

Telling Public Radio's Story – Fiscal Year 2018

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.

In FY2018, we launched a second in-depth member survey to gather feedback on the program realignment, HPR's place in the community, and programming expansion opportunities. Our CAB was also more engaged in providing feedback on program issues which were discussed with our News Director and included in the station programs and issues reports. The Generation Listen initiative continues to develop and hosted several activities to engage with younger listeners with the hope of strengthening the association these listeners have with the station.

Our website includes extended versions of special and/or local features, links to podcasts, updated station information, and streaming links. The HPR app or an Alexa smart speaker provide easy access to our programming streams. Connecting via social media is also important, so we reach out through Facebook, Instagram and twitter.

Senior management worked on a strategic plan throughout the year and presented it to the board for its review and approval. As we look toward the future, we need to consider what we want to be for our community, how we best serve our community, how we deliver information or entertainment, what is of interest/value to our listeners, and how we remain fiscally responsible so we can continue to provide a service. The strategic plan is our roadmap. Any future changes will fulfill one or more issues presented in the plan.

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.

During the year Hawaii had several natural disasters – floods, volcanic eruptions, diseased native flora. HPR reporters went to the affected areas to seek new voices and experiences from those impacted. As you listened to the stories they shared, you became part of their community and gained a better understanding of what was happening around the state. The false missile alert, while causing panic in some instances, also was an educational opportunity for the state and its people. It made the nation stop and think about what is possible. New procedures were established to prevent a future occurrence and the opportunity for preparedness discussions and education arose.

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 or go to breaking news if needed. 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 Youth Symphony, Ballet Hawaii, Maui Classical Music Festival, Kahilu Theatre, Manoa Valley Theatre, Maui Pops, Kamuela Philharmonic and other arts organizations, convene to promote their events or series, and when possible, allow HPR to record their 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. Broadcasts air daily on HPR and details are 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 we serve helped to raise the funds to cover the costs of signal expansion.

Severe flooding struck the north part of the island of Kauai and flash floods hit the east side of Oahu in April. Roads were closed, power was lost, and in some cases, flooding was severe enough that homes were damaged or lost. We reported on the initial flooding and recovery efforts. Months later, a reporter went along with a "convoy" to Kauai to visit areas that were still restricted to local residents. The reporter spent time with local residents talking about their individual stories of struggle and recovery.

When Kilauea Volcano began erupting in May, a reporter was sent to cover the changing conditions in Leilani Estates and other areas impacted by the lava flow. We continued reporting on the situation through the spring and early summer using a combination of reporting from the scene with a series of interviews with local residents, island and state government officials, scientists, and non-profit organizations assisting evacuees.

HPR was a media sponsor of and journalists moderated "Pau Hana" events organized by Zocalo Public Square and the Daniel K. Inouye Institute. These events allowed the community to gather, engage, and "talk story". Among the topics discussed were: "Why is the Mainland So Fascinated with Hawaii's Food?", "What Can Hawaii Teach the World About Climate Change?" and "Will the Trump Administration Renew American Democracy?".

We continue our partnership with Honolulu Civil Beat to broadcast "Offshore". The third season "The Blood Calls" follows a young man, adopted as an infant from the Marshall Islands, as he journeys to the Marshall Islands in search of his roots.

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 goes to the Kapiolani Medical Center for Women & Children. The miles are redeemed to fly neighbor island children and family members to and from Honolulu when they are in need of specialized care that only Kapiolani Medical Center for Women & Children can 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 for our 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, Chef Mavro, Consolidated Theatre, Friends of the Library, Zippy's, Honolulu Fish Market (Nico's), Liljestrand House, Cakeworks, Mid Pacific Institute, University of Hawaii, Hawaii Pacific University, Chaminade University, Waikiki Aquarium, Hawaii Island Chamber of Commerce, Madre Indigo, Paiko, Shangri La, 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.

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.

Maile Miller wrote: "A few years ago, Dave was talking to one of the founders of the Australian Rhino Project and one of the statistics that they mentioned was shocking – at the rate we are poaching rhinos, the wild populations are on track to be driven to extinction within my lifetime. That segment spurred me into

action. This past year, I along with two other friends, created Wild Aloha Foundation, a 501(c)3 intended to raise awareness and funds to help endangered wildlife. Our first event, “Winos for Rhinos” in September 2018 was hugely successful. Dave was instrumental in raising my awareness years ago.”

Bahar Yaghoubi wrote: “My husband and I operate a non-profit on Molokai. We care take Hawaiian homestead land which operates as an educational farm and provides opportunities for youth internships and also an animal sanctuary. We do a lot of rescue work and foster many animals at a time. A few months ago, we discovered our one and only radio worked on the farm and we decided to try classical music. We noticed right away all the dogs and cats and ducks and chickens and humans seemed so much more relaxed. Now it’s classical music all day, every day on the farm, and everyone is grateful for it.”

Alexandra Suthard emailed: “I am sitting here in my tiny home office listening to FEVER on Bridging the Gap....This is the first time I have felt moved, really moved, by music since well before my two baby boys were born.....I feel so HAPPY listening to song after incredible song. ... I cannot thank you enough for waking up my soul.”

Nancy Reynolds emails: “In these challenging time, some days the only thing that gets me out of bed to tackle the morning with optimism is hearing Derrick Malama remind listeners that we are experiencing life “across the Hawaiian Islands”; and I remember how lucky I am to live here. After that, the programming is all gravy.”

Andrew Lukac emailed: “I’m permanently dialed in to HPR-2, and there’s something special about being able to tune in at any time, whether in the middle of a piece of music or a talk by the host, and feel like a stranger being welcomed into someone’s warm house.....I’ve only been in Hawaii for a few months, but HPR-2 has made me feel like I never left home”.

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

Last fiscal year, 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. We continue to host town hall meetings and donor lunches to discuss the upcoming program changes with community leaders and supporters. HPR also conducted another 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 programming changes made and highlighted areas of future growth. The creation of a strategic plan allowed us to document our commitment to our community and diverse audience. It also allowed the staff to come together to build on our understanding of where we are, where we want to be, and what we need to do.

HPR continues to support “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 stream 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 also uses Facebook, Instagram, and Twitter to share stories and station information.

HPR’s programming continues to provide for unique needs of the community. We broadcast local newscasts from Maui, Kauai, and Hawaii Island when available, 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, link 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 2019, we will address issues highlighted by the member survey and begin working on meeting goals, objectives, and strategies highlighted in our strategic plan that focus on meeting the needs of listeners, diversity, and stability. We'll seek out new partners in the hope that together we can create a service that meets the needs of the community. HPR will host Science Friday on Oahu and Hawaii Island. Both shows will feature Hawaii scientists speaking about topics of interest to Hawaii and local musicians. Oahu and Neighbor Island presentations of the Best of Aloha Shorts follow, in partnership with Bamboo Ridge Press and various sponsors. This show will take stories written about life in Hawaii, read by actors, to the local communities. Much of it is in "pidgin", Hawaii's language developed during the early days of planation life. Each show will also feature local musicians. This is the first time that HPR is taking a local production "on the road". It's an opportunity for the station staff and neighbor island supporters to meet at a unique event. HPR will expand its association with the YWCA, providing resume reviews, interview practice sessions, and guidance for those in its program.

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 maintaining our complex transmission network of 16 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 and coverage. Our listeners would lose their link to the rest of the world and find their array of intellectual and cultural choices reduced.