



Sponsor Media Kit

Q3 2020

More Information: kguafm@gmail.com



OUR HISTORY

KGUA (KGUA.org) is a Northern CA public media station in Gualala which airs news, science, politics, and eclectic music shows. It is a project of the Native Media Resource Center, a 501 (c) (3) non-profit located in Anchor Bay. Founders Peggy Berryhill & Susan Ruschmeyer built the station from the ground up, including the 2800 watt transmitting tower broadcasting at 88.3FM.

Co-Founder & GM, Berryhill has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley's KPFA, then NPR in DC, then Program Director at KPFA, San Francisco's KALW, and Albuquerque's KUNM. She is a member of the Muscogee Nation.

Board members are Berryhill, Ruschmeyer, Gregg McVicar, Theresa Harlan, and Rick Tejada-Flores. Volunteers are Leigh Anne Lindsey, Steven Winningham, Drew Fagan, Mark Sanford Gross, Seve Cardosi, Michele French, and Natalie Ghezzi-Aceves.



Demographics

Listener Reach

15,000-16,000

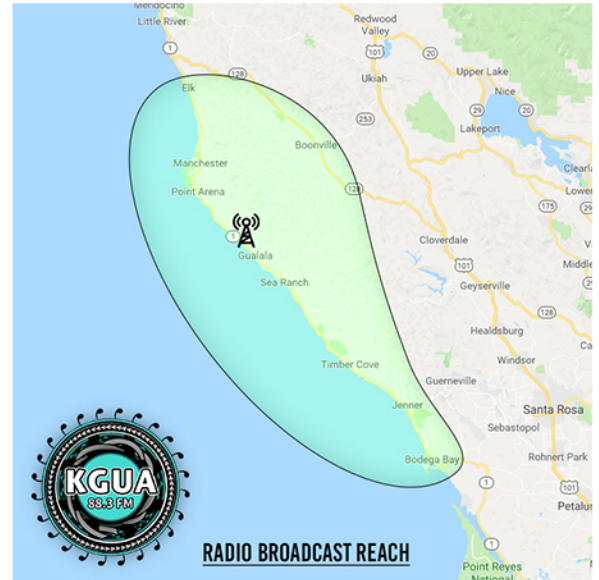
*Unique Weekly Listeners*¹

Over 100k

*Stream Listeners per Month.*¹



Streaming Worldwide



Income

\$59,000

Median income of local listeners²

\$43,510

Median income of Mendocino County²

\$83,663

Median income of Sonoma County²

Northern California Coast Awards



Voted #1 on LonelyPlanet Best in the US 2018



Voted #3 on NY Times Places to Go 2014

Education

Mendocino

24.1% Have achieved bachelors degrees or higher³

Sonoma

33.1% Have achieved bachelors degrees or higher³

Interests

\$361 Million

Mendocino visitor spending in 2015⁴

\$2.1 Billion

Sonoma visitor spending in 2017⁴

15-25%

Spent on Arts, Entertainment & Recreation

¹ Data from Streamguys report

² DataUSA.io comparison of Mendocino and Sonoma Counties

³ US Census Data

⁴ Sonoma & Mendocino Annual Tourism Reports

People of KGUA



PEGGY BERRYHILL
Co-Founder & General Manager

Peggy has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley's KPFA, NPR in DC, then Prog. Dir. at KPFA, San Francisco's KALW, and Albuquerque's KUNM. She is a member of the Muskoke Nation.



SUSAN RUSCHMEYER
Co-Founder and Assistant Manager

Susan is the station's CFO and Operations Manager. She co-founded Native Media Resource Center and KGUA. She also owns and operates a land surveying business.



LEIGH ANNE LINDSEY
Assistant Mgr., Producer, Host LA's Rock Garden Assistant Manager, Producer, & Host, Leigh Anne helps keep KGUA operational & on time. Her background in local video production, Silicon Valley strategic alliances/sales & marketing, & Aspen AOR radio help bolster the station's operations.



STEVEN WINNINGHAM
Producer, Editor Classical Saturdays
Steven is our Classical Saturday programmer & editor, and edits KQED's Forums and KALW's Your Call twice weekly. Steven is also board member & volunteer at Coastal Seniors and a former CIO of The Gap.



MARK SANFORD GROSS
Host KGUA Writers & Peggy's Place Regular Guest
Mark started KGUA Writers when C-19 hit and has been growing it ever since. A skilled writer himself, he came to KGUA from a long career with the Washington Post where he won a lifetime achievement award for advertising.



DREW FAGAN
Webmaster, Website Designer, & ICO Ad Creator
Drew developed and manages the KGUA website and does their weekly newspaper ad. He is an internationally recognized fine artist and shows in galleries throughout the U.S. and Europe. He is also the political cartoonist for the the local weekly newspaper.



THERESA HARLAN
NMRC Board Member
Pictured here with husband Kenneth Tiger, Theresa Harlan is an advocate for Native artists through her work as a curator and writer on contemporary Native art and photography. She is Santa Domingo and Coast Miwok.



GREGG MCVICAR
NMRC Board Member & Host Undercurrents
Gregg (Tlingit tribe) is an award-winning radio producer with a deep background in all aspects of on-air life: journalism, documentaries, interviewing, field recording, digital editing & mixing, voiceover, live talk shows...and of course, music



RICK TEJADA-FLORES
NMRC Board Member
Rick is a renowned documentary filmmaker and veteran East Bay producer-director whose grandfather was president of Bolivia (José Luis Tejada Sorzano, from 1934 to 1936.)



NATALIE GHEZZI-ACEVES
Host of Danza de la Vida
Host of the new music show Danza de la Vida (world dance), Natalie has a professional career in dance, in-depth studio work, performance, teaching, and modeling in the San Francisco Bay Area.



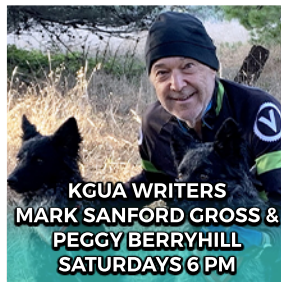
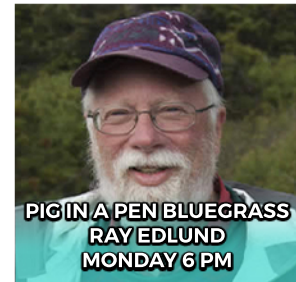
MICHELE FRENCH
Engineer, Designer Future Projects
Michele is a new volunteer and member of the local ABARC ham radio club who is helping with KGUA's possible future expansion. Her broadcast career began at CBS and she has held positions in AV/CAD design for corporate, government, education, & entertainment markets.



LIZ REDFIELD
In Memoriam, Host of Lizzard's Lounge rock show
In Memorium. Liz produced the legendary rock show Lizzard's Lounge for KGUA. Our spirits fly with hers.

KGUA Shows

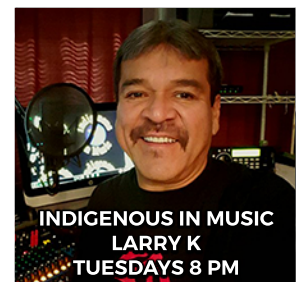
LOCAL PROGRAMMING



NEWS / ISSUES / INFORMATION

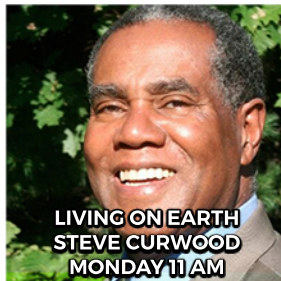
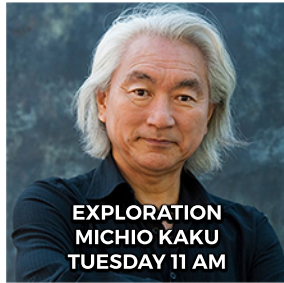


NATIVE AMERICAN PROGRAMMING

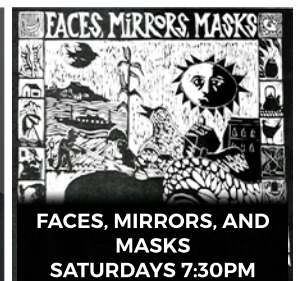


KGUA Shows

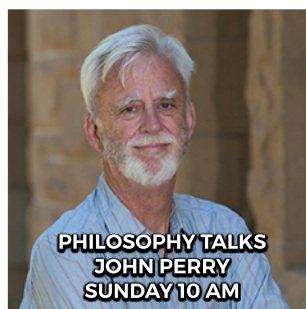
SCIENCE / TECH / CLIMATE



MUSIC / ARTS / ENTERTAINMENT



RELIGION & PHILOSOPHY



Peggy's Place Regular Guests



CAROLINE DUCATO
Marketing Director for Surf Market

Caroline Ducato is the Marketing Director at Surf Market. She has an extensive background as a professional chef and worked at Chez Panisse. Ducato shares her food knowledge with our listeners.



JEANNE JACKSON
Mendocoma Sightings

Author of Mendocoma Sightings and a weekly columnist in the ICO (Independent Coast Observer, the local newspaper) shares nature sightings every month, from the tiniest wildflower to the biggest creature of them all, the blue whale.



SCOTT & TREE MERCER
Mendocoma Whale and Seal Study

Founded in 2013, MW&SS surveys marine mammals on both East & West coasts to give the public a greater understanding of the ocean and the organisms living there. They assist other ocean researchers whenever they are able.



ERIC WILDER
Eric Wilder Graphics

Eric is Kashia Pomo. He is an accomplished artist, traditional singer and culture keeper. His grandmother was Essie Parrish and his aunt was Mabel McKay. Eric designed the original KGUA logo.



MARK SANFORD GROSS
KGUA Writers

Mark started KGUA Writers when C-19 hit and has been growing it ever since. A skilled writer himself, he came to KGUA from a long career with the Washington Post where he won a lifetime achievement award for advertising.



MARK HANCOCK
Executive Director Pt Arena Lighthouse Keepers

As Executive Director of the Point Arena Lighthouse Keepers, Inc. (PALKI) and long time member of the Point Arena Merchants Association. Mark frequently joins Peggy to describe and promote the many special events that both organizations put on throughout the year.



DAVID STEFFEN
The Lighthouse Peddler

David talks with Peggy about GAC events & Lighthouse Peddler news. Editor's Column, arts, music, film, and history. David Steffen spent the better part of his career in the recording industry working at A&M Records, GRP Records and BMG Video.



ARA CHAKRABARTI
CEO Redwood Coast Medical Center

Ara is the CEO of RCMS and joins us to provide timely health updates for the community, and insight on the workings of our coastal community health center. He is a former Director of Mathnasium and is an Engineering Graduate from the University of Michigan.



MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT

Each month, a different department head reports updates. The Mission of the Mendocino County Public Health Department is To Safeguard And Promote The Health And Wellness Of The People Of Mendocino County. A different program or updates are highlighted monthly.



MENDONOMA HEALTH ALLIANCE

MHA's mission is to improve local access to wellness education, prevention services and quality healthcare through creative solutions in collaboration with our community. Clockwise from topleft: Joanne Gamble, Heather Regelbrugge, Micheline White, and Stephanie Chapman.



WARREN GALLETTI
Point Arena School Superintendent

Warren shares insight on students, challenges, improvements, and achievements monthly on Peggy's Place. Former Mendocino County Superintendent. Warren taught in the Point Arena district for 7 years, was a principal for 12, and coached sports for over two decades.



JODI SMITH
Executive Director Naked Whale Research

Jodi, a behavioral scientist specializing in the life and habits of orcas, drops by Peggy's Place each month to talk about the life of our cetacean neighbors



HERB KOHL
Author and Teacher

Herb Kohl has been teaching and writing for over 45 years. During that time, he has taught every grade from kindergarten through graduate school but not in that order. He is the author of 39 books.



Programming Schedule

STREAMING WORLDWIDE AT KGUA.ORG

KGUA Schedule	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
12:00-1:00 AM	Travel with Rick Steves	Undercurrents Radio with a Passport Hosted by Gregg McVicar and Gabriela Castalan					Chicago Symphony	Fiesta
1:00-2:00 AM	Brazilian Music							Chamber Music of Lincoln Center
2:00-3:00 AM								Santa Fe Chamber Music
3:00-4:00 AM	Soul of Jazz							New York Philharmonic
4:00-5:00 AM								
5:00-6:00 AM	Linea Abierta de Radio Bilingue							
6:00-7:00 AM	Radio Bilingue Hour 2							
7:00-8:00 AM	Latino USA							
8:00-9:00 AM	Democracy Now with Amy Goodman					Early Music Now	Sunday Baroque	
9:00-10:00 AM	Peggy's Place with Peggy Berryhill					Fiesta	Interfaith Voices	
10:00-11:00 AM	Native America Calling					Chamber Music of Lincoln Center	Philosophy Talk	
11:00-11:30 AM	Living on Earth	Exploration	Tech Nation	Climate One	Big Picture Science	Santa Fe Chamber Music	Planetary Radio	
11:30-12:00 PM							This Way Out	
12:00-1:00 PM	Q from CBC					New York Philharmonic	Travel with Rick Steves	
1:00-2:00 PM	[Repeat] Peggy's Place Peggy Berryhill						Brazilian Music	
2:00-3:00 PM	Forum Part 1 with Michael Krasny					Chicago Symphony	Soul of Jazz	
3:00-4:00 PM	Forum Part 2 with Michael Krasny							
4:00-5:00 PM	Your Call with Rose Aguilar					Collectors Corner	Latino USA	
5:00-5:30 PM	Left, Right, and Center	Thom Hartmann News, Opinion, and Debate	Inside Europe	Sea Change	The Commonwealth Club of California			
5:30-6:00 PM				All the President's Lawyers				
6:00-7:00 PM	Pig in a Pen with Ray Edlund	Indigifi with Alexis Sallee	Steve Edwards Soul Show	Danza de la Vida with Natalie Aceves-Ghezzi	LA's Rock Garden with Leigh Anne Lindsey	KGUA Writers	Linea Abierta Radio Bilingue	
7:00-7:30 PM						Cartwheels on the Sky with Blake More	Radio Bilingue Hour 2	
7:30-8:00 PM						Faces, Mirrors, and Masks Latin American Writers		
8:00-9:00 PM	Friends of the Blues	Indigenous in Music with Larry K	Soul of Jazz	Undercurrents Weekend with Gregg McVicar & Gabriela Castalan	Zoundclash Reggae	LA Theater Works	Sunday Baroque	
9:00-10:00 PM							Interfaith Voices	
10:00-11:00 PM	Undercurrents Radio with a Passport Hosted by Gregg McVicar and Gabriela Castalan					13 Days that Changed Music Forever	Philosophy Talk	
11:00-11:30 PM						Planetary Radio		
11:30-12:00 AM						Early Music Now	This Way Out	

Splash

MENDONOMA EVENTS GUIDE

Station manager reflects on history of Gualala's public radio station as it enters 10th year

By Claire McCarthy
splash@mendonoma.com

Although KGUA 88.3 FM has been on the air for nearly 10 years now, station co-founder and manager Peggy Berryhill still seems a bit shocked to realize what she's doing.

"Never, ever, in my wildest dreams did I ever want to be a manager — and never did it occur to me to build a station!" she said.

But rising to a challenge, working hard with passion and determination, seizing opportunities as they arise, pushing through fear to reach a goal — all have been hallmarks of her life.

In 1954, at the age of five, Berryhill and her family were part of the U.S. government's Indian Relocation Program when they moved from their home in the Muscogee Nation in Oklahoma to the Bay Area. The project was an attempt to encourage Indians to leave their tribal lands and assimilate into the general population in urban areas. "We are well into our third generation of 'urban Indians' now," she said, "but most of us relocated Indians still refer to 'back home' as where our family and tribe live."

She became an advocate for Native voices,



KGUA station manager Peggy Berryhill. Photo courtesy of KGUA.

and by her early 20s, she was in Berkeley working for a print publication called Indigena, reporting on Indian issues in Central and South America. Because of her work at Indigena, she was recruited to work on a Native radio program at KPFA.

At first terrified to be on the radio — she admits that the first time she sat in front of a micro-

phone, she "could barely speak above a whisper my throat was so constricted" — she agreed to try it for three weeks. She ended up staying for five years, changing the name of the show from the Native American Students' Hour to Living on Indian Time, and seeing her career in broadcasting take off.

While she was gathering material at a Native Media Conference for her radio show, Berryhill was discovered and offered a job at NPR. She worked there for a year (the only Native person ever hired as a full-time producer), where she did four, half-hour documentaries a month. But she missed being at a live station and after a year she walked away.

"I could have stayed," she said, "but NPR is a very 'elite' place. Their attitude toward Indians was stereotypical and I would say to some degree it remains so today."

At NPR she said she realized that if there was going to be change, not See Peggy...

Continued on Page 18

Stewart/Kummer Gallery annual event 'Embracing Nature' coming Saturday

This year's Stewart/Kummer Gallery event is set for Saturday, Aug. 29, from 11 a.m. to 6 p.m., by appointment.

"There is a reason for this year's exhibition title: 'Embracing Nature,'" said Heidi Endemann of the gallery. "We turn to nature for solace because we can't embrace each other during this pandemic."

The featured artist is Barbara Medaille, who has shown her work at Stewart/Kummer for nearly three decades. "Her dramatic compositions of land, sea and sky are boldly composed and often border on the abstract," Endemann said. "They evoke a strong emotional response in the viewer, who does not expect to be deeply moved or provoked by these subject matters."

According to Medaille, "For me, painting is returning to a sense of a place that I imagine in light and in the shadowy illusion of solidity. Everything is forever and always changing: appearing and disappearing like clouds, arising and falling like the sea, arising and crumbling like mountains, dark into light and into dark again."

"I want to evoke in the viewer and myself a



Paintings by Healdsburg artist Barbara Medaille will be featured at this year's Stewart/Kummer Gallery Annual Event this Saturday. Photo courtesy of Stewart/Kummer Gallery.

recognition of the beauty and fragility of the earth and our fugitive and temporary residence on it," she said.

Medaille lives and works in Healdsburg and this is the third time she has had to be evacuated from her home and studio because of nearby fires. "This is agony for an artist, having to leave behind many years of work to an unknown fate and possible destruction," Endemann said, adding that the terrible fires have led her to produce "a magnificent series of eerily beautiful paintings," one of which will be in the exhibition.

Other participating artists are Marilyn Bardet, Carol Dalton, Heidi Endemann, Linda Fong, Bill Geisinger, Pamela

Glasscock, Andrea Johnson, Nick Lamb and Roberta Tewes.

The Gallery will be open from 11 a.m. to 6 p.m. Pandemic protocols will be in place. Guests can enjoy walking in the large outdoor areas and only six visitors at a time will be allowed inside the spacious and airy gallery rooms.

The opening is by appointment; call 707-884-3581.

Stewart/Kummer Gallery is located on the Gualala Ridge at 35290 Old Stage Road at the 5.5 mile marker, first driveway south of Fish Rock Road. For more information call 707-884-3581 or visit StewartKummertGallery.com.

Collective to honor Point Arena Lighthouse with art exhibit; announces member AIR awards

In recognition of the importance of the Point Arena Lighthouse in its 150th year of lighting the way on the coast, the Coast Highway Art Collective will sponsor an art exhibit celebrating the lighthouse and its surroundings during the month of September. The opening reception is on Friday, Sept. 4, from noon to 6 p.m.

The light station had several events planned to celebrate this landmark anniversary, but they had to be postponed due to the coronavirus, explained exhibit curator Barbara Fast. The exhibit was organized as an opportunity for the community to show its support.

"For 150 years the Point Arena Lighthouse has been a beacon of hope and inspiration for the community and visitors alike," said Fast. "The rotating light could

be seen for 21.5 miles out to sea and the fog whistle, and later a fog horn, alerted sailors when the fog was too dense for the light to penetrate. Since the advent of new location technology, the light has been less important, although local fisherman and recreational sailors still rely on it as an aid

to navigation and warning of possible dangers."

For this exhibit, 27 local artists will be exhibiting work at the CHAC gallery, located at 284 Main St. in Point Arena; Andrea Allen (Chinese calligraphy); Ron Bolander (photog-

See CHAC... Continued on Page 18



"Etched Glass Bowl" by Cynthia Meyers. An exhibit to honor the Point Arena Lighthouse will open at CHAC on Friday, Sept. 4. Photo courtesy of CHAC.

GUALALA ARTS
707.884.1138
GualalaArts.org
46501 Old State Hwy
Gualala, CA 95445
SINCE 1961

Art in the Redwoods—Online!
• 120 Artists • 398 entries • All Online.
• Have a favorite artist? Support them by commenting online.
• Purchase Your Favorite Art Online! GualalaArts.Org

At The Dolphin Gallery
Scott Chieffo - Photography
Joann Cassidy - Ceramics
Opening Saturday, September 5
Judith Fisher - Collage
Peter McCann - Woodwork

Dolphin Gallery & Gift Shop • Cypress Village
39114 Ocean Drive, Gualala 95445 • 707-884-3896
Open Thu.-Mon.—11 am - 4 pm (closed Tue.-Wed)

And pick up See's Candies at the Dolphin.

See's CANDIES



"Cirrus & Northeast Cliffs," photograph by Scott Sewell. An art exhibit to honor the 150th anniversary of the Point Arena Lighthouse opens at CHAC on Friday, Sept. 4. Image courtesy of CHAC.

**CHAC...
from Page 15**

raphy); Deborah Caperton (mixed media); CC Case (watercolor); Scott Chieffo (photography); Richard Custer (photography); Art Dryer (wood working); Barbara Fast (fabric art); Chris Grassano (oil painting); Joyce George (oil painting); Stuart Greenberg (giclee on canvas); Rozann Grunig (photography); Doric Jamison-Ball (collage); Bruce Jones (watercolor); Ling-Yen Jones (jewelry); Paul Kozal (photography); Geraldine LiaBraaten (photography); Cynthia Myers (etched glass); PT Nunn (acrylic painting); Jack O'Rourke (water-

color); Brenda Phillips (ceramics); Pam Powell (photography); Charles Ross (wood carving); Scott Sewell (photography); Peter Sidell (photography); Siobhan (silk scarves); and Deborah Threlkel (abalone jewelry).

CHAC also announced that seven members won awards at the Art in the Redwoods Online! for 2020: Beatrice Acosta, Andrea Allen, Scott Sewell, Colette Coad, Geraldine LiaBraaten, Kathryn Weiss and Chris Grassano.

The Coast Highway Art Collective is now open two shopping days a week: Fridays and Saturdays from 11 a.m. to 2 p.m. Selected artwork

by members and guest artists is on display in the gallery's front courtyard. The gallery is located at 284 Main St., Point Arena, next door to the Redwood Credit Union. More information is available at coast-highway-artists.com.

**AIR Votes...
from Page 16**

ments about their art."

The judges — Lauren Baines of Santa Clara, Deric Torres of Oakland, and Christine Koppes of San Jose — have already announced most of the awards, including the 16 Judges' Awards.

Attendees and artists alike traditionally look forward to finding out just what the public liked best. This year, that will be determined to a great extent by those who visit the online exhibit, see what they like and then comment on their favorites.

Art in the Redwoods — Online! is available for viewing and commenting now. Comments will be open through the end of August.

**Peggy...
from Page 15**

just for Indians but for women and for people of color, they had to have a seat at the table where decisions were being made.

She gained the skills to go into board rooms and sit on funding panels, getting over her fears and learning to "sit down in those corporate rooms with all of those white men in suits."

Pretty soon you can walk in and feel like you belong there, she said, and when you have a chance to speak you want to use it. "It was never just about me, it was about opening the door for other people — that's how I saw it."

After two years with the Smithsonian in Washington, D.C., where she produced an award-winning 13-part series at the American History Museum, Berryhill relocated to California's north coast and was living in Anchor Bay, working with the National Federation of Community Broadcasters, when the FCC announced that it was opening what would probably be the last window for people to own and build full-power, non-commercial radio stations.

With the help of the organization, she focused on acquiring licenses for tribes and increased the number of Native stations from 30 to 68 nationwide. When she learned there was a frequency available in Gualala, she got one of the last big grants to build a station.

When Berryhill talks about building a station, she's not speaking metaphorically. We're talking big equipment here: digging holes, pouring concrete, installing rebar, a family ("almost like carries") who came

in and "in three days, boom, they build a tower from the ground up," hiring engineers to install transmitters and antennas.

As soon as they got the grant, Berryhill said, they put about \$120,000 into the Gualala community by hiring local contractors and making as many purchases as possible at Jay Baker and Gualala Building Supply.

Once the tower was in, Berryhill pulled together a local advisory board to encourage community buy-in and get help with day-to-day operations and programming decisions. Next challenge: the digital divide.

"We had put everything on a flash drive," she said, "and they all looked at us like we had put a poisoned frog in front of them — nobody knew what to do with it!" A self-described "gadget girl," she admits to being surprised. With no students in the community, she realized her volunteers were going to be older and not so technically savvy.

But people have been willing to learn at this all-volunteer community station, the right people have come along at the right times, and programming has gone from "leftover" (that would be "free") programs like The Bioneers

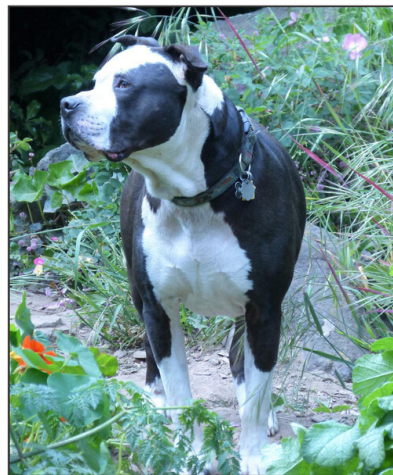
and Exploration, to a broader choice of locally and nationally-produced offerings. Because Berryhill is a known entity who worked for so long on a national level and has longtime friends in the radio community who want to help, anything produced at KQED in San Francisco, like Forum and The Commonwealth Club, KGUA can carry for free.

Overall, Berryhill said she is thrilled with what they have accomplished. The pieces have come together. Her commitment to featuring local voices — even if it's just on a Public Service Announcement — is being met. She mentions KGUA Writers, a weekly feature on her own Peggy's Place where listeners can hear people's stories — "untrained, raw stories and talent" — that she sees almost as bringing back longer-form documentaries.

"We've done even more than we thought we were capable of doing," she said. "Like during the fires, and the PG&E shutoff — what it means to have a local voice, someone to keep you informed. We slept here on the floor because that's what it took to keep people informed and safe."

For more information on KGUA, its programs and people, visit KGUA.org.

Pet of the Week



"Smitty is an affectionate, loyal and laid-back guy whose face lights up when someone comes to play," said Kim Park of Redwood Coast Humane Society. "He loves games of tug-of-war and fetch or he will proudly carry his favorite toy around the yard. Smitty adores people time, he cuddles up for pettings and hugs and eagerly goes for walks. He even knows tricks: sit, speak, shake and roll-over are easy for this smart and talented boy."

"On sunny days, you will find Smitty rolling around on his back soaking in some rays," she added. Smitty gets along well with other dogs. The Redwood Coast Humane Society's animal shelter remains closed. However, people interested in adopting Smitty or one of the other dogs available for adoption, can visit the website at redwoodcoasthumane.org and complete the "Dog Adoption Questionnaire." Questionnaires can be returned to redwoodcoasthumane@gmail.com or mailed to P.O. Box 1072, Gualala, CA 95445.

For more information, or to make an appointment for a "meet and greet" with one of the pets available for adoption, call 707-785-3683 or email redwoodcoasthumane@gmail.com. Pictures of adoptable pets are available on the Humane Society's website or Facebook page.

100.5 THE TIDE

"The sound waves of the Redwood Coast"
Classic Rock

Good News Guys Mon. - Fri. 7-8am
Don, Bob and Rob - Music & Memories Every Weekday Morning

Solid Fuel Sounds Mon. - Wed. 12-4pm
Phil Marrinan - The Notes You Need To Hear

La Caja Musical Mon. 6-9pm
Alfredo Orozco - Traditional & Modern Tunes From South Of The Border

Bone Daddy's Blues Revue Tues. 6:30-10pm

Mendonoma Music Wed. 6pm
Local Music Featuring Awesome Mendonoma Musicians

High Tide Morning Show Wed. - Fri. 9am-12pm
Schmidty - Classic Rock, Local News, Weather

Moon Tune Drive-In Thurs. 6-8pm
Songs & Dialogue From The Hey-Days of Drive-In Movies

Hollerin' Pines Fri. 3-6pm
The Sparrow - Folk Music Made On Its Own Terms

Eight To The Bar With Les Tarr Fri. 8-11pm
Blues, Musician Interviews & More

Celtic Coasting Sat. 4-6pm
Magical Music from the Celtic World & Beyond

Good News Show Sun. 8-9am
Cathleen Crosby - Inspirational Music With A Message

Sunday Morning Classical 11:00am-1pm

Sunday Musical Journey 1-5:30pm

KTDE 100.5 FM
Office 884-1000 • Studio DJ 884-3000
thetide@ktde.com

abc NEWS RADIO

Spirit Veterinary Services
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spiritvetservices@gmail.com • www.spiritveterinaryservices.com

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235 Main Street, Point Arena • 707.882.3025

Souvenir Apparel - Gifts - First Aid Items	Prescriptions - Vitamins	Greeting Cards - Toys - Personal Care Items
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Monday-Friday 9:00 a.m.-5:30 p.m.
Closed Weekends

Splash

MENDONOMA EVENTS GUIDE

World dance, classic rock, and Indigenous music added to weeknight lineup at KGUA

Entering into its 10th year on the air, KGUA comes out the gate with new weeknight music programming, including two new locally-produced shows and three nationally-produced shows that include world dance, classic rock, and Indigenous music.

On Tuesdays, the music starts at 6 p.m. with INDIGEPI, featuring an eclectic blend of modern Indigenous music, hosted by Alexis Sallee. INDIGEPI introduces listeners to the future of Native music with new and trending artists, while honoring the past by diving into the tracks that have shaped what we

hear today.

Following at 8 p.m. is Indigenous in Music, with Host Larry K, who weaves live interviews with a mix of new music (rock, pop, country, flute, salsa, classical, house and electronica) from Indigenous musicians from around the Western Hemisphere.

New local programming on Thursday night starts at 6 p.m. with Danza de la Vida and host Natalie Ghezzi-Aceves, who shares ancient and contemporary world dance music that aims to awaken the soul to a universe of world dance beats.

Ghezzi-Aceves is a

Mendonoma native who embarked on a professional career in dance, in-depth studio work, performance, teaching, and modeling in the San Francisco Bay Area. She graduated from the Pacific School of Massage and Healing Arts and is currently residing in Gualala. Danza de la Vida replaces part of Lizzard's Lounge classic rock with the late Liz Redfield, who forever remains a KGUA Team Member in Memoriam.

Moving from Friday nights to Thursdays from 8 to 10 p.m. (to round out where Lizzard's Lounge used to be) is Under-Currents Weekend with Gregg McVicar (Tlingit) and wife Gabriella Castelan, who craft a music mix heard around the U.S. and the world via Native Voice One: The Native American Radio Network. Their goal is to bring together music fans across borders, cultures and generations. McVicar is also a board member of KGUA.

Friday nights at 6 p.m., as of January this year, is LA's Rock Garden with host Leigh Anne Lindsey. Leigh Anne, aka LA, weaves together classic rock and roll, blues, country rock, rhythm and blues, soul, 80s new wave, and pop from the 60s forward.

Lindsey is a local resident rocker from The Sea Ranch and a key KGUA volunteer. She has deep roots in radio from the 70s and 80s where she spun albums at KSPN 97.3FM in Aspen, Colorado. KGUA also benefits from her 18 years in Silicon Valley where she worked in sales, marketing, PR, strategic alliances, and venture capital fundraising.

KGUA is a project of the Native Media Resource Center, a 501 (c) 3 non-profit organization, founded by Peggy Berryhill & Susan Ruschmeyer. For more information, visit KGUA.org.



The new stone labyrinth at Point Arena Lighthouse, completed in June. Friday Aug. 7 is National Lighthouse Day, which means visitors will enjoy free admission to lighthouse grounds, outdoor museum and store from 10 a.m. to 3:30 p.m. Photo courtesy of Laura Franklin.

National Lighthouse Day coming Friday

The Point Arena Lighthouse will celebrate National Lighthouse Day on Friday, Aug. 7, from 10 a.m. to 3:30 p.m. All visitors will enjoy free admission to the grounds, outdoor museum and store. The 150-year-old lighthouse is located at 45500 Lighthouse Rd. in Point Arena.

National Lighthouse Day was originally established in 1989 to honor the beacon of light that, for hundreds of years, symbolized safety and security for ships and boats at sea, according to the National Lighthouse Society. Point Arena Lighthouse joins hundreds of lighthouses across America on Aug. 7 in celebrating the day by offering free admission and special events.

Due to the COVID-19 Health Order in place in Mendocino County, the U. S. Coast Guard Dolphin rescue helicopter

and crew that normally are present for this event will not be able to attend, said Mark Hancock, Point Arena Lighthouse Executive Director.

We hope to welcome them back for next year's National Lighthouse Day as they are always very popular with our guests, particularly the youngsters.

The outdoor museum will offer visitors several historical, geological, artistic and unique features throughout the 23-acre light station grounds. The newest feature, which was completed in June, is a stone labyrinth.

Located just inside the entry gate on the eastern edge of the station, the labyrinth was installed by noted stone masons Julien Carmelino of France and Kevin Carman of Riverside, California.

It is an unusual five-circuit pattern designed

by Marilyn Larson, a founding member of the Labyrinth Society, and is the westernmost installation in the Art Line, a series of walkable, interactive outdoor artworks across the heart of America centered on the 39th Latitude.

The outdoor museum will also introduce visitors to the Druid's Circle, the gazebo from the film Forever Young (left after the 1992 filming was completed), Native Plant Garden, Whale Trail interpretive panel, several historical plaques and markers around the property, the unique stone entry fence, various trails, memorial and view benches, and more.

Information is available by calling the Lighthouse at 707-882-2809, ext. 1 or visiting PointArenaLighthouse.com/visit/calendar-2-national-lighthouse-day/.

Garcia River Casino now open for limited gaming activities

General Manager Scott Ignacio announced that the Garcia River Casino reopened as of 2 p.m. on Saturday, Aug. 1, but with limited gambling offerings only.

According to Ignacio, the casino has implemented health and safety protocols with enhanced training for all employees to ensure protection is provided to both guests and staff.

During this phase of reopening, only the slot floor will be open," Ignacio said. Gaming will have limited occupancy. Once capacity is reached, additional guests will not be allowed in the facility until occupancy is reduced below maximum

level. Until further notice the River Grill and Bar are closed.

Currently, no food or drinks are allowed on the gaming floor and smoking in the casino has been prohibited for safety precautions; a designated smoking area outside has been established.

Each casino staff member has participated in the reopening training program, learning how to properly apply EPA-approved COVID-19 disinfectants and PPE, Ignacio said. All staff members will be required to wear a mask, and guests will be required to wash hands with soap and water for 20 seconds. Guests will be offered supplement-

tal hand sanitizer, will undergo a non invasive temperature check, and answer health screening questions at the point of entry.

In accordance with new CDC guidelines, all patrons will be required to wear a mask (masks will be available for a minor fee, if needed) and to comply with social distancing protocols. Signage will be visible throughout the property as a social distancing courtesy reminder.

Additional signage noting handwashing guidance will be posted and the casino has installed additional hand **See Casino Continued on Page 22**



Gualala resident Natalie Ghezzi-Aceves will share ancient and contemporary world dance music on her new program Danza de la Vida, Thursdays at 6 p.m. on KGUA, 88.3 FM. Photo courtesy of KGUA.

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KGUA expands 5 p.m. hour with international news and opinion

KGUA 88.3FM public media is introducing new evening programming to the 5 p.m., weekday time slot replacing its current repeats of the 11 a.m. science show. They are: KCRW's "Left, Right, & Center" on Mondays; KCRW's "To the Point with Warren Olney" on Tuesdays; Deutsche Welle's "Inside Europe" on Wednesdays; "Reveal Weekly" from PRX and CIR on Thursdays. The Bay Area's Commonwealth Club concludes the week on Fridays.

"Left, Right, & Center" is KCRW's weekly, civilized yet provocative confrontation over politics, policy and pop culture.

"To the Point" is a weekly reality check on the issues Americans care about most. Host Warren Olney draws on his decades of experience to explore the people and issues shaping — and disrupting — our world. How did everything change so fast? Where are we headed?

"Inside Europe" explores the topical issues shaping the continent. The program includes interviews with newsmakers and personalities, background features, and cultural reports from correspondents throughout Europe.

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"Reveal Weekly" is co-produced by PRX (Public Radio Exchange) and the nation's first nonprofit investigative journalism organization, The Center for Investigative Reporting (CIR).

"CIR has developed a reputation for being among the most innovative, credible and relevant media organizations in the country," said Leigh Ann Lindsay of KGUA. "Their award-winning journalists hold the powerful accountable and reveal government fraud and waste of taxpayer funds, human rights violations, environmental degradation, and threats to public safety.

"From the San Francisco Bay Area epicenter of technological and creative innovation, their reporting ignites real-world change and solutions-oriented community action."

The Commonwealth Club of California is the largest and oldest public affairs forum in the U.S. For over 90 years, the club has heard from individuals actively concerned with the day-to-day decisions that can affect lives and livelihoods across the nation and around the world. The Club's non-partisan policy says it "strives to bring a balanced viewpoint on all issues in its commitment to 'getting the facts.'"

For more information on KGUA, its programming and people, visit kgua.org.

AIR... from Page 13

force," he added.

The Friday announcement by the judges of the winners included:

Best in Show: "Frivolo Frezando," basket by Bea Acosta. Acosta is both a potter and a basket maker who has been creating for over 20 years. When asked how long it takes to create a basket, she replied, "I am usually vague because I really never time myself."

"I create for a while then go on to other things, I may come back to the project or I may leave it for a space of time. It becomes a simmering creation."

First Place, Quilts: "No Way Out" by Dee Goodrich. Goodrich described her love of quilting simply: "I have been quilting for 18 years and have a passion for hand piecing, hand quilting and optical illusion quilts." The appropriately-titled winning quilt measures 85 inches by 85 inches. Goodrich used cotton fabric, Thermore batting and cotton thread.

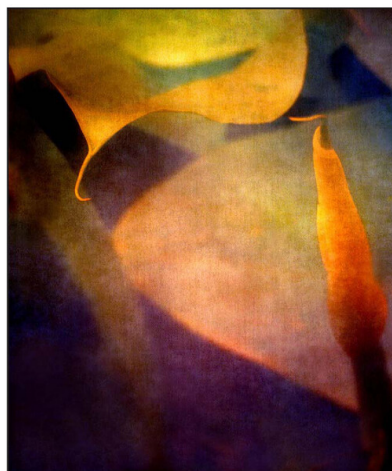
First Place, Monochromatic Photography:

"Services Rendered" by Scott Sewell. Sewell is a landscape photographer who specializes in California Coastal, High Sierra and travel photography. He likes rocks, waves, clouds and black and white images, but has been known to occasionally shoot people or buildings in color. His winning entry is an archival framed print on Moab Baryta 305 paper.

Best Local Work is "Cala fornica Colors" by Bill Apton. Apton said he was hooked on the magic of photography at age 10, when he received his first camera as a gift from a local bank for opening a savings account. "My fascination with cameras and photography continued to expand throughout my younger years, and when college beckoned, I attended Rochester Institute of Technology where I majored in photography."

He tries to take a major trip out of the country annually so he can become "a stranger in a strange land."

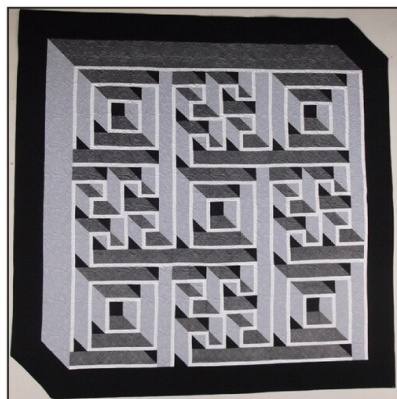
To see all the art, including all prizes awarded by the judges, visit gualalaarts.org.



"Cala fornica Colors" by Bill Apton was judged Best Local Work. Photo courtesy of Gualala Arts.



"Frivolo Frezando" by Bea Acosta. Rose and black wax linen thread, Tiger Eye cobachon and pine needles. The entry was voted "Best in Show" by the judges in AIR Online! Photo courtesy of Gualala Arts.



"No Way Out" by Dee Goodrich. 85" by 85," cotton fabric, Thermore batting and cotton thread. The quilt took first place in the Quilt Division at AIR Online! Photo courtesy of Gualala Arts.

Pet of the Week



"If the dog days of summer get you down, grab a friend and play a rousing game of tug-of-war," said Kim Park of Redwood Coast Humane Society. "Smitty (black and white adult male) and Mia (brown and white adult female) love to play together or with their human friends. Smitty is smart with a playful, loyal and affectionate nature. He even knows tricks: speak, shake and roll-over are all easy for this talented boy," she added. "Mia has a loving spirit and cheerful nature which she shows through her big smile and enthusiastic wiggle," Park said. "She has basic obedience skills and wants very much to please."

Smitty and Mia love walks, head rubs, playing with toys, car rides, pettings or just hanging out with their people. Both would both love a fenced yard in which to play and experienced dog owners.

The Redwood Coast Humane Society's animal shelter remains closed. However, people interested in adopting Mia, Smitty, or one of the other dogs available for adoption, can visit the website at redwoodcoasthumane.org and complete the "Dog Adoption Questionnaire." Questionnaires can be returned to redwoodcoasthumane@gmail.com or mailed to P.O. Box 1072, Gualala, CA 95445.

For more information, or to make an appointment for a "meet and greet" with one of the pets available for adoption, call 707-785-3683 or email redwoodcoasthumane@gmail.com. Pictures of adoptable pets are available on the Humane Society's website or Facebook page.

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Big Sur artist Erin Lee Gafill featured at LyndonDesign Gallery



Landscape paintings by Erin Lee Gafill will be featured at LyndonDesign Gallery through August 21. Photo by Maynard Lyndon.

Large landscape oil paintings by Big Sur artist Erin Lee Gafill are featured at LyndonDesign Gallery at The Sea Ranch through Saturday, Aug. 22. The gallery is open on Saturdays only, from 11 a.m. to 4 p.m., or by appointment. The artist will be at the gallery in person on Aug. 22 with a wet paint exhibit of paintings she has just completed on a trip to the Lost Coast. Gafill is a fifth generation California artist. She grew up at her grandparents' restaurant, Nepenthe, in Big Sur, and lives there now, painting, writing, and teaching classes via Zoom for her many stu-

dents around the world. Big Sur is a place that stirs the imagination," Gafill says of her home. Its rugged mountains, sheer cliffs and secret beaches were our playgrounds, where we were allowed astonishing freedom to run wild. She recalls that her first "job" at the restaurant was buttering the French rolls they used for the Ambrosiaburger. Melting cubes of butter in a pot over an open flame and dipping in a three inch brush to slather the butter over the soft white bread was perhaps my first experience with the physical pleasure of painting anything, she says.

Gafill is the niece of internationally-known textile artist Kaffe Fassett (who lives in London but who also spent many of his early years at Nepenthe), and the two meet in Big Sur each year for a week to paint together. Kaffe taught me to seek beauty and to find it in color," she says. Gafill's and Fassett's still life and textile works will be featured in the Summer 2021 Monterey Museum of Art exhibitions Color Duets: Kaffe Fassett and Erin Lee Gafill. Gafill is the founder of the Big Sur Arts Initiative and a founding member of the Monterey Bay Plein Air Painter's Association (MBPAPA). An artist member of the Carmel Arts Association, she has been named a Champion of the Arts by the Arts Council of Monterey for her service to the community of Big Sur through her arts advocacy. She is the author of two books, a memoir, Drinking from a Cold Spring, and Color Duets: Kaffe Fassett and Erin Lee Gafill," which is available at LyndonDesign.

At Placewares, we had several one-woman shows of Erin's paintings, said Maynard Lyndon of the gallery. And our love and admiration for Erin took off immediately. She is not only talented as a painter, he added, but is a marvelous outgoing, caring, and community-involved person as well. For more on Gafill's life and work, visit erin-gafill.com.

New programming shakes up weekends on KGUA

It's not just classical music on weekends any more. KGUA 88.3FM is adding local writing and poetry, along with great performances of stage plays and a San Francisco Symphony radio project to their Saturday lineup, and the only internationally-distributed weekly LGBTQ radio program on Sunday.

KGUA Writers starts at 6 p.m. Saturday with hosts Mark Gross and KGUA General Manager Peggy Berryhill. KGUA Writers is a local program which began on Peggy's Place Mondays. Each week, the audience is given a prompt to inspire a two- or three-minute audio or written piece that is then first featured on Monday mornings' program. The show will now be repeated Saturday evenings at 6 p.m.

KGUA started this show in response to the Shelter-in-Place order at the start of the pandemic, and it is rapidly becoming one of the most popular shows on KGUA.

Blake More's Cartwheels on the Sky - Poets, Poems, and Discovery follows at 7 p.m. A resident of California's Mendocino Coast since the late 90s, More makes her living as a graphic designer, artist in the classrooms, writer, mural painter, performer, costume designer and poet. Author of five books of poetry, a humor book, two non-fiction health books and hundreds of magazine articles, More is widely published.

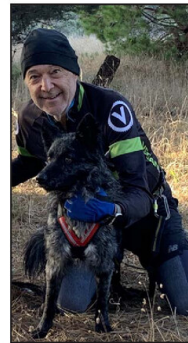
At 7:30 p.m., a series originally created in 1987 at the studios of WNET, America's flagship PBS station, looks at the work of 13 Latin American authors. Faces, Mirrors, & Masks Latin American Writers features interviews with the writers blended with excerpts of their works, and on-location recordings from Latin America.

At 8 p.m., LA Theater Works presents podcasts of over 500 plays performed live, everything from Shakespeare and Oscar Wilde to Arthur Miller and recent Tony winners, all with top-name actors.

L.A. Theatre Works mission is to record and preserve great performances of important stage plays, using new



Blake More hosts Cartwheels on the Sky - Poets, Poems, and Discovery at 7 p.m. Saturdays on KGUA 88.3FM. New programming featuring local talent has been added to the weekend lineup on this local PBS station. Photo courtesy of KGUA.



Mark Gross hosts KGUA Writers with station manager Peggy Berryhill at 6 p.m. Saturdays on KGUA 88.3FM. The Saturday evening airing is a repeat of the previous Monday's Peggy's Place. New programming featuring local talent has been added to the weekend lineup on this local PBS station. Photo courtesy of KGUA.

technology to make world-class theatre accessible to the widest possible audience, and to expand the use of theatre as a teaching tool.

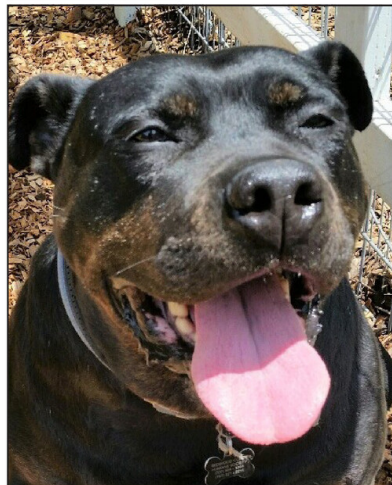
From 9 to 10 p.m., music lovers will want to tune in to 13 Days When Music Changed Forever with host Susan Vega. The program is San Francisco Symphony's radio project and is about musical revolutions about the composers, compositions, and musical movements that changed the way people heard, or thought

about, music.

Finally, added Sunday mornings, is This Way Out, the only internationally distributed weekly LGBTQ radio program. It was founded in 1988 when most of the mainstream media believed that all of LGBTQ life, news, and culture could be summed up in one word: AIDS. Brian DeShazor is CEO and Producer of This Way Out.

For more information on KGUA programming, people, and history, visit KGUA.org.

Pet of the Week



"Atticus has a happy heart to match his cheerful smile," said Kim Park of the Redwood Coast Humane Society. He is very much a people pooch who wants nothing more than to please. Atticus is an adult male Rottweiler/Pit mix with an affectionate and loyal personality who is a guardian to those he loves. He is a strong boy who adores going for walks and rides in the car. Atticus also likes to loiter around in the yard either soaking up sun or enjoying the shade.

"He loves back and ear scratches, being brushed, or just following you around as you do your chores. Atticus would be best as the only pet in the home and with a fenced yard or with acreage in which to explore. He should be in a household with an experienced dog owner and with no young children.

The Redwood Coast Humane Society's animal shelter remains closed. However, if you are interested in adopting Atticus, or one of the other dogs available for adoption, visit the website at redwoodcoasthumane.org and complete the D and Adoption Questionnaire. Questionnaires can be returned to redwoodcoasthumane@gmail.com or mailed to P.O. Box 1072, Gualala, CA 95445.

For more information, or to make an appointment for a "meet and greet" with one of the pets available for adoption, call 707-785-3683 or email redwoodcoasthumane@gmail.com. Pictures of adoptable pets are available on the Humane Society's website or Facebook page.

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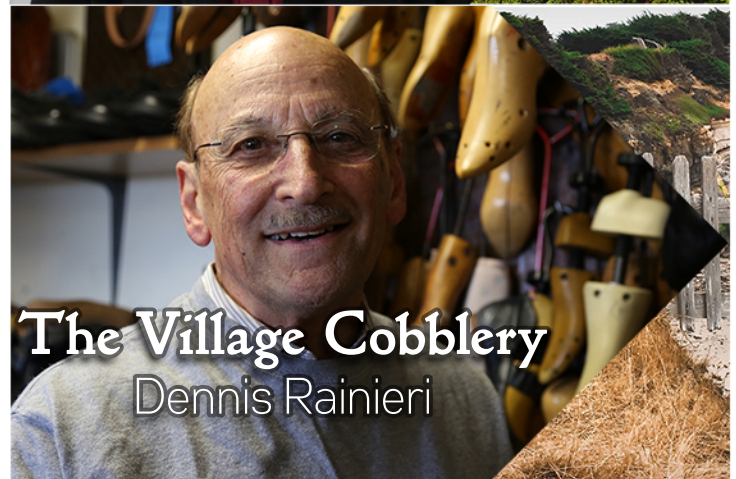
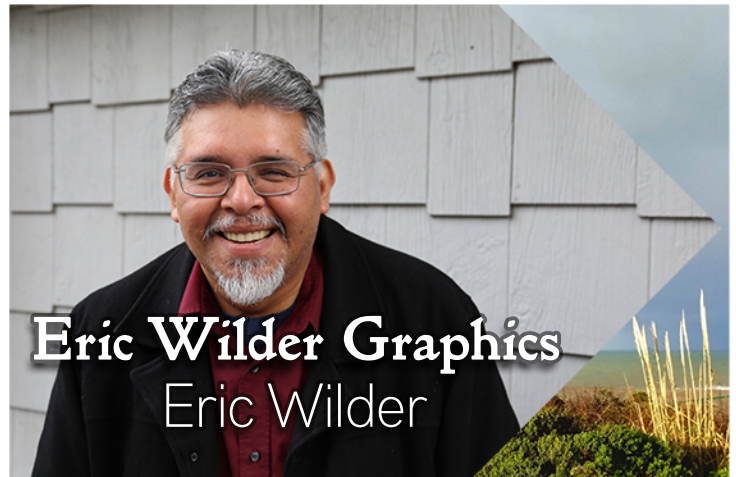
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Our locally produced shows are Peggy's Place with host Peggy Berryhill, KGUA Writers with host Mark Sanford Gross, Cartwheels on the Sky - Poets, Poems, & Discovery with local Blake More, LA's Rock Garden with host Leigh Anne Lindsey, and Danza de la Vida with host Natalie Ghezzi-Aceves.

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KGUA PUBLIC “RADIO-TO-GO” WEB APP LAUNCHES WORLDWIDE

***KGUA AirPocket** - Listen Anywhere from Smartphones, Tablets, & Computers*

Gualala, Northern CA August 10, 2020 – As they head into their 10th Year On-Air, KGUA 88.3FM (founded and operated by Native American and award-winning journalist Peggy Berryhill) celebrates by releasing the **KGUA AirPocket**, a web app by Radio Rethink that gives easy listening access from any smartphone, tablet, or computer. This “Radio-To-Go” web app doubles as a messaging system for sending out alerts, PSAs (public service announcements), and other important updates. Users can save to their mobile device home screens or computer desktops for easy access. Secure link available at <https://RadioRethink.com/Listen/KGUA> or KGUA.org. Radio Rethink (which incorporates Spinitron playlist management and music reporting) provides support for community radio in America.

When users save the KGUA AirPocket to the home screen of a smartphone or tablet, or to their computer desktops, they see what’s on-air, upcoming shows, and a daily schedule. They also see more details on on-air hosts and shows, album cover, title, and artist. Links to KGUA’s website and more are in the Menu on the right side.

KGUA received an award from the Sea Ranch Board Members along with high praise from residents and visitors for their ongoing efforts during the Covid-19 pandemic and to the PG&E ongoing PSPS events. During the first one in October 2019, one resident said, *“You were our lifeline. We had no landline, no electricity, no internet. But we had radio! That was the only way we could find anything out about the fires nearby or what was happening with PG&E.”* And with a catch in their throat concluded with, *“We would literally go down to our car on the hour to hear your announcements. Your words and reporting literally saved us.”*

(cont.)



The KGUA AirPocket App™ takes KGUA's emergency messaging to the next level of community engagement. If there is an emergency, users will receive critical updates with links for more information from authorities about what they can do, what is happening, and where they can get assistance (e.g. Mendocino and Sonoma County law enforcement, fire departments, emergency agencies, and PG&E.) This expands KGUA's ability to provide the community help during fires, earthquakes, tsunamis, power outages, or other emergency situations.

The messaging component or feature of the AirPocket technology also helps KGUA deliver PSAs (public service announcements), like when the Food Bank will be offering boxed food to the community or what the Coastal Seniors will be doing for the elderly and disabled.

Berryhill says, *"After 9 years on-air, we are pleased to share with the local community and people listening from around the world an app where they can listen in and get important PSAs or updates during critical emergencies. Our sponsors also have a new way to send updates to their customers. This KGUA AirPocket App is going to propel us into our tenth year on-air as we continue producing quality programming and serving the public."*

Radio Rethink (RadioRethink.com) is a small group of devoted community radio fans. With experience in both the community radio world and the mobile industry, they are exploring projects to move community and micro-community radio into the spotlight of the mobile media landscape.

Spinitron <https://spinitron.com/> is a playlist-management tool for non-commercial community and educational radio stations handles flexible playlist entry, archiving, reporting, and versatile publishing. Spinitron is also a large repository of spin database. They compile a weekly Top 100 Charts from these spins and make the database available for public search.

(cont.)



KGUA (KGUA.org) is a Northern CA public media station in Gualala which airs news, science, politics, and eclectic music shows. It is a project of the Native Media Resource Center, a 501 (c) (3) non-profit located in Anchor Bay. Founders Peggy Berryhill & Susan Ruschmeyer built the station from the ground up, including the 2800 watt transmitting tower broadcasting at 88.3FM.

Co-Founder & GM, Berryhill has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley's KPFA, then NPR in DC, then Program Director at KPFA, San Francisco's KALW, and Albuquerque's KUNM. She is a member of the Muscogee Nation.

Board members are Berryhill, Ruschmeyer, Gregg McVicar, Theresa Harlan, and Rick Tejada-Flores. Volunteers are Leigh Anne Lindsey, Steven Winningham, Drew Fagan, Mark Sanford Gross, Seve Cardosi, Michele French, and Natalie Ghezzi-Aceves.

(end)



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Email: KGUAFM@gmail.com

KGUA EXPANDS THE 5PM HOUR WITH INTERNATIONAL NEWS & OPINIONS
New National & World Programming Give More Food for Thought

Gualala, CA August 1, 2020 – KGUA 88.3FM public media introduces new local and top-tier programming to the existing local, national, and international programming they have brought to the Northern California coast these past 9 years. News shows now fill the 5:00PM weekday time slot (replacing the 11AM science show repeats.) They are: KCRW's *Left, Right, & Center* (Mondays), KCRW's *To the Point with Warren Olney* (Tuesdays), Deutsche Welle's *Inside Europe* (Wednesdays). *Sea Change & LRC's All the President's Lawyers* (Thursdays), and the Bay Area's *Commonwealth Club* (Fridays.) KGUA first went on-air August 15, 2011.



Monday LRC (*Left, Right, & Center*) is KCRW's weekly civilized yet provocative confrontation over politics, policy and pop culture.



Tuesday Thom Hartmann is a progressive national and internationally syndicated talk show host whose shows are available in over a half-billion homes worldwide. He's the *New York Times* bestselling, 4-times Project Censored Award-winning author of 24 books in print in 17 languages on five continents. Leonardo DiCaprio was inspired by Thom's book "The Last Hours of Ancient



Wednesday Inside Europe explores the topical issues shaping the continent. Inside Europe includes interviews with newsmakers and personalities, background features, and cultural reports from correspondents throughout Europe.

(cont.)



Thursdays start with *Sea Change* Radio's half-hour nationally syndicated weekly radio show and podcast covering the shift to



social, environmental, and economic sustainability. After that it's another half hour show with *LRC's All the President's Lawyers* podcast: There are so many lawyers, so many lawsuits and so much legal news surrounding President Trump that we decided to call our own lawyer to catch you up.



The Commonwealth Club of California is the largest and oldest public affairs forum in the U.S. For over 90 years, the Club has been presented by individuals actively concerned with the day-to-day decisions that can affect lives and livelihoods across the nation and around the world. The Club's non-partisan policy strives to bring a balanced viewpoint on all issues in its commitment to "getting the facts."



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FOR IMMEDIATE RELEASE

Contact: Leigh Anne Lindsey, KGUA Public Radio
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Email: KGUAFM@gmail.com

New Music, New Hosts - KGUA Kicks Up the Beat Weeknights

World Dance, Classic Rock, & Indigenous Music Added to the Lineup

Gualala, CA August 3, 2020 – Entering into their 10th year on-air, KGUA comes out the gate with new weeknight music programming, including 2 new locally produced shows and 3 nationally produced shows that include World Dance, Classic Rock, & Indigenous Music.

In August, KGUA will launch the new locally produced *Danza de La Vida* with local dancer Natalie Ghezzi-Aceves (trained locally and in the Bay Area) who shares her love of World Dance. Earlier this year, KGUA added Indigenous Music on Tuesday nights, starting with *INDIGEFI* from Alexis Salle (an Iñupiaq/Native-Mexican American in Anchorage, Alaska) followed by *Indigenous in Music* with host Larry K (Ho-Chunk.) In January, KGUA launched *LA's Rock Garden* with host Leigh Anne Lindsey, a local resident rocker who digs up classic rock from her 70's and 80's album-oriented, commercial rock radio days in Aspen, Colorado.

Tuesday music starts 6p with *INDIGEFI* featuring an eclectic blend of modern Indigenous music, hosted by Alexis Sallee. *INDIGEFI* introduces you to the future of Native music with new and trending artists, while honoring the past by diving into the tracks that have shaped what we hear today. That is followed at 8p by *Indigenous in Music* with Host Larry K who weaves live interviews with a mix of new music (rock, pop, country, flute, salsa, classical, house and electronica) from Indigenous musicians from around the Western Hemisphere. (PRX info add)

New local programming on Thursday night starts at 6p with *Danza de la Vida* and host Natalie Ghezzi-Aceves who shares ancient and contemporary world dance music that awakens the soul to a universe of world dance beats. Natalie is a local who embarked on a professional career in dance, in-depth studio work, performance, teaching, and modeling in the San Francisco Bay Area. She graduated from the Pacific School of Massage and Healing Arts and is currently residing in Gualala. (cont.)



Danza de la Vida replaces part of *Lizzard's Lounge* classic rock with Liz Redfield (Liz forever remains a KGUA Team Member in Memoriam.)

Moving from Friday nights to Thursdays 8p-10p (to round out where *Lizzard's Lounge* used to be) is *UnderCurrents Weekend* with Gregg McVicar (Tlingkit) and wife Gabriella Castelan who craft a music mix heard around the USA and the world via Native Voice One: The Native American Radio Network and brings together music fans across borders, cultures and generations. Greg is also a board member of KGUA.

Friday nights 6p (as of January this year) is *LA's Rock Garden* with host Leigh Anne Lindsey. Leigh Anne (or LA) who weaves together classic rock and roll, blues, country rock, R&B, soul, 80s new wave, and pop from the '60s forward. Leigh Anne is a local resident rocker from the Sea Ranch and a key KGUA volunteer. She has deep roots in AOR from the '70s & '80s where she spun albums at KSPN 97.3FM in Aspen, CO. KGUA also benefits from her 18 years in Silicon Valley where she worked in sales, marketing, PR, strategic alliances, and VC fundraising.

KGUA (KGUA.org) is a Northern CA public media station in Gualala which airs news, science, politics, and eclectic music shows. It is a project of the Native Media Resource Center, a 501 (c) (3) non-profit located in Anchor Bay. Founders Peggy Berryhill & Susan Ruschmeyer built the station from the ground up, including the 2800 watt transmitting tower broadcasting at 88.3FM.

Co-Founder & GM, Berryhill has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley's KPFA, then NPR in DC, then Program Director at KPFA, San Francisco's KALW, and Albuquerque's KUNM. She is a member of the Muscogee Nation.

Board members are Berryhill, Ruschmeyer, Gregg McVicar, Theresa Harlan, and Rick Tejada-Flores. Volunteers are Leigh Anne Lindsey, Steven Winningham, Drew Fagan, Mark Sanford Gross, Seve Cardosi, Michele French, and Natalie Ghezzi-Aceves.

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FOR IMMEDIATE RELEASE

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SPOKEN WORD & RADIO ART INVIGORATES CLASSICAL SATURDAYS

KGUA Public Media Switches It Up with Local Writing, Poetry, & Star-Studded Plays

Gualala, CA August 3, 2020 – As they head into their 10th Year On-Air, KGUA 88.3FM shakes up Classical Saturdays by adding local writing & poetry to star studded plays in the evenings. *KGUA Writers* starts at 6p with hosts Mark Gross (an Anchor Bay local formerly with the Washington Post) and KGUA GM Peggy Berryhill (also an Anchor Bay local and the first Indigenous woman on American public radio), to local Blake More’s *Cartwheels in the Sky* with poets and poetry, to star studded national plays by *LA Theater Works*.

KGUA Writers is a local program which began on Peggy’s Place Mondays and is now repeated Saturday evenings at 6p. The audience is given a writing prompt weekly to create a 2-3 minute audio or written piece that airs the following Monday morning. That show now repeats on Saturday evenings. Each Monday, the submissions are either read on air by Peggy or Mark, or the recorded audio created by the writer is aired. KGUA started this show in response to Shelter-in-Place from the Covid-19 pandemic and it is rapidly becoming one of the most popular shows at the station. The impact Covid continues to have on people’s lives is a key reason people feel compelled to express themselves. A skilled writer himself, Mark came to KGUA from a long career with the *Washington Post*.

Blake More’s *Cartwheels in the Sky – Poets, Poems, and Discovery* follows at 7p. A resident of California’s Mendocino Coast since the late 90s, Blake More is an artist with many creative voices. She makes her living as a graphic designer, artist in the classrooms, writer, mural painter, performer, costume designer and poet. Author of five books of poetry, a humor book, two non-fiction health books and hundreds of magazine articles, Blake is widely published.

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At 7:30p it is *Faces, Mirrors, & Masks - Latin American Writers*, a series originally created in 1987 at the studios of WNET which looks at the work of 13 Latin American authors. Each half hour program is richly blended with interviews of the artist and skillfully blended excerpts of their works, and on-location recordings from Latin America.

At 8p it is *LA Theater Works* are podcasts of over 500 plays performed live, everything from Shakespeare and Oscar Wilde to Arthur Miller and recent Tony winners, all with top-name actors. L.A. Theatre Works' mission is to record and preserve great performances of important stage plays, using new technology to make world-class theatre accessible to the widest possible audience, and to expand the use of theatre as a teaching tool. From 9p-10p it is *13 Days When Music Changed Forever* with host Susan Vega is a San Francisco Symphony's radio project and is about musical revolutions — about the composers, compositions, and musical movements that changed the way people heard, or thought about, music.

Finally, added Sunday mornings is *This Way Out*, the only internationally distributed weekly LGBTQ radio program. It was founded in 1988 when most of the mainstream media believed that all of LGBTQ life, news, and culture could be summed up in one word: AIDS. Brian DeShazor is CEO and Producer.

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