



Kekahu Foundation, Inc.

KKCR - FM Kaua'i Community Radio

PO Box 825, Hanalei, HI. 96714

4520 D Hanalei Plantation Rd., Princeville, HI. 96722

(808) 826-7774 office (808) 826-7977 fax

www.KKCR.org kkcr@kkcr.org

Local Content and Services Report

Submitted to the CPB on February 10, 2017

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 - Kauai Community Radio began broadcasting in 1997 in response to a complete lack of emergency communication on Kaua'i's north shore after Hurricane Iniki left the entire island without electricity for over two months. KKCR is an essential community asset that connects the Kauai community (approx. 67,000 residents) and visitors (approx. 100,000 each month) to our rural, isolated island. KKCR works to preserve, perpetuate and celebrate Hawaiian language, music and culture. Through KKCR our community members become engaged and decisive in their community and its issues through education and exposure to community leaders, issues, history, arts & culture, and various organizations and events within our community. Serving, engaging and reflecting our unique island community is our overall goal.

Through strong community support, involvement and feedback, KKCR and its over 100 dedicated volunteers, has continually improved programming and increased outreach and response to our community's needs. Our volunteer programmers play at least fifty-six PSAs per week. Our approach to address the identified needs of our community is to provide a platform to the Kaua'i community facilitating conversations regarding important local and national topics. By giving individuals in our community a voice through our weekly community affairs talk show programs with open-line call in opportunities KKCR helps foster engagement, create dialogue, and encourage connections for our listeners. Remote broadcasts of Community meetings, Educational/Cultural Festivals and political forums has increased our audience and engaged new audiences. KKCR actively solicits non-profits to participate in programming. KKCR provides free engineering and production facilities for the production of

Public Service Announcements for non-profit organizations and freely shares these PSAs with local commercial radio stations.

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 many diverse community non-profits to promote island wide participation in meetings, events, and cultural festivals. KKCR produces informational messages highlighting cultural festivals. KKCR works with local government forwarding important Community notifications, promote community education regarding new projects, including recycling, waste management and resource management. KKCR works with the local military base PMRF (Pacific Missile Range Facility) to notify the community of special military events like Rim of the Pacific, the biennial international military war games, held off the shores of Kaua'i. KKCR coordinates with the local utility to promote alternative energy programs, also forwarding of time sensitive notifications to our community. KKCR broadcasts daily community and music event calendars. KKCR partners with Community Associations, the Community Emergency Response Teams and Local Businesses to establish coordinated emergency response plans. KKCR partners with both public and private schools to announce news, safety drills and information necessary for them to coordinate with the community. KKCR is always prepared to act as an Emergency Alert Facility in the event of Disasters.

KKCR broadcasts a weekly program from a non-profit Hawaiian Immersion Charter School, Ke Kula Niihau O Kekaha Public Charter School, in Hawaiian language. KKCR produced two "Talk Story" CDs for distribution to our supporters and other community radio stations. These Talk Story CDs provide education in Hawaiian culture, language and music.

We have daily community calendars including music and special events; in studio interviews of community organizations; a weekly Kauai County Council report and specialty programming including: Hawaiian Language Programs, Hawaiian Issues Programs, Hawaiian Music Programs, Daily Ocean, Weather and Surf Reports, Health related programs, Environmental Programs and Agricultural Education Programs.

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 has partnered with Kauai Civil Defense Agency's Community Emergency Response Team (CERT) to create Public Service Announcements about their Disaster Response Training classes. As a result, their attendance has increased resulting in more residents being prepared for natural disasters here on Kaua'i.

We have partnered with local community service and utility organizations resulting in remote broadcasts of both educational and political forums which has increased volunteerism and voter participation. Through partnership with County Government PSAs, there has been a significant increase of recycling and composting programs on Kaua'i. Our electronic waste facility expanded its hours of operation by 500%. Direct feedback from community and government recycling coordinators has been positive regarding the impact of this ongoing educational campaign.

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 On-Line Surveys, letters and Social Media. We also actively solicit feedback via PSAs.

Here are several responses we have received recently:

"I really like the fact that you are keeping Hawaiian music and culture alive and well, and that you have so many great volunteers to help you do it."

"I love the way you allow political thought and discussion, from many points of view. Too few stations allow a real voice to the people. KKCR does."

"I love the way KKCR plays music that commercial radio won't play. I love the block programming and the true variety of music."

"Accessible to all listeners, love the call in shows, great programming, responsive to community with live broadcasts."

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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.

The largest minority audience on Kaua'i is Native Hawaiian Pacific Islanders and Native Hawaiians. KKCR regularly broadcasts in the Hawaiian Language. KKCR airs Public Service Announcements in both English and Hawaiian. KKCR's Public Affairs broadcast teams regularly solicit input from under represented individuals, groups

and communities on the island . KKCR continuously seeks to establish an additional remote broadcast sites in coordination with Hawaiian immersion schools to improve access to a greater number of under-represented people in our community. KKCR volunteers promote attend and broadcast from local cultural festivals to highlight our island's rich diversity, solicit input and promote KKCR as a vehicle to entertain, educate and unite our rural and isolated community. We conduct open meetings around the island to offer ease of access/input to all in our community. Membership in our community radio station is encouraged but not required to participate in any of our community outreach events. In 2017 we have partnered with Kawaikini New Century Public Charter School in Puhī (www.kawaikini.com) to celebrate O Peleuali ka Mahina 'Ōlelo Hawai'i (February is Hawaiian Language Month). This has been so successful that we plan to continue it throughout the entire year. The children grades 3 – 12 record a Hawaiian word of the day in both Hawaiian and English. The recordings are played each day on every live program. The children are learning about broadcasting as a profession and are also learning how to edit their recordings.

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 this isolated island community. CPB has helped to make this possible. CPB funding allows us to keep our aging broadcast infrastructure and studio equipment functional in our extremely humid climate. It allows us to produce and distribute our educational Talk Story 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 celebrate and nurture Hawaiian language for future generations.

The reduction of CPB funding has seriously compromised KKCR's ability to serve our community as we had in the past. We are only able to have one full-time employee and all of our employees are under paid. As an isolated broadcast facility with a fixed, predominately elderly minority based population, our opportunities to generate additional funding from our listenership is finite. With CPB funding we are able to sustain our efforts to reach the under-served within our community and fulfill our mission statement. Mahalo for your kokua.