



Sponsor Media Kit

Q3 2021

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 5 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, Thane Frivold, Steven Winningham, Mark S. Gross, Drew Fagan, Paul Mundy, George Calys, Roberta Chan, and Jordan Schussler.



Demographics

Listener Reach

15,000-16,000

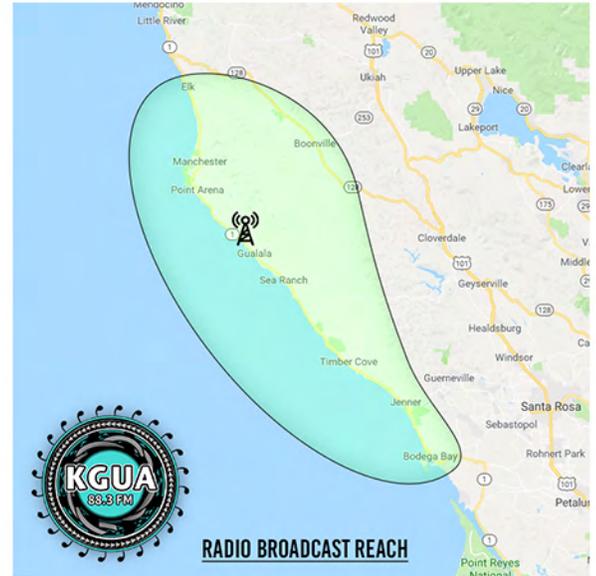
*Unique Weekly Listeners*¹

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
Manager, Producer, Host

She is one of the morning show hosts, is a marketing and technical whiz in the studios, does voiceover production, coaches new producers & voiceover artists, and helps ensure that KGUA is operational seven days a week.



THANE FRIVOLD
Programming and Scheduling

Daily Scheduler and Programmer, also has a full-time job with Philo streaming TV as an engineer. He and wife Maryse Frivold (owner of the Loft in Gualala) live in the Sea Ranch full-time.



STEVEN WINNINGHAM
Producer, Editor Classical Saturdays

Steven is our Classical Saturdays 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.



GEORGE CALYS
Morning Show Host & VO Production

He is editor of Sea Ranch Soundings Magazine and Founder of White Barn Press. Earlier, he was an Architectural Columnist for the San Francisco Examiner.



JORDAN SCHUSSLER
Graphic Artist & VO Production

Jordan helps with marketing material graphics and voiceover production of PSAs, IDs, and sponsor spots. He is a fulltime User Interface Technical Artist with JumpStart Games.



PAUL MUNDY
Morning Show Host & VO Production

Paul is host of Crossing Bridges, an occasional morning show, a member of the Sea Ranch archives committee, a professional skier for 25 years instructing, coaching, and Ski School Director, and Philanthropy Director for Dignity Health.



ROBERTA CHAN
Sales, Marketing and Media

She brings her word-smithing and copy editing skills to bear in our marketing and media materials, helps with all kinds of research, scheduling and editing. She was a Park Ranger for over eight years in our Sonoma County Regional Parks and is a recent addition to the KGUA team.

NMRC Board Members



PEGGY BERRYHILL

Co-Founder & General Manager

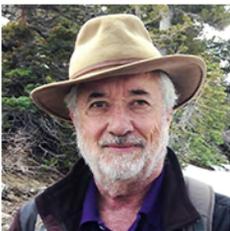
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SUSAN RUSCHMEYER

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.



RICK TEJADA-FLORES

NMRC Board Member

Rick Tejada-Flores is an award-winning documentary filmmaker whose works have been shown at Sundance, the Smithsonian Institution, and on PBS. His experience in public radio has included managing an NPR station and serving on the board of a radio training program.



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



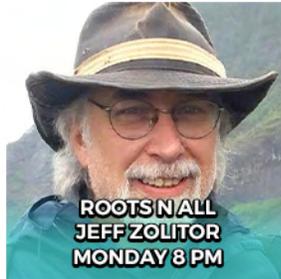
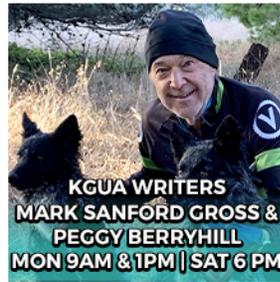
THERESA HARLAN

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 Kewa Pueblo and Jemez Pueblo.

KGUA Shows

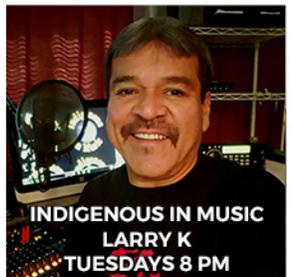
LOCAL PROGRAMMING



NEWS / ISSUES / INFORMATION

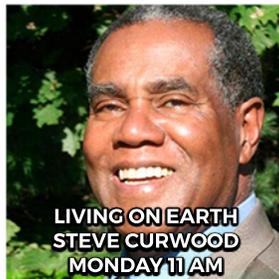
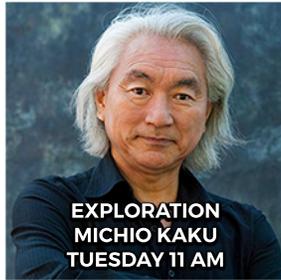


NATIVE AMERICAN PROGRAMMING

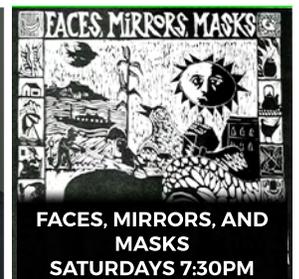


KGUA Shows

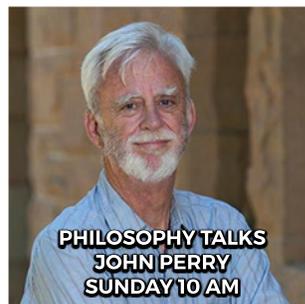
SCIENCE / TECH / CLIMATE



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.



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.

Sponsorship

KGUA carries a range of shows, from politics to science to music and entertainment.

We have carefully selected national and international shows for our coastal community and the audience at large who listen in on the stream through KGUA's AirPocket mobile and computer app, or Radio Garden and TuneIn apps.

Our locally produced shows are Peggy's Place with host Peggy Berryhill, KGUA Writers with host Mark Sanford Gross, Cartwheels on the Sky - Poets, and Poems, & Discovery with local Blake More.

How it works:

We will discuss with you your goals and wish list to craft a tailored message and schedule to fit within your budget. Our professional staff then produces a recorded sponsor spot in our studios.

- Reach an affluent and influential coastal audience through the KGUA AirPocket by Radio Rethink (a mobile-friendly player)
- More eco-friendly and economical than print
- Support Your Local Public Media Station
- Become a Sponsor

**STANDARD SPOT
ONLY \$25**



“ What a treasure we have in KGUA. ... When you combine access to critical information [during emergencies] with intelligent political commentary and interesting, educational, and entertaining shows... you see how vital KGUA is to our entire community. ”

- Steven Winningham



SUCCESS THROUGH PARTNERSHIP!

**PUBLIC MEDIA FOR
THE REDWOOD COAST**

Call 707-884-4883 or email KGUAFM@gmail.com
Located in The Cypress Village (39108 Ocean Dr, Gualala, CA 95445)
Mailing Address PO Box 574 Gualala CA 95445
[Facebook.com/KGUAPublicMedia](https://www.facebook.com/KGUAPublicMedia)
[YouTube.com/KGUAPublicMediaStation](https://www.youtube.com/KGUAPublicMediaStation)



IN THE NEWS



Sonoma Coast Municipal Advisory Council representative selection process underway

The Sonoma Coast MAC representative selection process for 2022 opened last Friday and will remain open through Friday, Oct. 30. People interested in being the Bodega Bay representative, Jenner representative, The Sea Ranch/Annapolis representative or the representative for Timber Cove/West Cazadero, can go to sonomacounty.ca.gov/Sonoma-County-Coast-Municipal-Advisory-Council/ to download the application.

The Sonoma County Coast Municipal Advisory Council includes the towns and areas of Val-

established to advise the board of supervisors and other county decision-makers on local planning and management decisions relating to the Sonoma County coast region, to provide a regular forum for citizen participation in forming those recommendations and to provide a bridge for communication between the county and local residents and businesses, and the general public.

Completed applications can be mailed to 5th District Field Representative Elise Weiland, Board of Supervisors, 575 Administration Dr., Suite 100A, Santa Rosa, CA 95402.

Third annual Ocean Life Symposium to be online and on-air

Mendonoma Whale and Seal Study's Scott and Tree Mercer and KGUA 88.3 FM announced Tuesday that the third annual Ocean Life Symposium will be held live on KGUA, live online at KGUA.org, and live on KGUA's YouTube channel.

Seventeen local and national ocean experts will present for three hours daily this year from 9 a.m. to noon, Oct. 25 to Oct. 29, with one of the morning hours repeating Monday through Friday on KGUA's Peggy's Place from 1 to 2 p.m.

Topics relating to the status of our oceans and the life forms that

inhabit them will be presented by a variety of ocean experts, a few of whom are Orca Network's Howard Garrett, the Ocean Foundation's Richard Charter, Ocean Conservation Research's Michael Stocker, Noyo Center for Marine Science's Sarah Grimes, Mendocino College's Brianna Zuber, 7 Seas Whale Watch and The Ocean Alliance's Cynde McInnis Bierman, and Sausalito's The Marine Mammal Center's Bill Keener. After the last speaker presents, there will be a wrap hour at noon or Friday, Oct. 29, with the Mercers, who will discuss highlights.

Splash

MENDONOMA EVENTS GUIDE

New Sea Ranch Lodge manager will be interviewed on KGUA's Peggy's Place

Kristina Jetton, general manager of the newly refurbished Sea Ranch Lodge, will be the featured guest on Peggy Berryhill's morning interview program this Friday, Aug. 27, 9 a.m., on KGUA 88.3FM. The lodge is slated to open sometime this year.

According to KGUA producer Leigh Anne Lindsey, the interview will update the community on such questions as: What's going on with The Sea Ranch Lodge? Who will be the new executive chef? What kind of restaurant will it be? And what other changes will the community ex-

perience or see from the new owners?

Listeners can also expect to hear how the lodge will once again be "a hub for the community," as Rachel Schanding, the new director of sales and catering told Lindsey. Schanding added that the lodge owners view themselves as "stewards" of this historic property. "This is not just an investment for them," she said.

"The Lodge was like our clubhouse," said Sea Ranch Archives Committee member Paul Mundy, before it was sold a few years ago. Many hope that tradi-

tion will resume when the complex reopens.

Jetton was hired as general manager in July. Before coming to the north Sonoma coast, she worked inland in Santa Rosa as general manager for two years and seven months at the recently-updated Flamingo Conference Resort & Spa; her background also includes management stints with Ventana in Big Sur and Carmel Valley Ranch.

The Sea Ranch Lodge complex, which included a store and post office, was among the first structures built by the developer of The Sea Ranch. The store was later expanded to include a bar and restaurant, with guest rooms in a separate building.

According to an historical marker outside the main building, the complex demonstrates how a public facility can blend with the land rather than assert itself against its context like a billboard. The east facade of the main building carries the iconic ram's head logo by Barbara Stauffacher Solomon. Two barns from pre-Sea Ranch days still remain in the complex.

The Aug. 27 segment of Peggy's Place will be simulcast live from 9 to 10 a.m. on YouTube and can be heard on 88.3FM and online at KGUA.org. The audio portion of Peggy's Place is rebroadcast the same day from 1 to 2 p.m.



Kristin Jetton, new manager of The Sea Ranch Lodge, will be a guest on KGUA's Peggy's Place this Friday, Aug. 27. Photo courtesy of KGUA.



In 2018, Ladysmith Black Mambazo received not one, but two Grammy Award nominations for two separate albums, a first in the history of world music. They will perform at Green Music Center's Weill Hall on Thursday, Feb 17, 2022. Photo by Raph_PH, CC BY 2.0 <<https://creativecommons.org/licenses/by/2.0/>>, via Wikimedia Commons.

Season tickets now on sale as Green Music Center returns to live performances with 30+ artists

The Green Music Center at Sonoma State University has introduced its new season of programming for 2021-22 with live performances in Weill Hall and Schroeder Hall.

"Nothing can replace the visceral excitement of being part of an audience, in the same space as the performers, feeling and witnessing the power of live performance," said Green Music Center Executive Director Jacob Yarrow. "I am beyond excited to introduce this season of programming — a season that brings us back together to cele-

brate compelling artists."

This season is highlighted by a wide array of artists, from high profile names like Mary Chapin Carpenter, Juilliard String Quartet, Ladysmith Black Mambazo, and Vienna Boys Choir, to up-and-coming artists like guitarist Jiji and the hip hop/jazz/funk ensemble DDAT.

A variety of genres is represented as well, from jazz luminaries including vocalist Dianne Reeves, trumpeter Sean Jones, and fiery pianist Connie Han to iconic chamber ensembles Kronos Quartet, St. Lawrence String

Quartet, and New Century Chamber Ensemble.

Working to further investigate ideas and provide access to diverse artistic experiences, the season will feature artists and ideas from a disparate collection of cultural traditions. In the one non-musical event, two-time Pulitzer Prize-Winning New York Times columnist Nicholas Kristof will present storytelling and insights into the events that shape our world. The Social Justice Lecture Series is co-hosted annually

*See Green...
Continued on Page 20*

Stewart/Kummer annual gallery event features artists on Saturday

Water paintings, toys, bronze sculpture and ceramic figures will all be on display as part of "Water, Fire, Earth, Air," this year's exhibition at the Stewart/Kummer Gallery, which opens from 11 a.m. to 6 p.m. on Saturday, Aug. 28. The artists will be present for the reception from 2 to 6 p.m. Pandemic protocols will be

in place.

"All cultures across the world acknowledge that [these elements] sustain living beings and make life on earth possible," said Heidi Endemann of the gallery, "and many healing traditions and religions incorporate [them] in their practices."

During this time of pandemic, climate chaos and drought in particular, Carol Dalton's water paintings invite the viewer to meditate and feel calm, she added.

"My search for ways to say what I feel about nature continues in my recent paintings," Dalton said. "During the last year I have been walking most mornings along the Carquinez Strait, the narrow waterway connecting the San Francisco Bay with the Sierra watershed.

"I see patterns on the water made by wind, with light dancing on the surface, the effects seen against contrasting

textures along the stony shore, When I paint, I will often focus on one or two elements and merge them together ... I want the viewer to 'feel the painting,' to be energized by its patterned movements and the sensuality of distilled subtle qualities of color, texture and light."

Dalton grew up in Southern California and studied painting, printmaking and ceramics at the Santa Barbara Art Institute. Her work is included in the Crocker Art Museum, the Monterey Art Museum, and corporate collections including Kaiser Permanente. She lives in Benicia.

Paula Gray will be exhibiting her "Toys for Adults," which she created "strictly for her own amusement" from found objects, she said. Judith Stewart will show bronze sculptures and ceramic figures. Other

*See Kummer...
Continued on Page 20*



"Play Ball #2," by Paula Gray. Sculpture from Gray's "Toys for Adults" series will be on exhibit at this year's Stewart/Kummer Gallery annual event, opening this Saturday. Photo courtesy of Stewart/Kummer Gallery.

**GUALALA
ARTS**

707.884.1138
GualalaArts.org
46501 Old State Hwy
Gualala, CA 95445

"Baskets & Gourds: Anything Goes"
Bay Area Basket Makers Exhibit
Thru October 3 at the Dolphin Gallery, Gualala

Save the Date: Chamber Music, September 12
Outside at the JAMI Amphitheater
Featuring violinist Cordula Merks, cellist Evan Kahn,
and pianist Brenda Tom Vahur
Music by Brahms and Mendelssohn

"Art in the Redwoods"
More than 200 works of art displayed at this year's
festival continue to be displayed, and most are
available for purchase thru September 5
at the galleries at Gualala Arts, and online.
A complete list of the award-winning art
is available at GualalaArts.org.

Gualala Arts Center: Open everyday, 11 - 4
Dolphin Gallery: Open Thu-Mon, 11 - 4
Gualala Arts & Dolphin Gallery are respectfully
requiring all visitors to wear masks inside, and during
events outside unless actively eating or drinking.

Splash

MENDONOMA EVENTS GUIDE

KGUA welcomes new guest host George Calys in conversation with Sea Ranch Thespians

Debuting as a new guest host this Friday, Aug. 20, from 9 to 10 a.m. live on KGUA's Peggy's Place is George Calys, longtime Sea Rancher, editor of "The Sea Ranch Soundings" magazine, and founder and publisher of White Barn Press.

On his first show as an occasional guest host, along with producer/engineer Leigh Anne Lindsey, Calys will talk with

Sea Ranch Thespians' director, Katie Atherton, and cast member Lynne Atkins about their next play, "Other Desert Cities," which will be performed in the Knipp-Stengel barn on Sept. 16 through 19 and 23 through 26.

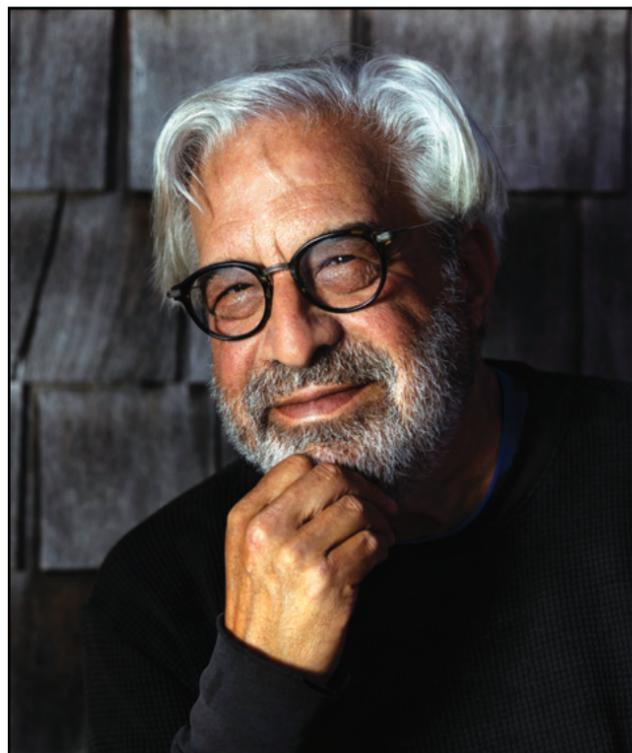
Although Atherton's professional life was spent as a psychotherapist, her involvement in theater originated in childhood. Her mother

was a speech and drama teacher; her brother an actor and director. She took professional theater training with South Coast Repertory and performed onstage in Orange County.

She directed the play, "Winter" for The Sea Ranch Thespians in fall of 2017, and said she looks forward to exploring the application of psychological understandings developed during her years of professional practice to the art of directing for The Sea Ranch Thespians.

Atkins co-founded Art Center Theater in 2003, where she acted and directed until stepping down as co-chair of the theatrical program in 2014. She directed over 25 productions for Gualala Arts. She holds bachelor's and master's degrees in theater/communications, has taught acting, directing, reader's theater and oral interpretation at the high school and university levels and has worked in film and television. She most enjoys "live" theater, for the thrill of creating for and with a live audience.

KGUA public radio is at 88.3 FM, Gualala.



Sea Rancher and "Soundings" editor George Calys is a new guest host at Peggy's Place on KGUA. This week he will talk with Sea Ranch Thespians Lynn Atkins and Katie Atherton about the Thespians fall production, "Other Desert Cities." Photo courtesy of KGUA.



Live entertainment will once again draw festival-goers to the JAMI amphitheater, the Redwood Grove, the Meditation Grove and throughout the grounds, both inside and out, at Art in the Redwoods this weekend. ICO file photo.

Art in the Redwoods 2021 opens Friday with Champagne Preview; continues through weekend

Gualala Arts Center's 60th annual Art in the Redwoods opens this week. All tickets for Thursday's Boxed Hat Dinner and Saturday admission to the festival have sold out.

Still available as the ICO went to press on Wednesday were tickets for the Champagne preview (\$25) on Friday, and admission to the festival on Sunday (free with advance ticket from 10 a.m. to 12 p.m.; \$10 for all day, 10 a.m. to 4 p.m.).

Friday's Champagne preview is from 3 to 7 p.m., where visitors will be able to view — and purchase — all of the art on display, including work singled out for awards by the judges.

Advance tickets are required for all days, and remaining tickets, including pick-up of reserved "will call" tickets, are at the Dolphin Gallery in Cypress Village

only. No more tickets will be sold at the Arts Center, and there will be no ticket sales at the gate.

Both the grounds of Gualala Arts and the indoor galleries will be welcoming ticket holders. There will be art, crafts, music, dance, food and more.

Most of the art will be on display inside the Arts Center, with some additional art — including the video entries — available to view online through a link at GualalaArts.org.

New this year will be multiple performances each day by members of the Mendocino Dance Project.

"While the beautiful redwoods at Gualala Arts have witnessed many performers over the years, this may be the first time that performers will be 'above it all' in the trees," said Executive Director Da-

vid "Sus" Susalla.

Dance Project members Kara Starkweather, Mackenzie Rain, Kristi Bohlen, Jessica Curl and Natalie Thiel will appear to defy gravity as they take their performance above the crowd. Three performances are scheduled during the Champagne Preview, plus six performances on Saturday and five more on Sunday.

More traditional entertainment includes performances by the Ernest Bloch Bell Ringers on Saturday and Sunday at 12 p.m.; a visit by the Coastal Singers on Saturday at 1 p.m.; Eric Wilder's Kashaya Storytelling on Saturday from 11 to 11:30 a.m. in the Meditation Grove; and a Sunday afternoon performance by BAKU in the JAMI Amphitheater.

The Gualala Arts Cafe will offer fresh deli

See AIR...
Continued on Page 13



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

SINCE 1961

Art in the Redwoods
August 19 - 22

Thursday's Boxed Hat Dinner: **SOLD OUT**
Friday's Champagne Preview (3 - 7pm): \$25
General Admission Saturday: **SOLD OUT**
General Admission Sunday (10 - 4pm): \$10

Remaining tickets for Friday & Sunday are available for advance purchase at the Dolphin Gallery.

"Baskets & Gourds: Anything Goes"
A new exhibit from the Bay Area Basket Makers
At the Dolphin Gallery (Cypress Village), Gualala

Save the Date: Chamber Music September 12
Featuring violinist Cordula Merks, cellist Evan Kahn,
pianist Brenda Tom Vahur

Gualala Arts Center: Open everyday, 11 - 4
Dolphin Gallery: Open Thu-Mon, 11 - 4
Gualala Arts & Dolphin Gallery are respectfully
requiring all visitors to wear masks inside, and during
events outside unless actively eating or drinking.

Schulz Museum celebrates 19 years this weekend

The Charles M. Schulz Museum and Research Center opened its doors 19 years ago, and since then, nearly 1.5 million visitors from around the globe have visited the home of the largest collection of

"Peanuts" comic strips as the museum continues to fulfill its mission of preserving, displaying, and interpreting the art of Charles M. Schulz.

To commemorate the anniversary, the museum will host a celebration

on Saturday, Aug. 21, from 10 a.m. to 1 p.m., featuring meet and greets with Snoopy and Charlie Brown, and free ice cream cake at 12 p.m., courtesy of Cold Stone Creamery of Santa Rosa. Visitors will also have an opportunity to meet Melanie Kohn, the voice of Lucy Van Pelt, from 11 a.m. to 12 p.m.

The Schulz Museum presents changing exhibitions and programming that build an understanding of cartoonists and cartoon art; illustrate the scope of Schulz's multi-faceted career; communicate the stories, inspirations,

and influences of Schulz; and celebrate the life of Schulz and the "Peanuts" characters.

The Charles M. Schulz Museum & Research Center is located at 2301 Hardies Lane, Santa Rosa. It is open Monday through Friday, from 11 a.m. to 5 p.m. and Saturday and Sunday from 10 a.m. to 5 p.m. Museum Members and children 3 and under are admitted free. Admission for adults is \$12; Seniors 62 and over with ID, \$8; children 4 to 18 and college students with ID, \$5. For more information, call 707-579-4452 or visit schulzmuseum.org.



The Charles M. Schulz Museum in Santa Rosa will host a celebration this Saturday to mark its 19th anniversary. ICO file photo.

Throw Your Voice in the ICO!

Splash

MENDONOMA EVENTS GUIDE

Carolyn Singer to present art demonstration at Dolphin Gallery Saturday

Multi-faceted artist Carolyn Singer will visit the Dolphin Gallery in Gualala on Saturday, May 1, from 1 to 4 p.m., to answer questions about her art and demonstrate her collage process to visitors.

The current exhibit at the Dolphin, "One Woman's Dreams and Visions," features Singer's mixed-media sculptures, collages using her mono-printed papers and colored pencil drawings.

Singer will demonstrate how she prints unique, patterned papers for her collages. Very different are her colored pencil drawings using the butterfly format to explore abstract

design. Also on view are Singer's figurative sculptures inspired by "waking dreams and visions."

Social distancing will continue, and masks are

required. The Dolphin Gallery is in Gualala's Gallery District at 39114 Ocean Drive, Cypress Village. Information is at 707-884-3896.



"Cartoon #2," acrylic mono print collage by Carolyn Singer. Singer will demonstrate her art at the Dolphin this Saturday. Photo courtesy of Gualala Arts.

KGUA's 'Crossing Bridges' to feature two local chefs on May 7

On May 7 at 9 a.m., independent public radio station KGUA will air another "Crossing Bridges" segment, with host Paul Mundy and producer Leigh Anne Lindsey. They will bring together chefs from both sides of the Gualala River to discuss how much they have in common in cooking and the restaurant business here on the coast and beyond.

Participating will be guest chefs Rebecca Stewart of The Sea

Ranch Lodge, and David and Elyse Hopps of Izakaya Gama, currently a pop-up Japanese ramen bar next to the Redwood Credit Union in Point Arena. When the restaurant opens later this summer next to the Wildflower Inn at 150 Main Street, Izakaya Gama will be a Japanese bar serving small plates. Their target opening date is the end of June.

Stewart has 35-plus years of professional experience. She empha-

sizes fresh, seasonal ingredients that showcase her attention to detail and creative flair and she delights in pushing the boundaries with her cuisine, she said. "Not afraid of flavor" is her mantra.

Although she has learned from several noted practitioners of the culinary arts, her true inspiration and education came from her Hungarian mother's fearlessness in the kitchen, she said. "After reading magazines like Bon Appetit [my mother] would try all kinds of new recipes," Stewart said. "She would shop for ingredients all day, then casually call up some friends. You would

Locally-filmed 'Nomadland' snags three Oscars at 93rd Academy Awards

By Claire McCarthy
splash@mendonoma.com

When Robert Larson and Kenny Jowers talked to the ICO back in February about the filming of "Nomadland" at their Manchester farm, they called it a "fun adventure." The cast and crew were "just like regular folks," Larson said, and it didn't look like they were working. "It looked like they were having fun," he said

It looked like they were having fun again last Sunday evening, as members of the cast and crew took the stage at the 93rd annual Academy Awards ceremony to accept the Oscar for best picture.

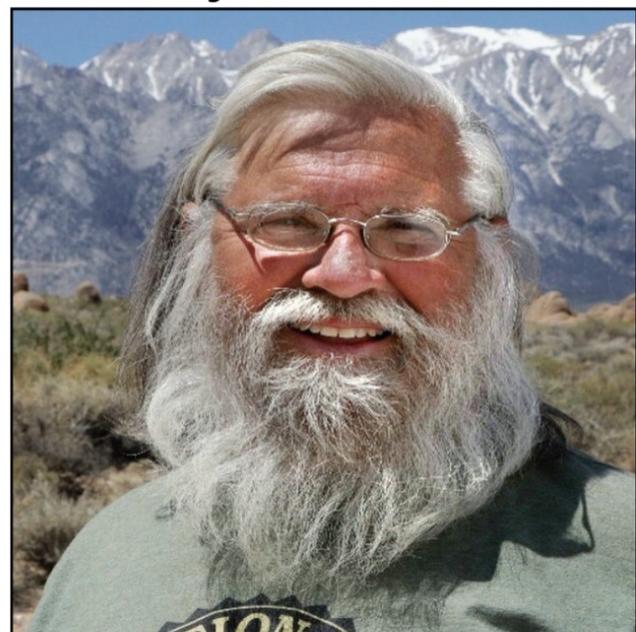
As regular viewers of Hollywood's yearly homage to itself have no doubt observed, it often looks like anything but fun. The whole extravaganza feels interminable. Actresses struggle to move in dresses that look like they were made for mannequins. Nominees squirm in their seats, straining to put on a happy face when another contender wins.

But like the winning film — a plain-spoken meditation on solitude, grief and grit about people who gravitate to the margins — this year's acceptance was different. The principals were joined onstage by two "regular folks," non-actors who are part of the real nomad community.

Executive producer and star Frances McDormand was clad in shapeless black, the only nod to Hollywood glamor a few fluttering feathers on the sleeves. With a grin, she closed her remarks by emitting a

not pass up the chance to have dinner at my parents' house," she added, laughing.

See KGUA...
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Bob Wells of CheapRVLiving and Homes On Wheels Alliance is one of the nomads in the movie "Nomadland." Photo licensed under Creative Commons Attribution-Share Alike 4.0 International license.

show-stopping howl that would do justice to any wolf in the wild.

The howl was in honor of the late Michael Wolf Snyder, who died in March. "[He worked on] my previous film 'The Rider,' and 'Nomadland,'" director Chloe Zhao explained. "He's part of the family. That howling to the moon is for Wolf."

Zhao, who took home the best director prize, was born in China and became the first woman of color to win. The first woman to win a best director prize, in 2008, was Kathryn Bigelow for "Hurt Locker," which follows an Iraq war explosive ordnance disposal team targeted by insurgents. Bigelow also had a Northern California coast connection: she once owned a home in Manchester, just across the road from the Jowers/Larson farm, which she sold some years ago.

"Nomadland" is Zhao's third effort. With a budget of less than \$5 million and featuring a cast populated by non-professional actors, it ranks as one of the most modest-sized movies to win Hollywood's top honor. Her next film, Marvel's "Eternals," has a budget approximately 40 times that of "Nomadland."

"I have always found goodness in the people I've met everywhere I went in the world," she said when accepting the award as best director. "This is for anyone who has the faith and the courage to hold onto the goodness in themselves and to hold onto the goodness in others no matter how difficult it is to do that."

Soon after, McDormand won best actress — her third such win. Only Katharine Hepburn, a four-time winner, has won best actress more times.

McDormand implored people to seek out her film on the big screen. Released by the Disney-owned Searchlight Pictures, "Nomadland" premiered at a drive-in in Southern California and was debuted in theaters, but found its largest audience on Hulu.

"Please watch our movie on the largest screen possible," McDormand said. "And one day very, very soon, take everyone you know into a theater, shoulder to shoulder in that dark space, and watch every film that's represented here tonight."

For local movie fans, that experience may come soon. Arena Theater plans to screen "Nomadland" indoors at 214 Main Street in early June.

So how did Jowers and Larson react to the hoopla? "We couldn't even watch it," Jowers said. "We don't have regular TV."

As the ceremony progressed they started getting calls and texts from all over, he said, from friends and relatives who knew of their connection to the film. "You've got one! You've got two! You've got three!" Pretty soon it all got to be too much.

Their solution to the stress was typical Mendonoma Coast. "We grabbed a bottle of wine, walked up the hill, and watched the sunset," Jowers said.

The Associated Press contributed to this story.



Local chefs David Hopps of Izakaya Gama in Point Arena and Rebecca Stewart of The Sea Ranch Lodge will share tales of their culinary adventures on KGUA's "Crossing Bridges" on May 7. Photos courtesy of KGUA.

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707.884.1138
GualalaArts.org
46501 Old State Hwy
Gualala, CA 95445

Call To Artists

The Gualala Salon and Salon des Refusés
Registration Ends Monday, May 3
Bring Your Art To The 2021 Salon!

"Combining Forces" - A Camera and a Brush
Works by Arun Patel and Keith Wilson

Final Weekend "Heart and Soul"
The Art of Jane Head

"One Woman's Dreams & Visions"
Carolyn Singer's Art at the Dolphin

Join Singer at The Dolphin Sat., 1 - 4 pm

The Art Sale Continues in Coleman Hall
Sharon Nickodem, Susan Nutter, Ann Savageau
We Thank These Artists for their support!

"Art in the Schools" Continues Online!

Gualala Arts Center: Open everyday, 11 - 4
Dolphin Gallery: Open Thu-Mon, 11 - 4

Face masks are required and physical distancing is the norm, with a limited number of people allowed in public spaces.