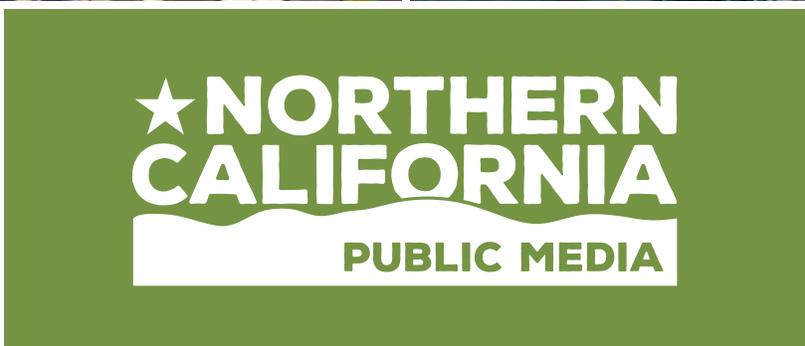




ANNUAL REPORT



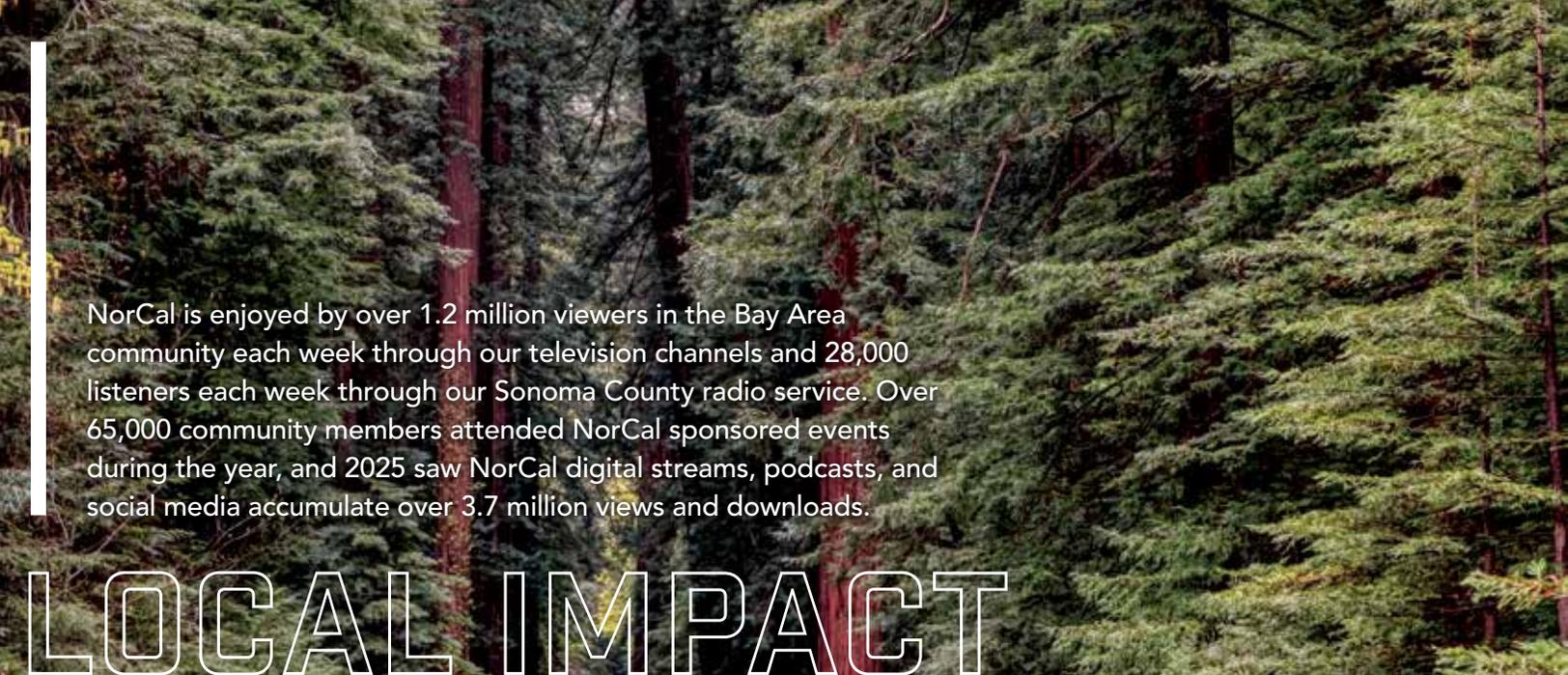
2025





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 2025, NorCal created and presented over 3,000 top-quality, locally produced stories and program episodes 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



NorCal is enjoyed by over 1.2 million viewers in the Bay Area community each week through our television channels and 28,000 listeners each week through our Sonoma County radio service. Over 65,000 community members attended NorCal sponsored events during the year, and 2025 saw NorCal digital streams, podcasts, and social media accumulate over 3.7 million views and downloads.

LOCAL IMPACT



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, KRCB Radio Live Stream, and FNX First Nations Experience. 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, in addition to a KRCB Radio Livestream.

KEY SERVICES

2025



Darren LaShelle

2025 was truly the best of times and the worst of times, to borrow a familiar phrase. It was the year Northern California Public Media celebrated 40 years of community service and completed construction on our new office and studio headquarters in Sonoma County. At the same time, it

was the year the long-standing local and national funding model for public media came to an abrupt and unexpected end.

In July 2025, Congress eliminated federal funding for public media through the Corporation for Public Broadcasting (CPB), ending more than five decades of support. The Rescissions Act of 2025 clawed back \$1.1 billion in previously bipartisan-approved funding earmarked for fiscal years 2026 and 2027. On August 1, 2025, CPB announced an orderly wind-down of operations, with plans to close permanently in January 2026.

The loss of federal support forced public radio and television stations nationwide to seek alternative funding or face significant cutbacks. Because CPB funding represents a substantial share of operating budgets for smaller and Native tribal stations, many organizations have reduced staff, cut programming, and eliminated journalist positions. In some communities, public media's critical role in emergency and disaster alerting is now at risk.

For NorCal Public Media, the loss of federal support represents an annual shortfall of \$600,000—approximately 10% of our average annual budget.

Like many station leaders, I spent the first half of 2025 advocating to lawmakers about the vital role public media plays in local communities, and the latter half preparing our organization for a challenging new chapter. One thing is certain: the future of NorCal Public Media is in your hands.

The extraordinary support of this community has lifted our spirits and fueled renewed energy at NorCal. The momentum we experienced at the end of 2025 is deeply encouraging. Membership increased by 30%, the number of major donors grew by 95%, and overall membership revenue rose by 52%. This surge in community support, combined with a renewed focus on foundation and corporate partnerships, will help carry NorCal Public Media through these uncertain times.

You can help ensure we continue serving the Bay Area well into the future. Let's write the next chapter of nonprofit educational media and journalism together.

Sincerely,

A handwritten signature in black ink that reads "Darren LaShelle". The signature is fluid and cursive, written in a professional style.

Darren LaShelle
President & CEO



STORIES THAT MATTER

LGBTQIA+ STORIES

NorCal's *Direct Messages* youth media initiative visited San Jose's LGBTQ Youth Space Speakers Bureau, where 24-year-old Kevin Villegas shares his story of growing up between different worlds and finding belonging. "I want to be that safe adult I didn't have," he says, encouraging others to advocate for those who can't. As a queer, agender 19-year-old, Wycoff Higgins also volunteers as a public speaker with the Bureau, visiting schools and organizations to promote understanding and acceptance. "Not all queer people look the same," they remind. "It's awesome being alive and being queer!" During Pride & Progress, Redwood City honors LGBTQIA+ Pride Month with a flag raising at Courthouse Square, featuring a proclamation of support and inspiring words from Yoselin Zavala Lopez of Outlet in a *Connect the Bay* video report.



Thank you for all of the **amazing educational programming** and joy you bring to our local community.

*Kristen Stewart &
Brian Benevides,
San Ramon*



Wycoff Higgins

PRESIDIO HISTORY

Older than you think! The founding of the San Francisco Presidio in summer of 1776, and of the City itself, took place within weeks of the signing of the Declaration of Independence in Philadelphia, July 4, 1776. *Connect the Bay* highlights how the dedicated staff at the Presidio Archaeology Lab have been working to uncover, preserve and educate the public about the important and fascinating history of this military fort that has operated under the three flags of Spain, Mexico and the United States for 250 years. While celebrating the United States Semiquincentennial of the nation, it is essential to understand that the Bay Area began to take on its current shape at the same time, and to acknowledge that local indigenous people had been present for thousands of years before that.



New Sikh Temple

SIKH COMMUNITY

The 707 radio show and podcast uncovers the inspiring story behind the Guru Nanak Darbar Gurdwara, Santa Rosa’s brand-new Sikh Temple. This episode is a celebration of community, faith, and perseverance, as we explore the temple that took ten years to build. We’ll introduce you to the generous man who funded its creation, hear from the devoted volunteers who keep its spirit alive, and experience the warmth of its communal spaces, including the kitchen where we share a meal. Immerse yourself in the sounds of sacred hymns and learn about this rich culture, as we offer an intimate look at this remarkable addition to Sonoma County.

FIJIAN CAREGIVERS

In conjunction with the PBS national initiative surrounding the documentary *Caregiving*, NorCal Public Media partnered with caregivers from Sonoma County’s Fijian community to highlight their essential work. Facing a critical shortage of home healthcare providers, the region has relied increasingly on Fijian caregivers who began immigrating to the area over



Lolo Matanitobua

the past decade. These caregivers formed organizations to coordinate services and improve access to in-home care for seniors, people with disabilities, and those who are ill. NorCal produced two video reports exploring their experiences and hosted three community screenings with facilitated discussions centering Fijian caregiver voices.

WONDERLAND RADIO HOUR

Wonderland Radio Hour is a locally-focused audio series supported by California Humanities that highlights the history, environment, art, and culture of West Sonoma County, and won a 2025 Public Media Award. Produced by Rhian Miller, the series emphasizes community participation and storytelling from often overlooked areas, including Camp Meeker. Through interviews and narrative features, *Wonderland Radio Hour* amplifies local voices and deepens understanding of the region’s unique identity. “*Wonderland Radio Hour*’s blend of culture and social responsibility rings true in the hearts of people in the North Bay,” said Radio Manager Kathryn Nelson. “We’re so pleased that this thoughtful storytelling is being recognized at the national level.”



San Francisco Presidio

“ I need NorCal Public Media in my life! ”

Gwynne Coffee,
Richmond



BUILDING COMMUNITY

NORCAL NEW FACILITY

2025 was the year of construction on NorCal's new headquarters. After acquiring the perfect building, NorCal hired local architect Nate Bisbee of Bisbee Architecture + Design to develop the transformation plan that turned an office/warehouse building into a state-of-the-art broadcast and studio facility. Sonoma County's Holly Construction Inc. was hired to bring the dream to life. The project remained on schedule and came in under budget. The building was designed with public engagement in mind, with large public spaces, wide hallways, and interior windows so visitors can look in and see the broadcast and creative work our staff does every day for the community.

GRAND OPENING EVENT

In September, NorCal Public Media welcomed some good friends to our first major event at the new location. Members of the NorCal Board Directors, major donors, representatives of the construction team, and elected officials from local, state and federal offices were present. Drinks and appetizers in the new Grand Lobby preceded tours of the building studios and offices. The new television studio was an exciting and appropriate setting for the evening's presentations, which included a welcome speech from NorCal President and CEO Darren LaShelle, a keynote speech from Susi Elkins PBS Senior Vice President of Station Services, and an update on the federal funding crisis from Tim Isgitt CEO Public Media Company. US House of Representatives members Mike Thompson (CA, District 4) and Jared Huffman (CA, District 2) talked about the community legacy of NorCal Public Media and the importance of our work, including the essential local journalism we provide to the North Bay region. Thompson and Huffman provided a Certificate of Special Congressional Recognition to NorCal for 40 years of community service to honor the grand



Over the years I've come to **love you more and more.**

The station has been with me through some tough times.

*Laura Dekker
Santa Rosa*



Grand Opening



Vietnamese Lion Dancers



Teen Volunteers

opening and Letitia Hanke from the LIME Foundation gave a heartfelt speech about how the NorCal project was used as a teaching tool for students entering the building trades.

COMMUNITY OPEN HOUSE

NorCal held a well-attended Community Open House for the public at our new headquarters in Rohnert Park. Over 1,000 guests enjoyed live musical performances on the NorCal stage in the TV studio and a large variety of family learning activities. The real MVP of the day was PBS Kids star Daniel Tiger! The opening blessing was given by Tribal Council Member Terry Barboza from the Federated Indians of Graton Rancheria followed by a blessing dance from the Lion Dancers of the Sonoma Vietnamese Association. The TV team worked with teen volunteers from Petaluma High School to show people the technology of broadcast and streaming media, while our KRCB radio team was broadcasting live all-day, putting guests on the air and creating memories that will last a lifetime.

THE FUTURE IS UNWRITTEN

The opening of a new community-focused facility is just the beginning. NorCal will invest our efforts throughout the coming year to “NorCal L.E.A.D.S.” (Listen, Engage, Assess, Discover, Strategize) an as-certainment project to ensure that our organization is providing the community with free, educational media that fulfills the needs of the Bay Area and audiences of all ages and backgrounds.



I enjoy PBS!
My children and grandchildren are PBS Kids.

Stephanie Brooks
San Francisco



Daniel Tiger and Friend



NEWS REPORTING

NEWS AWARDS

KRCB 104.9 Sonoma County News received national recognition at the Public Media Journalists Association annual conference in June. KRCB contributor Tina Caputo won first place in the 'Continuing Coverage' category for the KRCB Wine Beat, an on-going series offering in-depth reporting on the North Bay wine industry, and the team won second place in the 'Enterprise' category for KRCB reporter Noah Abrams' feature on safely disposing of expired marine flares. The awards honor journalistic excellence among public media newsrooms nationwide, judged from more than 1,450 entries. KRCB News Director Greta Mart and the newsroom team were acknowledged for their commitment to high-impact, community-focused reporting that keeps Northern California audiences informed and engaged.

LOCAL NEWS FELLOWSHIP

After an extremely competitive selection process, NorCal Public Media's newsroom has been selected to participate in the California Local News Fellowship, adding journalist Shandra Back to its reporting team.

“ As a farmer I spend a lot of time alone with manual labor and **learn so much** from KRCB as I toil.

*Charlotte Knox
Sebastopol*



Back, a multilingual reporter and recent Boston University graduate, began a two-year fellowship in September 2025, covering breaking news, enterprise and investigative stories for the North Bay. She has reported internationally, including on the Haitian deportation crisis for the Pulitzer Center. The California



Reporter Noah Abrams



Reporter Shandra Back



Michelle Marques and Greta Mart



Long live **KRCB** and **NPR!**

*Benjamin Olson
Windsor*



Local News Fellowship supports early-career journalists at outlets across the state, enhancing coverage of key issues such as immigration, wildfires, housing and healthcare access. The program, administered through UC Berkeley, provides training, mentorship, and newsroom sustainability support to selected media organizations across California.

FOOD INSECURITY

NorCal Public Media reported extensively on rising food insecurity in Sonoma County during the suspension of CalFresh benefits amid a federal government shutdown. Coverage included an interview on *The 707* with United Way of the Wine Country about 211 services connecting residents to food and support. Our news team reported from Redwood Empire Food Bank emergency distribution sites and provided in-depth analysis of the county's response to hunger. As demand surged, food banks entered crisis mode, serving significantly more families while receiving increased community support through donations and volunteers. NorCal also reported on the Sonoma County Board of Supervisors' approval of up to \$1 million in emergency funding and partnerships with local organizations to expand food access during the disruption.

IMMIGRATION ISSUES

NorCal Public Media provided ongoing coverage of immigration enforcement activities and concerns in Sonoma County, reporting on tensions between federal actions and local protections for immigrant communities. Stories examined calls from the Sonoma County Sanctuary Coalition and community organizers urging stronger non-cooperation policies with ICE, alongside responses from county officials navigating federal pressure. Reporting included rare interviews with Sheriff Eddie Engram regarding communications with the Department of Homeland Security,

which indicated Sonoma County would be spared large-scale enforcement actions for now. Coverage also highlighted the fear and emotional toll felt by immigrant residents, county investments in legal and support services, and community rallies advocating for greater protections and transparency amid heightened regional immigration activity.

NO KINGS PROTEST

The KRCB 104.9 Sonoma County News team covered every local large-scale protest and rally in 2025, including the "No Kings" events in July and October, where thousands of demonstrators gathered to voice concerns about federal policies and the state of U.S. democracy. The KRCB News team fanned out across our coverage area to bring local voices to the airwaves and document multiple protests simultaneously. Our reporting documented both the scale of participation and logistical challenges, as well as a wide range of personal perspectives from attendees motivated by civil rights, democratic values, and community solidarity.



No Kings Protest



CULTURAL HUB

NATIONAL POETRY MONTH

Sonoma native Ada Limón was appointed the 24th Poet Laureate of the U.S. in 2022, underscoring Northern California’s cultural significance. For National Poetry Month in April KRCB FM 104.9 organized an interview with Limón and launched a poetry compilation project with Timothy Williams and “The Poetry Band.” This work led to the release of a CD and accompanying book featuring 17 poets, including past Poet Laureates. Throughout the month, KRCB enhanced its commitment to poetry by inviting local poets to share their work live from our studio, celebrating the enduring power of poetry in our community.

“ Thank you for **adding to my childhood.** I may not have had money, but I was rich.

Allison J. Lubuguin
Fairfield



RISING PHOENIX LION DANCERS

Rising Phoenix Dragon and Lion Dance Association invited *Connect the Bay* to document their efforts practicing the art of modern lion dancing with team members mostly from San Jose’s Eastside neighborhoods. A young and diverse group of cultural ambassadors, they are committed to keeping the traditional art of lion dance alive, thrilling audiences with their spectacular costumes and amazingly athletic dance performances in the process. For over 20 years the nonprofit has engaged youth in this demanding artform, and NorCal cameras collected proof of their rigorous training regimen, providing a glimpse of how their gravity-defying stunts are perfected.

PEANUTS ON PARADE

What do St. Paul, Minnesota, and Santa Rosa, California, have in common? Both cities honored cartoonist Charles M. Schulz with Peanuts on Parade, a large-scale public art project featuring painted statues of beloved Peanuts characters. From 2000 to 2010, artists in Schulz’s hometowns transformed hundreds of five-foot-tall sculptures of Snoopy, Charlie Brown, Lucy, and others, drawing visitors from around the world. In



Peanuts on Parade

this two-part series, *The 707* host Michelle Marques explores the project's lasting legacy. She speaks with artists, organizers, historians, and superfans—and examines how the Schulz Museum and a new interactive map are preserving the statues' story ahead of the comic strip's 75th anniversary.

MUSIC FESTIVALS

NorCal Public Media sponsored, hosted, and participated in music festivals and live events throughout the region in 2025, expanding community engagement through music and the arts. In April, NorCal supported a bilingual family fun event at Sonoma State University's Green Music Center, featuring artist-led workshops, student activities, and performances by Play Marimba! and Tía Leah's Neighborhood. Summer events included the Sonoma Wild Community Festival, Live in Juilliard Park in Santa Rosa, the Petaluma Music Festival, and the NPR Tiny Desk Concert in Petaluma at Lagunitas Brewing with Somebody Someone and Forager. Some favorite festivals we sponsored included the Gravenstein Apple Fair and Santa Rosa's Railroad Square Music Festival.

NEW PERSPECTIVES ON MUSIC

Diaspora Dance Party explores Black culture, the African Diaspora, and the role of music in community wellness. Hosted by Sherry "Boricua de Corazón" Weston-Vigil, the program draws on her globally influenced upbringing and deep roots in Latin jazz, salsa, and Afro-diasporic traditions. Through music and storytelling, the show reflects cultural connection across Caribbean, African, and Chicano communities. *Cute Radio*, hosted by Bianka and Sabreen, is a new all-vinyl funk show on KRCB FM 104.9 and is centered on joy, unity, and feel-good sounds, *Cute Radio* celebrates authenticity, community, and "a better today and tomorrow," pairing classic records with positive energy and shared connection.



PBS Kids Day



We really enjoy your
**NHK World-Japan
channel.**

Gwendolyn & Gary Chung
San Jose



Diaspora Dance Party



Ada Limón



THE CENTER FOR ENVIRONMENTAL REPORTING

CLIMATE CALIFORNIA

In 2025, NorCal was honored with an Emmy Award for *Climate California* and several Public Media Awards for the series. Entertaining and provocative, *Climate California* reframes climate change not as a doom-and-gloom narrative but instead as an opportunity to reconnect to ourselves, each other, and the planet. The second episode, which won a regional Emmy for environmental content, traces the origins of human language and music to wild soundscapes, and looks at how to save this “great animal orchestra”. The third episode, which asks what the controversial new field of plant intelligence means for our relationship to forests, won a Public Media Award. *Climate California: Explorations*, our digital shorts companion series, also was honored with a Public Media Award.

WATERSHED EDUCATION

This year, NorCal launched its first six installments of *Refreshing the Watershed: Steps You Can Take to Make a Difference*, a 5-year series of television and social media content made possible by a generous educational grant as part of the Santa Clara Valley



I am **LOVING**
Climate California!

Deborah Roberts
Richmond



Water District’s tax-supported Safe, Clean Water Grant Program. The video series focuses on telling stories about volunteer cleanups and watershed stewardship activities in the South Bay that can serve as inspiration for community engagement around the entire



The Climate California Team



Pacific Tree Frog



California Puma



Designing Trail Maps

Bay region. Each season will be accompanied by customized STEAM lesson plans for students created by partnering organization Resource Area for Teachers (RAFT).

PROTECTING WILDLIFE

Protecting Wildlife is a partnership initiative between NorCal Public Media and the Wildlife Conservation Network (WCN), a nonprofit dedicated to safeguarding endangered species and their habitats worldwide. WCN supports field-based conservationists through a vetted network of partners, flexible Wildlife Funds, and programs that protect wildlife across entire landscapes. These efforts help animals such as rhinos, elephants, lions, pangolins, and penguins, while empowering local leaders with training and resources to foster coexistence between people and wildlife. NorCal is proud of the first season of wildlife protection stories, airing nationwide on public television stations.

BAY AREA BOUNTIFUL

A longtime cornerstone of the Center for Environmental Reporting, *Bay Area Bountiful* continued in 2025 as a film-short video series. After profiling master composer Alane O’Rielly Weber on the Peninsula, *Bay Area Bountiful* joined birders exploring the recently opened Flyway Trail along the edge of the Don Edwards SF Bay National Wildlife Refuge where former industrial salt ponds have been restored to wetlands for endangered species. The series then followed a Santa Clara Valley Open Space Authority cartographer as she used the latest technology to collect data for making detailed trail maps to guide the public through preserved landscapes and also explored the key role that women have traditionally played in Bay Area conservation efforts.

EAR TO THE WILD

KRCB 104.9 partners with environmental advocate and soundscape ecologist Jack Hines to present *Ear to the Wild*, an award-winning radio program that features the sounds of nature from across the North Bay. The program continued to air new episodes, highlighting species such as mockingbirds, elephant seals, flycatchers, owls, mourning doves, and Pacific tree frogs. Designed to encourage careful listening and spark conversation, each soundscape is recorded using professional equipment, with sites and microphone placement chosen to create an immersive auditory experience. *Ear to the Wild* is broadcast on radio and available as a popular podcast.

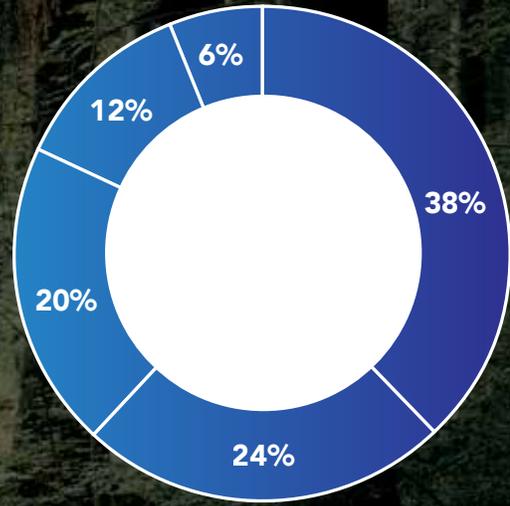
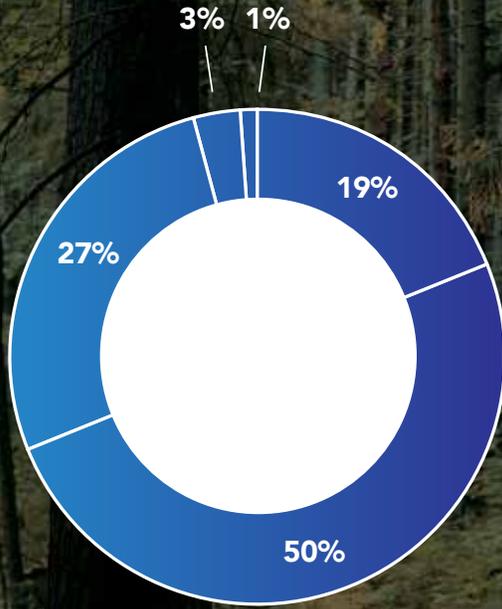


Thank you for the **great environment shows**, especially *Bay Area Bountiful*. Keep up the good work. **We love you!**

Ms. Pat Friday
St. Helena



2025 FINANCIAL INFORMATION



2025 OPERATING REVENUE: \$12,092,7699

2025 OPERATING EXPENSES: \$9,268,734

Membership	19%
Other Revenues*	50%
Government, Corporate, Foundation Support	27%
Underwriting	3%
Auction & Events	1%

Broadcast Expenses	38%
Programming & Production	24%
General Administration	20%
Fundraising	12%
Marketing & Promotion	6%

* Includes Investment Interest Earned

Financial statements for fiscal year ending September 30, 2025. Auditor: Wipfli LLP

COMMUNITY PARTNERS

PROJECT PARTNERS

AbilityPath, Burlingame
 Acorn MusEcology Project
 Adolescent Counseling Services/Outlet
 Adrián Mendoza Photography
 African American Community Services Agency
 aiEDU
 ALAS – Ayudando Latinos a
 Soñar, Half Moon Bay
 All Hallow's Art Fest
 Alliance Redwoods
 Alzheimer's Association of Northern
 California and Nevada
 Ampaire
 Art at the Source
 Art Trails
 Arts Alive
 Bay Area Youth Climate Summit
 BeautifySJ/City of San Jose
 Big Spoon Sauce Company
 Bioneers
 Blind Scream Haunted House
 Boys & Girls Clubs of Sonoma Marin
 Café Ohlone
 CAL FIRE
 Cal Poly Humboldt
 California Doughnut Economics Coalition

CalMatters
 Caminar / LGBTQ Youth Space
 Canopy, Palo Alto
 Casa Circulo Cultural, Redwood City
 Cazadero Music Camp
 Center California Environmental Justice
 Network Center for Biological Diversity
 Center for Biological Diversity
 Climate HQ at San Francisco State University
 Center for Volunteer & Nonprofit Leadership
 Center for Asian American Media
 Ceres Community Project
 Charles M. Schulz Museum and
 Research Center
 City of Rohnert Park
 City of Santa Rosa
 City of Sausalito
 Climate HQ at San Francisco State University
 Collaborative of Native Nations for Climate
 Transformation and Stewardship
 (CNNCTS) Community of Rio Nido
 Community Apple Press
 Computer History Museum
 Cool Petaluma
 County of Sonoma Emergency
 Readiness, Response & Recovery
 County of Sonoma, Commission
 on Human Rights
 CreaTV San Jose

Creekside Science
 David Herrera Performance Company
 Dr. Martin Luther King Jr. Library at
 San Jose State University
 Ear to the Wild
 East Bay Regional Park District
 Empire Garden Railroad Society
 Face to Face
 Farm to Fight Hunger Farms to
 Grow Oakland, CA
 FedByBlue
 Fiji Prime In Home Care
 Filipino-American National Historical
 Society, Santa Clara Valley
 First 5 Sonoma County
 First United Methodist Church
 Forget Me Not Farm
 Fort Mason Center for Arts & Culture
 Fractracker
 Friends of Huddart & Wunderlich Park
 Gensler Global Partners for Development
 GO LOCAL Sonoma County
 Golden Ridge Farms
 Good Luck Media
 Grassroots Ecology
 Gravenstein Elementary
 Green Music Center Sonoma State University
 Green Star Farm

Green Stars Project
 Greenfaith
 Guru Nanak Darbar Gurdwara
 Healdsburg Museum and Historical Society
 Healdsburg Prune Packers Baseball
 Hillcrest Middle School
 History San Jose
 Hopmonk Tavern
 Humane Society of Sonoma County
 iNaturalist
 Inclusive Compass
 Independent Lens/ITVS
 Indian Health Center of Silicon Valley
 Intersectional Environmentalist
 Jobs with Justice
 Keep Coyote Creek Beautiful
 Kerhoulas Forest Physiology Lab / Cal Poly
 Humboldt Kounkey Design Initiative (KDI)
 Laguna de Santa Rosa Foundation
 Kounkey Design Initiative
 Lakeshore LGBTQ Cultural District, Oakland
 Landpaths Bayer Farm
 Latina Coalition of Silicon Valley
 Leland Street Farm Theatre
 LGBTQ Connection
 Liberty Ducks
 Life on Earth Art
 LIME Foundation

Los Altos Community Investments
 Los Cien
 Lost Church
 Luther Burbank Experimental Farm
 MACLA - Movimiento de Arte y Cultura Latino Americana
 Marine Mammal Center
 Matter of Trust
 Medlock Ames
 MINT Lab, University of Murcia
 Montalvo Arts Center
 Monte Rio Beach
 Mosaic America
 Museum of Sonoma County
 Mycelium Youth Network
 Napa Valley College
 NASA
 National Association of Counties
 Nature is Nonpartisan
 Niles Canyon Railway
 No Music on a Dead Planet
 North Bay Bohemian
 North Bay Children's Center
 North Bay Jobs with Justice
 Notre Dame High School San Jose
 Palo Alto High School, Media Center
 Paradise Ridge Sculpture Garden
 Paws for Purple Hearts
 Penguin Random House
 Peninsula Family Services
 Peninsula Open Space Trust
 People Over Plastic
 Petaluma City Schools
 Petaluma Fairgrounds
 Petaluma Historical Library & Museum
 Petaluma Pumpkin Patch
 Poetry Out Loud and Poetry in the Parks
 Point Blue Conservation Science
 Polynesian Voyaging Society
 Positive Images
 Presidio Trust
 Press Democrat
 Railroad Square Music Festival
 Reboot
 Redwood Empire Food Bank
 Reuse Alliance
 Rialto Cinemas
 Rio Nido Beach
 Rising Phoenix Dragon & Lion Dance Association
 River Arts
 River to Coast Children's Services
 Robert Ferguson Observatory
 Rohnert Park Community Services Department
 Russian River Historical Society
 Russian River Senior Center
 San Diego State University
 San Francisco Bay Wildlife Society
 San Francisco Climate Week
 San Francisco Public Library
 San Francisco State University
 San Jose Clean Energy
 San Jose State University
 San Mateo County Parks
 San Mateo Public Library
 Santa Clara County Office of LGBTQ Affairs
 Santa Clara Valley Open Space Authority
 Santa Clara University
 Santa Rosa Central Library
 Santa Rosa City Schools
 Santa Rosa High School
 Santa Rosa Junior College
 Santa Rosa Metro Chamber
 Santa Rosa SoFA Arts District
 Santa Rosa Symphony Youth Orchestra
 School of Arts & Culture at Mexican Heritage Plaza Santa Rosa Water
 Santa Rosa Urban Arts Partnership
 Santa Rosa Women for Good
 Seamless Bay Area
 Sebastopol Center for the Arts
 Silicon Valley Leadership Group
 Singing Frogs Farm
 Siskiyou Land Conservancy
 Six Rivers National Forest
 Slow Food
 Solar Punk Farms
 Sonoma Botanical Garden
 Sonoma Clean Power
 Sonoma County Civil Grand Jury
 Sonoma County Department of Health Services
 Sonoma County District Attorney's Office
 Sonoma County Fairgrounds
 Sonoma County Farm Trails
 Sonoma County Fire Memorial

Public Art Project
 Sonoma County Gem & Mineral Society
 Sonoma County Historical Society
 Sonoma County Hot Air Balloon Classic
 Sonoma County Library
 Sonoma County Lowrider Council
 Sonoma County Pride
 Sonoma County Regional Parks
 Sonoma County Registrar of Voters
 Sonoma County Winegrowers
 Sonoma County United in Kindness
 Sonoma Ecology Center
 Sonoma Family Meal
 Sonoma Food Runners
 Sonoma State University
 Sonoma Wild Community Gathering
 Sonoma Zipline Adventures
 South Bay Clean Creeks Coalition
 Stanford University
 Stewards of the Coast and Redwoods
 Story of Stuff
 Straus Family Creamery
 Sustainable San Mateo County
 The Bay Area Cooldown
 The Drake Navigators Guild
 The Tech Interactive
 The Trash Punx
 Trail House Santa Rosa
 Transhumance Festival
 Trojan Broadcasters of Petaluma High School
 True West Film Center
 U.S. Dept. of Energy
 U.S. Fish & Wildlife Service / Don Edwards SF Bay National Wildlife Refuge
 UC Davis Dairy Teaching and Research Facility
 UC Santa Cruz
 UCLA Urban Planning and Geography
 Un Mar de Colores
 United Steelworkers, Local 675
 United Way of the Wine Country
 University of California Davis
 University of California Los Angeles
 Urban Wildlife Research Project, Palo Alto
 Vallejo John F. Kennedy Library
 Valley Water
 Vamos al Tianguis
 Whale Safe / UC Santa Barbara
 Wildlife Conservation Network
 Windward Sciences
 WinterBlast
 Yellow Dot Studios
 Yurok Tribe
 Zero Waste Sonoma

SPONSORSHIP SUPPORT

Anderson Valley Wineries
 Andrew & Janet Lederer Fund
 Annadel Estate Winery
 Another Planet Entertainment
 Antoinette Mailliard Gift Fund
 Archer Roose Wines
 Armstrong Redwoods State Park AV Film Fest
 Barbara M Kinney Revocable Trust
 Blue Note Napa
 Boland Carroll Charitable Fund
 Bradley Family Trust
 Brashley Vineyards
 Brian Devine & Brian Leubitz Fund
 Buddy's Farm
 Burkes Canoes
 C Michael & Laura Burkhardt Trust
 CAL FIRE
 Caltrans Clean CA
 Campbell Foundation
 Cap Radio
 Charles & Jane Zaloudek Charitable Trust
 Charles Schwab Santa Rosa
 Charles M. Schulz Museum and Research Center
 Charlotte A. Hicks Revocable Trust
 Chicago Community Foundation
 Children's Discovery Museum of San Jose
 Children's Museum of Sonoma County
 City of San Jose
 City of Santa Rosa
 City of Sausalito
 Cline Cellars
 Club Fugazi
 Codding Foundation
 Cody Gillette Kirkham Living Trust
 Comet Corn
 Community First Credit Union
 Community Foundation Santa Cruz
 Community Foundation Sonoma County
 Community Markets
 Concert Cultural Affairs Office of San Jose
 Costeaux French Bakery
 Cowgirl Creamery
 Craig Meltzner & Elaine Walter Charitable Fund
 Crankstart Foundation
 Crowden Music Center
 Cute Coffee
 CuVer Brewing Co
 Cypress Gallery and Bazaar
 Daniel W. and Victoria C. Ellecamp Charitable Foundation
 David & Anne Murphy Springer Trust
 Deerfield Ranch Winery
 Dona Nesbitt Fuller Charitable Fund
 Douglas Allardt Fund
 Dry Creek Vineyard
 Dwight L Johnson Trust
 East Bay Community Foundation
 Edward R Steiger Jr & Joan E Steiger Revocable Living Trust
 Ehlers Estate Winery
 Ellecamp Charitable Foundation
 Empire College of Law
 Estate of Claire Etienne
 Estate of Richard Brautigan
 Exchange Bank
 Farm Fresh to You
 Federated Indians of Graton Rancheria
 Ferrari Carano Winery
 Foley Family Wines
 Fourteen Magpies Homemade Jams & Preserves
 Frank & Karen Geefay Foundation
 Franz W. Sichel Foundation
 Freight & Salvage
 Friends of the Petaluma River
 Gabilan Foundation
 GO LOCAL Sonoma County
 Gravenstein Apple Fair
 Green Music Center
 Hafner Vineyard
 Happy Hollow Park & Zoo
 Harry and Carol Saal Family Fund
 Healdsburg Jazz Festival
 Higham Family School
 Hillel Eisenberg Fund
 Hog Island Oyster Co
 HopMonk Taverns
 Inclusion Festival
 Ineffable Music
 Iron Horse Vineyards & Winery
 Isaacson 2000 Trust
 J. Lohr Vineyards & Wines
 Jackson Family Wines
 Jacksteit Charitable Gift Fund
 Jan Kahdeman Charitable Fund
 Jan Kahdeman & Rita Jane Purcell Charitable Fund
 Jean Schulz
 Jewish Community Federation
 John and Jennifer Webley Foundation
 John L. Steinmetz Charitable Fund
 Journeymen Meats
 Kadri Charitable Foundation
 Kaid Family Giving Fund
 Kala Brand Music
 Kaumeyer Fund
 Ken & Carol Epstein Charity Fund
 Kimball Foundation
 Kitlen Family Giving Fund
 Knutson Luthieri
 Kosbie Fiduciary & CPA Services
 Lagunitas Brewing Co
 Lala's Jam Bar and Urban Farmstand
 Lavendar Farm
 Lost Church
 Luther Burbank Center for the Performing Arts
 Loveland Fund
 Margaret McCarthy
 Marin Clean Energy
 Marin Community Foundation
 Mary's Pizza Shack
 McCarthy-Worth Fund
 MCE Community Choice Energy
 McGinley Living Trust
 McNabb Foundation
 Messina Touring Group
 Mill Valley Music Festival
 Monte Bellaria
 Moon Essence
 Moonlight Brewing Company
 Mosaic Festival
 Mount Eitan Cheese
 Mountain Stage Show
 Museum of Sonoma County

Mycopia Mushrooms
 Napa Valley Paddle
 National Public Radio
 New Technology High School
 Next Record Store
 Nishino Family Trust
 Noise Pop
 North Bay Bohemian/Pacific Sun
 North Bay Children's Center
 North Bay Leadership Council
 Northern Trust Charitable Giving Program
 Oakland Zoo
 Oliver's Market
 Olivia Brion Wines
 Palmeri Wines
 Pamela Graber Charitable Fund
 Paradise Ridge Winery
 Patisserie Angelica
 Paul Hawken
 Paul Mathew Vineyards
 Peccorini Revocable Trust
 Perkins Hunter Foundation
 Perkins Revocable Trust
 Petaluma Bounty
 Petaluma Music Festival
 Point Reyes Farmstead Cheese
 Prager-Myszak Charitable Fund
 Press Democrat
 Railroad Square Music Festival
 Raven Performing Arts Center
 Red Star Fund Renaissance Charitable Foundation
 Rialto Cinemas
 River City Bank
 Rivertown Revival
 Robert & Rosalie Applebaum Charitable Fund
 Sam's Mediterranean Café & Deli
 San Francisco Foundation
 San Francisco State University Climate HQ
 San Jose Children's Discovery Museum
 San Jose Clean Energy
 San Jose Department of Parks & Recreation
 Santa Cruz Community Foundation
 Santa Rosa Parks
 Santa Rosa Water
 Scott-McDonald Donor Fund
 Sebastopol Center for the Arts
 Sebastopol Community Center
 Shen Yun
 Silicon Valley Clean Energy
 Sipsong Spirits
 Snoopy's Home Ice
 Sonoma Clean Power
 Sonoma County Airport
 Sonoma County Folk Society
 Sonoma County GoLocal
 Sonoma County Library
 Sonoma County Pride
 Sonoma County Regional Parks
 Sonoma County Water Agency
 Sonoma International Film Festival
 Sonoma Syrups
 Sonoma Valley Authors Festival
 Stanroy Music Center
 Starbucks Foundation
 Stare Fund
 Stephen Smith
 Sterling Vineyards
 Steve Mihaylo & Lois Mihaylo Foundation
 Steven W. Wierenga Family Charitable Fund
 Stewards of the Coast & Redwoods
 Straus Family Creamery
 Three Sisters Apothecary
 Tilted Shed Cider
 Trattore Farms
 Tres Sabores
 Tumult Wines
 U.S. Pure Water
 Villa Ragazzi
 Vintners Resort/John Ash & Co.
 Wagstaff Family Charitable Fund
 Walton Family Charitable Fund
 WETA
 Wildfire & Earthquake Safety Expo
 Wildfire Mitigation Advisors
 Wildlife Conservation Network
 William and Gretchen Kimball Fund
 Williamson Wines
 Winding Vine Fund
 Wood Duck Fund
 Woodward Family Foundation
 YHB Charitable Endowment
 Zooka Creative



NorCal Public Media's mission is to be a trusted, independent, and essential voice that heightens awareness of the diversity of the human experience, reports on issues of importance, and convenes public discussion to strengthen our community.

