6.1 Talking Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in during the past year that highlight the needs by cutting key services provided, and the local value and impact of the services you engage in: activities that occur in your community and beyond. Responses may be shared with Congress or the public. Grantees are required to provide a response to this section only to the extent that it was previously optional. Response to this section of the SARS is now mandatory.

6.1 Talking Public Radio's Story

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station’s vital local community engagement. Describe short-term and long-term outcome data, project, program, or initiative that supported services, community information partnership, support and, other activities, and audiences you reached or new audiences you engaged.

Through strong community support, involvement and feedback, KKCR and its over 100 dedicated volunteers, continually improve programs, expand our outreach and improve our ability to identify and respond to our community's needs. KKCR fulfills the needs of our community through our regular community affairs programs, special interview programs, our strong social media and website presence through KKCR.org, and community events such as the annual Seven Days of Radio, and others. KKCR supports local community programs, KKCR gives individuals in our community a voice, providing a platform and facilitating conversations about topics of interest to the community, and encouraging action in the community. KKCR works closely with other community partners, in taking together in seeking solutions to our issues. Remote broadcasts of community meetings, educational and cultural festivals, political forums and our weekly production and airing of the Kauai County Council Report has increased our audience and engaged new audiences. KKCR also solicits donations for private PSAs and participates in programming. KKCR provides free engineering and production facilities for the production of Public Service Announcements for non-profits. KKCR - Kauai Community Radio is an essential community asset on our rural, island community. KKCR is the only option for residents on the island to listen to local events, such as the Kauai Marathon, the only option for residents on the island to listen to local events, such as the Kauai Marathon, and other events of Daha broadcasting to over 67,000 Kauai residents and approximately 100,000 Kauai visitors (monthly visitor statistic). Our ability to provide airtime for public service announcements to local non-profit organizations to air their messages on KKCR is a vital, local service. We also stream our broadcast worldwide on KKCR.org. Through KKCR our community members become engaged and informed in our community. KKCR provides an outlet for the entire community and an appreciate listener on many topics including local and national issues, community organizations, and Hawaiian issues, history, arts and culture.

6.1 Talking Public Radio's Story

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 reaching out to local and marginalized groups in your community.

KKCR partners with a diverse array of community non-profit organizations to encourage and promote participation in meetings, events, and cultural festivals. KKCR airs the “Community Calendar” events twice a day at 7.30am and 2.30pm. The community calendar highlights non-profit events and activities that benefit the community at large.

We continue to have interactive interviews with community leaders and organizations; a weekly Kauai County Council report and specialty programming including: Hawaiian Language Programs, Kauai News, Kauai Weekly, Kauai News, Hawaii Music Programs, Daily Oil, Disaster and Storm Reports, Health related programs, Environmental Programs and Agriculture Education Programs. KKCR works with local government forming important community notifications, promoting community education regarding new projects, including recycling, waste management and resources management. KKCR works with the local Department of Emergency Services, and other coastal and other critical ocean safety information. KKCR works with the local military base PMRF (Pacific Missile Range Facility) to notify the community of special events, and serves as a resource for community events throughout the year. KKCR provides access to local utility to promote alternative energy programs, also forwarding of time sensitive notifications to our community. KKCR broadcasts daily news updates on Hawaii's Emergency Operation Center (EOC) and Emergency Response Team (CERT) and local businesses to establish coordinated emergency response plans. KKCR partners with both public and private schools to promote educational information necessary to help our community coordinate with the community. KKCR is always prepared to act as an Emergency Alert Facility in the event of disasters. KKCR also partners with Kauai Community College to produce and air the “Hawaiian Word of the Day”. In 2017 we collaborated with a local Hawaiian Language Charter School where the students, from Kindergarten to High School, have to write the Hawaiian Word of the Day. Kauai Community College broadcasts a weekly program from a non-profit organization and the students create a Hawaiian Word of the Day. We also partner with the Hawaii Immersion Charter School, Ke Kula Niihau O Kaua’i Public Charter School, in Hawaiian language. KKCR produced two “Talk Story” segments, one with experts and other segments with community leaders around music and language. Working with local high school students, KKCR’s Teen Program airing each Saturday from 10am to 12pm provides Kauai teens an outlet to discuss their issues and learn about broadcasting, volunteerism and the importance of community involvement.

6.1 Talking Public Radio's Story

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, decreased isolation, etc. for each of the initiatives, partnerships, projects, activities, or programs that supported services, resources or strengthening conversations 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 reunited pet owners with their lost pets countless number of times. Through our partnership with Kauai county government agencies there has been a significant increase in recycling and composting programs across the island. KKCR also partners with local government and many community members for the Kauai Film Festival, an annual film festival to promote film, and for other educational campaign. Our electronic waste facility expanded its hours of operation. Participation in KKCR’s weekly Community Affairs programs helps promote local events and organizations. KKCR’s help is apparent in a survey of residents of Kauai who are ears of assistance to our community and listeners. KKCR’s help is apparent in a survey of residents of Kauai who are ears of assistance to our community and listeners. Our survey showed that residents of Kauai were ears of assistance to our community and listeners. Our survey showed that residents of Kauai were ears of assistance to our community and listeners. "Our "local ear was on Kauai this past week and met with the Kauai Community College blood drive coordinator. Their last blood drive was in February and he wanted to say thank you for funding the Kauai awardees with blood drive information. It made a huge difference in their fundraising efforts and helped them to reach their overall goal. "Thank you for your help and for all you do to support Kauai." The same is true for the many of our programs include the "Hawaiian Word of the Day" and our Hawaiian speaking volunteer programmers often incorporate Hawaiian language into their programs. As stated above, KKCR works with a local Hawaiian Language Charter School (KauaiK niwete New Century Public Charter School) the students recorded Hawaiian Words of the Day segment (Kauai Kniwete New Century Public Charter School, Kauai Immersion Charter School, Ke Kula Niihau O Kaua’i Public Charter School) in Hawaiian language featuring Hawaiian music. Hawaiian Language and culture.

6.1 Talking Public Radio's Story

4. Please describe some examples (e.g., programming, production, engagement activities) you have to investigate and make the needs of our community visible. Describe short-term and long-term outcome data, project, program, or initiative that supported services, resources or strengthening conversations 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’s mission includes “Preserve, perpetuate and celebrate Hawaiian culture” (“E melua, e hoouma’o e hooulauna pu n na mea koe kohona Hawaii”). Unfortunately, Hawaiians are a minority in Hawaii. We regularly broadcast in Hawaiian Language. KKCR works diligently to promote the Hawaiian language through the promotion of Hawaiian language and culture. KKCR broadcasts the Hawaiian language through the Hawaiian Immersion Charter School, Ke Kula Niihau O Kaua’i Public Charter School, in Hawaiian language featuring Hawaiian music.

6.1 Talking Public Radio's Story

5. Please assess the impact that your CPR funding had on your ability to serve your community. What were you able to do with your grant that you previously could not do? Please be as specific as possible.

As the only community radio station on Kauai, it is imperative that KKCR continue to provide a voice for, and information to the isolated island community. CPR has helped to make this possible. We use our CPR grant funding to help pay for the salaries of our staff and to pay the ever increasing costs to maintain and operate our broadcasting equipment. CPR funding helps us keep our audio broadcasting equipment operational and functional. KKCR maintains audio broadcasting equipment operational and functional in our extremely humid climate. It allows us to produce and distribute our educational talk series, recording for poetry 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. Without CPR funding we would have to further decrease our small operation and reduce staff and possibly lose our ability to provide coverage over the entire island. As an island community, KKCR is a critical public service facility with a fixed, predominately elderly and minority based population, our opportunities to generate additional funding from our listeners is limited. With CPR funding we are able to sustain our efforts to reach the under-served within our community and fulfill our CPR mandate.