



2013 has seen focused continuing work to establish KRCB North Bay Public Media as a critical resource for community engagement, local arts, and information. We have been proud to add content and service to community in all three areas this year. Details follow within the *Local Content and Service Report*, but here is a quick summary.

Our largest and growing initiative is Health Connections. In 2013 KRCB launched a full court press on issues

2004, voters in California passed an initiative to create the Mental Health Services Act, intended to educate and inform around the issues of mental health services and stigma and discrimination affecting those with mental health challenges. California Public Television, of which I was the



In 2013, KRCB launched a full court press on issues affecting our community's health, with particular emphasis on broader social determinants.

affecting our community's health. Focusing on the social determinants of health and the ten community goals for improvement, KRCB worked with a wide range of partners—government, non-profits, community volunteers, and businesses—to craft community action and outreach to “move the needle” on those ten goals. KRCB's role in this community-wide effort is multi-faceted, including robust programming on television and radio, social media outreach, and community screenings and engagement. To support this and other community work, KRCB has been pleased to welcome a new, local staffer who is both bilingual and bicultural.

In a separate but related topic, KRCB has made meaningful contributions to the community conversation about the shortage of mental health services and the persistent stigma that those with mental challenges face daily. In

President at the time, successfully obtained funding for a documentary on stigma and a robust series of interstitials which all California PBS stations carried in 2013.

KRCB is also proud of a new partnership which launched in 2013 with Japanese public broadcaster, NHK. While we have been carrying *NHK Newslines* for a number of years, we are proud now to be carrying *NHK World* on our third digital channel full time. This is clearly a very strong content offering for Northern California.

Our collaboration with independent producers Nancy Kelly and Kenji Yamamoto on the film *Rebels With A Cause* continued strongly during 2013 and now into 2014. Numerous screenings and festivals throughout this period underscore the wide and enduring value of the film and

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President's Message— continued from page 1

its message. Notably, the film has had an 11-weekend run in a local theater, making it one of the theater's highest grossing films. APTS distribution will occur in March 2014 in time for Earth Day.

Once again in 2013, KRCB, along with the Sonoma County Library, was the recipient of an NEA/ArtsMidwest Big Read grant. This year, in partnership with many community organizations, KRCB featured the poetry of Emily Dickinson. While there was much on-air presence and numerous community activities, our "Poem In My Pocket" program delivered a profoundly personal impact. Our Poem Patrol passed out some 20,000 business-card-sized Dickinson poems, making reading, sharing, and discussing

her works an everyday event for the community during the month of March.

And finally, 2013 brought the distribution of the sixth season of KRCB's national series, *Natural Heroes*. While carriage statistics for season six are still coming in, we now know that season five aired in 81 markets and 72% of the top 25 markets. Producing such a long-running and successful series is an incredible accomplishment for KRCB, one of the smallest stations in the system, and we are understandably very proud of this accomplishment.



Nancy Dobbs
President & CEO

INFRASTRUCTURE IMPROVEMENTS



CEO Nancy Dobbs and COO/COE Larry Stratton with the new emergency generator

Emergency Generator Installation & UPS System

As the only local television station in the North Bay, KRCB was extremely proud and happy to receive one of the PBS WARN grants to purchase and install an emergency backup generator. Local fundraising permitted the purchase of a slightly larger generator so that KRCB 91.1 FM can also be supported during power outages. In addition, we raised additional funds and added two new UPS (Uninterruptable Power System) battery packs for the mission critical equipment of TV and radio. KRCB engineering staff worked closely with PBS and the contractor to design and build a robust system, able to keep us on the air for three days. This project was completed in March 2013.

iMedia

In 2013, KRCB-FM upgraded the on-air automation to iMediaTouch V4 with a new main on-air computer/server with more hard-drive storage so as to further integrate and digitize the music library for the station. This system added voice-tracking capabilities to the on-air system for times when there is no staff available and music scheduling software to help implement a new music format.



New UPS system offers extra power storage



DJ Mark Prell uses one of two new iMedia suites.



RADIO

In November 2013, KRCB radio 91.1 FM changed its music format from classical to folk-indie-Americana. Above: *The Crux*



Santa Rosa Symphony director Bruno Ferrandis

A Change in Music Programming

In Fall 2013, KRCB Radio 91.1 FM changed its radio music programming from classical to folk, indie, and Americana, with an emphasis on new music and emerging bands. As we move into 2014, we are working on a new live concert series for radio, which will include both new format and classical music recorded live throughout the North Bay.

Broadcasts of the Santa Rosa Symphony

The Santa Rosa Symphony is the resident orchestra of Sonoma County's magnificent new concert venue, Weill Hall at the Green Music Center. KRCB has brought the Santa Rosa Symphony to our radio airwaves and our online service since 1996. The broadcast is tape-delayed for two weeks for those who missed the live performance and for those who want to experience it again. Despite the radio station's music format change, we will continue to broadcast the Santa Rosa Symphony.

Local News: North Bay Report and Exchange

Our news and public affairs department expanded by 50% in 2013 with the addition of half-time reporter Danielle Venton. In our daily feature news program, *The North Bay Report*, Bruce Robinson and Danielle Venton cover a wide range of issues affecting our community. The report is also available on our website with additional information and opportunity for community comment and follow up. In Fall 2013, we added a new daily news program, *Exchange*, featuring short one-on-one interviews with local newsmakers discussing local current events.

WordTemple Host Named Poet Laureate of Sonoma County

We are proud to announce that, in 2013, Katherine Hastings, host of the KRCB radio program *WordTemple*, was named the new Poet Laureate of Sonoma County. Hastings is the host and producer of the internationally known live poetry series, *WordTemple Poetry*, which brings poets from all over the world for live readings at our local bookseller, Copperfield's Books. Ms. Hastings has for many years hosted

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WordTemple host Katherine Hastings

the monthly *WordTemple* radio program on KRCB, featuring interviews, readings, and essays based on the live event.

Sonoma County Parks Report

KRCB partners with Sonoma County Regional Parks to provide information about activities in the park system and encourage stewardship of the land. Many California parks were threatened with closure in recent years when the state budget was in severe deficit. Sonoma County took decisive action to save the parks through community, non-profit organization, and government partnerships, creating new models for resource governance. KRCB's weekly *Parks Report* developed out of the crisis and now serves to provide weekly awareness of news and events related to the park system.



Sonoma County Parks Report



Outbeat Radio in the studio

Outbeat Radio

Outbeat Radio is the longest running radio program in the North Bay providing unique and exclusive high-quality programming for and about the lesbian, gay, bisexual, and transgender community. For over 15 years, KRCB has supported the flourishing LGBT community with weekly programming, featuring shows about relationships, music, arts and entertainment, news, and public affairs. Each show is produced and hosted by volunteers who are members of the North Bay's LGBT community.

All of the *Outbeat Radio* shows provide a voice for the LGBT community by providing an opportunity for individuals and organizations to share their stories with listeners who would otherwise not hear from this corner of our community. Each show also includes a news segment featuring local, national, and international LGBT stories. *Outbeat News In Depth* is the newest program, offering a news magazine style show each month. This year, *Outbeat Radio* expanded its reach with a vibrant website that features daily updates on LGBT news and events. Check it out at <http://www.outbeatradio.org>

Sonoma Spotlight

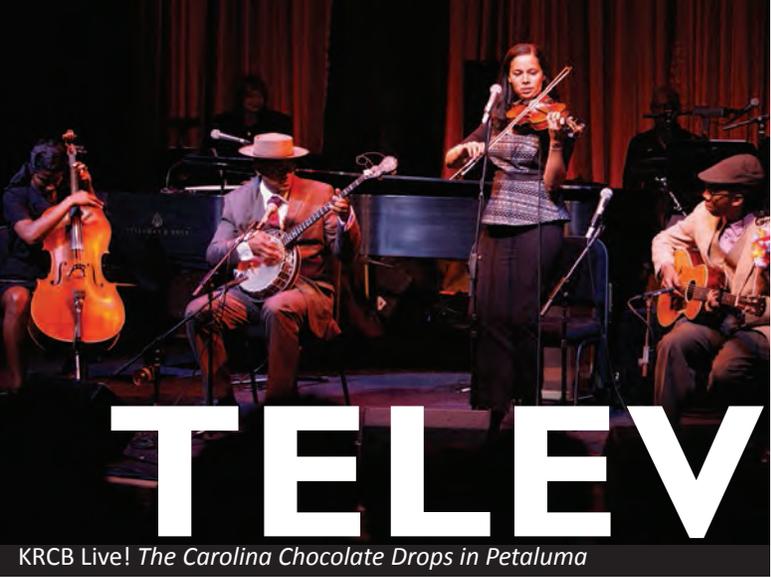
Sonoma Spotlight is a daily dip into the goings on in our community—a five-minute interview about the work that all kinds of non-profit organizations are doing. We talk to The Red Cross about CPR trainings, to Cinnabar Theater about their upcoming play, Food For Thought and the Aids Food Bank about their upcoming fundraisers, and The Voice of Roma about their music and cultural festival, among many others.

Spotlight runs every weekday morning right after NPR's *Morning Edition*. Roland Jacopetti, a veteran broadcaster with KSAN roots, has been the host of the program since its inception in 1997. Sharing news with our community about events, activities, and the good work being done by so many people to better all our lives, is both an honor and a joy.

In 2013, a few of the highlights were interviews featuring the Redwood Empire Food Bank, Hospice of Petaluma, NEA The Big Read, American Civil Liberties Union Benefit, Daily Acts 350 Garden Challenge, Sonoma County Farm Trails, The Sitting Room Women's Shelter, Stewards of the Coast and Redwoods – Parks Update, and the Sonoma County Bicycle Coalition. krcb.org/sonomaspotlight

KRCB Live!

KRCB Live!, our live music performance series, is broadcast on both television and radio. See more about the program, which features live music and interviews by radio director Robin Pressman, in the TV section.



TELEVISION



KRCB Live! *The Carolina Chocolate Drops in Petaluma*

KRCB Live! *British pianist Helen Jane Long at the Green Music Center*

KRCB Live!

In 2013, *KRCB Live!*, our local music performance program, moved out of the studio and into the concert halls and local clubs, recording live performances and artist interviews with both nationally known musicians and hometown favorites at music venues throughout the North Bay. Concerts in the 2013 season included the old time string band The Carolina Chocolate Drops; the San Francisco-based Americana/folk/bluegrass band The Brothers Comatose; singer-songwriters Anais Mitchell, Jefferson Hamer, and Darryl Purpose; as well as classical musicians pianist Helen Jane Long and pianist and composer Ludovico Einaudi. *KRCB Live!*, which premiered in 2012 as a monthly program, became a weekly program in 2013 and aired every week from August to December.

Watch full episodes online at youtube.com/krcblive.

Community Health Connections

As a part of our involvement with the Health Connections campaign, KRCB produced three half-hour *Community Health Connections* television programs, looking at the issues of education, mental health, and the food system. Each program showcases three local initiatives or individuals who are improving lives of North Bay residents. Much of the material is focused on topics that are of particular interest to underserved and unserved communities. These programs aired multiple times throughout the summer and fall of 2013.

Community Health Connections: Education examines a program that connects struggling students with employment as a way of building discipline and strengthening self-esteem; a teacher who shares his own immigrant story of education and success with his predominantly Hispanic students; and the efforts of Windsor High School to lower the high school drop-out rate by focusing on inclusivity and community. Watch the episode: <http://www.youtube.com/watch?v=vyDXDKHiHnQ>

Community Health Connections: Mental Health spotlights a farm therapy program in Santa Rosa that treats abused or neglected children by having them care for abused and neglected animals. A second segment, called "Telling Our Own Stories" profiles a woman with mental



Forget-Me-Not Farm from Community Health Connections



From Community Health Connections: Food System



Natural Heroes banner at SolFest in Hopland, CA



From the Natural Heroes episode MoveShake



Rebels with a Cause producers Kenji Yamamoto & Nancy Kelly

Natural Heroes

Raising awareness about the importance of clean air and water, the preservation of open space and endangered species, and environmentally healthy communities has never been more relevant. Through the power of short independent film, *Natural Heroes* shares inspiring, extraordinary stories of people making a positive difference for our world. *Natural Heroes*, which just finished its sixth season, has earned six Northern California Emmys®. This year's episodes include *Truck Farm*; *Brower Youth Awards*; *Hope in a Changing Climate*; *Anna, Emma, and the Condors*; *Dying Green*; *Grow!*; *The Next Best West*; and *MoveShake*. Check out the new *Natural Heroes* K-12 curriculum at <http://naturalheroes.org/educational-resources/>

Rebels With A Cause

As noted in our last report, KRCB has partnered with two gifted independent producers, Nancy Kelly and Kenji Yamamoto, to produce the stunning documentary, *Rebels with a Cause*. Dozens of screenings and film festivals have filled 2013, including a screening in Washington, DC, at the Department of the Interior. Throughout 2013, the producers and KRCB have continued fundraising to produce a curriculum based on the film and to support the production of a series of interstitials with PBS stations around the country celebrating their own land-saving rebels. *Rebels* will be distributed by APTS in March 2014 in time for Earth Day in April. To date an amazing 78 stations have made a commitment to air the documentary. Learn more at krcb.org/rebels

NHK

In 2013 KRCB launched an important partnership with Japanese broadcaster, NHK. While we have been carrying *NHK Newslines* for a number of years, we are proud now to be carrying *NHK World* on our third digital channel. As KRCB broadcasts to the entire San Francisco Bay Area, which is home to a significant Asian population, this offering has been well accepted. However, beyond that value, our goal is to broaden the knowledge and understanding of the entire community about the arts, culture, and public affairs of some of California's nearest neighbors. Response has been positive.

illness who's become an advocate for others and features people who've suffered from mental illness talking about their experiences as a way of reclaiming their lives. It closes with a video made by a Sonoma County high school student about the stigma around mental illness. Watch the episode here: <http://www.youtube.com/watch?v=PbpJ-3eCDAVo>

Community Health Connections: Food System looks at the increasingly popular practice of people growing their own food; the surprising presence of food deserts in Sonoma County; and a local organization, Ceres, that teaches teenagers to cook healthy nutritious food and then delivers that food to cancer patients throughout county. Watch the episode here: <http://www.youtube.com/watch?v=bTAevl-tyqAE>

Interstitial-length pieces were pulled out of these episodes to keep the messages both fresh and constant.

IN THE COMMUNITY

Community Health Connections

Strong television and radio content for KRCB's Community Health Connections initiative is described in earlier pages. Community engagement is our third platform and is a critical component of the success of this ambitious project. If we are collectively going to create the large-scale social change which we as a community envision, it is critical that we reach the broadest possible community. The change will only occur in a sustainable fashion if individuals, families, communities, businesses, and policy makers change.

To accomplish this, KRCB has committed, in addition to broadcast, to take elements which we have produced out into the community for conversation and exploration. These community events include discussion of the social determinants of health (without ever using those words!), and screenings of *Community Health Connections* videos, with guided discussions about the content (e.g., Is this issue a problem in our neighborhood? What could we do to address it? Who should be involved? How do we get started?) In addition to these focused conversations, we spread the Health Connections material at community fairs, farmers' markets, etc., always seeking to engage as many folks as possible.

Big Read, Sonoma County

The Big Read, Sonoma County, was supported by the NEA and ArtsMidwest. In 2013, in partnership with many community organizations, KRCB featured the poetry of Emily Dickinson. Community outreach included the following: a one-woman play, *The Belle of Amherst*, performed by a noted actress Barbara Dana; short segments of the play presented at local bookstores; presentations at six schools; two presentations of *The Bilingual Belle* with poetry in English and Spanish; library branch discussion groups led by the county's Poet Laureates; an interview with "Emily" on a local commercial

radio station; and an ingenious program where high school students and others passed out business-card-sized poems of Emily Dickinson (see example below). Twenty thousand cards were passed out on street corners and at libraries, bookstores, museums, and of course at KRCB. The Poem Patrol and the Poem In My Pocket was an extremely successful community outreach effort.

A New State of Mind: Ending the Stigma of Mental Illness: Community Event and Screening

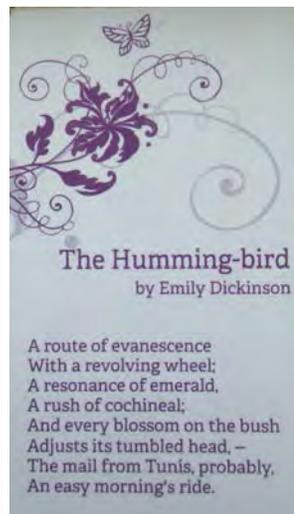
In 2004, voters in California passed an initiative to create the Mental Health Services Act intended to educate and inform people about the availability of mental health services and the stigma and discrimination affecting those with mental health challenges. California Public Television obtained funding for a documentary on the stigma of mental illness and developed a robust series of interstitials which all California PBS stations carried in 2013. KVIE produced the documentary and the interstitials. KRCB worked with the local mental health community and agencies to provide screenings at community events, exposing the audience to the core messages and building an audience for the broadcast.

Adding Spanish-speaking Capacity

A significant and rapidly growing portion of KRCB's television audience is Hispanic, so we are delighted to have brought on staff a local bilingual, bicultural community engagement specialist, Malinalli Lopez, who in addition to representing the station to the Spanish-speaking community at local events, has also begun translating sections of our monthly programming guide, *Open Air*, into Spanish. Our already strong community engagement work just became stronger as a result, and we've received extremely positive feedback about this important effort at inclusion.



Community engagement specialist Malinalli Lopez



Poem in My Pocket card



The Big Read: The Belle of Amherst