

Updated July 12, 2023

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](#))

Management met with the EKU Administration July 12, 2023 to conduct an annual review of the station's diversity goals and revisions.

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:

- 14 staff
- 100% White
- 8 Male
- 6 Female

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

- 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

Results:

WEKU has struggled to recruit diverse talent pool of applicants for open positions. Rural Eastern Kentucky is predominantly white which makes up the majority of applicants at WEKU and licensee Eastern Kentucky University. In addition, WEKU continues to have difficulty recruiting talent due to the tight job force and job market. The station continues to reach out to diverse organizations and social media to recruit minority applicants for open positions including the Lexington NAACP, Urban League as well as Facebook and Linked In.

WEKU has added diverse programming over the past year including Our Body Politic and Notes from America which are minority produced and hosted.

WEKU is working to implement a diversity source tracking program for 2023/2024 that will be undertaken by the News Director and reported to the Director and General Manager on an annual basis.

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