

## Telling Public Radio's Story – Fiscal Year 2023

**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.**

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 questions about signal coverage, highlighting digital and cable options, considering areas with no coverage, and striving to provide equal coverage of both program streams statewide are part of this process. Island Insider provides a weekly recap of the week's news stories covering government news to arts and culture – “a shortcut to selected news content from the newsroom.” 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 Generation Listen initiative continues to engage with younger listeners with the hope of strengthening the association these listeners have with the station. 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 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. Features on neighbor island and local issues, Asia Minute and Pacific News 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 or interests this year included: call-ins/interviews with local mayors to address issues specific to their communities; conversations with the governor about issues affecting the state, Hokulea's voyage, defueling Red Hill, state-wide homelessness/houselessness, the 130<sup>th</sup> anniversary of the overthrow of the Hawaiian monarchy, the possibility of the elimination of the Hawaii Tourism Authority, access to Waipio Valley, and the Mauna Loa and Kilauea eruptions.

*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, 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,

Hawaiian, independent, and international music. Video and audio of the concerts are recorded for later broadcast and posted on the station's website and YouTube so that the experience can be shared with others across the state and beyond.

**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.

Culturally, we collaborate with the Hawaii Symphony Orchestra, Chamber Music Hawaii, Hawaii Theatre, Hawaii Youth Symphony, HOT, HIFF, Early Music Hawaii, Kahilu Theatre, Waimea Valley, Windward Choral Society, 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. The Off the Road series featured interviews with touring musicians sharing their stories about their lives, the music business, and new works.

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 Hawaiian Airlines, Maui Film Festival, Foodland, Zippy's, University of Hawaii, Hawaii Pacific University, Chaminade University, PBS Hawaii, Hawaii Book and Music Festival, Friends of the Library, Hawaii Geek Meet, neighbor island community charter groups, and a variety of business and cultural partners that assist us with our membership campaigns. Our news director spoke about "News Literacy" to members of the Windward Oahu AAUW. Members of the news team serve as judges, or participate as panel members, moderators, speakers, or workshop hosts with a variety of community organizations. Catherine Cruz was a panelist on several PBS Hawaii's Insights shows and hosted the 2022 Hawaii Swimming Hall of Fame awards. Bridging the Gap music hosts provided background music for the Friends of the Library annual book sale while doing outreach on behalf of the station. Our marketing team did outreach at the 2022 Hawaii Geek Meet.

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 weekly features on HPR. *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. Members of various station departments hosted station tours for the Asia Pacific International School, Assets High School journalism mentorship program, and the New Comers Club. Our news director was part of the Hawaii segment of the East-West Center's 2023 Senior Journalists Seminar, and served as a panelist for their SJS program event. Russell Subiono served as a speaker at the UH Hilo Inaugural Media Symposium and Parker School's Career Exploration Day.

We concluded our Military Voices Initiative partnership with StoryCorps by hosting a listening event and talk-story session at the station with individuals who shared their stories with HPR and StoryCorps. Selections of the recordings were broadcast nationally by StoryCorps. HPR included segments in local

newscasts and produced a special one-hour broadcast to commemorate the stories shared by military members and their families.

**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 and our app expand our reach beyond Hawaii. Forming core volunteer groups on the neighbor islands and Oahu has been vital to our continued success. They become the bridge between HPR and local community and serve as a catalyst to raise awareness and support. 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.

Our current chair states that the power of the community is the pulse behind everything we do, from the programs that have become a part of your routine, to live performances that bring us together with local artists, to new initiatives and services.

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

Emily Alfin Johnson of NPR writes: “Your newsroom is such a star in this network, and the beautiful public service you provide is inspiring. Please know that your incredible, powerful service is seen, and if you ever need a champion, I am here” ... Excerpts from her comments regarding HPR’s coverage of the anniversary of the overthrow of the Hawaiian monarchy follow: ...” the depth of coverage of the native Hawaiian community, commitment to the Hawaiian language ‘Ōlelo Hawai‘i, on air and online is incredible in no small part thanks to incredibly motivated staffers like GA reporter and powerhouse Ku‘uwehi Hiraishi who has built “a de facto ‘ōiwi beat at the news station,” ... and Leilani Poli‘ahu, who has been host of the station’s “Hawaiian Word of the Day” since 1994.... Krista and the HPR crew did a beautiful job weaving in internal links to relevant past coverage alongside powerfully captioned photos of the march that helped to honor the moment locally, and provide context for national audiences learning about the significance of the march for the first time. The type of storytelling that proves the power of local journalism beyond its home community.”

Dr. Kapua Chandler states “It can be easy to feel disconnected in a remote location, but HPR plays a vital role in bridging this gap. HPR goes beyond surface-level news, bringing deeper stories that might otherwise remain unheard. I believe that having access to information is crucial for understanding our place in the world, and I’m grateful to have them on the airwaves.”

Michael Yano writes to a partner – Center for Oral History: After hearing a segment on HPR, he contacted the Center for Oral History to request a copy of the full audio. Excerpts from his letter follow:...”I want to thank you on behalf of the next generation to benefit from knowing about their grandfather’s life, and his valuable work in establishing some milestone public awareness, and consequently new legislation. I am grateful that they will get to know their grandfather beyond the infamously public issue of freedom of choice for childbearing women. The impact of the human-interest story of his life bears a personal significance to our family, especially for those who were not around or aware during his lifetime.”

Jordan Lee states “HPR is the voice of the community. And, like a community, it’s made up of groups of actual people. It’s really a reflection of us. Public radio acts as a gateway for information and develops a better-informed community, ultimately making it a better place for everyone.”

Eve Epstein writes: “I was very impressed with how much local programming you provide... and it was helpful to us. Just as we were about to go on the highway between Waimea and Kona, we heard an interview with a student who had done a school project on all the animal deaths on the roadway (feral pigs, goats) and who was instrumental in getting official attention to have signs posted there soon. We made note and were extra careful on the drive! Anyway, I just wanted to let you know that I was listening, and appreciate all you station is doing. Truly a great resource for island visitors.”

Dennis Cruz writes: “Just wanted to say mahalo for bringing us the wonderful music every Sunday. I particularly enjoy hearing some of my favorite mele in different versions I’ve not heard before. Also, I appreciate the meanings behind some of the songs and even more so the counters. I truly look forward each week to the show. I live on the mainland in New York. Your show especially brings me joy and a sense of calm at times, whether driving to and from work or at home. Truly brings the state of my mind back to the islands.”

Robert Graham writes: “I’m so pleased and proud to realize that I have been able to support HPR for 40 years through my career as a public school teacher and now retirement. HPR membership makes us feel part of a community that has always strived to grow and make its resources available to people wherever in Hawaii they live. The growth of local news coverage has been remarkable, and the classical music and national news are something that I count on every day, whether I’m in Hawaii or travelling and checking in on the HPR app”.

**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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. 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 Hawaii Kulaiwi (Hawaiian/English) help to perpetuate the Hawaiian language, and allow us to reach out to our Hawaiian community through word and song. Mauka to Makai reflects the sound and varied genres embraced by the generations of people who call Hawaii home. The Brazilian Experience (Portuguese/English) features Brazilian music and introduces listeners to various artists. Classical, blues, jazz, Americana, and international music complete the spectrum of choices available to listeners. Take Over Tuesday was a segment added to Classical Pacific where the host shares the mic with students and community musicians to talk about their perspectives on classical music. 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, Pacific News Minute, and Asia News coverage, among others.

Island Insider, a virtual weekly newsletter that highlights the week's local news stories spanning from government news to arts and culture was added to enhance local news coverage and provide a news source for those unable to listen. On the Ledge shares the latest news from inside the Hawaii State Capitol for those looking for highlights.

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 to 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 topics of interest to them. Donor meetings and station tours provide those who attend an opportunity to experience the creation of live broadcasts and the administrative side of our business.

We welcomed Francis Lam and the Splendid Table in February 2023. This was the first national show we hosted since the pandemic. We partnered with the Culinary Institute of the Pacific at Kapiolani Community College and the Hawaii Theater to present a show which featured local chefs, restaurateurs, and others in the culinary industry. The event provided the host, guests, HPR listeners, and individuals following local cuisine, the opportunity to share in a discussion about Hawaii's food culture, cuisine, and the distinct food-related challenges we face. The event was recorded for national and local broadcasts. We also partnered with the Hawaii Theatre for The Moth and went on the road with David Sedaris-bringing his show to three neighbor islands.

We continue to seek out collaborative ventures with Neighbor-Island newspapers and stringers to expand our news originating capacity. A second digital producer position was added to help address the increased demand for the delivery of news stories and extended features thorough social media and HPR's website. Our website and HPR app make it easier to connect with the station, access podcasts, link to longer features, and keep connected to the station wherever you travel or live. Podcasts are our next area of opportunity where we can provide in depth reporting on local issues communities grapple with on a daily basis and have the content available for individuals to listen on their time rather than being tied to a live broadcast. Segments from the podcasts would be featured in the station's daily news magazines to increase awareness and interest while providing information to those who just want to listen to highlights. 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 and features in our newscasts

In fiscal year 2024, we focus on the impact of the Maui fires, provide information on assistance available, and report on varied aspects of the initial fire and Maui's recovery – both as a sense of place and the impact on its residents; hire our first full-time neighbor island reporter and a Director of Community Engagement and Strategic Initiatives to assist with expanding our connection to the communities we serve; produce and present a five-segment podcast on land ownership in Hawaii and its impact on the communities across the islands; and survey both members and non-members (sourced by an independent organization) to determine how we're perceived in the community, how much they value and trust the service we provide, and where there are opportunities for program expansion or areas needing improvement.

**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 locally generated funds to provide two streams of quality local programming throughout our State, expand digital services, and maintain its complex transmission network of transmitters, repeaters, and translators.

Without funding from CPB, HPR would have to reduce costs. Reductions could affect the amount of national and international programming purchased, locally generated programming and services – including staff, and possibly coverage. Our listeners would find the variety of intellectual and cultural choices as well as locally produced programming reduced. Some could find their terrestrial service gone.