



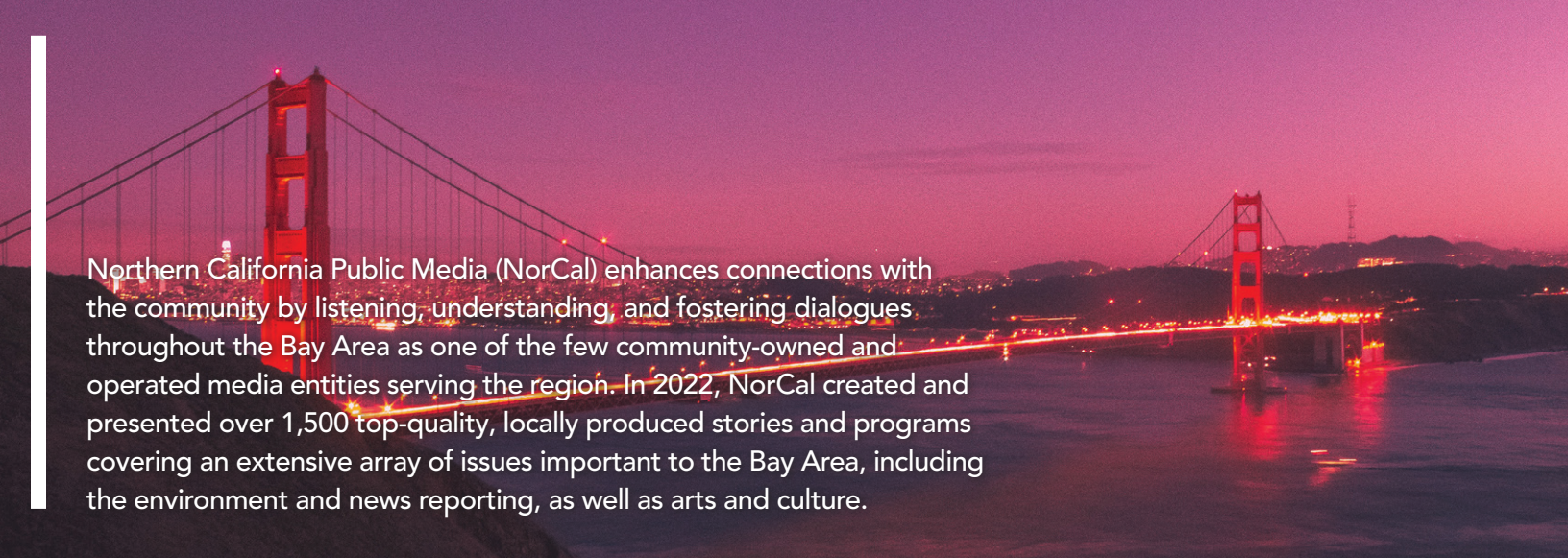
2022

Local Content and Service Report  
TO THE COMMUNITY




★ **NORTHERN  
CALIFORNIA**  
PUBLIC MEDIA



A night photograph of the Golden Gate Bridge in San Francisco, with its iconic orange-red towers and suspension cables illuminated against a dark sky. The bridge's lights reflect on the water below.


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 2022, NorCal created and presented over 1,500 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 winding asphalt road through a lush green forest. Tall trees line both sides of the road, and sunlight filters through the canopy, creating a dappled light effect on the path.

NorCal is watched by 500,000 viewers in the Bay Area community each week through our television channels and over 20,000 listeners each week through our Sonoma County radio service. Over 10,000 community members have attended NorCal sponsored events during the year, and over 40,000 people have watched or listened to NorCal programs each month through our online and social media channels.

# LOCAL IMPACT

A photograph of a starry night sky over a beach. The sky is filled with numerous stars, and the dark silhouettes of trees and the beach are visible in the foreground.

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



# 2022



Daniel Tiger &  
Darren LaShelle

was a year of strategic thinking and planning for the future of Northern California Public Media and the services we provide to the Bay Area community.

NorCal began the year with board-level discussions about planning for the next three to five years to grow the organization and our services. We understood the urgency to focus on the greatest areas of need, and assess the resources, talent, and partnerships that will help us expand in a thoughtful and reasonable manner while maintaining excellent quality of service. Board Chair Margaret McCarthy and Board Directors Sharon Tiller and Terry Abrams led our strategic planning efforts with Chief Operating Officer Amy Boyd. Listening sessions and open discussion retreats with community leaders, other nonprofits, educational institutions, and government helped us define our goals. Community input shaped our understanding of the informational and educational needs of residents in the Bay Area. Extensive staff retreats and Community Advisory Council meetings resulted in a refinement and tighter focus on our path forward.

After hundreds of hours of in-person conferences, online Zoom meetings, and all-day retreats, our expansive and inclusive process resulted in consensus around six focus areas, or “pillars,” of our new strategic plan. The pillars focus our efforts on strengthening our connection to **Audience & Community**, creating responsive **Trusted Content**, using advanced technology to serve audiences through a **Digital Transformation** of our media work, bringing **Justice, Diversity, Equity, Inclusion, and Belonging** to everything we do, creating a service that endures through **Organizational Excellence and Sustainability**, and examining and evaluating our needs for **Aligned Facilities** that suit the needs of the organization and the public we serve.

Each of these six pillars of focus for NorCal are supported by key objectives to be achieved and collaborative strategies to reach those key objectives. Our staff is working diligently to incorporate new ways of working and new ways of thinking into our media and news services to the Bay Area. I have been inspired by the innovative thinking displayed by the employees of NorCal as we moved through this year-long strategic planning process. People shared their hopes for the future of public media and their fears about the challenges we face. The entire NorCal team is working from a unified vision – from the Board of Directors to our community partners, and from the Community Advisory Council to our dedicated staff.

The future can be a bit scary and is certainly full of unanticipated events and unknown occurrences but having an extensive road map and everyone moving in the same direction is a good start for a new year and a new era of public service.

Sincerely,

Darren LaShelle  
President & CEO





# STORIES THAT MATTER

## HOUSING AND HOMELESSNESS

Many people work full time and still find themselves without a place to live in the expensive Bay Area housing market. NorCal Public Media examined the housing challenges of those living on the margins with the live call-in television and online streaming special *Questions & Conversation: Living on the Edge*. In addition, the Bay Area Bountiful episode *Finding Home* examined unique solutions that are providing shelter to those most in need, including a controversial RV parking program in Sebastopol and a home-sharing model being used across the Bay Area.

Our documentary film, *From Homeless to Housed* focused on the people and institutions addressing homelessness in our communities. We heard from

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“ Thank you for your  
informative and  
timely programs – an  
essential part of our ‘continuing  
education!’ Peace.

Dorothy Nassiry  
Berkeley

”

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those designing and building a new 60-unit interim supportive housing project, as well as representatives from the City of Rohnert Park, DignityMoves, HomeFirst Services, and the residents themselves, as they moved into a place where they can get out of survival mode and find the mental and emotional capacity to focus on stabilizing their lives.



TV crew, *From Homeless to Housed*



Ernest White II





Sarah Codde and Dr. Sarah Allen

## RADIO COMMUNITY VOICES

KRCB 104.9 started a community initiative that brings the voices, sounds, and culture of Sonoma County to a local and global audience. The Radio Community Voices segments are heard throughout the day on 104.9 and are presented online, including our weekly “Postcards from Sonoma County,” which delivers hyper-local news stories from smaller communities all over the county, and our coverage of the county’s art scene in a segment called “ArtBeat with Satri Pencak.” Each week, Satri highlights exhibits and galleries featuring local artists.

The many fine foods and agricultural diversity of Sonoma County are showcased in weekly segments called “Savoring Sonoma” with Clark Wolf. Wolf also hosts an hour-long show twice a month on KRCB 104.9 which showcases the food, farmers, chefs, and community food leaders that enrich our lives. KRCB also presents “Ear to the Wild,” an ecological audio soundscape, aired locally and presented as a podcast.

## NATIONAL STORYTELLER

NorCal Public Media produces and presents compelling national public television series, carried by stations across the United States, including *Fly Brother*, which is an award-winning television travel docu-series about friendship and connection across the globe, hosted by

Ernest White II. We also presented *Common Ground with Jane Whitney* featuring unique facets about the ongoing story of an evolving America in all its complexity. Guests in 2022 included Rep. Jamie Raskin (D-Md.); Sen. Cory Booker, Rep. Adam Kinzinger, and Professor Henry Louis Gates Jr. We also presented *World’s Greatest Cemeteries* with host Roberto Mighty as he tours these beautiful outdoor museums with cultural experts, historians, and authors.

## WOMEN ENVIRONMENTALISTS

In 2022, NorCal launched a new series of documentary videos about women in environmental science. The first video *Sarah<sup>2</sup>* featured marine biologist Sarah Codde and her mentor Dr. Sarah Allen, following them as they monitor elephant seals at the Point Reyes seashore. We learn about their important work, and how the field, once dominated by male scientists, is now mostly led by women. Another story in the series, *I’m a Burner*, focuses attention on a renaissance of tribal cultural burning by the Mountain Maidu. Tribe member Trina Cunningham is teaching wildfire officials how prescribed cultural burning keeps wildfire dry undergrowth fuels from being neglected and burning out of control.

## LITTLE LEAGUE WORLD SERIES

After postponing the game for two years because of the pandemic, San Jose’s Cambrian Park Little League Challenger team played in this year’s Little League World Series exhibition game. The local team was founded 12 years ago and is for athletes between the ages of 5 to 18 with special needs. Over the years, the team has fostered friendships on and off the field and created a community of encouragement and support for the young players. As team manager and founder Barbara Morrone said, “This is a once in a lifetime opportunity. It’s a dream come true, but even bigger than going to the World Series is spreading awareness about inclusion.”



Little League World Series

“ I’m happy to watch NorCal Public Media daily!

Nancy Osaki  
San Francisco







# BUILDING COMMUNITY

## STRATEGIC PLANNING

NorCal Public Media spent 2022 actively engaged in organizational strategic planning. We performed a complete 360 evaluation of our services from the perspective of viewers, listeners, community partners, employees, board members, and even citizens who do not currently watch or listen. After hundreds of hours of staff meetings, community listening sessions, and two full day retreats, NorCal has developed a strategic plan to guide us through the next phase of service to the Bay Area community.

Our strategic focus areas over the next five years include: Audience and Community, Organizational Excellence and Sustainability, Digital Transformation, Trusted Content, Aligned Facilities, as well as a holistic focus on Justice, Diversity, Equity, Inclusion, and Belonging.

## OUT IN THE COMMUNITY

KRCB 104.9, KRCB PBS, and KPJK TV partnered with multiple community organizations and festivals throughout the year. NorCal participated in events as diverse as the Northern Sonoma County Fire and Earthquake Expo in Cloverdale and, as a media sponsor, the 2022 Sonoma County Pride Celebration, which spanned three days of unforgettable events. NorCal also sponsored the music stage at the Gravenstein Apple Fair, and our culinary host Clark Wolf hosted a book-signing and talk at Copperfield's Books with *Slow Cooked* author Marion Nestle.

This was a year of music festivals for KRCB 104.9 and our Sonoma County listeners. The radio team attended the Santa Rosa Railroad Square Music Festival in June, and we sponsored the Rivertown Revival Festival in July, supporting the Friends of the Petaluma River. There was live music, activities on the water, and a large play area for kids and families. Music Director Brian Griffith played host for a series of great musical acts at this

“ KRCB is the **best local station**, and the music variety is exceptional. I am a fan of NPR. Community radio turns me on!

Jean Tofanelli  
Santa Rosa

”



Strategic Planning Retreat





Pat Geis Public Media Internship Program



Gravenstein Apple Fair

festival and at the 15th Annual Petaluma Music Festival, which featured 14 bands on four stages, benefitting the music education programs of Petaluma public schools. Every Sunday during the summer, Julliard Park in Santa Rosa played host to local musical acts and KRCB hosts were there to meet the public and share information about the stations.

## FOCUS ON YOUTH

In 2022, NorCal Public Media launched the Pat Geis Public Media Internship Program. This paid internship program supports college, technical school, and high school students interested in careers in journalism, digital media, and media work with an environmental focus. Our reporters, digital media professionals, and multimedia producers provide guidance and mentorship. This project was created through a generous bequest from J. Patrick Geis, a longtime friend of NorCal Public Media. Geis was a Sonoma County entrepreneurial design engineer who believed strongly in youth mentorship and community education.

This year, KRCB 104.9 partnered with Sonoma County Family Services and Raise a Child, the nationwide leader in the recruitment and support of LGBTQ+ and all prospective parents. KRCB 104.9 helped spread the word about the overwhelming need for foster and adoptive parents in our region.

NorCal partnered with San Francisco State University on the First Annual Micro Green Student Film Festival in May of 2022, and that same month, multimedia producer Isabel "Izzy" Fischer was a featured Aggie Studios guest speaker at UC Davis. In November, TV producer Rick Bacigalupi spoke at the Climate Change Career Panel at San Jose State University.

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“ In the changing media landscape, I know I can always count on you to do an **outstanding job**.

Much love.

Lee Farrell  
Pinole

”

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## SCREENING EVENTS

NorCal public TV stations held a variety of screening events, including the *Independent Lens* film series “Indie-Lens Pop Up” with Sebastopol Rialto Theaters in the spring of 2022. Theatre goers enjoyed films such as *Writing with Fire*, *Try Harder*, *Apart*, and *Missing in Brooks County*. In November, NorCal collaborated with the Friends of Monte Rio at the Monte Rio Theatre for a screening and panel discussion around the “Indie-Lens Pop Up” presentation of *Move Me*.

In October, NorCal hosted a screening of the Maryland Public Television documentaries *Harriet Tubman* and *Frederick Douglass* at Berkeley City College. Also in October, we co-hosted the premiere of the new documentary *The Art of Eating: The Life of MFK Fisher* at the Mill Valley Film Festival and we premiered our new *Women Environmentalists* film series at the Doc Lands Film Festival in April of 2022.





# NEWS REPORTING

## TUBBS FIRE 5<sup>TH</sup> ANNIVERSARY

KRCB 104.9 News invited two celebrated local journalists into the studio to discuss their book, *Inflamed: Abandonment, Heroism, and Outrage in Wine Country's Deadliest Firestorm*, the story of senior citizens left in the path of a ferocious firestorm. The interview was so gripping, the newsroom turned it into a three-part series presented during *Morning Edition* and *All Things Considered*, as well as a half-hour special that aired in October. Many stories throughout the year focused on fire safety and preparedness in addition to breaking news reports about small wildfires that ignited throughout the region in 2022.

## FIRST NEWS PODCAST

In March, KRCB 104.9 launched the *Sonoma County First News* podcast to expand our coverage of local and county government, elections, environmental, and cultural stories, and more to new audiences. The podcast showcases the daily reporting of our newsroom of staff reporters, freelancers, and regional partners. Each weekday morning, KRCB *Morning Edition* host and news anchor Mark Prell produces the weekday morning podcast that now has followers from across the Bay Area and beyond.

## 3 SECONDS IN OCTOBER


In 2022, NorCal Public Television was the San Francisco/Northern California Emmy Award winner for best documentary for this program about the tragic and controversial shooting of 13-year-old Latino Andy Lopez by a Sonoma County deputy sheriff. The film covers the questionable police investigation that followed and an outraged community's efforts to

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“ We love the news shows on KPJK TV and our favorites are **Democracy Now** and **DW News**. Thank you for all you do. ”

Margaret Frost  
San Francisco

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Mark Prell



The 3 Seconds in October team accepting their Emmys





Greta Mart



Members of the Wiyot Tribe

demand oversight and historic reform of the Sheriff's Office. The documentary was distributed nationwide to public television audiences and continues to have an impact on discussions about community policing.

## RECLAIMING TRIBAL LANGUAGE

One of NorCal's Pat Geis Public Media Interns, Quinn Nelson, had a keen desire to report on Northern Californian Native American related stories. Fostering that interest led to her traveling to Humboldt County to report on the Wiyot Tribe and their efforts to reclaim their ancestral Soulatluk language. Before European contact, linguists say there were over 300 Native American languages spoken in North America. Fewer than half remain. In 2022, the federal Bureau of Indian Affairs announced it was awarding \$7 million to American Indian and Alaska native tribes under the Living Languages Grant Program to help tribes revitalize languages once thought to be lost.

## KRCB 104.9 NEWS AWARD

KRCB partnered with the California Newsroom on the award-winning investigative story "Bankrupt." Pacific Gas & Electric had been found responsible for their power lines sparking northern California wildfires and was ordered to pay damages, however the payments have been slow to reach those affected by the fires and power line maintenance is behind schedule. The story won the Edward R. Murrow Award in the radio large market category. KRCB reporter Marc Albert contributed to this story as part of the Newsroom collaborative. The team also included KQED Radio and CapRadio out of Sacramento.

## 2022 ELECTION COVERAGE

In the weeks leading up to both the June primary and the November general elections, the KRCB News team

“Keep up the good work. We love the **daily news podcast** and **great local programming**, along with all the **diverse music** played. A real treasure in Sonoma County.”

*Mr. and Mrs. Mario De Bello  
Santa Rosa*

produced and aired features and stories on all local and regional candidates in key or contested races, enabling listeners to hear from the candidates themselves and fostering more informed voting choices. On Election Day, KRCB 104.9 reported live from the field, attending candidate watch parties to get real-time reactions to preliminary results. In the days and weeks post-election, we kept our listeners up to date on the latest tallies. On television, NorCal partnered with the Sonoma County League of Women Voters. Together, we created a series of learning videos about statewide issues, local elections, polling place information, vote by mail facts, as well as launched a comprehensive website to present this information and more.





# CULTURAL HUB

## SANTA ROSA SYMPHONY ON TV

The Santa Rosa Symphony partnered with NorCal stations KRCB TV and KPJK TV to broadcast Spring 2022 season performances. Music Director and Conductor Francesco Lecce-Chong led the performances at Sonoma County's Green Music Center on the campus of Sonoma State University. Presentations included four world premieres: *Klezmer & Krakauer*, *Beethoven à la Kern*, *Valley of the Moon*, and *Visions of Hope*. The programs were made possible through a bequest from retired board member Harry Rubins, along with donations in his name to support the broadcasts.

## DJ FOR A DAY

KRCB 104.9 offers the community a chance to select and play music on the air with our DJ for a Day experience. Our listeners choose an hour's worth of songs to share. They are invited into the studio to spend time on the air with their favorite KRCB music host to tell the stories of the songs being featured. We guide our DJ for a Day through their experience, showing them the

ropes, answering their questions, and supporting them when they go live on the air. It's a unique experience we're happy to create for Sonoma County.

## MARTIN YAN'S CHINATOWN

NorCal Public TV continued our fun and culturally innovative series in partnership with Martin Yan. This series of web-based videos features the San Francisco Chinatown community. Yan takes viewers to tea houses, restaurants, street celebrations, theaters, museums, ingredient shops, and historical areas that celebrate this small city within a city in San Francisco. As the ultimate insider, Yan shows viewers places that they would never see on the tourist circuit, and introduces us to everyday people and unforgettable changemakers that are shaping the future of this unique American community.

## ARTS AND CULTURE IN SAN JOSE

As part of Arts, Culture, and Creativity Month during October, the San Jose Office of Cultural Affairs challenged the citizens to use their powers of creative expression every day over the course of the month. Texts, emails, and other digital prompts were sent daily with ideas to inspire creativity. These daily prompts included creative actions you can do on your own, or



**Your station is a gift and my 'go to' in this world. Public radio is great, and your music programs keep me going throughout the day. Thank you!**

Drew Hittenberger  
Petaluma



Francesco Lecce-Chong





Ensamble Folclórico Colibri

with others, along with links to events and activities taking place in San Jose that day. NorCal was proud to be the media sponsor of Let's Create 408.

NorCal made a big commitment to San Jose and Santa Clara County in 2022 by signing on as a partner organization in an innovative nonprofit cultural workspace called Open San Jose. In November, the partners celebrated together after the renovation of this unique, downtown space was completed. Open San Jose is a space of collaboration and vision powered by creativity and technology. San Jose's history and future combine to create an incubator for dialogue, storytelling, and engagement where the South Bay community can learn and grow together. NorCal is proud to be a founding partner of Open San Jose. We will be televising live specials and programs from the new state-of-the-art studios, and hosting events in this collaborative and spacious new community environment.

## ENSAMBLE FOLCLORICO COLIBRI

In Mexico, the brilliantly colored hummingbird is traditionally thought of as a messenger. That's why the vibrant Mexican folklore dance group Ensamble Folclórico Colibrí included "hummingbird" in its name. It is a small company with a big message. Based in San Jose, the group's appearances around the Bay Area promote

“ We viewed with great pleasure the **Santa Rosa Symphony's Braceros, Cantata for Mariachi and Orchestra.** We are enjoying all the symphony presentations, Thanks! ”

Frank A. Cassou  
Tiburon

the pride of identifying as LGBTQ+ Latinx through the art of traditional dance. This inspiring video presentation was presented as part of our *Connect the Bay* series of Bay Area stories. The series attended some lively performances to share an inspiring message of pride and inclusion.



Martin Yan's Chinatown



NorCal at Open San Jose



# THE CENTER FOR ENVIRONMENTAL REPORTING

## LIVING DOWNSTREAM

NorCal Public Media's environmental justice podcast, distributed through NPR, won many awards for its second season, including the Edward R. Murrow Award in the radio small market category for Best Podcast. Steve Mencher produced and hosted the series. *Living Downstream* was also awarded an Honorable Mention in the global Covering Climate Now Journalism Awards for raising awareness and educating the public about the defining climate stories of our time. The podcast also won third place for Outstanding Explanatory Reporting at the Society of Environmental Journalists Awards this year. The judges remarked that, "the *Living Downstream* podcast took the unique approach of telling the story of California's largest lake from the perspective of a Spanish-speaking community that often feels it is being erased in the telling of the complex narratives that shape the reality of the Salton Sea."

## EAR TO THE WILD

KRCB 104.9 gave voice to nature in a new weekly segment conceived by News Director Greta Mart and hosted by Jack Hines called *Ear to the Wild*. A long-time

“ Thank you for all your excellent programming. I especially enjoy **Bay Area Bountiful**. Here's to a great 2023!

Pat Friday  
St. Helena

”

collaborator with soundscape ecology pioneer Bernie Krause, each week Hines draws from a vast collection of biophony and geophony recordings to present the sounds of nature in Sonoma County and the Bay Area. From salmon to sparrows to thunder, Jack's recordings offer a brief audio oasis to our listeners. KRCB plans on growing and expanding this program, working towards cultivating a national audience for this unique soundscape of the natural world.



Rosa Gonzalez, *Living Downstream*



My Planet, My Voice



## MY PLANET, MY VOICE

In September, NorCal Public Media was proud to launch a new digital video initiative for young people and by young people entitled *My Planet, My Voice*. This series of videos, which is primarily based around a YouTube channel, is a place for teens and young adults to express themselves through media, ask questions, take action, and tell stories around climate change and environmental issues. The goal of *My Planet, My Voice* is to collaborate with students, teens, and young content creators in the Bay Area to uplift their voices, concerns, actions, and stories about climate change, the environment, and their futures. By creating digital video content with young people about how climate change is relevant in their lives, we hope to encourage growth, creativity, and learning to build a digital hub for community connection.



Youth United for Community Action

## ZEROING IN: CARBON NEUTRAL 2050

NorCal partnered with NHK World-Japan once again on the Japanese public broadcaster's environmental series, hosted by journalist Catherine Kobayashi from NHK World's New York City studio. The series focuses on the grassroots actions people are taking to combat climate change and create a carbon neutral future. NorCal partnered with NHK to film four segments of the series, covering a sea water carbon capture program from Caltech in Pasadena, geothermal power production at the Geysers in Sonoma and Lake counties, low carbon concrete in the South Bay, and regenerative agriculture practiced on a cattle ranch in Sonoma County. NorCal producers were on location filming for this national series.

## BAY AREA BOUNTIFUL

The region's signature environmental series, *Bay Area Bountiful*, finished its sixth season reporting on issues of conservation, preservation, agriculture, and alternative energy. Our reports covered a variety of important ecological topics including winter wildlife and the threatened Western Monarch Butterfly and farm-to-table stories featuring local growers and chefs. This year the series presented a three-part special mini-series on Climate Change from many interesting perspectives and also told many compelling stories about area youth programs like Youth United for Community Action that promote environmental responsibility and innovative solutions.



We support you  
because of the  
attention you give to  
**environmental issues** such  
as climate change and water  
conservation.

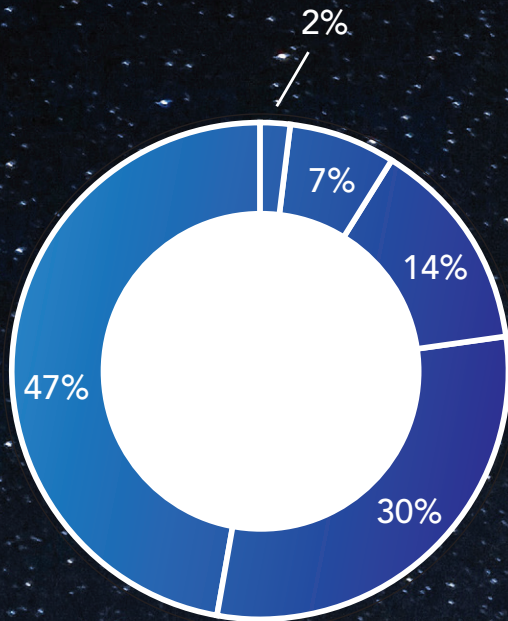
Helen and Raj Desai  
San Francisco



Western Monarch Butterfly

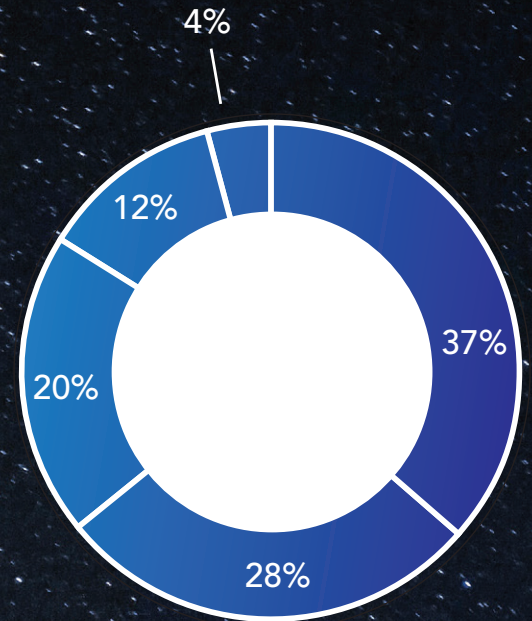


# 2022 FINANCIAL INFORMATION



**2022 OPERATING REVENUE: \$3,562,585**

Membership	47%
Other Revenues	30%
Government, Corporate, Foundation Support	14%
Underwriting	7%
Auction	2%



**2022 OPERATING EXPENSES: \$5,558,484**

Broadcast Expenses	37%
Programming & Production	28%
General Administration	20%
Fundraising	12%
Marketing & Promotion	4%

*Financial statements for fiscal year ending September 30, 2022. Auditor: Wipfli LLP*

*Board approved structural deficit utilizing investment income to close gap between Revenue and Expenses FY 2022*

## COMMUNITY PARTNERS

### PROJECT PARTNERS

AC Transit  
Acterra  
Alvaro's Adventures  
Analy High School Jazz Combo  
Attorney General, State of California  
Cal Fire  
California Coastal Conservancy  
California Dept. of Transportation  
California Nevada Cement  
Association  
California Public Utilities Commission  
Calpine  
Caltrain  
Cambrian Park Little League  
Capturacorp.com  
Center for Environmental Inquiry at

Sonoma State University  
Central Valley Community Foundation  
Charles M. Schulz Museum  
City of Rohnert Park  
Climate Resilient Communities  
Cloverdale Arts Alliance  
Common Table Creative  
Community Bikes  
Cool Petaluma  
Cuong Ta Ceramics  
CuriOdyssey  
Daily Acts  
DignityMoves  
East Bay Community Energy  
East Bay Municipal Utilities District  
East Palo Alto Youth United for  
Community Action (YUCA)

Ensamble Folclórico Colibrí  
Fairfield Osborn Preserve  
Friends of the Petaluma River  
Gateway Builders  
Gaumenkitzel Restaurant  
Google Earth  
Grand Central Café  
Gravenstein Apple Fair (Farm Trails)  
Greater Farallones Association  
Greater Farallones National Marine  
Sanctuary  
H. T. Harvey & Associates, Ecological  
Consultant  
Hayward Water Pollution Control  
Facility  
HIP Housing  
History San Jose

Hog Island Oyster Company  
HomeFirst  
HOPE Collaborative  
Humanmade  
Hunters Point Biomonitoring  
Foundation Inc.  
Hydrogen Fuel Cell Partnership  
Intergovernmental Panel on Climate  
Change  
KPIX  
KTVU  
La Voz Bilingual Newspaper  
Latino Service Providers  
Lite Initiatives  
Los Altos Youth Theater  
Los Angeles Birders  
Luther Burbank Center for the Arts



Luther Burbank Home & Gardens  
 MACLA  
 Monterey Fish Company  
 Museum of Sonoma County  
 Mycelium Youth Network  
 NASA Jet Propulsion Lab  
 NHK  
 Nissan Motors  
 NOAA Fisheries  
 Oakland Public Library  
 Occidental Center for the Arts  
 Peninsula Open Space Trust  
 Pepperwood Preserve  
 Petaluma Music Festival  
 Pittsburg Unified School District  
 Polly Klass Theater  
 Radical Family Farms  
 Railroad Square Music Festival  
 Reel Obsession Sportfishing  
 Rivertown Revival  
 Rivian Motors  
 Rotary Club of San Jose  
 S.F. Estuary Institute  
 San Francisco Bay Bird Observatory  
 San Francisco Center for the Book  
 San Francisco Conservatory of Music  
 San Francisco History Center  
 San Francisco Model Yacht Club  
 San Francisco Public Library  
 San Francisco State University  
     Broadcast & Electronic Communi-  
     cation Arts (BECA)  
 San José Environmental Services  
     Department  
 San José History Park  
 San José Museum of Quilts &  
     Textiles  
 San José Rotary Climate Action  
     Committee  
 San José Public Library  
 San José State University Art  
     Department, Film Department  
 Santa Clara County Parks  
 Santa Clara Valley Water  
 Save the Bay  
 Secretary-General of the United  
     Nations  
 SHARE Sonoma County  
 Sonoma Applied Village Services  
 Sonoma County League of Women  
     Voters  
 Sonoma State University  
 St. Vincent de Paul, Sonoma County  
 Stadler  
 Sustainable San Mateo County  
 The Botanical Bus  
 The Coastal Health & Nearshore  
     Geochemistry Lab  
 The Crucible, Oakland  
 The Freight & Salvage  
 The Lost Church  
 The Raven Theater  
 The Wild Oyster Project  
 Toyota Motors Inc  
 Transportation Technical Center  
 U.S. Fish & Wildlife Dept.  
 UC Davis Aggie Studios  
 US Army Corps of Engineers  
 US Fish & Wildlife Service / Don  
     Edwards Refuge  
 US Geological Survey  
 Veritable Vegetable  
 Veterans for Peace  
 Wikimedia Commons  
 Wiyot Tribe  
 Xerces Society for Invertebrate

Conservation  
 Youth for Climate Action

## SPONSORSHIP SUPPORT

Acqua Hotel  
 Allegretto Vineyard Resort  
 Alliance Française de Santa Rosa  
 American Conservatory Theater  
 American Endowment Foundation  
 Anderson Valley Winegrowers  
     Association  
 Andiron Seaside Inn  
 Another Planet Entertainment  
 Appellation St. Helena  
 Auburn Holiday Inn  
 Baldacci Family Vineyards  
 Balletto Vineyards  
 Barbara M. Kinney Revocable Trust  
 Berkshire Chorus  
 Blue Cape Cellars  
 Blue Note Napa  
 Body Glove Cruises  
 Breathless Wines  
 Cabot Creamery Cooperative  
 California Community Colleges  
 California Department of Water  
     Resources  
 CalRecycle  
 Calstar Cellars  
 CapRadio  
 Cattle Council  
 Chase Center  
 Cheese Board Bakery & Cheese store  
 Chicago Community Foundaton  
 Chipotle  
 Claremont Club & Spa, A Fairmont  
     Hotel  
 Clif Family Winery & Farm  
 Codding Foundation  
 Community First Credit Union  
 Community Foundation Sonoma  
     County  
 Community Market  
 Concannon Vineyard  
 Copperfield's Books  
 County of Sonoma Family Services  
 Crane Assembly  
 Crankstart Foundation  
 David and Winky Merrill Fund  
 de Young Museum & Legion of  
     Honor  
 Deer Valley Resort  
 Di Arie Vineyard & Winery  
 Dr. Lisa P. Longenecker Foundation  
 Dry Creek Vineyard  
 Duckhorn Vineyards  
 Elite Island Resorts  
 Estate of Lynn Hope Taylor  
 Fairmont Grand Del Mar  
 Family Fitness Expo  
 Fine Arts Museums of San Francisco  
 Fox Theatre  
 Freight & Salvage  
 Friends of the Petaluma River  
 Friends of Stephen L. Smith & Diana  
     T. Go  
 Go Local Sonoma County  
 Gravenstein Apple Festival  
 Gravenstein Grill  
 Greek Theatre  
 Green Music Center  
 Hafner Vineyard  
 Half Moon Bay Art Glass  
 Half Moon Bay Brewing Co.  
 Hana Sake Bar & Tasting Room

Happy Hollow Park & Zoo  
 Hello Alice & Sonoma County Small  
     Business Alliance  
 Helwig Winery  
 Hilton San Francisco Union Square  
 Hog Island Oyster Co.  
 HopMonk  
 Humboldt Distillery  
 Insalata's  
 J. Pat Geis Living Trust  
 Jack & Diane Stuppin Fund  
 Jackson Family Wines  
 Jackson Rancheria Casino Resort  
 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-Oreffice Philanthropic Fund  
 La Rochelle Winery  
 La Rosa Tequileria & Grille  
 Lagunitas Brewing Co.  
 Let's Roam  
 Little River Inn  
 Livermore Valley Wine Country  
 Luther Burbank Center  
 Marco A. Vidal Fund  
 Marin Clean Energy  
 Marin Community Foundation  
 Marisla Fund  
 Mary's Pizza Shack  
 McCune Family Trust  
 Mendocino Spirits  
 Messina Touring  
 Metropolitan Group "We Create  
     408"  
 Mount Shasta Resort  
 MPT Foundation, Inc.  
 Myra K. Levenson Fund  
 North Bay Credit Union  
 North Bay Leadership Council  
 Northern Sonoma County Fire &  
     Earthquake Expo  
 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  
 Petaluma Music Festival  
 Petaluma Poultry  
 Peter B. Wiley Trust  
 Pine Ridge Vineyards  
 Point Reyes Farmstead Cheese  
 Prager-Myszak Family Charitable  
     Fund  
 Quest Forward Academy  
 Ramazzotti Wines  
 Raven Theater  
 Redwoods in Yosemite  
 Rialto Cinemas  
 Rialto Cinemas Indie Lens PopUp

Brooks County  
 Richards/Leong Family Trust  
 Rivertown Revival  
 Robert & Rosalie Applebaum  
     Charitable Fund  
 Roman Spa Hot Springs Resort  
 San Francisco Museum of Modern  
     Art  
 San Francisco Opera  
 San Francisco Zoo  
 San Jose Children's Discovery  
     Museum  
 San Jose Giants (Minor League  
     Baseball)  
 San Jose Office of Cultural Affairs  
 Santa Rosa Parks Free Sunday  
     Concerts in Juliette Park  
 Santa Rosa Symphony  
 Scheid Family Wines  
 Schramsberg Vineyards  
 Scott-McDonald Donor Fund  
 Sebastopol Documentary Film  
     Festival  
 Sensorio  
 Smuin Contemporary Ballet  
 SoCo News - Storm Lake  
     Documentary  
 Sol Food  
 Sonoma Ag + Open Space  
 Sonoma Clean Power  
 Sonoma County Airport  
 Sonoma County Family Service &  
     RaiseACHild  
 Sonoma County Home & Garden  
     Show  
 Sonoma County Library  
 Sonoma Home & Gift Show Fall 2022  
 Sonoma International Film Festival  
 Sonoma Land Trust  
 Sonoma Motion Picture Company  
 Sonoma Pride  
 Sonoma Raceway  
 Sonoma Water  
 Sound Hotel  
 Sphere Solar Energy  
 Spirit Works Distillery  
 St. Helena Winery  
 Stag's Leap Wine Cellars  
 Stanford University Live Events  
 Stanroy Music Center  
 Steven W. Wierenga Family  
     Charitable Fund  
 Susanne Lewald Charitable Fund  
 Taylor Lane Organic Coffee  
 Teneral Cellars  
 The Lost Church - Railroad Square  
     Music Festival  
 The Next Record Store  
 The Stare Fund  
 TheatreWorks Silicon Valley  
 Thomas F. Straughen 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 Cole Vineyards  
 Wine Enthusiast  
 Wine Road Northern Sonoma County  
 Young Inglewood Wines





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