

Telling Public Radio's Story – Fiscal Year 2020

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. We began by addressing requests for signal expansion, considered areas with no coverage, and strived to provide equal coverage of both program streams statewide. In fiscal year 2020, we were successful in securing a translator license on Oahu and obtained a license for a station on Lanai. The call letters of the Lanai station were changed to KJHF in honor of HPR's founding chair, John Henry Felix. Acquiring a site in South Point on Hawaii Island will complete our terrestrial broadcast network.

Knowing our place in the community, how well we meet its needs, and areas of opportunity for program expansion are important to the station. We launched a member survey in FY 2020 (our third annual member survey) and participated in two national media surveys to assist us with gathering data to evaluate where we are and where we need to improve. The Community Advisory Board (CAB) and our BOD continue to be sources of community information with members representing all major islands. Program coverage is guided in part by a list of issues put together by the station's CAB. 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.

We also evaluated our progress in meeting goals, objectives, and strategies in our strategic plan that focus on meeting the needs of listeners, diversity, and stability.

HPR hosted several screenings, on various islands of Moananuiakea (One ocean. One people. One canoe) – a documentary of Hokulea's worldwide voyage. This event required partnerships with sponsors, community hosts, the filmmaker, and members of the Hokulea's crew. It was a way HPR could reach out to communities on neighbor islands and catch up with members who attended the screenings.

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. Two highlights of the year were the Ala Moana Beach Park cleanup day as part of Matson's Ka Ipu Aina program and the Gin Listen Speakeasy event at the station. Generation Listen continued to meet virtually when COVID-19 restrictions stopped in-person events and expanded their invitation so others on neighbor islands and out of state could participate in their virtual events.

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 programming 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. Neighbor island correspondents, daily Asia Minute reports, 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), the Hawaiian Word of the Day, and Hawaiian music beds with local weather and community calendar reports, round out the news service. This year we reached out to the community for input for our Acts of Aloha During the COVID-19 Crisis, Strengthening Hawaii's Food Systems, Trashing the Islands, and Listening To Neighbors: Life As We're Living It series. Features on the community's opposition to the Kahuku wind energy project and the protests against TMT's construction of

a telescope on Mauna Kea, highlighted the differences between Hawaiian culture, science, and clean energy needs.

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, Maui Classical Music Festival, 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 were presented when Covid-19 restrictions banned in-person concerts. 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.

In fiscal year 2021, the station takes up the opportunity to be the presenting title sponsor of *The Nutcracker*, a performance made possible by the partnership of the Hawaii Symphony Orchestra and Ballet Hawaii. The performance is 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.

HPR hosted several screenings, on various islands of Moananuiakea (One ocean. One people. One canoe) – a documentary of Hokulea's worldwide voyage. This event required partnerships with sponsors, community hosts, the filmmaker, and members of the Hokulea's crew. It was a way we could reach out to communities on neighbor islands and catch up with members who attended the screenings.

We broadcast Civil Beat's Offshore – Season 4: Far From Home. It looked into what is driving so many Hawaiians from the islands today.

The Generation Listen initiative hosted an Ala Moana Beach Park cleanup day as part of Matson's Ka Ipu Aina program. Generation Listen engages with younger listeners through various activities with the hope of strengthening the association these listeners have with the station, so they eventually support the station as a member.

HPR concluded its collaboration with Zocalo Public Square as a media sponsor and provided its 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". The final topic discussed was "Does Hawaii Welcome Immigrants". Content from this public event was edited for broadcast 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.

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.

Helping Hand is a weekly feature that puts the spotlight on an organization or event that aids the disabled and others among the most vulnerable in the community. Some of the organizations featured during the past fiscal year include Alzheimer's Association Aloha Chapter, American Cancer Society, Special Olympics Hawaii, Hawaii Fi-Do Service Dogs, Hawaii Parkinson Association, Big Brothers Big Sisters Hawaii, Hawaii Association of the Blind, Ronald McDonald House Charities Hawaii, Salvation Army, and United Cerebral Palsy Association of Hawaii.

The Off the Road series features interviews with touring musicians sharing their stories remotely about the pandemic and other crises. Among those featured in the past fiscal year were Carlos Santana, Jack Johnson, and Alice Cooper, most with local ties to Hawaii.

We collaborated with Blue Note Hawaii to create a ten-week series "Hawaii Public Radio Presents Blue Note: Virtually Live. This show 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 started airing on KSER-FM in Everett, Washington on March 29, 2020 to help address programming needs caused by COVID-19 restrictions.

Culturally, we collaborate with the Hawaii Symphony Orchestra, Chamber Music Hawaii, Hawaii Theatre, 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, 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 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, Chef Mavro, Foodland, Zippy's, University of Hawaii, Hawaii Pacific University, Chaminade University, Waikiki Aquarium, HANO, Shangri La, PBS Hawaii, Hawaii Conservation Conference (with Nahululehiwakuipapa), Honolulu Rotary Club, Pearl Ridge Rotary Club, neighbor island community charter groups, and a variety of business and cultural partners that assist us with our membership drives. Members of the news team served as judges for the SPJ Louisville awards and the Na Hoku Hanohano awards liner notes and cover art categories, moderated the Hawaii Business Magazine Leadership

Conference, and participated as panel members, moderators, speakers, or workshop hosts with a variety of community organizations.

On the education front... A team from the station (staff from membership, marketing, and programming) did a presentation for 7th graders at St Louis School. They spent time with them talking about the various careers at HPR, answering questions, and shared promotional items. 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 the legacy of lei sellers. *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. Bill Dorman hosted a media roundtable (at HPR) of the East-West Center's 2019 Pacific Islands Journalism Reporting Tour.

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, 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.

Richard emailed: "I'm a classical music fan, and there are so many great programs on KHPR2 that are otherwise absent on the radio. Both KHPR2 and KHPR1 are informative, educational, and are positive, constructive elements of our community. I particularly appreciate all the locally produced shows, like Howard's Day Off, The Conversation, Morning Café, Classical Pacific, and The Body Show. It is very appealing to have a way to visit different facets of our community."

Kimberli writes: "...I love hearing about local people who make a difference and am inspired every week. I value the National programming with complete interviews and actual news makers and great thinkers"

Ashley emailed "HPR is normally our main source of news on our morning and afternoon commutes. Thank you for continuing to provide our community with valuable news and information, even during a pandemic! HPR is a cornerstone of our community and we are grateful for you!"

Eva emailed: "I wanted to send a huge mahalo to all of you. You are a lifeline for my sanity in this scary and difficult time. I can't imagine how I would have survived without you. You are making a huge

difference in thousands of lives. Please share my gratitude with all who are working so hard on our behalf. Let me know if I can help in any way.”

Tad & Lynn write: “It has been an important part of my daily life since the early Eighties in so many ways. HPR and NPR has always kept me current with unbiased, timely and factual as well as scientifically based information with which to see, learn, and navigate this oftentimes crazy world. But that also included generous opportunities for diverse and at times challenging insights and viewpoints from which to grow, develop resilience and compassion to become a better person, parent, grandparent and citizen. The laughter and the stories are also a so very important part of the experience that is shared. Thank you for always being and continuing to be there, hopefully for many years to come. Public radio is like an immense and ever developing audio and resource library of home and the world, which is especially more important in these days and circumstances.”

A listener wrote: “I can’t wait every morning to hear Derrick say, after a slight pause, ...Across the Hawaiian Islands with Olinda Road playing – that’s how I mentally start my day, I’ve dropped off the kids, everything is still chaotic and then Derrick says, It’s 8 o’clock ... across the Hawaiian Islands – after that I’m like OK, what do I have to do today”

Mark emailed: “I just wanted to thank you for your outstanding Classical Music programming. ... Congratulations to you for making such good programming choices, and to your staff for presenting the music in an interesting way. I can always count on your station for finding Classical Music and recordings I’ve never heard before, from a wide variety of historic periods, by a wide assortment of artists and orchestras, and worth listening to. You have outdone yourselves. Thank you for providing the people of Hawaii with the very best of what Classical music has to offer!”

Bob emailed: “I’ve learned the phrase “A hui hou” from listening to Hawaiian Word of the Day. Last year, within a month from returning from Hilo, I was visiting my Dad on the other side of Puget Sound. When riding my motorcycle home, the person collecting fares for the Washington State Ferry at Kingston was clearly from the Hawaiian diaspora, wearing a flower behind one ear. As I pull up, “Aloha”. She said “What did you say?” I repeated “Aloha” She was surprised to hear that from me. We had a brief discussion about me being in Hawaii Island in the past month...As I’m putting on my helmet to drive up to the motorcycle holding area, I said “A hui hou” She leaned back, and with a combination of tears and laughter, almost screamed, “Mahalo nui loa!” Any time you can make a person’s day that way, it’s a good day”

Dave emailed: “I’m interested in learning more about the organization I heard mentioned this morning at 10:00am on HPR1. They are involved in local food production and energy sustainability. If I heard correctly, the name sounded like Pulu Pono, but I cannot find any group by that name. Can you help?” (HPR responded that the name was Ulu Pono)

David emailed: “Enjoyment is far too weak a word for our experience of watching the Moananuiakea. It was encouraging, touching and inspiring. Thanks for bringing it to Kauai.”

Bub emailed: “Wanted to extend humblest of gratitude for your generous support of Monday Night Jazz Jam at Kukuau Studio. Our weekly jam session is stronger than ever and has been given so many great local musicians a reason to practice and travelling musicians a place to share their knowledge of this amazing music.”

Cambria emails: “Thank you for keeping the evening fires burning! I listen far too much to news all day and enjoy the classical station unless I’m playing music myself. I got in a final wedding gig today, very beautiful, before the government shuts everything down tomorrow. My restaurant gig is closed, my violin students stay home. I have no income now and my family is in lockdown in Seattle. I wish it was just a bizarre dream...Then your show comes on and I feel like I’m Home in Good Times. I sleep better for it. Thank you for all that you do for HPR and for all of us out here.”

A listener emails: “I am emailing to mention how much I booged down on the recent April 10th show, it was (is) so groovy and energizing. I wrestle with a back injury and the evening it played and was thereafter

available.. sublime! I think the music just lifted me above (felt it next morning lol) all pain. So much fun! It made me drop into the bunks with a happy exhausted smile.”

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. 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. GenListen is now in its fourth year.

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, 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 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. Bill Dorman is the 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. 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 2021, we analyze the data acquired in the 2020 member survey and media surveys to determine 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 future of HPR, the advancement of its 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 enter the second year of our partnership is with the Hawaii Community Foundation. 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.

The station takes up the opportunity to be the presenting title sponsor of The Nutcracker, a performance made possible by the partnership of the Hawaii Symphony Orchestra and Ballet Hawaii. The performance is a "gift to the community from Hawaii Public Radio", promoted by HPR and broadcast statewide on commercial television. This enables more individuals to enjoy this holiday tradition safely in their homes.

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.