



3rd Annual NorCal Public Media Food and Wine Awards Raises Record Funds for Local Public Media

For immediate release—Rohnert Park, CA, May 23, 2025

The 3rd Annual [NorCal Public Media Food and Wine Awards](#) on May 10, 2025 was a celebration of local heroes that exemplify excellence, innovation, and a commitment to the betterment of our local communities and environment through agriculture, viticulture, sustainability, education and compassion.

NorCal is dedicated to shining a spotlight on environmental issues and their impact on our communities, and its [Center for Environmental Reporting](#) is supported in part by this fundraising event. The NorCal Public Media Food and Wine Awards also help support the PBS, NPR and independent public television stations and streaming services provided to the Bay Area by NorCal Public Media, and their work in reporting on the environment, climate change issues and solutions.



In its 3rd year, and in the current environment where the loss of federal funding for public media is a serious threat, the event added a lively fundraiser with an auction of items donated by generous local artists, businesses and individuals, and a call for donations led by CEO Darren LaShelle and State Senate President Pro Tempore Mike McGuire which helped the organization raise more than \$100,000. Senator McGuire in his remarks addressed the critical need to continue funding public media.

Public Media—radio, television and streaming services—reaches more than 99% of Americans with news, emergency service information, educational programming and much more. Public

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FOOD AND WINE *Awards*

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media remains one of the last independent and trusted sources of information and in rural areas of the country it is often the only local information resource left.

The event enjoyed the warm and enthusiastic support of sponsors, attendees, volunteers and many organizations who donated food, wine, beer and craft beverages.

Guests sampled and discussed a menu of small bites sourced from local farms and artisan producers, prepared by Chef Daniel Kedan—awarded restaurateur, farm-to-table instructor at the Culinary Institute of America, and a previous Award Winner at the 2nd Annual event. He was assisted by a small army of culinary students from Maria Cabrillo High School and Santa Rosa Junior College culinary programs volunteering their help.



State Senator Mike McGuire addresses the need for public media funding at the NorCal Public Media Food & Wine Awards



Chef Martin Yan at the NorCal Public Media Food & Wine Awards

Top sponsors of the event were Cowgirl Creamery, Iron Horse Vineyards, J. Lohr Vineyards & Winery, North Bay Children's Center, River City Bank Clean Energy Division, and Sonoma Water. NorCal thanks all sponsors and donors of this event for their fine support.

"This event was made possible with the enthusiastic participation of more than 56 staff, culinary students and volunteers and we want to express our gratitude for their help and support," said Darren LaShelle, President & CEO of NorCal Public Media. "Special thanks go to Clark Wolf and Daisy Damskey, two planning committee members who have been with the event from its inception, helping us to craft its mission, generously giving us their time and help with so many of the small and large tasks which made it a success."

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FOOD AND WINE *Awards*

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LtoR: Event host Clark Wolf, Award Winners Mimi and Peter Buckley of Front Porch Farm, Presenter Daisy Damskey and President and CEO Darren LaShelle at the NorCal Public Media Food and Wine Awards.

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More information and resources:

Videos of the Award Winners can be found on the [NorCal Public Media YouTube page here](#).

[Photos from the event are available here](#). Photo credit: Adrian Mendoza

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Chef Martin Yan
at the NorCal Public Media Food & Wine Awards

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Sonoma County Supervisor Lynda Hopkins
presents the awards for Land Stewards/Regeneration
at the NorCal Public Media Food & Wine Awards.



NORCAL PUBLIC MEDIA

FOOD AND WINE *Awards*

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Trisha Meisler presents awards
for the Sonoma Water High School Video Contest winners
at the NorCal Public Media Food & Wine Awards



Noah Abrams of KRCS News awards Chanowk and Judith
Yisrael and Michael Dimock for their achievements in Food
Equity at the NorCal Public Media Food and Wine Awards.