*

## COMMUNITY PARTNERS

### PROJECT PARTNERS

A Theater for Children  
Acterra  
Agricultural Community Events  
Farmers Markets  
Analy High School  
Analy High School Jazz Combo  
ArtQuest, Santa Rosa High School  
ArtStart  
Astro Motel in Santa Rosa  
Audubon Canyon Ranch  
Beet Generation Farm  
Bellwether Farms  
Bernier Farms  
Boon Eat + Drink  
Boon Resort and Spa  
Braver Angels  
CalFire  
Cambria Hotels

Center For Ecoliteracy  
Chez Panisse  
Chiatari de Laguna Farm  
CHOPS Teen Club  
Chopsticks Alley  
Citizens Climate Lobby, San Mateo  
City of Cloverdale  
City of Rohnert Park  
Connections Interfaith Council  
Coyote Hills Regional Park  
CREATE Channel  
CreaTV, San Jose  
Culinary Programs at Santa Rosa  
Junior College  
DignityMoves  
Dry Creek Peach  
Earth Day on Stage  
East Bay Municipal Utility District  
East Bay Regional Parks District

Edible Schoolyard, Berkeley  
Epicurean Connection  
Farmster  
Finley Community Center  
Fire & Earthquake Safety Expo  
Flag in the Map  
Fly Brother, Ernest White II  
Forget Me Not Farms  
Generation Housing  
Geyserville Schools  
Geyserville Tech Academy  
Global Roots Sonoma  
Gravenstein Apple Fair  
Griffin Family Archive  
Humane Society of Sonoma County  
Hummaya Singers & Dancers,  
Independent Lens  
JAM's Joy Bungalow  
Joanne Weir Productions

Juilliard Park, Santa Rosa  
Juneteenth Festival  
KBBF Radio  
Lead Filipino  
Living Room  
Los Cien  
Lost Church  
Manzana Products Company  
Martin Yan Productions  
Mission San Jose High School  
Multi Amici  
Monte Rio Theatre  
Mosaic America  
Mountain Stage  
Museum of Sonoma County  
Muslim Support Network  
Napa Community College  
NHK World Japan  
North Bay Leadership Council



Open San Jose  
 Petaluma Music Festival  
 Peterson Middle School  
 Positive Images LGBTQ+  
 Quail and Condor  
 Railroad Square Music Festival  
 Rhiannon Giddens Silkroad Ensemble  
 Rivertown Revival  
 Russian Riverkeeper  
 San Francisco Conservatory of Music  
 San Jose Museum of Art  
 San José Spotlight  
 San Jose State University  
 San Mateo County Behavioral Health  
 and Recovery Services  
 Santa Clara Unified School District  
 Santa Rose Junior College  
 Sebastopol Center for the Arts  
 Silicon Valley Pride  
 Sonoma Community Center  
 Sonoma County Emergency  
 Management Department  
 Sonoma County Farm Trails  
 Sonoma County League of Women  
 Voters  
 Sonoma County Library  
 Sonoma County Pride  
 Sonoma County Special Education  
 Local Plan Area  
 Sonoma County Supervisors  
 Sonoma State University  
 Spinster Sisters  
 Starcross Family Farm  
 Susan Gorin  
 Syracuse  
 Travelscope, Joseph Rosendo  
 Troubadour  
 UC Berkeley School of Public Health  
 UC Davis Library  
 UC Davis Viticulture & Enology  
 UCCE Agriculture & Natural  
 Resources  
 Valley Water  
 Veronda-Falletti Ranch  
 Works/San Jose  
 Zoloti Maky Ukrainian Dance  
 Ensemble

## SPONSORSHIP SUPPORT

6th Street Playhouse  
 Acqua Hotel  
 Allegretto Vineyard Resort  
 Alliance Française de Santa Rosa  
 American Conservatory Theater  
 American Endowment Foundation  
 American Public Television  
 Anderson Valley Winegrowers  
 Andiron Seaside Inn  
 Annadel Estate Winery  
 Annette Cooper  
 Another Planet Entertainment  
 Appellation St. Helena  
 Art Association  
 Auburn Holiday Inn  
 Baldacci Family Vineyards  
 Balletto Vineyards  
 Barbara M. Kinney Trust  
 Berkshire Chorus  
 Blue Cape Cellars  
 Blue Note Napa  
 Body Glove Cruises  
 Breathless Wines  
 Brooks County  
 Burke's Canoes  
 Business Alliance

Cabot Creamery Cooperative  
 CAL FIRE  
 Cal Skate Free Passes  
 CalHOPE  
 California Community Colleges  
 California Department of Water  
 CalRecycle  
 Calstar Cellars  
 Caltrans Clean CA  
 Caltrans Clean California  
 CapRadio  
 Caryl & Mickey Hart Charitable Fund  
 Cattle Council  
 Charles Schwab & Co  
 Cheese Board Bakery & Cheese store  
 Chicago Community Foundation  
 Chipotle  
 Claremont Club & Spa, A Fairmont  
 Cliff Family Winery & Farm  
 Cline Cellars  
 Club Fugazi  
 Coddling Foundation  
 Comet Corn  
 Community First Credit Union  
 Community Foundation Sonoma  
 County  
 Community Market  
 Concannon Vineyard  
 Concerts in Julliard Park/City of Santa  
 Rosa  
 Copperfield's Books  
 Costeaux French Bakery  
 Cowgirl Creamery  
 Crane Assembly  
 Crankstart Foundation  
 CuVer Brewing  
 David and Winky Merrill Fund  
 David Stare Charitable Fund  
 de Young Museum & Legion of  
 Honor  
 Deer Valley Resort  
 Di Arie Vineyard & Winery  
 Domaine Carneros  
 Dr. Lisa P. Longenecker Foundation  
 Drew & Ellen Bradley Fund  
 Dry Creek Vineyard  
 Duckhorn Vineyards  
 Dutcher Crossing  
 Dwight L. Johnson Trust  
 Ehlers Estate Winery  
 Elite Island Resorts  
 Empire College of Law  
 Estate of Lynn Hope Taylor  
 Fairmont Grand Del Mar  
 Fiadh Ruadh Wines  
 Fine Arts Museums of San Francisco  
 Fox Theatre  
 Freidman's Home Improvement  
 Stores  
 Freight & Salvage  
 Friends of the Petaluma River  
 Fund of Stephen L. Smith & Diana  
 T. Go  
 Fundemonium  
 Garnet Gorin Living Trust  
 Go Local Sonoma County  
 Gravenstein Apple Festival  
 Gravenstein Grill  
 Greek Theater  
 Green Music Center  
 Hafner Vineyard  
 Half Moon Bay Art Glass  
 Half Moon Bay Brewing Co.  
 Hana Sake Bar & Tasting Room  
 Hanson of Sonoma Distillery  
 Happy Hollow Park & Zoo  
 Harry & Carol Saal Family Fund  
 Helwig Winery  
 Hilton San Francisco Union Square  
 Hog Island Oyster Co.  
 HopMonk Taverns  
 Humboldt Distillery  
 Hyatt Sonoma Wine Country  
 Insalata's  
 Iron Horse Vineyards  
 J. Pat Geis Living Trust  
 Jack & Diane Stuppin Fund  
 Jackson Family Wines  
 Jackson Rancheria Casino Resort  
 Jan E. Kahdeman Charitable Fund  
 and Rita Jane Purcell  
 Jan Kahdeman Charitable Fund, Rita  
 Jane Purcell & Jan Kahdeman  
 Jewish Community Federation  
 Endowment Fund  
 Jim Gordon, Wine Enthusiast  
 Judd's Hill  
 Ka'anapali Beach Hotel  
 Keller Estate Winery  
 Kendall-Jackson Wine Estate  
 King Arthur Baking Company  
 Koloa Landing at Poipu  
 Korbel Champagne Cellars  
 Kulp-Oreoffice Philanthropic Fund  
 La Rochelle Winery  
 La Rosa Tequileria & Grille  
 Lagunitas Brewing Co.  
 Let's Roam  
 LIME Foundation  
 Little River Inn  
 Livermore Valley Wine Country  
 Loveland Fund  
 Luther Burbank Center  
 Marco A. Vidal Fund  
 Marin Clean Energy  
 Marin Community Foundation  
 Marina Drummer  
 Marisla Fund  
 Mary's Pizza Shack  
 McCune Family Trust  
 Mendocino Spirits  
 Messina Touring  
 Metropolitan Group "We Create  
 408"  
 Michael & Sue Rataj Giving Fund  
 Mount Shasta Resort  
 MPT Foundation, Inc.  
 Myra K. Levenson Fund  
 Mystic Theatre  
 Napa Valley Paddle Company  
 North Bay Children's Center  
 North Bay Leadership Council  
 Northern Trust Charitable Giving  
 Program  
 Nove Vineyards LLC  
 Oakland A's  
 Oakland Zoo  
 Olea Hotel  
 Oliver's Donor Advised Fund  
 Oliver's Markets  
 Once & Future Wine  
 Orange County Community Fund  
 Oregon Shakespeare Festival  
 Oxbow River Stage  
 Pajaro Dunes Resort  
 Palace of Fine Arts  
 Palmeri Wines  
 PBS Kids  
 Petaluma Poultry  
 Peter B. Wiley Trust  
 Pine Ridge Vineyards  
 Point Reyes Farmstead Cheese  
 Prager-Myszak Family Charitable  
 Fund


Quinlan Family Charitable Fund  
 Ramazzotti Wines  
 Rancho Nicasio/Nina Gerber  
 Raven Theater  
 Reading Movie Theater  
 Recology  
 Redwood Empire Rink  
 Redwoods in Yosemite  
 Rialto Cinemas  
 Richards/Leong Family Trust  
 Robert & Rosalie Applebaum Fund  
 Roman Spa Hot Springs Resort  
 San Francisco Foundation  
 San Francisco Museum of Modern  
 Art  
 San Francisco Opera  
 San Francisco Zoo  
 San Jose Children's Discovery  
 Museum  
 San Jose Giants Minor League  
 San Jose Office of Cultural Affairs  
 Santa Rosa Parks  
 Santa Rosa Symphony  
 Scheid Family Wines  
 Schramberg Vineyards  
 Scott-McDonald Donor Fund  
 Sebastopol Documentary Film  
 Festival  
 SEED BANK  
 Sensorio  
 Smuin Contemporary Ballet  
 Sol Food  
 SOMO Village/Family Fitness Expo  
 Sonoma Ag + Open Space  
 Sonoma Clean Power  
 Sonoma County Airport  
 Sonoma County Home & Garden  
 Show  
 Sonoma International Film Festival  
 Sonoma Land Trust  
 Sonoma Motion Picture Company  
 Sonoma Pride  
 Sonoma Raceway  
 Sonoma Water  
 Sound Hotel  
 Spirit Works Distillery  
 St. Helena Winery  
 Stag's Leap Wine Cellars  
 Stanroy Music Center  
 Stephen Ryan Trust  
 Steven W. Wierenga Family  
 Charitable Fund  
 StoryCorps, Inc  
 Susanne Lewald Charitable Fund  
 Teneral Cellars  
 The Next Record Store  
 TheatreWorks Silicon Valley  
 Thomas F. Straughen Trust  
 Thomas Paul Darby Trust  
 Times Square Suites Hotel  
 Tito's Hand Made Vodka  
 Top Golf  
 Twin Pine Casino & Hotel  
 Waikiki Crawling  
 Warm Hand Fund  
 Washington Tourism Alliance  
 Wild Hog Vineyard  
 William and Gretchen Kimball Fund  
 William Cole Vineyards  
 Winding Vine Fund  
 Wine Enthusiast  
 Wine Road Northern Sonoma County  
 Woodward Family Foundation, Philip  
 & Connie Woodward  
 Young Inglewood Wines





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