

APPENDIX C: MEDIA PARTNERS

Sorted by Language and Media type

English Television	ABC7 KGO – Bay Area TV – covers multiple counties
	KPIX – Bay Area TV – covers multiple counties
	KNTV – Bay Area TV – covers multiple counties
	KRON4 – Bay Area TV – covers multiple counties
	KQED – Public Bay Area TV – covers multiple counties
	KRCB – Public Broadcasting – covers multiple counties
	KTVU – Fox – covers Bay Area
	KRCB – virtual channel 22 – Public Broadcasting – serving Bay Area
English Radio	KSRO – news talk – serves Sonoma County area
	KQED – Public Bay Area TV – covers multiple counties
	KCBS – news – serves Bay Area
	KSVY, Sonoma Valley Communications – non-commercial – covers Sonoma Valley
	Redwood Empire Stereo Casters – KZST, KJZY, KBBL, KWVF, The BEAT and K256DA – covers Santa Rosa area
	KFGY – covers Sonoma County - country
	KHTH – covers Santa Rosa area – hot hits
	KDHT – covers Sonoma County – 80s classic hits
	Sinclair Telecable dba Wine Country Radio – English, Santa Rosa area
	KGO – covers Bay area
	Norcal Public Media – non-profit, North and South Bay
	The Tide Community Radio – serves Sonoma Coast and Mendocino Coast
English Print	Sonoma County Gazette, Sonoma Media Investments – free – monthly

English Print (continued)	Sonoma Index-Tribune, Sonoma Media Investments – subscription based – weekly – serves Sonoma and Napa Counties
	Petaluma Argus-Courier, Sonoma Media Investments – subscription based – weekly
	North Bay Business Journal, Sonoma Media Investments – subscription based – weekly - covers Sonoma, Napa and Marin Counties
	Sonoma Magazine, Sonoma Media Investments – subscription based - bi-monthly -
	Press Democrat, Sonoma Media Investments – subscription based - daily
	Wine Business Monthly – subscription based – print and online – covers multiple counties
	Kenwood Press – subscription based
	The Mercury News – subscription based – daily – serves bay region
	East Bay Times – subscription based – daily – serves East bay region
	Marin Independent Journal – subscription based – daily – serves Marin County
	Bay City News – free - nonprofit/donation based – print and online
	San Francisco Chronicle – subscription based – daily – covers Bay Area
	Independent Coast Observer – subscription based – online or print (distributed by mail) – serves Gualala, Sea Ranch
	Bohemian – free – weekly – covers Sonoma and Napa counties

English Print (continued)	Community Voice – subscription based – online and print (distributed by mail) – covers Rohnert Park, Cotati, Penngrove and Sebastopol
	Russian River Monthly – free – covers Guerneville area
	Sonoma Valley Sun – free – distributed in Sonoma Valley and Sonoma
	Petaluma Argus Courier – subscription based – online and print - serves Petaluma
English Digital News/Advertising	Cloverdale Reveille, Sonoma West Publishers – online subscription based – free newsletter via email
	Windsor Times, Sonoma West Publishers - free newsletter via email
	Sonoma West Times & News, Sonoma West Publishers - online subscription based – free newsletter via email
	Healdsburg Tribune, Sonoma West Publishers - free newsletter via email
	KQED – Public Bay Area TV – covers multiple counties
	Zenergy Works – search engine marketing
	Oakmont News – print and online – free – semi-monthly - serving Oakmont area
	News of the North Bay – online news – donation based – ad free
	Petaluma Patch – English – serves Petaluma and Sonoma
	English/Spanish Digital Advertising
Latino Service Providers – non-profit, covers Santa Rosa area	
Associated Press – limited free/or subscription - nationwide	

Spanish Radio	El Patron Radio – covers Santa Rosa area
	Lazer Broadcasting – covers Santa Rosa area
	KZNB – covers Santa Rosa area
	KBBF – bilingual, covers North Bay
	Bilingual Broadcasting Foundation – covers North Bay Area
El Patron Radio – covers Santa Rosa area	
Spanish Print	La Prensa Sonoma, Sonoma Media Investments – free – monthly – distributed to Latino-dominant neighborhoods throughout the County
	La Voz Newspaper – subscription based – monthly – covers multiple counties
Other Ideas	PG&E – send flier with mailed bills, have banner with online bill pay platform
	Auditor-Controller-Treasurer-Tax Collector – include flier with tax bills
	Partner with Napa, Sacramento and Marin counties to collaborate on outreach efforts