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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 2020. 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 2020 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.

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.

Providing essential and accurate information to the entire island during times of crisis, natural disasters including major floods, tsunamis and hurricanes is our most vital goal.

KKCR and its programmers utilize various social networking platforms to promote programs and engage with listeners. KKCR maintains Twitter, Facebook and Instagram accounts as well as a public Facebook group with approximately 2,700 members. In 2020, we started using an archive system that allows archiving programs indefinitely allowing access to our Covid-19

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

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.

KKCR provides lost and found pet announcements and has successfully united pet owners with their lost pets countless number of times. 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.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. 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

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

Have you completed this Section? Yes No

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