

Local Content and Services Report FYE 2022

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 to serve the needs of Hawai'i's indigenous and under-served populations through community support, participation and education. KKCR and its over 100 dedicated volunteers respond to our community's needs by providing individuals, groups and local businesses a platform to facilitate essential conversations about local topics. KKCR helps foster engagement, create dialogue, and encourage connections. Our various weekly and monthly community affairs programs provide an opportunity for listeners both on and off island to learn about issues that are not in the forefront of local or national media and participate in those conversations.

Our close relationship with government organizations on the island make KKCR instrumental in disseminating timely and accurate emergency and traffic information and updates. KKCR actively solicits non-profit organizations to participate in programming and provides free engineering and production facilities for the production of Public Service Announcements.

Local non-profits, schools, small businesses and government agencies inform listeners about upcoming livestreaming events, fundraisers, services and important community meetings. While our most vulnerable people are still isolating at home, KKCR helps listeners feel more engaged with their friends, neighbors and the community at large, helping to alleviate feelings of separation and loneliness.

Hawaiian issues and educational cultural programs are of utmost importance and solicit the wisdom and opinions of cultural practitioners, historians, musicians and activists. Celebrating Hawaiian music is the most universal form of perpetuating Hawaiian culture and language and for many, it provides respite from the stress of the world. Our programmers actively seek out new Hawaiian artists and have a plethora of knowledge about classical Hawaiian music and traditional chants. Cultural preservation is also intertwined with many of our environmental issues. Non-profit and university conservation organizations frequently provide critical educational content about invasive species abatement and native and endemic flora and fauna preservation.

Hawaiian politics, like any First Nations politics, are highly sensitive. Programming that focuses on these important Hawaiian issues are critical to the health and wellbeing of the Kanaka Maoli, or native Hawaiian community. Advocates and activists have an open invitation to utilize their right to freedom of speech, but in a small community the consequences can be intimidating. KKCR allows anonymity to those who require it to encourage free speech and the open exchange of ideas and solutions to our community issues.

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 a diverse array of community non-profit organizations to encourage and promote participation in meetings, events and cultural festivals. KKCR broadcasts twice daily Hawaiian Music and Community Calendars. Ocean, weather and surf reports are also broadcast twice daily. The Hawaiian Music Calendar highlights local musicians and venues, while the Community Calendar highlights non-profit and government sponsored events that benefit our residents and visitors. KKCR works with the Kaua'i Lifeguard Association to create ocean safety PSAs and inform our listeners about rip tides, lifeguarded beaches and other critical ocean safety information, which included in our ocean, weather and surf reports.

We continually have remote and in-studio interviews with community leaders and organizations, a weekly Kaua'i County Council report and special interest programming. Hawaiian music, Hawaiian language and Hawaiian issues and politics are the foundation of our weekly programming, while special interest and interview programs shine a light on critical issues like our housing and mental health crises, small farm agriculture and sustainability practices and environmental conservation.

KKCR works with local government organizations such as the Kaua'i Emergency Management Agency, the Kaua'i Agency on Elderly Affairs, and the Kaua'i Public Works Division forwarding important community notifications, promoting community education regarding COVID-19 precautionary measures, surge testing and vaccination sites and mental health services, as well as new projects, including recycling, waste management and resource management.

KKCR broadcasts a weekly Hawaiian language program from a non-profit Hawaiian Immersion Charter School, Ke Kula Ni'ihau O Kekaha Public Charter School. Other important community affairs programs are hosted by non-profit organization heads like The Hanalei Watershed Hui, The Surfrider Foundation Kaua'i Chapter, and Permanently Affordable Living Kaua'i (PAL Kaua'i). Weekly community affairs programs are hosted by a Kaua'i County Councilperson and a representative of Kaua'i Community College.

KKCR coordinates with the local utility to promote alternative energy programs, also forwarding of time sensitive notifications to our community. KKCR partners with the Kaua'i Fire Department and Community Emergency Response Teams (CERT) to establish coordinated emergency response plans. KKCR is always prepared to act as an Emergency Alert Facility in the event of disasters. KKCR has most recently partnered with a local non-profit called Friends of the Kilauea Point Wildlife Refuge. Producing a Bird of the Week segment which is aired daily. Each week a native and or endangered bird is featured with a description of the bird and its habitat, including the sounds they make.

Other recent non-profit partners include Zero Waste Kaua'i, Healing Horses Kaua'i, Waipa Foundation, Kaua'i Community Health Alliance, The Kaua'i North Shore Lions Club, YWCA Kaua'i, Kaua'i Chamber of Commerce, Kaua'i Invasive Species Committee, Malama Kaua'i, ACLU Hawai'i, Kaua'i Concert Association, Kaua'i United Way, Kaipuwai Foundation, Lauakea Foundation, Malama Na Apapa, and GoFarm Hawai'i.

The second volume of our new educational cultural series for National Distribution called "Nowelo I Kaua'i Kuapapa," that explores the wisdom of ancient Kaua'i though its storied and sacred places is now available. We also produce "Talk Story" CDs featuring Hawaiian Musicians for national distribution. These productions provide education in Hawaiian culture, language and music.

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.

Through our partnership with Zero Waste Kaua'i and the Kaua'i County Public Works, there has been a significant increase in recycling and composting programs on Kaua'i. Direct feedback from community and government recycling coordinators has been positive regarding the impact of this ongoing educational campaign. Our electronic waste facility expanded its hours of operation and has established an additional remote drop-off site.

Participation in KKCR's weekly Community Affairs Programming has increased, as evidenced by an increase in the number of emails and phone calls received. KKCR collects additional feedback from our community via online surveys, letters and social media comments, shares and messages. We also actively solicit feedback via PSAs.

Listener feedback from our online form:

"Aloha & Mahalo! I am an old time radio person from Kauai. I was in the first graduating class at Island School when it was in Kealia. I worked at AM 720 KUAI in Ele'ele from 1983 to 1993 with Bill Dahle, Reggie Deroos and J Robertson. I was on the air 12 hours6 pm to 6 am the day before Hurricane Iniki!!! Lots of radio!!! Years of Radio!!

Anyhow...I was writing a commendation for "Sandy Swift". I live on Oahu now and have heard her a few times. She reminds me of everything that is good and heart felt in awesome home radio! I can't express just how much I appreciated her sincerity and genuine Aloha Spirit when I heard her on the air! She reminds me of genuine ALOha Spirit Filled Kama'aina Radio!!! She's great at being everybody's friend ...you can hear it!!!

She had mentioned once she was a temp / fill in ... we'll I hope you will consider her for a regular position and will continue to take good care of her over there! She is priceless and gold! Maybe she is new radio but I believe if you hang on to her and let her shine....SHE will bring a lot of love and brightness to KKCR!" - James Tucker 11/10/2022

"Listen, I've been listening to KKCR, and supporting KKCR since it's inception and cannot begin to say what a priceless jewel it is in the world of airwaves... for one reason because I travel, and often find myself in various time zones around the globe, which in particular makes me super-thrilled and grateful to so easily access Hawai'ian music wherever I may be, brilliant!. That said, it is

my daily desire and habit to tune-in during the Overnight segment, continuous Hawai'ian music seamlessly streaming to me~ incredible! ... I'm sure I needn't remind you how vital Hawai'ian music is to the sanctity of our well-being on every level. Need I? For me, and I'm sure many many others around the globe, it is our daily food for life. Thank-you for the very fine job you do in serving it up, and preserving it for all. Ke kani kapu mau loa!"

- Malana 11/21/21

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

KKCR's mission includes "Preserve, perpetuate and celebrate Hawaiian culture" ("E malama, e ho'omau a e ho'olaule'a pu i na mea a me ka nohona Hawai'i"). Unfortunately, Hawaiians are a minority in Hawai'i, and 'Olelo Hawai'i, or Hawaiian language is classified as an endangered language. We regularly broadcast in 'Olelo Hawai'i and believe that preserving, perpetuating and celebrating Hawaiian language, music and culture is paramount. KKCR works diligently to solicit volunteers and partners to assist us in fulfilling this aspect of our Mission. Our Hawaiian speaking volunteer programmers often incorporate Hawaiian language into their programs and translate Hawaiian music and traditional chants.

Pilikia or Pono is a new program featuring discussions on development on Kaua'i and in Hawai'i with a focus on Hawaiians and Hawaiian History. 'Aina 'Ike On The Air and Equally Sovereign are weekly programs that introduce listeners to traditional Hawaiian concepts and ancient wisdom gleaned from a multitude of generations on Kaua'i and of Ko Hawai'i Pae 'Aina, or Kaua'i and the collective Hawaiian islands, respectively. Ka Leo Ni'ihau (The Voice of Ni'ihau) is another weekly program remotely broadcast from a non-profit Hawaiian Immersion Charter School, Ke Kula Ni'ihau O Kekaha Public Charter School, in Hawaiian language, featuring Hawaiian music. Ni'ihau is an island off the west coast of Kaua'i, where a traditional Hawaiian dialect is the primary language. Ka Leo Ni'ihau is the only program, bar none, that perpetuates this very specific regional dialect.

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?

As the only community radio station on Kaua'i, it is imperative that KKCR continue to provide a voice for, and emergency information to, our island community, which is the most remote land mass in the world. CPB has helped to make this possible. We use our CPB grant funding to help pay the salaries of our staff and to pay the ever-increasing costs to maintain and operate our broadcasting equipment. CPB funding allows us to keep our aging broadcast infrastructure and studio equipment functional in our extremely humid climate. Salt content in our air also increases the rate at which our equipment deteriorates. The cost for electricity here on Kaua'i is the highest in the nation and CPB funding helps with this aspect of KKCR's overhead. It allows us to produce and distribute our educational Talk Story and Nowelo series', recording for posterity and sharing the importance of Hawaiian music, language and culture. It enables us to partner with Hawaiian language immersion schools to support the resurgence of 'Olelo Hawai'i, an endangered language, for future generations.

Without CPB funding we would have to further decrease our small, overworked and underpaid staff and would possibly lose our ability to provide coverage over the entire island. As an isolated broadcast facility with a fixed, predominately elderly, minority-based population, our opportunities to generate additional funding from our listeners is finite. With CPB funding, we are able to sustain our efforts to reach the underserved within our community and fulfill our mission. Mahalo for your kokua, (support).