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, serving your community is not an easy task. Knowing our place in the community, how well we meet its needs, and areas of opportunity for program expansion are important to the station. Addressing requests for signal expansion, considering areas with no coverage, and striving to provide equal coverage of both program streams statewide are part of this process. The data collected from our FY2020 member survey helped to determine areas of interest, where we meet expectations, and where there is an unfilled need or need for improvement. The Community Advisory Board (CAB) and our BOD continue to be sources of community information with members representing all major islands. A list of issues put together by the station’s CAB helps guide program coverage/expansion. These include education, healthcare, native Hawaiian culture, economic issues, homelessness, housing, environment, community planning, immigration and assimilation, local food and agriculture, and arts and culture. The HPR Board of Directors discussed the future of HPR, the advancement of its strategic plan and results of the member survey- including the development of new local content, diversity, the broadcast facilities needed to accommodate current and future needs, neighbor island outreach programs, creating content in the digital space, and being fiscally responsible at workshops held in FY 2021.

Fiscal year 2021 brought with it the challenges of changing restrictions imposed by the COVID-19 pandemic. Though the State had its guidelines, the respective counties within the state often had guidelines that were specific to their counties. HPR reached out to the CDC, department of health, governor’s office, offices of the various mayors, and local health officials to gather updated information that it disseminated through local newscasts, special coverage, and segments on local talk shows.

The Generation Listen initiative continues to engage with younger listeners with the hope of strengthening the association these listeners have with the station. When COVID-19 restrictions stopped in-person events, they pivoted to virtual events, which enabled participation from neighbor island and out of state listeners. Management maintains an active interest in the group and incorporates feedback from the group in station initiatives and program selection.

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

HPR prides itself on its emphasis on the local point of view. Features on neighbor island issues, Asia Minute reports, local arts and culture features, legislative reports, Stargazer (an astronomical look at what’s going on in Hawaii’s skies), Manu Minute (featuring Hawaii birds, their unique songs, their environment, and conservation), the Hawaiian Word of the Day, and Hawaiian music beds with local weather round out the news service. Some features which addressed community issues this year included: problems residents were having getting unemployment, contact tracing issues, the impact of the virus on the pacific island community and what the local community was doing to assist their community, the grassroots efforts undertaken to improve food distribution to those in need, and the effect of the mandate on local businesses. The news team also constantly provided updates on testing sites, vaccination sites, and various restrictions imposed by the state and counties of Hawaii with regard to the COVID-19 pandemic.
The Conversation, HPR’s weekday news and talk program, 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.

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 Orchestra, Chamber Music Hawaii, Hawaii Opera Theatre, Hawaii Youth Symphony, Ballet Hawaii, Blue Note Hawaii, Kahilu Theatre, Manoa Valley Theatre, Maui Pops, Kamuela Philharmonic, Waimea Valley, Honolulu Jazz Quartet, 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. Live stream and virtual concerts replaced in-person concerts because COVID-19 restrictions banned in-person concerts.

In fiscal year 2021, the station was the presenting title sponsor of The Nutcracker, a performance made possible by the partnership of the Hawaii Symphony Orchestra and Ballet Hawaii. The performance was a “gift to the community from Hawaii Public Radio” and broadcast statewide on commercial television.

The station continues to connect with listeners and donors virtually, which allows greater participation from those residing out of state or on the neighbor islands.

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.

The Hawaii Community Foundation provided a two-year grant which allowed HPR to hire an additional general assignment reporter, extend its coverage of community, economy, and education topics, and engage in communities around these locally relevant topics that are part of the Foundation’s CHANGE framework.

The Off the Road series features interviews with touring musicians sharing their stories remotely about the pandemic, the music business, and new works. Among those featured in the past fiscal year were George Benson, Peter Frampton, Carlos Santana, and Alice Cooper, some with local ties to Hawaii.

We continued our collaboration with Blue Note Hawaii on a ten-week series “Hawaii Public Radio Presents Blue Note: Virtually Live. The shows featured local artist performances recorded live on the Blue Note Hawaii stage, along with backstage interviews with the artists.

Kanikapila Sunday HPR’s Sunday afternoon Hawaiian music show continued airing on KSER-FM in Everett, Washington to help address programming needs at KSER-FM caused by COVID-19 restrictions.
Culturally, we collaborate with the Hawaii Symphony Orchestra, Chamber Music Hawaii, Hawaii Theatre, Hawaii Youth Symphony, HIFF, Honolulu Museum of Art, Ebb & Flow Ensemble, Early Music Hawaii, Kahilu Theatre, Waimea Valley, and a variety of performers. We record performances for future broadcasts, interview guest performers or conductors, and often collaborate with these organizations to reach new audiences.

Our news and talk partners include Civil Beat, Pacific Business News, Neighbor Island correspondents, Imiloa Astronomy Center, Straub Medical Center, the State Legislature, the Hawaii Chapter of the Society of Professional Journalists, the Department of Health, NOAA, Olelo, Howard Dicus of Hawaii News Now, the University of Hawaii, East-West Center, the University of Hawaii at Manoa’s Oral History Center, LOHE Bioacoustics Lab, and a variety of business leaders, professors, journalists, organizations, and individuals that provide interviews and/or content for news features and call in shows.

Community support partners include Alaska Airlines, Hawaiian Airlines, Maui Film Festival, Foodland, Zippy’s, University of Hawaii, Hawaii Pacific University, Chaminade University, PBS Hawaii, Hawaii Book and Music Festival, neighbor island community charter groups, and a variety of business and cultural partners that assist us with our membership drives. Bill Dorman moderated a ProService Hawaii webinar on “What Hawaii Needs to Recover. Right Now,” Catherine Cruz moderated a PBS Hawaii Insights election coverage panel discussion, and Derrick Malama served as Honorary Archivist for the Hawaii State Archive’s virtual Archives Month festivities Celebrating Hawaiian Music. Members of the news team serve as judges, or participate as panel members, moderators, speakers, or workshop hosts with a variety of community organizations.

On the education front… The University of Hawaii at Manoa’s Center for Oral History who collects, documents, preserves, and highlights the recollections of Native Hawaiians and the multi-ethnic people of Hawaii, provided content for a feature on local women teachers, “Women in Politics and Education”. Manu Minute, a collaboration between HPR and the LOHE Bioacoustics Lab at the University of Hawaii-Hilo, features different Hawaii birds from the native forests and shorelines, their unique songs, environment, and conservation efforts, and Kamehameha schools selected Kuwehi Hiraishi for a segment in their Song Contest Preshow, with a focus on journalism – specifically Native Hawaiian journalists. Members of the membership department hosted a virtual tour of HPR for the Asia Pacific International School.

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 Nielsen through the Radio Research Consortium. Local business media look at HPR as a viable nonprofit organization worthy of news features and/or comment. 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.
In response to the growing need in our community for food, we asked our members to help us provide meals to their local food banks, in lieu of requesting a traditional thank-you-gift. A total of 12,329 meals were donated among the Hawaii Foodbank, the Food Basket, Maui Food Bank, and the Hawaii Foodbank Kauai Branch.

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

Marcia emailed: I absolutely love this music, tunes like Lei of Stars, Waikiki and Mapuana. This was music which heyday was the romantic era of Hawaii travel and marketing of the islands as paradise. It also paralleled hapa haole fashions – blending the look of uniquely Hawaiian tropical print fabrics, the muumuu and the drapery, fluid lines of the 30’s and 40’s silky dresses and lounge wear. Every time I listen to this music, it inspires at least five dress designs with this retro look. Thanks for your wonderful programs. I hope you’ll do more on this theme.

James emailed: My wife and I listen to HPR religiously whether at home on Maui, LA or Boston, or me on the road, though as you know not this year. …Just wanted to reach out and say thanks for your work….As I mentioned, when I am on the road or working in some far flung studio HPR keeps me connected with the ohana and home. Just another listener who wanted to reach out and say thanks.

Leslie emailed: I was listening to Kanikapila Sunday last week when you aired Olomana’s iconic Kuu Home O Kahaluu, always one of my favorites. As the first note sounded, a sound I can’t quite put into words, I thought, I know this song and I know if from its very first note. How cool. I daydreamed of warm sandy beaches and crystal-clear blue water through the last notes and sighed. And then you said something about what a great sound and how recognizable it is, from the first note! What a joy filled moment, because everyone who was listening had the same response as me – yes an awesome song by an awesome group, and yes, we all know what was coming next because that first note is such a defining note. A collective public radio experience! How great is that! I’d say pretty great.

Steve emailed: …. thank you for the update about the Waikiki Aquarium budget shortfall. Good to hear about the special red-tipped shark “jaws”. …We just visited the Aquarium website and made a little donation. …Thank you for all you do to make HPR special.

Laurie emailed: You’re a station with fundamental integrity; you’re an antidote to the madness, and I learn more from The Conversation about my own state and my own employer (UH system) than from just about any other source I read or listen to, including my employer’s email. So, mahalo, and please keep on keeping on.

Emery emailed: This morning you ran a piece on the restoration efforts being conducted at Alakoko fish pond along the Huleia river. I am on the board of directors and would like to share the story with the rest of the board. Where can I find this story? I know Sarah Brown (Executive Director of Malama Huleia and featured in the piece) is also interested in listening, sharing with those who did not hear it this morning. …Thank you very much for all the wonderful reporting. I am a long time subscriber and value the major role your team has in informing and uniting our community.

Beth emailed: Spending more time at home during our current pandemic mode, has certainly been a trial in many ways for everyone in Hawaii and elsewhere. Thankfully, Hawaii Public Radio has continued to send out a variety of good listening choices to help us keep moving forward. Beautiful music and up to date news is available day and night to keep us informed and entertained and sane! Thank you (and Mahalo) for being there for us – day in and day out. Not only in Hawaii but the rest of the country too. Your continuing efforts make dealing with unusual times bearable. Mahalo and Aloha nui loa, wonderful wonderful HPR!!

Angie emailed: …We are energized by the kindness and sincerity of people we have met here already, and we’re trying to slow down and learn what the island has to teach us. Though it’s a release to be away from the stresses of our mainland lives, it’s also reassuring to know all we have to do is turn on the radio to feel
connected to the rest of the world. Mahalo to HPR for providing such a vital service to the people who call Hawaii home – and for admirers like 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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

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 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.

HPR’s programming continues to provide for unique needs of the community. We continue to seek local sources of neighbor island news and cover neighbor island issues in our regular newscasts. Kani Ka Pila Sunday (Hawaiian/English), Hawaiian Word of the Day (Hawaiian/English), and Classical Pacific (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 Café 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), Manu Minute (featuring Hawaii birds, their unique song, and a discussion on their environment and conservation) environmental features, political features, and Asia News coverage, among others.

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 (currently virtually) 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. Going virtual with donor meetings and station tours because of COVID-19 restrictions has allowed us to include individuals on the neighbor islands and out of state in those events. Likewise, with our virtual Atherton concerts.

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. We continue to seek out collaborative ventures with Neighbor-Island newspapers and stringers to expand our news originating capacity. Delivery of news stories and extended features thorough social media and HPR’s website are underway. Our 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 include them as topics for our weekday talk show.

In fiscal year 2022, we will survey listeners to obtain a broader perspective of how much they value the service we provide and where there are opportunities for program expansion and areas needing improvement. The results of this survey will be compared with those from the 2020 member survey to determine where responses are similar and where they differ.

The Hawaii Community Foundation approved an extension of their grant to a third year. Their contribution supports the cost of an additional general assignment reporter, which allows HPR to extend its coverage of community, economy, and education topics, and engage in communities around these locally relevant topics that are part of the Foundation’s CHANGE framework.

In September 2021, we launch Island Insider, a virtual weekly newsletter that highlights the week’s local news stories spanning from government news to arts and culture.

We expand our local music content by adding two shows. “Hawaii Kulaiwi” – a show that takes a deep dive into the composers, artists, Hawaiian language, and history of Hawaiian music, and analyzes our responsibility to our native land and how it’s been woven into Hawaiian music

“Mauka to Makai”- a show that reflects the sound and varied genres embraced by the generations of people who call Hawaii home, from mauka (mountain) to makai (ocean) and everything in between.

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 view of the cultural, political, and business life of the world at large and a link to and perspective on national and international events. The grant also enables HPR to use the funds it generates to provide quality local programming and maintain its complex transmission network of transmitters, repeaters, and translators which provide two full time streams of programming throughout our State.

Without funding from CPB, HPR would have to reduce the amount of national and international 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.