



CHELSEA GROUP LIMITED

The productive partnership between Chelsea Group and Hawaii Public Radio.

Andy Beth Miller

“National Public Radio has been an important part of my life for more than four decades,” said Chelsea Group, Ltd. CEO George Benda. “When looking for ways to invest in the community, I looked to HPR. They foster the news and dialog that Hawaii needs to keep moving forward. We need the quality and objectivity of Public Radio now more than ever.”

Proudly celebrating its 35th Anniversary on-air, Hawaii Public Radio (HPR) is among the organizations that Chelsea Group, Ltd. is proud to sponsor. Serving as the Aloha State’s only official NPR affiliate, HPR is responsible for bringing educational, inspirational, informative, and enjoyable radio programming to the Islands daily. “We’re independent and community owned, community supported, and community focused,” explains Cat Gelman, HPR Corporate Relations Director. Community is clearly the number one focus of the foundation, and is a motif infused into every aspect, right down to how HPR first forged its partnership with Chelsea Group.

“This is really a community story,” reiterates Gelman. “Our relationship with Chelsea Group and George Benda began with an introduction from HPR board member, Deane Neubauer, Professor Emeritus University of Hawaii and Senior Consultant at the East West Center. I visited George and Dricka at his office with my assistant Donna, and we learned about his business, and who he is as a person.” It was this meeting, and the CEO’s integrity and character, that truly impacted Gelman and solidified her organization’s resolve to partner with the Chelsea Group firm.

“George’s authenticity, generosity, and community-minded approach to his day-to-day life and business is inspiring,” she continues, before recalling Benda’s going the extra step in adding a personal touch to her Chelsea Group office introduction. “After we finished the paperwork, he took the time to walk us through his company and introduce us to each person there – sharing the news that Chelsea Group would be sponsoring HPR.”

HPR General Manager José Fajardo also highlights how important community focus is as an under-riding theme for HPR. “Our programming benefits the community, because we are able to provide unfiltered and unbiased news and information in an in-depth way,” including local news and music. “HPR is community owned, community supported, and community focused,” he says, revealing that “96% of our 5.3 million dollar operating budget comes directly from our local Hawaii community—and of that, about 25% is raised by business communities that want to support public radio’s mission.”



Chelsea Group Building Scientists volunteer to answer phones for Hawaii Public Radio's fund drive

The fact that HPR is completely self-sustaining is a testament to the organization's fierce determination to remain independently operational, and to its general hutzpah, but it also means that its continuation requires much support from the surrounding community which it serves. Gelman explains a bit about how Chelsea Group is aiding HPR in its current endeavors, stating that, "The station recently completed its statewide signal expansion, and it's a fully statewide network with 15 broadcast installations. Chelsea Group is one of almost 200 local



businesses who sponsor (underwrite) HPR programming." She continues to share that, "Chelsea Group's gift contributes to the overall running of the station. That means when you turn on the radio and listen to your favorite programs, Chelsea Group, as an underwriter, is helping make it possible. We are able to continue to operate independently because of the local community support from individuals, via membership, from foundations and trusts, and from organizations, via underwriting. We greatly value our partnership with Chelsea Group."

Specifically, Chelsea Group underwrites: the most listened to morning and afternoon news programs in the country, NPR's Morning Edition and All Things Considered; another NPR program, The TED Radio Hour – based on Talks given by speakers on the world-renowned TED stage; And Marketplace from American Public Media, featuring timely coverage of business economics, the global economy, financial markets and personal finance. The stories heard on HPR are not only informative, but are also inspirational and generate conversations and connections throughout the community.

"Picking from the diverse programming of HPR for sponsorship opportunities, my focus was on a few basic thoughts: support good business reporting; encourage good science and technology reporting; and bolster thoughtful dialog," explains Benda. "I find APR's Marketplace to be among the most digestible of business, news with great story sense, and a willingness to look at the numbers. The TED radio hour is inspirational—I've learned amazing things in science, technology, and human affairs. And the ceaseless efforts of the Morning Edition and All Things Considered global team keeps us all informed well beyond the headlines."

According to Gelman, "The station's listening audience is at an all-time high," thanks to Chelsea Group and sponsors like it. "Our partnership with Chelsea Group helps us to continue to educate, inform, and inspire almost 200,000 weekly listeners."

And when questioned further about HPR's partnerships, Fajardo regards each as falling "more on the philanthropic side of supporting a community asset, which HPR certainly is." So, as far as the General Manager is concerned, in regards to the motivations of the companies involved, including Chelsea Group, altruism and a true desire for community enrichment is the key catalyst for coming alongside HPR.

"Public radio is a partnership," he continues upon the theme gratefully. "Because our listeners not only support us with their listening, but also with their treasure chests." He goes on to share that, in his experience, usually it is the CEOs themselves that are listeners first, who

realize the true service the programs provide to the community, and in that awareness, then recruit their organizations to join alongside the endeavor.

And what exciting things are on the horizon for HPR, one may wonder? Plenty, explains Fajardo, sharing about HPR's upcoming Program Realignment Project. Come Valentine's Day, February 14, HPR will be taking its current programming—from what Fajardo describes as a "patchwork programming"—and realigning its schedules, with the moving of all news and information to one stream, and classical music to a separate second stream. "Doing so makes it easier for listeners to find their programs, as well as provides for a better flow," Fajardo shares. "These types of projects that benefit the community are just what Chelsea Group helps us achieve."

For more information on Hawaii Public Radio and how to donate visit:

https://members.hawaiipublicradio.org/?_ga=1.241857729.235116645.1484696754

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ABOUT Chelsea Group

Chelsea Group is a Hawaii-based building science consulting firm specializing in preserving and enhancing the mechanical infrastructure in existing commercial office, institutional, retail, and industrial facilities. For more than 25 years, Chelsea's building scientists and engineers have solved problems and found opportunities that add asset value to these properties. The Chelsea team is widely recognized for its thought leadership in sustainable, high performance buildings.