Strategic Plan for Kekahu Foundation / KKCR

I. Introduction
The Kekahu Foundation and KKCR are committed to being Kauaʻi's independent, non-commercial, listener-supported community radio station. We are committed to integrity in broadcasting. Our mission is to inform and inspire our audience. We strive to be a major participant in Hawaiian cultural education. We provide a forum for the people of Kauai to communicate with each other. The following strategic plan outlines our key priorities and strategies to achieve our mission: To Broadcast excellent Radio.

II. Goals and Objectives

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2   Economic development and stability
      A   Underwriting development
      B   Grants and Strategic Partnerships
      C   Donations
      D   Additional sources of income

A.   Inform and Inspire our Audience
We strive to broadcast programming that develops and preserves trust and integrity in our broadcasts.
1. Enhance Programming: We will continuously improve and expand our programming to provide high-quality, content that engages and informs our audience. This includes promoting local musicians, artists, and cultural events, as well as providing educational and informative content on topics relevant to our community. We will also incorporate ideas from our audience and local experts to ensure our programming is relevant and impactful.
2. Engage with the Community: We will actively engage with our listeners and the broader community through outreach efforts, community events, and partnerships with local organizations. This includes soliciting feedback and input from our audience to ensure our programming meets their needs and interests. We will also actively seek collaboration opportunities with local organizations and experts to better serve our community.

B. Preserve, Perpetuate, and Celebrate Hawaiian Culture
1. Increase Hawaiian Language Programming: This includes partnering with local cultural practitioners and organizations to develop and air content that reflects the richness and diversity of Hawaiian culture. We will also seek input and guidance from the Native Hawaiian community to ensure our programming is authentic and respectful.

2. Provide Platforms for Hawaiian Voices: We will provide a platform for Hawaiian voices to be heard, including hosting discussions, interviews, and forums that highlight issues, stories, and perspectives from the Native Hawaiian community. We will actively seek input from Hawaiian cultural practitioners and community leaders to ensure our programming aligns with the values and needs of the Hawaiian community.

C. Provide a Forum for Overlooked, or Under-represented Voices and Music
   1. Support Local Artists and Musicians: We will continue to provide a platform for local artists and musicians, especially those who may be overlooked, or under-represented in mainstream media. This includes promoting local music, hosting live performances, and providing opportunities for emerging artists to showcase their talent. We will also actively seek partnerships with local arts organizations to support the growth and recognition of local talent.
   2. Raise Awareness on Social Justice Issues: We will use our platform to raise awareness on social justice issues, including environmental justice, social inequality, and human rights. This includes partnering with local organizations working on these issues, providing informational programming, and promoting civic engagement and community action. We will also seek input from the community to identify social justice issues that are important to them and incorporate those into our programming.

III. Strategies and Action Steps
   A. Enhance Programming
   Evaluate each show regularly and provide training resources for our volunteers to provide the highest quality programming possible.
   1. Conduct regular audience surveys to gather feedback on programming preferences and interests and use the results to guide programming decisions.
   2. Develop partnerships with local organizations, experts, and community leaders to collaborate on creating relevant and impactful programming.
   3. Allocate resources to improve production quality, including upgrading equipment, training staff and volunteers, and investing in technology to expand our reach and engagement.

B. Engage with the Community
   1. Host regular community events, such as town halls, meet-and-greets, and fundraisers, to foster connections and gather input from the community.
   2. Establish partnerships with local schools, libraries, and community centers to promote KKCR as an educational resource and engage with diverse audiences.
   3. Utilize social media, email newsletters, and other communication channels to regularly update and engage with our audience and seek feedback on programming.

C. Increase Hawaiian Language Programming

1. Collaborate with Hawaiian cultural practitioners, language experts, and organizations to develop and produce programming in the Hawaiian language that reflects the richness and diversity of Hawaiian culture.
2. Provide training and resources to staff and volunteers to learn and use the Hawaiian language appropriately in our programming and communication.
3. Seek input and feedback from the Native Hawaiian community through focus groups, surveys, and partnerships to ensure our Hawaiian language programming is culturally sensitive and relevant.

D. Provide Platforms for Hawaiian Voices
1. Host regular discussions, interviews, and forums that highlight issues, stories, and perspectives from the Native Hawaiian community, inviting Native Hawaiians as guests and co-hosts.
2. Establish partnerships with Hawaiian cultural organizations, community leaders, and experts to provide a platform for their voices to be heard on KKCR.
3. Incorporate Hawaiian values and protocols into our programming, including proper pronunciation of Hawaiian names and terms.

E. Reflect the Variety of the Local and World Community
1. Actively seek out programming from many cultures, ethnicities, and perspectives, including international content, to represent the diversity of our local and world community.
2. Engage with under-represented groups in our community through outreach efforts, focus groups, and partnerships to understand their needs and interests.

G. Support Local Artists and Musicians
1. Continue to provide opportunities for local artists and musicians to showcase their talent through live performances, interviews, and features in our programming.
2. Partner with local arts organizations, music festivals, and events to promote local talent and support the growth of the local arts scene.
3. Establish a local music archive or library to preserve and promote local music and make it accessible to our audience.

IV. Evaluation and Monitoring

A. Establish evaluation metrics and indicators to assess the impact of our programming.
B. Conduct regular assessments and evaluations of our programming, partnerships, and outreach efforts to measure their effectiveness in meeting our goals and objectives.
C. Solicit feedback from our audience, stakeholders, and community partners through surveys, focus groups, and other feedback mechanisms to continuously improve our efforts.
D. Utilize data and feedback collected to make data-driven decisions and adjustments to our programming and initiatives.

E. Share evaluation results and progress reports with our Board of Directors, staff, volunteers, and community partners to foster transparency and accountability.
F. Engage in regular self-assessment and reflection as an organization to identify areas for improvement and growth in promoting diversity, equity, and inclusion.

V. Resource Allocation

A. Allocate necessary resources to develop a stable broadcasting platform,
B. Seek external funding and partnerships with foundations, corporations, and other funding sources that align with our values and goals related to diversity, equity, and inclusion.
C. Advocate for increased funding and support from local government and community stakeholders to further our efforts in promoting diversity, equity, and inclusion.
D. Regularly review and adjust resource allocation based on evaluation results, feedback from our audience and stakeholders, and changing needs and priorities.
E. Increase membership by 20% to raise $140,073 for programming and operations, including investments in equipment, technology, and staff training.
F. Allocate funds to establish a transmitter in a strategic location for broader access to programming in underserved communities, with a focus on reaching marginalized and remote areas.
G. Invest in continuing education seminars/classes for programmers to enhance their skills and knowledge, including training on diversity, equity, and inclusion topics to ensure programming is inclusive and representative of the community.
H. Allocate funds to purchase a new Customer Management System (CMS) for improved internal operations and audience/community service, including donor management, volunteer coordination, and audience engagement.

VI. Staff and Volunteer Development

A. Provide ongoing training and professional development opportunities for our staff and volunteers.
B. Foster a positive and inclusive organizational culture that strives to do the right thing, show respect for everybody and strive for understanding.
C. Implement recruitment and hiring practices that prioritize diversity and inclusivity, including outreach efforts to under-represented communities and diverse hiring panels.
D. Recognize and celebrate the contributions of our staff and volunteers from diverse backgrounds and perspectives to promote a culture of inclusivity and appreciation for diversity.

VII. Collaboration and Partnerships

A. Establish and maintain partnerships with local organizations, experts, community leaders, and cultural practitioners to collaborate on programming, outreach efforts, and initiatives related to diversity, equity, and inclusion.

B. Actively engage with the Native Hawaiian community and seek their input and collaboration in our efforts to promote Hawaiian language programming and cultural sensitivity.

C. Collaborate with local organizations working on social justice issues, arts and culture, and other relevant areas to amplify our impact and promote a more inclusive and equitable community.

D. Seek opportunities to participate in regional and national initiatives and networks focused on diversity, equity, and inclusion in the media industry to learn from best practices and share our experiences.

VIII. Accountability and Transparency

A. Establish mechanisms to hold ourselves accountable to our diversity, equity, and inclusion goals and commitments, including regular progress reporting and review by our Board of Directors and community partners.

B. Foster a culture of transparency and openness by regularly sharing information, progress reports, and evaluation results with our audience, stakeholders, and community partners.

C. Listen to feedback and concerns from our audience and stakeholders related to diversity, equity, and inclusion, and take appropriate action to address them.

D. Continuously review and update our diversity, equity, and inclusion plan based on changing needs, feedback, and best practices to ensure its effectiveness and relevance over time.

Conclusioni

We, at KKCR, are committed excellent Radio Broadcasting and community engagement. We will continuously evaluate and improve our efforts to hold ourselves accountable to our goals and commitments. We recognize that creating great Radio is a team effort and is an ongoing process that requires dedication and intentionality.

We will work to ensure that our staff, volunteers, and partners share in this commitment and are equipped with the necessary tools and resources to broadcast with integrity.

As an organization rooted in the Hawaiian community, we recognize the unique cultural context of our work and the importance of honoring and the Native Hawaiian community.

We will always provide a safe workplace, free of toxic communication and full of cooperation.

Kauai Community Radio is the Voice of Kauai.

Kauai's home for information and inspiration

Mahalo