

Davis Media Access

Celebrating 20 years of service
Building community, preserving localism



Creating Community through Media

In October 1988, the organization known as Davis Community Television (DCTV) incorporated as a non-profit organization, with a mission to provide public access television services to Davis. In 2004, DCTV launched low-power radio station KDRT. In 2007, as a reflection of its broader mission, DCTV changed its name to Davis Media Access (DMA), while retaining the moniker DCTV for public access channel 15. In October 2008, DMA celebrated 20 years of service to Davis.

Much has changed in 20 years—from wholesale shifts in technology to our community itself—but DMA's com-

mitment to localism and facilitating the free exchange of ideas and information remains true. Finding ever-new ways to connect with our community, 2008-2009 saw us launch KDRT's Community Concert series, strengthen our partnerships with the City and Davis Joint Unified School District, partner with local and national organizations on grants, and provide support for multiple youth media initiatives. Local media projects today are distributed via cable television channels, radio and the Internet.

Please enjoy this look back a most interesting year.

Executive Summary

Finding footing in shifting sands

By Autumn Labbé-Renault, Executive Director

If you've ever been involved with a non-profit organization, you may understand the wild ride that comes with having a big, feel-good mission and limited resources with which to carry it out. And if you've ever been to Disneyland, you may appreciate my analogy that DMA's last fiscal year—the period spanning July 1, 2008 through June 30, 2009—was rather a lot like Mr. Toad's Wild Ride, replete with hairpin turns, warning lights and changing signage.

In September 2008, we had resolved our 18-month battle to save KDRT from encroachment by a commercial station that wanted our frequency at 101.5 FM. Though we ultimately had to move to 95.7 FM, the fact that we had a frequency to move to was quite a miracle and the result of a long advocacy campaign waged from City Hall to the FCC. We went about the business of promoting the new frequency and turned our attention to other projects.

By October, we found ourselves in the thick of a community mural project. The mural was finished in time for our "Backlot Celebration," to celebrate KDRT's survival and launch our year long 20/20 Campaign celebrating 20 years of community media in Davis. More than 400 community members and 11 local bands joined us to celebrate our service and successes.



In early June 2009, the Davis City Council approved funding for public and educational access for fiscal year 2009-10. The Council also encouraged DMA to continue on the path of increasing distribution avenues for locally produced content. But by mid June, we were back before Council to contest proposed cuts to DMA/DJUSD funding that would have totaled more than \$27k. A few quick days of organizing, and more than 70 supporters showed up to Council to make their views known, while many more wrote letters of support. Supporters represented a true cross section of our community and the stories they shared were incredibly moving. I can't thank everyone enough for their support, energy, interest, time and energy shared.

We also thank Mayor Ruth Asmundson and our Honorable Council members Don Saylor, Lamar Heystek, Stephen Souza and Sue Greenwald for their unanimous and resounding support of community media in Davis. They had nothing but hard choices, and we appreciated their recognition of the support and visibility that DMA provides for so many other voices in Davis.

More people are coming to us from outlying areas because DMA is the only media center in Yolo County. More are coming because they're unemployed and seeking technical training. And with budgets tight, community-based organizations have an ever-greater need to promote their services and events.

One thing is clear: funding for community media is never a "given," though there is long-standing support here in Davis. The success of our 20/20 Campaign, especially in a year that was economically fraught for many, was heartening. It takes community support to make the media center a fully realized reality. DMA has the firm foundation, established volunteer structure and community support necessary to grow local media in many new directions.

P.S. That's me (L) and KDRT Steering Committee member Diane Crumley -- spreading the word!

DMA Board 2008-09

Alice Yu
Andrea Jones – President
George Moore
Mel Lewis – DJUSD Representative
Nancy Bodily – Secretary
Paul Sheeran
Peter Peterson – Treasurer
Rita Montes-Martin

DMA Staff

DMA employs several full- and part-time employees, for an FTE of 5.5

Alex Silva-Sadder-Programming Manager
Autumn Labbé-Renault – Executive Director
Cliff Gamble – Production Specialist
Clifford Garibay – Technical Assistant
Darrick Servis-Director of Operations
Diane Dedoshka-Studio Manager
Jeff Shaw – Production Manager
Karen Vanderford-Marketing Assistant
Ryan Gonzales - Production Specialist

KDRT Steering Committee

Bill Smith
Diane Crumley
George Moore, Chair
Jeff Shaw, Staff representative
Jim Buchanan
Lois Richter
Mulysa Wagner
Nancy Bodily
Nikhil Joshi
Rod Moseanko
Ron Cotterel
Wayne Hagen

2008-09 High School Interns

April Esser
Christopher Whitmore
Oliver Eddy
Shirley Gao
Tyler Mar

Highlights from the year

Davis Media Access (DMA) is a non-profit community media center offering community members the tools and training to create their own video and audio programming. Beyond that, DMA helps document important moments and traditions in community life, preserving them for the future.

DMA receives major funding from the City of Davis as part of the City's franchise agreement with Comcast. We also work collaboratively with a wide variety of community organizations on media-based projects and grants, and fund raise extensively to support other programs and services. Each year brings new projects and collaborations for DMA. Here we share some of the highlights from the 2008-09 year.



The 20/20 Campaign for community media

Both a celebration of 20 years and a tool for developing much-needed revenue, the 20/20 Campaign asked community members to support DMA's efforts and give a nod to our community relevance by becoming a supporter. We launched the campaign in October 2008 at our hugely successful "Backlot Celebration" and wrapped it at the close of the fiscal year.

Running this campaign was gratifying, as people shared freely what moved or inspired them. Whether it's innovative local programming on KDRT, our work with youth through the Teen Center and DJSUD, or our support for up-and-coming local filmmakers, what DMA facilitates found deep resonance in our community.

The campaign was given a considerable boost in May 2009 with a \$5,000 contribution from community member Sunny Shine, who offered the contribution if we could raise matching funds. We put out a call to our community and met her challenge! The gift was made in recognition and support of the work we do with youth media, with the request to keep supporting this work. We thank Sunny and all our donors for their generosity (see donor list, page 13).



Community Mural Project

In October 2008, we had a unique opportunity to host a mural artist from Oaxaca, Mexico, who was traveling to raise awareness about government repression and community organizing in this southern state in Mexico. In Davis for just a short time, Jesús Kobe offered to paint a mural depicting community, media and their place here in Davis. He specifically wanted to gift DMA with this mural because of the history in Oaxaca, in which the community was denied access to media. The mural graces the east side of DMA's building and is a lasting testament to the power of community, and media, and a constant reminder of friendships forged one fall in Davis, CA.



KDRT Concerts

DMA launched the "First Fridays" winter concert series in Jan. 2009. A three-concert series built on the successful collaboration between DMA and the Davis Odd Fellows Lodge #169 for 2008's wildly popular "KDRT Winter Blues Benefit."

The series featured local and Bay-area musicians playing to full houses at the wonderful Odd Fellows hall. KDRT volunteer Jim Buchanan recorded the concerts and replayed them on his "Live Tracks" show on KDRT. Local vendors--from Ciocolate to The Davis Food Co-op, The Pepper Peddler and Purple Pearl Winery--all lent their support.



Open Media Project

In early 2009, DMA was selected as one of six beta sites nationwide to participate in the Open Media Project coordinated by Denver Open Media (DOM). DOM was one of the grantees in the second round of the \$25 million Knight News Challenge, which funds digital information innovations that transform community life. DOM's project will enable public access TV stations and community technology centers to use common tools to create web sites that enable the transfer of video between the web site and the media center. The whole project is based on an open-source Drupal web package.

While there are thousands of public access stations and community technology centers nationwide that provide media education and equipment, they don't share a tool-set enabling them to become part of a collective, user-driven, online media network. This project is spearheaded by our Director of Operations, Darrick Servis, with help and support from other colleagues and volunteers. In July 2009, DMA hosted visitors from several other access centers to begin implementation and staff training. We expect to go fully live with the site in January 2010.

Open Media Sessions

We expanded our training last year to include weekly "Open Media Sessions," which are drop-in events on a wide range of topics. Sample topics last year included including Migrating VHS Tapes to Digital, Podcasting & Vodcasting, Setting up a Website, Three-Point Lighting for Video, Uploading Videos to the Internet, Understanding Social Media, and Getting Good Footage of Children and Pets. The training sessions were created and spearheaded by DMA's Technical Assistant Clifford Garibay.

Youth Media Projects

Media has long been a tool of revolution and revelation, and youth are often at the forefront of such movements. Putting media tools and platforms for expression in the hands of our community's youth is a sure-fire way to keep things fresh.

Youth media is a broad term. DMA has always sought to serve our younger community members, whether by creating internships, offering Kid Vid workshops, hosting tours for school and scouting groups, or through our partnership with DJUSD.

But something "clicked" this past year. We began a partnership with the staff at the City's Teen Center, trained youth to produce a radio show called "Student Voices," helped involved students in interviewing District leaders, and provided major support for a groundbreaking film on equity in our local education system.

Though the Teen Center itself is now closed, the City still supports some of its staff, who now work as liaisons at the various secondary campuses in the District. And DMA, in turn, continues to support training and youth media development at those sites. DMA Production Manager Jeff Shaw and Programming Manager Alex Silva-Sadder are both active in our youth media efforts.

We look forward to pursuing grants and other collaborations specifically aimed at supporting youth media.

Media Matters



“I have also used the DMA facilities for personal creative projects and found the experience overwhelmingly positive and instrumental in deepening my connection to the community of Davis. The staff members at DMA are top notch, professional and extremely supportive and helpful!”
– Glenda Drew

“I never expected I would be able to reach so many people with our point of view. DMA provided an opportunity to magnify our voices and reach far beyond our circle of friends. Since I have no technical background, it would have been impossible to produce such a work by myself, let alone

have the chance to distribute it nationally. Now I am able to produce such a film, with more minor assistance, and am in the process of passing these skills along to my two children. I want them to grow in skills through DMA.”

–Jessica Chabot

“One of the chief values of Davis Media Access is that it speaks to who we are as a community. It promotes both a sense of community and cohesiveness. Through Davis Media Access, we become known to one another. Maintaining this sense of community, even though it is intangible, it is an important and legitimate policy objective; more so, in difficult times. Having lived in other cities where this quality is missing, I do not see this as frivolous.”

–Peter Peterson



“As a volunteer at Davis Media Access, I see it as one of the "things that makes Davis, Davis.” The community building among groups such as young people, the disabled and the elderly is amazing. Community media is constantly challenged by complicated regulatory requirements, monied interests who view us as competition to deeply consolidated networks, and technology that is leapfrogging ahead! These, ostensibly, are not "bad" things...they are opportunities for growth. A well-informed citizenry is essential to a strong democracy with the broadest marketplace of ideas.”

–Craig Blomberg

“I continue to be amazed at the incredible amount of energy and work that it takes to accomplish all that you and your small staff do at DMA. From youth video camps, to the school channel, from training aspiring editors/ filmmakers in documenting local events, to the cable channels, local programming, the television studio and everything you need to produce. Helping Us to Find Our Voice...speaking of which, wow, KDRT! What a great opportunity for just about anything you would like to say or play.” – Erron Evans



“DMA and the skills I’ve learned here have given me a good focus. I know that without my involvement here, I would have gotten involved with things that were much less positive.”

–Frank Woods

What is Davis Media Access?

Located on the edge of Davis' downtown, the media center at 1623 Fifth Street is a place for individuals and groups interested in learning how to create and understand media. In this age of social networking and the electronic community commons, DMA is a bonafide community gathering place. An idea center—channeling ideas through various electronic media. A meeting space, for community producers and local organizations. A unique repository and archive for locally produced content. DMA manages three principal projects: DCTV Channel 15, public access; Educational Access Channel 17, and KDRT-LP 95.7 FM, a grassroots community radio station. Here's a look at each.



Davis Community Television - Public Access Channel 15

Public access Channel 15, DCTV is a place to learn about media technology and media literacy, to get trained on video production equipment, to connect with like-minded individuals, and to share information about important community events and efforts.

Public access channels began as—and remain first and foremost—platforms for the free expression of ideas and opinions. Programming on DCTV varies from week to week, and some of it may be challenging, amusing, or of a different quality than commercial programming. But much of it is produced right here in Davis, CA by our neighbors and friends, who are learning skills and telling their stories through the medium of community television.

Increasingly, DCTV volunteers not only air their programs on Channel 15, but also use the Internet to distribute their content more widely. We offer training and equipment that supports these efforts as well.



Programming & Usage Statistics

DMA categorizes its programming for DCTV Channel 15 into two broad areas: Local Sponsored.

Local (defined as programming produced by community members, either using DMA's facilities or produced on their own), includes Volunteer-Produced and DMA-Produced programs, including local Election programs.

Volunteer-Produced Programs Volunteers produce programming on a wide range of topics. In FY 2008-09, DMA aired approximately 800 hours of volunteer-produced programs on DCTV.

DMA-Produced Programs DMA produces four episodes of "In the Studio" each month to provide an outlet for non-profits and others to explore issues of local interest. Representative topics last year included interviews with students who had attended the Obama inauguration, living well with diabetes, affordable housing advocacy, the history of Davis through volunteerism, the Amgen Tour of California, local land use planning, queer people of color, as well as many episodes with local non-profits.



These shows are managed by DMA staff, but crewed and sometimes produced by volunteers, who contributed 380 hours of their time to this effort in FY 2008-09.

Training is provided in advance and during the shows, making these programs a hands-on learning lab for studio production. "In the Studio" also airs on KDRT 95.7 FM, and segments are generally available on DMA's website. DMA staffers Jeff Shaw, Diane Dedoshka, Alex Silva-Sadder and Karen Vanderford all play a role in helping these programs come to fruition.



As resources allow, DMA also covers local events of note. Examples last year included Saving California Communities, the Youth Substance Abuse Summit, the Davis Neighborhood Town Hall Meeting on Davis' Budget Crisis and the Bike Hall of Fame Induction Dinner.

Election programming Perhaps nothing underscores the importance of localism in programming so well as local election coverage. Though we are located in a major media market, mainstream television and radio give only passing mention to Davis politics. DMA devotes significant time to helping candidates and campaigns gain access to community media, and educating the Davis electorate, free of charge. It's a community service we've been proud to present for more than 20 years.

Each local election season, DMA presents a variety of voter education programming. Programs range from "Meet the Candidates"—unedited five-minute statements by candidates for offices ranging from the Board of Education to Congress—to candidate forums sponsored by the League of Women Voters and various voter coalitions. In addition to airing on Channel 15, many of these programs air on KDRT and are available on DMA's website.



Programs air on KDRT and are available on DMA's website.

DMA caps each election season with a live, election-night program. Local personalities host a program that features candidates, campaign workers, elected officials and more. Viewers are invited to phone the studio with questions and comments. Volunteers crew for the program. It's always a lively evening, and in a politically savvy community like Davis, it is widely watched. The program is also simulcast

on KDRT and on demand at the DMA website.

We provide results to viewers thanks to a partnership between DMA, Davis Community Network, Omsoft Technologies and the Yolo County Elections Office. Major support in promoting these efforts is provided by *The Davis Enterprise*.

Sponsored Sponsored programming generally includes programs not produced through DMA's facilities or even in Davis. Community members submit programs they wish to see on the channel. Channel 15 is a platform for community expression and these programs run the gamut of subject matter. Sponsored programming may be a single show or an ongoing series. In FY 2008-09, DMA aired approximately 2,900 hours of sponsored programming on Channel 15.

Educational Access Channel 17

Since 1997, DCTV/DMA has partnered with the Davis Joint Unified School District (DJUSD) to coordinate services and programming for local cable Channel 17 on the Comcast system. This channel is devoted to information and programming for students, parents, educators and the community at large.

In 2008, the District asked DMA to assume full day-to-day management of Channel 17. DMA has been able to make significant changes in the website and schedule management for the channel. We're also expanding the types and amounts of locally produced educational access programming.

Utilizing high school interns, DMA records an average of 62 local productions per year for Channel 17. Shows include footage for Arts in Our Schools (concerts, plays), Game of the Week, studio shoots, and other meetings and presentations as requested by DJUSD. Factoring in these productions, as well as local announcements and other programming, DMA aired approximately 2,100 hours of local programming and information on Channel 17 last year.

DJUSD selects a mix of syndicated and series programming to round out its offerings on Channel 17, including NASA Education Television, Deutsche Welle, UCTV, Howard Hughes Medical Institute Lectures, Project Oceanography, and Colonial Williamsburg Field Trips. Channel 17 airs approximately 17.5 hours of non-local programming each day (except on school board meeting days), or approximately 6,400 hours per year.

DMA is proud to partner with the DJUSD on this important local resource.

KDRT-LP, 95.7 FM

In 2000, DMA's board of directors authorized our application for a low-power FM frequency. It took several years of waiting before we were granted a construction permit. Once the permit was granted, DMA had 18 months to launch a station, which we did on Sept. 24, 2004.

DMA holds the license and provides organizational support for KDRT, though KDRT's finances and day-to-day governance are the purview of the all-volunteer KDRT Steering Committee.

Since launching, the station has diversified the community's media options. Davisites have a choice of media, varied training programs for different ages and abilities, and an opportunity to broadcast and receive local content via free radio.

KDRT ("Where the Grassroots Grow") is also a perfect example of localism in action. In its first several years on the air, more than 100 local volunteer programmers were trained in radio production. Ranging in age from 8 to 80, these programmers helped generate an extraordinary amount of local programming, as well as community interest and support.

KDRT airs 65 hours of music per week. Of that, local music programs constitute 58 hours, or 89 percent, while syndicated music equals 7 hours, or 11 percent. We air 47 hours of talk/commentary per week, of which 26.5 hours, or 56 percent is local. Syndicated talk/commentary equals 20.5 hours or 44 percent.

All told, KDRT adds 84.5 hours of local programming and 27.5 hours of syndicated programming to the airwaves each week.

Saving KDRT

In January 2007, Results Radio, the parent corporation of KMJE, a commercial station in Gridley, filed an application with the Federal Communications Commission (FCC) to move to Yolo County, where its signal would displace KDRT at 101.5 FM.

The FCC authorized the LPFM service in 2000 to encourage localism in radio, which had been severely diminished during several decades worth of media consolidation in the commercial sector. However, the FCC gave LPFM stations secondary status under commercial stations, which makes such encroachments possible.

The odds of KDRT remaining on the air in the face of such encroachment were slim. Once KDRT found out about the petition, organizers filed a complaint with the FCC, and then



months organizing and fighting to save the station. We were greatly aided in this effort by attorney Michael Couzens and our allies at Prometheus Radio Project.

KDRT was ultimately successful because of its strong volunteer base, large number of public affairs shows, assistance to other LPFMs (KDRT volunteers organized the Low-Power Radio Roundup in October 2005, a conference for more than 100 LPFM practitioners from three states), and broad-based community support, including letters from the Davis City Council, Yolo County Board of Supervisors, Assemblywoman Lois Wolk and Congressman Mike Thompson. Individual donations to the SOS campaign totaled nearly \$14k. The Davis Food Co-op mounted several fundraisers, and the Prometheus Radio Project also provided invaluable assistance.

KDRT re-launched at 95.7 FM on Sept. 24, 2008, exactly four years after its launch. The frequency change was difficult but also brought with it some good opportunities for the station. As part of the transfer, KDRT increased from 83 watts to 100 watts, which is the maximum allowable strength for LPFMs. The increase strengthened KDRT's signal in parts of Davis. Additional changes included launching web streaming and archiving at www.kdrt.org, and a revamped KDRT website and programming schedule.

We thank everyone who fought to preserve this wonderful local resource, those who volunteer to keep it going and all who listen! Please see list of Save KDRT donors on page 14.

Other Programs & Services

Training & Orientations

DMA offers monthly volunteer orientations. These free, one-hour sessions are the first step to becoming involved with DMA. Each includes an overview of services and training, programming clips and a volunteer intake form.

Volunteer producers, programmers and organizations are the backbone of a community media center. We've found the best way to learn is alongside those that have done it before, even if that means tagging along with us on a taping or two.

DMA's technical education is centered on Project-Based Learning. Instead of paying for scheduled workshops, we work with volunteers to help them meet their media production goals over a longer course of time.

Whether it's becoming well-versed in capturing live events or lectures, or producing a studio talk show; whether it's producing a call-in radio show or learning the basics of computer editing, we help volunteers network with other like-minded community members to learn in a collaborative project-based environment.

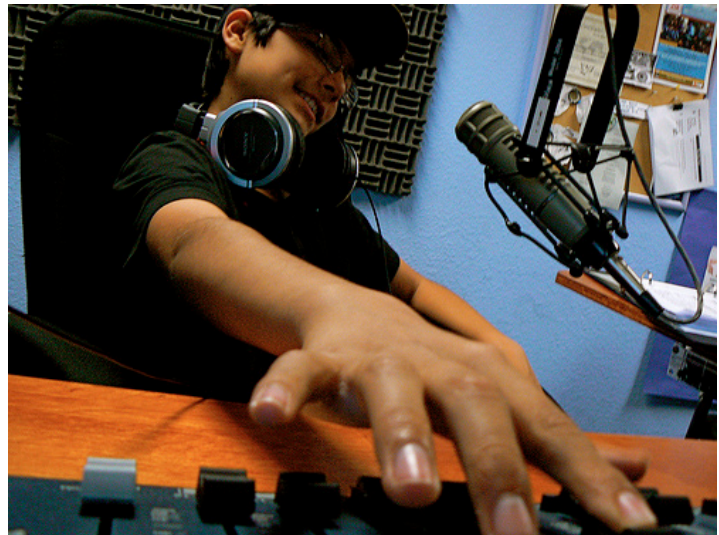
Community Bulletin Board

DCTV assists hundreds of community organizations each year by hosting messages on our Community Bulletin Board. Included are promotion of community events, public service information, and scheduling information about shows on DCTV channel 15 and KDRT-LP 95.7 FM. We cablecast the CBB at all times when regular programming is not scheduled. Posting messages to the CBB is free for anyone who lives, works or studies in Davis.

Video Camps

In spring and summer of 2008, we offered our popular "Kids' Video Camps." We began these camps approximately 10 years ago in order to serve the younger members of our community (our regular training is for folks 14 years and older). The camps are built on the belief that media is an important part of our culture, that understanding it and being able to think critically about it is key, and that such learning happens best at a young age, when minds are curious and opinions open. There's also something quite amazing about putting technology into kids' hands and watching what they do with it.

In these weeklong camps, kids aged 10-13 receive hands-on instruction in both television and radio production, learning the basics of camera and audio, directing and crewing, as well as storyboarding and creating content. The kids hone their skills individually and participate in a collaborative project as well. The week ends with a screening of completed projects for families and friends.



Partnerships

Along with DJUSD representatives, DMA partners with City staff at Government Access Channel 16, which records City Council Meetings, DJUSD Board of Trustee Meetings, and a wide variety of other local meetings. Channel 16 is an important partner to DMA. We are also grateful for the support and expertise of the City staff who work with us on community media-related issues.

In addition to the City and DJUSD, DMA also partners with a number of community-based organizations to leverage our resources and achieve greater community impact:

- City of Davis, Emergency Alert System
- City of Davis Street Smarts Program
- Common Frequency, Inc.
- Davis Bicycles!
- Davis Chamber of Commerce
- Davis Community Network
- Davis Film Festival
- Davis Food Co-op
- Davis Odd Fellows Lodge
- Davis Vanguard
- Davis Voice
- Davis Wiki
- Design House Galleries
- KDVS 90.3 FM
- League of Women Voters of Davis
- Osher Lifelong Learning Institute at UC Davis
- Omsoft Technologies
- Program in Technocultural Studies at UC Davis
- Prometheus Radio Project
- Redwood Barn Nursery
- UC Davis Design Department
- UC Davis Education for Sustainable Living Program
- Unitarian Universalist Church of Davis
- The Varsity Theater in Davis
- Yolo County Library, Davis Branch
- Yolo County Resource Conservation District
- Yolo County Elections Office

Memberships & Community Participation

DMA is a proud member/supporter of the following organizations:

Alliance for Community Media
Davis Chamber of Commerce
National Alliance of Media Arts Centers (NAMAC)
National Federation of Community Broadcasters
Prometheus Radio Project
Tower of Youth

In addition, DMA staff and volunteers are active in our community. Here are selected highlights from this past year:

- Wrote monthly column on community media & telecommunications, *The Davis Enterprise*
- Garnered more than 180 articles, features and mentions in local and regional media
- Staff regularly invited to speak to media-related issues on other area media
- Served on City of Davis Telecommunications Commission
- Active in Linux Users Group of Davis
- Tabled at numerous community events
- Served as co-sponsor for Davis Film Festival
- Active in local Soroptimist & Chamber of Commerce activities

We thank our 20/20 Donors for helping us to fulfill our mission

Adrienne Lowe
Aimee Deem
Albert & Jean Yu
Alice Yu
Alison Keenan
Alyssa Nelson
Andrea & John Jones
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William (Bill) Buchanan

+ 17 other generous donors who wish to remain anonymous

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