

Telling Public Radio's Story – Fiscal Year 2022

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. In FY 2022, we surveyed the listening audience instead of just members to get a broader perspective of areas of interest, whether our service is trusted and/or valued, and where there is an unfilled need or need for improvement. Participating in the Public Radio Tech Survey helped us understand how individuals listen to radio, if there are other methods of delivery we need to consider to reach a broader audience, and how listening has changed. We launched Island Insider which 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 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: call-ins/interviews with local mayors to address issues specific to their communities; changing Covid restrictions and safe travel regulations; the pandemic's impact on local food banks; the Kilauea eruption; and the Red Hill fuel leak, water contamination, and shutdown.

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 continued to replace in-person concerts because COVID-19 restrictions banned in-person concerts. We are looking forward to hosting in-person concerts in FY 2023.

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 approved an extension of their grant to a third year. Their contribution supports the cost of a 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 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 Smokey Robinson, Joe Satriani, John Cruz, Artimus Pyle, and Herb Alpert.

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, OIelo, 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, neighbor island community charter groups, and a variety of business and cultural partners that assist us with our membership drives. Jose Fajardo represented HPR at a "free speech" segment on Island Focus and was awarded the PRRO award in recognition of his leadership and commitment and service to public media. Bill Dorman joined a panel discussion on Media and Security for DKI APCSS, attended Zoom calls with journalists from the Asia Pacific and East West Center as part of a program of education/development, called Talanoa, and hosted two classroom sessions with Punahou's Asian Studies sophomore students. Kuuwehi Hiraishi participated in the Annual Native Hawaiian Convention and NPR's

Twitterspaces event on what 2021 meant for indigenous communities and what lies ahead. Jayna Omaye participated in a panel presentation by the next generation of leaders who are helping to preserve and perpetuate the legacy of Hawaii's Nisei soldiers. Derrick Malama did voice over narration for the "Ke Nui Road" pilot. Jason Ubay moderated a panel at the Asian American Journalists Association. Louise Lanzilotti narrated Peter and the Wolf in Hawaiian – part of the Hawaii Symphony Orchestra's series of keiki concerts. Jon Alan welcomed the New Year with a live radio show which included a countdown to midnight followed by a medley of music synced with Waikiki New Year's Eve fireworks show. The Waikiki Improvement Association sponsored the fireworks show. 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 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 the membership department hosted a virtual tour of HPR for the Asia Pacific International School.

In June we partnered with StoryCorps to gather audio conversations from Hawaii residents about their military experiences. The project included interviews on Oahu and the neighbor islands, providing an opportunity for HPR staff to gather with supporters, those sharing their stories, and the StoryCorps team.

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.

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

Kit Cameron and Peter Vaccaro write: As a teacher in the San Francisco Bay Area, I drove from one school to another every day just at the time of Talk of the Nation. Neal's program was my mini respite in the day and I was indignant when he was taken off the air. But it was with delight that I started to hear his voice on HPR and I was so glad he found a home, growing macadamia nuts. ...I bet you all have some great stories about Neil. Just wanted to let you all know that we will miss him, as you do.

Danielle Dabler writes: As a founder of Gen Listen at NPR in 2012, it was heartwarming to stumble across your HPR Gen Listen initiative today. It was always meant for NPR's member stations to develop their own versions and pass on the values of public radio to the next gen. Love the sizzle and your GL hub page. Keep up the great work!

Suzanne McClure writes: Just heard you play Errol Garner...A Foggy Day in London Town. Wow! He's my all time fave pianist. My mom would play his music on our Hi-Fi when I was a child, so I grew up with him almost daily. I'm 72 now and hearing that tune brought back to me a mood of reverie. Thank you.

Laola (Lake) Aea writes: to Derrick – I have listened to his show for YEARS and have appreciated every minute. My father is the late Tommy Lake, the bass player and falsetto singer of the Kahauanu Trio and so I was immersed in the Hawaiian music from birth. We had so many “Kanikapila Sundays” at our home as I was growing up. All the uncles and aunties that I would later learn were icons of the Hawaiian music and dance ...the list is endless and the memories will forever be with me. Derrick's show took me back to my upbringing every time it aired. I do understand the need to now “Malama Derrick” – Mahalo for the wonderful years.

Cambria Moss writes: Mahalo to Catherine Cruz for saving at least two lives here on Maui!...I heard Catherine Cruz's story/interview about the new Monoclonal Antibody treatment center on Maui. A week later I called my best friend for talk story. She is one who has been afraid to get vaccinated and has been very careful, always wears a mask and self isolating etc. She answered the phone coughing. I asked her about it, she said that she and her husband, both in their 70's had been sick for five days with a really bad cold and could hardly walk to the kitchen and were sleeping all the time. I questioned her carefully, and made a list of all the symptoms, start date, etc. and said “you both need to get tested for Covid right away.” She said why would I want to do that? I explained what I'd learned from “The Conversation,” we called an expert, and they were tested and treated the next morning, just in time for early intervention treatment to work. Now it has been a week, and they are recovering very well. I am grateful for the local shows, jazz, DJ Mr. Nick, Sunday Baroque. Most especially to Catherine Cruz for saving lives on Maui.

Jessica Behnke writes: As a child of musicians who grew up playing/singing Jobim in Portuguese with my Dad (though I wasn't always sure of what it meant) “Brazilian Experience” has become a ritual in our home to celebrate the end of each wonderful weekend. The music brings such joy, and Sandy has a gift for curating a perfect balance of musical styles each week that keeps us on our toes, dancing through our Sunday evening into the next week...Mahalo for keeping hips swaying and our hearts light!

Vanessa and Eric Ott write: HPR is my #1 go-to radio station. Listening to HPR while I commute to work, I have learned a tremendous amount of useful information which improves my life every day. “The Body Show” has been particularly helpful. HPR is a very important source of intellectual stimulation in the American wasteland of ignorance. ...I am grateful that you exist...Mahalo for our local shows, and for being a venue throughout the islands for all the great National Public Radio shows too.

Danette Kong writes: Mahalo, Kuuwehi for your coverage of the Aina Kupuna Bill! I really believe your exceptional coverage made a difference, not only in helping get the work out, but in getting the bill passed! We on Maui are SO THRILLED. Just want to mahalo you, plenty-kine.

Beth Anderson writes: All the best to Noe Tanigawa. I am really going to miss her always interesting, always enlightening and inspiring reporting on arts and culture events and shows. She always wanted to make me run down and see the exhibit or performance she was reporting on.

Sherry writes: Your Sunday Kulaiwi program is just terrific! I love your song selection, and the commentary. It is so interesting hearing the detail you provide about the song and the singers. And the music is really beautiful. My dad was in the navy, stationed in Hawaii (from Oakland, CA). He was at Pearl Harbor, many months before Dec. 7, 1941, and was stationed at Pearl for the duration of the war. His stories about that time focused on the awfulness of war, not the loneliness he must have felt, but on the warmth and hospitality of the local residents, the beauty of the islands, and just having fun (the fun part

prior to Dec 7th, mostly). ...So much of our music reflects that time, and brings the feeling of my late parents into the room. And again, your music selection is really interesting and it's all lovely to hear.

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 2022, and any plans you have made to meet the needs of these audiences during Fiscal Year 2023. 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. 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), 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.

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

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. We are working back toward in-person tours.

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, 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.

The Hawaii Community Foundation approved an extension of their grant to a third year. Their contribution supports the cost of a 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.

We expanded 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.

In fiscal year 2023, we will compare the results from our FY 2022 listener survey with those from the 2020 member survey to determine where responses are similar and where they differ. We hope to determine what impact we have on the community, how much they value the service we provide, and where there are opportunities for program expansion or areas needing improvement.

We welcome Francis Lam and the Splendid Table in February, bring back live music at the Atherton with a season featuring Hawaiian music, welcome the return of Pacific News Minute, determine the best use of funds provided by a generous donor to further HPR's mission and serve listeners, and invite students as guests on Classical Pacific.

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 locally to provide two streams of quality local programming throughout our State and maintain its complex transmission network of transmitters, repeaters, and translators.

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.