

## Grantee Information

<b>ID</b>	1681
<b>Grantee Name</b>	KKCR-FM
<b>City</b>	Hanalei
<b>State</b>	HI
<b>Licensee Type</b>	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 2015. 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 2015 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.

KKCR's overall goal is community wide engagement. To identify and address the needs of our community KKCR continually reviews community input via on-line surveys, direct community interaction, telephone and media, the Kekahu Foundation's Community Advisory Board, and a variety of additional sources. KKCR actively solicits non-profits to participate in programming. KKCR provides free production facilities for the production of Public Service Announcements for local qualified non profit organizations (These organizations are encouraged to supply these PSA's to local commercial radio stations). KKCR engages the Kaua'i community through weekly talk shows programs with open-line call in opportunities, remote broadcast of Community meetings, Educational/Cultural Festivals and political forums; daily community calendars including 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, Makai Watch (environmental & community issues) and Agricultural Education Programs. KKCR has partnered with local service organizations to broadcast community forums. KKCR has increased/improved our outreach to larger segments of our islands population through PSA's and direct calls for action through participation.

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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.

KKCR partners with diverse community non-profits to promote island wide participation in meetings, events, and cultural festivals. KKCR produces informational messages highlighting cultural festivals. KKCR works with local government forwarding important Community notifications, promote community education regarding new projects, including recycling, waste management and resource management. KKCR coordinates with the local utility to promote alternative energy programs, also forwarding of time sensitive notifications to our community. KKCR broadcasts a weekly program from a non-profit Hawaiian Immersion Charter School, in Hawaiian language. KKCR broadcasts daily community and music calendars. KKCR partners with Community Associations, the Community Emergency Response Teams and Local Businesses to establish coordinated emergency response plans. KKCR partners with the schools to announce news, safety drills and information necessary for them to coordinate with the community. KKCR is 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 KKCR remotely broadcasts educational/political forums, impact measured by the voter participation/turnout. Through partnership with County Government there has been addition of recycling and composting programs that include on going educational public service announcements, the result is a reduction of greenwaste and increased collection of electronic waste , 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 KKCR's weekly Talk Show Programming has increased, as evidenced by an increase in the number of calls received for every program. KKCR collects additional 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 2015, and any plans you have made to meet the needs of these audiences during Fiscal Year 2016. If you regularly broadcast in a language other than English, please note the language broadcast.

KKCR regularly broadcasts in the Hawaiian Language. KKCR airs Public Service Announcements in both English and Hawaiian. KKCR's Public Affairs broadcast teams regularly solicit input from under represented individuals, groups and communities on the island. KKCR continuously seeks to establish an additional remote broadcast sites in coordination with Hawaiian immersion schools to improve access to a greater number of under-represented people in our community. KKCR volunteers attend and broadcast from local cultural festivals to highlight our island's diversity, solicit input and promote KKCR as a vehicle to entertain, educate and unite our community. We conduct open meetings around the island to offer ease of access/input to all in our community. 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?

In the past KKCR was capable of providing three full time and two part time positions. This allowed KKCR to create and maintain a News and Volunteer Coordinator, Engineering and Programming Director, Underwriting Director and Music Director. At the time CPB was providing one third of KKCR's operating budget and the economy was strong. With the economy's decline KKCR was no longer able to maintain a News Department. With the reduction of CPB funding KKCR has eliminated two additional positions. As an isolated broadcast facility with a fixed, predominately minority based, population, our opportunities to generate additional funding from our listenership is finite. With CPB funding we were able to sustain our efforts to reach the under-served within our community. CPB funding had allowed 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 in Hawaii and specifically on the island of Kaua'i. This unique knowledge was preserved to be perpetuated, however, without CPB revenue replaced we will strive to merely maintain continued service. As the only community radio station on Kaua'i it is imperative that KKCR continue to provide a voice for this isolated island community. CPB has helped to make this possible. The reduction of funding has seriously compromised KKCR's ability to serve our community in as many ways as we had in the past.

#### Comments

<b>Question</b>	<b>Comment</b>
No Comments for this section	