

Grantee Information

ID	1681
Grantee Name	KKCR-FM
City	Hanalei
State	HI
Licensee Type	Community

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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 2021. 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 2021 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 to serve the needs of Hawai'i's indigenous and under-served populations through community support, participation and feedback. 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 encourage listener participation. Our close relationship with government organizations on the island make KKCR instrumental in disseminating timely and accurate COVID-19 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. Due to COVID-19 KKCR has become key in safe, socially distant community engagement. Local non-profits, schools, small businesses and government agencies inform listeners about upcoming livestreaming events, fundraisers, services and important community meetings. While people are 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 makes free speech even freer by affording anonymity to those who require it.

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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 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 2-time 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, Malie 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, Gather Federal Credit Union, 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 first 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. Volume 2 is currently in production. We also produce "Talk Story" CDs featuring Hawaiian Musicians for national distribution. These productions provide education in Hawaiian culture, language and music.

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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.

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: "Local news and tidbits, especially when I'm on the mainland. Love the Hawaiian mele and the talk about Hawaiian history and culture." - Margy Dunn 7/19/21 I love the old Hawaiian music and on Kanikapila, 'Aina'Ike On The Air, and Vintage And Vinyls of Hawai'i when songs, place names and history are explained and explored. And also the passion for the sovereignty of The Hawaiian Nation.." - Perry Berenstein 7/18/21

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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 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. '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.

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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?

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).

Comments

Question

Comment

No Comments for this section