

KKCR - STATION ACTIVITY SURVEY 2013 LOCAL CONTENT AND SERVICES REPORT

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

By Providing remote broadcast of Community meetings, Educational/Cultural Festivals, we have increased/improved our outreach to larger segments of our islands population. Also partnered with local service organizations to broadcast candidate forums. To assist in identifying issues, needs and interests we have established an on-line survey.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

We have partnered with diverse community non-profits to promote island wide participation in cultural festivals. We have produced news segments highlighting each cultural festival. With local government to promote new recycling projects, with local utility to promote alternative energy programs, with our islands Community College to develop a Veteran Affairs Program and establishment of a Radio Club. We broadcast a weekly program from a non-profit Hawaiian Immersion Charter School, in Hawaiian. We broadcast a daily community calendar and music calendar.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

As we have partnered with local community service organizations to promote candidate forums, the voting turnout has dramatically increased. Through partnership with County Government there has been addition of recycling programs that include collection of greater diversity of materials, thereby decreasing stress upon our island's landfill. Participation in our weekly Talk Shows has increased, as evidenced by the number of calls received.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2013, and any plans you have made to meet the needs of these audiences during Fiscal Year 2014. If you regularly broadcast in a language other than English, please note the language broadcast.

We regularly broadcast in the Hawaiian Language. We air PSA's in both English and Hawaiian. We are seeking to establish an additional remote broadcast site in coordination with an additional Hawaiian immersion school to improve access to a greater number of under represented people in our community. We set up tables at the local grocery stores to improve our stations visibility and solicit public input. We promote and broadcast from local cultural festivals. We conduct open meetings around the island to offer ease of access/input to all in our community. We actively solicit input from island non-profit organizations, provide access to free PSA production and provide copies to distribute to other island radio stations. Membership in our community radio station is encouraged but not required to participate in any of our community outreach events.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

With CPB funding we have been able to sustain our efforts to reach the under-served within our community. CPB funding allows us the opportunity to produce programming and connect elders with the youth of our community to share the culture and sustainable practices vital to island living. This unique knowledge is preserved and perpetuated. CPB provides one third of KKCR's operating budget and we would be hard pressed to replace that revenue. As the only community radio station on Kauai it is imperative that KKCR continue to provide a voice for this isolated island community. CPB helps to make this possible.