



NorCal Public Media Begins Construction at New Headquarters



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Northern California Public Media (NorCal) began renovation construction this week on a new headquarters building in Rohnert Park, purchased in August 2023.

The 2-story building at 311 Professional Center Drive in Rohnert Park contains approximately 24,000 square feet of space, about three times larger than the nonprofit public media organization's original headquarters, also in Rohnert Park. Construction is expected to take several months to complete and includes installation of a broadcast engineering technical facility, multiple radio studios, a radio gathering hub, a new TV studio, a new event-focused lobby and several multipurpose meeting spaces, mostly on the ground floor. The second floor contains meeting rooms and more offices.

Nate Bisbee of Santa Rosa firm Bisbee Architecture+Design is the architect of the renovation project, and his portfolio includes work for other area nonprofits such as Boys & Girls Club of Sonoma-Marin and the Children's Museum of Sonoma



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County, as well as commercial clients Clover Sonoma, Grossman's Deli, wineries, breweries, several schools and branches of Sonoma County Library.

The general contractor is Holly Construction of Santa Rosa, which brings 40 years of commercial construction experience in the North Bay to the project.

The new building will have a number of rooms that will function as meeting, event and community spaces that NorCal looks forward to sharing with the public and community partners.

"We are building something together that will help the next generation of public media innovators to educate children, to highlight the diversity of the communities we serve, and to bring people together despite societal forces that attempt to separate us from each other," says Darren LaShelle, president & CEO. "Public media gives voice to the people. Let us ensure their voices remain heard, loud and clear, for years to come under this roof."

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 now at 104.9FM.

"The new NorCal Public Media facility gives the community the opportunity to celebrate 40 years of public television and public radio through a series of on-site events," says LaShelle. "We look forward to welcoming the public into our new home."

In addition to its flagship PBS and NPR broadcast 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 LocalNow! 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 Construction Commencement Ceremony was held at noon today and featured remarks by Chair of the Board Margaret McCarthy, Mayor of Rohnert Park Gerard Giudice, NorCal CEO Darren LaShelle, and Congressman Mike Thompson, U.S House of Representatives for California District 4.

Hammers were swung by NorCal Board Members, Congressman Thompson and LaShelle at a wall scheduled to be demolished in the future location for KRCB radio studios and gathering spaces in the new building.

Mayor Giudice congratulated the organization on its long history in the city of Rohnert Park and spoke of civic pride in having a growing nonprofit media organization of service to the community located in the city.



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CEO Darren LaShelle accepted a Certificate of Special Congressional Recognition at the event from Representative Thompson, who praised NorCal Public Media's 40 years of service and spoke earnestly of the importance of trusted, independent public educational media and news in American life.

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[Photos available at this link.](#)



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