

KAKU – LP RADIO (88.5 FM)

PARENT COMPANY
MAUI COUNTY COMMUNITY TELEVISION
DBA: AKAKU: MAUI COMMUNITY TELEVISION

Akaku has been doing business as a 501c (3) Non-Profit Corporation in Maui County since 1992. We have a proven track record with the DCCA and our community at large as being the sole provider of public access services in our community. We are an organization that the community trusts and has come to rely on for providing services above and beyond what is expected. Akaku is on the cutting edge of technological advancements in the field, actively upgrading our radio station and working with local government to improve the way we keep our community informed. Not only are we creating a daily Maui news show featuring “citizen journalists” but we are “streaming” current events via the internet on our website.

The addition of KAKU Radio to the Akaku family began in 2005. The beginning format was to provide a wide-range of music playing uninterrupted twenty four hours per day. In 2007, with the trend of local Maui radio veering away from traditional Hawaiian music, KAKU began increasing its traditional Hawaiian music format. The response was incredible. The public began tuning in and writing letters to the editor in the local newspapers thanking us for bringing back “the real Hawaiian” music to the community. KAKU Radio is being developed to serve the Maui community with the same objectives and with the same quality that our television programming has always served the community. The following information clearly exhibits that KAKU is already a valuable resource to the Maui Community and outlines the plan to increase that service.

Our Mission is:

**“Empowering Our Community’s Voice
Through Access To Media”**

Our Vision is:

- √ Promote free speech and expression
- √ Create and disseminate local quality programming
- √ Preserve Maui County’s unique culture
- √ Serve as a community information network
- √ Provide educational opportunities in radio production

Seven Strategic Directions to implement the upgrade to the radio station are identified as follows:

- √ Fund Development
 - Promote development of funding resources on air for both KAKU and Akaku
 - Create transparency in all Funding proposals from both the public and private sectors
 - Promote scholarship funds for training programs in both radio and television production
- √ Entertainment
 - Provide a venue for traditional and contemporary Hawaiian music
 - Provide a wide-range of contemporary music
 - Create a venue for local DJ's and technical production people to develop skills in radio production and air their work
 - Create new local radio programming with emphasis in Hawaiian culture
- √ Education & Culture
 - Hawaiian Friday radio show
 - Broadcast of Na Mele O Maui Children's Song Competition
 - Develop strategic alliances with the Lahaina Town Action Committee, Focus Maui Nui, Maui Economic Development Board, County of Maui Office On Aging, Aloha House, County of Maui Public Information Office, Mayor's Office, Alexander & Baldwin, the Maui Poetry Slam, Hana Taro Fest and programs from the Maui County Correctional Facility and airing of the "Focus Green" series
- √ Community Outreach
 - Election night coverage
 - Clips from the Maui Daily News Show, an Akaku production that is created for the Maui community by the Maui community
 - Broadcast community events such as the visit of the Da Lai Lama, the inauguration of Mayor Charmaine Tavares the Mayor's State of the County address and the Hawaiian Superferry court proceedings
 - Allow Non-Profits such as the Hui Malama Learning Center Literacy Reach-Out Programs, the Maui Humane Society, the Maui Food Bank and Maui Economic Opportunity to create and air PSAs (Public Service Announcements).
 - Allow Sports teams to inform the community about their current events
 - Create a venue for community members to "Speak Out" on current issues in the Maui Community

√ Program Development

- The Akaku website has been totally redesigned using the latest web authoring tools such as CSS and Joomla that will allow immediate content updates via any internet connected computer. This will remove the need for specialized html training for web authoring and reduce delays in posting messages and announcements on the web site. We have accomplished full “streaming” media for both the radio and the television station. This includes all three of our television channels, specialized events such as the Maui Writer’s Conference, Poetry Slams, Court proceedings and meetings including Board of Directors Meetings. We have a on-line video archive that includes PSA’s, shows that have been streamed previously live, past Board of Directors’ Meetings and tutorials detailing how to use all the features of Akaku services.
- Akaku: Maui Community Television continues to provide up to date information to the Maui Nui community including representatives speaking about media to service groups including Rotary, Maui Economic Development Board and cultural organizations and clips from this outreach media will be also aired on the radio station.

√ Advocacy

- There is a sustained effort on the part of board members, interested citizens, friends of Akaku and staff to secure and uphold the principles of free speech, home rule and the free expression of a variety of viewpoints from diverse and often antagonistic voices across a broad spectrum of Maui Nui residents. Great effort was put forth to restore “electronic democracy” to the community as a shining example of empowerment for the entire community’s voice through access to media.
- Media literacy and citizen journalism seminars will be held to educate Maui Nui residents on significance of local community media and history and rationale behind PEG access and this information will be aired on the radio station.
- Engage citizens in democratic public discourse by improving all aspects of impartial television, radio and internet coverage including video on demand reports of government affairs, events and topics of public importance, and by giving voice to issues of uniquely local significance, Akaku continues to be on the forefront of building greater community awareness and engagement with each other for the common good.

√ Future Planning

- In the future, we are continuing to develop all Akaku media to be the top news source for Maui events with the Maui Daily News Show that will be “live streamed” with clips on the radio and live on our channels. This show will be produced by the Maui Community about the Maui Community for the benefit of the Maui Community.
- Local *kupuna* will be encouraged to develop radio programming to continue the dialogue to preserve the unique local qualities of the Maui Community

The development of our wonderful radio station, KAKU, will be an important asset to the family of media alternatives of television, radio and web streaming that we have strived to create. This upgrade is essential to the master plan of creating a local based media that offers a voice to the Maui community. Akaku has and will maintain the quality of service that the Maui Community has come to expect and we will move forward to develop and upgrade offering new and exciting opportunities to the residents of Maui Nei.