2022 Diversity Statement

WEKU management will review annually with Eastern Kentucky University the station’s diversity goal and any revisions to that goal. Management will also review practices designed to fulfill the station’s commitment to diversity and meet applicable FCC guidelines [47 C.F.R § 73.2080].

WEKU strives to represent the diversity in 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 the underserved and minority populations to broaden our listeners perspective on Kentucky, the nation and the world.

WEKU staff composition (October 2022):

- 13 staff
- 100% White
- 7 Male
- 6 Female

WEKU is governed by the EKU Board of Regents. Board composition as appointed by Governor (October 2022):

- 11 people
- 91% White
- 9% Hispanic or Latino
- 7 Male
- 4 Female

Over the past 2-3 years, WEKU has prioritized the following to make progress toward its diversity goals
- Recruit and interview more diverse candidates for all open positions
- 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

Demographics of WEKU’s 5 most populated coverage areas (2021 US Census)

**Lexington**

- 73.7% White
- 14.6% Black or African American
- 7.5% Hispanic or Latino
- 49% Male
- 51% Female

**Richmond**

- 87.6% White
- 6.0% Black or African American
• 2.4% Hispanic or Latino
• 46.5% Male
• 53.5% Female

Frankfort
• 74.1% White
• 14.9% Black or African American
• 5.4% Hispanic or Latino
• 47.7% Male
• 52.3% Female

Berea
• 91.1% White
• 4.0% Black or African American
• 4.7% Hispanic or Latino
• 49.7% Male
• 50.3% Female

Hazard
• 91.1% White
• 2.1% Black or African American
• 2.7% Hispanic or Latino
• 51.7% Male
• 48.3% Female