Local Content and Services Report – 2021

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 News Plan articulates the following goals: Dominate the Central Kentucky radio news landscape with coverage unmatched in the Lexington market. Make WUKY the source for news and information via radio, web, and social media.

WUKY’s vital local services include the broadcast of 11 daily newscasts, a variety of recurring news feature segments (Business Side, Dr. Greg Davis on Medicine, Bookmarks, Farmer’s Market Report, Horse Capital UK Perspectives, From the Ground Up & Saving Stories), plus in-depth news stories on topics of significant community interest. All of these feature productions are also available as podcasts and on demand at WUKY.org. WUKY’s award-winning content is also available via smart speakers, the WUKY app, NPROne, Twitter, and Facebook.

Our website, WUKY.org, is devoted primarily to local news with stories and on-demand content updated continuously. The website also hosts WUKY’s Rewind weekly newsletter, KY Hall of Fame Journalist Ken Kurtz’s blog I’m Just Sayin’, and an archive of Tax Tips prepared for WUKY by faculty at the UK College of Business and Economics.

Across all these platforms, WUKY’s news department focuses on five key areas that are of importance to the Central Kentucky community: state & local government, minority issues, health, business, and equine issues. Other significant topics addressed by our broadcast, online and on demand content include Kentucky oral history, literature, music, art, medicine, and horticulture.

In January and February, WUKY hosted a public art exhibition of award-winning photographs from the Lexington Camera Club. We also brought students from four area middle and high schools to our studios to learn the ins and outs of podcasting from our news staff in preparation for their participation in the NPR Student Podcast Challenge.

Unfortunately the COVID crisis caused us to close our studios to the public and cancel all of our planned in-person engagement and outreach activities after mid-March. Nonetheless, we continued to work with a wide array of community partners to bring to our listeners many events that were otherwise cancelled. Thus we produced and aired a virtual preview party for the Kentucky Women Writers Conference, a virtual Railbird (music) Festival, a Zoom production of Oscar Wilde by AthensWest Theatre, the Carnegie Center's Great Writers series, and concerts of the Lexington Chamber Orchestra. And we expanded our ongoing partnership with God's Pantry Food Bank to feed more needy children during our December Fund Drive.
Education services: WUKY's internship program was disrupted by the COVID crisis, but we plan to resume and expand these efforts as soon as possible in 2021. As noted above, we brought nearly 100 students from four different area schools to our studios to learn about podcasting before the crisis. We also hosted a Career Day event for approximately 50 students from Leestown Middle School.

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.

NOTE: Due to the COVID crisis many annual WUKY events and new activities that had been planned for 2020 were cancelled.

Public media partners: WMKY (news & programming exchange), RadioLex (formerly Lexington Community Radio) (supply news programming, support & consultation), WRFL (engineering/legal services collaboration), KET (Kentucky Writers Hall of Fame induction ceremony broadcast), CKRE (provide subcarrier, engineering support).

Education partners: University of Kentucky (UK) (technical support for UK's first drive-in graduation ceremony, internships), 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 (internships, podcasting).

Non-profit partners: Public Media For All (DEI efforts), LexVote (Election Hub Project for primary & general election), AthensWest Theatre (broadcast), Lexington Chamber Orchestra (broadcast), Poetry Unites Kentucky (essay competition & film documentary project), Lexington Camera Club (photo exhibit), Kentucky Women Writers Conference (Preview Party broadcast), Carnegie Center (KY Writers Hall of Fame broadcast, KY Great Writers broadcasts), Commerce Lexington (event sponsorships), Kentucky Broadcasters Association (state EAS plan), CKRE (provide subcarrier), Lexington Chamber Orchestra (broadcast of concerts), Lexington Philharmonic (promotion), God’s Pantry Food Bank (Feeding Kentucky project during December fund drive).


Government: Madison County Emergency Management (technical support and use of sub-carrier 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 Feeding Kentucky Campaign in December -- in conjunction with God’s Pantry Food Bank and area business partners -- provided 32,000 meals to families in need.
- Students at Woodford County Middle School won an Honorable Mention from NPR's Student Podcast Challenge competition after attending a session at WUKY devoted to podcasting.
- WUKY News won four major Kentucky Associated Press awards, including best short newscast, best sports coverage and best political coverage.
- CKRE was able to serve 9,700 Blind/physically handicapped listeners via WUKY’s subcarrier.
- AthensWest Director Bo List wrote in an email after WUKY's broadcast of The Importance of Being Earnest: "We had such a good time working with WUKY, we've come up with a few possibilities to run past you." Both of the new ideas proposed in this message are currently in production and will air in early 2021.
- Regarding their Preview Party broadcast, Kentucky Women Writers Conference Director Julie Wrinn wrote: "It was an amazing opportunity and I loved doing it! I hope we can do it again every year. Thank you again for having the idea and editing and producing it." The success of this project led to plans for the creation of six additional hour-length programs in 2021.
- Taylor Jewell, Executive Director of the Lexington Chamber Orchestra, wrote regarding WUKY's broadcast of their concerts " On behalf of the Lexington Chamber Orchestra, I just wanted to say thank you for picking up our performances and airing them over WUKY and WMKY! What an amazing opportunity and collaboration." Jewell also oversees the Lexington Chamber Music Society and has arranged for their concerts to air on WUKY's HD-2 Essential Classics channel in 2021.
- During the year listeners streamed 153,149 hours of WUKY programming, WUKY.org had 250,364 unique visitors, and WUKY had 64,642 podcast subscribers.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast
Examples of WUKY News' in depth coverage of diversity issues include in-person reports on racial justice protests in Lexington and Louisville (where our reporter was tear-gassed), the effect of the opioid epidemic on the city's minority population, the effect of COVID-19 on black-owned business in Lexington, the UK Libraries’ Notable Kentucky African Americans Database, health disparities in the Black community during the COVID-19 pandemic, and COVID-19 testing and contact tracing in the Black community. Complete details are available at https://publicfiles.fcc.gov/fm-profile/wuky.

Launched Advanced D&D, a new podcast hosted by Dan Wu and WUKY’s DeBraun Thomas, focusing on Lexington, News, Pop culture, Music, & more.

Aired 52 one-hour episodes of Key Conversations, the weekly radio series on minority issues produced by Lexington’s black-owned newspaper, the Key News Journal.

2021:

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 partnership with the UK College of Journalism. We will continue to broadcast the Key Conversations series, and (once in-person events resume) sponsor and participate in community and campus events such as the Lexington Pride Festival and UK Feast on Equality.

We will move our NPR Student Podcast Challenge educational sessions to Zoom, which will enable us to reach and partner with more area schools, particularly those that serve black and Latinx children.

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. Indeed 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 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.