

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.

Our mission statement depicts the overall goals of the radio station, which are to celebrate and perpetuate Hawaiian culture and lift up underserved voices in the community and world. Additionally this year we have an unofficial goal of "taking the radio out of the station" by attending and creating island events for engagement. We are also actively pursuing partnerships with other non-profit organizations to create PSAs that inform residents of the services available to them and to bring awareness to problems, solutions, and opportunities for our residents.

We have a close relationship with local government and daily broadcast updates on current services. Our public affairs programs highlight County happenings and meetings and create time for listeners to engage with each other and the hosts to talk about Kauai's needs. During this election year we will be co-hosting and broadcasting candidate forums in conjunction with local business groups. As an LP2 station we are committed to providing accurate emergency information to island residents to the best of our abilities.

KKCR's goal is to attend one remote broadcast event per month. We have attended a Kokua Maui musical festival raising money for Maui wildfire survivors, the Girl Scouts STEM fest, the Lights on Rice Christmas Parade, the Kauai Coffee and Chocolate Festival, and have plans for more. We are also hosting a series of concert and art events in conjunction with a local business and we bring turntables to businesses as musical entertainment.

KKCR's overall goal is to serve the needs of Hawai'i's indigenous and under-served populations through community support, participation and education. Endemic to our mission statement is to "celebrate and perpetuate Hawaiian culture". To that end, KKCR and it's ~75 dedicated volunteers prioritize Hawaiian music and affairs programming. Hawaiian issues and educational cultural programs are of utmost importance and solicit the wisdom and opinions of cultural practitioners, historians, musicians and activists. Cultural preservation is also intertwined with Hawaiian 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.

Through all of these initiatives we are confident that we are reaching our dedicated audience and new listeners as well.

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.

KKCR partners with a diverse array of community non-profit organizations to encourage and promote participation in meetings, events and cultural festivals. KKCR is passionate about the opportunity to partner with others and actively seeks more voices for the airwaves.

Permanently Affordable Living (PAL) Kauai hosts a radio program addressing the need to create not only affordable housing, but affordable lifestyles so that the populace can continue to live on Kauai and not be pushed out of their homes by incoming predatory wealth.

Hawaiian Affairs programming is paramount to our mission. Equally Sovereign and Living Sovereign are both talk shows that address Hawaiian issues and they frequently interview Hawaiian practitioners and stakeholders in the sovereignty movement.

Makai Watch is a program affiliated with the Hanalei Watershed Hui that talks about the ocean ecosystem and stewardship in Hawaiian waters with special attention to issues of climate change.

In the Garden On the Farm is a very popular show that interviews guests on the topic of agriculture and how to relate to plants and animals in tropical conditions. This is especially valuable in our agricultural community.

Pets and People in Paradise talks about health for animals and people, also with the emphasis on tropical conditions.

Talk Story Radio partners with StoryForAll.org for Land Stories to broadcast pre-recorded interviews with Hawaiian elders who have been involved with land issues and conservation of culture. Talk Story also interviews representatives of the Friends of King Kaumualii and Bill Fernandez, a 92-year old Hawaiian author.

We have begun adding to our special PSAs by producing 2 minute segments for various non-profits. The Friends of the Kilauea Wildlife Refuge, the Kauai Invasive Species Committee, the Kauai Humane Society and the Kauai Lifeguard Association produce monthly messages that are aired daily for the purposes of educating the community on environment and safety for us all.

We partner with Hoike TV, the community access television station, with Hawaiian Music Store, Zero Waste Kauai, Aloha Got Soul, Breast Cancer Awareness and Malama Kauai for daily PSAs.

We partner with Red House Collective, a small event promotion business for fundraising and outreach efforts.

We air a twice daily community calendar and update an online calendar. We regularly interview local officials as the needs arise. We inform the public about ocean conditions and safety. We make our airwaves available to non-profits for their messages.

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.

In "taking the radio out of the station" - remote broadcasts that we have done very little of in the last four years - the fruits are still being realized. By attending events we meet long-time supporters and present information about KKCR that hopefully hooks new ones. We talk about what community radio can do for our small community, we solicit for new volunteers, and we tell them that their voices can be heard. I have not yet seen a measurable impact from this initiative, but our fund drive is coming, which collects both money and feedback, and we hope for good.

Well, that was one of the most thoughtful interviews of Bill that I have heard! He enjoyed your inquiries and I heard new comments from him! Example: Describing why he began writing: "The mystique of Kaua'i captured my attention when I returned home. First, the three memoirs, then the novels where I tried to tell the story of how Hawaiians tried to cope with another civilization thrust upon

them." "As I traveled I began to realize that in many places, the people of color were surrounded by the majority of another race. I realized it happened here in Hawaii."

His description of how hard it was to depict a Hawaiian man overcoming suppression and tried to succeed in the new world. As a good person and intelligent he could adapt which took a lot of effort to write. I wanted him to be heroic in a world where the alii and warriors were vanishing. As I began the editing and publishing process, I learned many new things about Bill, all of which made me love him even more. Locals tend to keep their thoughts to themselves so they appear to not be thinking about anything in particular. He was busy writing in his imagination. And still is.

Mahalo a million times for your interest in Bill and his writing. He is a treasure. —Judi Fernandez, KKCR underwriter

Kauai Community Radio's support for our beach and ocean safety broadcasts is saving lives everyday. They have no equal among the airwaves of radio on Kauai. — Pat Durkin, Kauai Lifeguard Association

The County of Kaua'i Solid Waste Division appreciates KKCR's commitment to local issues and its ability to reach island residents regarding programs the County promotes through this venue. The staff makes the process easy and seamless and always is eager to assist in any way possible. KKCR is a valuable community asset. - Andrew Boyd, County of Kauai Solid Waste Division

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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.

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.

Pilikia or Pono is a 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.

Talk Story Radio is a new program partnering with StoryForAll.org to bring land issues, and soon water issues, to light.

2024 has seen the addition of a Spanish language program with exclusively Latino music. We are soon starting a Filipino language call-in show. The Filipino population is arguably the largest population on the island.

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?

My answer to this question can only be to echo what our recently retired former station manager wrote last year, but to add that everything on Kauai costs more since Covid and inflation hikes (electricity, freight, cost of living, etc.):

"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 'Ōlelo 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 as much live coverage. 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)."

This next section requests technical information related to your station's EAS equipment, Emergency Alerting capabilities, Access and Functional Needs, and EAS participation. In FY2023, CPB received funding from FEMA to administer the Next Generation Warning System (NGWS) grant program. The program supports projects that result in the adoption of the Common Alerting Protocol standard (CAP). These NGWS funds are limited, so it is critical that CPB give FEMA complete information about the return on their investment and public media's unique partnership with public safety. For our reporting to FEMA, CPB will need to understand more about your EAS hardware, firmware, internet connectivity, and relaying of IPAWS alerts. Please complete the following information about your current capabilities and activity over the past year.

9.1 Did your station have the capability to relay CAP messages from IPAWS in FY2023?

Yes ☒ X

No ☐

If no, why not?

9.2 How many CAP messages did your station release in FY2023? (Available from CAP log from your encoder(s))

9.3 Is your station compliant with the new FCC rules for EAS encoder systems that went into effect December 12, 2023? <https://www.fcc.gov/fcc-sets-dates-improved-emergency-alert-system-messages>

Yes ☒

No

If no, why not?

9.4 Please describe your internal policy and threshold for pass-through of EAS messages, including how your system checks for CAP-compliant alerts.

We bring it in from two originating sources that we monitor. From LP1 and from the National Weather Service.

9.5 Please describe the relationship between your station and local emergency management agency.

9.6 Are you currently able to measure the number of individuals with Access and Functional Needs* (AFN) in your broadcast coverage area?

Yes

No ☒

If yes, please list the sources from which you obtain data about AFN individuals in your area:

9.7 Are you currently able to reach the AFN community in your coverage area with your emergency alerting broadcast technology(ies)? (Yes -- we can reach most AFN individuals; Somewhat -- we can reach some AFN individuals but not all; No -- we are unable to reach AFN individuals; Unsure -- we do not have enough data to know)

Yes

No

Somewhat ☒

Unsure

9.8 For each transmitter, please list the make, model, current firmware version, location (specify studio, transmitter site, or other location), and internet connectivity of your EAS equipment. If you have more transmitters to add, please press the TAB button while on the last row.