

TRUSTED.
INDEPENDENT.
ESSENTIAL.

First season of *Refreshing the Watershed* series by NorCal Public Media is available now

For immediate release—San Jose, CA, December 23, 2025—Northern California Public Media (NorCal Public Media) has made six installments of *Refreshing the Watershed: Steps You Can Take to Make a Difference*, a 5-year series of television and social media content in partnership with the Santa Clara Valley Water District (Valley Water).

Made possible by a generous \$50,000 grant as part of Valley Water’s tax-supported Safe, Clean Water Grant Program, *Refreshing the Watershed* focuses on supporting volunteer cleanup, education, outreach and watershed stewardship activities in the South Bay that can serve as inspiration for community engagement and volunteering around the entire Bay region.



“It has been a true pleasure to partner with Valley Water in showcasing the vital volunteer efforts that restore our local creeks and watersheds, making them healthier for plants, wildlife, and our community,” remarked Paul Swensen, Executive Producer for Video Content & National Program Distribution. “With our Center for Environmental Reporting, we are proud to support organizations whose mission—to provide safe, clean water for a healthy life, environment, and economy—is essential to the future of our region.”

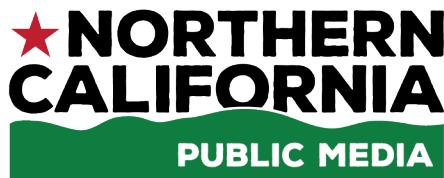


San Jose-based Resource Area for Teachers (RAFT) has begun creating Science, Technology, Engineering, Arts, and Mathematics (STEAM) lesson plans for students enhanced by the featured conservation videos, to be distributed to area educators. These lessons are free of charge and designed to utilize common household materials.

The first lesson is [Riparian Biodiversity Sampling](#) for grades 3-5 and the companion videos by NorCal Public Media are [Riparian Restoration](#) and [Grassroots Ecology](#):

[Weeding Wisdom](#).





TRUSTED.
INDEPENDENT.
ESSENTIAL.

NorCal Public Media senior TV producer Rick Bacigalupi is acting as primary producer/editor/camera on the project. He is an Emmy-Award winning Bay Area broadcast TV veteran with over 30 years' experience working on environmental and social justice issues.

"Producing these stories, two things immediately become clear," said Bacigalupi. "First, the tremendous area-wide need to address the significant impact of pollution and development around our waterways. And most importantly, the limitless potential of volunteers to show up time and again to address the problems. Many hands really can tackle daunting tasks, working together."

The series goal is to paint a compelling picture of the complex, interconnected issues that affect the health of our watersheds. The videos aim to engage community members and support watershed stewardship by amplifying the education and outreach programs of local conservation groups. NorCal Public Media hopes to inspire community participation in those organizations' volunteer stewardship activities.

The nonprofit organizations profiled in the first season are Santa Clara Valley Open Space Authority, Grassroots Ecology, BeautifySJ, Keep Coyote Creek Beautiful, South Bay Clean Creeks Coalition and The Trash Punx. The stories included in the NorCal Public Media coverage over five years take place within the Coyote, Guadalupe, Lower Peninsula, Uvas-Llagas, and West Valley watersheds.

NorCal Public Media producers will create 30 mini-documentaries within the 5-year timeline. Each video will be provided in English and Spanish.

About NorCal Public Media and the Center for Environmental Reporting

Refreshing the Watershed is the most recent of numerous projects under the Center for Environmental Reporting at NorCal Public Media— a multi-year, multi-platform ongoing project, offering informative, engaging and educational content across all television, radio, news, podcasts, digital and streaming platforms offered by the public media organization.

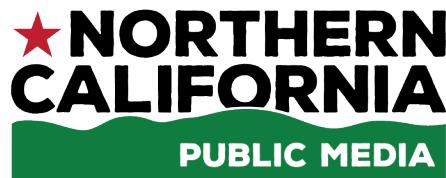


About Resource Area for Teaching (RAFT)

Since 1994, the Silicon Valley nonprofit Resource Area for Teaching (RAFT) has provided educators with engaging hands-on learning resources aligned to national content standards. Their "found engineering" process encourages the reuse of materials that otherwise may be sent to landfills.

###





TRUSTED.
INDEPENDENT.
ESSENTIAL.

More information and links:

[Watch the 2025 video series in English on YouTube](#)

[Watch the 2025 video series in Spanish on YouTube](#)

[Visit the Center for Environmental Reporting's Waterwise Education page](#)

[Follow NorCal Public Media on Instagram](#)

[Santa Clara Valley Water District/Valley Water](#)

[Resource Area for Teachers \(RAFT\)](#)

[Santa Clara Valley Open Space Authority](#)

[Grassroots Ecology projects in Santa Clara](#)

[BeautifySJ](#)

[Keep Coyote Creek Beautiful](#)

[South Bay Clean Creeks Coalition](#)

[The Trash Punks](#)

Press contact at NorCal Public Media:

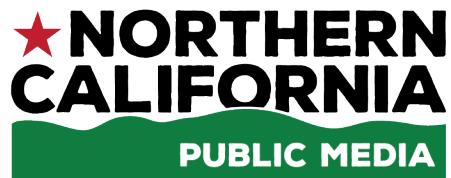
Darren LaShelle

707.584.2000

darren_lashelle@norcalpublicmedia.org

[Images for media use are available for download here.](#)





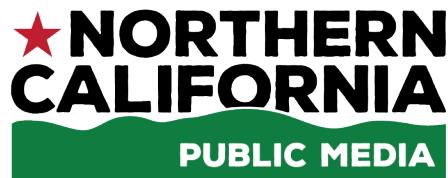
TRUSTED.
INDEPENDENT.
ESSENTIAL.



Volunteers set out for a morning creek clean-up with BeautifySJ



5850 Labath Avenue, Rohnert Park, CA 94928 • (800) 287-2722 • norcalpublicmedia.org



TRUSTED.
INDEPENDENT.
ESSENTIAL.



The Trash Punx get an old chair out of Guadalupe River



5850 Labath Avenue, Rohnert Park, CA 94928 • (800) 287-2722 • norcalpublicmedia.org