

Grantee Information

ID	1418
Grantee Name	WEKU-FM
City	Richmond
State	KY
Licensee Type	University

6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2023. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

Joint licensee Grantees that have filed a 2023 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

1. 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.

WEKU hosts a weekly public affairs program, Eastern Standard, which provided coverage of local issues unique to Central and Eastern Kentucky through an in-depth and interactive discussion with guests. The program also engages the public via social media, emails and telephone. We also produce local news stories for our air and online that address these issues and are reflected in our quarterly issues and programs list. During this fiscal year, WEKU aired a series of one hour documentaries on the 2022 Eastern Kentucky flooding, a proposed federal prison in Eastern Kentucky, the end of chemical weapons disposal at a military site in Central Kentucky and logging in the Jellico forest in Southern Kentucky.

2. 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.

WEKU partners with 3 other public radio stations in Kentucky to produce and share content within the Kentucky Public Radio Network. We also share other back-office best practices and group-service with our colleagues again thanks to CPB's assistance. The partnership also includes a statewide salesperson who has been successful in selling underwriting on KPR stations including WEKU. The revenue generated

from this sales position has helped pay for that position as well as other KPR content positions. WEKU partners with local non-profits including Kentucky Humanities to produce a daily segment on Kentucky History.

3. 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(s) served.

WEKU Partners with the Lexington Philharmonic to broadcast performances over our nine-station broadcast network. This partnership has raised awareness of the arts and classical music in our community and increased the Orchestra's profile in the community. LexPhil has indicated to us that our underwriting trade and broadcast of concerts has increase attendance at live performances which is crucial to their viability. We also partnered with the Lexington Chamber Orchestra to broadcast select concerts on 88.9 FM

4. 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.

Our local news coverage featured stories that regularly highlighted the views of minorities, ethnic groups and other protected classes including gender identification and orientation. We also air programs that focus on African American issues including Our Body Politic and Notes from America.

5. 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 is critical for WEKU to serve the most rural parts of our coverage area - specifically southeastern Kentucky and what is defined as the heart of Appalachia, one of the poorest and most under-served regions of our country. We could not do local and regional reporting from this area without CPB's help. The rural grant provided by CPB allows us to broadcast to the rural community through WEKP Pineville. As one of the only broadcast outlets that covers rural Central and Eastern Kentucky, WEKU remains the go-to station for local, regional, national and international news. In many communities of service - we're the only source of direct and original reporting on state government and legislative issues.

Comments

Question	Comment
No Comments for this section	