

Local Content and Services Report – 2023

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's Strategic Plan calls on 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, in-depth news reports, specials, podcasts, and on-demand content. Topics addressed include business, state and local government, the equine industry, medicine, literature and the arts, history, education, sports, minority issues, and agriculture.

In addition to our broadcasts, these productions are made readily available via smart speakers, the WUKY phone app, NPROne, WUKY.org, and YouTube. WUKY.org is devoted primarily to local news with stories and on-demand content updated throughout the day. Our website also hosts WUKY's weekly news/public affairs newsletter Rewind, Tax Tips, and more.

Digital & in-person engagement: As the pandemic subsided, WUKY made the transition back to in-person events when possible. Lexington's Carnegie Center also resumed in-person presentations, and WUKY recorded and aired their Great Kentucky Writers series. In partnership with Carnegie's Kentucky Black Writers Collaborative, WUKY launched a series of live readings/broadcasts entitled Say It Loud with an event in our studios on April 29, 2022. It was KBWC's first public event ever. WUKY entered its 2nd year of Small Business Marketing Awards and leveraged our connections with Commerce Lexington to attend their Opportunity Exchange, Minority Business Expo and other related events in order to promote the grant program. For Public Radio Music Day, WUKY hosted a live broadcast of a studio concert by singer-songwriter Justin Wells which was streamed by YouTube and NPR. In conjunction with Public Media For All's Day of Action and Education, WUKY presented a second reading by the Kentucky Black Writers Collaborative. WUKY's art gallery reopened in the fall with the photography of Berea KY's Libby Jones and hosted two events with the artist. Finally, WUKY initiated a new collaboration with Lexington's Project Ricochet to produce a monthly podcast devoted to the issues and concerns of Lexington's minority communities.

Education services: WUKY's annual podcast training session for middle and high school students interested in participating in NPR's Student Podcast Challenge was done via Zoom. WUKY sponsored the "Titan Financial Literacy Summit". This event, featuring certified financial literacy coaches and educators, was designed to help young people and families take actionable steps to build a "Financial Legacy".

Additional WUKY community partnerships and collaborations are described in detail 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 (news & programming exchange), RadioLex (supply news programming, support & consultation), WRFL (engineering/FCC report collaboration).

Education partners: University of Kentucky (UK) (internships, recording studio for classroom use, production for MLK Day annual celebration), UK Opera Theatre & UK College of Fine Arts (promotional support), UK College of Agriculture (From the Ground Up; Farmer's Market Report), UK College of Business and Economics (Tax Tips scripting), Dunbar High School, Leestown Middle School, Woodford County Middle School & Frederick Douglass High School (podcast training), Fayette County Public Schools (EBCE internship program).

Non-profit partners: Central Music Academy (musical instrument drive), Public Media For All (DEI), LexVote & CivicLex (Mayoral Debates; Council Candidate Forum), Carnegie Center (KY Great Writers broadcasts; KY Black Writers Collaborative Say It Loud series), Commerce Lexington (event sponsorships, ribbon cuttings, minority business group, BusinessLink events), Kentucky Broadcasters Association (state EAS plan), Radio Eye (provide subcarrier), Bluegrass Greensource (event 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; provided expertise for booking musical acts), Bluegrass Community Foundation (sponsorship of Heather McGhee event), Women Leading Kentucky (promotion of roundtable events); Project Ricochet (Titan Financial Summit & podcast production/distribution); Pride Run (event sponsorship); Who We Lost KY (segment/podcast production).

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 & Tiffanys (neighborhood cleanup event)

Government: Madison County Emergency Management (technical support and use of sub-carrier for AlertUS system), Lexington-Fayette Urban-County Government (emergency communications; traffic information; PSAs).

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 annual Musical Instrument Drive brought donations of over 70 diverse musical instruments for disadvantaged students at Lexington's Central Music Academy. CMA's Erin Walker wrote: "We're excited to partner with WUKY for the instrument drive again. Each fall, we always receive so many awesome donations and meet so many amazing people who find out about CMA through WUKY! We truly appreciate everything that WUKY does for CMA and for the Lexington community, and we look forward to working with you again soon!"
- 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 served nearly 10,000 blind and physically handicapped listeners.
- The Titan Financial Literacy Summit, sponsored by WUKY, provided minority adults and children with critical financial planning information. The summit was presented by Lexington's Project Ricochet. Dr. Abeni El-Amin wrote: "Project Ricochet, Inc. has found an extraordinary partner in WUKY. The impact of this partnership has brought sustainability in the organization. Currently, Project Ricochet, Inc. has received WUKY sponsorship for our Titan Financial Legacy Summit at William Wells Brown in September 2022 (85 participants). Likewise, Tom Godell is an equality steward for NPR radio in his work to create a progressive society. WUKY has created further impact by providing cost effective spots and online media to support the PR Health Covid-19 initiative. Further, members of our team attended The Black Writer's Collaborative in November which has propelled our working relationship with the Carnegie Center. Moreover, the Ricochet Effect Podcast has been produced by John Lumagui in December 2022 and January 2023 and is already one of the most listened to podcasts at WUKY."
- The Say It Loud series, presented by WUKY in conjunction with the Lexington Carnegie Center's Kentucky Black Writers Collaborative reached dozens of attendees in person in addition to WUKY's broadcast audience. Audio from the readings is also available as a podcast and on demand at <https://www.wuky.org/podcast/kentucky-black-writers-collaborative>. KBWC Director Claudia Love Mair says: "The Say It Loud Series amplifies Black voices that have had little to no opportunity to be heard. One featured writer, when shown the promotional materials, said beaming, 'I've never seen myself in this way before.' Attendees have expressed how much they've enjoyed the series, saying they would have never guessed the readers weren't the most seasoned professionals. In addition they shared how much they enjoyed the music. We look forward to future Say It Loud events, what they bring to those who come in person and those who hear them on the radio."
- WUKY's annual Small Business Marketing Awards competition attracted over 40 applications, mostly from minority and women-owned businesses and non-profits across the Central Kentucky community. WUKY provided \$15,000 of free underwriting & online advertising to the award winners, plus short flights of

- awareness spots to 10 worthy non-profit organizations. Award winner Lynn Fors wrote: “Access Language Solutions was thrilled to get this award. As a small nonprofit meeting the needs of a specific niche of clientele, it is important to get as much publicity as possible. The more people know about us, the more vital services will get to often marginalized populations whose preferred language is not English.”
- In conjunction with NPR’s annual Student Podcast Challenge, WUKY staff provided training in podcast production to middle and high school students across Central Kentucky via Zoom. Kim Joyner a teacher with Woodford County Public Schools told us: “I had 3 students attend last year's Zoom. The importance of the project is for kids to see there are future careers using the technology they love. Some of my middle school students who have attended events at WUKY have gone on to win STLP competitions in events such as podcasting and broadcasting.”

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.

2022: Highlights of WUKY News coverage of diversity issues include:

Ongoing coverage of Lexington’s Racial Justice and Equality Commission. The stories of local women who participated in the 1964 March for Civil Rights in Frankfort. UK research into how gaining insights from gender and sexual minorities can help healthcare providers better serve these individuals, their families, and communities. How chronic kidney disease affects African American communities. Ongoing coverage of a racial-slur-laden assault on a UK student and its impact on the UK community and Lexington. The 5th anniversary of the removal of Confederate statues from Cheapside in downtown Lexington. As part of the annual Public Media Day of Action and Education, WUKY News provided a historical perspective on media coverage of Lexington’s African American communities. An in-depth conversation with Dan Wu, the first Asian American elected to the Urban County Council as the city’s Vice Mayor. How Lexington’s largest performance venues launched a new partnership aimed at making events more inclusive for people with sensory issues.

Complete listings and details for the full year are available at <https://publicfiles.fcc.gov/fm-profile/wuky>.

In addition, WUKY began production of Project Ricochet’s “Ricochet Effect” podcast. WUKY’s Small Business Marketing Awards program continued to provide significant grants of program underwriting to area businesses and non-profit organizations that serve marginalized communities in Lexington. WUKY sponsored the Lexington Pride Festival and the Roots & Heritage Festival.

2023: WUKY will continue to devote significant resources to provide radio and online news coverage of minority issues and strive to increase the number of minority and marginalized voices heard on air. The Ricochet Effect Podcast will be produced monthly. Finally, WUKY will sponsor and participate in community and University of Kentucky events promoting diversity.

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?

Approximately 10% of WUKY's operating budget comes from CPB. These funds are used primarily for two extremely important purposes: 1) Funding a key staff position (Programming & Operations Manager) and 2) Enabling WUKY to produce or acquire local and national programs, including several that serve minority and other diverse audiences. Without CPB funds, we would eliminate the Programming & Operations Manager position, which would severely impact our ability to provide daily local programming on our analog, HD, on-demand, mobile, and web channels. Our digital services would be shut down or drastically reduced in the absence of CPB funds. Perhaps most significantly, we would be unable 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.