

WKU PBS & WKU PUBLIC RADIO
2019 LOCAL CONTENT & SERVICE REPORT TO OUR COMMUNITY



MISSION:

To enrich our communities by providing distinctive programming and services of the highest quality that enhance lives, expand perspectives and connect us to one another.

LOCAL VALUE:

WKU PUBLIC BROADCASTING SERVES CRITICAL ROLES IN KENTUCKY

As the only university joint licensee (WKU PBS & WKU Public Radio) in Kentucky, we proudly serve through our public engagement events, digital video/audio original content, television broadcast signal, radio broadcast signals, and satellite transmissions. Our base of operations is in the heart of WKU's campus in Bowling Green.

BROADCAST MEDIA SERVICE OFFERINGS

TELEVISION

WKU PBS 24.1

WKYU Create 24.2

WKYU-Wx (live weather radar) 24.3.

These offerings provide a continuous source of trusted content consisting of quality news, educational content, information and entertainment.

TELEVISION IMPACT

341 HRS – LOCALLY BROADCAST ORIGINAL PROGRAMMING

212 HRS – LOCALLY BROADCAST MUSIC, ARTS, & CULTURAL ORIGINAL PROGRAMMING

129 HRS – LOCALLY BROADCAST PUBLIC AFFAIRS, NEWS, SPORTS, AND INFORMATIONAL ORIGINAL PROGRAMMING

RADIO

WKYU-FM 88.9 Bowling Green

WDCL-FM 89.7 Somerset (and translator station W277AA-FM, 103.3 Somerset)

WKPB-FM 89.5 Henderson/Owensboro

WKUE-FM 90.9 Elizabethtown

WKU Classical (88.9 HD-2, 97.5 Bowling Green, 99.7 Glasgow)

RADIO IMPACT

210 HRS – ORIGINAL NEWS AND PUBLIC AFFAIRS PROGRAMMING

540 STORIES FILED – BY WKU REPORTERS TO KENTUCKY PUBLIC RADIO NETWORK

82 FEATURE STORIES FILED – BY WKU REPORTERS TO ENHANCE LOCAL NEWS PROGRAMS

15 FEATURE OVR STORIES FILED – BY LOCAL OVR REPORTER TO NETWORK OF 6.3 MILLION IN FOUR STATES

25 HOUR-LONG, LOCALLY PRODUCED MUSIC PROGRAMS

4 STORIES FILED WITH NPR

DIGITAL

WKU Public Radio Apps

Facebook, Twitter, YouTube and Instagram-

WKU PBS, WKU Public Radio, Lost River Sessions, HSSN, Barren River Breakdown

2019 LOCAL CONTENT = NATIONAL IMPACT

Lost River Sessions

(Educational and entertaining musical performances featuring Bluegrass/Americana/Folk music in local venues)

Cooking 80/20 with Robin Shea

(Lifestyle series promoting healthy eating alternatives and sensible indulgence options for families)

Fostering An Unconditional Love

(An informational and educational documentary focused on foster care and adoption)

Kentucky Wild Rivers: Secrets of Discovery

(An informational and educational documentary on the wild rivers of Kentucky)

Mammoth Cave: A Place Called Home

(Educational and historical documentary about the formation of Mammoth Cave National Park)

3721 Total Telecasts

184 Different Channels

85 Television Markets

34 States

51.62% US Population Coverage

139,456,381 Total US Population Reach

WKU Football, Football Coach's Show, Hilltopper Basketball, and Lady Topper Basketball

(Annually scheduled men's and women's Western Kentucky University Athletic events)

23 Hours LIVE Sports, Seven Hours Post-game, and 14 Recorded Telecasts

42 WKU Student Employees Engaged

WKU PUBLIC BROADCASTING IN OUR COMMUNITIES (51 Events total)

-A YEAR OF ENGAGEMENT-

January 18: Lost River Sessions LIVE! The Barefoot Movement & Savage Radley

February 15: Kelly Autism Program Circle of Support Tour of WKU Public Broadcasting

February 22: Lost River Sessions LIVE! Carl Anderson & Jordan Young

March 2-17: WKU PBS Spring Membership Drive

March 16: Lost River Sessions LIVE! An Evening with Parker Millsap

March 22-29: WKU Public Radio Spring Membership Drive

March 23: WKU Classical Sponsorship: Orchestra KY – Satchmo

March 26: Stained Glass Music Series – St. Joe’s Catholic Church, Bowling Green

April 6: Kentucky Green Living Fair – Somerset, KY

April 7: Hot Rods – WKU PBS Sundays at the Ballpark

April 14: Hot Rods – WKU PBS Sundays at the Ballpark

April 19: Lost River Sessions LIVE! Hogslop String Band & The Jenny Roads

April 26: SOKY BookFest Teen & Children’s Day

April 27: SOKY BookFest

April 28: Hot Rods – WKU PBS Sundays at the Ballpark

May 11: Lost River Sessions Arts & Music Festival Nikki Lane, Howlin’ Bros. & Leslie W. Meng

May 26: Hot Rods – WKU PBS Sundays at the Ballpark

May 29-31: PBS Annual Meeting – Nashville, TN

June 6: Owensboro Chamber of Commerce Rooster Booster

June 7: WKU Public Radio Membership FYE One-Day Drive

June 9: Hot Rods – WKU PBS Sundays at the Ballpark

June 12-15: W.C. Handy Blues & BBQ Festival – Henderson, KY

June 18: Stained Glass Music Series – St. Joe’s Catholic Church, Bowling Green

June 20: Camp Big Red Tour of WKU Public Broadcasting

June 26-29: ROMP Fest – Owensboro, KY

July 7: Hot Rods – WKU PBS Sundays at the Ballpark

July 14: Hot Rods – WKU PBS Sundays at the Ballpark

July 17: Leadership Bowling Green Tour of WKU Public Broadcasting

July 19-20: Master Musicians – Somerset, KY

July 27: Lost River Sessions LIVE! Bluegrass Museum, Owensboro – Ian Noe & Nathan Lynn

July 28: Hot Rods – WKU PBS Sundays at the Ballpark – Super WHY!

August 4: WKU PBS Pool Party

August 4: Hot Rods – WKU PBS Sundays at the Ballpark

August 10: Bluegrass in the Park Folklife Festival – Henderson, KY

August 10: Ohio Valley Emmy Awards – Louisville, KY

August 17-25: WKU PBS Summer Membership Drive

August 25: Hot Rods – WKU PBS Sundays at the Ballpark – Clifford the Big Red Dog

August 28: Welcome Back WKU

September 4: Kiwanis Club Presentation (Brinkley Fellowship Program)

September 17: Stained Glass Music Series – St. Joe’s Catholic Church, Bowling Green

September 19: Lost River Sessions LIVE! Mipso & Amythyst Kiah

September 20: Wynonna & the Big Noise Concert – Henderson, KY

September 20-27: WKU Public Radio Fall Membership Drive

October 11: Lost River Sessions LIVE! Liz Brasher & Justin Kalk

October 26: WKU Classical Sponsorship: Orchestra KY – Nat King Cole @ 100

November 2: WKU Classical Sponsorship: Orchestra KY – The Paul Simon Songbook

November 15: Lost River Sessions LIVE! Whiskey Bent Valley Boys & Willie Huston

Nov. 30-Dec. 8: WKU PBS Year-End Membership Drive

December 5: WKU Public Radio Year-End Membership Drive

December 17: Stained Glass Music Series – St. Joe’s Catholic Church, Bowling Green

December 21: WCPL & LRS present “Music for the Solstice” – Free community concert

-CONTINUED ENGAGEMENT-

WKU PBS POOL PARTY-

- 19th year
- Designed to bring families together

OUTSIDE THE BOOK-

- Annual collaborative initiative with Southern Kentucky BookFest to host a series
- Nationally significant and regional authors

MAINSTREET-

- 30th year of storytelling
- Unique attractions, businesses, and people of the Commonwealth

WKU STUDENT IMPACT –

- 51 WKU students employed
- Various majors and backgrounds
- Paid practical experience
- C. M. Anderson Fellowship Opportunity (two students annually)
- Brinkley ASD Fellowship Opportunity (four students employed currently)

RECOGNITION OF OUR IMPACT

2019 OHIO VALLEY REGIONAL EMMY AWARDS BY THE NUMBERS

- 27 Emmy Awards received by WKU PBS staff over the past 15 years
- 16 Consecutive years of Emmy Nominations
- 5 Consecutive years of nominations for Lost River Sessions

- 4 Different categories receiving nominations
- 2 WKU PBS employees receiving nominations/honors that are WKU graduates
- 2 Emmy Awards this year

In 2019, WKU PBS received the following nominations:

Informational/Instructional Program

*Kentucky Naturally, WKU PBS

Cheryl Shrader Beckley, Neil Purcell, Zack Couch, Zeb Weese

Arts/Entertainment Program

Lost River Sessions, WKU PBS

Darius Barati, Kelli Brock, Jeff Petrocelli, Neil Purcell

Audio

*Lost River Sessions (Composite), WKU PBS

Jeff Petrocelli

Magazine Feature/Segment

Castle and Key Distillery, WKU PBS

Cheryl Shrader Beckley, Neil Purcell, Michael Corrigan

Two students were nominated for their work at WKU PBS. Michael Corrigan ('18) was nominated in a professional category for his work on the long running series *MainStreet*. "The fact that I was able to receive a nomination for work I did as a student is a testament to the great training and opportunities WKU PBS provides and I couldn't be more thankful," he said.

Elijah Smith ('19) was nominated for a student production award in Long Form Non-Fiction for *The Picnic: Fancy Farm's Homecoming*.

**indicates recipient of 2019 Regional Emmy Award*

WKU Public Radio – Impact 2019

The WKU Public Radio newsroom produced nearly 200 hours of local news content in 2019 including morning and afternoon newscasts and long form features.

WKU Public Radio reporters produced 82 long form feature pieces (at least four minutes in length) that aired locally during either *Morning Edition* and/or *All Things Considered*.

Bowling Green-based reporter Becca Schimmel had 15 long form reports featured on the Ohio Valley ReSource, reaching a potential 6.3 million listeners from Paducah to Lexington; Louisville to Bowling Green in Kentucky; along with stations across West Virginia and southeast Ohio.

WKU Public Radio reporters filed 540 stories to the Kentucky Public Radio Network. These reports aired on statewide newscasts as well as individual station newscasts in Louisville, Lexington, Murray, and Paducah as well as our local newscasts in Bowling Green, Owensboro, Elizabethtown, and Somerset.

Four stories filed with NPR featuring local reporters Becca Schimmel (an update on a federal coal dust fraud case in Owensboro; and the securing of federal funding for pension plans for coal miners) and Lisa Autry (the civil trial involving the man who physically attacked U.S. Sen. Rand Paul; and the vote by the Tennessee Valley Authority to close down a coal-fired power unit in Muhlenberg County, KY).

25 hour-long, locally produced music programs (18 Lost River Sessions shows, 5 Stained Glass Music Series concerts, 2 Orchestra Kentucky broadcasts)

2019 Associated Press Awards

The Kentucky Associated Press released the list of finalists in contest categories for 2019. There are finalists listed in each category, in no particular order according to the AP, so each of the following should result in either a 1st or 2nd place finish:

WKU Public Radio: Overall Excellence

Lisa Autry: Radio Reporter

Lisa Autry: Long Light News Feature, "As GM Prepares for Big Reveal, the Home of the Corvette is Buzzing About New Stingray"

Lisa Autry: Short Serious News Feature, "Here's Why Hodgenville is Eager to See an End to Government Shutdown"

Lisa Autry: Continuing Coverage, "Hourly Workers at GM's Bowling Green Plant Join Nationwide Strike"

Barbara Deeb: Long Serious News Feature, "Kentucky Civil Rights Activist Charles Neblett Reflects on Fight for Equality"

Rhonda Miller: Special Series/Documentary, "Elder Refugees in Kentucky Face Challenges Related to Language, Hunger, and Isolation"

Rhonda Miller: Long Public Affairs, "Looking for Workers? An Owensboro Program is Training Local Senior Citizens to Fill Positions"

Rhonda Miller: Short Serious News Feature, "Kentucky has Highest Rate of Food Insecurity for Residents in Their 50s"

Rhonda Miller: Radio Reporter

Becca Schimmel: Enterprise Reporting, "Water Infrastructure Woes: How Flooding Impacts Homes and the Water We Rely On"

Becca Schimmel: Short Serious News Feature, "Cap on Refugees from Africa Leading to 'Hidden Family Separation' in Kentucky"

Becca Schimmel: Continuing Coverage, "Retired Coal Miners Make Final Push to Secure Pension Protections from Congress"

TWO ESSENTIAL RESOURCES TO PROVIDE NEWSWORTHY CONTENT FROM AND FOR OUR REGION

THE KENTUCKY PUBLIC RADIO NETWORK

Through Corporation for Public Broadcasting and station support, KPRN, is a consortium of public radio stations that share news content and resources. Stations collaborate daily on content, our facilities interconnected, leading to a regular newscast distributed across Kentucky.

OHIO VALLEY RESOURCE

This past year marked the second full year for the Ohio Valley ReSource. Made up of seven public radio stations from Kentucky to West Virginia and Ohio, the ReSource features a weekly four-minute feature covering infrastructure, agriculture or social issues that are transforming the region.

NEW AREAS OF IMPACT

ASD STUDENT FELLOWSHIP

As the rate of diagnosed individuals with autism spectrum disorder (ASD) increases each year, there is a growing need to develop employment opportunities for individuals with ASD as they transition to adulthood. To address this growing need, WKU Public Broadcasting, in partnership with the Suzanne Vitale Clinical Education Complex – and more specifically the Kelly Autism Program Circle of Support – has established the Brinkley Student Employment Fellowship Program.

This program supports the training and advancement of WKU students with ASD through a student employment fellowship.

Students gain valuable experience in practical job training:

Television Production

Camera operator/assist, Audio operator, Teleprompter, Utility management

Radio & Engineering

Newsroom assistance, Producing promos, Website/social media, Photography, Live remote broadcasts, Maintain/repair equipment

Business & Philanthropy

Community events, Data entry, Fulfillment services, General office duties

KENTUCKY NATURALLY

WKU PBS and the **Kentucky Heritage Land Conservation** Fund partnered in the creation of the documentary *Kentucky Naturally*. This program explores how preserving and conserving natural areas creates spaces for recreation and conservation that are in harmony with the nature around them. *Kentucky Naturally* highlights habitats where rare and endangered species live, as well as chronicles the ongoing efforts to create the longest hiking trail in Kentucky.

ROMP FESTIVAL: CELEBRATING THE ROOTS & BRANCHES OF BLUEGRASS

WKU PBS and the **International Bluegrass Music Museum** have partnered to showcase the iconic music festival held annually at Daviess County's Yellow Creek Park. Our second year of collaboration yielded 35 total hours of 2019 broadcast programming content designed to highlight live music in a family setting. We originally began airing this remarkable content in the spring of 2018, leading up to the 15th anniversary of the festival.

THE STAINED GLASS MUSIC SERIES

WKU Public Radio has extended production of a quarterly series showcasing music collaborations between Ken Stein, organist and selected musical acts not known for accompanying pipe organ music. These concerts are being held at St. Joseph's Catholic Church in Bowling Green. This music is recorded, aired, and archived for future generations.

TESTIMONIAL IMPACT

ON PUBLIC TELEVISION CONTENT:

"Public television is important because it helps to educate us, it helps to put our minds in a different place than wherever else we are; if we are sitting in front of the television. The education part of it is so exciting to me. I especially enjoy the pieces about Kentucky, about regional and local people and places. It helps us to continue to have a pride in place, I believe, here in Kentucky."

-Beth Hester, Scottsville, KY

“We enjoy your nature programming, your children’s programming, and we believe that the service you provide is important in our community.”

-Dr. Jeff Reynolds, Bowling Green

“We have over-the-air antenna, we don’t have cable. Even though we could get cable, we dropped it years ago because there’s nothing on out of 150 channels. The (public) channels we get from Bowling Green are the KET’s and the WKYU’s and those are the best shows on TV, bar none. Mainly, there’s no commercials. Public television is important for getting stories about people. I mean, really, life is all about stories.”

-Scott Gilbert, Allen County, Kentucky

ON PUBLIC RADIO CONTENT:

“I listen to NPR and WKYU on a daily basis. I want my children, grandchildren and my students to have the same opportunity that I’ve had to enjoy a very balanced view of the world and a diverse view. Because in a rural area like we face sometimes diversity is something we’re not as exposed to. There aren’t enough good things to say about this radio station.”

- Donnie Wilkerson, Elementary School Teacher, Jamestown, KY

“I’ve been a listener and supporter of public radio from California to New York, from Georgia to Texas and Louisiana as well as Kentucky and I can say without reservation that Western’s public radio is second to none. We’re very fortunate to have locally produced programs like Lost River Sessions and Kentucky news coverage and such a treasure of NPR and APM programs that inform and entertain and inspire. I listen throughout the day, and I wouldn’t want to be without it.”

- Charles Arterburn, Bowling Green, KY

“I listen to NPR non-stop. I need the news to tell me everything I need to know. I am a sustaining member and I’ll pay whatever you need me to pay because we have to have NPR and we have to have PBS.”

- Amy Stiff, Owensboro, KY

WKU PUBLIC MEDIA INTO THE FUTURE

As a public media organization, WKU PBS and WKU Public Radio are committed to engaging and serving our audience, contributing to our communities, and positively impacting life in our country by telling stories that have an impact.

Our best work happens for you - and because of you.