

For immediate release-Rohnert Park, CA, May 1, 2025

KRCB 104.9FM adds Tiny Desk Radio to weekly schedule



Northern California Public Media is proud to announce that the new NPR program *Tiny Desk Radio* will be added to the weekly programming schedule on KRCB 104.9FM starting Sunday, May 4th at 6pm.

Tiny Desk Radio packages the popular Tiny Desk Concerts into an hour-long broadcast program hosted by NPR's Bobby Carter and Anamaria Sayre. NPR's *Tiny Desk* is a singular space for music discovery the discovery of new artists, or the discovery of your favorite artists in a new light. *Tiny Desk Radio* will reflect that magic in its music and storytelling. Listeners will be enchanted by intimate performances









from up-and-coming acts to the most iconic artists of our time, from Ca7riel & Paco Amoroso to Chaka Khan.

Tiny Desk Concerts have had a staggering impact on fans of all ages and backgrounds across the country. This year, the Tiny Desk Contest received more entries than ever before from up-and-coming artists from nearly every U.S. state and territory. The numbers speak for themselves:

- NPR Music on YouTube has an extraordinary 11 million Subscribers and 3.6 billion views through its Tiny Desk Concert videos.
- Tiny Desk has global recognition with over 300K YouTube views for the Tiny Desk Korea and Tiny Desk Japan concert series.
- The NPR Audience Insights team's look at the *Tiny Desk Concerts* brand from 2022 to 2024 found that YouTube users see the concerts as high-quality and irreplaceable.

KRCB has encouraged local musicians to enter the Tiny Desk Contest each year and partnered with Lagunitas Brewing Company to host the Tiny Desk Contest on the Road series at their venue in Petaluma. This year there were 14 local entries. The next *Tiny Desk Contest on the Road* concert is coming up on Friday, June 13th and tickets are available at https://norcalpublicmedia.org/tiny-deskcontest-sonoma-county-picks

KRCB music hosts Brian Griffith and Doug Jayne have selected some of the local entries to highlight for KRCB listeners. They include:

Faethora: "Hope in a Bottle"

Tom Richardson: "Idea 31"

Kiranjot Kaur: "Walk with Me"









Lean-To: "Naive"

Gillian Grogan: "Ants in the Garden"

Maiah Wynne: "False Gods"

Meli Levi: "Heart of Stone"

Bohemian Highway: "Where Is My Country"

###

More information and links:

Details about Tiny Desk Radio and the Tiny Desk Contest Tiny Desk on the Road at Lagunitas Information and Tickets About KRCB 104.9FM -Sonoma County's NPR station Streaming KRCB from anywhere with the NorCal App

Press contact at NorCal Public Media:

Darren LaShelle

707.584.2000

darren_lashelle@norcalpublicmedia.org





