Community Representation Statement (Feb. 2024)

WEKU management will review biannually with Eastern Kentucky University the station’s community representation goal and any revisions to that goal. Management will also review practices designed to fulfill the station’s commitment to community representation and meet applicable FCC guidelines (47 C.F.R § 73.2080).

Management met with the EKU Administration February 15, 2024 to conduct an annual review of the station’s community representation goals and revisions.

WEKU strives to represent Central and Eastern Kentucky in our broadcast programming and in our staff. We aim to tell the stories of our region and reflect our communities. In addition, we aim to tell stories of underserved populations to broaden our listeners perspective on Kentucky, the nation and the world.

WEKU staff composition (Feb. 2024):

- 15 staff
- 100% White
- 8 Male
- 7 Female

WEKU is governed by the EKU Board of Regents. Board composition as appointed by Governor:

- 11 people
- 91% White
- 9% Asian
- 9 Male
- 2 Female

WEKU has prioritized the following to make progress toward community representation goals:

- Recruit and interview candidates for all open positions that is representative of our communities
- Increase local news, feature reporting and interviews of diverse sources
- Identify and add to programs schedule programming that reflects our audience
- Identify and add programming that is different from our audience to provide a more diverse perspective

Results:

WEKU continues to make efforts to recruit and hire staff representative of rural Central and Eastern Kentucky. has struggled to recruit diverse talent pool of applicants for open positions.

WEKU has also implemented a source tracking program for all news stories beginning in CY 2024. The tracking is managed by the News Director and reported to the Director and General Manager on an annual basis. Data from this report will be included in future Community Representation statements.