

## Grantee Information

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

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 2017. 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 2017 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.**

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

Every three years WEKU engages ECU Institutional Research to conduct a Listener Survey. We also visit five communities throughout our service region to hold open-house meetings with interested individuals and listeners to ascertain their needs and interests. WEKU has a weekly public affairs program, Eastern Standard which covers these issues with an in-depth and interactive discussion engaging our audience 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.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 most of our colleagues across the station for news sharing within the Kentucky Public Radio Network. Also this year, thanks to the CPB we are sharing and creating stories of value as part of the Ohio Valley Resource Regional Journalism Collaborative. We also share other back-office best practices and group-service with our colleagues again thanks to CPB's assistance. The fundraising collaboration has made a significant difference in improving our individual gift fundraising. We raised our Sustaining Members from about 27% of our givers to over 55%. WEKU partners with local performing arts venues to produce a series of weekly in-performance programs featuring classical music Setp - May and a variety of genres in the summer.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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.

We air regular on-air feedback solicitation and produce weekly feedback segments for our air and online. This mechanism has significantly increased our input on our programming from our listeners to improve our service to those listeners. We also actively seek feedback during

our three on-air drives.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

Our local news coverage and weekly talk program has included a number of stories on minority issues and concerns including the views and rights of religious minorities in our communities. We further extend the class of minorities beyond ethnicity to include issues of gender identification and orientation.

### 6.1 Telling Public Radio's Story

Jump to question: [6.1](#)

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. Appalachia is historically and continues to be 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. WMMT in Whitesburg at Appalshop is a partner in our OVR program as well. Since establishing hourly statewide newscasts three years ago (again thanks to CPB) our status as the go-to station for local and regional news (not to mention national news from NPR and international news from the BBC). Especially as even fewer commercial stations are investing in local news coverage. In many communities of service - we're the only source of direct and original reporting on the state government.

Comments

**Question**

**Comment**

No Comments for this section