Local Content and Services Report – 2022

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.

WUKY adopted its new Strategic Plan in April 2022. This document calls upon the station to create extraordinary local news, increase the diversity of its news sources, contend for state and regional awards, and partner with and engage the Central Kentucky community. WUKY accomplishes these goals through the production of 11 daily local newscasts, long-form content devoted to business, medicine, the arts, history, education, and agriculture, podcasts and on-demand content (many of which are repurposed from the preceding list), and in-depth news reports.

In addition to broadcast, these productions are readily available via smart speakers, the WUKY phone app, NPROne, and WUKY.org. Our website is devoted primarily to local news with stories and on-demand content updated throughout the day. The site also hosts our public affairs & entertainment newsletters, KY Hall of Fame Journalist Ken Kurtz’s blog I’m Just Sayin’, Tax Tips, and more.

Across all platforms, WUKY News focused on three key areas important to the region during the year: the COVID-19 pandemic, social justice/racism/diversity, and state government. In December, a devastating tornado touched down in Western Kentucky, and we devoted significant resources to coverage of the event and its aftermath. Our coverage was picked up by NPR.

As the pandemic dragged into its second year, in-person engagement and education services from the station were once again replaced by online events. WUKY’s studios were closed to the public until August. Our annual podcast training event for high school and middle school students was moved to Zoom. The event was recorded so that those who could not attend in real time were still able to access the information. Lexington’s Sayre School was one of this year’s Grand Prize winners in the NPR Student Podcast Challenge.

Other WUKY community partnerships and collaborations are described below.

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.

Public media partners: WMKY/Morehead State Public Radio (news & programming exchange), RadioLex (supply news programming, support & consultation), WRFL (engineering/legal services collaboration).
**Education partners:** University of Kentucky (UK) (internships, recording studio for classroom use), UK Opera Theatre & UK College of Fine Arts (promotional support; free use of recording studio), UK Diversity and Inclusion Task Force (PSA production), UK School of Journalism (internships), UK College of Agriculture (From the Ground Up; Farmer's Market Report), UK College of Business and Economics (Tax Tips scripting), UK’s KY Women Writers Conference (Women Writers Hour), UK Pharmacy/UK News Service (produced/aired vaccine spots targeting Latinx listeners), Dunbar High School, Leestown Middle School, Woodford County Middle School & Frederick Douglass High School (podcast training), Fayette County Public Schools (EBCE student internship program).

**Non-profit partners:** Central Music Academy (musical instrument drive), Public Media For All (DEI), LexVote (Election Hub Project for primary & general election), AthensWest Theatre (produced broadcast of two original dramas & a Christmas show), Lexington Chamber Music Festival (broadcast), Lexington's Carnegie Center (KY Great Writers broadcasts), Commerce Lexington (event sponsorships), Kentucky Broadcasters Association (state EAS plan), Radio Eye (provide subcarrier), Bluegrass Greensource (promotion), God’s Pantry Food Bank (Feeding Kentucky project during December fund drive), Roots and Heritage Festival (Media sponsorship), Lyric Theatre (event sponsorships), UK Women’s Club (event sponsorship), Francisco’s Farm (sponsorship; selected bands), Picnic at the Pops (event sponsorship).

**Business partners:** Business Lexington & Lane Report (weekly business segment/podcast), Lexington Farmers Market (weekly Farmers Market report), Mr. Sparkle Car Wash, Stewart Perry of State Farm Insurance, Anita Britton of Britton Johnson Law, and Clark Material Handling Company of Lexington (Backpack project during WUKY’s December Fund drive; Powerhouse of Giving partnership), Big Ass Fans, KY Eagle & Tiffany’s (neighborhood cleanup event)

**Government:** Madison County Emergency Management (technical support and use of subcarrier for AlertUS system), Lexington-Fayette Urban-County Government/LFUCG (emergency communications; traffic information).

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.

- WUKY’s December Fund Drive filled 1,000 backpacks with food from God’s Pantry Food Bank for needy children in Central Kentucky.
- Via WUKY’s subcarrier, the Radio Eye reading service was able to serve 9,700 Blind and physically handicapped listeners.
- WUKY produced three original radio dramas with AthensWest Theatre, including the story of Nancy Green, a formerly enslaved Black woman who was the first to portray
Aunt Jemima. Her likeness was used up until last year when the product name was changed to Pearl Milling Company. This production enabled AthensWest to continue reaching its audience during a time when public performances were shut down due to COVID. Regarding the Christmas show, Last-Minute Gifts, AthensWest Artistic Director Bo List wrote: “I've received lots of lovely compliments on the show, all of which end up (or begin with) noting the professional sound of the recordings. I hope you have enjoyed this collaboration as much as we have. It's a true blessing to work with creative and competent partners who enjoy what they're doing and are just so good at it.”

• WUKY's HD-2 Essential Classics broadcast six Lexington Chamber Music Festival programs produced especially for the station in the weeks preceding the return of the live, in person Festival in September
• WUKY listeners streamed 707,932 hours of programming, WUKY.org had 241,269 users, and 491,543 pageviews.

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

2021:

Examples of WUKY News’ in-depth news coverage of diversity issues in just the first quarter of the year include the community’s annual MLK Day celebration, the effort to ban no-knock warrants in Kentucky, a preview of the annual Black Women’s Conference at the University of Kentucky, Lexington Mayor Linda Gorton’s Commission for Racial Justice and Equality, demonstrations in Louisville on the one-year anniversary of Breonna Taylor’s death, the first Black Editor-in-Chief of the Kentucky Law Journal (Kelly Daniel), and a rally to stop Asian hate at the University of Kentucky. Complete listings and details for the full year are available at https://publicfiles.fcc.gov/fm-profile/wuky.

WUKY continued production of the Advanced D&D Podcast hosted by Dan Wu and WUKY’s DeBraun Thomas, focusing on Lexington, news, pop culture, music, & more. Aired 26 one-hour episodes of Key Conversations, the weekly radio series on minority issues produced by Lexington’s Black-owned newspaper, the Key News Journal. Created and implemented the WUKY Small Business Marketing Awards program, providing four $10,000 grants of underwriting sponsorships to area businesses and non-profit organizations that serve marginalized communities in Lexington. Formed a partnership with AthensWest Theatre to produce original radio dramas inspired by social justice issues.

2022:
WUKY will continue and expand our coverage of news relevant to diverse audiences by tracking and increasing the use of diverse sources on air and expanding our reporting capabilities through an increased focus on grant funding. We will once again broadcast the Key Conversations radio series when it resumes production in February, and (once in-person events resume) sponsor and participate in community and campus events such as the Lexington Pride Festival, Festival Latino, Roots and Heritage Festival, UK Feast on Equality and other similar activities as they become available.

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?

Nearly 10% of WUKY’s operating budget comes from CPB. This is used primarily for two extremely important purposes: 1) Funding a key staff position (Programming & Operations Manager) and 2) Enabling WUKY to produce or acquire various local and national programs, including several that serve minority and other diverse audiences. Without CPB funds, we would have to eliminate the Programming & Operations Manager position, which would severely impact our ability to provide daily programming on our analog, HD, on-demand, mobile, and web channels. Our digital services would have to be shut down or drastically reduced in the absence of CPB funds. Perhaps most significantly, we would be unable continue to expand our award-winning news department, as currently planned, to address the growing community need for local journalism both on radio and online. In addition, WUKY would lose the blanket licensing CPB provides for music rights and audio streaming, which we could not afford to negotiate or pay on our own.