

Grantee Information

ID	1681
Grantee Name	KKCR-FM
City	Hanalei
State	HI
Licensee Type	Community

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2014. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2014 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

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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.

Overall Goal is Community wide engagement. By Providing open-line call in programs, remote broadcast of Community meetings, Educational/Cultural Festivals, daily community calendars of music and special events, in studio interviews of community organizations, a weekly County Council report and specialty programming including: Keiki Storytime, Hawaiian Language Programs, Hawaiian Issues Programs, Daily Ocean, Weather and Surf Reports, Health related programs, a Veterans program, Makai Watch and Agricultural Education Programs, to name but a few.... we have increased/improved our outreach to larger segments of our islands population. Also partnered with local service organizations to broadcast community forums. To assist in identifying issues, needs and interests we have established an on-line survey.

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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 meetings, events, and cultural festivals. We produce informational messages highlighting cultural festivals. We work with local government forwarding important Community notifications as requested, promote community education regarding new projects, including recycling, waste management and resource management. We work with local utility to promote alternative energy programs, also forwarding Time sensitive Notifications to our community, 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. Always prepared to act as an Emergency Alert Facility in the event of Disasters.

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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.

Partnering with local community service/utility organizations we remotely broadcast educational/political forums, impact measured by the voter participation/turnout. 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. Direct feedback from community and government recycling coordinators has been positive regarding the impact of this ongoing educational campaign. Participation in our weekly Talk Show Programming has increased, as evidenced by an increase in the number of calls received for every program. We collect feedback from our community via On-Line Surveys, phone calls, and Social Media. Here are several responses we have received: "The sharing of information, the variety, the passion of the dj's, the community support...may it live forever!" "I feel it's the only real voice for Kauai.." "freedom of broadcast. free music choices by the DJ's. Free topic selection and treatment by the talk-show hosts. It boils down to passion." "The live feeds from community events! The interviews / storytelling of Hawaiian musicians." " Freedom of choice for the dj. All djs are volunteers. I like that they feature local.musicians often and support our local music scene" "Community based, non biased, great eclectic mix of programs"

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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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. 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 local events 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.

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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.

Comments

Question	Comment
No Comments for this section	