

Telling Public Radio's Story – Fiscal Year 2019

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. Current activities include working on securing a translator license on Oahu, obtaining a license on the island of Lanai which will improve service on the island of Maui, and seeking a site to establish a presence in South Point on Hawaii Island.

In fiscal year 2020, we will launch another member survey to gather information to help us evaluate our place in the community, how well we meet their needs, and areas of opportunity for program expansion. The CAB will continue to be a source of community information with members representing all major islands. The Board will hold a workshop to determine the future of the station, its strategic plan, and how it evolves to meet the varied needs of the communities it serves. 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 several screenings of Moananuiakea – a documentary of Hokulea's worldwide voyage. This event requires partnerships with sponsors, community hosts, the filmmaker, and members of the Hokulea's crew.

In FY2019, we incorporated issues highlighted by the 2018 member survey and those brought forward by the CAB into our strategic plan and began working on meeting goals, objectives, and strategies in our strategic plan that focus on meeting the needs of listeners, diversity, and stability.

HPR hosted Science Friday on Oahu and Hawaii Island. Both shows featured Hawaii scientists speaking about topics of interest to Hawaii, among them endangered Hawaiian snails and rapid Ohia death. The shows also included entertainment by local musicians, which enhanced the experience. Presentations of the Best of Aloha Shorts, in partnership with Bamboo Ridge Press and various sponsors, were held on Oahu, Maui, Kauai, and Hawaii Island. The shows featured stories written about life in Hawaii, read by local actors, much of it in "pidgin", Hawaii's language developed during the early days of plantation life. Each show was narrated by HPR's Culture and Arts reporter and also featured musicians from the communities where the shows were held. This was the first time that HPR took a local production "on the road". Both Science Friday and Best of Aloha Shorts allowed station staff and neighbor island supporters to meet at unique events, some of which were well attended despite the unusually cold and windy weather that prevailed.

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.

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, reality checks with local news partners CivilBeat.org, and weekly reports from Pacific Business News. 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.

This year it partnered with the University of Hawaii's Center for Oral History for a few of its shows. Topics included the 1946 tsunami that struck Hilo and the lessons learned about tsunami preparedness; marine life in Waikiki which combined archival material with a live panel that included the director of the Waikiki Aquarium; Waipio Valley and the farmers that work the land; and the development of the work experience at the Dole Pineapple Cannery in Honolulu and how it impacted the lives of those (including Hawaii's current Governor) who worked there.

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, Waimea Valley, 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.

HPR had two major outreach events in FY2019. We hosted Science Friday on Oahu and Hawaii Island and took our locally produced show "Aloha Shorts" on the road with performances on Oahu, Maui, Kauai, and Hawaii Island. Both shows required partnerships with sponsors, hotels, musicians, and venues. Success also depended on our members and support from the communities that hosted the shows.

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. We followed up with few individuals a year later to check on the impact the eruption has had on the community and its people.

The weather continued to have an effect on various communities across the islands, namely Hurricane Hector, Hurricane Lane and Tropical Storm Oliva. Both caused flooding and damage, sometimes causing road closures or limited access spanning months. Our reporters partnered with state and local officials to gather and disseminate information to residents affected, told them of preparations taken by hospitals as the

storms approached, and the plans the various counties had to provide shelter for the homeless. Here too, we shared stories of people affected by the storms and how some were able to rebuild their businesses while others decided to leave.

HPR continued its collaboration with Zocalo Public Square as a media sponsor and by providing journalists to moderate “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: “What Can Hawaii Teach the World About Climate Change?”, “How Much Tourism is Too Much”, and “Will Pidgin Survive the 21st Century”. Content from these public events were edited and used on HPR’s weekday show, “The Conversation.” Doing so allowed more people access to the content, including those on the neighbor islands and those who stream HPR’s programming outside of Hawaii.

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 Alzheimers Association Aloha Chapter, Blood Bank of Hawaii, Special Olympics Hawaii, Hale Kipa, Hawaii Parkinson Association, Honolulu Habitat for Humanity, Institute for Human Services, Muscular Dystrophy Association, Big Brothers Big Sisters Hawaii, and Hawaii Association of the Blind.

Culturally, we collaborate with the Hawaii Symphony Orchestra, Chamber Music Hawaii, Hawaii Opera Theatre, Hawaii Youth Symphony, Early Music Hawaii, Kahilu Theatre, Waimea Valley, 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, Pacific Business News, 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, the University of Hawaii Oral History 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, the Hawaii Book and Music Festival, Maui Film Festival, Chef Mavro, Foodland, Friends of the Library, Zippy’s, Honolulu Fish Market (Nico’s), Liljestrands House, Madre Chocolate, Mid Pacific Institute, University of Hawaii, Hawaii Pacific University, Chaminade University, Waikiki Aquarium, the Wagner Society of Hawaii, Hawaii Island Chamber of Commerce, HANO, 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.

HPR continued its association with the YWCA. This year, assisting women transitioning from incarceration to being back in society, with telling their stories to a group of “at risk” young women. Their presentations will cover what they’ve been through, lessons they have learned, and advice they would have liked to hear when they were the age of the women they are talking to. They came to the Station to practice their presentations and received coaching on story structure, public speaking, and pacing. The women were grateful for the opportunity and said the sessions were extremely helpful.

On the education front... News Director, Bill Dorman, met with students attending a journalism class at the University of Hawaii and did an evaluation of some of their audio projects about story telling. He also was a panelist on the Agents of Change discussion on the Value of Journalism. Casey Harlow responded to a request from an instructor from Mid Pacific Institute who needed help with teaching students how to pronounce Hawaiian words, by sending them audio samples of HPR’s Hawaiian Word of the Day feature.

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.

Mike Pacheco emailed: "I and my wife attended the Best of Aloha Shorts in Hilo, a couple of weeks ago! It was quite a performance by all involved. Noe, your voice just smoothes out anything! Mark, a former student of mine, brought his own stories to life in words and song. The actors not only had us laughing till we were tearing up, they brought us to the opposite side of the spectrum and my eyes filled with tears of grief and similar emotions! That doesn't happen it too many venues/productions. Mahalo for bringing it to Hilo."

Reza Morin-Dayari emailed: "Aloha Nick! Thank you for putting out interesting shows with well curated music in diverse genres. I was stoked when I came across your show. HPR is the only radio I truly enjoy here in Hawaii. From news to blues, ghetto funk to latin ...so much goodness. I truly appreciate all you do to brighten up an otherwise barren media landscape. Mahalo nui loa!"

Gary Brookins emailed: "DJ Mr Nick I just signed up an hour ago. Thank you for your dedication to the community. As a longtime listener and finally ... a new, and sustaining member. It feels great! I have a few thoughts to share about the panoramic coverage of the super-skilled staff of HPR for leaving no soul untouched across the Hawaiian Islands. You guys are awesome! HPR is truly unmatched – it's addictive! I think a Bob Mow'em Over Inquiry is in order. There is ample evidence of collusion between Seth Markow, yourself DJ Mr. Nick, Jon Alan and all the entire HPR-Gang at 738 Kaheka St. With all hands meeting and applauding each other in a small room under the gavel of Jason Taglianetti, collectively the homogenize the unending great programs and news both locally and from NPR---with Echo's into the night, then with BBC perspectives of the world until Morning Edition comes on. I can't get enough of it! I'm hopeful Kathleen Kozak soon has a Body Show that can address my sleep deprivation and attention deficit disorder, because HPR has my radio on 88.1 wherever I go---day & night. Thank You!"

Kevin Roddy emailed: "Aloha Kuuwehi ... For years I have heard HPR and NPR stories that have the interviewed person speaking another language and after a few seconds, an interpreter would pop in to render English for the listeners – I know you have head this for years on news stories all over the world. I find this fascinating – a person speaking Hindi, or Chinese, or Navajo – being able to listen to their languages, and a deft interpreter rendering the English equivalent. BUT! Yesterday, for the first time, I heard HAWAIIAN as that language in the background, with an interpreter providing an English equivalent

WOW! We've made it! Who at HPR can I write to thank them for doing this? I want to hear more! It's fabulous! Thanks for all of the work you do to make HPR more Hawaiian!"

Jerry Garcia emailed: "Dave, I often listen to HPR when you do Helping Hand. It is an eye opener how many people are out there helping others; and in so many ways. It is a reminder of all that is good. I like your interview style and prep, which allows the guest to explain their programs, and keeps the information flowing smoothly. I get to see the normal, human side of people who are mostly just famous names to me. They are really fun and informative interviews. You either do lots of homework, or you were really there at Woodstock – or both. NPR and HPR is really good at bringing the important national and international news; but I also value being able to enjoy the positive and fun connections the shows, like your shows, bring. Keep up the good work. Again, thanks."

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

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 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. We are also working on a transfer of a translator license to improve our signal in east Oahu and to acquire a license in Lanai to improve our coverage in west Maui. 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. Bill Dorman has been appointed vice-chair of the Hawaii State Emergency Communication Committee, representing radio broadcasters in Hawaii. The committee members are tasked with representing their industry in keeping the EAS system operating so timely and accurate information can be passed from the government to the public during emergencies. 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 2020, we will launch another member survey to see where we stand with regard to meeting our member's expectations, how much they value the service we provide and where there are opportunities for program expansion. The HPR Board of Directors will hold a workshop to discuss the advancement of HPR's strategic plan and results of the member survey- including the development of new local content, the broadcast facilities needed to accommodate current and future needs, neighbor island outreach programs, creating content in the digital space, and being fiscally responsible.

We'll seek out new partners in the hope that together we can create a service that meets the needs of the community. One such partnership is with the Hawaii Community Foundation which will provide a grant for two years that will assist HPR with a reporter and outreach activities that support the HCF's CHANGE framework. HPR will host several screenings of Moananuiakea – a documentary of Hokulea's worldwide voyage. This event requires partnerships with sponsors, community hosts, the filmmaker, and members of the Hokulea's crew.

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 to use the funds it generates to maintain its complex transmission network of 24 transmitters, repeaters, and translators which provide 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 reduce its 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. Some could find their terrestrial service gone.