

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 unofficial mission for the previous year was to "Take the Radio Out of the Station" and the purpose was a post-covid reintroduction of the radio station to the community with new management and staff at the helm. Our intention was to

1. increase outreach and make the island aware of our services and our programming,
2. Increase local listeners, and
3. Increase services by getting more voices, organizations, businesses and local issues on the airwaves.

Success for this initiative can be measured in that through this "mission"

1. We went to outside events and festivals an average of 1.5x per month, attending cultural events, community events, parades, music events that we hosted, and political forums. In addition to this, our GM now attends various business meetings and engages with government officials and community stakeholders to bring the message of how community media can help them.
2. Our listenership increased online by 10,000 unique listeners in the fiscal year time period and our website now boasts over 1.2 million hits per quarter. We are now listed by Eastlan Ratings as the #3 station on our island even though our listeners have increased overall and in all demographics.
3. We have increased our underwriting roster by 40% and enlisted key community partnerships like the County Solid Waste Division, Ho'ike - Kaua'i Community Television, YWCA, Civil Beat (nonprofit statewide media), Kaua'i Lifeguard Association, Kaua'i Chamber of Commerce, and a slew of nonprofit organizations.

Other community engagement efforts we undertook:

1. Solidified our processes for educational PSAs that enable nonprofits to engage the public with daily messages that change every month. The model is replicable and growing. This model is extended to Kaua'i Lifeguard Association, Friends of Kilauea Wildlife Refuge and Kaua'i Invasive Species Committee.
2. Community Media Day was held in conjunction with our local community television station, Ho'ike, and it included a County Proclamation of October 18th being Community Media Day on Kaua'i.
3. Working with partners at the Kaua'i Chamber of Commerce, KKCR live streamed the local political forums and debates. We also created an Elections page at which our listeners could access information about local candidates.
4. Our public affairs shows highlight local issues, timely occurrences and community conversation and encourage callers to engage with guests for the purpose of community problem solving.
5. Art In the Park concert series brought local musicians and artisans together for three monthly gatherings. It brought commerce and culture at a small local farm.
6. Live broadcasted at a community parade, a fundraiser for a local children's playground, the Hawaii Ukulele Festival, the Kaua'i Slack Key Guitar Festival, County government forums, a federal representative's virtual town hall, the Kaua'i Pride Parade and Festival, Heiva I Kaua'i - a Tahitian Dance and Drumming Competition, and more.
7. Started more engagement on our website to include the Elections Page when applicable, the Community Calendar, a blog and a more robust archive page.
8. Joining and attending business and government groups to meet new underwriters and new people to get the message of community media to audiences that tend to prefer commercial media.

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.

In our efforts to increase the voices and community stakeholders that have a presence on KKCR, we have dispatched them in to categories reflecting the information needs they address.

1. News, local and state
 - a. Civil Beat sends us a statewide news roundup that is aired weekday mornings.
 - b. Ho'ike TV sends us the County Council news roundup weekly and it is aired daily on weekday mornings.

- c. Pacifica Radio, from where we receive Democracy Now, the national and international news roundup.
- 2. Government
 - a. County of Kaua'i Recycling sends monthly and timely messages to educate the community
 - b. One of our public affairs broadcasters is an elected member of the County government and she gives weekly updates on current government doings.
 - c. Our elections page was helpful in getting candidate information in front of people in consolidated form. Content for this initiative was provided in conjunction with the Kaua'i Chamber of Commerce.
- 3. Educational PSAs: messages changed monthly, written and voiced by area nonprofits about topics specific to Kaua'i.
 - a. Friends of Kilauea Wildlife Refuge: Conservation efforts of native species
 - b. Kaua'i Invasive Species Committee: How residents can take measures to protect against spreading invasive species around our fragile island ecosystem
 - c. Kaua'i Lifeguard Association: Messages about how to recognize hazardous ocean conditions and how to preserve life in dangerous circumstances
- 4. Other nonprofits
 - a. Organizations whose members and leadership produce programs on KKCR relating to their topic of expertise and service:
 - i. PAL Hawaii - Permanently Affordable Living Hawaii. Speaking to programs and services to make living on Kaua'i easier for local residents from housing to the price of life in general.
 - ii. Makai Watch - Hanalei Watershed Hui. A program about issues relating to water quality, water stewardship and maintenance, and adjacent environmental concerns.
 - iii. Kaua'i Earth Connection - Surfrider Kauai Chapter. A program that talks about current events in the environment as relates to ocean health.
 - b. Organizations that are represented on KKCR through underwriting, PSAs, or have partnered with us in other ways through the fiscal year, a sample list:
 - i. YWCA Kaua'i and Kaua'i Pride Parade and Festival
 - ii. Malama Kaua'i
 - iii. Malama Huleia
 - iv. National Tropical Botanical Gardens
 - v. Kaua'i Island Utility Cooperative
 - vi. Anaina Hou Community Park
 - vii. Farmers markets and food banks islandwide
 - viii. Kaua'i Humane Society
 - ix. American Red Cross
 - x. Zero Waste Kaua'i
- 5. Talk shows
 - a. Stay Safe Kaua'i: A program that presents the agencies and resources that help residents stay safe during and after disasters. It also gives information to empower families to take responsibility for their own safety. Hosted by women, it especially gives voice to women in safety roles.
 - b. Talking Growth: A program highlighting entrepreneurship and what the mindset is in establishing and running businesses
 - c. In the Garden On the Farm: Presents the unique methods to farming and gardening for food in the tropics. It invites guests to talk about their successes and challenges.
 - d. Pets and People in Paradise: A show dedicated to pet care specifically in tropical climates, presented by Kaua'i's only naturopathic veterinarian.
 - e. Living Sovereign/Equally Sovereign: highlights native Hawaiian issues and invites speakers onto the shows that speak to these issues, including native rights foundations, home ownership, history, language, and other resources.
 - f. Permanently Affordable Living: talks about the current housing crisis and how local residents can use the resources available to stay in their homes, purchase homes, and not be priced out of their island.

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.

I have listener surveys to enlist feedback but I have a general sense of our impact that I can see. It's subjective, but telling.

When I go to business meetings, like the Lihue Business Association meeting, there are now people that line up to talk to me at the end so they can ask me about programming, how they can get on the radio, a story that we should tell, or to get connected to someone that I know through the radio. This is new.

People reach out to us to have their issue or cause discussed on the radio. Our public affairs shows are less and less fishing for content and more filling their two hour time slots with callers and guests. Our PSA spots easily fill up with content, not because we are looking for it, but because people contact us, knowing that our listenership is wide and diverse.

Eastlan ratings let us know that we are the second most listened to radio station on the island, second only to one station in a radio group and ahead of statewide NPR and almost all commercial radio.

We have filled up all of our time slots and feature locally produced content from 7am until midnight seven days a week. Among our newest 12 volunteers, 8 of them are under the age of 40, an indicator that analog scheduled listening is going to be relevant to the future.

During power outages and severe weather events our phones ring continuously with people calling us to learn what's current.

Here are some responses to our listener survey: "What is your favorite aspect of KKCR?"

1. The great deal of information you give about life in Hawai'i, I've never left nebraska even though I'm 17 but have fallen in love with hawaii'i, not something like the city life but the small details of small town life, something about that resonates with me immensely.
2. It feels like there is a "special" connection between the host, guest and community. I have a high level of trust in KKCR.
3. The variety of interesting and thought provoking programming
4. I love that KKCR is one of the few remaining stations that allows political talk and music from literally all genres.
5. Community owned varied programming I get the feeling you are telling me the true and no commercials
6. That I can tune in from Durango, CO and be immediately brought back to the feelings I had when I visited Kauai years ago...the music of Hawaii resonates deeply in my heart and soul. I am so grateful for KKCR!!! I am an on-air host at KSUT Four Corners Public Radio in SW CO...I appreciate you so much as a community, non-commercial station. Keep up the great work!!!
7. Love the old-time Hawaiian music and local announcements but I also sometimes hear DJs who play other music that I enjoy. I like that you're not like typical NPR stations (eg, HPR) because those stations play non-stop commercials.

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 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.

Native Hawaiian Music Archives

Kauai Community Radio is committed to broadcasting Native Hawaiian music, culture and concerns and devotes 40% of the terrestrial broadcast to this programming. In response to listener surveys that indicated that our listeners favor Hawaiian music and vintage Hawaiian music we launched a 24/7 Hawaiian music stream accessible at our website. In researching Hawaiian music archives, we find that KKCR may have one of the largest collections in the State so we have begun planning and seeking funding to digitize all of the recordings to compile them into one database and to save them from the harmful weather elements in the tropics.

Future plans for more Hawaiian music programming involve creating a partnership with the Hawaii State Archive to host shows that play the music in the Archive that is newly released into the public domain. The Archive doesn't have an avenue to present the music, so why not us?

Non-English Language Content

We feature one program, Ka Leo Ni'ihau, that features music pertaining to the remote and prohibited island of Ni'ihau and West Kaua'i. The long-time host of the show speaks in English and in the Ni'ihauan dialect during his program, the only one in the world to do this. Though it is not known how many native speakers of this dialect exist currently but KKCR is honored to have it spoken on our airwaves to keep it in peoples' ears.

We have one Spanish language program on air and the host speaks exclusively in Spanish for the program. Most of the Hawaiian music shows feature some Hawaiian language during the show.

Future plans for non-English Content:

1. The Hawaiian Word of the Day: a daily 30-second pre-recorded spot to highlight the native language. Listeners will find the recordings and written copy of each word on our website.
2. Classes for all DJs in basic pronunciation of Hawaiian words, the idea being that if DJs say them correctly, the listeners will as well.
3. Working with Hawaii Emergency Management Agency, composing a 15-second PSA for emergency preparedness and then recording them in the most common languages represented on Kaua'i: Hawaiian, Tagalog, Ilocano, Visayan, Thai, Mandarin, Spanish, Marshallese, Portuguese, Japanese.

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?

CPB funding is vital to our radio station. It funds in part the salary of the Operations Director, who is responsible for all of the analog machines that keep the station on the air. It funds in part the webcasting that puts our radio station onto the internet and allows people to listen all over the world and in pockets on the island that have no direct airwave access due to rugged terrain, but do have internet. The funding allows us to pay in part the high cost of utilities and insurances in Hawaii. Without the vital service of Kaua'i Community Radio our island would suffer for lack of community connection. We find that the radio gives access to points of view and information that isn't available to everyone. By re-broadcasting County government information and the emergency alerts, KKCR serves as crucial connection between organizations and constituents. We rate our project, Taking the Radio Out of the Station a success because even after 27 years on the air we are still able to reach new listeners and bring them culture and the information they need for safety and to make informed decisions.