

Telling Public Radio's Story – Fiscal Year 2016

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.

We say that we are in the community building business. In Hawaii, with its diverse cultures, separate islands, and varying economic circumstances, community building is not an easy task. We begin by addressing requests for signal expansion, consider areas with no coverage, and strive toward equal coverage of both program streams statewide. Obtaining community support from the areas of expansion to supplement funding received from PTFP, foundations, and local businesses, has been instrumental in creating a sense of connection to and pride in the stations built in the various communities. Next, we address the programming. We look at community concerns and issues to help define our news coverage and talk show themes. Newsworthy topics and those related to public safety and health are a given, but we also try to find additional angles that might not be covered by other media, introduce listeners to ideas that they haven't heard of yet, and convey the impact situations outside of the state have on the state. We always need to consider how the story affects the community it is about and whether it is of interest to the broader community of our statewide audience. Culturally and intellectually, we strive to provide programming that connects us with the rest of the nation and international community; encourages growth of intellect and understanding; opens our minds to new experiences; and creates a sense of intimacy and companionship.

HPR's statewide coverage gives Hawaii the unique opportunity to talk to itself, despite its unique geographical and topographical challenges. Listeners benefit from radio's unique ability to draw together communities of both geographical and ethnic diversity. Our ongoing objective is to use statewide coverage through local programming such as the local news reports, daily morning talk show, and weekly afternoon call-in shows, to involve the whole state in discussions of matters important to the whole state but which might be viewed very differently from the widespread communities within the state. HPR actively encourages listeners from all islands to participate in our unique statewide forum. A marketing team is working with HPR to conduct an in-depth member survey to ascertain feedback directly from listener/members.

We continue to improve the design of our news, talk, and information stream website, home page and cultural stream's website. Extended versions of special and/or local features are posted to the website, and individuals can choose among the Android, iPhones, or iPads apps for easy and convenient access to both program streams. Our website and apps will be updated, too, in the new fiscal year.

HPR has the largest radio newsroom in Hawaii and prides itself on its emphasis on the local point of view. Neighbor island correspondents, daily Asia Minute reports, Pacific News Minute, local arts and culture features, legislative reports and debates, Stargazer (an astronomical look at what's going on in Hawaii's skies), Helping Hand (featuring local social service organizations helping vulnerable individuals) and Hawaiian music beds with local weather and community calendar reports, round out the news service.

The Conversation, HPR's weekday morning talk show, blends a discussion of statewide issues with international news and reality checks with local news partner CivilBeat.org. Weekly local talk shows feature interviews with guests, invite listener questions, and address business issues faced by nonprofit arts organizations, medical issues, innovative tech developments, and variety of local issues.

Sunday Brunch, HPR's weekly call-in classical music show, allows listeners to direct the content of the show and interact with our classical music director.

Culturally, we want to be the place where our local arts partners such as the Hawaii Symphony, Chamber Music Hawaii, Hawaii Opera Theatre, Hawaii Pops, Hawaii Youth Symphony, Ballet Hawaii, Maui Classical Music Festival, Kahilu Theatre, and other arts organizations convene to promote events/series and when possible, allow HPR to record performances to use as future radio broadcasts. These broadcasts enable listeners to experience performances that they were not able to attend, or relive experiences that touched them in some way. The Atherton concert series allows us to present a variety of concerts that cover genres including classical, jazz, blues, Hawaiian, country, and international music. The community calendar recaps theatre, music, dance, and arts events throughout the state. The information is broadcast daily on HPR and posted on HPR's website.

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.

HPR works with a large number of partners to provide two program streams that appeal to a variety of communities across the state.

The key to our future success is connecting with our listeners and providing content they find relative and engaging enough that they take the next step and become a supporter as well as a listener. Local coverage expansion has been possible, in part, because the communities where service added helped to raise the funds to cover the costs of "their" new station.

HPR, through the Radio Flyers Program, continues its partnership with Kapiolani Medical Center for Women & Children. HPR donors make a contribution knowing that the Hawaiian Airlines miles they are eligible to receive as a premium for their contribution instead are given to the Kapiolani Medical Center for Women & Children. These are used to fly neighbor island children and family members to and from Honolulu when they are in need of specialized care that only Kapiolani could provide.

Helping Hand is a weekly feature that puts the spotlight on an organization or event that offers assistance to the disabled and others among the most vulnerable in the community. Some of the organizations featured during the past fiscal year include Special Olympics Hawaii, Red Cross, HUGS, Lanakila Meals on Wheels, ALS Assn, Hawaii Foodbank, Ronald MacDonald House, Honolulu Habitat for Humanity, Institute for Human Services, Big Brothers Big Sisters Hawaii, and Hawaii Assn of the Blind,

Culturally, we collaborate with the Hawaii Symphony, Chamber Music Hawaii, Hawaii Opera Theatre, Ballet Hawaii, Kahilu Theatre, Maui Classical Music Festival, the Wagner Society of Hawaii, and a variety of performers. We record performances for future broadcasts, host opera previews, interview guest performers or conductors, and often collaborate with these organizations to reach new audiences. Many community organizations send in information that is posted to the community calendar.

Our news and talk partners include Civil Beat, Neighbor Island correspondents, the Imiloa Astronomy Center, Straub Medical Center, the State Legislature, the Hawaii Chapter of the Society of Professional Journalists, NOAA, Olelo, Howard Dicus of Hawaii News Now, the University of Hawaii, East-West Center, and a variety of business leaders, professors, journalists, organizations, and individuals that provide interview/content for news features and call in shows.

Community support partners include Hawaiian Airlines, Kapiolani Medical Center for Women & Children, the Hawaii Book and Music Festival, Maui Film Festival, Nanakuli Boys & Girls Club, Chef Mavro, Merriman's Waimea, Friends of the Library, Whole Foods, Kupaa Farms, Chai Studio Indigo, Honolulu Fish Market (Nico's), Liljestrand House, Cakeworks, Kakaako Agora, Mid Pacific Institute, University of Hawaii, Hawaii Pacific University, Chaminade University, Waikiki Aquarium, Oceanic Time Warner Cable, Hilo Rotary Club, Hawaii Island Chamber of Commerce, PBS Hawaii, neighbor island community charter groups, and a variety of business and cultural partners that assist us with our membership drives. Staff participate as panel members, judges, moderators, speakers, or workshop hosts with a variety of educational and community organizations.

During the year, our news and talk teams presented in-depth discussions on the homelessness problem in Hawaii. We partnered with national and local authorities to present both local and national perspectives on the issue and steps being taken by various entities to help those in need. Two other radio series were added. Aloha Aina, in partnership with the Kohala Center, explored the roots and historical endurance of the values of "love of the land." The Benevolent Mind, in partnership with the Hawaii Community Foundation, featured stories of the many acts of generosity that have helped shape the community that we live in today.

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 served.

The greatest impact of our initiatives and partnerships is an increase in listenership and greater recognition in the community. Increased listenership is reflected in reports received from Arbitron through the Radio Research Consortium. Local business media look at HPR as a viable nonprofit organization worthy of news features and/or comment, including using the outcome of membership drives as an economic barometer of the state. Mainland pledges, about 6% of our membership base, during membership drives and comments from listeners confirm that streaming our signals expands our reach beyond Hawaii. Forming core volunteer groups on the neighbor islands and Oahu has been vital to our continued success in signal expansion. They become the bridge between HPR and local community and serve as a catalyst to raise funds needed for new locations. The bond between the supporter and HPR is stronger when the donor knows that they had a hand in the creation of a new station that now provides the programming they desired. The talk shows, with their call-in capability, allow listeners throughout the state, and sometimes outside of the state, to participate in the discussion. Often a question or comment from a listener provides alternatives or expands on the information not provided by the in-studio guest or show host. Each show brings in guests who are knowledgeable about the featured topic; they ask their "people" to tune in, thus increasing the number of individuals participating in the discussion. Some segments have captured the attention of other broadcast media sufficiently that they have added them to their programming.

Excerpts from emails/letters received from listeners/partners follow.

Jeremy emails: ...I currently live in Okinawa, but always make time to listen to your show whether via live stream or podcast....You've introduced me to a lot of great music that now is often the backdrop for me when cooking, reading, or just relaxing. I really appreciate your time, effort, and passion.

Message from Matt: He called to say he listened to the series on homelessness and it moved him to volunteer to help the homeless. Please thank Beth-Ann for her public service.

Eric Tash emailed:...I wanted to let you know that I really enjoyed your series on homelessness that aired on The Conversation last week. Beth-Ann did a fantastic job. It was very informative, interesting and quite moving. Mahalos go to HPR and Beth-Ann for reporting on such a critically important current issue that affects all of us.

Laura writes: Mahalo nui for the great radio pieces! We truly appreciate you giving us a bigger and broader voice to share our story. We noticed a definite upswing in donations coming in after your radio spots so please know that you have made a difference to protect the ka iwi coast mauka lands above Awawamalu.

Christine emails: You make a difference in the quality of my life...by the simple quality of your expression. And for all these small pleasures, which are actually great treasures, I am deeply grateful.

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.

HPR currently serves the state with two discrete program streams through eight transmitters, two translators, and several boosters. The network streams have become of sufficient complexity that we have collectively rebranded them HPR-1 and HPR-2. We strive to deliver a quality and reliable service that serves and addresses the state as a whole. Individuals who are unable to receive our signals off air, can access our two program streams via local digital cable service. Approved programs for HPR-1 and HPR-2 are streamed via the web for individuals who do not have digital cable service or reside out of state. Android, iPhone, and iPad streaming apps make our programming available worldwide.

HPR's programming continues to provide for unique needs of the community. We broadcast local newscasts from Maui, Kauai, and Hawaii Island and continue to seek additional sources of neighbor island news. Kani Ka Pila Sunday (Hawaiian/English) and Hawaiian Word of the Day (Hawaiian/English) help to perpetuate the Hawaiian language, and allow us to reach out to our Hawaiian community through word and song. The Brazilian Experience (Portuguese/English) features Brazilian music and introduces listeners to various artists. Latin Beat features music and information regarding Afro Cuban Latin Jazz. The show's theme is "Latin Beat...music to make your ears smile". Classical, blues, jazz, Americana, and international music complete the spectrum of choices available to listeners. HPR has three weekly live call-in shows; The Body Show, Bytemarks Cafe, and Town Square. Dr. Kathy Kozak addresses a wide range of medical issues on the Body Show. Bytemarks Cafe follows the cutting edge of tech developments and highlights the innovation and creativity in Hawaii's tech community. Town Square provides an interactive forum for political, social, educational, and cultural issues of local, national, and international importance. The Conversation is a locally produced, weekday, one-hour public affairs program. Its mission is to use the unique qualities of a regional radio system to provide its community with a sense of place and common purpose.

Our local newscasts include local business segments, cultural arts features, Stargazer (an astronomical look at what is going on in Hawaii's skies), environmental features, Helping Hand (featuring local social service organizations who provide services to disabled or vulnerable individuals), political features, Asia News coverage and the Pacific News Minute.

Our cultural programs, local and national, are designed to appeal to our multicultural audience. Listeners and members are welcome to express concerns or offer suggestions via letters, email, Facebook, twitter, and phone calls. We participate in community events and host community gatherings on various islands that help us stay in touch with the needs of the communities and provide opportunities for individuals to give us direct feedback on our programming and signal expansion projects.

Improving the HPR-2 signal in East Hawaii so both broadcast streams will extend to the entire state continues to be a work in progress. Improving broadcast capabilities, access, and cost efficiencies on Maui is also being addressed. Station management is working with the state's Emergency Management authorities to ensure that the optimum use will be made of HPR's unique (and uniquely robust) statewide coverage during times of emergency. Expansion of HPR's news-originating capacity is being addressed by collaborative ventures with Neighbor-Island newspapers and stringers. Delivery of news stories and extended features thorough social media and HPR's website are underway. Our news and information stream website, home page, and cultural stream's website have been redesigned. Development staff will continue to work with community volunteers to increase awareness and support. We will continue to track the progress of veterans needing medical care and housing assistance. Homelessness is a topic that will be featured in many interviews and discussions with government, academics, and social agencies.

In Fiscal Year 16, we expanded our partnership with Honolulu Civil Beat to produce a multi-episode podcast project looking at the continuing problem of crystal methamphetamine in Hawaii. They interviewed former users, medical and treatment professionals, law enforcement and judiciary personnel, social workers and others dealing with this issue in Hawaii. The podcasts are posted to our website and audio elements were incorporated in our radio broadcasts.

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?

CPB funding allows us to acquire quality national/international news and cultural programming that provides our listeners with a unique link to and perspective on national and international events, and a view of the cultural, political, and business life of the world at large. The grant also helps HPR focus its own resources on maintain our complex transmission network of 15 transmitters, repeaters, and translators providing two full time streams of programming to our State.

Without funding from CPB HPR would have to reduce the amount of national programming it purchases and possibly have to consider a reduction in locally generated services as well. Our listeners would lose their link to the rest of the world and find their array of intellectual and cultural choices reduced.