

Telling Public Radio's Story – Fiscal Year 2017

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.

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. An in-depth member survey helped us obtain an understanding of where we stand in the community and what listeners expect from us.

Our website includes extended versions of special and/or local features, links to podcasts, updated station information, and streaming links. Easy access to our programming streams can be found through the new HPR app or an Alexa smart speaker.

HPR 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 talk show, blends a discussion of statewide issues with international news and reality checks with local news partner CivilBeat.org. The show's format flexibility allows it to expand to an hour long call-in when the topic warrants it. Weekly local talk shows feature interviews with guests on medical issues and innovative tech developments.

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 was 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, Shriners Hospital, Hawaii Foodbank, ALS Assn, Aloha United Way, 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 Orchestra, Chamber Music Hawaii, Hawaii Opera Theatre, Early Music Hawaii, Kahilu Theatre, 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), Liljestrands House, Cakeworks, Mid Pacific Institute, University of Hawaii, Hawaii Pacific University, Chaminade University, Waikiki Aquarium, 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 effect Pearl Harbor had on the community and people of Hawaii, the voyage of Hokulea, and managing Hawaii's tourism future. We concluded "The Benevolent Mind" radio series that was sponsored by the Hawaii Community Foundation. It featured stories of the many acts of generosity that have helped shape the community that we live in today. We hosted From the Top and presented two shows, one on the Island of Hawaii at the Kamehameha Schools campus in Keaau and another on Oahu. Both shows included amazing young artists from Hawaii.

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 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. When talk shows include a call-in capability, it allows 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.

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

Gerry emails: ...I wanted to thank you both for participating in yesterday's discussion on Communicating Disaster Science....the two of you were real pros and provided our colleagues from Japan with insights into how we deal with coverage of severe weather and natural disasters in Hawaii. The Japanese contingent was pleased to have the opportunity to meet and interact with both of you.

Nick Blank emails: ...I recently had a bout with a virus that sent me to my room to avoid spreading it. Thanks to HPR, I had a steady stream of visitors from various orchestras performing in my room, and a number of reports from all over the world, with super clear fidelity that I could almost reach out and touch them....Much has been said, and more to be discovered, about the healing effects of music. I give HPR a lot of credit to making my sick days easier to endure...

Joan Shafer emailed:...The concert however literally took my breath away and had me teary-eyed. Watching those young performers in person had so much more of an impact on me than when I am in general awe listening to his program on the radio. The Kamehameha students' song was so hauntingly beautiful that I wondered if their opera had been open to the public...It was the best live arts event I have been to on the Big Island ...I think HPR 1 and HPR 2 are two of the greatest offerings on our island and I am most grateful to you all for all you did and are doing to make these broadcasts possible.

Rachel emails: As a new community arts collective, Artists for Social Justice owes a great debt to Hawaii Public Radio. From the very beginning, HPR has supported the organization in a myriad of ways. Interviews on both streams allowed our organization to be introduced to a far broader audience than we could have done alone. Our first ever event in March was hugely successful, attracting audience members beyond the usual arts circles. I attribute this broader base of attraction in large part to the air-time and support that HPR offered. It is wonderful to have an organization that is so open and eager for community collaborations and that is willing to share their reach and influence with a budding organization.

Camryn writes: Dear Jason, Thank you for everything you have done for me. I learned a lot about sound and recording over this summer. Ms. Fallon was right when she said that you were the best person to do an internship with. I didn't know anything when I started, but now I feel comfortable saying this is what I want to do. I owe you a lot and I don't know if I can ever repay you for what you taught me.

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

In fiscal year 17, HPR delivered on a promise to provide two discrete programming streams when it achieved equal coverage on both streams throughout the state. One broadcasts news/talk/and cultural programming, and the other broadcasts classical music and arts programming. Prior to the program realignment, HPR hosted town hall meetings to discuss the upcoming program changes with community leaders and supporters. HPR also conducted an in-depth member survey to obtain a better understanding of what kind of programming listeners were interested in and where HPR currently fell within their expectations. It validated some of the changes proposed and highlighted possible areas of future growth. HPR also launched “Generation Listen”, an initiative designed to engage with and connect young listeners to the people, places and things that make Hawaii an exciting place to be.

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 weekly talk shows; The Body Show and Bytemarks Café. 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. 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.

Getting signals into South Hawaii so both broadcast streams will extend to the entire state continues to be a work in progress. 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 redesigned website and HPR app make it easier to connect with the station and access podcasts, like to longer features, and keep connected to the station wherever you travel. The increase in listenership outside of Hawaii is reflected in

the contributions we receive from donors from other states. Development staff will continue to work with community volunteers to increase awareness and support. We will continue to track the progress of issues important to our communities and complement our weekday talk show in-studio interviews with field interviews.

In Fiscal year 18, we will evaluate the program realignment and make programming adjustments when needed. A new survey will be developed to gather feedback on the realignment, HPR's place in the community, and programming expansion opportunities. The Generation Listen initiative will continue to develop activities to strengthen the association younger listeners have with the station. HPR will also continue to develop its journalism training program currently under way with a few high schools and non-profit organizations.

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.